

Consumer Psychological Satisfaction based on Skin Scuba Diving Lifestyle, Equipment Purchase Decision-Making Factors, and Marketing Strategy Suggestion

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ABSTRACT

This study is to present the potential of the Scuba diving market using marketing and to use it to establish a skin scuba diving management marketing strategy by looking In relation to each other skin scuba diving consumers' lifestyle, Satisfaction, skin scuba diving equipment purchase determinants, and skin scuba diving. In order to do this, a survey of 843 skin scuba divers—both male and female—who frequented resorts and specialized shops across the country was carried out. Customers that are interested in learning to skin scuba dive are those who want to utilize it as a career in the future. Women in their 20s who were unmarried had college degrees, went out more than four times per week, had less than three years of experience, and engaged in social or romantic connections through skin skin scuba diving with coworkers, friends, seniors, and juniors were more likely to be trend-seekers. In addition, the pursuit of health and social satisfaction, as well as self-satisfaction, physical satisfaction, and social satisfaction, is the purpose of retaining or supporting health, self-diagnosis, social achievement, health pursuit to acquire athletic ability, psychological satisfaction, social satisfaction, and interpersonal relationships. The main connection is with stress alleviation.

Keywords: Skin scuba diving, Marketing, Consumer, Skin scuba diving market, Consumer analysis

1. INTRODUCTION

It may lead to more leisure time under the five-day workweek regime and a greater awareness of values and leisure (Leisure White Paper, 2007). Passive free from “a leisure” in the form of active free of the existing forms of changing to “free to take part” (Kim, 2004). People are becoming more interested in sports and leisure activities on a regular basis, and they are all enjoying an improvement in their ability to relax and enjoy life.

Despite the economic burden and limited access to facilities and locations compared to sports in close proximity to the city, this reflects modern people's desire to experience various satisfactions and advantages (Yoo, & Jung, 2017; Ryu & Kim, 2017; Won, & Kim, 2002). It also reflects modern people's desire to disconnect from the daily grind of a highly competitive society and spend time in nature.

Adventure at sea has recently become a popular activity, and as more people participate in leisure activities, the population is becoming more progressive and environmentally conscious. Due to its geographical location, Korea is surrounded by water, and interest in leisure sports is rising. The development of leisure marine sports in Korea is only getting started, but they have a great deal of potential. In view of this trend with South Korea's natural resources, maritime industry and special interest in policy and research is being carried out. Hence, the (Sung Han, 1998) concept will be activated and can be rather natural given the necessity for leisure marine sports.

In particular, skin scuba diving is a leisure typical sports taken pleasure in as a leisure sport, and the natural environment such as the sea, various islands, and inland rivers and lakes provides a great environment to enjoy skin skin scuba diving. Skin scuba diving is one of the most well-liked marine leisure activities and is gaining popularity among young people as an extreme sport. Due to the fact that our nation is bordered by water on three sides, skin scuba diving is becoming increasingly popular every year (Korea Maritime University Social

Education Center (2000). In recent years, skin scuba diving leisure market, people who are fascinated by skin scuba diving continue to participate in diving activities despite the economic recession. Additionally, skin scuba diving is more likely to occur as a result of the idea that it is an expensive leisure activity (Hyung nam, 1999).

One of the leisure marine sports, skin scuba diving, is increasingly gaining popularity in modern society. The activation of domestic skin scuba diving has a high value-added industrial character that can significantly support the public's demand for leisure time and the growth of the leisure marine sports sector in the twenty-first century (Seo, 2013). However, despite its growth, skin scuba diving's consumer market is small when compared to other sports, and because these businesses lack marketing research, it is challenging to engage them.

In order to suggest ways to use skin scuba diving lifestyle, skin scuba diving achievement, skin scuba diving equipment purchase determinants, and skin scuba management marketing strategies, this study examines at how skin scuba diving consumers live their lives, how satisfied they are with their skin scuba diving, what influences them to buy skin scuba diving equipment and the potential of the skin scuba diving market.

2. RESEARCH BACKGROUND

2.1 Overview of Skin Skin Scuba Diving

Looking at the literature in the paper, the first dive is predicted to be around 5,000 years ago. In those days, the purpose was to gather food from the sea. Skin scuba diving was then used to set up and destroy structures underwater. However, in today's era, it has developed into a branch of the sports industry. It is used for human health and recreation.

