

# Experience satisfaction in religious activity : 以大甲媽祖遶境為例

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## ABSTRACT

The main purpose of this research focused on the discussion of social exchange theory applied among Mar Zu paraders of experience satisfaction. The relationship between experience satisfaction in religious activity and rewards in exchange were examined by interview survey through a structural and well-defined questionnaire . There were 249 valued cases collected from February to May in 2011. Data were statistical methods applied to analysis the findings, including factor analysis, ANOVA, and regression analysis. The main findings of this research were concluded as followings: (A) Rewards of social exchange will influence experience satisfaction of participants in activities of Tachia Matsu parade. (B) Intrinsic rewards higher than extrinsic rewards satisfaction, and it will improve the experience of satisfaction. (c) Intrinsic rewards higher than extrinsic rewards satisfaction, and it will encourage participate in return back for parade activities.. According to the results, several suggestions were offered to Tachia Mar Zu Paraders including: (1) There were rewards from parade activities and Tachia Matsu participants in experience satisfaction, intrinsic reward in the affected participant satisfaction is more important than extrinsic rewards, to enhance the rewards of participation. Once to enhance participants in Tachia Mar Zu parade, the higher rewards to meet its internal reward are considered.. (2) Considerable impact on satisfaction factors, the researchers recommended follow-up discussion can include more factors.

Keywords : Social Exchange Theory

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