

Double mediation of participation satisfaction and behavioral intention between the visit motivation and country image of the participants of an international Taekwondo event

Lee Sanghoon ¹, Yang Chunho ^{2*}

¹ Professor, Dept. of Marine Sports, Hanseo University, Seosan 31962, Korea, lsh8533@hanseo.ac.kr.

² Professor, Dept. of Marine Sports, Hanseo University, Seosan 31962, Korea, healthyang@hanseo.ac.kr (*Corresponding author).

ARTICLE INFO

Received: 30 Dec 2024

Revised: 19 Feb 2025

Accepted: 27 Feb 2025

ABSTRACT

This study was conducted to verify the influence of the visiting motivation of international Taekwondo event participants on participation satisfaction, behavioral intention, and country image, and to empirically verify the double mediating effect of participation satisfaction and behavioral intention between visiting motivation and country image. To this end, a survey was conducted on 589 international Taekwondo event participants. The data from the questionnaire were processed using frequency analysis, exploratory factor analysis, reliability verification, correlation analysis, multiple regression analysis, and double mediating effect analysis using PROCESS macro, and the following conclusions were obtained. First, the visiting motivation of international Taekwondo event participants was found to have a partial positive correlation with participation satisfaction, behavioral intention, and country image. Second, among the sub-variables of visiting motivation of international Taekwondo event participants, cultural experience and international socialization were found to have a positive effect on country image. Third, among the visiting motivations of international Taekwondo event participants, the event appeal affected event satisfaction, and the event appeal and international socialization affected facility satisfaction and operation satisfaction. In addition, all sub-variables of visit motivation were found to have a positive effect on competition satisfaction and information satisfaction. Fourth, among the visit motivations of international Taekwondo event participants, cultural experience and event appeal affected word-of-mouth intention, and cultural experience and international socialization had a positive effect on visit intention. Fifth, participation satisfaction and behavioral intention were found to have a mediating effect as mediating variables between the visit motivations of international Taekwondo event participants and national image. It was verified that the visit motivations of international Taekwondo event participants had a significant effect on national image, and visit motivations affected participation satisfaction and behavioral intention, and participation satisfaction and behavioral intention in turn affected national image.

Keywords: Visit Motivation, Country Image, Participation Satisfaction, Behavioral Intention, Double Mediation

INTRODUCTION

Taekwondo is a martial art that has been at the forefront of private diplomacy, promoting our country to the world and receiving worldwide attention (Moon Gae-seong, 2018). Taekwondo, as our traditional martial art, has a unique advantage that differentiates it from other sports, which is that it not only trains the body but also cultivates the mind. In particular, Taekwondo, a martial art and sport that uses hands and feet to practice defense and attack techniques anytime and anywhere, trains the mind and body, and walks a humane path, is gaining more attention overseas because its purpose is to teach physically, mentally, and socially incomplete people into the ideal human beings we desire through physical activity (Korea Taekwondo Association, 2021). Taekwondo in the World is further highlighting the importance of the Taekwondo brand image through the Taekwondo Promotion Foundation, and the Kukkiwon is seeking ways to publish Taekwondo People and commercialize Korea's representative tourism brand (Kim Bong-gyeong, 2018).

In order to improve the national image, it is important to have a positive image and form a leading image that can generate favorable attitudes (Park Jang-gyu, 2010). A positive national image leads to a wide-ranging halo effect in

all areas of the country, including politics, economy, society, and culture, and greatly affects the country's status abroad, product competitiveness in the export market, and the brand value of domestic companies and products (Lee Won-jun, Choi Mi-na, Yoon Tae-heon, 2016). For this reason, sports events are making great strides. In particular, there is fierce competition among countries and cities to host mega sports events. Hosting various sports events brings about many economic, social, and cultural ripple effects to local communities, so local governments are using it as a regional revitalization strategy as part of the movement to revitalize their own regions. In other words, local communities are revitalizing their regions by highlighting policies that fit the individuality and characteristics of the region through local festivals and focusing on local tourism products and local festivals that take into account the position of local residents (Lee Yong-man, Kim Se-gon, Yoo Jae-min, 2002).

Since the implementation of the local autonomy system, local communities have been struggling to overcome the pressing challenges of globalization, regionalization, and liberalization by highlighting their differences from other regions through policies for regional exchange and to find regional development strategies that fit local conditions.

National Taekwondo centers in local cities in Korea are attracting domestic and international tourists by introducing various Taekwondo experiences, training, and cultural experience programs. Taekwondo centers hosted the mega sports event of the 2017 Muju WTF World Taekwondo Championships and regularly host elite and recreational Taekwondo events such as the World Taekwondo Grand Prix Challenge, the Kim Un-yong Cup International Open Taekwondo Competition, the Taekwondo Center Competition, and the World Taekwondo Culture Expo. As the home country of Taekwondo, Taekwondo practitioners from all over the world wish to visit the home country. In order to continuously promote the national image and local economy through Taekwondo festivals, it is necessary to present measures to increase the satisfaction and behavioral intention of participants, which are urgent tasks for Taekwondo events.

