

A study on relationship between enduring involvement, personality traits and leisure benefits of hik

白明勳、黃娟娟

E-mail: 324854@mail.dyu.edu.tw

ABSTRACT

The main purpose of this study was to explore the perception of enduring involvement, personality traits and leisure benefits from hiking club members. The survey was practically conducted in hiking club members who participated in 2010 the 36th Taiwan mountaineering club carnival. 450 questionnaires were released by convenience sampling, 440 were valid, and the rate of valid retrieval was 97.8%. Moreover, this study employed Amos 7.0 statistical program to run SEM analysis for testing research hypo-thesis, and measure the relationships between the constructs. The results of relationship model show that personality traits significantly positive effect enduring involvement; and personality traits significantly positive effect leisure benefits; and enduring involvement significantly positive effect leisure benefits. Besides that, the personality indirect effect on leisure benefits through enduring involvement. Finally, according to the findings, we suggest that related organizations need to in-crease opportunities of enduring involvement and understand the tendency of personal-ity traits for hiking club members to help them to get leisure benefits.

Keywords : hiking club members、 personality traits、 enduring involvement、 leisure benefits

Table of Contents

中文摘要	iii	英文摘要	iv	誌謝辭	
.	v	內容目錄	vi	表目錄	
.	viii	圖目錄	x	第一章 緒論	
.	1	第一節 研究背景與動機	1	第二節 研究問題	
.	5	第三節 研究目的	5	第四節 研究範圍與對象	
.	6	第五節 研究限制	6	第六節 名詞操作性定義	
.	7	第二章 文獻探討	9	第一節 登山健行活動	
.	9	第二節 持續涉入	14	第三節 休閒效益	
.	22	第四節 人格特質	28	第五節 持續涉入、人格特質與休閒效益之關係	
.	33	第三章 研究方法	39	第一節 研究架構	39
第二節 研究假設	40	第三節 研究工具	40	第四節 問卷發放與實施	57
資料分析	62	第一節 敘述性統計分析	62	第二節 驗證性因素分析	68
證性因素分析	68	第三節 結構模式檢定	82	第五章 討論與建議	85
.	85	第一節 討論	85	第二節 研究建議	90
.	90	參考文獻	93	附錄A 研究正式問卷	
.	107	附錄B 研究預試問卷	111		

REFERENCES

- 一、中文部份 內政部(2004), 臺灣地區國民休閒生活調查摘要分析, 台北市:內政部。王正平、朱笠瑄(2003), 攀岩活動持久性涉入程度與活動、環境屬性之關係研究, 2003年務實觀光休閒產業經營學術研討會, 149-160。交通部觀光局(2007), 中華民國九十六年國人國內旅遊狀況調查報告, 台北市:交通部觀光局。行政院主計處(2007), 九十六年台灣地區社會發展趨勢調查調查統計結果, 台北市:行政院主計處。吳永發(2006), 路跑運動參與者持續涉入、休閒效益與幸福感之研究, 國立體育學院體育研究所未出版碩士論文。吳明隆(2005), SPSS統計應用學習實務:問卷分析與應用統計, 台北市:知城數位科技股份有限公司。吳明隆(2009), 結構方程模式:方法與實務運用, 高雄市:麗文文化事業股份有限公司。吳亮慶(2010), 登山健行者休閒參與與休閒效益之研究, 國立屏東教育大學體育學系未出版碩士論文。吳科驊(2006), 登山健行者休閒參與動機、持續涉入、休閒效益與幸福感之相關研究, 國立臺灣體育學院體育研究所未出版碩士學位論文。吳夏雄(2005), 再談催生全國登山推動委員會, 臺灣山岳, 26, 12。李希聖(2005), 台灣登山史, 台北市:作者自印。李莉薇(2009), 飛盤狗運動參與者之休閒動機、持續涉入與幸福感之研究, 南華大學旅遊事業管理研究所未出版之碩士論文。李美枝(1984), 女性心理學, 台北:大洋。李維靈、施建彬、邱翔蘭(2007), 退休老人休閒活動參與及其幸福感之相關研究, 人文暨社會科學期刊

