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## An Analysis of Value System of Taekwondo Freestyle Poomsae's Trainees: Based on Means-End Chain Theory and APT Laddering Technique

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### Introduction

Today, Taekwondo gyms are experiencing a continuous decrease in the number of trainees, due to the oversupply of the gyms, excessive competition, and the COVID-19 pandemic. To solve the problems, various programmes are needed to satisfy the needs of Taekwondo trainees. Among them, Freestyle Poomsae allows trainees to feel more fun, artistry, and creativity than other Taekwondo events. In this context, it is necessary to study what kind of decision-making process trainees start and continue the Freestyle Poomsae. Therefore, the purpose of this study is to explore the attributes, benefits and values of Freestyle Poomsae perceived by trainees, and then to understand the connection relationship and cognitive process based on a Means-End Chain method proposed by Gutman(1982).

### Methods

First, data were collected by in-depth interviewing with 10 Taekwondo-related participants, including trainees, coaches and professionals in 2022 by using judgement sampling. Transcribed data is categorised by grouping similar concepts through open coding. After that, each attribute, functional benefit, psychological benefit and value group was finally derived through member checking and cross-validation among professors and PhD researchers. Second, based on the previous results, data were collected from 317 students learning Freestyle Poomsae through Structural Implication Matrix survey. Lastly, Hierarchical Value Map(HVLM) through frequency analysis is created to identify the connection structure between attributes, benefits and values.

### Results

Attributes, functional and psychological benefits, and values of Freestyle Poomsae were derived in 12, 11, 8, and 8, respectively. As a result of analysing the value system based on the above findings, three main value systems were derived. First, Freestyle Poomsae's creativity led to a sense of accomplishment through originality and showing myself to others. Second, expressions of individuality led to a sense of accomplishment through originality, and showing myself to others. Lastly, a event with music led to self-satisfaction and a sense of accomplishment through maximising expressions with actions and music, and a fine piece of work.

### Conclusion

It was found that Freestyle Poomsae contained creavity, individuality, and music compared to other Taekwondo events. Taekwondo instructors should help trainees to develop their originality and show themselves with great works, and further they should guide trainees in a way that ultimately feels a sense of accomplishment and self-satisfaction. Thus, Taekwondo gyms are needed to emphasise the main benefits and values mentioned above when establishing a marketing communication strategy, contributing to expanding the base of Freestyle Poomsae and strengthening its competitiveness.

### References

Gutman, J. (1982). A means-end chain model based on consumer categorisation processes. Joul. of Marketing, 46(2), 60-72.

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