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## The Recognition of TAEKWONDO Demonstration Activities on Safety Management Strategies of TAEKWONDO Gyms in Republic of KOREA

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### Abstract

*In this study, taekwondo's image and consumer behavior were analyzed in terms of taekwondo image and consumer behaviors in accordance with taekwondo demonstration recognition for risk management and stable management through securing new trainees and continuously participating in taekwondo. And to provide basic data to help establish management strategies.*

*In order to achieve the purpose of this study, 418 questionnaires of visitors to taekwondo demonstration were taken as valid samples. For data processing and statistical methods, frequency analysis was performed for general characterization using SPSS. Cronbach's  $\alpha$  coefficient was calculated for the reliability of the questionnaire. To classify taekwondo model recognition factor, Taekwondo chapter image factor, and consumer behavior factor for factor analysis.*

*In order to examine the relationship between the variables, correlation analysis was conducted. Multiple regression analysis was used to examine the effect of taekwondo pilot recognition factor on the image factor and consumer behavior factor of taekwondo (significance level .05).*

*The following conclusions were obtained through this study.*

*The effects of training factors, effect factors, interest factors, and knowledge factors of taekwondo demonstration recognition were found to affect image factors. The training factors, effect factors, interest factors, and knowledge factors of taekwondo demonstration recognition. And the intention factors of word of mouth. Also, image factor of taekwondo chapter image influenced purchase intention factor and word of mouth intention factor of consumer behavior.*

*Comprehensively, it is important to emphasize the importance of training through demonstration, defeat, and protest in taekwondo, and to present objective and scientific results of physical and mental effects through taekwondo participation. Also, in order to provide general knowledge about taekwondo and knowledge about taekwondo, it is necessary to make and distribute relevant books, research materials and images so that many people can share their knowledge. If these activities are carried out, the taekwondo director's education program, the trainees' training style and training skills, and the atmosphere of the taekwondo dojo will be noticed, which will have a positive effect on the image of the painting. Finally, together we will contribute to the revitalization of management.*

**[Keywords]** *Taekwondo, Taekwondo Gym, Taekwondo Demonstration Activities, Recognition, Safety Management Strategy*

## 1. Introduction

The Korean national flag taekwondo is a sport that has become popular worldwide as

a sport for the Olympic Games. It has not only a great impact on participants' health, lifestyle, stress, and social development, but is also recognized as a representative cultural

products in Korea. With the management quick of the taekwondo gym in the mixed loading of the various threatening elements in which the education is achieved centering around the taekwondo gym and which taekwondo is forming the externally development till now but which threatens the taekwondo gym including the decline of the taekwondo participant population because of the low childbirth, indiscriminate jumble of the taekwondo gym, relaxation of the appearance of the competition event and various regulation, and etc the necessity of the more systematic coating activation plan is raised[1]. In this situation, many taekwondo chapters utilize taekwondo demonstration in order to promote management and stable finances. Taekwondo demonstration shows that taekwondo practitioner introduces taekwondo's basic movements, poomsae, contests, self-defense, and other techniques of taekwondo It promotes the desire to learn and learn about taekwondo[2]. In addition, through the taekwondo demonstration which contains the general meaning of technology and spirit, the person who does not know taekwondo can get the effect of making the interest of taekwondo interested and approaching, and he will continue to practice the taekwondo practitioners can play an important role in motivation. In particular, the taekwondo field requires the introduction of a marketing strategy that requires the advancement of the taekwondo field and the evolution of the contemporary generation as part of the taekwondo field, in particular, in an effort to effectively utilize the movement of the taekwondo fields and to proactively respond to the active response of the past and actively respond to the active response of the past[3].

In this study, we conducted a study on taekwondo image and consumer behavior based on taekwondo demonstration recognition for risk management and stable management through securing new trainees of taekwondo chief, I would like to present basic data that can help establish the management strategy of the director.

## **2. Method**

### **2.1. Subjects**

In this study, 450 people participated in the taekwondo demonstration tournament. The sampling method was the convenience sampling method. Among the 450 questionnaires collected, 418 questionnaires were selected as valid samples.

### **2.2. Measurement method**

The method of constructing the questionnaire in this study is as follows.

