

# A Study on the Relationships of Lohasians ' Leisure Involvement and Leisure Benefit

張智傑、李城忠

E-mail: 317699@mail.dyu.edu.tw

## ABSTRACT

The purpose of this research is to analyze the relationship between the LOHAS lifestyle and leisure activities, and focuses on cycling, or the most popular topic for the LOHAS lifestyle. The term LOHAS was originally an emerging lifestyle in the western world. Sometimes referred to as the LOHAS lifestyle or LOHAS ideology, LOHAS is a transliterated term. It stands for Lifestyles of Health and Sustainability and refers to a state of self-sufficiency. In this global trend of LOHAS, cycling is recognized as the activity that best confirms to the essence of the LOHAS lifestyle. Other than its contribution to reducing global warming, cycling allows riders to enjoy the fun of riding a bicycle and experience a healthy life. In addition to the LOHAS lifestyle and leisure activities, this study also discusses the influence for the LOHAS lifestyle, leisure involvements, and leisure benefits. This sample population for this study is frequent cyclers, and there were 491 effective questionnaires collected. These questionnaires and the Structural Equation Model are adopted to test the study model and the result shows an excellent goodness-of-fit. There are four important findings from this study: 1. the LOHAS lifestyle, combined with leisure involvements, presents a significant influence on leisure benefits; 2. the LOHAS lifestyle exerts a significant influence on leisure benefits; 3. the social network, combined with leisure involvements, presents a significant influence on leisure benefits; and 4. leisure involvements exert a significant influence on leisure benefits. With the result of the study model, this study concludes that LOHAS lifestyle should be promoted to obtain sustainable developments for the environment, economy, personal physical and psychological well-beings, and the society. By integrating the cycling activity, the LOHAS lifestyle will be the key to continuity for the earth, the human race, and the environment.

Keywords : Lohas、Leisure Involvement、Leisure benefit、Social Network

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