

The Relationship between Motives of Participation in Weekend Program and Customer Trust among Taekwondo Trainees

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Background/Objectives: This study was done to examine the relationship between the motives of participation in weekend programs and customer trust among taekwondo trainees. **Methods/Statistical analysis:** This study conducted a survey on 273 taekwondo trainees who are in the fourth grade of elementary school or over. By using the SPSS 21.0 statistical program, this study performed a frequency, exploratory factor, reliability test, correlation, and multivariate regression analyses, and the findings were as follows. **Findings:** First, in the relationship between the motives of participation in weekend programs and customer trust, sub-variables of participation motives — suggestion of parents, leisure activities, and improvement of athletic ability — were all positively correlated with the sub-variables of customer trust, trustworthiness, friendliness, and integrity. The improvement of learning capacity was positively correlated with trustworthiness and integrity. Second, the suggestion of parents, leisure activities and improvement of athletic ability had positive effects on trustworthiness and friendliness. However, the improvement of learning capacity had negative effects on friendliness. **Improvements/Applications:** The suggestion of parents, leisure activities, improvement of athletic ability and improvement of learning capacity had positive effects on integrity.

Key words: *Suggestion Parents, Leisure Activities, Improvement, Athletic Ability, Capacity, Customer Trust.*

Introduction

In most cases, taekwondo training in Korea is done in taekwondo gymnasiums. This is because the training in taekwondo gymnasiums emphasizes playfulness, competition and physical skill. Taekwondo is performed as a part of everyday sports for health, mind and body training, art of self-defense, or enjoyment. Taekwondo plays the role of physical education for physical strength as well as personality education (Son, 2007). Despite such merits of taekwondo training, taekwondo gymnasiums have increasingly suffered from financial problems. The reason for the decrease of taekwondo trainees has been considered to be caused by a lack of good education content, trust of people at taekwondo gymnasiums, and problems in institutions. Some argue that while part of the reason for the financial crisis of taekwondo gymnasiums can be found in the total crisis of Korea, with rapid change of society and economics, most of the reason is because of the low quality of taekwondo leaders, lack of proper facilities, and education programs (Cho, 2013).

Currently, an increasing number of parents have jobs to deal with their financial problems, and they tend to make their children spend time doing extracurricular activities. One of the ways suggested to manage the health of busy parents and children is weekend sports activities. The merit of weekend sports activities is that people can enjoy them with enough time (Park, 2013). Given that physical education classes in school are not enough to maintain the health and physical strength of children, weekend sports activities are popular. For children in the first to third grades in elementary schools, weekend sports activities are games designed to make them become interested in physical activities, and some exercises to improve their basic physical strength and development. Meanwhile, those in the 4th to 6th grades in elementary schools take classes mainly on ball sports with exercises to improve their basic physical strength (Jang et al., 2009). This is because it is difficult for such children to improve their health and physical strength. Taekwondo is popular as an extracurricular activity outside of school. Weekend taekwondo activities are popular because they include school physical education, rope-jumping, recreation as well as programs to improve taekwondo skills.

There are various motives for participating in weekend programs in taekwondo gymnasiums. Some people participate in them because they like external activities like outdoor field trips and field experience activities. Others like physical activities like new sports and leisure sports that the gymnasiums provide. And, others like personality development programs where children can learn respect for others' opinions, self-development, rule observation, etiquettes and cooperation. One of the important elements needed to make the participants in taekwondo activities with various motives continue is trust. Trust means wish, belief, will, and satisfaction with the object (Jap and Weitz, 1995). Accordingly, customer trust is based on customer beliefs on predictability and dependability (Palmatier et al., 2006).

Ultimately, spontaneous participation created trust (Putnam, 1993), and lively communication and interaction forms customer trust (Jung et al., 2011). Therefore, we can predict that customer trust is an important variable to determine success or failure of weekend taekwondo programs. If a taekwondo gymnasium can win trust from participants, it will positively affect their intention to participate in the program again. Consequently, the aim of this research is to provide basic sources to help participants to effectively use taekwondo gymnasiums and to help such gymnasiums to better manage them, by examining the relationship between motives of taekwondo trainees and their trust of taekwondo gymnasiums.

Materials and Methods

Study subjects

The survey population of this research was taekwondo trainees in elementary school who participate in weekend taekwondo programs in taekwondo gymnasiums located in the Metropolitan City. The sampling was done in convenience sampling, and the respondents were asked to fill out the questionnaire by themselves. Among the collected copies of the questionnaires, 273 copies were used for the final analysis, excluding 27, where respondents were not sincere in answering questions. The general characteristics of respondents are shown in Table 1.

