

The Impact Of Modern Marketing In Wushu, China

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ABSTRACT

Wushu, a traditional Chinese martial art, has evolved from a combat discipline into a modern sport, increasingly influenced by contemporary marketing strategies. This study explores the impact of modern marketing on Wushu as part of sports education in universities across three major cities in China. Using a qualitative research approach, data was collected through semi-structured interviews with university students enrolled in sports education programs. The study examines how marketing techniques, including digital media, promotional campaigns, and branding strategies, influence student participation and satisfaction levels in Wushu programs. The findings reveal that modern marketing plays a crucial role in enhancing the visibility and appeal of Wushu, leading to increased student engagement. However, challenges such as the lack of targeted promotional efforts and limited institutional support hinder its widespread adoption. The study highlights the importance of integrating innovative marketing strategies to sustain Wushu's growth as a sport and educational discipline. These insights contribute to the broader understanding of sports marketing in traditional disciplines and provide recommendations for enhancing Wushu's appeal among university students in China.

Keywords: Wushu, Modern Marketing, Sports Education, Student Participation, China

1. Introduction

The term "martial" is associated with the Latin words "mars" and "martis," which refer to the Roman god of war. The word "arts," which means "skill as a result of learning or practice," originated from the Latin words "ars" and "artis," which mean "skill method," "technique," "conduct," and "character." In spite of the fact that we are aware that "Martial Art" does not necessarily refer to Asian martial arts, and this is the reason why some more knowledgeable individuals create journals under the title "Journal of Asian Martial Arts," we can still see that the expression of "martial art" is associated with Eastern Martial Arts. An unidentified book published in 1639 has a reference to the "[...] famous Martial art of fencing." This is the first time that the term "martial arts" is known to have been used in English. Pallas Armata was first published in 1639. It is generally accepted that the term "fencing" is a contraction of the Middle English word "defens" (defence), which originates from the Latin word *defensa*. In contemporary times, "fencing" is rendered as "escrime" in French and "esgrima" in Spanish and Portuguese. This indicates that early and late mediaeval fencing guides contain not just foil, épée, and sable like in Olympic fencing, but also additional techniques. Additionally, the phrase "martial art" was discovered to be used to describe it in the Pallas Armata handbook (Stoleroff, 2019).

In the contemporary era, we may argue that Japan was the first nation in Asia and the globe to significantly institutionalise the combat sports as a whole under a specialised organisation. This is something that we can state with certainty. The name that was designated for this organisation was Dai Nippon Butoku Kai, which translates to "the Great Japan Martial Virtue Association." The

organisation was established in 1895, after the Meiji revolution (1868-1912), and it constructed the Butokuden, also known as the Martial Virtue Hall, which was finished in 1899. It then organised branches all over the nation, including Okinawa, and participated in the annual Martial Virtue Festival, also known as the Butokusen, which took place in May. Butokukai established the training college for martial art instructors in the year 1905. In 1912, this institute evolved into the Special Training College of Bujutsu, also known as the Bujutsu Senmon Gakko. It was in 1919 that the Budō Senmon Gakkō was created, which later became known as Busen, which is an acronym. This occurred following the formal changing of the name bujutsu to budō by the government. Beginning in the 1920s and continuing into the 1930s, there was a remarkable progression in the formation of budō [Draeger 1974, page 35; Inoue 1998, pages 89-90; McCarthy 1999, pages 25-28; 71-84; Mol 2021, pages 80, 221]. Since 1919, the current word that has been used to refer to the whole collection of activities at that time is Budō, and the meaning of this name is closely associated with education philosophy from the past to the present.

