Modification and Revision of the Scale of Market Demand for Taekwondo Schools

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The purpose of this study was to modify and revise the Scale of Market Demand for Taekwondo School (SMD-TKD). A questionnaire was developed that consisted of the revised SMD-TKD scale with seven factors (Personal Improvement Activities, Physical Environment Quality, Instruction Staff Quality, Program Activities and Offerings, Cultural Learning, Locker Room Provision, and Economic Condition Consideration), member satisfaction and member commitment variables, and demographic variables. Research participants (N = 579) were Taekwondo school participants, who resided in the U.S. and voluntarily participated in the survey study. Conducting confirmatory factor and structural equation model analyses, the revised SMD-TKD with the seven-factors and 31 items was found to be of good validity and reliability characteristics. Discussed are centered on the theoretical relevance of the conceptual dimension and their applications in marketing research and practice.