

Structural Relationships among Motives and Satisfaction with Participation, Behavioral Intention and Sports Culture in Sports Events

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Abstract

Background/Objectives: This study was conducted with the purpose of verifying the structural relationship between motives for participation in sports events, satisfaction with participation, behavioral intention, and sports culture.

Methods/Statistical analysis: For this purpose, participants of the World Taekwondo Hanmadang and the World Taekwondo Culture Expo were selected as the population. A total of 418 copies of the questionnaire were used for the final analysis, excluding data judged to be incomplete among sampled questionnaires, and the result conclusions were as follows.

Findings: First, it was found that participants' motives for participation in sports events had a positive effect on satisfaction with participation. Second, it was found that participants' motives for participation in sports events had a positive effect on behavioral intention. Third, it was found that participants' motives for participation in sports events had a positive effect on sports culture. Fourth, it was found that participants' satisfaction with participation in sports events had a positive effect on sports culture. Fifth, it was found that the behavioral intention of participants in sports events had a positive effect on sports culture.

Improvements/Applications: In conclusion, it was verified that motives for participation, satisfaction with participation, behavioral intention, and sports culture of participants in sports events held in communities are the main variables that have a positive effect. Therefore, it is judged that it is necessary for local sports event organizers to provide sports events that review all aspects, such as event programs that domestic and foreign participants can be satisfied with, accessibility, transportation and publicity, and dedication of volunteers.

Keywords: *Sports Events, Sports Culture, Behavioral Intention, Participation, Positive Effect, Volunteer.*

I. INTRODUCTION

Modern society is even called an event society as major cities and countries around the world are constantly hosting large and small events. For regional, national, and economic development, countries are fiercely competing to host mega events [1]. Local communities are emphasizing distinctiveness that fits individual features and characteristics of the region through local festivals. Local festivals are aimed to revitalize the region, focusing on tourism products and events unique to the region from the perspective of residents [2].

As the era of local autonomy began in 1995 in South Korea, local events considering regional characteristics began to actively take place. In the era of local self-government, local governments are showing great interest in sport events, expecting economic values such as income increase for local residents, job creation, and revitalization of related industries, and cultural values such as revival of local culture, improvement in cultural facilities, and preservation of the natural environment. [3] (Park Mi-jeong, 2001). The era of local autonomy in Korea is being used as a strategy to revitalize the region through a movement to revive a hometown. Research on sports events is being actively conducted from various perspectives such as perspectives of business administration [4, 5], [6, 7] tourism, and [8, 9, 10] local communities. In other words, sports events in local communities are highlighting their differentiation from other regions through policies that fit the individual features and characteristics of the region. A representative event among these regional sports events is the World Taekwondo Culture Expo in Muju-gun, Jeollabuk-do, South Korea.

Taekwondo is a popular sport among the general public that began to develop along with

history as a martial art as well as Korea's national sport. It is now recognized as a global sport. As a result, Taekwondo's cultural and economic values are increasing. Considering the reality, research related to continuous increases in local sport events using Taekwondo is required. Taekwondo trainee's motive for participation has a positive effect on the satisfaction level [11], and select attributes of participants in Taekwondo competition affect satisfaction with participation and city image [12].

Therefore, this study was conducted to verify the structural relationship between motives for visit satisfaction with participation, behavioral intention, and sports culture targeting participants in Taekwondo events for continuous growth of sports events held in communities. Sports events utilizing Taekwondo are a very important element in vitalizing sports events in Korea. International sports events bring about regional development and growth by changing the social, environmental, and economic conditions of the region. From this point of view, now is the time to move away from fractional and phenomenological studies and to understand the internal characteristics of various variables. This is aimed to theoretically verify the basic data that can manage participants in Taekwondo related events in a more detail and effective way.

II. Research Methods

1. Research Subjects

In this study, participants in sports events related with Taekwondo were selected as the population. The Taekwondo events were selected as the World Taekwondo Hanmadang and the World Taekwondo Culture Expo as an international event. samples were selected with convenience sampling. A total of 418

questionnaires were selected as final analysis data, excluding questionnaires that were considered incomplete among the sampled questionnaires. General characteristics of research subjects are shown in <Table 1>.

