

運動觀光、品牌知名度與品牌忠誠度關係之研究 - 以 2010 日月潭萬人泳渡為例

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摘要

本研究旨在探討日月潭萬人泳渡運動觀光、品牌知名度與品牌忠誠度之關係。國際旅遊市場結構的改變，消費者對於需求與了解不同，對於運動性觀光假期的需求增加，運動觀光被認為觀光產業中，具有很大潛力。研究對象以2010年曾前往日月潭參與日月潭萬人泳渡之消費者為研究對象，作為調查取樣的樣本。本研究採立意抽樣方式，共發放500份問卷，有效樣本481份，有效問卷回收率為96%。採問卷調查法，進行資料蒐集整理，並利用敘述性統計分析、單因子變異數分析法、獨立樣本t檢定、皮爾遜積差相關進行統計分析，並以結構方程模型(SEM)進行徑路分析，整體模式均有良好配適度，主要獲致以下結果：(1) 2010日月潭萬人泳渡參與者參與運動觀光動機在職業、個人月收入、參與次數與參與目的等人口背景變項有顯著差異。(2) 2010日月潭萬人泳渡參與者之品牌知名度在人口背景變項無顯著差異。(3) 2010日月潭萬人泳渡參與者之品牌忠誠度在人口背景變項無顯著差異。(4) 2010日月潭萬人泳渡參與者運動觀光對品牌知名度達顯著正向影響。(5) 2010日月潭萬人泳渡參與者品牌知名度對品牌忠誠度達顯著正向影響。(6) 2010日月潭萬人泳渡參與者運動觀光對品牌忠誠度達顯著正向影響。最後依研究結果推估結論，提出建議做為之後日月潭萬人泳渡活動舉辦的參考依據。

關鍵詞：日月潭泳渡、運動觀光、品牌知名度、品牌忠誠度

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