

# Taekwondo Coach Image, Career Satisfaction and Continuous Sports Engagement: Empirical Evidence from Luoyang, China

Mengnan Xie<sup>1\*</sup>, Fuyuan Sun<sup>2#</sup>

## Abstract

The purpose of this study is to examine the relationship between the psychological elements of participants' participation satisfaction, sports engagement, and intention for continued participation. The participants in Luoyang City, Henan Province, who practice Taekwondo were selected for the questionnaire. For exploratory factor analysis, correlation analysis, and multiple regression analysis, SPSS statistical software is utilized. The results indicate that the image aspects, attributes, accountability, professionalism, and professional awareness of Taekwondo teachers have a substantial impact on participant satisfaction. This study showed that if coaches have work duties, work skills and abilities, as well as self-management, students' sports participation will increase and their interest will increase. Moreover, this study concludes that involvement satisfaction has a considerable beneficial effect on the intention to continue participating. Likewise, sports participation has a considerable beneficial effect on the intention to continue participating.

**Keywords:** Taekwondo; coach image; psychological factors

## 1. Introduction

Modern Olympic competitions include taekwondo as a recognized sport. It began as a demonstration event in Seoul in 1988, evolved into an experimental event in Barcelona in 1992, and became an official event in Sydney in 2000. (Bauman et al., 2021). It was a formal event for six sessions until 2020. Presently, around 100 million individuals worldwide practice Taekwondo. How can participants' faith in coaches and their involvement satisfaction be converted into continued engagement? According to psychologists, all individual activities and behaviors are produced by motivation, so motivation is the subjective reason and psychological condition that encourages people to participate in sports and leisure activities and to continue these activities (Avakian et al., 2021). As a significant relationship structure of sports society, the interaction between coaches and athletes embodies the ideal requirements of mutual respect and equal standing, and is also a crucial component of the harmonious sports society (Smith, Spaaij, & McDonald, 2019). The focus of the research was the development of a theoretical model of the "coach-athlete interaction" (Gaedicke et al., 2021) and the examination of relevant influencing factors (Choi, Jeong, & Kim, 2020).

It is crucial to cultivate a positive image of coaches (Stephen, Habeeb, & Arthur, 2022). In addition to the image, the objective of the prior study of coach image was

to determine participants' satisfaction with coach image in relation to Taekwondo participation motivation. Students' satisfaction with coaches has a direct impact on their motivation to participate in sports activities, whereas satisfaction, happiness, and image have a direct impact on their willingness to continue exercising (Felton et al., 2021). The authors Lopez de Subijana et al. (2021) note that the qualities of pictures are not restricted to mental representations. Because the image of a leader is a set of thoughts and impressions about certain objects, the quality of coaching is a significant influence in shaping others' attitudes. It is the subjective appraisal of participants' professional awareness, accountability, quality, and professionalism (Simons & Bird, 2022). In order to develop a favorable image in this profession, leaders are required; establishing a positive image in education through images of quality and attitude is of critical importance.

Determining whether the image of the Taekwondo coach is the driving force behind participants' continued engagement is crucial to this study and an important problem to solve. Based on the preceding discussion, this research conducts an in-depth examination of the image of coaches and participants' behaviors, how participants perceive the image of coaches and how to increase students' participation in Taekwondo, and most importantly, how the image of coaches affects participants' participation and continued exercise. This study examines the examination of participants' psychological aspects

1 Institute of Physical Education, Lyuliang University, 033001, Lyuliang, China

2 Office of Cooperation and Exchange, Lyuliang University, 033001, Lyuliang, China

#Co-authors: These authors contribute same to this work.

Address: No.1 Xueyuan Road, Lishi District, Lyuliang City, Shanxi Province, China, Phone: 13233622301

Autor de correspondencia: Fuyuan Sun; qieshi4790530@163.com; [xmntyx@126.com](mailto:xmntyx@126.com)

(participation satisfaction, sports engagement, and continuing participation intention) regarding the image of Chinese Taekwondo coaches, which provides Taekwondo trainers with theoretical and practical guidance. The ultimate objective is to improve the image of coaches and attract an increasing number of participants to Taekwondo activities.