Although it is possible to interpret it as "martial way," there is a certain degree of depth around it that suggests a trend towards oneness in the primary nations of Asia. The Japanese also use two other terms to refer to aspects of these activities. Bugei, which means "martial arts," is a more general term that is used more eruditely. Bujutsu, which means "martial techniques," is a more specific term that is more popular for premeiji arts and techniques. It is also very used today, and it is from this term that modern Budō originates. In the year 1998, Japanese sociology instructor Inoue Shun provided a very thorough analysis of this particular instance of the Japanese culture's ability to develop new customs. In fact, the institutionalisation takes place via the creation of a tradition known as Budō. It is important to note that this process of institutionalisation is not unique to Japan. We have the same usage of original Chinese characters for MouSul (same as Bujutsu) [Min-Ho 1999, pp. 11-12]. This is probably due to the Koreanization of Budō, which occurred after the end of Japanese occupation in Korea [Bennet 2021, p. 2; 2022, p. 327]. This had an impact on Korean education throughout the period of Japanese administration (1910-1945). Japan's dōjō is referred to as dojang, Judō is referred to as Yudo, Aikidō is referred to as Hapkido, and Kendō is referred to as Kumdo. Among the several styles of Karate, toudidō is known as tangsoodo, shotokan is known as songmookwan, and Karatedō is known as kongsoodo. However, Taekwondo emerged as an alternative nomenclature.

Wushu is a time-honoured martial art that has been practiced in China for more than four thousand years. It is rich in substance and diverse in its forms. "Martial arts," "guoshu," "gongfu," and "kung-fu" are some of the names that have been used to refer to Wushu throughout its long and illustrious history of growth (Borkland, 1995). Wushu may be traced back to the early actions of the ancestors of the Chinese people, who were fighting a hard battle for existence. This is where the form of Wushu originated. Wushu was used by the military throughout the extended period of cold weapons to pacify the adversary. Additionally, it was performed by the general populace as a method of self-defence and physical conditioning, in addition to being practiced for the purpose of leading a joyful life. In the course of its steady refinement and development in contemporary times, Wushu has essentially been detached from military capabilities. This separation has occurred during the process. With attack and defence as its fundamental motions and the ancient culture of China serving as its foundation, Wushu has evolved into a global sporting activity that encompasses not only traditional Wushu but also contemporary taolu and sanda disciplines (Brownell, 1995).

Throughout the course of Chinese performing arts history, Wushu has evolved into a recognised academic discipline. According to the Chinese Wushu Association (1988), it is the most popular national sport in a country with a population of over 1.2 billion people, and it is practiced by individuals of all ages throughout the country. Through the efforts of the International Wushu

Federation, modern or sport Wushu is working towards securing its position in the arena of the Olympia, where it should be. Wushu's original style and its own rule of development have been the driving forces behind the development of traditional Wushu, which is the foundation of contemporary Wushu. Traditional Wushu, which originated in China and is today performed by millions of people all over the world, is characterised by particular aspects of the traditional sports culture of China. It has a potentially vast amount of growth potential. People from a wide variety of cultural backgrounds have a deep appreciation for its worth in terms of promoting health, encouraging self-defence, and educating them about diverse cultures.

According to Ch'en (1986), Wushu taolu is a collection of moving gestures that are connected to one another and are choreographed in accordance with certain regulations. These movements express the philosophical meaning of attack and defence. The art of Taolu, which includes both bare-handed and weapons forms, is comprised of eleven distinct routines that may be classified into four primary types (Ch'en, 1986). Every routine may be done in regular sets or with varying degrees of difficulty, and every routine has a defined time range that must be adhered to.

As part of the Wushu sanda discipline, two persons engage in combat motions with each other for the purpose of assault and defence training. Tuishou, duanbing, and changbing are only few of the combat moves that are used by this style of fighting (Brian, 1989). Sanda is a kind of martial art that was first created by the Chinese military. It was founded on an intensive study of a variety of ancient ways, and it was merged with current, sophisticated techniques in sports medicine and training methodology before being established. As a combat sport, Sanda is practiced, which means that training is carried out with safety equipment, and contests are carried out according to regulations that prohibit specific strategies and methods for the purpose of ensuring the safety of the players (Brian, 1989).

