

Impact of Factors Related to Taekwondo Participants' Exercise Experience on Their Satisfaction with Acceptance of WOM Information, and Spread by WOM

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Abstract

The goal of taekwondo training is to achieve self-perfection, the ultimate ideal of martial arts. The objectives of taekwondo training are as follows: developing self-defense skills for self-protection; self-control; and producing democratic and exemplary citizens who are considerate of others and keep healthy attitude and bodies as individuals and social members amid the rapidly-changing society. The purpose of this study is to identify the correlation between the factors related to exercise experience as perceived by taekwondo participants and their satisfaction with exercise, acceptance of WOM and spread of WOM. First, the factors related to exercise experience had a significant impact on satisfaction with exercise. The sub factors related to exercise experience that influenced satisfaction with exercise was educational factors. Second, the factors related to exercise experience had a significant impact on the acceptance of WOM. The sub factors related to exercise experience that influenced the acceptance of WOM were cognitive factors. Third, the factors related to exercise experience had a significant impact on the spread of WOM. The sub factors related to exercise experience that influenced the spread of WOM were behavioral and cognitive factors. Fourth, the factors related to exercise experience had a significant impact on the acceptance and spread of WOM.

Keywords: Factors Related to Exercise Experience, Satisfaction with Exercise, WOM (word-of-mouth)

1. Introduction

To define leisure activity in a social-economic form, leisure is an activity that is not necessarily derived from its essential and functional function. According to leisure sociologist Parker¹⁹, the existing definition of leisure has been redone and further comprises temporal activity, as well as the physical, social and objective matter. In general, leisure refers to free time besides working hours in temporal definition; in other words, leisure is free time that is not restricted by the relationship between work and non-work. Leisure is likelier to be an activity to comfort and fresh oneself than too much of free time. As the standard of living and leisure time for citizens have increased, their sports participation has increased as well.

With increased leisure time, people have become more interested in sports. As a result, their voluntary participation in sports activities has increased. Amid the heightened interest, many of them have their own favorite sports, including taekwondo.

The goal of taekwondo training is to achieve self-perfection, the ultimate ideal for martial arts. The objectives of taekwondo training are as follows: developing self-defense skills for self-protection, self-control, and producing democratic, exemplary citizens who are considerate of others and have healthy attitude and bodies as individuals and social members amid the rapidly-changing society⁶. As more and more people have sought taekwondo training, the number of taekwondo schools has increased.

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gHowever, the quality of education, facilities, and abilities of instructors do not measure up to the increase in the number of taekwondo trainees. As there are too many taekwondo schools nowadays, the industry is saturated, causing fierce competition¹⁶. Therefore, the taekwondo schools should have efficient business management methods to survive. Specifically, amid the steady increase in the number of competitors, the owners and instructors of taekwondo schools should establish their own business strategies with extensive planning in order to attract more trainees.

According to Smith & Wheeler²², customers identify their experience in a particular product or service with the brand. Also, customers are a core element that determines corporate performance. 'Brand attitude,' which is perceived as a critical element of brand asset, is closely related to the customer experience. Thus, customer experience was stressed as a way to expand the brand asset. The concept of 'consumers' was explained with the psychological tendency to assess an object in how intensely it expresses their favorable or unfavorable feelings, with the following elements: cognitive (thinking) element, emotional (feeling) element, and behavior (behavioral intention) element². The Strategic Experiential Modules (SEMs) proposed by Schmitt²¹ includes 'sensory element'; it is perceived as a critical element related to consumers by recent marketing studies, with focus on cognition, emotion, and behavior.

Upon product purchase, consumer experience is the result of direct observation and involvement in response to stimuli created through marketing whether it is virtual or not. In particular, the consumer experience discussed in 'experiential marketing' does not automatically occur. Rather, it is created by corporate stimuli aimed at inspiring particular customer experience¹⁵. Schmitt²¹ explained the experience factors that can occur upon product purchase with a focus on Strategic Experiential Modules (SEMs). SEMs consist of sensory, emotional, cognitive, and behavioral elements. According to studies, particular consumer attitude is inspired through the elements.

From the perspective of behavioral science, the term 'satisfaction' refers to a complex verbal concept that determines the degree of the achievement of a goal or motivation by the essential human needs and desire. This term is commonly used as a stimulus to draw the Likert index evaluation of respondent's mind¹³. Satisfaction was defined¹⁴ as the degree to which an individual gets his or her desire satisfied without suffering emotional or social

difficulties by effectively overcoming the surrounding environment, at least finding that one's main goal is achieved, and receiving one's life meaningfully. Westbrook and Reilly²³ defined satisfaction as the emotional response to a particular experience in purchasing. Oliver¹⁷ stated that customer satisfaction is the comprehensive psychological status combining one's emotions that one previously has for their experience of inconsistency between their expectation and consumption.

