

單車休閒者遊憩動機、持久涉入與其心流體驗關係之研究

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摘要

本研究在探討單車休閒者之遊憩動機、持久涉入與其心流體驗之關係。問卷採取便利抽樣方式選取參與中部地區單車社團活動者，共發放600份，回收有效問卷463份，有效回收率為77.2%。資料分析方法包含描述性統計、信度分析、t檢定、單因子變異數分析、Pearson積差相關分析及內容分析等。樣本以40歲以上男性為主，已婚、學歷為高中職者居多，月收入在20,001~60,000元間，從事單車休閒年資平均為4.76年。假設驗證結果摘述如下：(1)單車休閒者性別、居住地、婚姻、教育程度及個人月收入不同，在其遊憩動機有顯著差異。(2)單車休閒者性別及個人月收入不同在其持久涉入程度上有顯著差異。(3)單車休閒者性別、年齡、婚姻及月收入不同在其心流體驗上有顯著差異。(4)單車休閒者之參與行為特性與其持久涉入部分呈現顯著線性正相關。(5)單車休閒者之參與行為特性與其心流體驗部分呈現顯著線性正相關。(6)單車休閒者之遊憩動機、持久涉入及心流體驗兩兩之間有顯著線性正相關。本研究最後就結果進行討論與研究意涵之陳述，並對政府、業者及未來研究者提出建議。

關鍵詞：單車休閒者；遊憩動機；持久涉入；心流體驗

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