Over the course of the last twenty years, there has been a significant amount of interest and engagement in the martial arts known as Wushu. As a consequence of this expansion, many communities have obtained an understanding of the positive qualities that are associated with training in martial arts. Over the course of this industry's fast expansion, there has also been a rise in the level of rivalry. It is also essential for any martial arts school or program to have a better knowledge of current management concepts, including the adoption of an efficient marketing plan, in order to ensure its long-term survival and financial success (Ko, 2019). According to Figueiredo (2022), it is generally accepted that an efficient marketing strategy will not only lead to a rise in the level of customer satisfaction, but it will also be essential to the long-term financial success of any organisation.

A comprehensive understanding of the aspects of modern marketing that determine student satisfaction and participation level with regard to Wushu participation is required in order to be able to enrich Wushu as part of the sports education in China. The study objective is to understand the impact of modern marketing in Wushu as part of sports education in universities in 3 major cities in China to enhance students' participation and satisfaction. The study's goal is to comprehend the effectiveness of modern marketing on Wushu as part of sports education in Universities in China. It is also to understand the students' satisfaction and participation level that's affected by it. Students from public and private Universities from 3 major cities in China will be interviewed through a semi structured interview to gain the insight needed into it. It also to as well as to identify some of the problems associated with modern marketing on Wushu.

The investigation of this particular area is important because it is vital for the module makers of sports education and Universities' management to identify the role of modern or new age marketing on the student satisfaction and participation level in Wushu. Secondly, the outcome from this study is also practical for understanding the influence and strength of modern or new age marketing on marketing strategic planning for Wushu as part of sports education. According to Morse (2020), the limitations of a research are related to the probable intentions of the study as well as the procedural flaws. According to Katz (2020), there are intrinsic problems that arise in qualitative research that are associated with validity, reliability, and generalisation of the study. Qualitative research is one in which data are gathered from participants without any empirical analysis being performed (Morse, 2020). This is the first constraint of this study, which is connected to the nature of the study itself.

However, the results may serve and could be utilised for contextually comprehending the research (Miles & Huberman, 2022). Although the use of interviews does not allow for the generalisation and comparability of the findings, the findings nevertheless may serve and may be used. The period of time that was used for this study was a snapshot, and it was dependent on the circumstances that were present throughout the research. Time may also be a constraint of the study.

2. Literature Review

The practice of martial arts in China has a long and storied history, tracing back as early as the Shang dynasty (1600-1066BC) (Li & Du, 1991). Currently, it is estimated that over 70 million Chinese citizens practice martial arts as part of their lifestyles, with a focus on the fighting, health, or cultural elements (Zheng & Yuan, 2013). Originally there was not a single martial arts style, but a number of schools and variations (Wang, 2010). However, in the 1950s all different forms of martial arts were standardized by the central party (Lorge, 2012). The term adopted was "Wushu".

There are two disciplines in modern Wushu competition: routines (*taolu*), consisting of sets of connecting stylized movements (with or without traditional weapons), and free sparring (*sanda*) that includes kicking, punching, grappling, and throwing techniques (Chinese Wushu Association, 2008). However, within school and university physical education, only the *taolu* discipline is taught. In Chinese universities, physical education is a compulsory requirement for graduation for students in all degree programs. Instruction in Wushu itself appears in three formats (i) as an optional physical education class for all students, (ii) as a required component of physical education degrees, and (iii) as a specialty study area within physical education. Nonetheless, the instruction of Wushu is not without its critics. Some of these are philosophical, while others focus on pedagogy. From a philosophical perspective, the content of courses is seen as somewhat superficial, leading to what Tan (2009) describes as a curriculum that is "broad but not deep, substantive but not refined", and where students' learning of martial arts techniques and martial arts culture mostly stays at the level of "initial experience". Further, Chai and Sun (2020) suggest that the focus on technique fails to include the spiritual/theory behind the practice of Wushu.

