Effect of Taekwondo Uniform Attributes, Perceived by University Taekwondo Demonstration Groups, on Consumer Attitude, Brand Loyalty, and Re-purchase Intention

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Taekwondo, which has been recognized to have excellent value as a martial art and sports, has been as the official Olympic sport over 6 times until the Tokyo 2020 Olympics since the Sydney Olympics held in 2000. The Taekwondo trainee population is currently estimated at 80 million in 208 member countries(Word Taekwondo Federation, 2017). Taekwondo demonstration played a pivotal role in increasing the number of Taekwondo trainees in the globalization of Taekwondo (Kim & Jang, 2014).

Taekwondo demonstration is a performance that expresses the martial artisticity, splendor of movement, and even the spiritual world of Koreans based on Taekwondo techniques used in 3 elements of Taekwondo (poomsae, sparring and smashing)(Ahn, 2010). To show the aerial motion techniques using the leap and rotation in a short time, it is necessary to prepare a uniform designated for Taekwondo demonstration different from existing ones to highlight the skill, precision, expressiveness, etc (Lee & Kim, 2007; Jang & Ahn, 2017).

Taekwondo demonstration can bring change to clothes based on details to be expressed. And further more, the color and form of Taekwondo uniform means that difference can be made, depending on the methods for conveyance of such details expressed by Taekwondo demonstration (Ahn & Jang, 2015).

For that, visual presentation of stage environment is important for Taekwondo demonstration which expresses gorgeous motions and movements represented by Taekwondo techniques, suggesting that role of Taekwondo uniform is very important (Park, 2013).

Despite the emphasis on the importance of Taekwondo uniforms, there has been a tendency to change Taekwondo uniforms, like daily clothing such as vests or jackets on training uniforms or Taekwondo uniforms, due to unavailability of Taekwondo uniforms suited for the purpose of Taekwondo demonstration (Kwak, 2016). The purpose of this study was to investigate the effect that the Taekwondo uniform attributes, perceived by Taekwondo demonstration group members of universities, would have on consumer attitude, brand loyalty and re-purchase intention in order to provide a basic data necessary for sports band corporations to map out efficient strategies for product development and marketing in the course of their production and development of Taekwondo uniforms.

The subjects of the study were Taekwondo demonstration group members of universities nationwide which participated in 2017 Anyang World Taekwondo Hannmadang Festival, a global festival of the Korean martial art and a total of 430 questionnaires were used for final validity sample.

For research tools used in this study, the questionnaires included 9 questions on selection attributes of Taekwondo uniform which were used in the study by Lee(2003), Lee & Lee(2012), 5 questions on consumer attitude which were used in the study by Jeong(2008), all of which were adopted from the measurement tool developed by Olson & Jacoby(1972), 5 questions on brand loyalty used in the study by Lee, Lee & Lee(2012) and 3 questions on re-purchase intention used in the study by Lee(2005), Choi(2005), Lee(2012) which were revised and refined in such a way suited for this study based on the tool developed by Keller(1993).

The collected data were processed by using SPSS 21.0 Version for frequency analysis, exploratory factor analysis, reliability analysis, correlation analysis, and multiple regression analysis. The results of analyses were as follows:
First, the consumer attitude was affected most significantly by quality, followed by corporation name, and aesthetic impression among Taekwondo uniform attributes.

Second, corporation name and quality had a significant effect on brand loyalty in connection with Taekwondo uniform attributes. Third, corporation name and quality had a significant effect on re-purchase intention in connection with Taekwondo uniform attributes.

Based on aforesaid results, sports brand companies, which produce Taekwondo uniforms, attempted to create brand loyalty and positive re-purchase effect among consumers involved in Taekwondo demonstration by increasing the durability of Taekwondo uniforms, preventing warp or loosening of Taekwondo uniforms even during dynamic rotation and leaping motions in the production of Taekwondo uniforms, and offering after-sales services that provided exchange for discolored or deformed Taekwondo uniforms, considering that the quality and corporation names of sports brand companies which produce Taekwondo uniforms were found to have an effect on consumer attitude, brand loyalty, and re-purchase intention altogether.

In addition, corporate reputation can be improved among consumers by organizing Taekwondo demonstration groups that can promote sports band corporations and participating in various competitions or staging Taekwondo demonstration activities. Brand loyalty and re-purchase intention would be affected positively through various promotions in which consumers can participate, such as participation in the production of Taekwondo uniform products or sale of Taekwondo uniform in limited quantity.