

Experience Marketing and Behavioral Intentions: An Exploratory Study Applied to Middle-Aged and Senior Pickleball Participated in Taiwan

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Abstract : The elderly society is already a problem of globalization, and Taiwan will enter a super-aged society in 2025. Therefore, how to improve the health of the elderly and reduce the government's social burden is an important issue at present. Exercise is the best medical care, and it is also a healthy activity for people to live a healthy life. Facing the super-aged society in the future, it is necessary to attract them to participate in sports voluntarily through sports promotion so that they can live healthy and independent lives and continue to participate in society to enhance the well-being of the elderly. Experiential marketing and sports participation are closely related. In the past, it was mainly aimed at consumer behavior at the commercial level. At present, there are not many study objects focusing on participant behavior and middle-aged and elderly people. Therefore, this study takes the news emerged sport-Pickleball that has been loved by silver-haired people in recent years as the research sport. It uses questionnaire surveys and intentional sampling methods. The purpose of the group is to understand the middle-aged and elderly people's experience and behavior patterns of Pickleball, explore the relationship between experiential marketing and participants' intentional behaviors, and predict which aspects of experiential marketing will affect their intentional behaviors. The findings showed that experience marketing is highly positively correlated with behavioral intentions, and experience marketing has a positive predictive power for behavioral intentions. Among them, "ACT" and "SENSE" are predictive variables that effectively predict behavioral intentions. This study proves the feasibility of pickleball for middle-aged and senior sports. It is recommended that in the future curriculum planning, try to simplify the exercise steps, increase the chances of contact with the sphere, and enhance the sensory experience to enhance the sense of success during exercise, and then generate exercise motivation, and ultimately change the exercise mode or habits and promote health.

Keywords : newly emerged sports, middle age and elderly, health promotion, ACT, SENSE

Conference Title : ICSMSFFC 2022 : International Conference on Sports Marketing, Sports Fans and Fanatical Consumption

Conference Location : Tokyo, Japan

Conference Dates : January 07-08, 2022