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A comparison between affecting factors in football and volleyball spectator attendance study of Saipa-Alborz club

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ABSTRACT

This study compares the factors affecting the football and volleyball audience for the Saipa-Alborz club. The population for this study is consisted of the audience watching various volleyball and football teams in which Saipa-Alborz team was participating in 2011-2012 season of the Iranian Premier League. Dataset was consisted of a total of 507 spectators with 210 volleyball and 297 football spectators. The aim of the present study and applied in terms of data collection, the research method is descriptive comparison of the data collected in the field. In order to measure demographic variables and questionnaire survey questionnaire Hansen and Gotiyer (1989) to examine the factors affecting spectator attendance at ball sports stadiums were prepared. The reliability of the questionnaire, the Cronbach's alpha test was 77%. In this section, the descriptive statistics, frequency tables, percentages and graphs were used in inferential statistics and hypothesis testing Youman Whitney nonparametric tests were used. Operations and EXCEL SPSS statistical software was used. Results showed that agents facilities, priorities of spectators, game attractiveness factors and socioeconomic factors in priority order on the volleyball Saipa-Alborz club football spectator in stadiums and gymnasiums effective. The results also showed that the influence of economic factors, and risk factors play attractive football and volleyball Saipa-Alborz club priorities spectators of the audience, there was no significant difference, But the impact of facilities on the volleyball Saipa-Alborz club football spectator and there were significant differences.

Keywords: spectator, football, volleyball, Saipa-Alborz club

INTRODUCTION

Today we live in an age where people motivation and will is increasing for participation in physical education and sport programs, the sport has a considerable effect on the human body and the good life, healthy living, healthy people and a healthy society is because of sport [9]. Exercise is also one of the most important institutions of modern industrial societies, which forms the bulk of the population in each country to deal with it [2]. In today's changing world of sport to become an international industry and professional clubs around the world to provide the resources and costs of various methods such as attracting sponsors, advertising merchandise, player sales, ticket sales and used sporting goods [4]. Spectators are undoubtedly an important part of the industry so that the evidence shows that the number of sports fans are being added every day. Beyond the tens of thousands of spectators in the stadium, you can find a variety of motives, the spectators with their vast financial and intellectual support of your favorite team pay. They bought the ticket, part of the costs are financed. Moreover, they support the clubs spiritual value increases and

companies take a pro team to compete for promotions and invest a lot of material resources [19]. In this regard, both the football and volleyball are sports that have attracted the most interest different incentives so many people around the world have turned to sports. Undoubtedly the most popular sport of soccer, the most popular and most exciting sports in the world is the Islamic Republic of Iran is no exception [5]. Today, football fans have a special place that it is important, attention to different aspects of their presence in the sport of football more shows [6]. Volleyball sport's global popularity, so that in many countries is considered as one of the most exciting sports team [7].

Accordingly, in order to identify and evaluate factors affecting spectator attendance at the stadium and watching sports, and the role of these factors, many researchers have attempted to research. Koi et al (2011) in evaluating the quality of research as a major spectator sporting event in a model that consists of a conceptual framework for understanding the quality of management and provide customers of major sporting events.

In this model, five main importance for the Audience were: Quality of play (including performance enhancement and updated information about players, teams, products and events), service quality Completed (including environmental and patent), the quality of interaction (including staff and fans front), The quality of results (including socialization and evaluation of results consumers generally) and the environment (including decorations, designs and symbols into the stadium) [15]. Andre Aslabrt and Wilfred (2010) in an article comparing football and rugby fans tend to force the audience to examine and compare the two series of results were made that can influence the outcome of the game and the players on the pitch in the audience pointed violent behavior [12]. DehqhanQahfarkhy and colleagues (2010) as well as the motives of the research team games football fans came to these the interest of the national team, nationalism, interest in soccer, beauty, excitement, Socialization, fun and interest to the most important player on the motivations of their audience and the motive is only interested in football and the beauty of their relationship. People with a high sense of nationalism was more interested in the team and vice versa. The results also showed that most fans self-employed, a student or students who, while employees are less able than others to be present in the stadium. In this regard DehqhanQahfarkhy and colleagues (2010) stated that might be holding holiday events at the stadium created an opportunity to attract this group [2].

