

Suggesting Consumers And Marketing Plans In The Scuba Diving Market.

- **Author(s):** Hye-Kyung Baek ,Kwi-Baek Kim ,Hwa-Yeol Choi
- **Abstract:** The Purpose Of The Present Study Is To Investigate The Effects Of Scuba Diving Participants' Multi- Dimensional Perceived Value On Intention Of Action. We Also Performed Several Statistical Analyses Including A Descriptive Analysis, A Confirmatory Factor Analysis, And Structural Equation Model (SEM) Analysis. Results Showed That Functional Value Perceived By The Scuba Diving Participants Had A Positive Impact On Intention Of Action, Which Represents Re-Visit Intention ($T=2.760$, $P<.01$). Emotional Value Perceived By The Scuba Diving Participants Positively Influenced On Intention Of Action ($T=7.779$, $P<.001$). Educational Value Perceived By The Scuba Diving Participants Had A Positive Effect On Intention Of Action ($T=4.122$, $P<.001$). Lastly, Experience Value Perceived By Scuba Diving Participants Had A Positive Impact On Intention Of Action ($T=2.005$, $P<.05$). Thus, This Insight Can Assist Scuba Diving Operators In The Marine Environment To Improve The Overall Quality Of Scuba Diving Programs And Create Positive Experiences Of Scuba Diving Participants, Resulting In Perceived Value As Well As Intention Of Action Enhancement.
- **Keywords:** Scuba Diving, Intention Of Action, Consumer Analysis, Experiential Value