

# Exploring the Taiwan bowling consumer behaviour through the theory of planned behaviour

## Contact details

Name author(s): CHEN Wei-chih, LIN Yung-shang & TSAI Ming-tsang  
 Institution(s) or organisation(s): National Taiwan Sport University  
 City and country: Taichung, Taiwan  
 Email address for correspondence: tim0412@ms21.hinet.net

## Abstract

The research seeks to identify attitude, subjective norms, and perceived behavioural control of bowling players with the intention to construct a consumer behavioural intention model through the theory of planned behaviour. Stratified sampling resulted in 380 participants receiving a survey. Data was analysed by descriptive analysis, one-way ANOVA, and a structural equation model. The results displayed that model and data fit well. Significant positive effects were found between attitude and perceived behavioural control on intention, but not regarding subjective norms and intention. Results indicate that by reducing the complicated and monotonous bowling environment should enhance the consumption intention.

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