Also Saatchian (2009) as the research prioritization and understanding the relationship between motives and factors affecting fan attendance at games, Persepolis and Esteghlal Tehran concluded the inverse relationship between age and frequency of attendance at the stadium there. Incentives to support the team, like football, soccer beauty and excitement of the game is about. Interest in their hometown team (Urbanization) is also welcomed by many, that the motives of the highest interest and the interest of the players had the lowest mean. The entire team of motivated interest, Urbanization, interest in soccer, beauty, emotion, Socialization, entertainment and interest, had the highest average player respectively [4]. The Saipa-Alborz club, Iran is one of the most famous clubs having two adult team football and volleyball clubs in the Super League competition in the sports hall and the stadium audience in terms of attendance are comparable to other those of each. Volleyball Tournament at the majestic audience halls and football games are usually completion of the comprehensive capacity of the population in the province is one of the most populous provinces in the presence of interested spectators held low [10]. It's based on the identification and comparison of the factors affecting spectator attendance at these two sports is imperative and Stadiums and sports halls to attract more viewer can to help make the Saipa-Alborz club. Therefore, the present study was to identify the factors affecting the volleyball Saipa-Alborz club football fans and they are divided into four business areas, attractions, games, viewer preferences and facilities the comparison of these factors, together with the spectators in the stadium and sports hall has been paid.

MATERIALS AND METHODS

The study was descriptive and comparative information has been collected in the field. The population of this research is the audience for watching football and volleyball teams Various Adult Saipa-Alborz club League team in the 90-91 season, the stadium is referred to Karaj. 210 of 297 people of whom the sport of volleyball and dedicated to the sport of football, the questionnaires were collected randomly distributed among them. Descriptive statistics were used to test the findings of this survey part using frequency tables, percentages and charts and sector research and inferential statistics to test hypotheses using non-parametric tests were Yoman Whitney. In order to measure demographic variables and questionnaire survey questionnaire and Gotiyer Hansen (1989) to examine the factors affecting spectator attendance at the stadium was prepared sports balls were used. Cronbach's alpha test was used to assess the reliability of the questionnaire.

RESULTS

Results showed that agents facilities, priorities of spectators, game attractiveness factors and socioeconomic factors in priority order on the volleyball Saipa-Alborz club football fans in the stadium was effective (Table 2). And the impact of economic factors, and risk factors play attractive football and volleyball Saipa-Alborz club priorities spectators of the audience, there was no significant difference, But the impact of facilities on the volleyball Saipa-Alborz club football fans and there were significant differences (Table 3).

Table (1) individual characteristics of the study sample

Individual characteristics		Abundance	Percent
Marital status	Single	314	61.93
	Married	166	32.74
	Divorced	22	4.34
	His wife had died	5	0.99
Education	Primary	30	5.92
	Third year of graduate school	88	17.36
	Diploma	190	37.48
	Associate Degree	68	13.41
	Bachelor	88	17.36
	Masters and above	43	8.48
	Primary	30	5.92
Employment Status	Employee	86	16.96
	Student	106	20.91
	Grad School Student	65	12.82
	Military	13	2.56
	Teacher	17	3.35
	Worker	19	3.75
	Technical worker	25	4.93
	Businessman	74	14.60
	Director	16	3.16
	Other	33	6.51
	Unemployed	53	10.45
Family Income	Less than 150 USD a month	77	15.19
	Between 150 to 300 USD a month	290	57.20
	More than 300 USD a month	140	27.61
Fan club Member	Yes	210	41.42
	No	297	58.58
Total		507	100

