The Influence of Experiential Marketing of Judo Gym on Exercise Participation: The Verification of Mediation Effect of Experiential Satisfaction

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Abstract

The purpose of this study was to influence of experiential marketing of Judo gym on experiential marketing and exercise participation and this study aims to providing fundamental data and information on Judo gym academy by studying what effects of experiential marketing on experiential satisfaction and exercise participation.

The survey was done through 270 copies and excluding 22 copies ran an analysis on the remaining 248(91.9%) copies. After question investigating the data which is collected used IBM SPSS statistics 21 and IBM AMOS 21 program, frequency analysis was used in order to acquire demographic characteristics. Exploratory factor analysis and confirmatory factor analysis, convergent validity, discriminant validity, Cronbach’s α were used in order to verify experiential marketing, experiential satisfaction and exercise participation, and correlation analysis, path analysis through Structural Equation Model(SEM), mediation effect analysis by Sobel test.

The result of this study were as follows. First, experiential marketing of Judo gym showed(+)* effects on experiential satisfaction. Second, experiential marketing of Judo gym showed(+)* effects on exercise participation. Third, experiential satisfaction showed(+)* effects on exercise participation. Forth, experiential satisfaction showed mediation effect on experiential marketing of Judo gym and exercise participation.

Therefore, Judo gym should actively use experiential marketing activities. So you will have to work to increase your membership.

[Keywords] Judo Gym, Experiential Marketing, Experiential Satisfaction, Exercise Participation, Mediation Effect

1. Introduction

1.1. The necessity & purpose of the research

Starting with the gold medal at the 1981 World Championships, Korea's Judo is leading the way in promoting national prestige by consistently winning medals at various international competitions[1]. At the recent 2018 Jakarta-Palembang Asian Games, Korea’s Judo also did very well as an elite sport, winning four gold, six silver, and two bronze medals.

Currently, Korea's sports system is divided into sports for all(for leisure and exercise) and professional sports to foster professional athletes. Judo is also divided into these same categories, and Judo as a professional sport is highly regarded both domestically and internationally with excellent performance as mentioned above. However, Judo as sports for all is shunned by the public as people are relatively uninterested due to the mistaken perception that it is a sport that only certain athletes with excellent physical ability do, even though it is a sport that helps improve their physical function and build personality and mental training.
The number of registered Judo gym increased to 716 since the 1988 Seoul Olympics along with the booming sports facility businesses[2]. However, the increased leisure time, coupled with economic growth, has given people a desire to participate in various sports activities, thus providing an opportunity for those who trained in Judo to flee to other sports, eventually reducing the number of Judo gyms registered with the Korea Judo Association to 432 in 2014[3].

On the other hand, the number of Taekwondo gyms is 11,272, accounting for 20.9% of the total sports facilities, and is still increasing every year[3]. This suggests the need for a new marketing strategy to break away from the preconceived notion that only those who have good physical condition and certain athletes can enjoy Judo, encourage those who practice Judo to keep it going, and attract new members. Therefore, it should be recognized that the marketing methods used by existing Judo gyms are no longer expected to attract new members and that more effective and practical marketing methods should be explored in order to revitalize Judo gyms. It is time to pay attention to the marketing that can enhance consumers satisfaction through emotional and sensuous experiences[4].

Experiential marketing, a marketing method considering consumers' senses, is the concept that sales or images of the company and the brand improves when consumers are provided with memorable experiences by comprehensively using five experience factors such as emotion, sense, perception, relationship, and behavior[5]. In other words, it is a marketing strategy that stimulates consumers' emotional side to comprehensively combine the empirical and psychological aspects of touch, smell, hearing, and vision[6].

Research related to experiential marketing has been studied in various fields including theme parks, cosmetics brands, fairs, restaurants[7][6][8][9] and proves that it has positive effects.

Meanwhile, Look at preceding studies. The relationship among satisfaction and favorability on the quality of service of Judo gyms[2], the relationship among satisfaction and willingness to revisit the gyms according to the leadership types of Judo coaches[10]. In addition, study for the purpose of Judo training and the ways to revitalize Judo gyms through environmental, physical, and mental factors of Judo trainees[11], and a study to find ways to operate Judo gyms through the trainees' satisfaction with the programs and facilities[12]. As such, most of the research so far have been limited to studies on programs, services, leadership, and environmental factors of trainees, and there is no research on satisfaction and exercise participation through experiential marketing.