Table 1. General Characteristics of Research Subjects

Variable	Category	Number of People(Person)	Percentage(%)
Sex	Male	293	70.1
	Female	125	29.9
Nationality	Domestic Participants	262	62.3
	Overseas Participants	156	37.7
Age	10s	92	22.0
	20s	147	35.2
	30s	44	10.5
	40s	78	18.7
	50s and older	57	13.6
Total		418	100

2. Survey Tools

The World Taekwondo Hanmadang and the World Taekwondo Culture Expo were selected as subjects of this study in order to examine structural relationship between motives for visiting sports events, satisfaction with participation, behavioral intentions, and sports culture among participants in Taekwondo events. The used survey tool in this study is a questionnaire. The questionnaire was prepared by modifying it to be fit for this study based on

the questionnaire verified through previous research.

The questionnaire consisted of 3 questions on demographic characteristics, 9 questions on motives for participation as an independent variable, 12 questions on satisfaction with participation as a mediator variable, 2 questions on behavioral intention, and 8 questions on sports culture as a dependent variable. The survey was conducted on a Likert 5-point scale, consisting of “strongly disagree at 1 point to strongly agree at 5 points”.

Table 2. Results of Confirmatory Factor Analysis

Construct	Initial Questions	Final Questions	χ^2	df	p	RMSEA	GFI	NFI	TLI	CFI	Note
Motives for Visit	9	9	51.517	24	.001	.052	.974	.996	.967	.978	-
Satisfaction with Participation	12	12	119.165	50	.001	.058	.953	.919	.935	.951	-
Behavioral Intention	2	2	-	-	-	-	-	-	-	-	Saturated Model

Sports Culture	8	8	51.517	19	001	.064	.969	.960	.962	.974	-
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The questionnaire on motives for participation was prepared by modifying the questions used in [14] based on the research in [13] to suit this study. The questionnaire on satisfaction with participation was prepared by modifying the questions used in [16] to suit this study based on a questionnaire on the leisure satisfaction scale in [15]. The questionnaire on behavioral intention was prepared by modifying the reuse of [17] and of favorable word-of-mouth items in [18] to fit this study. Based on the research of [19], the questionnaire on sports culture was prepared by modifying the questions used by [20] to suit this study.

3. Validity

Confirmatory factor analysis was conducted to confirm the validity of survey tools. Through this, the measurement model of individual and total research units included in the model was analyzed. The χ^2 test, RMSEA, GIF, NFI, TLI,

and CFI index were used to derive the optimal state of item composition. The results are shown in <Table 2>.

As shown in <Table 2>, in terms of motives for visit χ^2 was 51.517 ($p=.001$), RMSEA was .052 (.10 or below), GIF was .974 ($\geq .90$), NFI was .996 ($\geq .90$), TLI was .967 ($\geq .90$), CFI was .978 ($\geq .90$) and in terms of satisfaction with participation χ^2 was 119.165 ($p=.001$), RMSEA was .058 (.10 or below), GIF was .953 ($\geq .90$), NFI was .919 ($\geq .90$), TLI was .935 ($\geq .90$), CFI was .951 ($\geq .90$), and in terms of sports culture, χ^2 was 51.517 ($p=.001$), RMSEA was .064 (below .10), GIF was .969 ($\geq .90$), NFI was .960 ($\geq .90$), TLI was .962 ($\geq .90$), CFI was .974 ($\geq .90$). This shows the model was relatively relevant. In addition, behavioral intention is a unidimensional, saturated model.

4. Data Processing

Table 3. Process and Goodness-of-fit Indices of the Relevance Model and Modified Model

Model	Modification	χ^2	df	p	RMSEA	GFI	NFI	TLI	CFI
Initial Model		242.81841		.001	.109	.904	.853	.831	.874
Modified Model	Liberalization of error covariance between $\delta 1$ and $\epsilon 11$, $\epsilon 7$ and $\epsilon 11$	126.64239		.001	.073	.946	.924	.923	.945
Criteria for Evaluation				.05 or higher	.05~.08 or below	.09 or higher	.09 or higher	.09 or higher	.09 or higher

For data processing in this study, frequency analysis was conducted to find out demographic characteristics. A confirmatory factor analysis was conducted to determine the validity of survey tools.