First, in taekwondo demonstration recognition, Jung Jae-Hoon(2014) showed Cronbach's  $\alpha$  coefficient as a training factor .810, effect factor .840, interest factor .770, knowledge factor .734[4], and Kwon Kyung-Sang, Choi Hwan-Suk and Park Gi-Duck(2014) showed Cronbach's  $\alpha$  coefficient training factor .810, effect factor .774, interest factor .708, knowledge factor .684 were found in the study[5].

Second, the image of Taekwondo is used by Pope & Voges(2000)[6], Kim Joon-Hee and Lee Shin-Eon(2013) showed Cronbach's  $\alpha$  coefficient .861[7]. And Jung Tae-Sung (2014) showed Cronbach's  $\alpha$  coefficient .870 in the study[8].

Third, consumer behavior was developed by Shin & Amine (1994)[9], Lim Seung-Hyun and Nam Kyung-Wan (2011) is Cronbach's  $\alpha$  coefficient was the purchase intention factor .821, respectively[10].

Therefore, the questionnaire used in the previous study was revised and supplemented for the purpose of this study because it is known that the definitions or indicators for each factor were measured consistently and reliably.

### **2.3. Validity and reliability of the questionnaire, correlation**

In this study, factor analysis was performed to find out the construct validity of the measurement tools. The factor extraction method was using the maximum method (Eigen value exceeding 1.0) and the factor rotation method was the varimax (orthogonal)

rotation method. The reliability was also verified by calculating Cronbach's  $\alpha$  coefficient.

As a result, taekwondo demonstration recognition consisted of 4 factors, training ( $\alpha=.873$ ), effect ( $\alpha=.825$ ), interest ( $\alpha=.740$ ) the ratio of the factors explained 46.387. The paint image consisted of one factor of image ( $\alpha=.913$ ), and the ratio of factor explained the whole variable was 68.127. Consumer behavior consisted of two factors, purchase intention ( $\alpha=.915$ ), word of mouth intention ( $\alpha=.902$ ), and the ratio of two factors explaining the total variable was 74.184. As a result of the correlation analysis using SPSS, most of the constructs were correlated with each other.

## 2.4. Analysis of data

The SPSS program 23.0 was used for statistical analysis according to the purpose of data analysis as follows.

First, frequency analysis was conducted for general characteristics.

Second, Cronbach's  $\alpha$  coefficient was calculated to verify the reliability of the questionnaire. Third, factor analysis was conducted to classify taekwondo demonstration recognition factor, Taekwondo chapter image factor, and consumer behavior factor.

Fourth, correlation analysis was conducted to investigate the relationship between the variables.

Fifth, multiple regression analysis was used (significance level .05) to examine the effect of Taekwondo pilot recognition factor on Taekwondo chapter image factor and consumer behavior factor.

## 3. Results

### 3.1. Taekwondo demonstration of recognition affect the image

**Table 1.** Taekwondo demonstration of recognition affect the image.

Independent Variable \ Dependent Variable	Image			
	<i>b</i>	<i>Std.E</i>	$\beta$	<i>t</i>
Training	.254	.059	.265	4.783***
Effect	.272	.056	.312	5.045***
Interest	.231	.057	.237	3.914***
Knowledge	.207	.050	.215	2.768*
$R^2$	.436			
<i>F</i>	54.438***			

Independent Variable \ Dependent Variable	Purchase intention			
	<i>b</i>	<i>Std.E</i>	$\beta$	<i>t</i>
Training	.416	.068	.432	6.389***
Effect	.219	.063	.222	3.546**
Interest	.213	.061	.212	2.284**
Knowledge	.158	.049	.167	3.543***
$R^2$	.354			
<i>F</i>	36.842***			

Note: \*\*\* $p<.001$  \*\* $p<.01$

<Table 1> shows that the training factor ( $\beta=.265$ ), effect factor ( $\beta=.312$ ), interest factor ( $\beta=.237$ ), and knowledge factor ( $\beta=.215$ ) are significant influences on image factor. And explaining approximately 43.6% of the variance.

### 3.2. Taekwondo demonstration of recognition affect the consumer behavior

<Table 2> shows that the training factor ( $\beta=.432$ ), the effect factor ( $\beta=.222$ ), interest factor ( $\beta=.212$ ), and the knowledge factors ( $\beta=.167$ ) are significant influences on Purchase Intention factors. And explaining approximately 35.4% of the variance.