In the case of Judo, the relationship and emotional aspects of trainees are more important than other sports because coaches and trainees have to hold each others' uniform and physical contact is involved. Therefore, experiential marketing, a marketing technique that stimulates consumers' emotional side, will not only increase the satisfaction of existing and new trainees but also encourage them to continuously practice the sport.

Therefore, this research is aimed at empirically identifying the impact of the experiential marketing of Judo gyms on the satisfaction and participation of trainees and examines the effectiveness and feasibility of the practical application of the experiential marketing in Judo gyms. In addition, it intends to lay the foundation for the popularization of Judo by seeking ways to efficiently operate Judo gyms.

1.2. Research hypothesis

The hypothesis of this study was set up for the verification of causality between factors, and all the hypotheses were carefully examined based on proven prior research and set up as follows.

1.2.1. The relationship between experiential marketing and satisfaction
While traditional marketing has recognized a consumer as a person who makes decisions based on one’s reason and promoted and advertised products around the convenience and functions, experiential marketing is a marketing method that considers a potential consumer to be a rational but also emotional individual, developing and presenting a number of programs that can actually be remembered for long through experience.

In a study on the relationship between experiential marketing, satisfaction, behavioral loyalty, and purchase intention in the marine leisure industry, researcher said that experiential marketing had a significant impact on satisfaction, but it could result in conflicting results depending on how the experiential marketing program is organized and provided[14]. In a study done by researcher on the experiential marketing in a dive resort it also shows a positive impact on satisfaction and can promote a long term relationships[15]. In addition, report in research study that experiences in marine leisure sports in the eastern coast areas have a positive impact on the consumer satisfaction and loyalty[16]. Based on the results of these prior studies, it is determined that the experiential marketing of Judo gyms will have a significant effect on the consumer satisfaction, thus establishing the following hypothesis in this study.

Hypothesis 1. Experiential marketing of Judo gyms will have a significant effect on the consumer satisfaction.

1.2.2. Relationship between experiential marketing and exercise participation

Most consumers pursue not only the functions and benefits of a product/service, but also things that more than what it symbolizes. Therefore, potential consumers prefer experience activities in purchasing products or services that let them temporarily experience to see if it meets their expectations[17].

A study on experience, emotion, and satisfaction at theme parks where experience is the product that experiential marketing can affect potential consumers’ emotion and ultimately their satisfaction, which can lead to maintaining a lasting relationship[7]. A research on the effect of outdoor experiential marketing on brands and purchase intention done also say that experiential marketing has a positive impact on purchase intention[18]. Based on the results of these preceding studies, the following hypothesis is established.

Hypothesis 2. Experiential marketing of Judo gyms will have a significant effect on exercise participation.

1.2.3. Relationship between experiential satisfaction and exercise participation

Experiential satisfaction in sports activities can be attributed to the level of satisfaction according to the standards the person expects and can be assessed psychologically[19].

In a preceding study, it is reported that experiential satisfaction of scuba divers has a significant impact on the intention to re-participate[20], and also emphasizes the need to attract new participants by providing programs for beginners, saying that the satisfaction of paragliders has a positive effect on re-participation[21]. And a study reports that the satisfaction level of middle school students can have a positive effect on promoting their self-esteem and sociality[22]. Based on these findings, the following hypothesis is established.

Hypothesis 3. Experiential satisfaction will have a significant effect on exercise participation.

1.2.4. Verification of the mediation effect in the relationship between experiential marketing and exercise participation

Experience is a kind of exploration before purchase by potential consumers, and it is the role of the provider to lead the participants to the final stage that is purchase[23]. This will require detailed efforts by the pro-
vider, the gym owner, to produce the results of the experiential marketing. For this reason, it is necessary to verify the relationship between experiential marketing and exercise participation.