2.2 The Concept of Skin Scuba Diving

The term "Self-Contained Underwater Breathing Apparatus" (SKIN SCUBA) can be interpreted as an underwater breathing device, that is, a device that saves gas for divers to breathe underwater. Hence, skin skin scuba diving refers to diving that an underwater person wears breathing equipment and is active underwater (Korea Maritime University Social Education Center, 2000).

2.3 History of Skinscuba Diving

Skin scuba diving began around 5000 BC. with a strong human desire to collect food from the seabed or expand knowledge of the deep sea, initially for commercial and military purposes. This resulted in the equipment being developed and created. There is also a record that around 900 B.C., Assyrian imperial forces devised a way to escape several urgent breaths in the water using animal bladders and airbags made of sheepskin for military purposes.

Due to inadequate diving equipment, the first skin scuba divers could only be military personnel or individuals who could adapt to the water. As diving equipment improved and the public got more interested in skin scuba diving through media such as movies and television, the sport gained popularity. As a result, diving education programs began to emerge to train people who lacked adaptability to water to enjoy diving safely.

Among many educational organizations, leaders with the safety, systematic programs, and systems of educational programs are now globally recognized and are developing into organizations with international branches and continuing research for safe and enjoyable diving. Diving equipment is also diversified in functions and designs, new products are being developed, and diving-related facilities and organizations are also actively active. The domestic diving population also increases significantly every year, gradually developing into a popular leisure sport (Korea Maritime University Social Education Center, 2000).

2.4 Skin Skin Scuba Diving Equipment

Due to the requirement that divers wear equipment that allows them to breathe as they would on land, skin scuba diving has the peculiarity that customers' desire to buy the equipment necessarily grows. New products diversified in function and design are also being developed (Choi, 2004).

The mask forms an air layer by creating an air space in front of it, allowing divers to see objects clearly underwater. There are many kinds and forms of masks. Various conditions must be provided to be used for diving, first of all, it must be made of non-corrosive material and tempered glass, and the headband must be adjustable. In addition, pressure equilibrium should be easy and thoroughly waterproof. A design with a compact volume and

wide field of vision is now popular, a silicon material that does not cause skin hypersensitivity is frequently utilized, and a form that can switch out the glass for special lenses for divers with weak eyesight is now being supplied (NAUI, 1995b).

The most important condition when choosing a snorkel is that the mouthpiece should be placed in the mouth so that it is comfortable, and the dangling diameter is about 2 cm, the length is about 30–35 cm, and it is not recommended to bake rapidly (Korea Maritime University Social Education Center 2000). The pin is a device for obtaining a great thrust in the water. The use of pins stabilizes the posture and frees the hands so that they can be used for other purposes. There are two types of pins: a foot-pocket type and an open-heel type, and the foot-pocket type is usually skinny. It is used in areas with severe ice and turbulence.

One should choose the right pin for the place to dive and the individual's lower extremity muscle strength (NAUI, 1995b). Diving suits can be divided into wet diving suits and dry diving suits. This protects divers from injury and body temperature, heat loss, and reduces physical exhaustion by gaining positive buoyancy.

Dive computers owned by almost all divers have the advantage of being able to replace the functions of various instruments. It informs divers of their current water depth, their maximum water depth attained when diving, their maximum diving duration, their rising and descending speed, their waiting period before boarding an aircraft after diving, and their air consumption [14].

2.5 Skin Scuba Diving Curriculum

There are theories and skills to learn to enjoy skin scuba diving safely. Long-term continuous learning of equipment handling and use, pressure-induced problems and solutions, accident prevention methods, buoyancy control, and basic skills.

But, diving activities are almost impossible in foreign countries without the qualifications of internationally recognized institutions. The concepts and abilities required to gain certification above a particular level must exist since certification is granted in accordance with specified criteria.

Beginners or preliminary courses, such as skin skin scuba divers or open water divers, will once you have mastered the theory and practice required for a diving qualification, you can become certified. Those who are certified can do skin scuba diving.

In the absence of a supervisor for skin scuba diving, diving requires a high level of diver certification. To develop your skills, it's better to gain experience in different environments rather than training in a good environment.

Preliminary courses are normally referred to as Advanced Skin scuba Divers courses, and concentrated training courses that focus on specific areas are called special courses. Special program courses include underwater photography, wreck diving, underwater orientation, night diving, rock diving, cave diving, ice diving, search diving, rescue diving, and deep sea diving.

