

衝浪參與者風險認知、休閒涉入、休閒利益知覺關係之研究

葉大青、李城忠

E-mail: 319613@mail.dyu.edu.tw

摘要

本研究目的在於探討衝浪參與者風險認知、休閒涉入、休閒利益知覺關係之研究，並以曾經參與過衝浪活動的衝浪參與者為研究對象。問卷總共發放350份，回收325份數，剔除無效問卷11份，共計314份有效問卷，有效問卷回收率為90%。風險認知的研究構面包含風險管理、風險傾向及風險特性等三個構面進行測量，休閒涉入以重要性、愉悅、自我表現、風險等四個構面進行測量；休閒利益知覺以均衡生活體驗、健全生活內涵、提升生活品質等三個構面進行測量，並以結構方程模型(SEM)進行徑路分析，整體模式均有良好的配適度。由研究模式顯示，本文有幾項重要發現：1. 衝浪參與者休閒涉入與風險認知達顯著相關；2. 衝浪參與者休閒涉入對休閒利益知覺達顯著正向影響；3. 衝浪參與者風險認知對休閒利益知覺達顯著正向影響。最後，依研究結果推估結論，提出建議作為衝浪活動推廣上之參考，以及對於台灣海域風險認知提升和改善。對浪俱樂部規劃者建議，應提供良好的設備和即時的資訊以及正確的海上風險認知觀念，同時提供良好的交誼場所來提高衝浪參與者的涉入程度和休閒利益知覺。

關鍵詞：風險認知、休閒涉入、休閒利益知覺

目錄

中文摘要	iii	英文摘要	iv
致謝辭	vi	內容目錄	vii
表目錄	ix	圖目錄	
. x 第一章 緒論	1	第一節 研究背景	
. . 1 第二節 研究動機	2	第三節 研究目的	
. 3 第四節 研究問題	4	第五節 研究的重要性	4
第六節 研究範圍與限制	5	第七節 研究變項之名詞解釋	5
探討	7	第二章 文獻	
衝浪風險認知	11	第一節 衝浪活動	7
休閒利益知覺	28	第二節 休閒涉入	21
研究架構	34	第三章 研究方法	34
節 研究假設	36	第一節 問卷量表信度檢測	48
第四章 資料分析與研究結果	48	第二節 操作性定義	35
節 樣本結構分析	49	第三節 研究工具	37
整體結構分析	73	第四節 問卷量表信度檢測	48
研究結論	82	第五節 信度與效度分析	56
續研究建議	86	第五章 結論與建議	82
問卷	99	第一節 後	
		第二節 管理意涵	85
		第三節 後	
		參考文獻	88
		附錄A 正式	

參考文獻

中華民國滑浪協會網站(2006)，台灣衝浪發展現況 [線上資料]，來源: <http://www.sf.org.tw/> [2009, October 25]。戶外生活雜誌編輯組(1981)，衝浪-向大海挑戰。台北:戶外生活圖書。王政偉(1998)，水上運動小百科，台北:浩園文化。石克偉(2004)，戶外休閒-台灣-休閒討論特區EVERSURF & LEFTWAVE衝浪[線上資料]，來源: <http://www.outdoor.com.tw/> [2009, October 25]。高雄市政府新聞處(2005)，高雄市經貿發展協會代理發行[線上資料]，來源: <http://kaohsiungwalking.kcg.gov.tw> [2009, October 25]。朱笠瑄(2003)，東北角海岸攀岩冒險遊憩活動之研究，私立朝陽科技大學休閒事業管理研究所未出版之碩士論文。江澤群，林國瑞(2000)，體育運動風險管理之探討，北體學報，7，214。何金銘(2001)，統計法輯要，台南:台灣復文興業股份有限公司。吳秉恩(1986)，組織行為學，台北:華泰書局。宋文溪(2006)，飛行員之組織變革認知、飛行風險認知、角色壓力對專業承諾與生涯發展導向影響之研究以國軍主力戰鬥機飛行人員為例，私立南華大學管理科學研究所之未出版碩士論文。宋民哲(1990)，風險管理，台北:五南圖書出版有限公司。宋明哲(2001)，現代管理風險，台北:五南圖書出版有限公司。李茂能(2006)，結構方程模式軟體AOMS之簡介及其在測驗編制上應用—Gtaphics & Basic，台北市:心理出版社。杜梅明(2005)，風險偏好、組織氣候、激勵因素與組織程度之相關性研究，國立中山大學人力資源管理研究所未出版之碩