A study on golf-related experiential marketing, satisfaction, and willingness to revisit that satisfaction through experience could be a powerful factor to continue to encourage revisit[24], and Hahn Ye-ji also says that carrying out comprehensive marketing activities including experiential marketing is effective, exemplifying that the experience factors of sports brand stores have a significant impact on satisfaction and purchase intention, even encouraging impulsive buying[25]. Therefore, based on the preceding studies, the following hypothesis is established.

Hypothesis 4. Experiential satisfaction in the relationship between experiential marketing and exercise participation will serve as a mediating factor.

Figure 1. Research model.

2. Research Method

2.1. Research subject

The study sets up a population of trainees in Judo gyms. For the research, a survey was conducted using a purposeful random sampling on the group selected from Judo gyms located in Seoul and Gyeonggi Province from February to March 2019. The research team and survey assistants visited the selected Judo gyms, sought understanding from the operator and coaches, explained the purpose of the study, encouraged the trainees to complete the questionnaires, and retrieved them. A total of 270 copies were distributed, and a total of 248 (91.9%) were used for the analysis of this study, except for 22 questionnaires with batch or missing responses via a coding process. The demographic characteristics of the study subjects are shown in <Table 1>.

Table 1. The demographic characteristics of the study subjects.

<table>
<thead>
<tr>
<th>Description</th>
<th>Number</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>162</td>
<td>65.3</td>
</tr>
<tr>
<td>Female</td>
<td>86</td>
<td>34.7</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10’s</td>
<td>48</td>
<td>19.4</td>
</tr>
<tr>
<td>20’s</td>
<td>72</td>
<td>29.0</td>
</tr>
<tr>
<td>30’s</td>
<td>81</td>
<td>32.7</td>
</tr>
<tr>
<td>40’s or older</td>
<td>47</td>
<td>18.9</td>
</tr>
<tr>
<td>Occupation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td>21</td>
<td>8.5</td>
</tr>
<tr>
<td>Self-employed</td>
<td>32</td>
<td>12.9</td>
</tr>
<tr>
<td>Employee</td>
<td>76</td>
<td>30.6</td>
</tr>
<tr>
<td>Student</td>
<td>91</td>
<td>36.7</td>
</tr>
<tr>
<td>Other</td>
<td>28</td>
<td>11.3</td>
</tr>
<tr>
<td>Duration of training</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;1 year</td>
<td>27</td>
<td>10.9</td>
</tr>
<tr>
<td>1 – 3 years</td>
<td>148</td>
<td>59.7</td>
</tr>
<tr>
<td>3 years or longer</td>
<td>73</td>
<td>29.4</td>
</tr>
<tr>
<td>Total</td>
<td>248</td>
<td>100</td>
</tr>
</tbody>
</table>

2.2. Survey tool

For the purpose of this study, the questionnaires on demographic characteristics of the study participants, experiential marketing of Judo gyms, experiential satisfaction and exercise participation were organized based on relevant prior research, and the content feasibility was verified by one professor and two Ph.D. professional in sports management. Questionnaires consist of seven levels of Likert scale, from "very much not so(1 point)" to "very much so(7
points), and the details of the survey tool are as follows.

2.2.1. Experiential marketing

The sub-factors of experiential marketing in this study consisted of five factors, including sense, emotion, perception, behavior, and relationship, following the most relevant preceding studies. Questionnaires related to experiential marketing consisted of a total of 21 questions based on the questions used in the research by literature review[26][4][27].

2.2.2. Experiential satisfaction

Based on the questions used in the research by preceding study[28][29][30], the questions related to experiential satisfaction were modified and supplemented to suit the purpose of this study and consisted of 39 questions for four sub-factors to facilities/environment, coaches, programs and participation.

2.2.3. Exercise participation

Based on the questions used by preceding research[31][32], the questions related to participating in sports were modified and supplemented to suit the purpose of this study and consisted of 14 questions for four sub-factors: health and physical strength, body type, fun and hobbies, and psychology.

2.3. Verification of validity and reliability of survey tools

In order to verify the validity of the survey tools used in this study, the survey tools were verified by calculating the conceptual confidence values with Cronbach’s α to verify the exploratory and confirmed factors, concentrated feasibility, discriminating difference and reliability.