## 2. Literature Review

The words and actions of coaches, athletes, and sports authorities affect not just the image of sports, but also the image of the nation (Jowett & Arthur, 2019). China has a total of 23,887 professional sports coaches, and China should focus on strengthening the professional quality and theoretical knowledge system of coaches based on their teaching skills (Wekesser et al., 2021). Coach image consists of participants' subjective evaluations of coaches' quality, professional awareness, responsibility, and professionalism, and is a significant aspect in determining the attitudes of others (McGee & DeFreese, 2019). In terms of cultural spirit, Taekwondo has played a constructive role in resolving societal contradictions. Taekwondo etiquette may increase the quality of modern people and the spiritual value of modern society (Choi, Jung, & Park, 2021). In Taekwondo dojangs, coaches serve as the primary teachers of students. Some students are satisfied with the coaches' quality, while others are satisfied with their professionalism, and their contentment varies according to their particular feelings. This psychological fulfillment is referred to as the experience of satisfaction (Kim et al., 2022). Kokko et al. (2019) investigated the impact of service quality and participant satisfaction on the happiness of participants in repeated sporting events. Participants' satisfaction with the activities is determined by their pleasure and satisfaction in participating in sporting events and the incidental services offered in conjunction with the activities, indicating that everyone has a unique perception of the coach in different situations. This section requires further background on referee review, such as Panza et al. (2020)'s study on the influence of service quality and participant enjoyment in repeated sporting events. Engagement in sports is the mix of one's attitude and disposition to act (Pluhar et al., 2019). Strong desire characterizes sport participation. As long as a person has a strong passion for sport, he will devote considerable effort and time to it. Sport engagement is developing optimism and belief in sport by participation in sport activities, as well as a strong desire to keep sport alive (Bang, Won, & Park, 2020).

Athletes' contentment with their coaches is a crucial factor influencing their continued participation in sports. Students' continued engagement and participants' motivation are impacted by the internal and exterior manifestations of their leaders. Exercise adherence refers to actively engaging in sport in the form of regular activities and insisting that we continue to engage in sport. According to the goal of the study, the majority of researchers define sport participation as the proportion of attendance (Baceviciene, Jankauskiene, & Emeljanovas, 2019; Ploeger-Lyons & Butler, 2022).

Several studies have been conducted in the field of Taekwondo research to determine the antecedent variables of various variables, such as how the coach's image influences the students' trust, participation satisfaction, sports engagement, continuous participation intention, and recommendation intention, among others. From these vantage points, the research of coach image can increase the number of Taekwondo participants, which is of considerable importance to the sport's development. This study concludes that the image of coaches is a significant variable of participants' psychological variables that can excite the subordinate elements of participants' psychological needs (participation satisfaction, sport engagement and continuous participation intention). By examining the image of coaches, it is possible to assess the psychological needs of participants, encourage the growth of Taekwondo in China, and enable more enthusiasts to practice the sport.

By understanding the relationship between the image of Chinese Taekwondo coaches and the psychological factors of participants, the development of Taekwondo in China, and the satisfaction of students towards coaches, the purpose of this research is to improve the relationship between coaches and students, increase the enthusiasm of students to learn Taekwondo, and promote the growth of Taekwondo in China. Thus, the following research hypotheses are formulated:

**H1:** *Coach image has a significant positive impact on participation satisfaction.*

**H2:** *Coach image has a significant positive impact on sports engagement.*

**H3:** *Participation satisfaction has a significant positive impact on continuous participation intention.*

**H4:** *Sports engagement has a significant positive impact on continuous participation intention.*

The relationship between the four dimensions of quality, professionalism, professional awareness, and responsibilities in Taekwondo coaches' image and participation satisfaction, sport engagement and continuous participation intention is shown in Figure 1.

