

A Study on Relationships of Cyclists' Leisure Motivation and Enduring Involvement to Their Flow Experience

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ABSTRACT

This research was aimed at exploring relationships among cyclists' leisure motivation, enduring involvement, and flow experience. Using a convenience sampling method, twenty-two cycling clubs were first selected from a list of mid-Taiwan bikes' clubs. Then, members of these clubs were solicited to respond to a 4-page questionnaire. Six hundreds of questionnaires were distributed. A total of 463 completed questionnaires were returned, yielding a response rate of 77.2%. Initial descriptive statistics were run in order to examine the demographic and participation patterns of the sample. Reliability analysis was conducted to test all the scales. In addition, t-test, one-way ANOVA, Pearson correlation and content analysis were performed for data analysis. A majority of the sample were male. Most of the respondents were over the age of 40, and reported monthly incomes of NT\$20,001~60,000. They were primarily married, and had graduated from senior high schools. Respondents had been cycling for an average of 4.76 years. The results of bivariate analyses indicated that: 1. there were significant differences in leisure motivation among cyclists with varied demographic background. (i. e., gender, residence, age, marital status, education and monthly income); 2. there were significant differences in enduring involvement among cyclists with varied demographic background. (i.e., gender and monthly income); 3. there were significant differences in flow experience among cyclists with varied demographic background. (i.e., gender, age, marital status and monthly income); 4. there was a significant positive, linear relationship between cyclists' cycling behavior and enduring involvement; 5. there was a significant positive, linear relationship between cyclists' cycling behavior and enduring involvement; 6. there was a significant positive, linear relationship between cyclists' leisure motivation and enduring involvement; 7. there was a significant positive, linear relationship between cyclists' enduring involvement and flow experience; and 8. there was a significant positive, linear relationship between cyclists' leisure motivation and flow experience. Finally, according to the findings, discussion was made and recommendations were offered to related organizations and future studies. Key Words: cyclists, leisure motivation, enduring involvement, flow experience

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