2.3.1. Verification of cronbach’s α and exploratory factor analysis

The exploratory factor analysis conducted in this study was established with an eigenvalue of 1 or higher and a factorial value of 0.5 or higher and verified using the principal component analysis and varimax method[33]. The reliability was also validated against 0.5 or higher by calculating the Cronbach’s α value.

The exploratory factor analysis of experiential marketing factors for Judo gyms results in 5 sub-factors. The factorial values are shown as emotional .588-.848, relationship .658-.774, perception .628-.772, behavior .826-.855, senses .766-.857, and eigenvalue from 2.401 to 4.504, accounting for 82.363% of the total factors. The Cronbach’s α value was also shown to be .835-.948 to meet the criteria for validity and reliability.

The results of the exploratory factor analysis on the experiential satisfaction factors are total of 4 factors being derived. The factorial values are shown as participation .649-.825, coaches .834-.854, programs .679-.838 and facilities/environment. 669-.789 and eigenvalue from 5.714 to 10.700, accounting for 78.796% of the total factors. The Cronbach’s α value are also shown as .928-.976, indicating that all criteria were met.

Finally, the results of the exploratory factor analysis of exercise participation factors are derived. The factorial values are found to be psychology .705-.801, health and physical strength .617-.810, body type .726-.775, fun and hobbies .845-.851, and eigenvalue from 1.956 to 3.488 to account for 72.514% of the factors for exercise participation. The Cronbach’s α value is also shown to be .826-88 to meet the criteria. Here, there are some opinions that fun and hobby sub-category may pose problems with the validity of the scale in question, but some counter-argue that even small questions can have sufficient predictability if the links are correctly established[34][35].

2.3.2. Verification of concentration and discriminant validity and confirmatory factor analysis

The results of a confirmatory factor analysis of the survey tool with proven composition feasibility through exploratory factor analysis are shown in <Table 5>. Since the X² index is sensitive to sample size, the GFI,
Table 2. Results of confirmatory factor analysis.

<table>
<thead>
<tr>
<th>Potential factors</th>
<th>Path</th>
<th>Measurement factors</th>
<th>Standard values</th>
<th>Standard error</th>
<th>C.R</th>
<th>AVE</th>
<th>Conceptual reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experiential</td>
<td></td>
<td>Senses</td>
<td>.710</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>marketing</td>
<td></td>
<td>Emotion</td>
<td>.876</td>
<td>333</td>
<td>6.580***</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Perception</td>
<td>.910</td>
<td>.362</td>
<td>6.633***</td>
<td>.709</td>
<td>.923</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Behavior</td>
<td>.724</td>
<td>.324</td>
<td>5.915***</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Relationships</td>
<td>.871</td>
<td>.373</td>
<td>6.572***</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Experiential</td>
<td></td>
<td>Facilities/</td>
<td>.734</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>satisfaction</td>
<td></td>
<td>environment</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Coaches</td>
<td>.668</td>
<td>.084</td>
<td>9.727***</td>
<td>.897</td>
<td>.972</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Programs</td>
<td>.833</td>
<td>.098</td>
<td>11.771***</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Participation</td>
<td>.799</td>
<td>.085</td>
<td>11.472***</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exercise</td>
<td></td>
<td>Health and physical</td>
<td>.811</td>
<td>-</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>participation</td>
<td></td>
<td>strength</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Body type</td>
<td>.780</td>
<td>.084</td>
<td>12.219***</td>
<td>.907</td>
<td>.975</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fun/hobbies</td>
<td>.776</td>
<td>.099</td>
<td>8.805***</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Psychology</td>
<td>.774</td>
<td>.071</td>
<td>12.130***</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

χ²=130.097(df=62, p<.001), Q=2.098, GFI=.927, RMR=.047, TLI=.945, IFI=.957, CFI=.956, RMSEA=.067

Note: ***p<.001.

RMR, TLI, IFI, CFI, and RMSEA suitability indexes were comprehensively analyzed. This confirmatory factor analysis shows that the χ² value is 130.097 (p<.001) and does not meet the criteria, but with GFI=.927, RMR=.047, TLI=.945, IFI=.957, CFI=.956, and RMSEA=.067, it is shown to meet the overall suitability criteria.