士論文。高俊雄(1995), 休閒利益三因素模式, 戶外遊憩研究, 8(1), 15-28 張翠瑩, 甚美玉(1983), 八十年代的熱門的, 新潮的戶外活動衝浪向大海挑戰, 台北:戶外生活圖書股份有限公司。莊惠勤(2003), 醫院員工對醫療廢棄物風險知覺關係之研究—以嘉義地區區域醫院為例, 私立南華大學環境管理研究所出版之碩士論文。郭淑菁(2003), 登山社員休閒涉入、休閒滿意度與幸福感之研究, 私立大葉大學休閒事業管理研究所出版之碩士論文。陳志東(2001), 超大膽玩家/衝浪系列(1)/最心靈的極限運動 [線上資料], 來源: <http://www.ettoday.com/> [2009, October 25]。劉明全(2003), 登山者對於高山登山風險認知研究-以休閒教育之觀點, 國立體育學院體育研究所出版之碩士論文。蔡協哲, 廖尹華(2004), 推展水域運動談產官學之資源整合策略, 台灣體育運動與健康休閒發展趨勢研討會, 103-104, 嘉義市。鄭弁冕(2002), 衝浪簡介。休閒運動期刊, 創刊號, 38-44。鄧家駒(2000), 風險管理, 台北:泰華文化。賴彥男(2003), 極限運動衝浪:挑戰與滔天海浪搏鬥的樂趣 [線上資料], 來源: <http://www.ltsports.com.tw/> [2009, October 25]。顏智淵(2002), Type A-B行為對休閒內在動機、休閒參與及休閒滿意度之差異研究, 國立體育學院體育研究所出版之碩士論文。顏蜜(2004), 護理人員專業承諾及工作風險認知與生涯發展、離職傾向關聯性之研究-以某區域醫院為例, 私立中原大學企業管理研究所出版之論文。

Ajzen, I. (1991). Benefits of leisure: A social psychological perspective. In B. L. Driver, P. J., Brown, & G. L. Peterson (Eds.), *Benefits of leisure* (pp.411-417). State College, Pennsylvania: Venture Publishing.

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommends two-step approach. *Psychological Bulletin*, 103(03), 411-423.

Blaylock, B. K. (1985). Risk perception: Evidence of an interactive process. *Journal of Business Research*, 13, 207-221.

Brown, L. B. (2005). Relationships between risk-taking behaviour and subsequent risk perceptions. *British Journal of Psychology*, 96, 155-164.

Caltabiano, M. L. (1994). Measuring the similarity among activities based on perceived stress-reduction benefit. *Leisure Studies*, 13(1), 17-31.

Covello, V. T. (1985). Social and behavioral research on risk: Uses in risk management decision making, In V. T. Covello, J. L. Mumpower, P. J. M. Stallen & V. R. R. Uppuluri (Eds), *Environmental Impact Assessment, Technology Assessment and Risk Analysis* (pp.75-84). Berlin: Springer-Verlag.

Csikszentmihalyi, M. (1975). *Beyond Boredom and Anxiety*. San Francisco: Jossey-Bass.

Carpenter, G., & Priest, S. (1989). The AEP and non-outdoor leisure pursuits. *Leisure Studies*, 8(1), 65-75.

Ditton, R. B., & Loomis, D. K. (1992). Recreation specialization: re-conceptualization from a social worlds perspectives. *Journal of Leisure Research*, 24, 33-51.