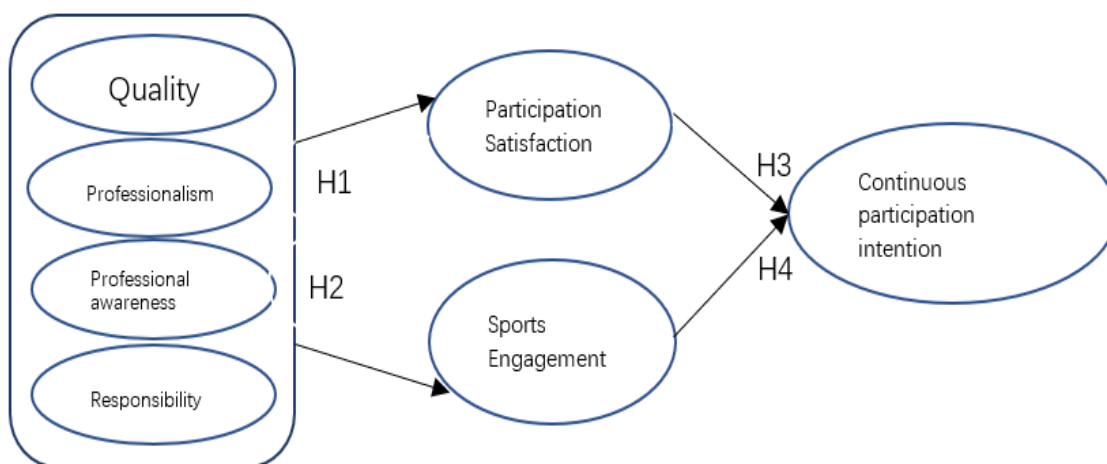


Figure 1 Research Model

### 3. Research Methods

#### 3.1 Research Object

Henan Province, situated in the middle and lower Yellow River reaches, is one of the cradles of ancient Chinese culture. As a prefecture-level city in Henan Province, Luoyang has a history of 5,000 years of civilization, 4,000 years of urban history, and 1,500 years of capital construction history, along with a rich history and culture

that includes eight national intangible cultural heritages. Henan Province launched the Taekwondo project in the 1990s. The Henan Taekwondo Association has 181 registered member units and has held national competitions such as the National Taekwondo Championships, the National Youth Taekwondo Championships, and the National Youth Muay Thai Belt Club League, and the growth of Taekwondo in Henan Province is widespread and popular.

Table 1

Sample Characteristics

Category	Classification	Number (n)	%
Gender	Male	368	70.1
	Female	157	29.9
Age	10-20 years old	271	51.62
	21-30 years old	134	25.52
	31-40 years old	101	19.24
	41-50 years old	19	3.62
Taekwondo training years	Less than 1 year	144	27.43
	More than 1 year-less than 2 years	133	25.33
	More than 2 years-less than 3 years	98	18.67
	over 3 years	150	28.57
Exercise frequency per week	2 times a week	249	47.43
	3 times a week	133	25.33
	4 times a week	51	9.71
	5 times a week	45	8.57
	More than 6 times a week	47	8.95
Daily exercise time	Less than 2 hours	342	65.14
	3 hours	142	27.05
	4 hours	29	5.52
	5 hours	4	0.76
	More than 6 hours	8	1.52
Total		525	100.0

Using Luoyang City, Henan Province, Taekwondo participants as the research object is a representative sample, however it has certain drawbacks. During this study, questionnaires were collected from Taekwondo participants between January 8, 2020 and February 12, 2020. Self-administration of questionnaires was utilized as a sampling approach. The distribution of 540 questionnaires resulted in the recovery of 535 questionnaires. The recovery rate for questionnaires was 99.1%. Following the consistency test, eleven invalid questionnaires were eliminated. In the end, 525 valid questionnaires were used for the analysis of the results. [Table 1](#) provides the general characteristics of the samples. As shown in the table, male participants in Taekwondo greatly outnumbered female participants, comprising 70.1% of the total. 51.62 percent of the participants were between the ages of 10 and 20 years old. The number of years of training is pretty ordinary, twice per week is the most common exercise frequency, and the average daily exercise time is approximately two hours.

**Table 2**

*Composition of the questionnaire*

Constituent variables of the questionnaire		Question amount
Coach image	Quality	8
	Professionalism	5
	Professional awareness	5
	Responsibility	5
Participation satisfaction	Participation satisfaction	5
	Sports engagement	12
	Continuous participation intention	4
Sample Characteristics	Gender, age, Taekwondo training experience, times of exercises participated per week, daily exercise time	5
Total questions		49

### 3.3 Research Tools

#### 3.3.1 Factor Analysis of the Taekwondo Coach Image

In this study, exploratory factor analysis and reliability testing were conducted on all variables using the statistical software SPSS24.0. To ensure the validity of Taekwondo coach image factors, exploratory factor analysis was conducted, and the actor with a load greater than 0.5 was chosen for discussion. [Table 3](#) contains the precise results. The quality factor includes eight questions with an inherent value of 5.245 and an explanatory power of