This process is divided into three parts. The theory training, practical training, training, the instructors provide a hands-on opportunity to train diving skills in constricted areas, similar to swimming pools, and practice skills acquired in constricted actual situation location quiet seas and fields like the open sea, of course,, in this process, a written test of theory and a technical evaluation of the instructor are conducted together, and the instructor's judgment is to distribute an organization's credential.

Through beginner and preliminary courses, diving and diving skills have developed significantly, and the role of a master skin scuba diver is not only learning here but also challenging the process of a technical leader (Seoil, 1998). Instructor's assistant instructor helps skin scuba diving instructors and dives at resorts. The master is a diving career like (dive master) and a human.

2.6 Current Position of the Skin Scuba Diving Market

The number of users entering skin scuba diving after receiving education from domestic and foreign skin scuba diving specialized instructive institutions is expanding every year, the requirements for scuba diving equipment and training facilities are increasing. It is no exaggeration to say that the main players currently dominating the skin scuba diving market are for-profit educational organizations.

These educational institutions create programs and educate skin scuba diving instructors in accordance with the program handbook before releasing them into the market. Diving instructors get educational expenditures

in exchange for education, while educational organizations benefit from the teacher training process, giving diver credentials, textbooks, and product sales. Therefore, educational organizations must compete in the development of excellent programs and strive to maintain the quality of educational products so that their instructors can educate them faithfully (Skin scuba Diver, 2000).

According to PADI, a skin scuba diving education organization, as of 2016, 24 million people worldwide were certified and frequently participated in skin scuba diving activities in 2016 (Korean Sport & Olympic Committee, 2016). In addition, Kim et al. (2018) have more than 1,000 diving clubs and clubs, and the number of diving people is estimated to be 1.3 million, of which about 500,000 are diving enthusiasts, which shows the popularity of skin scuba diving in Korea.

The group's name is 'The British Sub Aqua Club' to use the name of the slides for the small six Oscar with the help of Peter, and bsac gugen was established by the (<http://www.bsac.co.kr>) .

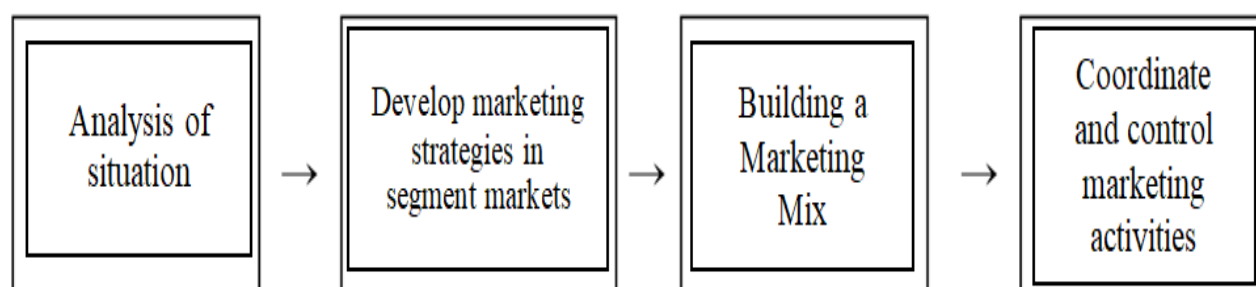
The Southern Mondiale Activities Skin scuba Quartik (CMAS) and the Korea Underwater Association (KUA) were founded on 28 September 1959 by the Association of 15 Nations under the leadership of Jacques-Yves Cousteau. Unlike general educational associations, CMAS is an international association where underwater organizations of each country join as member organizations. In other words, each member group is an educational organization (<http://www.cmaskorea.com>).

Founded in 1979, the Korea Underwater Divers Association (KUDA) is actively engaged in activities to love advanced seas, cultivate mind and body through diving, and strengthen the shared Friendship among scuba divers through education, research, training, and technology development (Jung, 2022).

At the time of its establishment, it was approved by the Ministry of Education under the Act on the Establishment and Operation of Certified Corporations, and it was relocated to the Ministry of Culture, Sports and Tourism under the revised law on March 20, 1982, and is now the only local government. - properties t corporation in 1962 (Jung, 2022) diving industry's first distribution, starting with a combination of Aquarius in 1964 1968 and the No. 1 club to start a university lecturer throughout the country, including the diving school Society (nasds) is active (Berkman, 1978).. National Water Institute (nau) was founded in 1959 as a group instructor diving Neil's first public and dubbed by Hess nau education (Soon, 2000).