Table 1: General characteristics of respondents

Variable	Classification	Frequency (n)	Percentage (%)
Gender	male	187	68.5
	female	86	31.5
School year	4 th grade	85	31.1
	5 th grade	124	45.4
	6 th grade	64	23.5
Participation period	less than 1 year		
	1 year – less than 2 years	65	23.8
	2 years – less than 3 years	79	28.9
	Over 3 years	76	27.8
	53	19.4	
Total		273	100

Survey Tool

This study intended to examine the relationship between the participation motives of weekend taekwondo programs and customer trust, thus the researcher conducted a survey. The questionnaire consisted of three questions on general characteristics, sixteen questions on participation motives, independent variables, customer trust and dependent variables. The answers of each question were measured with the Likert scale, which ranges from 1 point ('Not at all'), 2 points ('No'), 3 points ('So so'), 4 points ('Yes'), to 5 points ('Definitely yes').

The scale for the participation motive is SMS-28 (sport motivation scale) of Vallerand & Reid (1984). The questionnaire of this study was the revised version of the Korean translation of Jung (1997), Park (2013), Park & Yoo (2008), and Kim (2009) used. The sub-variables of participation motive are the suggestions of parents, improvement of learning capacity, leisure activity, and improvement of athletic ability.

The questions on customer trust of this study were originally developed by Morgan & Hunt (1994), and translated by Cho (2003) into Korean, and used by Park et al. (2010), Kang, Yang & Jeon (2011). The questions of this study are revised ones for the aim of this study. Sub-variables of customer trust are trustworthiness, friendliness, and integrity.

Validity and reliability

To examine validity of the questions, this study conducted an exploratory factor analysis. Bartlett's unit matrix inspection was used to identify the independence of each variable, and KMO's measure of sampling adequacy (MSA) was used to check the adequacy of factor analysis. In addition, this study treated the eigenvalue 1.0 or over as acceptable, and factor loading should be 0.5 or over in choosing questions. In the test of reliability, we used the Cronbach's α value, and we adopted questions whose Cronbach's α values were 0.6 or over.

Participation motives

As shown in table 2, the Bartlett's unit matrix of participation motives is 1834.414 at significance probability of .001, and KMO index is .853, proving that selection of variables was appropriate. Based on these findings, this study did a factor analysis on sixteen questions, and four factors were extracted, explaining 65.8% of total variance. The loading of suggestion of parents, a sub-variable of participation motives was .751~.845, that of improvement of learning capacity was .738~.854, and that of leisure activities was .694~.798, and that of improvement of athletic ability was .839, proving a high reliability of internal consistency.

Table 2: Exploratory factor analysis and reliability

Question	Suggestion of parents	Improvement of learning capacity	Leisure life	Improvement of athletic ability	h ²
factor 2	.845	.091	.004	.156	.694
factor 3	.824	.139	.054	.117	.747
factor 1	.793	-.037	.210	.143	.715
factor 4	.751	.175	.167	.156	.647
factor 5	.065	.854	.146	.063	.759
factor 6	.147	.760	.269	.039	.674
factor 7	.100	.740	.281	.074	.642
factor 8	.065	.738	.319	.062	.655
factor 10	.071	.247	.798	.046	.705
factor 11	.070	.344	.745	.013	.679
factor 12	.164	.202	.738	.176	.644
factor 9	.135	.251	.694	.134	.581
factor 14	.087	.052	.029	.785	.627
factor 13	.071	.085	-.038	.753	.581
factor 15	.184	.075	.148	.747	.619
factor 16	.242	-.019	.276	.653	.562
Eigen value	5.340	2.508	1.578	1.105	
Variance %	33.377	15.676	9.862	6.906	
Cumulative %	33.377	49.053	58.915	65.821	
Reliability	.841	.863	.854	.839	
Kaiser-Meyer-Olkin =.853					
Bartlett's unit matrix ($\chi^2=1834.414$, $df=120$, $p=.000$)					

Customer trust

As shown in table 3, the Bartlett's unit matrix of customer trust is 860.867 at significance probability of .001, and KMO index is .802, proving that selection of variables was appropriate. Based on these findings, this study performed a factor analysis on nine questions, and four factors were extracted, explaining 69.1% of total variance. The loading of trustworthiness, a sub-variable of customer trust was .721~.860, that of friendliness was

.729~.830, and that of integrity was .570~.850. The reliability of those three factors were .843 for trustworthiness, .851 for friendliness, and .842 for integrity .