### 3.2 Questionnaire Design and Variables Measurement

The setting of the "coach image" variable in the scale was primarily based on the scale of "Research on the Image Relationship of Taekwondo Coaches in Colleges and Universities", which established four dimensions: quality, professionalism, professional awareness, and responsibility, with a total of 23 questions; The "Participation Satisfaction" scale was primarily based on the scale with 5 questions. The "Sports Involvement" scale was predominately based on the scale with a total of 12 questions; the "continuous participation intention" scale was predominately based on the scale with four questions. Participants' psychological aspects (participation satisfaction, sport engagement, and intention to continue participation) were studied by the above-mentioned renowned researchers, and questionnaires were analyzed using SPSS, which is a maturely utilized statistical program. Hence, after an expert panel debate and a preliminary survey, the above-mentioned renowned researchers' questionnaires were chosen for examination. After feasibility and reliability analyses, 49 questions were formulated for practical research. It appears in [Table 2](#).

22.803%; the responsibility factor includes five questions with an inherent value of 4.797 and an explanatory power of 20.858%. Professionalism factor has five questions with an inherent value of 4.723, and an explanatory power of 20.535%, whereas professional awareness factor comprises five questions with an inherent value of 4.624, and an explanatory power of 20.105%. Hence, factor analysis reveals that the factor load of all Taekwondo coach image factors is greater than 0.5, with a cumulativeratio of 84.30%, indicating that the questionnaire is extremely appropriate.

**Table 3**

*Factor Analysis of the Taekwondo Coach Image*

Question	Quality	Responsibility	Professionalism	Professional Awareness
The coach has a sense of mission	<b>.858</b>	.227	.268	.190
The coach has practical and theoretical qualities	<b>.850</b>	.226	.192	.200
The coach is honest and responsible	<b>.849</b>	.236	.210	.215
The coach is always confident	<b>.839</b>	.237	.220	.184
The coach has healthy educational qualities	<b>.581</b>	.465	.358	.287
The coach has a strong sense of teamwork	<b>.569</b>	.496	.291	.322
The coach loves work	<b>.547</b>	.480	.383	.319
The coach is innovative	<b>.522</b>	.430	.389	.294
The coach work actively	.296	<b>.788</b>	.324	.334
The coach prioritizes the problems encountered by the students	.294	<b>.775</b>	.300	.346
The coach can respond to the needs of students in a timely manner	.318	<b>.766</b>	.348	.298
The coach can provide help to the students	.334	<b>.757</b>	.338	.302
The coach can give students a sense of security	.355	<b>.720</b>	.335	.333
The coach is correct and skilled	.303	.261	<b>.799</b>	.252
The coach is reasonable and logical	.273	.305	<b>.797</b>	.289
The coaching method is systematic and orderly	.272	.271	<b>.789</b>	.342
The coach has high level of coaching knowledge	.234	.313	<b>.776</b>	.291
The coach has professional coaching ability	.272	.329	<b>.774</b>	.255
The coach is very kind	.204	.216	.235	<b>.861</b>
The coach is very friendly to the students	.242	.264	.196	<b>.823</b>
The coach is clean and upright	.234	.281	.271	<b>.802</b>
The coach is strongly dedicated	.234	.273	.296	<b>.782</b>
The coach can grasp the problems of the students very well	.193	.304	.339	<b>.696</b>
Inherent value	5.245	4.797	4.723	4.624
Dispersion (%)	22.803	20.858	20.535	20.105
Total (%)	22.803	43.661	64.195	84.300

KMO=.965 Bartlett identity matrix  $\chi^2=16028.991$  df=253 p=.000

**3.3.2 Exploratory Factor Analysis on Participation Satisfaction**

Participation Satisfaction Factor has an intrinsic value of 4.284% and an explanatory power of 85.67%. All factor loads are greater than 0.5, and the total factor ratio is 85.67%, indicating that the questionnaire assessment is extremely accurate.

Table 4 displays the specific results of exploratory factor analysis on participation satisfaction. The five-item

**Table 4**

*Exploratory factor analysis on participation satisfaction*

Question	Participation satisfaction
Very satisfied with the service provided by the course	.941
Overall satisfaction with teaching methods	.935
Very satisfied with the training plan	.932
Satisfied with the coach	.930
Satisfied with the course environment	.889
Inherent value	4.284
Dispersion (%)	85.677
Total (%)	85.677

KMO=.916 Bartlett Identity Matrix  $\chi^2=2906.779$  df=10 p=.000

### 3.3.3 Exploratory Factor Analysis of Sports Engagement

Table 5 displays the specific results of exploratory factor analysis on sport participation. The Engaged Satisfaction

Factor consists of 12 items, has an inherent value of 9.717, and explains 80.976% of the variance. All factor loads are greater than 0.5, and the cumulative factor ratio is 80.976%, indicating that the questionnaire is extremely suitable.

