A Study on Relationships of Cyclists' Leisure Motivation and Enduring Involvement to Their Flow Experience

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ABSTRACT

This research was aimed at exploring relationships among cyclists' leisure motivation, enduring involvement, and flow experience. Using a convenience sampling method, twenty-two cycling clubs were first selected from a list of mid-Taiwan bikes' clubs. Then, members of these clubs were solicited to respond to a 4-page questionnaire. Six hundreds of questionnaires were distributed. A total of 463 completed questionnaires were returned, yielding a response rate of 77.2%. Initial descriptive statistics were run in order to examine the demographic and participation patterns of the sample. Reliability analysis was conducted to test all the scales. In addition, t-test, one-way ANOVA, Pearson correlation and content analysis were performed for data analysis. A majority of the sample were male. Most of the respondents were over the age of 40, and reported monthly incomes of NT$20,001~60,000. They were primarily married, and had graduated from senior high schools. Respondents had been cycling for an average of 4.76 years.

The results of bivariate analyses indicated that: 1. there were significant differences in leisure motivation among cyclists with varied demographic background. (i.e., gender, residence, age, marital status, education and monthly income); 2. there were significant differences in enduring involvement among cyclists with varied demographic background. (i.e., gender and monthly income); 3. there were significant differences in flow experience among cyclists with varied demographic background. (i.e., gender, age, marital status and monthly income); 4. there was a significant positive, linear relationship between cyclists' cycling behavior and enduring involvement; 5. there was a significant positive, linear relationship between cyclists' leisure motivation and enduring involvement; 6. there was a significant positive, linear relationship between cyclists' enduring involvement and flow experience; and 7. there was a significant positive, linear relationship between cyclists' leisure motivation and flow experience. Finally, according to the findings, discussion was made and recommendations were offered to related organizations and future studies.

Keywords: cyclists, leisure motivation, enduring involvement, flow experience


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