

agglomeration and smart sports tourism brand, synchronously correlating industry development, developing sports tourism industry chain, it is very significant to enhance core competitiveness of sports tourism and sustainable development is of great significance.

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A STUDY OF THE TRIATHLETES BICYCLE CONSUMPTION BEHAVIOR

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Purpose: Triathlon have been development closed to 4 decades, and it also become popularity sports in Taiwan after 2009. The literature shows that consumer behavior of triathletes are very special, especially on bicycle. The research focus on the participants of event of Kaohsiung Love River Triathlon and collected sample to explore the personal background variables, bike consumption and the type of participation and participation period.

Methods: A total of 400 questionnaires were sent to the participants of the event of Kaohsiung Love River Triathlon in 2017. A total of 364 questionnaires were collected and 91% effective questionnaires. Analysis by IBM SPSS 22 with cross tabs and frequency distribution. Results: Males are the main participant(81.3%), age of 31-40 are the majority groups(39.3%). There are 28% participants spent over NT 90 thousands for bicycle consumption, 35.3%

spent below NT 40 thousands. A total of 65 brands of bicycle and 51% of domestic brand.

Conclusion: This study shows that the majority of the triathletes are between age of 31-40, with income of less than 40 thousands as the majority group. The standard distance is the most event to participate(52.7%), but there are high proportion of the participants(41%) who had been joined long distance event with the period of 3 more years. Most of the participant spent over NT 90 thousands for bicycle consumption, compared to the main participants monthly income of only 40 thousand below, showing the importance of the bicycle for the triathletes.

Keywords: triathlon, bicycle consumption.

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