Participation satisfaction refers to the psychological state of tourists after a tourism experience, and is affected not only by on-site attributes that can be controlled by tourism suppliers, but also by socio-psychological states and external variables that are outside the scope of control (Baker & Crompton, 2000). The satisfaction of visitors to local festivals is extremely subjective, and satisfaction can be defined as an individual's overall psychological and emotional evaluation of their own experience while recognizing information about the local festival and experiencing the festival (Weiermair, 2000). The satisfaction of participants in taekwondo events is an important subject of post-analysis along with their motivation for visiting. High participation satisfaction is an important factor for taekwondo events to ultimately create a national image and trigger participants' subsequent behavioral intentions toward the hosting region (Beerli & Martin, 2004).

Therefore, this study aims to analyze the influence of the visiting motivation of international Taekwondo event participants on participation satisfaction, behavioral intention, and national image for the continuous growth and activation of Taekwondo events, and to analyze the mediating effect of participation satisfaction and behavioral intention between visiting motivation and national image. This is necessary to provide basic data that can help international Taekwondo events establish themselves as regional festivals by maximizing participant-centered behavioral intentions, moving away from fragmentary and phenomenological research.

METHODS

Validity and Reliability

The subjects of this study were selected as participants of the international Taekwondo event held in Muju-gun, Jeollabuk-do (Taekwondowon). The sampling was conducted using convenience sampling. The survey tool was a questionnaire, which was translated into Korean and English and conducted. A total of 589 questionnaires were used for the final analysis, excluding those deemed inappropriate among the returned questionnaires. The general characteristics of the research subjects are as shown in <Table 1>.

Table 1 : General characteristics of research subjects			
Variable	Category	N	Percentage(%)
Sex	Male	361	61.3
	Female	228	38.7

Age	10s	91	15.4
	20s	201	34.1
	30s	135	22.9
	40s	89	15.2
	50s and above	73	12.4
Continent	North America	78	13.2
	South America	52	8.8
	Europe	39	6.6
	South Asia	191	32.4
	North Asia	178	30.3
	Oceania	51	8.7
Participation type	Participation in the competition	312	53.0
	Participation in the event	205	34.8
	Executive	72	12.2
Total		589	100

Survey Tools

This study analyzed the double mediating effects of participation satisfaction and behavioral intention between the visiting motivation and country image of international Taekwondo event participants using a questionnaire as a research tool. The questionnaire used in this study was modified to fit the purpose of this study based on a questionnaire verified through a previous study. The questionnaire consisted of four questions on demographic characteristics, nine questions on visiting motivation as an independent variable, six questions on country image as a mediating variable, 16 questions on participation satisfaction as a dependent variable, and five questions on behavioral intention. The measurement was used using a 5-point Likert scale from very dissatisfied (1 point) to very much so (5 points).

Motivation for Visit

The scale for motivation for visit was used by excluding items other than cultural experience, event appeal, and international socialization, in accordance with the circumstances of this study, using the scale used by Lee, Lee & Wicks (2004) and Kim Young-pyo (2017). The sub-variables of motivation for visit were composed of three factors: cultural experience (3 items), event appeal (3 items), and international socialization (3 items).

Country Image

The country image scale was used by excluding items that were not cognitive or emotional images, in accordance with the circumstances of this study, based on the scale used by Beerli & Martin (2004), Min Du-sik, Lee Wan-young (2019), and Seo Seung-seok (2006). The sub-variables of the country image consisted of two factors: cognitive image (3 items) and emotional image (3 items).

Participation satisfaction

The participation satisfaction scale was used by excluding items other than event satisfaction, facility satisfaction, competition satisfaction, operation satisfaction, and information satisfaction, based on the scale used by Backman, Uysal & Sunshine (1995) and Park Jeong-hyang and Oh Ik-geun (2006) to fit the circumstances of this study. The sub-variables of participation satisfaction consisted of a total of five factors: event satisfaction (4 items), facility satisfaction (4 items), competition satisfaction (2 items), operation satisfaction (4 items), and information satisfaction (2 items).

Behavioral intention

The behavioral intention scale was used by excluding items other than word-of-mouth intention and visit intention, which were used by Ryu (2005) and Lee Byeong-gi (2011) to fit the circumstances of this study. The sub-variable of behavioral intention consisted of two factors: word-of-mouth intention (3 items) and visit intention (2 items).

Validity and Reliability

To verify the validity of the survey instrument, principal component analysis of exploratory factor analysis was used (Kim, Gye-soo, 2012). To verify the reliability of the survey instrument, Cronbach's α coefficient according to the internal consistency standard was used (Kang, Byeong-seo, Kim, Gye-soo, 2016).

Visiting Motivation

Table 2 Validity and Reliability Results of Sensory Visiting Motivation				
Items	Cultural Experience	Event Attractiveness	International Socialization	Disinhibition
Item05	.928	.082	.061	.643
Item04	.917	.067	.107	.576
Item06	.697	.093	.104	.710
Item01	.007	.840	.067	.685
Item03	.134	.771	.174	.641
Item02	.100	.746	.100	.423
Item08	.091	.037	.822	.856
Item07	.083	.230	.762	.872
Item09	.076	.077	.641	.506
Eigenvalue	2.923	1.711	1.277	
Variance%	32.481	19.014	14.186	
Cumulative%	32.481	51.495	65.682	
Reliability	.759	.743	.732	
Kaiser-Meyer-Olkin=.686, Bartlett's Test of Sphericity($\chi^2=1708.566$, $df=36$, $p=.000$)				

As shown in <Table 2>, the Bartlett unit matrix of visit motivation was 1708.566, the significance probability was .001, and the KMO index was .686, indicating that the selection of variables was appropriate. As a result of factor analysis of 9 items of visit motivation, 3 factors were extracted, explaining approximately 65.7% of the total variance. The loading value of cultural experience, a sub-factor of visit motivation, was .697~.928, and the loading value of event appeal was .746~.840. The loading value of international socialization was .641~.822. The reliability of visit motivation was verified as cultural experience was .759, event appeal was .743, and international socialization was .732.

