

影響參與健身俱樂部行為意圖之因素： 探討人口統計變項之調節效果

Influencing Factors on Behavioral Intention of Participating Fitness Club: Moderating Effects of Demographics

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摘要

本研究以計畫行為理論建立研究架構，分析成果期望、社會支持、能力與資源對於健身俱樂部消費意圖之影響，並觀察人口統計變項：性別、年齡、收入產生之調節效果。研究對象為一般消費者，以問卷施測並採迴歸分析、因素分析進行資料解析。實證結果顯示，三者對行為意圖皆具正向影響，程度上能力與資源最高，成果期望次之，社會支持最小。本研究再以因素分析萃取出生理成果期望、心理成果期望、親人支持、朋友支持、能力與資源五項前因，在不同人口統計變項調節下，五項因素影響效果出現差異。在理論貢獻上，本研究擴展計劃行為理論在產業之應用範圍；實務上，本研究提出健身俱樂部客群區隔的不同需求重點，業者可據以擬定適配性行銷策略。

關鍵字：健身俱樂部、人口統計變項、計畫行為理論、行為意圖

ABSTRACT

This research is based on theory of planned behavior (TPB) to establish conceptual framework to explore three major factors: outcome expectancy, social support, capability and resource that influencing the intention of attending fitness club from the consumers' viewpoint, and to adopt demographic variables of gender, age and income as moderating factors to observe the difference of influences on intention. Questionnaires with Likert scale is designed and deliver to 20 years-old and up adults to collect consumers' data, Multiple Regression and Principal Component Analysis are applied as statistic tools. The results showed, outcome expectancy, social support, capability and resource do positively affect intention, for the degree of influence, capability and resource is the highest, outcome expectancy second, social support the third. To analysis the moderating effect of demographic variables, factor analysis is applied to extract five major factors from three independent variables: capability and resource, psychological outcome expectancy, physical outcome expectancy, family support and friend support, the results show, gender, age and income moderators do make individually influencing focus on each of five extracted factors. Contributions of this research to theory are to extend the application of theory on domestic fitness industry; to management practice, this study locates intention to and demands of fitness club market segment by gender, age and income differences of general consumers. Practitioners engaged in fitness industry may refer to the research results and develop corresponding business promotion strategy.

Keywords: Fitness club, Demographics, Theory of planned behavior, Behavioral intention