Table 3: Exploratory factor analysis and reliability of customer trust

Question	Trustworthiness	Friendliness	Integrity	h ²
factor 7	.860	.154	.124	.778
factor 8	.762	.096	.235	.645
factor 9	.721	.266	.271	.664
factor 2	.198	.830	-.006	.728
factor 3	.256	.769	.066	.661
factor 1	.015	.729	.387	.682
factor 6	.265	-.008	.850	.793
factor 5	.311	.123	.815	.776
factor 4	.075	.398	.570	.689
Eigen value	3.826	1.354	1.037	
Variance %	42.509	15.042	11.524	
Cumulative %	42.509	57.551	69.075	
Reliability	.843	.851	.842	
Kaiser-Meyer-Olkin =.802 Bartlett's unit matrix ($\chi^2=860.867$, $df=36$, $p=.000$)				

Data Analysis

The number of copies of the questionnaire used in the analysis was 273, excluding the ones where respondents were not sincere answering questions. To test normal distribution, validity and reliability, this study performed descriptive statistical and factor analyses, and reliability test by using SPSS 21.0. To examine relations among variables, it did correlation analysis, and to examine causal relations among variables, it did multivariate regression analysis. The significance level was $\alpha=.05$.

Results

Correlation analysis

To examine the correlation between participation motives and customer trust among high school taekwondo players, this study conducted a correlation analysis.

Table 4: Findings of correlation between participation motives and customer trust

Classification	A	B	C	D	E	F	G
Suggestion of parents	-						
Improvement of learning capacity	.261** *	-					
Leisure activities	.312** *	.600***	-				
Improvement of athletic ability	.370** *	.192***	.273** *	-			
Trustworthiness	.360** *	.272***	.361** *	.625***	-		
Friendliness	.386** *	.110	.283** *	.719***	.422***	-	
Integrity	.456** *	.411***	.514** *	.469***	.516***	.408** *	-
*** $p < .001$							

As shown in table 4, among the sub-variables of participation motives, the suggestion of parents had positive correlations with integrity ($r=.456$), friendliness ($r=.386$), and trustworthiness ($r=.360$). The leisure activities were positively correlated with integrity ($r=.514$), trustworthiness ($r=.361$), and friendliness ($r=.283$). For the improvement of athletic ability, the order was friendliness ($r=.719$), trustworthiness ($r=.625$), and integrity ($r=.469$). That is, all the variables related with participation motives are positively correlated with all the variables related with customer trust.

Relationship between participation motives and customer trust

As shown in table 5, the participation motives are causally related with customer trust ($F=52.832$, $p<.001$). The explanatory power of the model was about 44.1% ($R^2=.441$). The relative power of effect on trust among three variables related with participation motives was

the suggestion of parents ($\beta=.100$, $p<.05$), leisure activities ($\beta=.152$, $p<.01$), and improvement of athletic ability ($\beta=.537$, $p<.001$).

Table 5: Relationship between participation motives and customer trust

	B	SE	β	t	Tolerance	VIF
Constant	.953	.345		2.765**		
Suggestion of parents	.094	.048	.100	1.967*	.808	1.237
Improvement of learning capacity	.080	.089	.052	.905	.634	1.578
Leisure activities	.184	.071	.152	2.587**	.601	1.663
Improvement of athletic ability	.464	.043	.537	10.740** *	.835	1.197
F=52.832***, R ² =.441 Adjusted R ² =.433						
*p<.05, **p<.01, ***p<.001						

Relationship between participation motives and friendliness

As shown in table 6, the participation motives are causally related with friendliness (F=81.573, $p<.001$). Its explanatory power was about 54.9% (R²=.549) of the whole variance. The relative power of effect on friendliness among the three variables related with participation motives was the suggestion of parents ($\beta=.134$, $p<.01$), leisure activities ($\beta=.145$, $p<.01$), and improvement of athletic ability ($\beta=.656$, $p<.001$). Meanwhile, improvement of learning capacity had negative effects on friendliness ($\beta=-.138$, $p<.01$).