, 3(2), 27-35。林玫君(2003), 日本帝國主義下的台灣登山活動, 國立台灣師範大學體育學系已出版博士論文。林玫君(2008), 台灣登山一百年, 台北市:玉山社出版事業股份有限公司。林貴福、盧淑雲(2000), 認識健康體能, 台北市:師大書苑。林宜蔓(2003), 游泳者持續參與在休閒效益與幸福感之研究, 雲林科技大學休閒運動研究所未出版碩士論文。林能白、邱宏昌(1999), 服務品質之研究-服務人員人格特質之影響分析與應用, 管理學報, 16(2), 175-200。林樹旺(2008), 建構自行車使用者休閒涉入對休閒效益之影響, 運動與遊憩研究, 2(3), 130-149。沼井鐵太郎(1997), 台灣登山小史(吳永華譯), 台中市:晨星出版社。邱明宗(2007), 登山健行人格特質、休閒滿意對登山行為及生活滿意度的影響-以台中市大坑地區為例, 私立大葉大學休閒事業管理學系未出版碩士論文。邱皓政(2005), 量化研究法, 台北:雙葉南投縣綠野協會(2010), 2010第三十六屆全國登山社團大會師特刊, 南投縣:南投縣綠野協會。徐欽賢(2010), 大專生直排輪曲棍球參與者休閒涉入與認真休閒效益關係之研究, 休閒事業研究, 8(2), 68-82。高俊雄(1995), 休閒利益三因素模式, 戶外遊憩研究, 8(1), 15-28。張孝銘、林樹旺、余國振(2004), 慢跑消費者活動參與動機、持續涉入與休閒行為之相關研究, 大專體育學刊, 6(1), 83-93。張良漢(2006), 建構登山健行者活動涉入與地方依戀影響模式, 體育學報, 39(4), 163-178。張良漢(2007), 登山健行活動涉入量表信度與效度之建構, 運動休閒管理學報, 4, 34-43。張良漢(2008), 建構登山健行者休閒利益與休閒滿意之關係:休閒內在動機、休閒體驗所扮演的角色, 大專體育學刊, 10(3), 27-40。張春興(1995), 現代心理學, 臺北:東華書局。張清標、鄭玉珠、劉彥良(2009), 國小教師人格特質與休閒活動偏好之相關性研究, 運動與遊憩研究, 3(4), 93-116。曹正、李瑞瓊(1989), 觀光地區遊憩活動設施規劃設計準則研究報告, 台北市:交通部觀光局。許惠玲(2008), 參與登山健行之高齡者其休閒涉入、休閒效益及幸福感關係之研究-以高雄縣市郊山為例, 國立嘉義大學休閒事業管理研究所未出版碩士論文。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學系未出版碩士論文。陳嘉雯(2006), 登山健行活動之登山客持續涉入、休閒效益與幸福感關係之研究, 私立銘傳大學觀光研究所未出版碩士論文。陳鴻雁(2003), 我國國民運動意識之調查研究, 台北市:行政院體育委員會。陸洛、高旭繁(2009), 休閒參與及休閒滿意-人格特質之調節作用, 運動與遊憩研究, 3(3), 1-11。曾冠宇(2007), 單車休閒者之人格特質、休閒涉入程度與休閒利益知覺關係之探討-以彰化地區為例, 私立大葉大學休閒事業管理學系未出版碩士論文。黃于庭(2009), 登山健行者休閒涉入對心理承諾之影響, 運動與遊憩研究, 3, 63-79。黃芳銘(2007), 結構方程模式:理論與應用, 臺北:五南。黃俊英、賴文彬(1990), 涉入的理論發展與實務應用, 管理科學學報, 7(1), 15-29。黃威涵(2007), 新竹市十八尖山登山者休閒效益與生活壓力之研究, 臺北市立教育大學體育教學碩士班未出版碩士論文。黃堅厚(1999), 人格心理學, 臺北:心理出版社有限公司。黃暉雅(2009), 遊客之人格特質、遊憩涉入與地方依戀間相關研究-以苗栗南庄為例, 私立大葉大學休閒事業管理學系未出版碩士論文。楊國樞(1989), 心理學, 台北:三民書局。楊琬琪(2009), 大學生登山活動休閒效益衡量模式之研究, 休閒暨觀光產業研究, 4(1), 91-100。劉虹伶(2005), 深度休閒者之休閒效益, 大專體育, 78, 116-122。鄭紹可(2004), 人格特質、休閒參與和休閒阻礙之相關研究-以台北市成年人為例, 國立臺灣師範大學公民教育與活動領導學系未出版碩士論文。賴韋伶、畢璐鑾(2008), 淺談運動舞蹈之休閒效益, 大專體育, 96, 44-50。謝淑芬(2006), 人格五因素模式與休閒態度、休閒參與的關聯性研究-以技術學院學生之戶外休閒參與為例, 景文學報, 16(2), 147-166。簡玉惠(2009), 國民小學教師人格特質和休閒活動參與相關之研究, 私立亞洲大學休閒與遊憩管理學系未出版碩士論文。羅宏(2002), 認識台灣的登山健行活動, 台灣山岳雜誌, 44, 122-123。二、英文部份 Ajzen, I. (1991). Benefits of leisure: a social psychological perspective. In B. L. Driver, P. J. Brown & G. L. Peterson (Eds), *Benefits of Leisure*. Stage College, PA: Venture Publishing. Allport, G. W. (1937). *Personality*. New York: Mc Graw-Hill. Allport, G. W. (1961). *Pattern and growth in personality*. New York: Holt, Rinehart & Winston. Anderson, J. C., & Gerbing, D. W., (1988). *Structural equation modeling in practice: a review & recommended two-step approach*. *Psychological Bulletin*, 103(3), 411-423. Argyle, M. (1996). *The social psychology of leisure*. London: Penguin. Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Academy of Marketing Science*, 16(1), 74-94. Bammel, G., & Burrus-Bammel, L. L. (1982). *Leisure and Human Behavior*. Dubuge, IA: Wm.C. Brown Company Publisher. Bloch, P. H. (1981). An exploration into the scaling of consumer 's involvement with a product class. *Advances in Consumer Research*, 7, 61-65. Bloch, P. H., & Richins, M. L. (1983). A theoretical Model for The study of product importance perceptions. *Journal of Marketing*, 47, 69-81. Bricker, K. S. & Kerstetter, D. L. (2000). Level of specialization and place attachment: An exploratory study of whitewater recreationists. *Leisure Sciences*, 22(4), 233-257. Cattell, R. B. (1946). *Description and Measurement of Personality*. New York: World Book. Chaplin, J. P. (1997). *Dictionary of psychology*. New York: Dell Publishing. Coleman, D., & Iso-Ahoia, S. E. (1993). Leisure and health: the role of social support and self-determination. *Journal of Leisure Research*, 25, 111-128. Costa, P. T., Jr., & McCrae, R. R. (1985). *The NEO Personality Inventory Manual*. Odessa, FL: Psychological Assessment Resources. Costa, P. T., Jr., & McCrae, R. R. (1987). Validation of the Five-Factor Model of Personality Across Instruments and Observers, *Journal of Personality and Social Psychology*, 52, 81-90. Costa, P. T., Jr., & McCrae, R. R. (1992). *Revised NEO Personality Inventory and NEO Five-Factor Inventory: Professional manual*. Odessa, Florida: Psychological Assessment Resources. Digman, J. M. (1990). Personality structure: Emergence of the five factor model. *Annual Review of Psychology*, 41, 417-440. Dimanche, F., Havitz, M. E., & Howard, D. R. (1991). Testing the involvement profile scale in the context of selected recreational and touristic activities. *Journal of Leisure Research*, 23(1), 51-66. Driver, B. L. (1997). The defining moment of benefits. *Parks and Recreation*, 32(12), 38-41. Driver, B. L., Brown, P. J., & Peterson, G. L. (1991). *Benefits of leisure*. State College PA: Venture Publish. Emmons, R. A., Diener, E., & Larsen, R. J. (1986). Choice of situations and congruence models of interactionism. *Personality and Individual Differences*, 6, 693-702. Fornell, C., & Larcker, F. (1981). Evaluating Structural Equation Models with Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39-50. Gahwiler, P. & Havitz, M. E. (1998). Toward a relational understanding of leisure social worlds, involvement, psychological commitment, and behavioral loyalty. *Leisure Sciences*, 20(1), 1-23. Gatewood, R. D., & Field, H. S. (1998). *Human resource selection* (4th ed). Orlando, Florida: The Dryden Press. Godbey, G. (2003). *Leisure in your life-An exploration*(6th ed). Statecollege, PA: Venture Publishing, Inc. Goldberg, L. R. (1992). The development of markers for the Big-Five factor structure. *Psychological Assessment*, 4, 26-42. Hair, J. F., Anderson, R.