Table (2) priority affect the spectators in the stadium and gymnasium on average

Factors	Average Football	Average volleyball	Average total
Operating facilities	4.66	4.62	4.64
The priority audiences	4.27	4.22	4.25
Game attractiveness factors	4.12	3.98	4.06
Economic factors	3.19	3.36	3.26

Table (3) differences between football and volleyball factors affecting spectator attendance Alborz Province

Factor	Value test Yomanwitni	Value test Z	Significance level	Result
Economic	28385	-1.786	0.074	Not significant
Attractiveness	28139	-1.879	0.060	Not significant
Audience preferences	29048.5	-1.318	0.188	Not significant
Facilities	27258.5	-2.528	0.011	significant p<%5

DISCUSSION

The results of this study showed that the impact of economic factors on the volleyball Saipa-Alborz club football fans and there is no significant difference. However volleyball fans than football fans had devoted more attention to economic issues. The results of this research results Fallahi et al (2009) regarding the importance of economic factors in each audience, occasionally, disciplined and fanatical football matches in Premier League and research and Burlington Patton (2004) and Markom and GrynAshtayn (1985) and the importance of having an impact on the

audience at the stadium ticket prices are consistent. Also, the emphasis on televised tournaments and volleyball Saipa-Alborz club football fans as one of the priorities determined, It did not mention that the results of other investigations. Since the description of the results of this study showed that students than other groups, are spectator sports Saipa-Alborz club and a monthly income of more than half the audience of the study is less than a million Toman's and due to the rising inflation rates, economic factors can appear to have a significant role to play in the willingness of these people to watch sports.

Accordingly AlborzSaipa Cultural and Sport Company can provide context for measures such as direct broadcast matches on television, and half-price tickets to events influence the absorption and the spectators in the stadium, and the gym have. Another study showed that the effect on the audience played attractive football and volleyball Saipa-Alborz club no significant difference. Other findings in this study indicate that both fans of football and volleyball games on the charm of her presence known in the effective upper limit, While football fans in the audience were allowed to play volleyball more important for attraction.

The results of this research results Fallahi et al (2009), Maasoomi(2008), Rahimi (2002) and LiyndafnVen et al and colleagues (2008) Depending on the importance of supporting their team and players and the club's reputation, as well as with the defeat or victory And research Koi et al (2011), Dishriyverr and Timothy (1999) and Markom and Grynashayn (1985) based on the type of opponent, tenderness, charm and quality of the results is in line to play in the stadium audience. Further results include the existence and role of the star players on the opposing team, to compete with the traditional and renowned opponent, Aggressive play games as well as the factors affecting the attractiveness of football and volleyball games for the audience attending the Saipa-Alborz club became clear that there was no mention of it in the results of other investigations. Another important reason for welcoming the spectators of sports events may be contributed to the attractiveness of the game that affect will occur.

The agent with passion, enthusiasm and excitement that the results are high, groups can raise the audience to attend the stadium without any problems in daily life for a few hours while they forget to watch sporting events and support their favorite team.

So the big soccer tournament capital of Alborz province authorities such as Persepolis and EsteghlalvsSaipaAlborz of Karaj teams agree, SaipaAlborz technical staff and managers Sport stars and celebrities attract more players to teams and teams from the offensive playing style more defensive style in their matches, It's fun to play for audiences in stadiums and sports halls Alborz province will be greater.

The results of this study showed that the effect on the audience's preferences in football and volleyball fans, there is no significant difference in Alborz Province.

Other findings in this study indicate that it was, fans of both football and volleyball factors related to the presence of high level of priority audiences knew. However, soccer fans to believe viewers priorities were more important for volleyball fans. The results of this research results Almir and colleagues (2009) that holding regular competitions and positive impact on the spectators in the stadium and research and Burlington Patton (2004), Dshriyver and Timothy (1999) and Markom and Grynashayn (1985) on the importance of appropriate conditions of weather and time, as well as providing leisure activities are consistent.

