

球迷與觀賞者之動機與情感依附：以96年大專盃手球為例

林怡君, 彭鈞渝

體育室

人文社會學院

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摘要

The purpose of this study was to exam the relationship between motives and points of attachment which presented by researcher Trail, Robinson, Dick and Gillentine in 2003. The questionnaires adopted the factors and items in that research. The sample was collected from 2007 Collegiate Handball Cup. Of 160 distributed questionnaires, 129 usable questionnaires were returned, for a return rate of 84.9%. The item analysis, reliability analysis, factor analysis, path analysis and canonical correlation analysis were administrated to analyze data and the findings of this study showed that motives have direct effect on points of attachment.

關鍵字：Motives, Points of Attachment, Handball