Country Image

<Table 3> shows that the Bartlett unit matrix of the country image is 1087.602, the significance probability is .001, and the KMO index is .754, indicating that the selection of variables was appropriate. As a result of factor analysis of the 6 items of the country image, 2 factors were extracted, which explained approximately 68.4% of the total variance. The loading of the cognitive image, a sub-factor of the country image, was .809~.865, and the loading of the emotional image was .659~.792. The reliability of the country image was verified as .745 for the cognitive image and .725 for the emotional image.

Table 3 Validity and Reliability Results of Sensory Country Image

Items	cognitive Image	emotional Image	Disinhibition
Item01	.865	.057	.670
Item03	.856	.068	.644
Item02	.809	.254	.581
Item04	-.206	.792	.737
Item05	.329	.732	.719
Item06	.384	.659	.752
Eigenvalue	2.800	1.304	
Variance%	46.665	21.729	

Cumulative%	46.665	68.394
Reliability	.745	.725
Kaiser-Meyer-Olkin=.754, Bartlett's Test of Sphericity($\chi^2=1087.602$, $df=15$, $p=.000$)		

Participation Satisfaction

As shown in <Table 4>, the Bartlett unit matrix of participation satisfaction was 3121.021, the significance probability was .001, and the KMO index was .797, indicating that the selection of variables was appropriate. As a result of factor analysis of 16 items, 5 factors were extracted for participation satisfaction, which explained approximately 63.6% of the total variance. The loading value of event satisfaction, a subfactor of participation satisfaction, was .738~.815, and the loading value of facility satisfaction was .639~.816. The loading value of competition satisfaction was .891~.928, and the loading value of operation satisfaction was .406~.726. The loading value of information satisfaction was .692~.781. The reliability of participation satisfaction was verified as event satisfaction .747, facility satisfaction .737, competition satisfaction .746, operation satisfaction .720, and information satisfaction .751.

Table 4. Validity and reliability results of participation satisfaction

Items	Event satisfaction	Facility satisfaction	Competition satisfaction	Operation satisfaction	Information satisfaction	h^2
Item01	.815	.108	.011	.171	-.035	.873
Item02	.807	.185	-.081	.103	-.054	.573
Item04	.761	.242	.166	.059	.010	.468
Item03	.738	.338	.095	.013	-.035	.546
Item05	.168	.816	.039	.010	.000	.625
Item06	.160	.769	.033	.239	-.067	.680
Item08	.379	.704	.112	-.085	.118	.695
Item07	.267	.639	-.076	.372	-.034	.673
Item09	.039	.005	.928	.031	.047	.668
Item10	.063	.077	.891	.263	.022	.670
Item14	-.117	-.015	-.066	.726	.033	.706
Item11	.189	.108	.310	.652	.063	.706
Item12	.197	.086	.156	.617	.127	.568
Item13	.103	.245	.066	.406	-.168	.636
Item15	.106	-.119	-.013	.028	.781	.532
Item16	-.178	.115	.081	.045	.692	.866
Eigenvalue	4.533	2.013	1.348	1.174	1.117	
Variance%	28.333	12.579	8.428	7.340	6.980	
Cumulative%	28.333	40.911	49.339	56.679	63.659	
Reliability	.747	.737	.746	.720	.751	

Kaiser-Meyer-Olkin=.797, Bartlett's Test of Sphericity($\chi^2=3121.021$, $df=120$, $p=.000$)

As shown in <Table 5>, the Bartlett unit matrix of behavioral intention was 1244.663, the significance probability was .001, and the KMO index was .688, indicating that the selection of variables was appropriate. As a result of factor analysis of five items of behavioral intention, two factors were extracted, explaining approximately 80.3% of the total variance. The loading of word-of-mouth intention, a sub-factor of behavioral intention, was .899~.913, and the loading of visit intention was .878~.879. The reliability of the country image was verified as word-of-mouth intention was .784, and visit intention was .748.

Behavioral intention

Table 5. Validity and reliability results of behavioral intention

Items	Word-of-mouth intention	Visit intention	h ²
Item01	.913	-.078	.773
Item03	.906	.000	.775
Item02	.899	-.008	.840
Item04	.002	.879	.821
Item05	-.057	.878	.808
Eigenvalue	2.483	1.533	
Variance%	49.654	30.660	
Cumulative%	49.654	80.314	
Reliability	.784	.748	

Kaiser-Meyer-Olkin=.688

Bartlett's Test of Sphericity($\chi^2=1244.663$, df=10, $p=.000$)

Data Processing

The collected data was used to verify normal distribution, validity, and reliability using SPSS 26.0. Specific data processing involved frequency analysis to determine demographic characteristics. Exploratory factor analysis and reliability verification were used to determine validity and reliability. Correlation analysis was performed to determine the relationship between variables, and multiple regression analysis was used to determine the influence between variables. To determine the parallel mediation effect, a mediation effect analysis using Process Macro was performed.