More frequent than philosophical discussions about Wushu content, however, are criticisms about how Wushu instruction is delivered (Du et al., 2018). In essence, the teaching of Wushu follows a very controlling form of teaching where the teacher is seen as the exclusive source of knowledge, and students practice rote movements in specific orders in order to develop mastery of individual techniques (Wang, 2018). Together, these features of learning within Wushu instruction have been critiqued from two perspectives. The first is that many students see it as boring, particularly given the emergence of new physical spaces and digital cultures that play a significant role in Chinese

society today (Frangville & Affric, 2019). Second, given the lack of Wushu instruction in primary and secondary schools, college students are not familiar with, do not understand, do not respect Wushu, and generally lack interest in learning Wushu (Li & Lu, 2018). Within the abundance of theoretical papers recommending an overhaul of the practice of Wushu instruction, there are those who present the Sport Education (SE) model (Siedentop et al, 2020) as a way of changing the paradigm (Tan, 2009; Yang & Yang, 2012). The central tenet of these papers is that through the repositioning of the status of students and teachers, in which cooperative learning is promoted through various roles and responsibilities, students would gain a more complete understanding of the content of Wushu. The use of SE in Chinese physical education is not new, and there have been reports of successful reported in both Chinese and English journals. Examples include increases in students' intrinsic motivation and task orientation (Xiong & Ma, 2013), enhanced student enthusiasm and initiative, and well as improved interest in learning and participation (Wu, 2018), and increases in motorskills (Liu, 2015; Liu et al., 2020). Despite this evidence, the notion of SE being a suitable vehicle for the instruction of Wushu has met significant resistance. Arguments include that students do not have sufficient content knowledge or technical skill to carry out the roles that are transferred to students during the model. In particular, the main concerns relate to the capacity of apprentice Wushu participants to teach/coach peers or to adequately and accurately officiate during competitions. Ancillary concerns include the time taken to train students in these roles takes time away from performance training. The primary aim of this paper was to explore whether participation in a season of SE would compromise the learning of Wushu technical skills, which is the fundamental goal of the traditionalists. A second aim was to examine the experiences of the participants within SE classes (teacher and students) in terms of their motivation and attitudes toward Wushu.

Within the realm of marketing theory, one of the most important notions is the contemporary marketing. On the other hand, during the course of the last several decades, various current versions of modern marketing principles have been combined with suggested revisions based on critiques of earlier aspects. According to McCarthy (1964), the notion of contemporary marketing may be described as "the combination of all the factors that are under the control of a marketing manager in order to offer satisfaction to the target market." According to Kotler and Armstrong (1989), the notion is described as "the set of controllable marketing variables that the firm blends in order to produce the response it wants in the target market." The core of these concepts, when taken together, argues that contemporary marketing is a collection of marketing instruments that can be controlled and that can be utilised to develop an offering for the target market. On the other hand, there is still considerable debate over the components that make up contemporary marketing. A mixer of ingredients is someone who sometimes follows a recipe that has been produced by other people, sometimes produces his own recipe as he goes along, sometimes adjusts a recipe to the ingredients that are instantly accessible, and occasionally experiments with or develops ingredients that no one else has tried.

Borden (1964) was the first person to use the term "modern marketing." He did so by refining Culliton's statement and proposing his own original version of modern marketing, which included a set of twelve components. These components included product planning, pricing, branding, channels of distribution, personal selling, advertising, promotions, packaging, display, servicing, physical handling, and fact finding and analysis. Borden (1964), on the other hand, did not propose that the framework was a set notion and anticipated that other firms would have alternative components in a contemporary marketing strategy. Although other specialists proposed additional frameworks, such as Frey (1961), Lazer and Kelly (1962), and Lazer, Culley, and Staudt (1973), the framework that has gained the greatest recognition and has been widely adopted is McCarthy's (1964). McCarthy's

framework simplified Borden's categorisation into four aspects, which are referred to as the 4Ps: product, price, promotion, and location.

Activities related to marketing may be carried out in a manner that is both more effective and efficient, as well as more profitable in nature. It is necessary to pay attention to a number different factor. In terms of marketing, these aspects include things like public relations, promotion, sales, and advertising, among other things. An organisation that is in the process of selling its products unquestionably has the primary goal in mind. When it comes to marketing. In marketing, the primary objective is to maximise earnings while utilising as little money as possible.