Hunt¹² defined the concept of satisfaction as evaluation of experiences. As stated by Hunt, 'no matter how it is a delightful experience, such experience will not be fully satisfied if it is not joyful as one expected'. Therefore, in Hunt's definition, satisfaction consists in evaluation of experiences. Hunt claimed that this emotional evaluation is highly affected by the people's previous goodwill toward a particular activity.

Satisfaction is reached when meeting or exceeding a consumer's expectation with feedback for evaluation of after experience. This experience will increase the potential repurchase by consumers and lead to positive word-of-mouth activity; ultimately, enhancing the positive attitude toward a subject of experience^{1,8,24}.

Oliver¹⁸ considered the negative word-of-mouth activity as a reaction to customer complaints and according to this study, negative information than positive information has greater impact on the receiver. In this study⁴ on the effect of negative word-of-mouth activity, Blodgett claimed that those customers satisfied with the offered service are likelier to attract new customers.

Regarding the perception of satisfaction as perceived evaluation process, Engel and Blackwell⁷ think of satisfaction as evaluation that results in consistency between the dictionary definition of belief and the selected measures. In conclusion, satisfaction is customer's overall, objective and evaluative response to a particular product, acquisition of experienced service or consumption experience. Customers are satisfied with the product and are highly willing to repurchase the same product in the future when their expectation is satisfied or exceeded, whereas they couldn't be satisfied if their expectation is not achieved. Summarizing the previous studies of word-of-mouth intention, the word-of-mouth is unofficial and non-commercial comments or opinions based on individual's experience with the product or service and this is mainly performed through individual communication paths, such as conversation, correspondence and phone. This format may be positive, negative or neutral and is some

times defined as information delivery that may affect the purchase decision^{3,20}. In other words, the attitude change, direct purchase, re-delivery of product information to other people and effect of trademark conversion^{11,20} are the crucial factors affecting a company's management performance and effect. In addition to this, many researchers have proved the hypothesis that user satisfaction affects the word-of-mouth intention.

Harrison-Walker¹⁰ defined 'acceptance of WOM' as favorable attitude towards the WOM information and the degree of switching to behavioral intentions. The definition extends to the following: positive or negative impression towards a product after encountering the WOM information. 'Spread of WOM' was defined as the degree of delivering online WOM information to others⁵. The definition extends to the following: recommending or discussing the online WOM information experienced by oneself. In terms of studies on WOM, Harrison-Walker¹⁰ raised the issue of measurement. Also, they stressed that acceptance of WOM and WOM activities should be defined and treated differently. Thus, they suggested they should be separated into WOM praise and WOM activity. They stated that 'WOM praise' refers to formation of favorable attitude towards WOM information, or formation of purchase intention.

The specific objectives of this study are as follows: identifying the correlation between emotional factors, behavioral factors, cognitive factors, and educational factors, which are the sub-factors of the factors related to exercise experience and satisfaction with exercise; identifying the correlation between satisfaction with exercise, and acceptance of WOM and spread of WOM.

2. Materials and Methods

This study is aimed at identifying the correlation among the factors related to exercise experience as perceived by taekwondo trainees, their satisfaction with exercise, acceptance of word-of-mouth (WOM), and spread of WOM. For the purpose, 400 people attending taekwondo studios located in Seoul, Gyeonggi-do, Jeolla-do, and Gangwon-do were surveyed in 2014. As for sampling, 'convenience sampling method,' a method of extracting samples at the time and place convenient for the researcher, was used. Among the 400 copies of the questionnaire, 366 copies were used as valid samples, excluding those with inappropriate or insincere responses.

The collected data was processed through PASW Ver.18.0 as follows.

First, to identify the demographic characteristics of the respondents, a frequency analysis was conducted.

Second, to test the validity and reliability of the measurement tools, a factor analysis and Cronbach's α test were conducted.

Third, to identify the relation between the variables, a correlation analysis was conducted.

Fourth, to verify the influence of each variable, a simple and multiple regression analysis was conducted.

As for the significance level for hypothesis testing, it was set at $\alpha=.05$.

This study refers to the following studies to use the scales on factors related to exercise experience, satisfaction with exercise, WOM acceptance, and spreading WOM. Based on their findings, the questionnaire for this study was created^{5,10,21}.

To provide demographic features of the subjects, there were 206 men and 160 women. As for age, there were 107 people in their 20s, 151 in their 30s, 74 in their 40s, and 34 in their 50s and above. As for their monthly average income, there were 114 people earning less than 2 million won, 139 earning 2 million to 3 million won, 80 earning 3 million to 4 million won, and 33 earning at least 4 million won a month. The period of taekwondo participation is as follows. 91 people had participated in taekwondo for less than a year, 141 for 1 to 3 years, and 134 for 3 years or longer.