RESULTS

Correlation between Visiting Motives, Participation Satisfaction, Behavioral Intention, and National Image of International Taekwondo Event Participants

As shown in <Table 6>, the sub-variables of visiting motivation, cultural experience, showed a positive correlation in event satisfaction ($r=.129$), facility satisfaction ($r=.129$), competition satisfaction ($r=.352$), operation satisfaction ($r=.096$), information satisfaction ($r=.218$), word-of-mouth intention ($r=.147$), visiting intention ($r=.195$), cognitive image ($r=.088$), and emotional image ($r=.089$). Event appeal showed a positive correlation in event satisfaction ($r=.243$), facility satisfaction ($r=.296$), competition satisfaction ($r=.316$), operation satisfaction ($r=.352$), and word-of-mouth intention ($r=.134$). International social interaction showed a positive correlation with event satisfaction ($r=.137$), facility satisfaction ($r=.219$), competition satisfaction ($r=.267$), operation satisfaction ($r=.345$), information satisfaction ($r=.221$), visit intention ($r=.142$), cognitive image ($r=.141$), and emotional image ($r=.139$).

Table 6. Results of correlation between visit motivation, participation satisfaction, behavioral intention, and country image

Variable								
cultural experience	-							
Event appeal	.201***	-						
International social interaction	.225***	.295***	-					
event satisfaction	.129**	.243***	.137***	-				
facility satisfaction	.129*	.296***	.219***	.543***	-			
competition satisfaction	.325***	.316***	.267***	.138***	.127**	-		
operation satisfaction	.096*	.352***	.345***	.263***	.324***	.302***	-	
information satisfaction	.218***	-.015	.221***	-.060	-.016	.094*	.071	-
word-of-mouth intention	.147***	.134***	.004	-.075	.157***	.052	.096*	.600***

visit intention	.195***	.030	.142***	.062	.104***	-.048	.296***	.009	-.063	-
cognitive image	.088*	.068	.141***	.086*	.216***	.022	.216***	.007	-.058	.655***
emotional image	.089*	.069	.139***	.149***	.059	.054	.394***	.246***	.259***	.560***

*** $p < .001$, ** $p < .01$, * $p < .05$

Impact on visit motivation and cognitive image

Table 7. The impact of visit motivation on cognitive image

Variable	B	SE	β	t	Tolerance	VIF
(Constant)	2.966	.217		13.665***		
Cultural experience	.148	.047	.133	3.157**	.929	1.076
Event appeal	.057	.051	.048	1.123	.894	1.119
International social interaction	.200	.055	.157	3.636***	.884	1.131
F=7.507***, R ² =.037 Modified R ² =.032						

*** $p < .001$, ** $p < .01$

As shown in <Table 7>, the visit motivation had a statistically significant effect on the cognitive image ($F=7.507$, $p < .001$), and the explanatory power for this was approximately 3.7% ($R^2=.037$) of the total variance. Looking at the Beta value, which is the relative influence of the visit motivation on the cognitive image, it was found to have a positive effect on cultural experience ($\beta=.133$, $p < .01$) and international socializing ($\beta=.157$, $p < .001$). In other words, it can be seen that cultural experience and international socializing are factors that affect the cognitive image.

Impact on visit motivation and emotional image

Table 8. The impact of visit motivation on emotional image

Variable	B	SE	β	t	공차	VIF
(Constant)	2.923	.199		14.715***		
Cultural experience	.137	.043	.134	3.194***	.929	1.076
Event appeal	.055	.047	.050	1.174	.894	1.119
International social interaction	.181	.050	.155	3.588***	.884	1.131
F=7.506***, R ² =.036 Modified R ² =.031						

*** $p < .001$

As shown in <Table 8>, the visit motivation had a statistically significant effect on the emotional image ($F=7.506$, $p < .001$), and the explanatory power for this was approximately 3.6% ($R^2=.036$) of the total variance. Looking at the Beta value, which is the relative influence of the visit motivation on the emotional image, it was found to have a positive effect on cultural experience ($\beta=.134$, $p < .001$) and international socializing ($\beta=.155$, $p < .001$). In other words, it can be seen that cultural experience and international socializing are factors that affect the emotional image.

The effect of the motivation of the international Taekwondo event participants on their satisfaction with the event

The effect of the motivation of the event participants on their satisfaction with the event

Table 9. The effect of visit motivation on event satisfaction

Variable	B	SE	β	t	공차	VIF
(Constant)	2.015	.231		8.714***		
Cultural experience	.089	.050	.073	1.770	.929	1.076
Event appeal	.273	.055	.212	5.013***	.894	1.119
International social interaction	.080	.059	.058	1.357	.884	1.131
F=14.401***, R ² =.069 Modified R ² =.064						
***p<.001						

As shown in <Table 9>, the visit motivation had a statistically significant effect on event satisfaction (F=14.401, p<.001), and the explanatory power for this was approximately 6.9% (R²=.069) of the total variance. Looking at the Beta value, which is the relative influence of the visit motivation on event satisfaction, it was found to have a positive effect on event attractiveness (β =.212, p<.001). In other words, it can be seen that the event attractiveness is a factor that affects event satisfaction.

