

A Study of Yoga Classroom Customers' Participation Motivation and Enduring Involvement Model

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ABSTRACT

The purpose of this study is to discuss the participation motives and enduring in-volvement models of consumers in yoga studios. Based on literature review and refer-ring to the characteristics of yoga exercise, this study identified the measuring variables for the participation motives and enduring involvement models of consumers in yoga studios as: participation motives, leisure experience, evaluation of participation result, perception of positive influence, and enduring involvement. Also, the yoga consumers were divided into beginner group and enduring involvement group based on sampling for further analysis. This study referred to the viewpoints suggested by Robinson(1992b) on recrea-tional enduring involvement to develop the research structure, which includes the evaluation of initial involvement (generating motives), perceived risks, and personal competency, participation process, evaluation on the activities, and enduring involve-ment based on positive influence (both physically and mentally) of the activities. The subjects of this study were consumers of three yoga studios in Changhua County, and a total of 198 valid questionnaires were collected. The results showed that SEM was further used to discuss the participation motives and enduring involvement models of consumers in yoga studios. The results showed that the participation motives have significant and positive effect on leisure experience; leisure experience has significant and positive effect on evaluation of participation re-sult and perception of positive influence; evaluation of participation result has signifi-cant and positive effect on perception of positive influence; perception of positive in-fluence has significant and positive effect on enduring involvement. The overall model fitness has achieved the ideal standards, $\chi^2/df=2.26$, $RMR = .01$, $GFI=.90$, $AGFI=.84$, $NFI=.95$, $CFI = .97$. This study constructed a participation and enduring involvement model for yoga consumers, and provided suggestions to related organizations on promoting yoga by emphasis on the positive perception and encourage yoga consumers to enduring in-volvement.

Keywords : yoga ; participation motives ; leisure experience ; evaluation of partici-pation result ; perception of positive influence ; enduring involvement

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