DeVellis, R. F. (1991). *Scale Development: Theory and Applications*, Applied Social Research Methods Series, 26, Newbury Park, California: Sage Publications.

Ewert, A., & Hollenhorst, S. (1989). Testing the adventure model: empirical support for a model of risk recreation participation. *Journal of Leisure Research*, 21(2), 124-139.

Finch, W. J. (2001). Perspectives on adventure: live life as an exclamation-not as an explanation. In E. G. Olson (Eds.), *Perspectives on Leisure: Toward a Quality Lifestyle* (pp.63-74). Hunt Publishing, Inc. Dubuque, Iowa.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.

George, D., & Mallery, P. (2003). *SPSS for windows step by step: A simple guide and reference*. Boston, Massachusetts: Allyn and Bacon.

Guilford, J. P. (1965). *Fundamental statistics in psychology and education* (4th ed.). New York: McGraw-Hill.

Gunter, B. G., & Gunter, N. E. (1980). Leisure style: A conceptual framework for modern leisure. *Sociological Quarterly*, 2, 361-374.

Haggard, L. M., & Williams, D. R. (1991). Self-identity benefits of leisure activities In B. L. Driver, P. J. Brown, & G. L. Peterson (Eds.), *Benefits of leisure* (pp.34-64). State College, Pennsylvania: Venture.

Havitz, M. E., & Dimanche, F. (1997). Leisure involvement revisited: conceptual of conundrums and measure advances. *Journal of Leisure Research*, 29(3), 245-278.

Havitz, M. E., & Dimanche, F. (1997). Leisure involvement revisited: conceptual of conundrums and measure advances. *Journal of Leisure Research*, 16, 209-223.

Havitz, M. E., & Dimanche, F. (1990). Propositions for testing the involvement construct in recreational and tourism contexts. *Leisure Science*, 12, 179-195.

Hair, J. F. J., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis*. New Jersey: Prentice-Hall.

Hatcher, L. (1994). *A step-by-step approach to use the SAS system for factor analysis and structural equation modeling*. Cary, North Carolina: The SAS Institute, 325-339.

Kahneman, D., & Tversky, A. (1979). Prospect theory: an analysis of Decision under Risk. *Econometrica*, 47, 263-291.

Kim, S. K., Scott, D., & Crompton, J. L. (1997). An exploration of the relationships among social psychological involvement, and future intentions in the context of bird watching. *Journal of Leisure Research*, 29(3), 320-341.

Kogan, N., & Wallach, M. A. (1967). Ground Risk Taking as A Function of Members' Anxiety and Defensiveness. *Journal of Personality*, 3, 50-63.

Kenny, D. A. (1979). *Correlation and causality*. New York: Wiley.

Kline, R. B. (2005). *Principles and practice of structural equation modeling* (2nd ed.). New York: The Guilford Press.

Kyoko, N., Kazue, Y., Takahiro, O., & Eiji, Y. (2004). Risk Perception, Risk-Taking Attitude, and Hypothetical Behavior of Active Volcano Tourists. *Human and Ecological Risk Assessment*, 10, 595-604.

Laurent, G., & Kapferer, J. (1985). Measuring consumer involvement profiles. *Journal of Marketing Research*, 22, 41-53.

Mannell, R. C., & Stynes, D. J. (1991). A retrospective: The benefits of leisure. In B. L. Driver, P. J. Brown, & G. L. Peterson (Eds.), *Benefits of leisure* (pp. 461-473). State College, Pennsylvania: Venture.

Maslow, A. (1970). *Motivation and personality*. New York: Harper & Row.

McIntyre, N. (1989). The personal meaning of participation: enduring involvement. *Journal of Leisure Research*, 21(2), 167-179.

McQuarrie, E., & Munson, J. (1987). The Zaichkowsky involvement inventory: Modification and extension. *Advances in Consumer Research*, 14, 36-40.