The impact of visit motivation on facility satisfaction

Table 10. The impact of visit motivation on facility satisfaction

Variable	B	SE	β	t	공차	VIF
(Constant)	1.976	.201		9.815***		
Cultural experience	.053	.044	.049	1.215	.929	1.076
Event appeal	.283	.047	.246	5.961***	.894	1.119
International social interaction	.166	.051	.135	3.253***	.884	1.131
F=23.791***, R ² =.109 Modified R ² =.104						
***p<.001						

As shown in <Table 10>, the visit motivation had a statistically significant effect on facility satisfaction (F=23.791, p<.001), and the explanatory power was approximately 10.9% (R²=.109) of the total variance. Looking at the Beta value, which is the relative influence of the visit motivation on facility satisfaction, it was found that the event attraction (β =.246, p<.001) and international socialization (β =.135, p<.001) had a positive effect. In other words, it can be seen that the event attraction and international socialization are factors that affect facility satisfaction.

The effect of visit motivation on competition satisfaction

Table 11. The effect of visit motivation on competition satisfaction

Variable	B	SE	β	t	Tolerance	VIF
(Constant)	.428	.217		1.974*		
Cultural experience	.339	.047	.276	7.218***	.929	1.076
Event appeal	.286	.051	.219	5.601***	.894	1.119
International social interaction	.196	.055	.140	3.569***	.884	1.131
F=49.842***, R ² =.204 Modified R ² =.199						
***p<.001, *p<.05						

As shown in <Table 11>, the motivation for visiting had a statistically significant effect on competition satisfaction (F=49.842, p<.001), and the explanatory power for this was approximately 20.4% (R²=.204) of the total variance. Looking at the Beta value, which is the relative influence of the motivation for visiting on competition satisfaction, it was found to have a positive effect on cultural experience (β =.276, p<.001), event appeal (β =.219, p<.001), and

international socializing ($\beta=.140$, $p<.001$). In other words, it can be seen that cultural experience, event appeal, and international socializing are factors that affect competition satisfaction.

The impact of visit motivation on operational satisfaction

Table 12. The impact of visit motivation on operational satisfaction

Variable	B	SE	β	t	Tolerance	VIF
(Constant)	1.775	.151		11.733***		
Cultural experience	-.017	.033	-.020	-.519	.929	1.076
Event appeal	.250	.036	.277	7.015***	.894	1.119
International social interaction	.259	.038	.268	6.750***	.884	1.131
F=45.000***, $R^2=.187$ Modified $R^2=.183$						

*** $p<.001$, ** $p<.05$

As shown in <Table 12>, the visit motivation had a statistically significant effect on operational satisfaction ($F=45.000$, $p<.001$), and the explanatory power was approximately 18.7% ($R^2=.187$) of the total variance. Looking at the Beta value, which is the relative influence of the visit motivation on operational satisfaction, it was found to have a positive effect on event attraction ($\beta=.277$, $p<.001$) and international socialization ($\beta=.268$, $p<.001$). In other words, it can be seen that event attraction and international socialization are factors that affect operational satisfaction.

The impact of visit motivation on information satisfaction

Table 13. The impact of visit motivation on information satisfaction

Variable	B	SE	β	t	Tolerance	VIF
(Constant)	1.666	.197		8.440***		
Cultural experience	.202	.043	.194	4.735***	.929	1.076
Event appeal	.130	.047	.116	2.789**	.894	1.119
International social interaction	.252	.050	.212	5.047***	.884	1.131
F=19.450***, $R^2=.091$ Modified $R^2=.086$						

*** $p<.001$, ** $p<.01$

As shown in <Table 13>, the motivation for visiting had a statistically significant effect on information satisfaction ($F=19.450$, $p<.001$), and the explanatory power for this was approximately 9.1% ($R^2=.091$) of the total variance. Looking at the Beta value, which is the relative influence of the motivation for visiting on information satisfaction, it was found to have a positive effect on cultural experience ($\beta=.194$, $p<.001$), event appeal ($\beta=.116$, $p<.01$), and international socializing ($\beta=.212$, $p<.001$). In other words, it can be seen that cultural experience, event appeal, and international socializing are factors that affect information satisfaction.

The effect of the motivation of participants in international Taekwondo events on their behavioral intentions

The influence of visit motivation on word-of-mouth intention

As shown in <Table 14>, the visit motivation had a statistically significant effect on the intention to spread word of mouth ($F=10.160$, $p<.001$), and the explanatory power was approximately 5.0% ($R^2=.050$) of the total variance. Looking at the Beta value, which is the relative influence of the visit motivation on the intention to spread word of mouth, it was found that cultural experience ($\beta=.178$, $p<.001$) and event appeal ($\beta=.174$, $p<.001$) had a positive effect. In other words, it can be seen that cultural experience and event appeal are factors that affect the intention to spread word of mouth.