E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis* (5th ed). Prentice Hall international: UK.

Havitz, M. E. & Dimanche, F. (1990). Propositions for testing the involvement construct in recreational and tourism contexts. *Leisure Sciences*, 12(2), 179-195.

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

Houston, M. J. & Rothschild, M. L. (1980). Individual differences in voting behavior: Further investigations of involvement, *Advances in Consumer Research*, 7, 655-658.

Howard, D. (1976). Multivariate relationships between leisure activities and personality. *Research Quarterly*, 47, 226-237.

Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance. *Structural Equation Modeling*, 6(1), 1-55.

Iwasaki, Y. (2003). The impact of leisure coping beliefs and strategies on adaptive outcome. *Leisure Studies*, 22, 93-108.

Iwasaki, Y., Mannell, R. C., & Butcher, J. (2002). A short-term longitudinal analysis of leisure coping used by police and emergency response service worker. *Journal of Leisure Research*, 34(3), 311-339.

Joreskog, K. G., & Sorbom, D. (1992). *LISREL 8: user's reference guide*. Chicago: Scientific Software International.

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

Kyle, G., & Chick, G. (2004). Enduring leisure involvement: the importance of personal relationships. *Leisure Studies*, 23(3), 243-266.

Kyle, G., Graefe, A., Manning, R., & Bacon, J. (2003). An examination of the relationship between leisure activity involvement and place attachment among hikers along the Appalachian trail. *Journal of Leisure Research*, 35(3), 249-273.

Kyle, G., Graefe, A., Manning, R., & Bacon, J. (2004). Effect of activity involvement and place attachment on recreationists perception of setting density. *Journal of Leisure Research*, 36(2), 209-231.

Laurent G. & Kapferer, J. (1985). Consumer involvement profiles: a new practical approach to consumer involvement. *Journal of Advertising Research*, 25, 49-55.

Mannell, R. C., & Kleiber, D. A. (1997). *A social psychology of leisure*, State College, Pennsylvania: Venture Publishing.

Mannell, R. C., & Stynes, D. J. (1991). A Retrospective: the Benefits of Leisure. In Driver, B. L., Brown, P. J. and Peterson, G. L. (Eds), *Benefits of leisure*(pp. 461-473). Stage College, PA: Venture Publishing.

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

McIntyre, N., & Pigram, J. J. (1992). Recreation specialization reexamined: The case of vehicle based campers. *Leisure Sciences*, 14(1), 3 – 16

Norman, W. T. (1963). Toward an Adequate taxonomy of personality attributes: Replicated factor structure. *Journal of Abnormal and Social Psychology*, 66, 574-583.

Pervin, L. A., & John, O. P. (1997). *Personality: Theory and research* (7th ed.). New York: John Wiley & Sons.

Plog, S. C. (1991). *Leisure travel: Making it a growth market again!*. New York: John Wiley.

Rothschild, M. L. (1984). Perspectives on involvement: Current problems and future directions. *Advances in Consumer Research*, 11, 216-217.

Seiger, L. H., & Hesson, J. (1994). *Walking for fitness*. Kerper Boulevard, Dubuque: Wm. C. Brown Publishers.

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

Sherif, M. & Cantril, H. (1947). *The Psychology of Ego-Involvement*. New York: John Wileyand Sons.

Stebbins, R. A. (2001). Serious leisure. *Society*, 38, 53-58.

Stevens, J. (2002). *Applied multivariate statistics for the social science*(4th Ed.). Mahwah, NJ: Lawrence Erlbaum.

Stone, R. N. (1984). The marketing characteristics of involvement. *Advances in Consumer Research*, 11(1), 210-215.

Tinsley, H. E. A. & Tinsley, D. J. (1986). A theory of attributes, benefits, and causes of leisure experience. *Leisure Sciences*, 8(1), 1-45.

Wankel, L. M., & Berger, B. G. (1991). Their personal and social benefits of sport and physical activity. In B. L. Driver, D.J. Brown & G. L. Peterson (Eds.), *Benefits of leisure*. State College, PA: Venture Publishing.

Wiggins, J. S. (1996). *The Five-Factor Model of Personality: Theoretical Perspectives*, Guilford Press, New York.

Zaichkowsky, J. L. (1985). Measuring the involvement construct. *The Journal of Consumer Research*, 12(3), 341-352.