**Table 5**

*Exploratory Factor Analysis of Sports Engagement*

Question	Sports engagement
I'm happy when I think of Taekwondo	.933
Full of happiness towards Taekwondo	.932
I want to practice Taekwondo more when I have time	.919
I often look forward to practising Taekwondo	.915
Taekwondo is very important in my life	.910
Taekwondo is the sports I want to do most in my free time	.909
I seem to be absessed with Taekwondo	.908
I plan to continue practicing Taekwondo in the future	.896
If there is newspaper or TV broadcast about Taekwondo, it will be my priority to watch it	.877
Trying to obtain information about Taekwondo technology and sports methods	.877
Be proud to practice Taekwondo	.865
Occasionally I imagine about the handsome Taekwondo	.852
Inherent value	9.717
Dispersion (%)	80.976
Total (%)	80.976

KMO=.965 Bartlett Identity Matrix  $\chi^2=8575.129$  df=66 p=.000

### 3.3.4 Exploratory Factor Analysis on Continuous Participation Intention

Refer to Table 6 for the particular results of the exploratory factor analysis on the intention for continuing engagement.

Four questions comprise the continuous participation intention factor, which has an intrinsic value of 3.54 and an explanatory power of 88.709%. All factor loads are greater than 0.5, with a total ratio of 88.709%, indicating that the questionnaire is extremely suitable.

**Table 6**

*Factor analysis on continuous participation intention*

Question	Continuous participation intention
Taekwondo is very important to me	0.958
No matter what happens, I will insist in practicing Taekwondo	0.948
I want to practice Taekwondo as long as I am free	0.933
I will continue to participate in Taekwondo	0.928
Inherent value	3.548
Dispersion (%)	88.709
Total (%)	88.709

KMO=.874 Bartlett Identity Matrix  $\chi^2=2347.042$  df=6 p=.000

### 3.3.5 Reliability of Survey Tools

The Craniata coefficient was used to analyze the reliability. The analysis shows that the Cronbach alpha coefficient of the four factors of coach image is: responsibility  $\alpha=0.974$ , professionalism  $\alpha=0.961$ , quality  $\alpha=0.957$  and professional awareness  $\alpha=0.945$ . Participation satisfaction  $\alpha=0.957$ , sports engagement  $\alpha=0.979$ , and continuous participation

intention  $\alpha=0.957$ . All the tested questions in this study meet the standard value higher than 0.7. Therefore, the reliability of all questions is ensured.

The cronbach coefficient was used for reliability analysis. The analysis results are shown in Table 7. The Cronbach coefficients of the four factors in the coach image from high to low are responsibility  $\alpha = 0.974$ , professionalism  $\alpha = 0.961$ , quality  $\alpha = 0.957$ , professional awareness  $\alpha = 0.945$ .

Participation satisfaction  $\alpha=0.957$ , sport engagement  $\alpha=0.979$ , and continuous participation intention  $\alpha=0.957$ . All the tested questions in this study met the standard value higher than 0.7. Therefore, the reliability of all questions is ensured.

**Table 7**

*Reliability analysis results*

Variable	Factors	Cronbach $\alpha$
Coach Image	Responsibility	.974
	Professionalism	.961
	Quality	.957
	Professional awareness	.945
Participation satisfaction		.957
Sports engagement		.979
Continuous participation intention		.957

### 4. Research Results

#### 4.1 Relationship among Taekwondo Coach Image, Participation Satisfaction, Sports Engagement and Continuous Participation Intention

**Table 8**

*Correlation Analysis*

	1	2	3	4	5	6	7
Quality	1						
professionalism	.718**	1					
Professional awareness	.654**	.685**	1				
Responsibility	.781**	.754**	.719**	1			
Participation satisfaction	.816**	.742**	.678**	.793**	1		
Sports engagement	.740**	.694**	.627**	.728**	.845**	1	
Continuous participation	.694**	.617**	.580**	.663**	.802**	.794**	1