In addition, the concentration was verified using average variance extraction (AVE) and conceptual reliability values, and the average variance extraction value is shown from .709 to .907, which is above the usual threshold of .5, and the conceptual reliability value is shown from .923 to .975, which is also above the usual standard of .7, indicating that the concentration criterion is met [36][37].

Validation of the discriminant validity shows that the mean variance extraction value of all factors is higher than the determinant(r²) value between the potential factors, which also meets the criteria [37].

2.3.3. Correlation analysis

Correlation analysis has been conducted to analyze the associations of the factors established in this study, and it has been found that each of the factors shows a significant correlation. The results of the correlation analysis are show in <Table 3>.

Table 3. Results of correlation analysis.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experiential</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>marketing</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Experiential</td>
<td>.210**</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>satisfaction</td>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Exercise</td>
<td>.438**</td>
<td>.243**</td>
<td>1</td>
</tr>
<tr>
<td>participation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>M</td>
<td>5.298</td>
<td>5.947</td>
<td>5.162</td>
</tr>
<tr>
<td>SD</td>
<td>.733</td>
<td>.837</td>
<td>.765</td>
</tr>
<tr>
<td>n</td>
<td>248</td>
<td>248</td>
<td>248</td>
</tr>
</tbody>
</table>

Note: **p<.01.

2.4. Data processing method
To analyze the relationship between experiential marketing and experiential satisfaction and exercise participation, frequency analysis, exploratory factor analysis, confirmatory factor analysis, convergent validity, discriminant validity, reliability analysis, and structural equation modeling (SEM) are conducted using IBM SPSS Statistics 21 and IBM AMOS 21 programs, and to verify the mediation effect of experiential satisfaction, Sobel test is conducted.

3. Results

3.1. Verification of the suitability of the research model

The analysis of the suitability of the research model established in this study shows the same number as the suitability index of the confirmatory factor analysis. The model in this case is referred to as equivalent models, which are not statistically distinguishable, but are only theoretically separable[38]. Therefore, it has been shown that the suitability index of the research model meets the criteria. The results of the suitability is shown in <Table 4>.

3.2. Hypothesis verification results

The results of the verification using the structural equation model analysis for the hypotheses established in this study are shown in <Table 4>.

First, the results of the verification of hypothesis 1 that experiential marketing will have a significant effect on experiential satisfaction shows the standardization factor of .543 (t=5.210, p<.001), indicating that experiential marketing of Judo gyms has a significant positive effect on experiential satisfaction. Second, the results of the verification of hypothesis 2 that experiential marketing will have a significant effect on exercise participation shows the standardization factor of .624 (t=5.915, p<.001), indicating that experiential marketing of Judo gyms has a significant positive effect on exercise participation. Third, the results of the verification of hypothesis 3 that experiential satisfaction will have a significant effect on exercise participation shows the standardization factor of .780 (t=12.219, p<.001), indicating that experiential satisfaction has a significant positive effect on exercise participation. Finally, in order to verify the hypothesis 4 that experiential sat-

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**Table 4. Hypothesis verification results.**

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Path</th>
<th>Standardization factor</th>
<th>Standard error</th>
<th>t-value</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hypothesis 1</td>
<td>Experiential marketing → Experiential satisfaction</td>
<td>.543</td>
<td>.224</td>
<td>5.210***</td>
<td>adopted</td>
</tr>
<tr>
<td>Hypothesis 2</td>
<td>Experiential marketing → Exercise participation</td>
<td>.624</td>
<td>.324</td>
<td>5.915***</td>
<td>adopted</td>
</tr>
<tr>
<td>Hypothesis 3</td>
<td>Experiential satisfaction → Exercise participation</td>
<td>.780</td>
<td>.084</td>
<td>12.219***</td>
<td>adopted</td>
</tr>
</tbody>
</table>

χ²=130.097(df=62, p<.001), Q=2.098, GFI=.927, RMR=.047, TLI=.945, IFI=.957, CFI=.956, RMSEA=.067

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**Note:** ***p<.001.