3. Results

The findings are as follows.

First, factors related to exercise experience had a significant impact on satisfaction with exercise. The sub factors related to exercise experience that influenced satisfaction with exercise were educational factors.

Second, factors related to exercise experience had a significant impact on the acceptance of WOM. The sub factors related to exercise experience that influenced the acceptance of WOM were cognitive factors.

Third, the factors related to exercise experience had a significant impact on the spread of WOM. The sub factors related to exercise experience that influenced the spread of WOM were behavioral and cognitive factors.

Fourth, the factors related to exercise experience had a significant impact on the acceptance and spread of WOM.

Table 1. Results of exploration factor analysis on factors related to exercise experience

	Factor 1	Factor 2	Factor 3	Factor 4	h2
<i>Educational factor 2</i>	.854	.070	.127	.060	.654
<i>Educational factor 4</i>	.841	.205	.174	.105	.577
<i>Educational factor 3</i>	.781	.227	.161	.095	.739
<i>Educational factor 1</i>	.705	.122	.218	.115	.632
<i>Educational factor 5</i>	.620	.360	.120	.254	.570
<i>Emotional factor 3</i>	.189	.802	.232	.076	.815
<i>Emotional factor 4</i>	.129	.701	.235	.263	.800
<i>Emotional factor 1</i>	.139	.696	.305	.240	.599
<i>Emotional factor 5</i>	.175	.669	.156	.261	.671
<i>Emotional factor 2</i>	.307	.664	.176	.104	.702
<i>Cognitive factor 3</i>	.196	.256	.846	.182	.703
<i>Cognitive factor 4</i>	.185	.247	.837	.227	.853
<i>Cognitive factor 2</i>	.200	.232	.768	.141	.846
<i>Cognitive factor 1</i>	.222	.246	.736	.225	.573
<i>Behavioral factor 1</i>	.082	.280	.205	.830	.755
<i>Behavioral factor 2</i>	.041	.328	.135	.820	.697
<i>Behavioral factor 3</i>	.227	-.017	.140	.726	.790
<i>Behavioral factor 4</i>	.142	.288	.262	.707	.592
<i>Eigenvalue</i>	3.367	3.260	3.086	2.856	
<i>Variance(%)</i>	18.704	18.111	17.146	15.865	
<i>Accumulation(%)</i>	18.704	36.815	53.960	69.825	

Table 2. Multiple regression analysis

Dependent	Independent	Standardized Coefficients	<i>t</i>
		β	
Exercise Satisfaction	<i>Emotional factors</i>	.054	.746
	<i>Behavioral factors</i>	-.047	-.732
	<i>Cognitive factors</i>	.014	.203
	<i>Educational factors</i>	.136	2.154*
R ² = .026, F= 2.402, p= .049, *p>.05			
Acceptance of WOM	<i>Emotional factors</i>	-.070	-.979
	<i>Behavioral factors</i>	.085	1.335
	<i>Cognitive factors</i>	.189	2.763**
	<i>Educational factors</i>	.079	1.268
R ² = .061, F= 5.913, p= .000, **p>.01			
Spread of WOM	<i>Emotional factors</i>	-.027	-.380
	<i>Behavioral factors</i>	.136	2.155*
	<i>Cognitive factors</i>	.172	2.521*
	<i>Educational factors</i>	.004	.059
R ² = .064, F= 6.159, p= .000, *p>.05			
Acceptance of WOM	<i>Exercise satisfaction</i>	.317	6.368***
R ² = .100, F= 40.556, p= .000, ***p>.001			
Spread of WOM	<i>Satisfaction with exercise</i>	.478	10.393***
R ² = .229, F= 108.007, p= .000, ***p>.001			

*p>.05, **p>.01, ***p>.001

Table 3. Correlation analysis

Dependent	1	2	3	4	5	6	7
Emotional factors	1						
	.549**	1					
Behavioral factors	.000						
	.604**	.507**	1				
Cognitive factors	.000	.000					
	.519**	.381**	.491**	1			
Educational factors	.000	.000	.000				
	.107*	.041	.090	.153**	1		
Satisfaction with exercise	.040	.430	.087	.003			
	.131*	.172**	.228**	.167**	.317**	1	
Acceptance of WOM	.012	.001	.000	.001	.000		
	.153**	.210**	.226**	.126*	.478**	.588**	1
Spread of WOM	.003	.000	.000	.016	.000	.000	
	1						

The influence of WOM information is proportional to consumer trust. Thus, it is necessary to conduct various events and programs by identifying the potential consumers of Taekwondo schools. Boosting the experiential factors involving consumers and service quality of Taekwondo schools will enhance their management strategies for spreading WOM information among consumers.

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