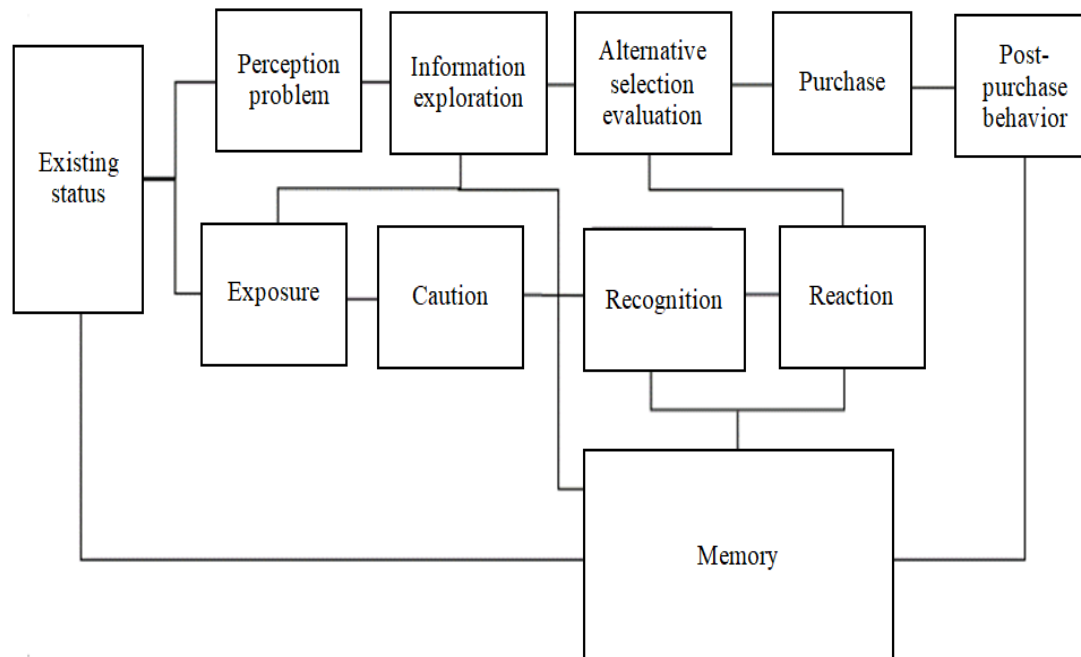
The Professional Association of Living Education Institutions (PADI) started in 1966 when four trainers from other institutions formed a new organization and innovated training (Myung guk, 2001). Ed Brolley, who spearheaded diving instruction in the United States in the 1960s, formed Pro Living Instruments (PDIC) in 1969 to start systematic instructor training (Durgee & Start, 1987) in Monterey, California, the home of diving.

SDD International (Safe Living Development International) is a new instructive institution in South Korea that prioritizes safety, service, and honor (Sang dae, 2002). Germany, Belgium, Canada, Australia, Austria, Canada, Sweden, United Kingdom, Japan (In soo, 2002). and the international network with skin scuba diving companies made by a professional organization. Skin scuba school, Clark International (ssi) is an organization founded by skin scuba divers in the United States in 1970. Tdi sdi and (technical skin scuba and living international) is diving beyond the scope of (<http://www.tdisdi.co>)educational institution, technical sport diving as a pioneer of the well-known Brett accepted Gilliam's up in April 1994, and Mitch seukageu.

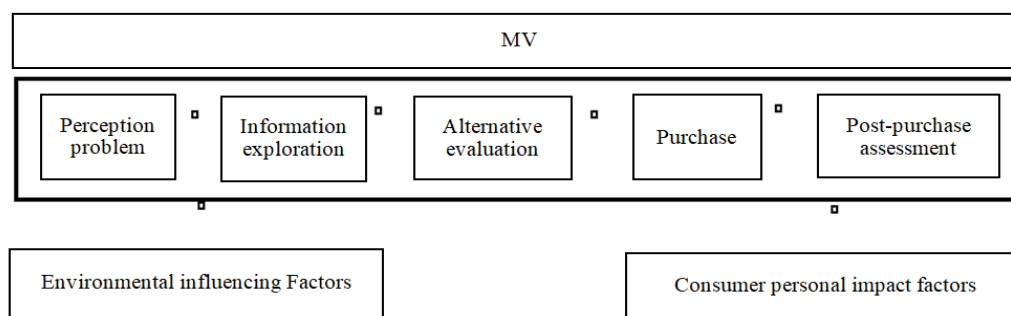


[Fig. 1] Marketing Planning Course (Chae Seo-il, 1998)