**Table 5. Model suitability comparison.**

<table>
<thead>
<tr>
<th>Suitability</th>
<th>χ² (df)</th>
<th>GFI</th>
<th>RMR</th>
<th>TLI</th>
<th>IFI</th>
<th>CFI</th>
<th>RMSEA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partial mediation model</td>
<td>130.097(62)</td>
<td>.927</td>
<td>.047</td>
<td>.945</td>
<td>.957</td>
<td>.956</td>
<td>.067</td>
</tr>
<tr>
<td>Full mediation model</td>
<td>192.235(63)</td>
<td>.904</td>
<td>.063</td>
<td>.897</td>
<td>.918</td>
<td>.917</td>
<td>.071</td>
</tr>
</tbody>
</table>
satisfaction will play a mediation role in the relationship between experiential marketing and exercise participation in Judo gyms, full mediation model and the suitability are compared and analyzed, Sobel test, a analysis method for the mediation effect presented by[39], is conducted. As shown in <Table 5> the suitability indexes of full mediation model are shown as $X^2=192.235(p<.001)$, GFI=.904, RMR=.063, TLI=.897, IFI=.918, CFI=.917, RMSEA=.071 to meet the overall suitability criteria. However, it shows the difference of $\Delta X^2=62.138$, $\Delta df=1$, and the suitability indexes of the partial mediation model are relatively stable. It shows that experiential marking of Judo gyms has a significant effect on experiential satisfaction and that experiential satisfaction has a significant effect on exercise participation, indicating experiential satisfaction plays a mediation role. The value of the Sobel test, which is a medium effect verification method, is $2.346(p<.01)$, which can be said to be a mediation factor and the Sobel test is also significant. And the path coefficient of the partial mediation model in relation to the experiential marketing and exercise participation is $.624(t=5.915, p<.001)$, and the standardization factor in the direct factor relationship is $.642(t=6.208, p<.001)$, which shows that experiential satisfaction factors play the partial mediation role in the relation of experiential marketing and exercise participation.

4. Discussion

The purpose of this study is to identify the effect of experiential marketing of Judo gyms on experiential satisfaction and exercise participation and the mediation effect of experiential satisfaction. Judo has produced many sports stars and plays a great role in promoting the national prestige of Korea at the Olympics and international competitions. However, it has not received much public attention compared to other sports due to the mistaken perception that it is a difficult and hard exercise to be a sport for all and that it can negatively affect children's growth. Once the number of Judo gyms and trainees increased greatly due to increased interest from the media exposure of Olympic medalists, but due to lack of promotional activities and poor operation of the gyms, the operating environment of Judo gyms have come to a standstill. Therefore, if experiential marketing activities for potential consumers who are interested in Judo are carried out continuously, they would feel the benefits of Judo, and the number of Judo trainee will increase. Based on the results of this study, the following discussion is made.

First, it has been shown that the experiential marketing of Judo gyms has a significant effect on experiential satisfaction. In a study on the relationship between experiential marketing, satisfaction, loyalty, and purchase intention. The preceding study[14] reports that experiential marketing in the marine leisure industry has a positive effect on purchase intention through satisfaction and loyalty. Literature[40] has also found that participation in a festival experience program has an impact on the satisfaction level and intention to revisit the festival in his study on the relationship among motivation, immersion, satisfaction, and intention to revisit festivals. In a study on the impact of ocean leisure sports experience on satisfaction and loyalty with tourist sites by study[16], satisfaction with marine sports experience activities at tourist sites has increased tourists' satisfaction and loyalty and has a positive effect on continuous visits to the sites. Preceding paper[13] said in a study on the relationship between the experience elements of experiential marketing, satisfaction, brand attitude, and intention to revisit that the well-organized experience factors of experiential marketing lead to the satisfaction of visitors and encourage them to revisit.

Marketing activities that provide opportunities for potential consumers to experience the product/service are the surest way to let them feel and evaluate the product/service. Therefore, if various programs are prepared and provided for potential
consumers to experience and feel the interest, it could be an effective way to increase the Judo population.

Second, it has been shown that experiential marketing of Judo gyms has a significant effect on exercise participation. Literature[3] reports in a study on the impact of experiential marketing on the intention to repurchase and recommend to others that having a positive awareness while experiencing Judo brings about a promotional effect in that existing trainees attract those around them considering the characteristic of Judo in that trainees exercise in pairs. Paper[41] also report in their study that experiential elements of sports brand stores have a positive effect on consumers’ purchase intention. In addition, preceding study[42] posit that experiential marketing of sports brand stores has a significant effect on consumers’ attitude and intention to purchase, claiming that good experience through experiential marketing leads quick decisions on purchasing behavior. Literature[43] claim that direct experience has a significant impact on behavior intention based on their study on the effect of experience in marine leisure sports on the behavior intention.