Also in this study, such as advertising, just about the time and location of the event, the prevention of violence and bad language, audience members can participate in the center's families in the stadium priorities for the fans of football and volleyball Saipa-Alborz club became clear that the findings of other studies that were not mentioned. As expected, the presence of spectators in stadiums and sports halls, providing the occasionPeace of Mind where someone can pay to watch the game and support your team by providing appropriate circumstances, to the extent that they are expected to meet.

If so authorities can plan and regular competitions for the event, either in terms of time (holidays and good times)How to take the climate. If the company's managers and club officials SaipaAlborz Sport Wagon to beat up the audience with the shirt and the club can do more work, Leader's of the characters, good and noble clerk in order to prevent violence and abuse in their audiences, Recreational programs stacks to run the race before the race and the time, date and place of the event in the city of Karaj, Alborz province should be enough advertising, Competition enforcement personnel, including police and stadium employees try to attract viewers have the proper conduct, And,

if possible, especially in a place dedicated to the families and women's sports such as football, volleyball tournaments provide, they also have the right to leisure, the crowd of spectators join their team. Seems to be associated with more positive energy to fans in stadiums and sports halls led.

Results from this study showed that the effect on the spectators, soccer and volleyball facilities Alborz province there are significant differences. In this regard, the results indicate that, in view of the football fans in the audience's volleyball facilities of the gym and the gym is important priorities to attend. Other results from the survey was the fact that an average of more facilities than any other factor affecting the audience's presence. The results of this research results Fallahi et al (2009), Patton and Burlington (2004) and Markom and Grynashayn (1985) on the importance and impact on the audience and their presence in large facilities and stadiums and research Maassoomi(2008), Koi and colleagues (2011) and Kite et al (2009) and its impact on quality of facilities and utilities, as well as increased aid is the voluntary agreement. In addition to the findings regarding the impact of facilities for spectators attending football and volleyball Saipa-Alborz club, in other cases, such as the research convenient entry and exit of the stadium and parking, easy commute to the stadium, perfect seats status and position, ample parking space around the stadium, and a variety of health foods with the price and quality found was they are not mentioned in the results of other investigations.

Of basic needs and to provide facilities for the audience to meet their physical needs and psychological motivations. As expected the audience to embrace sports without having to wait for underlying conditions is false, and easy access to these facilities should be no problem. Therefore, these findings align with results of other studies show that more and more spectators to attend the stadium and sports hall facilities are in need of a series. main wish at times that viewers enjoy watching the game and want to support their favorite teams. More than other factors, the availability of required facilities that should be considered.

Thus, officials and athletic directors SaipaAlborz Province and Sport Tournament officials can provide suitable conditions for spectators such as providing appropriate facilities, and whether the ideal seating position and good health, ticket sales online as simple and easy, convenient health services, authentication for the stadium, Adequate parking space inside and outside the stadium, design, construction and equipping of a new modern stadiums and sports halls and other facilities of the sports fans, and welcome to the Saipa-Alborz club have a positive impact.

CONCLUSION

The results showed that the audience's view of the Alborz Province football and volleyball facilities, the priorities of the audience, the charm of the game, And economic factors in order of priority in the first quarter were in the stadium. Therefore it can be concluded that officials and athletic directors SaipaAlborz Province and Sport, can further measures to provide welfare facilities to provide the conditions for the spectators in the stadium Also on priorities and develop a plan to provide viewers with the best in the competition at the time and place As well as providing recreation and entertainment for spectators Competition between providing good conditions.

All officers and crew, as well as sports competitions and tournaments can provide the conditions for a friendly multidisciplinary teams and the world, Important and effective role to charm the audience to provide any more sporting events.

Tournament officials also finally, changes in economic factors such as lower prices for spectators on race day to all expenses that may occur, The ticket price for the audience to make a positive impact on competition.

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