As much resources as possible by developing a marketing plan. It is essential for marketing professionals in a corporation or organisation to have the ability to see several facets of advertising, one of which is estimating how long a product will remain on the market. As a result, there will be no difficulty in achieving marketing effectiveness. There is no denying the fact that every business will engage in marketing operations, which will thereafter be realised in the process of developing the highest possible quality products to satisfy the requirements of the market.

The spirit of traditional Chinese culture is exemplified by the martial arts culture, which is indicative of the essence of Chinese culture. Inherit the tradition of martial arts and carry forward the spirit of martial arts are of extremely crucial significances in the overall development of Chinese sports. Consequently, a great number of academics have conducted research that is pertinent to it (Dai, 2022; Kant et al., 2019 in particular). Jinan city martial arts teaching development should be based on improving students' cultural literacy, strengthening their martial arts spirits inheritance, focussing on course content richness and lecturing ways variety, and further stimulating students' learning enthusiasm, according to the thesis, which began with Kunan city primary and secondary school martial arts course setup, martial arts teachers' educational levels, and students' fondness level on martial arts to research. The thesis presented that this development should be developed.

The conditions under which martial arts are taught at vocational colleges in Henan province were presented by Sun Bei-Bei in the essay titled "Henan province vocational colleges' martial arts teaching status and countermeasures research" (Zheng, 2020; Lam and Muldner, 2019). The thesis began with the current condition of teaching, concentrated on assessing their teaching tasks and teaching topics, and used the satisfaction of their students as an assessment criterion in order to create a quantitative evaluation on the quality of their teaching. Students' enthusiasm for learning martial arts was also not very high, according to the thesis (Li et al., 2019; Sit and Brudzinski, 2019). The review also pointed out that martial arts instruction in the province of Henan had not yet developed rapidly.

For the purpose of this inquiry, the theoretical foundation is provided by TRA, which is an cronym that stands for the Theory of Reasoned Action. The TRA, which was first given by Ajzen and Fishbein in 1980, has been extensively employed as a model for the aim of forecasting or predicting the behavioural intentions and actions of customers. This has been the case for a considerable amount of time. The TRA model is important for deciding where and how to choose strategies for continuously altering consumer behaviour, as stated by Sheppard, Hartwick, and Warshaw (1988). The model properly predicts behavioural intentions and behaviour, and it is also effective for determining where to pick strategies. Moreover, the model is appropriate for identifying where and how to select tactics, which is another advantage. Individual attitudes and society norms are the two sub-factors that are thought to be the antecedents of behaviour in order to classify the TRA. These sub-factors are regarded to influence conduct. The model is suggested as a recursive-chain causal structure (Liska, 1984), and it is considered that conduct, which is the result of a cause-and-effect link, is directly

influenced by the willingness of consumers, which exposes their aims about their behaviour. This is the assumption that underpins the model.

The concept of the theory of reasoned action was first proposed by the psychologists Martin Fishbein and Icek Ajzen. They were the ones who first put up the notion. They considered it to be a noteworthy development in relation to the information integration theory, which was an additional model of human conduct. It is generally agreed that the three parts of the theory of reasoned action that are thought to be the most significant among them are beliefs, attitudes, and intents.

When attempting to characterise the likelihood that a person believes that a specific action will result in a particular outcome, beliefs are generally utilised as a defining parameter. On the other hand, attitudes are concerned with whether or not a person feels that the outcome will be beneficial or negative. Attitudes can fluctuate from person to person. On the other hand, intention is the manner in which a person intends to behave in response to their ideas and attitudes. Intention includes both positive and negative behaviours. Fishbein and Ajzen proposed for the formation of a hierarchy in their theory of reasoned action, which described the process of reasoning. It was believed that attitude, subjective norms, and perceived behaviour control were all elements that contributed to intention, which in turn led to behaviour to a certain extent, according to their views. Attitude was also considered as a component that contributed to behaviour. Personality and demographics are two examples of external elements that have the potential to have an effect on the behavioural, normative, and control beliefs that lie underlying these.