A Judo gym is not a tangible product, but an intangible service that provides a place and guidance through which consumers can exercise systematically. Therefore, the perceptions felt by participants in the hands-on activities can all be relative. Accordingly, the operator of the gym should maintain the best physical condition of the gym at all times and develop a variety of hands-on programs to help potential consumers decide on participation through short-term experience.

Third, it has been shown that experiential satisfaction has a significant effect on exercise participation. Preceding study[44] reports that if experience can elicit satisfaction, it is highly likely to affect subsequent purchase behavior, saying satisfaction in marine leisure sports has a significant impact on consumer loyalty. Preceding paper[17] also states that experiential market factors positively affect consumers’ satisfaction, brand attitude, and intention to repurchase and emphasizes the importance of generating satisfaction through experiential marketing because it can have a strong impact on potential consumers' purchasing behavior as the first activity that generates consumers' interest. In addition, literature[45] also supports the results of this research as it says that experience tourism has a significant influence on emotional response and experiential satisfaction and the experiential satisfaction affects consumers' behavior intention.

Experiential marketing is a marketing activity that provides potential consumers with opportunities to directly, not indirectly, experience the product/service before deciding on their consumption behavior. Therefore, it is necessary to prepare quality programs to help consumers participate in experience programs and prepare them to achieve consumers' satisfaction, which may lead to consumption behavior.

Finally, it is found that experiential satisfaction plays a mediation role in the relationship between experiential marketing of Judo gyms and exercise participation. In a study on the impact of traditional marketing and experiential marketing on brand loyalty, preceding study[46] reports that experiential marketing can bring a stronger impression and purchase effect to consumers than traditional marketing. A study[47] on experiential marketing of sports brands and consumers' purchase intention also says that the experiential marketing can serve as a bridge that leads to purchasing behavior as soon as it induces consumer satisfaction. Meanwhile, study[48] says that experiential marketing can be a strong marketing tool when well-executed, but thorough preparation is needed because failure to induce consumer satisfaction due to insufficient preparation can hinder consumer behavior.

The emotion that consumers have about experiential marketing are individual and will all be relative. In particular, this relativit
In case of experiential marketing of Judo gyms, there is a tangible element that is the physical environment of the gym, but the difference among these is not so great and what actually matters is the training programs, so the operator and coaches of the gym should develop and prepare various programs for trainees to actively participate in Judo so that they feel satisfied.

5. Conclusion & Suggestions

This research is aimed at identifying the relationship between experiential marketing of Judo gyms and experiential satisfaction and exercise participation. From this, it has been found that experiential marketing of Judo gyms has a significant impact on experiential satisfaction and exercise participation and that experiential satisfaction has a significant impact on exercise participation. In addition, experiential satisfaction plays a partial mediation role in the relationship between experiential marketing and exercise participation. The results are described as follows.

First, it has been found that experiential marketing of Judo gyms has a significant impact on experiential satisfaction. Second, it has been found that experiential marketing of Judo gyms has a significant impact on exercise participation. Third, it has been found that experiential satisfaction has a significant impact on exercise participation. Fourth, it has been found that experiential satisfaction plays a partial mediation role in the relationship between experiential marketing and exercise participation.

Here are a few suggestions based on this research for more competent future research. First, it was not possible to take into account the characteristics of the other areas as the spatial extent was limited to Seoul and Gyeonggi Province, so attention should be paid to generalization. In the future, it would be more relevant if other areas are also included. Second, other factors besides experiential satisfaction may play a role in the relationship between experiential marketing and exercise participation. It would be more reasonable to conduct research on a variety of factors that have been proven in the preceding study.

6. References

6.1. Journal articles


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6.3. Books

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- The Influence of Protection and Security Agent’s Self-leadership on Self-efficacy and Job Performance, Korean Journal of Convergence Science, 7(2) (2018).
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