

ORIGINAL ABSTRACT: SPORT MARKETING

Taekwondo Performance Watching Motivation on Perceived Value, Commitment, and Revisit Intension

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Abstract

Purpose: Taekwondo is one of Korea's primary national cultural brands, and it is used to promote cultural tourism. Therefore, the purpose of this study was to provide strategic tactics to attract and fulfill the desire of various Taekwondo performance spectators by determining the effect of performance watching motives on perceived value, commitment, and revisit intension.

Methods: Approximately 370 questionnaires were distributed to Taekwondo spectators who watched "The Great Taekwondo" television show from July through September of 2016 with a return rate of 90.8% (336 questionnaires). PASW 21.0 was used for data analyses (i.e., frequency test, exploratory factor Analysis [EFA], reliability analysis, correlation analysis, and regression analysis).

Results: "Escaping from daily life," "interest," and "cultural motives" were sub-factors of spectators' motive and had a positive influence on perceived value. The "escaping from daily life," interest," and "cultural motives" sub-factors also had a positive influence on commitment. The sub-factors "escaping from daily life," interest," and "cultural motives" had a positive influence on revisit intension.

Conclusions: These findings indicate that performance watching intention played an important role on spectator's behavior. Furthermore, strategic analysis must be continued to maintain a consistent relationship with audiences in order to survive competing programing by fulfilling audiences' various desires.

KEYWORDS

cultural branding, spectatorship, cultural motives, competing television programing

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