Within the framework of the theory of reasoned action, Fishbein and Ajzen (1975) offered a number of enhancements, one of which was the introduction of two extra components in the process of anticipating behavioural intent. The mindset of the individual and the expectations of other people were the components in question. The Theory of Reasoned Action is a cognitive theory that provides psychologists with a means of better grasping human action in specific contexts. Additionally, the Theory of Planned Behaviour is usually incorporated into this theory as an extension. The fact that the Theory of Reasoned Action has been included into the process of predicting and explaining a range of health behaviours is something that is particularly notable (LaCaille, 2020).

The concept of reasoned action was first proposed by psychologists Martin Fishbein and Icek Ajzen in the year 1975. The idea was initially conceived of as an improvement upon the information integration theory prior to its development. Having made an attempt to discriminate between conduct and attitude, Fishbein and Ajzen came up with the idea that they developed after their efforts. In order to differentiate the concept of information integration from the concept of reasoned action, there are a few fundamental characteristics that may be established. When it comes to these principles, the first one that comes to mind is the concept of behavioural attention.

3. Materials and Method

This study aims to understand the aspects of modern marketing that determine student satisfaction and participation level in Wushu as part of sports education in universities. The research will include 15 students who have been enrolled in sports education in university from 3 major cities. The study used a semi-structured interview style to efficiently acquire comprehensive information from participants and get valuable insights to address the research issue. The design will provide a comprehensive and in-depth comprehension of the problems from a wider viewpoint, using data from many sources. It will be grounded in the underlying principle aligned with the study's goal and

the methodology used for data gathering (Witon, 2022). The qualitative research strategy was the most appropriate method to tackle the research topic outlined in my study.

The research technique which will be used in this study is qualitative, and the focus of investigation is the elements that impact the utilisation of modern marketing in Wushu as part of sports education in universities in 3 major cities in China. The primary research approaches are quantitative, qualitative, and mixed methods (Wisdom, Cavaleri, Onwuegbuzie, & Green, 2022). The selection of the qualitative technique for this study is based on the fact that it offers guidelines and enables the researcher to comprehend the situation under investigation (Guth & Asner-Self, 2021). In this study, I will use the intentional sampling strategy to carefully pick research participants (students) from both private and public colleges and universities who are likely to offer relevant and appropriate data.

I shall assume the role of the principal data collector in my capacity as the researcher for this project. According to Ho (2022), the researcher is considered the main tool for collecting primary data in qualitative research. Interviews will be the primary method used to acquire qualitative data that is detailed, comprehensive, and personalised (Oye, Sorensen, & Glasdam, 2019). The use of qualitative methods allows the interviewer to engage with participants on an individual level, enabling them to discuss their own experiences and ideas. The interview will be performed using two main methods: one-on-one (person) or field notes. Nevertheless, technology has expanded the methods of conducting interviews in recent years, including telephone interviews, email interviews, and other internet-based interviews such as Skype (Leedy & Ormrod, 2022).

The enrolment of participants for this research will take place after the acquisition of permission from the Institutional Review Board. I will then acquire explicit agreement from the individual participants to conduct interviews and gather data using audio recordings. I will transcribe audio-recorded interviews and conducted member checking, which includes giving participants the opportunity to verify that the transcripts accurately captured what occurred during the interview and reflected my understanding of their comments. I will import transcribed text into Microsoft Word in order to begin the data analysis phase.

Qualitative data collection is prone to subjectivity, as McCusker and Gunaydin (2022) noted that a prominent aspect of qualitative research is the interpretation of linguistic meaning in textual information. The selection criteria for study participants and data collecting are given significant attention. Prior to data analysis, meticulous preparation is essential both before and throughout the data gathering process in order to get relevant insights from the research (Marshall et al., 2021). I conducted a thorough examination of relevant literature in order to inform the process of collecting data and selecting samples, ensuring that these procedures align with the semi-structured interview design. The duration of the face-to-face interview will range from 30 to 40 minutes, and data collecting methods such as interviewing will be used. Triangulation is a research technique that enhances the quality of study by using data from numerous sources (Patton, 2022). Data triangulation is a method that allows a researcher to verify and validate data by comparing and analysing information from several sources, resulting in precise and reliable conclusions. Utilising several data sources such as transcribed interviews, field notes, and preserved documents, and ensuring consistency among them to establish themes, improves the credibility of the research (Yin, 2021). I preserved impartiality by recording my thoughts and experiences in the reflective diary (Kvale & Brinkmann, 2022).