**Table 2.** Taekwondo demonstration of recognition affect the purchase intention.

Independent Variable \ Dependent Variable	Word of mouth intention			
	<i>b</i>	<i>Std.E</i>	$\beta$	<i>t</i>
Training	.502	.064	.415	6.325***

Note: \*\*\* $p<.001$  \*\* $p<.01$

**Table 3.** Taekwondo demonstration of recognition affect the word of mouth intention.

Independent Variable \ Dependent Variable	Word of mouth intention			
	<i>b</i>	<i>Std.E</i>	$\beta$	<i>t</i>
Training	.502	.064	.415	6.325***

Effect	.239	.059	.224	3.851***
Interest	.211	.062	.219	2.183***
Knowledge	.196	.054	.203	3.672***
R <sup>2</sup>	.362			
F	46.761***			

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

<Table 3> shows that the training factor ( $\beta=.415$ ), the effect factor ( $\beta=.224$ ), interest factor ( $\beta=.219$ ), and the knowledge factors ( $\beta=.167$ ) are significant influences on word of mouth Intention factors. And explaining approximately 36.2% of the variance.

### 3.3. Image affect the consumer behavior

<Table 4> shows that the image factor ( $\beta=.576$ ) is significant influences on Purchase Intention factors. And explaining approximately 35.7% of the variance.

<Table 5> shows that the image factor ( $\beta=.583$ ) is significant influences on word of mouth Intention factors. And explaining approximately 35.7% of the variance.

**Table 4.** Image affect the purchase intention.

Independent Variable \ Dependent Variable	Purchase intention			
	b	Std.E	$\beta$	t
Image	.623	.069	.576	7.238***
R <sup>2</sup>	.357			
F	56.672***			

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

**Table 5.** Image affect the word of mouth intention.

Independent Variable \ Dependent Variable	Word of mouth intention			
	b	Std.E	$\beta$	t
Image	.631	.066	.583	7.822***
R <sup>2</sup>	.436			
F	53.784***			

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

## 4. Discussion

The presiding officer and his parents recognized that taekwondo demonstration team had an important influence on the management, and they increased the interest of the trainees and influence the publicity value of taekwondo chief. In addition, taekwondo demonstration was able to clarify the perception of taekwondo to parents, and it was shown that these demonstration activities played an active role in promoting taekwondo among parents[11]. In order to enhance the educational effect of the practitioners and the promotion effect of the painting, it is necessary to operate the taekwondo demonstration team effectively from the managerial strategic dimension of the taekwondo director. Activation of the demonstration team has a good influence on the image of the painting[12]. When consumers choose taekwondo, they are most influenced by surrounding invitations and demonstration games[12]. Both practitioners and parents were affected by the demonstration team[13]. This is because participation of taekwondo demonstration teams in various conventions has a psychological strong effect on trust to consumers and taekwondo leader's faith is guaranteed, which has a good effect on forming confidence in customers[14]. The most important factor in the taekwondo program is manners and personality education and taekwondo service quality influences both customer satisfaction and purchase behavior[15]. Therefore, high quality of service means higher customer satisfaction and higher purchase behavior[16].

## 5. Conclusion

First, the training factors, effect factors, interest factors, and knowledge factors of taekwondo pilot recognition influence image factors.

Second, the training factors, effect factors, interest factors, and knowledge factors of the taekwondo demonstration recognition have an effect on the purchase intention factors and word of mouth intention factors of consumer behavior.

Third, image factor of taekwondo chapter image affects purchase intention factor and

word intention factor of consumer behavior. Particularly, the training factors, effectors, interest factors, and knowledge factors have an influence on image and consumer behavior. Therefore, taekwondo emphasizes the importance of training through demonstration, defeat demonstration, and protest demonstration in taekwondo, it is important to present objective and scientific results on mental effects. Also, in order to provide general knowledge about taekwondo and knowledge about taekwondo, it is necessary to make and distribute relevant books, research materials and images so that many people can share their knowledge. If these activities are carried out, the taekwondo director's education program, the trainees' training style and training skills, and the atmosphere of the taekwondo dojo will be noticed, which will have a positive effect on the image of the painting. Finally, together we will contribute to the revitalization.

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