Structural equation model analysis (SEM) was conducted using the AMOS program to find out structural relationship between variables.

III. Result of Research

1. Verification of Goodness of Fit of Research Model

In order to verify the research model set in this study, as for the model fit index of the Q value (cmin / df) that determines the suitability of the model through structural equation model analysis, Goodness of Fit Index (GFI), non-normed fit index (Tucker Lewis Index; TLI), Comparative Fit Index (CFI), Root Mean Square Error of Approximation (RMSEA), and Root Mean square Residual (RMR) values were considered. Based on this, the basic model and the modified model were verified.

As shown in <Table 3>, it was found that $\chi^2=242.818$ ($p<.001$) and $df=41$, and because the χ^2 value was pointed to be easily influenced by the sample size, the goodness of fit was judged through other criteria. It was found to .109 for RMSEA , .904 for GIF, .853 for NFI, .831 for TLI , .874 for CFI, which was

Table 4. Results of Hypothesis Verification

Category Path	Estimate	S.E.	T-value	Status of Adoption
Hypothesis 1 Motives for Participation → Satisfaction with Participation	.316	.052	5.606***	Adopted
Hypothesis 2 Motives for Participation → Behavioral Intention	.320	.050	3.796***	Adopted
Hypothesis 3 Motives for Participation → Sports Culture	.342	.049	5.346***	Adopted
Hypothesis 4 Satisfaction with Participation → Sports Culture	.221	.047	2.943**	Adopted
Hypothesis 5 Behavioral Intention → Sports Culture	.516	.069	5.657***	Adopted

As a result of analyzing Hypothesis 1, the path coefficient value of the effect of motives for participation on satisfaction with participation was .316 ($t=5.606$, $p<.001$), which led to adoption of Hypothesis 1, 'motives for

unsuitable for explaining the research model. Therefore, [21] Anderson & Gerbing (1988) used a method of relating items to several items using modification indices among methods of improving inappropriate values of the measurement model. In this way, the correlations between $\delta 1$ and $\epsilon 11$, and $\epsilon 7$ and $\epsilon 11$ error terms were connected through model remodeling to free the covariance. The goodness of fit of the modified model based on the initial model was .073 for RMSEA, .946 for GIF, .924 for NFI, .923 for TLI, and .923 for CFI. 945, indicating that it is an excellent model in terms of simplicity and goodness of fit compared to the initial model.

2. Hypothesis Verification

After confirming that the research model set in this study was suitable, individual hypotheses were verified and the results and standardized values were presented as shown in <Table 4>.

participation will affect satisfaction with participation'.

As a result of analyzing Hypothesis 2, the path coefficient value for the effect of motives for participation on behavioral intention was .320

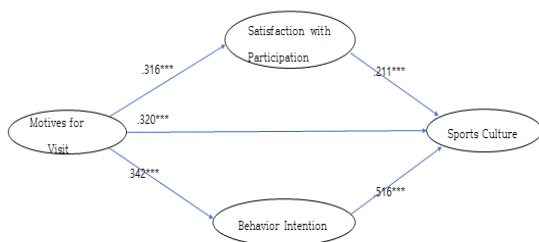
($t=3.796$, $p<.001$), which led to adoption of Hypothesis 2, 'motives for participation will affect behavioral intention'.

As a result of analyzing Hypothesis 3, the path coefficient value for the effect of motives for participation on sports culture was .342 ($t=5.346$, $p<.001$), which led to adoption of Hypothesis 3, 'motives for participation will affect sports culture'.

As a result of analyzing Hypothesis 4, the path coefficient value for the effect of satisfaction with participation on sports culture was .221 ($t=2.943$, $p<.003$), which led to adoption of Hypothesis 4, 'satisfaction with participation will affect sports culture'.

As a result of analyzing Hypothesis 5, the path coefficient value for the effect on sports culture for behavioral intention was .516 ($t=5.657$, $p<.001$), which led to adoption of Hypothesis 5, 'behavioral intention will affect sports culture'.

