

The Relationship between Social Identity and Leisure Motivation: The Moderating Effects of Introversion-Extroversion

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ABSTRACT

Today, people's interactions are very frequent. Individuals often face a lot of invitation from his friends and colleagues. To participate or not is according to their social identity. The purpose of this study was to verify the relationship between social identity and leisure motivation. The main hypothesis was that social identity positive influenced leisure motivation. But the moderating effect and influencing extent between social identity and leisure motivation in introversion-extroversion is still tentative. Therefore, it was also hypothesized that the relationship between social identity and leisure motivation was moderated by introversion-extroversion. Through questionnaires, 500 copies issued in this study to the three major metropolitan areas in Taiwan, according to the proportion of the population. Data was collected from the 441 valid samples, effective response rates was 88.2%. The results of this study showed that social identity significantly positive affect leisure motivation. And besides, extrovert moderates the relationship between social identity and leisure motivation: the positive relationship becomes stronger as extrovert increases. Future study and practical implication of this study were also discussed

Keywords : social identity、leisure motivation、introversion-extroversion

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