In order to achieve the goal of this study, the association between the image of Taekwondo coaches and a variety of characteristics is discussed and analyzed. The findings of the analysis are reported in Table 8. First, quality ( $r=0.816$ ), responsibility ( $r=0.793$ ), professionalism ( $r=0.742$ ), and professional awareness ( $r=0.678$ ) are positively correlated with participant satisfaction. Quality ( $r=0.740$ ), responsibility ( $r=0.728$ ), professionalism ( $r=0.694$ ), and professional awareness ( $r=0.627$ ) are the four elements of coach image that correlate with sport participation, from highest to lowest. Quality ( $r=0.694$ ), liability ( $r=0.663$ ), professionalism ( $r=0.617$ ), and professional awareness ( $r=0.580$ ) are the four elements of coach image that correlate with continuing participation intent, from highest to lowest. The correlation values listed above range from 0.58 to 0.82, and there is no correlation value greater than 0.85, confirming the absence of multicollinearity.

#### 4.2 The Influence of Taekwondo Coach Image on Participation Satisfaction

To understand the influence of Taekwondo coach image on participation satisfaction, multiple regression analysis was carried out on all factors, as shown in Table 9. The analysis results show that quality ( $\beta=0.423$ ), responsibility ( $\beta=0.263$ ), professionalism ( $\beta=0.180$ ) and professional awareness ( $\beta=0.088$ ) successively have a significant influence on participation satisfaction, with the explanatory power of 74.7% ( $R^2 = 0.747$ ) and F value of 384.077, indicating that the model has statistical significance.

**Table 9**

*The influence of Taekwondo coach image on participation satisfaction*

Factor	Participation Satisfaction				
	B	SE	$\beta$	t	p
(constant)	-.364	.136		-2.678	.008
Quality	.469	.042	.423	11.286***	.000
Professionalism	.213	.043	.180	4.911***	.000
Professional awareness	.106	.041	.088	2.602*	.010
Responsibility	.273	.043	.263	6.335***	.000
F= 384.077	$R^2= .747$	p= .000			

#### 4.3 The Influence of Taekwondo Coach Image on Sports Engagement

To understand the influence of Taekwondo coach image on sports engagement, multiple regression analysis was conducted on all factors, as shown in Table 10. The analysis results show that quality ( $\beta=0.351$ ), responsibility ( $\beta=0.238$ ), professionalism ( $\beta=0.204$ ), and professional awareness ( $\beta=0.086$ ) successively have a significant impact on sports engagement, with an explanatory power of 62.8% ( $R^2 = 0.628$ ) and an F value of 219.757, indicating that the model has statistical significance.

**Table 10**

*The influence of Taekwondo coach image on sports engagement*

Factor	Sports Engagement				
	B	SE	$\beta$	t	p
(constant)	-.400	.177		-2.265	.024
Quality	.417	.054	.351	7.713***	.000
Professionalism	.259	.056	.204	4.594***	.000
Professional awareness	.111	.053	.086	2.114*	.035
Responsibility	.264	.056	.238	4.718***	.000
F= 219.757	$R^2= .628$	p= .000			

#### 4.4 Influence of Participation Satisfaction on Continuous Participation Intention

To understand the influence of participation satisfaction on continuous intention, multiple regression analysis was carried out on all factors, as shown in Table 11. The results show that participation satisfaction ( $\beta=0.794$ ) significantly impacts continuous intention, with an explanatory power of 63.1% ( $r = 0.631$ ) and an F value of 894.858, indicating that the model is of statistical significance.

**Table 11**

*Influence of Participation Satisfaction on Continuous Participation Intention*

Factor	Continuous Participation Intention				
	B	SE	$\beta$	t	p
(constant)	.322	.140		2.309	.021
Participation Satisfaction	.908	.030	.794	29.914***	.000
F= 894.858	R <sup>2</sup> = .631	p= .000			

#### 4.5 The Influence of Sports Engagement on Continuous Participation Intention

To understand the influence of sport engagement on continuous participation intention, multiple regression analysis was carried out on all factors, as shown in Table 12. The results show that sport engagement ( $\beta=0.922$ ) significantly impacts continuous intention. With an explanatory power of 85.0% ( $R^2 = 0.850$ ) and an F value of 2958.397, indicating the model is of statistical significance.