Table 14. The effect of visit motivation on word-of-mouth intention

Variable	B	SE	β	t	Tolerance	VIF
(Constant)	2.507	.231		10.851***		
Cultural experience	.213	.050	.178	4.263***	.929	1.076
Event appeal	.223	.054	.174	4.086***	.894	1.119
International social interaction	.020	.059	.015	.346	.884	1.131
F=10.160***, R ² =.050 Modified R ² =.045						

*** $p < .001$

The influence of visit motivation on visit intention

Table 15. The influence of visit motivation on visit intention

Variable	B	SE	β	t	Tolerance	VIF
(Constant)	3.231	.218		14.845***		
Cultural experience	.277	.047	.243	5.885***	.929	1.076
Event appeal	.028	.051	.023	.542	.894	1.119
International social interaction	.248	.055	.190	4.502***	.884	1.131
F=15.850***, R ² =.075 Modified R ² =.070						

*** $p < .001$

As shown in <Table 15>, the visit motivation had a statistically significant effect on the visit intention (F=15.850, $p < .001$), and the explanatory power for this was approximately 7.5% (R²=.075) of the total variance. Looking at the Beta value, which is the relative influence of the visit motivation on the visit intention, it was found to have a positive effect on cultural experience (β =.243, $p < .001$) and international socializing (β =.190, $p < .001$). In other words, it can be seen that cultural experience and international socializing are factors that affect information satisfaction.

Double mediating effect of participation satisfaction and behavioral intention between the motivation to visit and the country image of international Taekwondo event participants.

Table 16. Double mediating effects of participation satisfaction and behavioral intention between visit motivation and country image

Variable	β	se	t	p	LLCI*	ULCI**
Parametric model (dependent variable: participation satisfaction)						
Constant	1.5994	.1539	10.3897	.000	1.2971	1.9018
visit motivation	.5484	.0428	12.8274	.000	.4645	.6324
Parametric model (dependent variable: behavioral intention)						
Constant	1.7611	.2705	6.5093	.000	1.2297	2.2924
visit motivation	.5319	.0751	7.0794	.000	.3844	.6795
Parametric model (dependent variable: country image)						
Constant	1.2375	.1456	8.4972	.000	.9514	1.5235
participation satisfaction	.2544	.0420	6.0519	.000	.1718	.3369
behavioral intention	.2987	.0363	8.2366	.000	.2275	.3699
visit motivation	.0710	.0206	3.4412	.001	.0305	.1115



Fig. 2 Double mediating effects of participation satisfaction and behavioral intention between visit motivation and country image

In order to verify the double mediating effect of participation satisfaction and behavioral intention between the visiting motivation and national image of international Taekwondo event participants, the PROCESS macro was used for analysis. As shown in <Table 16> and <Figure 1>, visiting motivation had a significant positive effect on participation satisfaction ($\beta=.5484$, $p<.001$), and participation satisfaction had a positive effect on national image ($\beta=.2544$, $p<.001$). In addition, visiting motivation had a significant positive effect on behavioral intention ($\beta=.5319$, $p<.001$), and behavioral intention also had a positive effect on national image ($\beta=.2987$, $p<.001$). The total effect of the path between visit motivation and country image was $\beta=.4559$ ($p<.001$), and when the mediating factors participation satisfaction and behavioral intention were input, it had a significant effect on visit motivation and country image, and visit motivation in turn affected country image, and visit motivation had a significant effect on behavioral intention, and behavioral intention affected country image, and the total effect of the path between visit motivation and country image was greater than the direct effect, which means there is a mediating effect.

Table 17. Verification of the indirect effect of visit motivation and country image

Effect	β	se	LLCI*	ULCI**
Total	.1901	.0287	.1363	.2468
visit motivation	.1545	.0269	.1044	.2105
country image	.0356	.0133	.0107	.0635

LLCI*=boot Lower bound within 95% confidence interval of indirect effect

ULCI**=boot Upper bound within 95% confidence interval of indirect effect

As shown in Table 17, which verified the indirect effect of visit motivation and country image, the indirect effect was verified by using bootstrapping, and the upper and lower limits of the bootstrap did not have 0.

DISCUSSION

This study was conducted to verify the influence of the visiting motivation of international Taekwondo event participants on their country image, participation satisfaction, and behavioral intention, and to verify the double mediating effect of participation satisfaction and behavioral intention between visiting motivation and country image. The discussion based on the results of this study is as follows.

As a result of examining the correlation between the motivation for visiting, satisfaction with participation, and behavioral intention of participants in international Taekwondo events and national image, cultural experience showed a significant correlation in all sub-variables, while event appeal and international socialization showed a partial significant correlation. In order to examine this in detail, multiple regression analysis was conducted, and the results showed that cultural experience and international socialization had a significant effect on cognitive image and emotional image, which are sub-variables of national image. National image is the concept of image projected onto the dimension of a country, and refers to the image of a country recognized in the international community (Choi Gyu-yeong, Shin Geon-cheol, 2011). Today, many countries are making continuous efforts to form a positive national image by developing symbols representing their country and publicizing them widely, as they believe that a positive national image is helpful to national interests in various dimensions (Yeom Seong-won, Oh Gyeong-su, 2003). National image is the totality of perceptions of a specific country, and complex factors such as the country's history,

politics, culture, economy, and sports are at play (Seo Seung-seok, 2006). In other words, a country image can be defined as a comprehensive and complex image formed based on various information about a specific country (Scott, 1996).

