

# 球隊認同與關係品質對球迷忠誠度影響之研究：以職棒兄弟象為例

張竣傑、李城忠

E-mail: 9800890@mail.dyu.edu.tw

## 摘要

本研究結合球隊認同與關係品質兩個構念，探討其對球迷忠誠度之影響。在以往有關職棒球迷消費行為相關文獻，大多針對職棒球迷的認同度與滿意度，探討球迷忠誠行為。本文主要的貢獻是建構一個結合球隊認同與關係品質及球迷忠誠度三構念的球迷行為模型，以提供相關單位，做為發展運動休閒策略之參考。

以2008年7月25日、27日新莊球場和天母球場的中華職棒兄弟象球迷為對象，建立球隊認同與關係品質對球迷忠誠度影響之模式，並以結構方程模式分析各變數之關係。本研究採用問卷調查方法，共發放340份問卷，回收有效問卷320份。研究結果有幾點發現與建議：

1.球隊認同對球迷忠誠度有正向影響。2.球隊認同對關係品質有正向影響。3.球隊與球迷之關係品質對球迷忠誠度有正向影響。

綜合以上研究結果，建議同時提升球隊認同感及建立良好的關係品質，可以得到顯著的球迷忠誠支持度，因此，本研究認為職棒球隊應以提高球迷的滿意?和信賴?為主，並隨時修正影響球隊認同的因素，以提高球迷的忠誠?。

關鍵詞：球隊認同、關係品質、球迷忠誠度

## 目錄

第一章緒論	1
第一節 研究背景與動機	1
第二節 研究目的	5
第三節 研究問題	5
第二章文獻探討	6
第一節 球隊認同	6
第二節 關係品質	11
第三節 忠誠度	17
第三章研究方法	23
第一節 研究架構	23
第二節 研究變項之操作性定義	23
第三節 研究假設	25
第四節 資料分析工具與方法	27
第四章結果分析與討論	32
第一節 樣本結構分析	32
第二節 信度與效度分析	35
第三節 球隊認同與關係品質對球迷忠誠度模式之驗證	40
第四節 模式驗證結果分析	46
第五章結論與建議	48
第一節 研究結論	48
第二節 管理意涵	51
第三節 研究限制及建議	53
參考文獻	55
附錄 研究問卷	67

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