2.7. A Study on the Behavior of Sports Consumers



[Fig. 2] Consumer Decision Making and Information Processing Process (Lee Hak-sik, Ahn Kwang-ho, 1992)



[Fig. 3] General model of purchasing decisions (written, 1998)

2.8. Sports Marketing Strategy and Consumer Segmentation

Sports marketing organizes individual and organizational activities that advertise good enough interchange relationships through creation, distribution, public relations, promotional activities, customer service, customer management, pricing, as well as sports marketing in a dynamic environment (Byeong Sik, 1997). For example, the World Cup is one of the most attractive marketing platforms for companies to use sports as a commercial marketing tool, with consumers of World Cup sponsors showing very high recognition and positive corporate ratings.

3. RESEARCH METHOD

To achieve the lifestyle and satisfaction of skin scuba diving consumers, 843 male and female skin scuba diving consumers utilizing skin scuba diving resorts and specialized stores nationally were surveyed.

Table 1: Characteristics of the type of skin scuba diving involvement in the study

Participation type	Division	N(%)	Sum (%)
	More than four times in a week	60(7.1)	843

Frequency of involvement	1 to 3 times a week Two or three times a month Less than twice a month	189(22.4) 347(41.2) 247(29.3)	(100.0)
Experience	~3 years Less than 3 to 7 years Less than 7-11 years More than 11 years	281(33.3) 303(35.9) 138(16.4) 121(14.4)	
Classification	Beginner process level Intermediate Course Level Advanced Course Level	345(40.9) 242(28.7) 256(30.4)	
Companion	A family relation Coworkers, friends, seniors and Juniors A member of a club Leader	76(9.0) 293(34.8) 226(26.8) 248(29.4)	
The purpose of involvement	Maintenance and promotion of health Acquisition of motor skills social and interpersonal Relationships Enjoying life Stress relief Future job utilization	126(14.9) 71(8.4) 54(6.4) 422(50.1) 119(14.1) 51(6.1)	

4. DISCUSSION

4.1. Differences in the Lifestyle of Skin Scuba Diving Consumers

Lifestyle is said to represent a cross-section of consumption patterns, suggesting that lifestyle and consumption patterns are highly correlated (Berkman, 1978). Lifestyle is significant since it is easier to grasp and obtains clear data about customer thinking and behavior than in other research (Soon Buk, 2000).

As a result of this study, when looking at the lifestyle of skin scuba diving consumers, the health-seeking type was the highest in the order of health-seeking type, innovation-seeking type, self-expression type, trend-seeking type, and conservatism type were the lowest. This was found to be somewhat different from the result that the lifestyle with a high probability of choosing skin scuba diving is an achievement-seeking type (Myung guk, 2001).

According to the composition of currently active skin scuba diving consumers, men have a much higher rate of participation in skin scuba diving than women, which can be seen that male consumers are the address visa class. This result is judged to be because it is much easier for men to participate in skin scuba diving under internal and external conditions than for women. From these results, it can be seen that it suggests the need for an active marketing strategy for the women's consumer market by inducing potential female consumers to participate and develop various programs.

Looking at the differences in the types of participation of skin scuba diving consumers in lifestyle, consumers who wanted to use skin scuba diving with coworkers, friends, seniors, and juniors as a future job with a frequency of participation greater than 4 times per week and 11 years of experience had a high level of innovation pursuit.

4.2. Difference in Satisfaction with Skin Scuba Diving

As a result of this study, when looking at the satisfaction of skin scuba diving consumers, psychological satisfaction was the highest in the order of psychological satisfaction, physical satisfaction, social satisfaction, and facility satisfaction was the lowest. These results are thought to show that the facility aspect of domestic skin scuba diving companies is still insufficient, and the facility investment is required to maximize the facility satisfaction of skin scuba diving consumers.

Looking at the difference in the types of participation of skin scuba diving consumers in skin scuba diving satisfaction, social satisfaction was high among customers who participated in social or interpersonal relationships while skin scuba diving with colleagues, friends, seniors, and juniors with more than 11 years of experience. On

the other hand, social satisfaction was the lowest among skin scuba diving consumers at the beginner's level with less than three to seven years of experience with less than twice a month.

In other words, it shows that continuous skin scuba diving can increase social satisfaction such as socializing or interpersonal relationships with others and social exchanges. Psychological satisfaction was high among consumers who wanted to use it as a future job while skin scuba diving with colleagues, friends, seniors, and juniors with the frequency of participation 1 to 3 times a week and the level of qualification for advanced courses.

