

SBL第七季籃球聯賽運動觀賞者涉入程度與忠誠度

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摘要

The attitudes and loyalty of the fans and viewers of the Super Basketball League (SBL) was investigated in this study. The questionnaire survey method was used as the research method, and the research tools included basic variable scale, the scale of both involvement and loyalty. The subjects are 296 fans and the viewers of the 7th Super Basketball League. Three statistical methods are used: percentage and excel, multiple variance analysis, multiple regression statistical methods. One of the results of the involvement of the fans of Chinese Professional Baseball reveals that there is no significant statistical difference. Another one is that there are significant differences of the loyalty of the fans of Chinese Professional Baseball League. The attitude of loyalty was the highest, then the loyalty of behavior, and the lowest, the loyalty of recognition. The last result is that the involvement of the environment can be used to predict the loyalty of attitude. Among the involvements, the environment and life involvement can predict better about the loyalty of behavior. The degree of the involvement can explain the loyalty of behavior. Among them, the involvement of fans, of the team promotional products and fans' interest in the players' lives have significant prediction to the loyalty. Finally, recommendations for further study will be provided according to the research.

關鍵字 : sports spectators, professional sports, leisure activities, recreational sports