Table 6: Relationship between participation motives and friendliness

	B	SE	β	t	Tolerance	VIF
Constant	.403	.388		1.039		
Suggestion of parents	.158	.054	.134	2.942**	.808	1.237
Improvement of learning capacity	-.268	.100	-.138	-2.685**	.634	1.578
Leisure activities	.220	.080	.145	2.748**	.601	1.663
Improvement of athletic ability	.710	.049	.656	14.607** *	.835	1.197
F=81.573***, R ² =.549 Adjusted R ² =.542						
*p<.05, **p<.01, ***p<.001						

Relationship between participation motives and integrity

As shown in table 7, the participation motives are causally related with integrity (F=51.881, p<.001). Its explanatory power was about 43.6% (R²=.436) of the whole variance. The relative power of effect on integrity among three variables related with participation motives was suggestion of parents (β =.229, p<.001), improvement of learning capacity β =.122, p<.05), leisure activities (β =.292, p<.001), and improvement of athletic ability (β =.281, p<.001).

Table 7: Relationship between participation motives and integrity

	B	SE	β	t	Tolerance	VIF
Constant	.725	.303		2.396*		
Suggestion of parents	.188	.042	.229	4.493***	.808	1.237
Improvement of learning capacity	.165	.078	.122	2.116*	.634	1.578
Leisure activities	.309	.062	.292	4.946***	.601	1.663
Improvement of athletic ability	.212	.038	.281	5.591***	.835	1.197
F=51.881***, R ² =.436 Adjusted R ² =.428						
*p<.05, ***p<.001						

Discussion

This study was done to examine the relationship between the motives of participation in weekend programs and customer trust among taekwondo trainees. The discussion about the findings is as follows.

The examination of the relationship between motives of participation in weekend programs and customer trust among taekwondo trainees showed that sub-variables of participation motives-suggestion of parents, leisure activities, and improvement of athletic ability are all positively correlated with the sub-variables of customer trust-trustworthiness, friendliness and integrity. Improvement of learning capacity was positively correlated with trustworthiness and integrity. In other words, motives of participation in weekend programs were positively correlated with customer trust. Weekend programs for taekwondo trainees provide various educations on etiquettes, personality, school physical education, recreation, experience learning, and special activities in addition to taekwondo. Such various programs contribute to the increase of customer trust. To examine the relationship among variables more specifically, this study performed a multi-variate regression analysis, which showed that motives of participation have a positive relationship with customer trust. Specifically, the suggestion of parents, leisure activities and improvement of athletic ability had positive effects on trustworthiness. The Suggestion of parents, leisure activities and improvement of athletic ability had positive effects on friendliness. Improvement of learning capacity had negative effect on friendliness. The suggestion of parents, leisure activities, improvement of athletic ability, and improvement of learning capacity had positive effects on integrity.

Among the motives of participation in weekend programs among taekwondo trainees, while suggestion of parents, leisure activities, and improvement of athletic ability had positive effects on customer trust, improvement of learning capacity has a negative effect on it. It seems that when parents suggest to their sons and daughters to participate in weekend programs of taekwondo at a gymnasium, it has a positive effect on trustworthiness, friendliness, and integrity of the taekwondo gymnasium. But they think that it does not help improve learning capacity, so the effect is negative. Such findings are not consistent with previous research. In a study on social shopping, motive had significant effects on trust and satisfaction, (Hong, 2012) and other research showed that the practice element of relation marketing of taekwondo gymnasiums had positive effects on customer trust (Hur, 2017). In most other research, there was no negative effect between the two variables. However, this study shows negative effect of improvement of learning capacity on customer trust. Accordingly, the directors of taekwondo gymnasiums need to develop organic relations with the parents of taekwondo trainees by improving their perception on necessity and effectiveness of taekwondo, and adopt various weekend programs on stress release and improvement of life quality in addition to taekwondo.

Conclusion

To examine the relationship between the motives of participation in weekend programs and customer trust, this study performed a survey of 273 taekwondo trainees who are in the 4th grade of elementary school or over. By using the SPSS 21.0 statistical program, this study performed a frequency, exploratory factor, reliability test, correlation, and multivariate regression analyses. The findings of the study were as follows.

First, in the relationship between the motives of participation in weekend programs and customer trust, sub-variables of participation motives — suggestion of parents, leisure activities, and improvement of athletic ability — were all positively correlated with sub-variables of customer trust — trustworthiness, friendliness, and integrity. Improvement of learning capacity was positively correlated with trustworthiness and integrity.

Second, the suggestion of parents, leisure activities and improvement of athletic ability had positive effects on trustworthiness and friendliness. However, improvement of learning capacity had a negative effect on friendliness. And, suggestion of parents, leisure activities, improvement of athletic ability, and improvement of learning capacity had positive effects on integrity.



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