National image can be largely divided into cognitive image and emotional image. Cognitive image is an image related to belief and knowledge about the object, and it affects emotional image through evaluation of measured cognition, and it appears as overall image formation (Jeong Gook-hyun, 2009). Emotional image is an image related to feeling about the object, and it gives emotional meaning through evaluation of emotional quality. Emotional evaluation depends on cognitive evaluation, and emotional response is formed by cognitive function (Lee Won-jun, Choi Mi-na, Yoon Tae-heon, 2016). This result of this study showed that cultural experience and international socialization commonly have a positive effect on cognitive image and emotional image. In this regard, the study (Kwak Byeong-ho, Yoon Oh-nam, 2010) that interest, knowledge, training, and effectiveness factors of Taekwondo awareness affect Korea's cognitive image and emotional image supports this result of this study. The experience and observation of Taekwondo by participants in international Taekwondo events is related to cognitive image as it shows interest in Taekwondo, and this can be seen as a favorable image of our country being formed through cultural experience and meeting with Taekwondo practitioners from around the world. Ultimately, it can be said that the cultural experience of participants in international Taekwondo events helps to imprint the spirit of Taekwondo and national culture.

As a result of examining the effect of the visiting motivation of international Taekwondo event participants on participation satisfaction, it was found that event attraction affected event satisfaction, and event attraction and international socialization affected facility satisfaction and operation satisfaction. All sub-variables of visiting motivation affected competition satisfaction and information satisfaction. These results show that visiting motivation is a variable that directly and indirectly affects participation satisfaction. This means that if the needs of participants in an international Taekwondo event are not met, they will not be attracted to the Taekwondo event and will eventually turn away. Therefore, the organizing committee that hosts an international Taekwondo event should ensure smooth event progress and clean and comfortable facilities for the participants. In particular, participants who participate in the competition need to be fully prepared so that they can attend the competition without inconvenience, and it is judged that participant satisfaction will increase when advance information about the event is provided. In relation to this, the claim that visitors who participate in a festival do not purchase or visit if their needs are not met (Cromptin, 1997) supports the results of this study. In order to increase the positive participation satisfaction of participants in international Taekwondo events, cultural and educational event programs that allow them to experience culture other than Taekwondo should be planned, while the organizing committee and the government or local government should monitor the motivations and needs of participants in international Taekwondo events and prepare and support them to meet their needs in the future.

Word-of-mouth intention and visit intention have been discussed as concepts of behavioral intention, and they are generally psychological variables for follow-up participation along with the satisfaction of event participants. The purchase intention of consumers means the possibility of repurchasing a service product or product, or the possibility of voluntarily recommending the excellence of the service and product to others (Lee Deok-soon, 2014). When this meaning is viewed as behavioral intention, the international Taekwondo event product of this study can be interpreted as consumers. In this study, it was found that cultural experience and event appeal affect word-of-mouth intention, and cultural experience and international socialization affect visit intention. This shows that cultural experience and participation in Taekwondo competitions in Korea are positively transmitted through word-of-mouth by participants, and cultural experience and international socialization are positive responses to revisit. Emotional experiences create positive or negative beliefs, which in turn affect attitudes (Pike & Ryan, 2004). In other words, when international Taekwondo event participants experience the interest, charm, and cultural experience of the event positively, they have a positive word-of-mouth intention and an intention to visit again. This study revealed that simple visit motivation does not have a great influence on national image, but when participation satisfaction and behavioral intention mediate, national image can shine even more. Satisfaction affects future revisit intention, and satisfied participants are not only more likely to visit the event again, but also more likely to spread positive word-of-mouth to those around them (Howerd & Sheth, 1993). In addition to the positive behavioral intention of participants, participant satisfaction is an important variable that helps form a positive national image. Therefore, rather than simply holding events, Korea should create an image of an interesting, attractive, clean, and active country through various cultural experiences, smooth competition progress, efficient information provision, and event management.

CONCLUSION

This study was conducted to verify the influence of the visiting motivation of international Taekwondo event participants on participation satisfaction, behavioral intention, and country image, and to empirically verify the double mediating effect of participation satisfaction and behavioral intention between visiting motivation and country image. To this end, a survey was conducted on 589 international Taekwondo event participants. The data from the questionnaire were processed using frequency analysis, exploratory factor analysis, reliability verification, correlation analysis, multiple regression analysis, and double mediating effect analysis using PROCESS macro, and the following conclusions were obtained. First, the visiting motivation of international Taekwondo event participants was found to have a partial positive correlation with participation satisfaction, behavioral intention, and country image. Second, among the sub-variables of visiting motivation of international Taekwondo event participants, cultural experience and international socialization were found to have a positive effect on country image. Third, among the visiting motivations of international Taekwondo event participants, the event appeal affected event satisfaction, and the event appeal and international socialization affected facility satisfaction and operation satisfaction. In addition, all sub-variables of visit motivation were found to have a positive effect on competition satisfaction and information satisfaction. Fourth, among the visit motivations of international Taekwondo event participants, cultural experience and event appeal affected word-of-mouth intention, and cultural experience and international socialization had a positive effect on visit intention. Fifth, participation satisfaction and behavioral intention were found to have a mediating effect as mediating variables between the visit motivations of international Taekwondo event participants and national image. In conclusion, it was verified that the visit motivations of international Taekwondo event participants had a significant effect on national image, and visit motivations affected participation satisfaction and behavioral intention, and participation satisfaction and behavioral intention in turn affected national image.