Mash, H. W., Richards, G. E., & Brown, J. (1986). Multidimensional self concepts: The effects of participation in an outward bound program. *Journal of Personality and Social Psychology*, 50(1)

Mischel, W. (1968). *Personality and assessment*. New York: John Wiley and Sons.

Marsh, H. W., Byrne, B. M., & Shavelson, R. J. (1988). A multifaceted academic self-concept: Its hierarchical structure and its relation to academic achievement, *Journal of Educational Psychology*, 80(3), 366-380.

Poff, R. A. (2002). Understanding the relationships between involvement, commitment, and future behavior intentions of kayakers and canoeists using structural equation modeling. Unpublished doctoral dissertation, University of Oregon, Oregon, United States of America.

Priest, S., & Bunting, C. (1993). Changes in perceived risk and competence during whitewater canoeing. *Journal of Applied Recreation Research*, 18(1), 41-71.

Robinson, D. W. (1992). A descriptive model of enduring risk recreation involvement. *Journal of Leisure Research*, 24(1), 52-63.

Roggenbuck, J.

W., Loomis, R. J., & Dagostino, J. V. (1991). The Learning benefits of leisure. In B. L. Driver, P. J. Brown, & G. L. Peterson(Eds.), *Benefits of Leisure* (pp.37-45). State College, Pennsylvania: Venture.

Rothschild, M. L. (1984). A descriptive model of enduring risk recreation involvement. *Journal of Leisure Research*, 24(1), 52-63.

Schuett, M. (1993). Refining measure of adventure recreation involvement. *Leisure Sciences*, 15, 205-216.

Selin, S. W., & Howard, D. R. (1988). Ego involvement and leisure behavior: a conceptual specification. *Journal of Leisure Research*, 20(3), 237-244.

Selin, S. W., (1986). A two-stage test of selected casual antecedents of recreation program loyalty: a consumer behavior model. Un-published doctoral dissertation, University of Oregon, Oregon, United States of America.

Siegrist, M., Gutscher, H., & Earle, T. C. (2005). Perception of risk: the influence of general trust, and general confidence. *Journal of Risk Research*, 8(2), 145 – 156.

Sitkin, S. B., and Weingart, L. R. (1995). Determinants of Risky Decision-making Behavior: A Test of the mediating Role of Perceptions and Propensity. *Academy of Management Journal*, 38(99), 1573-1592.

Stone, R. N. (1984). The marketing Characteristics of involvement. *Advances in Consumer Research*, 11, 210-215.

Vlek, C., Kuyper, H. M., & Boer, H. (1985). Large-scale Risk as A Problem of Technological, Psychological and Political Judgment, In V. T. Covello, J. L. Mumpower, P. J. M. stallen & V. R. R. Uppuluei, (Eds.), *Environmental Impact Assessment* (pp.201-212), *Technology Assessment and Risk Analysis*, Berlin: Springer-Verlag.

Weber, E. U., Blais, A., & Betz, N. E., (2002). A Domain-specific Risk-attitude Scale: Measuring Risk Perceptions and Risk Behaviours, *Journal of Behavior Decision Making*, 15, 263-290.

Wellman, J. D., Roggrnbuck, J. W., & Smith, A. C. (1982). Recreation specialization and norms of depreciative behavior among canoeists. *Journal of Leisure Research*, 14, 323-340.

Wiley, C. E., Shaw, S., & Havitz, M. E. (2000). Men and women ' s involvement in sport: an examination of the gender aspects of leisure involvement. *Leisure Science*, 22, 19-31.

Williams, D, J., & Noyes, J, M. (2007) How does our perception of risk influence decision-making? Implications for the design of risk information. *Theoretical Issues in Ergonomics Science*, 8, (1), 1-35.

Zaichkowsky, J. L. (1985). Measuring the involvement construct. *Journal of Consumer Research*, 12, 341-352.

Zaichkowsky, J. L. (1987). The emotional aspect of product involvement. *Advances in Consumer Research*, 14, 32-35.