**Table 12**

*The influence of sports engagement on continuous participation intention*

Factors	Continuous Participation Intention				
	B	SE	$\beta$	t	p
(constant)	.060	.082		.737	.462
Sports Engagement	.983	.018	.922	54.391***	.000
F= 2958.397	R <sup>2</sup> = .850	p= .000			

## 5. Analysis and Discussion

### 5.1 Influence of Taekwondo Coach Image on Participation Satisfaction

This study investigates the relationship between Taekwondo coach image and participant satisfaction. The findings indicate that, among the image aspects of Taekwondo coaches, quality, responsibility, professionalism, and professional awareness have successively significant effects on participant satisfaction. For students to be satisfied with their coaches, coaches must provide real service and coaching approaches and have a practical training program. Consistent with the findings of Goudini,

Ashrafpoornavaee, and Farsi (2019) on the role of leader image in Taekwondo dodging on parents' satisfaction and intention to re-register, i.e., professional awareness in the leader image has a substantial effect on parents' satisfaction; Straiotto et al. (2021) studied the influence of Taekwondo coach image on relationship quality and recommendation willingness, and discovered that the role of coach image has a significant impact on satisfaction; In Kim (2022) research on the relationship between sports dance participants' satisfaction and various leadership images, the professional awareness, professionalism, and leadership style in leadership images have a positive impact on customer satisfaction.

Consequently, coaches should promptly reply to students' requests, be courteous to students, and provide additional assistance and care to participants. Participants must perceive and appreciate the quality of the coaches. If the students are able to recognize the positive traits and responsibilities of the coaches, and if the coaches have professional competence and awareness, they will be able to increase student satisfaction.

### 5.2 The Influence of Taekwondo Coach Image on Sports Engagement

This study investigates the effect of Taekwondo coach image on sport participation. Among the image factors of Taekwondo coaches, the results indicate that quality, accountability, professionalism, and professional awareness have a major influence on sport participation. A positive coach image will increase kids' enthusiasm for Taekwondo. They will devote more time and effort to training Taekwondo and consider it an integral part of their lives. Bayzid et al. (2019) research on the leader image and leader trust of golf driving range users demonstrates that the golf leader's sense of responsibility correlates with the level of participant engagement in golf; Mirali et al. (2021) research on the influence of personal coach's leadership image on relationship quality in commercial sports centers demonstrates that the quality of leadership. In addition, because to the paucity of pertinent studies on coaching image and sport participation, direct comparisons are difficult to make. Yet, coaches' leadership will impact sport participation (Koozehchian et al., 2020), and coaches' exceptional guidance will impact sport participation as well (Maloney et al., 2022). This aligns with the research findings of (Jung et al., 2022). Sheykh, Shahrbanian, and Minounejad (2020) feel that the greater the comprehension of the leader image, the greater the excitement for sport, which indirectly supports the findings of this study.

In order to play a more active role as coaches, we need pay attention not only to Taekwondo, but also to the numerous fields that participants are interested in. Give participants



with coaches who are accountable for the quality and capability of their work. Coaches are both Taekwondo instructors and educators. It takes meticulous self-management and effortful effort. If these conditions are met, individuals' interest in Taekwondo will increase.

### **5.3 Influence of Participation Satisfaction on Continuous Participation Intention**

The influence of involvement satisfaction on the intention to continue engagement is examined. The results indicate that involvement satisfaction has a substantial effect on the intention to continue engagement. If the coach's image meets the needs of the pupils, they will continue to learn Taekwondo and, when they have free time, will begin training. Continuous intention is significantly related to participation satisfaction. According to the research of [Kim \(2021\)](#), all the relationship quality characteristics (satisfaction, trust, and engagement) have a substantial impact on retaining ongoing access. This study's findings are supported by the findings of [Choi, Oh, and Jeon \(2021\)](#), who found that the happiness of students and parents in Taekwondo has a substantial effect on the likelihood of re-enrollment.

Thus, participant pleasure, trust, and commitment to the image of the Taekwondo coach are the most influential factors in the decision to continue participation. On the basis of this, it can be concluded that in Taekwondo dodging, continual promotion of these links and differentiated student management would increase parental satisfaction with coaches, programs, and the internal environment, as well as student involvement satisfaction.