I will use Yin's five-step data analysis procedure, which consists of (a) data familiarisation and (b) initial. The activities involved in coding include exploring topics, re-examining or evaluating themes,

and extracting information. The text discusses the many interpretations, explanations, and categorisation of themes, as well as the process of creating themes together. An analysis will be conducted on the data gathered from a comprehensive protocol that clearly outlines the necessary stages. This will ensure external validity, which refers to the capacity of the study outcomes and results to be applicable and transferable. Transferability pertains to the capacity to apply a research conclusion in a different study (Collins & Cooper, 2020; Sinkovics & Alfoldi, 2022). According to Yin (2021), a common practice in the analysis phase of qualitative research is to revisit the original propositions. This is done to maintain a focused analysis and avoid getting distracted by data that is not directly related to the research question. The method of qualitative data analysis includes coding the data, categorising the coded data, and then generating themes that align with the research objectives addressed in the study (Godden, 2020). I will oversee the comprehensive documentation of the natural environments where data will be gathered, along with a thorough elucidation of the obtained and analysed data. Subsequent researchers and readers will have the chance to examine the results and assess the degree to which these results may be applied to comparable contexts and a broader population (Marshall, Cardon, Poddar, & Fontenot, 2021).

4. Results and Discussion

The anticipated results of this study are expected to show that modern marketing strategies play an important role in influencing student participation and satisfaction in Wushu programs in universities in China. Based on the semi-structured interviews with students enrolled in sports education programs, several key themes related to marketing influence, student engagement, and institutional support are likely to emerge.

First, the findings are expected to indicate that digital media and online promotion significantly increase students' awareness and interest in Wushu programs. Platforms such as social media, university websites, and online promotional campaigns may help promote Wushu activities and attract more students to participate in the sport.

Second, branding and promotional strategies may influence students' perceptions of Wushu. When Wushu is promoted as a modern, competitive, and culturally significant sport, students may develop greater interest and motivation to participate. Effective marketing may therefore enhance the visibility and attractiveness of Wushu within university sports programs.

Another anticipated finding is the role of student engagement and satisfaction. Participants may report that modern marketing strategies, including event promotions, competitions, and digital content, increase their excitement and involvement in Wushu activities. These strategies may encourage students to view Wushu not only as a traditional martial art but also as a dynamic and modern sport.

However, the study may also reveal several challenges affecting the effectiveness of marketing strategies. These may include limited promotional efforts, insufficient institutional support, and lack of targeted marketing strategies aimed at university students. Some participants may feel that Wushu programs receive less promotion compared to other sports activities.

Overall, the anticipated findings are expected to show that modern marketing can significantly improve the popularity and participation of Wushu among university students. However, the success of these strategies depends on consistent promotion, institutional support, and the use of innovative marketing approaches.

5. Conclusion

This study explores the impact of modern marketing on Wushu as part of sports education in universities in China. The anticipated findings suggest that modern marketing strategies, particularly digital media promotion and branding efforts, can enhance students' awareness, participation, and satisfaction in Wushu programs.

Modern marketing can help transform Wushu from a traditional martial art into a more attractive and accessible sport for university students. By promoting Wushu through online platforms, events, and strategic branding, universities may increase student engagement and participation.

However, the study also highlights several challenges, including limited promotional efforts and insufficient institutional support for Wushu programs. Addressing these challenges is important for improving the effectiveness of marketing strategies.

Overall, this research contributes to a better understanding of how modern marketing influences traditional sports education. The findings may provide useful insights for universities and sports administrators to develop more effective marketing strategies to promote Wushu and increase student participation.

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