Figure 1. Path Diagram of the Model



IV. Discussion

This study is aimed to discuss following matters, focusing on individual hypotheses based on the participants' motives for participation, satisfaction with participation, behavioral intention, and verification results of sports culture's structural model.

In Korea, events are being held in every region, including Seoul. However, with the exception of a few festivals, they do not reflect differentiated characteristics of each region with similar contents. Taekwondo events are no exception to this phenomenon. Taekwondo events held in Korea are competition-oriented, so it is difficult to present an objective evaluation. In other words, the concept of systematic and realistic marketing has not yet been introduced to Taekwondo events [22].

As a result of the empirical analysis of Hypothesis 1, the path coefficient value for the effect of motives for participation on satisfaction with participation was .316 ($t=5.606$, $p<.001$), which led to adoption of Hypothesis 1 'motives for participation will affect satisfaction with participation'. These results are a way to find out what participants really want for motives for participation and satisfaction with participation, so it is a factor that should be preceded in understanding participants' behavior. When these factors are met, satisfaction with the sporting event will be promoted. Satisfaction with a Taekwondo event depends on whether visitors' perception matches the actual experience. In this regard, it was said that cultural education affects satisfaction of visitors while improving the image of the festival and the degree of preference for the compositional area [23]. As the study of participants' satisfaction, satisfaction can be seen as a result of festival activities and choices, indicating positive perceptions or moods [24]. There is also a research report that overseas participants who are new to Taekwondo find it strange and fun [25]. In particular, in order to increase satisfaction of overseas participants, organizers of the event need to pay attention to convenience of transportation, guidance and information, and event management and others.

The South Korea government or the Taekwondo association should monitor the motives and desire of the participants in the Taekwondo event and develop it into a world-class event through appropriate preparation and support. In order to develop Taekwondo into a world-class festival, it is necessary to understand the internal characteristics of the event participants, identify their motives, subdivide the target market, and suggest effective marketing strategies.

As a result of analyzing Hypothesis 2, the path coefficient value for the effect of motives for participation on behavioral intention was .342 ($t=5.346$, $p<.001$), which led to adoption of Hypothesis 2 'motives for participation will affect behavioral intention'.

The festival plays the role of tearing down the wall between you and me, untying the loop of conflict and repetition, and uniting us as one [26]. Emotional experiences create positive or negative beliefs and consequently affect participants' attitudes [27]. This means that when overseas participants positively experience motivating factors such as sociability, interest and curiosity in events, the positive experience positively affects re-participation and word-of-mouth intention. When participants escape from their daily lives with their families, excitement of the festival increases and they experience positive motivating factors [28]. It should be taken into account that the participant's behavioral intention, such as revisit, is a future customer that can be used continuously and repeatedly. In this regard, a study targeting local festival visitors also found that visit recommendation or word-of-mouth promotion was more effective in determining revisit than any other publicity strategies [29]. In the end, if the desire for motivation to participate is satisfied, it can be interpreted as verifying that a continuous

behavioral intention will appear in sporting events of Taekwondo.

As a result of analysing Hypothesis 3, the path coefficient value for the effect of motives for participation on sports culture was .320 ($t=3.796$, $p<.001$), which led to adoption of Hypothesis 3 'motives for participation will affect sports culture'.

Sports and culture are very complementary. This can also be seen through the argument in the thesis Sports and American Culture that sports are a mirror of American life and also mean more than that [30]. Sports are closely related to political and economic issues. This connection is also evident in events such as mega sport events. The '1988 Seoul Olympics' held in Korea in 1988 had a very positive effect on the internationalization of sports [31]. Sports not only provide experience and enjoyment to citizens, but also exert an influence on various economic issues. The reason many countries strive to host world-class events is because they are closely related to these economic benefits [32]. The representative case is Korea, which has achieved the effect of enhancing national unity and national brand image through the 1988 Seoul Olympics and the 2002 World Cup. In this regard, there is also a study reporting that with the Seoul Olympics as an opportunity, Korea has emerged as a sports powerhouse, upgraded its international status, and made a great contribution to hosting international events [33].