Therefore, by comparing and analyzing the differences in skin scuba diving satisfaction, it can be found that there are differences depending on the demographic variable and the type of participation in skin scuba diving.

4.3. Differences in Factors That Determine the Purchase of Skin Scuba Diving Equipment

It was pointed out that the sensual attributes of a product, product consciousness, consumer problems, product use outcomes, product experience, supplier or manufacturer, and general life of consumers are defined as the source of images of the product (Durgee & Start, 1987). Consumers are exposed to a lot of information about the product and the market cycle of a new product is constantly shortened.

In other words, it was mentioned that in order to simplify their purchase decision process, products are classified into several types and recognized according to their characteristics.

It is not an exaggeration to say that skin scuba diving is taking a step closer to popularization rather than a high-end leisure sport enjoyed only by some consumers. Therefore, it is believed that skin scuba diving specialty stores, resorts, equipment imports, and manufacturers should make more efforts to research differentiation strategies such as price-specific programs and excellent low- and medium-priced low-end equipment development.

4.4. Relationship between Way of Life and Skin Scuba Diving Satisfaction According to Involvement Type

A study on the relationship between lifestyle and satisfaction discovered that skin scuba diving consumers' self-confidence, fashion-oriented, and self-suppression lifestyle types had a significant effect on satisfaction, so managers or leaders of skin scuba diving professionals and resorts should first understand these types so that compensation for satisfaction can be enhanced.

Therefore, by comparing and analyzing the relationship between way of life and skin scuba diving satisfaction according to involvement types, it can be found that there is a correlation between lifestyle and skin scuba diving satisfaction depending on the frequency of participation, experience, qualification level, partner, and purpose of participation.

5. CONCLUSIONS AND SUGGESTIONS

The purpose of this study is to look at skin scuba diving customers' way of life, skin scuba diving satisfaction, skin scuba diving equipment purchase determinants. Also the potential of the skin scuba diving market through the lens of marketing theory, and to suggest ways to use skin scuba diving customers' way of life, skin scuba diving satisfaction, skin scuba diving equipment purchase determinants, and skin scuba management marketing strategies. To achieve the lifestyle and satisfaction of skin scuba diving consumers, 843 male and female skin scuba diving consumers utilizing skin scuba diving resorts and specialized stores nationally were polled. The data analysis yielded the following results.

First, looking at the lifestyle difference between demographic changeable and skin scuba diving involvement types, executives with a four-year college degree or higher, experienced people with more than 3.5 million won per month, advanced course certificates with more than 11 years of experience, and coworkers pursuing innovation were high. Senior and junior, customers who want to use it as a future job. The trend-seeking type was high among single women in their 20s with students or junior college degrees, more than four times a week, less than three years of experience, and consumers who participated in social or personal relationships through skin scuba diving with coworkers, friends, seniors, and juniors.

Second, regarding lifestyle habits and skin scuba diving pleasure according to the skin scuba diving involvement type, the health-seeking type showed the frequency of facility satisfaction more than four times a week, and the health-seeking type, self-diagnosis type, and social satisfaction were most related. Two to three

times a month, and less than twice a month for innovation-seeking types and psychological satisfaction. Self-diagnosis and social pleasure with less than 3 years of experience, self-diagnosis and social pleasure with less than 3 to 7 years of experience, and social satisfaction with less than 7 to 11 years of experience were most connected to innovation aim and social pleasure.

In terms of beginner course qualification level, self-diagnosis type, social pleasure, preliminary course qualification step, health-seeking type, psychological satisfaction, and advanced course qualification step were most connected to the innovation-seeking type and social pleasure. In skin scuba diving activities with family and relatives, psychological satisfaction, self-diagnosis and social pleasure with coworkers, friends, and juniors, self-diagnosis and social satisfaction with leaders were the most related in skin scuba diving activities with club members.

In the case of health-seeking types for maintenance and promotion of health, self-diagnosis, social pleasure, and acquisition of motor skills, psychological satisfaction, social pleasure, and interpersonal purpose were majority closely related to the aim of health and social pleasure and stress relief for self-satisfaction, physical satisfaction, and social satisfaction.

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Authors' contributions

All authors contributed toward data analysis, drafting and revising the paper and agreed to be responsible for all the aspects of this work.

Declaration of Conflicts of Interests

Authors declare that they have no conflict of interest.

Declarations

Author(s) declare that all works are original and this manuscript has not been published in any other journal.

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