

The Research on the Participating Motivation and Sustained Participation of Surfing in Ken-Ting Area

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ABSTRACT

This research is take the Ken-Ting area surfing participant as an object, the variants in this research include participating motivation and sustained participation, the purpose for this research are: 1. To comprehensively understand the participating status of surf-ers; 2. The demographical differences among surfer ' s participating motivation; 3. The demographical differences among surfer ' s sustained participation; 4. The relationships among surfer ' s participating motivation and sustained participation. And also construc-tion hypothesis to test and verify . In the present study purposive sampling method was used to investigate 120 valid samples who were participating in surfing in Ken-Ting area. Analysis method includes t-test, one way ANOVA, and correlation analysis. The following conclusions were reached: 1. The feminine participant movement accepts regarding this is getting higher and higher; 2. Many participates in the fresher for the surfing; 3. The most participants all have continually the participation; 4. This movement average expenditure is not high, it were not significant differences among participating motivation and sustained participation; 5. There was a positive correlation between surfing participant ' s participating motivation and sustained participation; 6. The external motivation relatedness was higher than the intrinsic motive. At last, According to analysis conclusions, puts forward the proposal to the related Controlling organization and the promoted units, also to the future researchers.

Keywords : Surfing Sport、 Participation Motivation、 Sustained Participation

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