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Dimensions of Market Demand Associated with Taekwondo Schools in North America: Development of a Scale

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Abstract

Since the introduction of martial arts in the United States, the sport of Taekwondo (TKD) has rapidly grown and developed. Although the elevated interest in this sport has increased the magnitude of the TKD market, no systematic studies have been conducted to investigate the market demand variables associated with TKD schools in North America. To a great extent, lack of study has been due to the unavailability of a viable measure. The purpose of this study was to identify the dimensions of market demand for TKD schools and develop the Scale of Market Demand Associated with Taekwondo School (SMD-TKD). Research participants ($N = 205$) were TKD school members who were 18 years and older from 22 TKD schools in major cities of Florida. A factor analysis using principal component extraction and varimax rotation produced six factors with 51 items returned (i.e., Personal Benefits, School Operation, Instruction

Quality, Program Offering, Locker Room, and Cultural Learning). Multiple regression analysis revealed that all market demand factors, except for Program Offering and Cultural Learning, were positively ($p < .05$) predictive of TKD consumption, suggesting that the SMD-TKD is useful for marketing studies on TKD consumers.



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Keywords

Martial Arts; Marketing Research; Scale Development

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settings, the charismatic leadership specifies meteor shower,
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