### **5.4 Influence of Sports engagement on Continuous Participation Intention**

This study studies the effect of sport engagement on the intention to participate continuously, and the results indicate that sport engagement has a substantial effect on the intention to participate continuously. If the coach image enhances sports engagement, the students will like Taekwondo and continue to participate in Taekwondo practice, giving them more time to practice Taekwondo. According to [Ouyang et al. \(2020\)](#), the sport engagement of water leisure sport participants affected their intention to continue participation. [O'Connor and Penney \(2021\)](#) believed that Taekwondo-related activity had a substantial effect on sport involvement. These preliminary research indicate that sport participation has a considerable effect on the intention to continue participating.

In order for pupils to sustain a strong interest in Taekwondo and Taekwondo coaches, coaches must continue to demonstrate concern and goodwill toward

parents and students. Social network service (SNS) can be utilized to develop a communication bridge between coaches, parents, and students, influencing kids' continued engagement in Taekwondo instruction.

## **6. Conclusions, Implications, and Future Directions**

### **6.1 Conclusion**

The acquired data are analyzed in accordance with the goal of the study, and the following findings are formed after examining and discussing the results. First, the quality, accountability, professionalism, and professional awareness of leaders have a substantial impact on the satisfaction of participants. Secondly, the quality, responsibility, professionalism, and professional awareness of leader image aspects have a substantial impact on sport participation. Thirdly, involvement satisfaction has a major influence on the intention to continue engagement. Fourthly, sport engagement has a major effect on the intention to continue participation.

This study investigates the connection between coach image and participant psychological characteristics (participation satisfaction, sport engagement and continuous participation intention). The results indicate that the image of the coach has a substantial effect on the psychological elements of participants and can satisfy their psychological demands. Since the majority of Taekwondo participants are children between the ages of 10 and 20, students must report to their parents on the coach's course services or the club's internal environment, which has a direct impact on their continued participation. In addition, instructors can engage in self-management and quality improvement, as well as continuously enhance their image, so that students' learning passion and zeal will continue to increase, which will have a direct impact on students' continued engagement in Taekwondo. Eventually, an increasing number of pupils will like Taekwondo, allowing it to flourish in China.

### **6.2 Implications**

Theoretically, this research has improved the body of knowledge by introducing new relationships. Prior to this study, these ramifications were not mentioned in any of the preceding studies. In addition, the research added to the hypothesis that the image aspects, attributes, accountability, professionalism, and professional awareness of Taekwondo teachers have a substantial impact on participant satisfaction. In addition, this study contributed to the literature by demonstrating that if coaches have work responsibilities, work competences and abilities, as

well as self-management, students' interest will be piqued and their sports participation will increase. This study also demonstrated empirically that involvement pleasure has a strong beneficial effect on the intention to continue participation. The knowledge concludes that sports engagement has a strong favorable effect on the intention to continue participation.

This study explores the influence of Taekwondo coach image on the psychological elements of participants in the goal that future Taekwondo coaches will be better in the following areas, hence increasing the sport's popularity. Initially, coaches should have a high level of professionalism. They should have a sense of purpose in their own work and possess both practical and theoretical Taekwondo skills. Also, coaches should be truthful and confident with students, teach them to have a healthy awareness, grow their team awareness, improve their own quality, and set higher standards for students. Second, coaches should have a strong sense of duty, care for students in every manner possible, assist students when they meet challenges, instill a sense of security in students throughout training, and aggressively respond to student demands. Pupils will be more encouraged to participate in Taekwondo training, and parents will receive favorable feedback, hence increasing students' desire to continue practicing Taekwondo.

Thirdly, coaches must demonstrate professionalism and Taekwondo expertise. Taekwondo instructors exhibit a high degree of professionalism. They are dedicated to their profession and proficient in business. They will instill a disposition of leadership in pupils' minds. They are cordial

with students and establish rapport during training. So that they can make a favorable impression on the kids, they must be clean and respectable. The only way to have a thorough awareness of the challenges faced by the students, earn the students' trust, and ultimately enhance the objective of Taekwondo training, is to be committed.

### 6.3 Future Directions

Future studies must collect longitudinal data in order to validate these conclusions. Thus, future research must collect data from a different geographic region and demographic in order to replicate this study's findings. To contribute to the body of knowledge, scientists are driven to employ health behavior as a moderator between this model's linkages in future research. The information gathered from a sample of 1,000 males and 1,000 females, followed by a multigroup analysis, would make a major contribution to the body of knowledge. Hence, these recommendations should be implemented to advance the corpus of knowledge.

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### Author Contributions

Mengnan Xie collected the questionnaire data and wrote the paper. Fuyuan Sun translated the paper.

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