REFERENCES

- [1] Kang, B. S., & Kim, K. S.(2016). Statistical Analysis of Social Sciences. publisher, Seoul: Hannarae Academy.
- [2] Kwak, B. H., & Yun, O. N.(2010). A Study on Effects of the Taekwondo Perception on the Image of Korea in Foreign Taekwondo Students. *Journal of Sport and Leisure Studies*. 42, 1355-1366.
- [3] Kim, K. S.(2016). Statistical Analysis. publisher, Seoul: Hannarae Academy.
- [4] Kim, B. K.(2018). The Effect of National Brand Image on Repurchase Intention in the Taekwondo Game. *The World Society of Taekwondo Culture*. 9(1), 1-14.
- [5] Kim, Y. P.(2017). Market Segmentation of Visitors Based on Tourism Motivation. *Journal of the Korean Data Analysis Society*, 19(3), 1481-1493.
- [6] Korea Taekwondo Association(2021). www.koreataekwondo.org.
- [7] Moon, K. S.(2018). The Relationships among Regional Development Expectations, Regional Supports, and Behavioral Intention: A case of Muju Championships World Taekwondo. *The Korean Society of Sports Science*, 27(4), 479-494.
- [8] Min, D. S., & Lee, W. Y. (2019). Examining the impact of event quality on spectators' destination image, country image and behavioral intention: A case of Tour de Korea. *Korean Journal of Sport Science*, 30(1), 90-104.
- [9] Park, J. K. (2010). The Relationship among Satisfaction and Behavioral Intention of Foreign Trainee`s Taekwondo Events. *TAEKWONDO JOURNAL OF KUKKIWON*,1(2), 107-116.
- [10] Park, J. H., & Oh, I. K.(2006). Participants' Motivation for and Satisfaction with One Mega-Event : Case of the 22nd Universiade 2003 in Daegu, Korea. *Business Management Review*, 39(1), 173-194.
- [11] Seung, S. S.(2006). The Cognitive Image about Korea of Asian Visitors and the Intention to Visit Different Types of Events. *Event & Convention Research*, 2(1), 65-86.
- [12] Yeom, S. W., & O, G. S.(2003). A Study on the National Image Raising Activity and Recognition in Korea. *Journal of Public Relations*, 7(2), 98-142.
- [13] Lee, D. S.(2014). A Study on Tourism Motive, Tourist Attractions Image, Satisfaction, and Behavioral Intention. *International Journal of Tourism Management and Sciences*, 29(4), 309-334.
- [14] Lee, B. K.(2011). The Influence of Participation Satisfaction, Re-participation and Participation Motives of Sports Event. *The Korean Journal of Sport*, 9(3), 337-346.
- [15] Lee, Y. M., & Kim, S. K., & Yu, J. M.(2002). The International Tae Kwon Do Open Festival and its effect on the regional activation and image of Tae Kwon Do. *Korean Society of Leisure Sport*, 6(1), 35-51.

-
- [16] Lee, W. J, & Choi, M., & Yoon, T. H.(2016). Satisfaction toward the Korean Wave and Its Effects on the National Image and Intention to Visit. *Journal of Cultural Industry Studies*, 16(3), 167-175.
 - [17] Jeong, K. H.(2009). The Relationship between the Participation in the Taekwondo and the formation of Korean images. *The Journal of Korean Alliance of Martial Arts*, 11(3), 167-180.
 - [18] Choi, K. Y., & Shin, G. C.(2011). Study of Brand's Shielding Effects and Dimensional Country Image's Attributes Importance-weight - By Manufacturing Country, Expanded Study of Perceived Quality. *Journal of Industrial Relations*, 36, 51-86.
 - [19] Baker, D. A., & Crompton, J. L.(2000). Quality, Satisfaction and behavioral intentions. *Annals of Tourism Research*, 34(1), 11-24.
 - [20] Baker, D. A., Uysal, M., & Sunshine, K. M.(1995). Event Tourism: An Examination of Motivations and Activities, In *Festival Management & Event Tourism*, Vol 1.
 - [21] Beerli, A., & Martin, J. D.(2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 657-687.
 - [22] Crompton, J. L.(1997). Motivations for pleasure Vacation. *Annals of Tourism Research*, 6(4), 408-424.
 - [23] Howerd, J. A., & Sheth, J. N.(1993). *The theory of buyer behavior*, NewYork: John Wiley & Sons, Inc.
 - [24] Lee, C. K., Lee, Y. K., & Wicks Bruce, E.(2004). Segmentation of festival motivation by nationality and satisfaction. *Tourism Management*, 25(1), 61-70.
 - [25] Pike, S., & Ryan, C.(2004). Destination positioning analysis through a comparison of cognitive and conative perceptions. *Journal of Travel research*, 42(5), 333-342.
 - [26] Ruy, K. S.(2005). *Dinescape, emotions and behavioral intention*. Diss, Kansas State University.
 - [27] Scott, W. A.(1996). *Psychological and social correlates of international image*, in C. Kelman(Eds.). *International Behavior*, NY: Rinehart and Winston.
 - [28] Weiermair, K.(2000). Tourism perceptions towards satisfaction with service quality in the cross-cultural service encounter. *Managing service Quality*, 10(6), 397-409.