Participation in sports events was reported to provide learning of new cultures and customs, exchanges with others, and extraordinary experiences[34]. As the results of the study, it can be seen that the relationship between the two variables is very important because when participants' motives for participation in sports

event increases, it has a direct effect on sports culture.

As a result of the analysis of Hypothesis 4, the path coefficient value for the effect of satisfaction with participation on sports culture was .221 ($t=2.943$, $p<.003$), which led to adoption of Hypothesis 4, 'satisfaction with participation will affect sports culture'.

Hosting sports events not only induces various economic effects, but also makes it possible to improve the city's reputation and image. In addition, it has a positive effect on international exchange and friendship promotion and has the effect of strengthening the long-term foundation for urban development. Potential profits obtained through sporting events are also the main basis for recreating the city's economic profits [35]. From the point of view that sports have functions of social, emotional, socialization, social integration, political, and social mobility, sports events can also lead to social change. In particular, they also affect change in sports culture. In this regard, hosting sports events has made residents of communities more aware of their function of enhancing physical strength[35]. As a result, consciousness in participation and willingness to purchase sporting goods increased. Therefore, it leads to not only the invigoration of local sports for all, but also the government's better awareness of providing public sports services.

Participants' satisfaction can be said to be subjective. Satisfaction is a comprehensive psychological state generated by a complex combination of discordant expectations and feelings about consumption experiences [7]. Sports culture changes depending on whether participants are satisfied. This study shows that participants in sports events can create consumption and income based on satisfaction

and increase the value through highly productive products.

As a result of analysing Hypothesis 5, the path coefficient value for the effect on sports culture for behavioral intention was .516 ($t=5.657$, $p<.001$), which led to adoption of Hypothesis 5 'behavioral intention will affect sports culture'. Behavioral intention is a variable that exists between a consumer's attitude and behavior. Behavioral intention induces and influences participants' choices and actions. If participants have a good image of Taekwondo events, they show positive word-of-mouth intentions about the hosting regions.

Understanding behavioral intention is a predictor of consumption behavior. It can be thought of as a plan to be executed to achieve a specific goal. As for behavioral intentions, a desire to revisit can also be felt based on experiences related to the attributes of tourist destinations. In the case of Korea, foreign tourists said that the image of Korea has changed since the 2002 World Cup [36]. Studies have shown that foreign tourists perceive Korea as a passionate, rapidly changing and strong country [36]. In other words, the study indirectly showed that sports culture is also changed due to participation in sports events. As such, sports events can affect the internationalization of sports, sports administration, and development of the sports industry depending on behavioral intentions of participants.

In conclusion, it was verified that sport events of Taekwondo are a very important variable in participants' motives for participation, satisfaction with participation, behavioral intention, and sports culture. For sports events held in communities, it can be seen that satisfaction of participants after visiting does

not always have a direct effect on behavioral intention, but it has an effect in various forms.

V. Conclusion

This study was conducted with the purpose of verifying the structural relationship between motives for participation in sports events, satisfaction with participation, behavioral intention, and sports culture. For this purpose, participants of the World Taekwondo Hanmadang and the World Taekwondo Culture Expo were selected as the population. A total of 418 copies of the questionnaire were used for the final analysis, excluding data judged to be incomplete among sampled questionnaires, and the conclusions were as follows.

First, it was found that participants' motives for participation in sports events had a positive effect on satisfaction with participation.

Second, it was found that participants' motives for participation in sports events had a positive effect on behavioral intention.

Third, it was found that participants' motives for participation in sports events had a positive effect on sports culture.

Fourth, it was found that participants' satisfaction with participation in sports events had a positive effect on sports culture.

Fifth, it was found that the behavioral intention of participants in sports events had a positive effect on sports culture.

In conclusion, it was verified that motives for participation, satisfaction with participation, behavioral intention, and sports culture of participants in sports events held in communities are the main variables that have a positive effect. Therefore, it is judged that it is necessary for local sports event organizers to provide sports events that review all aspects, such as event programs that domestic and

foreign participants can be satisfied with, accessibility, transportation and publicity, and dedication of volunteers.

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