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Annals of Biological Research, 2011, 2 (6):441-447
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Effective motivational factors social-proud ness, friends, Socialization the attraction of spectators to Iranian Football primary league

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ABSTRACT

Nowadays, Soccer like others is an economic activity that is came from presentation area by the aims to gather spectators together. This study aim was to analyse the effect of motivational factors on attraction of spectators to Iranian primary football league. 1067 persons of spectators were volunteered to complete the researcher questionnaire in five different subjects, age, education, friends, social-proud ness and socialization and family dimensions. The findings indicated that socialization and more effects then other factors. Studying of the education status indicated that the social-proud ness and the most effective factor among the factors to enhance attracting the spectators towards soccer matches, among variables effecting on the structure equation model, social-proud ness measures alone and mixed with other factors indicated the most effect on attracting the spectators towards soccer matches, whereas friends turned out to be of less significance. Overall results showed that due to deep tissue factors such as family community friendly to different age groups plays an important role in attracting spectators of play that needs attention and planning for comprehensive and more accurate track of their absorption is. The pride factor as lower-role factor in our country had attracted spectators because of social-proud ness and the importance and value criteria in the presence of national sporting people should be strengthened.

Key Words: Friends, Position Socialism, Motivation, Spectators, Structural Equation Model.

INTRODUCTION

In this century, human cognition as a main former part of social system was ever noteworthy of researchers. The question is that why the human behaviours are different and in each similar situation shows the different respond is in the motivation zone. Motivation is the index of

excitement and behaviour tendency that is engender directly by the advertisement, cultural, social and economic activities of indirectly by the personal experiences of originate the detection of behavior. Motivation is a very important factor in the human behaviors to rates their needs and wishes. There were several behavioral methods and Herzberg method is know the hygienic and motivator factors causing the satisfaction and attracts the people. In behavioral method noted that effective factors impress on the inclinations of people and cause presence of them [3. Nowadays exercise have a high position in nations because of impressments on human motivation of this is the cause of more contact between different groups of people, increase of social-Proud ness and social-Unity. Basically had done several researches in the motivation filed in the case of spectators attract, that can be note to in the improvement of increase of spectators motivation that is represent that participation in the sports competitions by friends and family, age and communicate of social yokefellow groups are the more effective factors in the attract of people [2]. Also the research results of showed that Family, Social Tendency and main groups was an important factors in attract of spectators [12, 20]. The results of researches represent that expression of pleasure, participant by friends and share the emotions by people in the competitions is the cause of attract and more faithfully of spectators and against frequently team losses is the reason of liquidation of social-Contact and unfaithfully to the team [15, 7, 4].

In the study way of improvement and create motivation found that there is a strong contact between Age, Social-Tendency Entertainment and Kinship needs, by the improvement of spectators attract. Basically this is a question that which factors can more effective on spectators to attract them, always divert researchers and sport markets thoughts. The aim of this research in fact is replication to this question that Age, Education, Friends Social-Proud ness of family can effective on spectators attract to Iranian football league. This project wants to evaluate these factors in Iran on 2009-2010. We can render this information disposal to sponsors and clubs, private institutes of football federation of Iran till they can schedule for increase more benefits.

MATERIALS AND METHODS

This research by the help of structural equation model (SEM) is usable ant trying to study the scientific correlation of variables.

Statistical Group

The statistical group is including the spectators of Iranian football league competitions in 2009, by the sampling random class method in the two levels by the aim of select the sample. At the beginning in the 1st level the sample group divided to 17 parts because of the 17 stadiums in the country (Iran), and then in the 2nd level according to each stadiums capacity from the north, south, east and west stone bench who the spectators there, by the random sampling and mathematical form that is: $n = t^2 s^2 / d^2$, and choosing the 1067 persons.

Measurement Tool

The measurement tool in this research is the questionnaire that is written by the researcher and including two parts as individualism. The first including two questions about age and education and the Second is twenty-five multiple choice questions in the four influential fields as Friends, Family, Social Proud-ness and social tendency. The questionnaire durability is confirmed by the experts and the form of Alfa Ratio of Coronbach at 0.72.

Fir the collection of information picked 17 persons as an administrative agent. They realization about how to take an information in the 17 stadiums completely synchronic and 2 hours before

the start football match and according to the capacity of north, south, west and east stone bench who the spectators there.

Statistical procedure

The statistical factors that is utilizing in this research are relative frequency, percentage, median, standard deviation and using the variance to find the median differences and definition of statistical impressments. Also utilizing structural equation model (SEM) to find scientific relations between variables like friends, social situation by the motivation of spectators attract to competitions.

RESULTS

A) Descriptive Findings

Table 1. The percentage of spectator's replication in different age & education groups

Statistics ----- Variables	Group	Frequency	Percentage
Age	15-17	91	%10.1
	18-22	215	%23.8
	23-34	331	%36.6
	35-53	203	%22.5
	54	16	%1.8
	Illiterate	20	%2.2
Education	School Student	224	%24.8
	Diploma	345	%38.2
	Associate of Science	185	%20.5
	Bachelor	123	%13.6

The results of table 1 shows those up most of spectators are in the (23-34) year old group and in the Diploma education level.

B) Deductive Findings

Table 2. The results of variance analysis in different groups of Age on friends and social situation

Factors	SD	M	df	F	sig	Eta
Social Tendency	1.15	0.4921.47	4.822	3.002	0.01	0.120
Social proud-ness	1.56	0.742	4.817	2.11	0.07	0.101
Friends	1.17	0.646	4.801	1.82	0.112	0.95
Family	1.96	0.823	4.805	2.38	0.05	0.108

**Asterisk significant level of 0.05 Shows*

Table 3. The results of variance analysis in different groups of Education on friends and social situation

Factors	SD	M	df	F	sig	Eta
Social Tendency	0.978	0.496	4.858	1.97	0.09	0.095
Social proud-ness	0.179	0.738	4.852	0.243	0.91	0.34
Friends	3.27	0.64	4.839	5.09	0.01	0.154
Family	3.28	0.811	4.841	4.04	0.003	0.137

**Asterisk significant level of 0.05 Shows*

The results of table 2 shows that between median of data in Social proud-ness part [$F(4,817) = 2.11, P \leq 0.07$] – Friends part [$F(4,801) = 1.82, P \leq 0.112$] of Family part [$F(4,805) = 2.38, P \leq$

0.05] is not any exorbitant differences. But in though median of Social-Tendency find differences between all age groups. [F (4,822) = 3.002, $P \leq 0.01$], also we find that the social-tendency have the most influence on spectators to participant the matches (Eta=0.12).

The results of table 3 shows the median of Social-tendency [F (4,858) = 1.97, $P = 0.09$] & Social Proud-ness [F (4,852) = 0.243, $P = 0.91$]. In the all groups of educations level there is not any exorbitant differences but the Friends part [F (4,839) = 5.09, $P = 0.01$] & Family [F (4,841) = 4.04, $P = 0.003$] have the differences in all education level groups and in sequence friends (Eta=0.15) of Family (Eta=0.13) have the most influence on the spectators attraction to matches.

C) Structural Equation Findings

Table 4. Cohesion of Friends as directly & indirectly by social proud-ness & social tendency

Grade	R	B ₁	B ₂
Friends	0.68	0.536	0.49
Social Proud-ness	0.681	0.532	0.23
Social Tendency	0.547	-	0.30

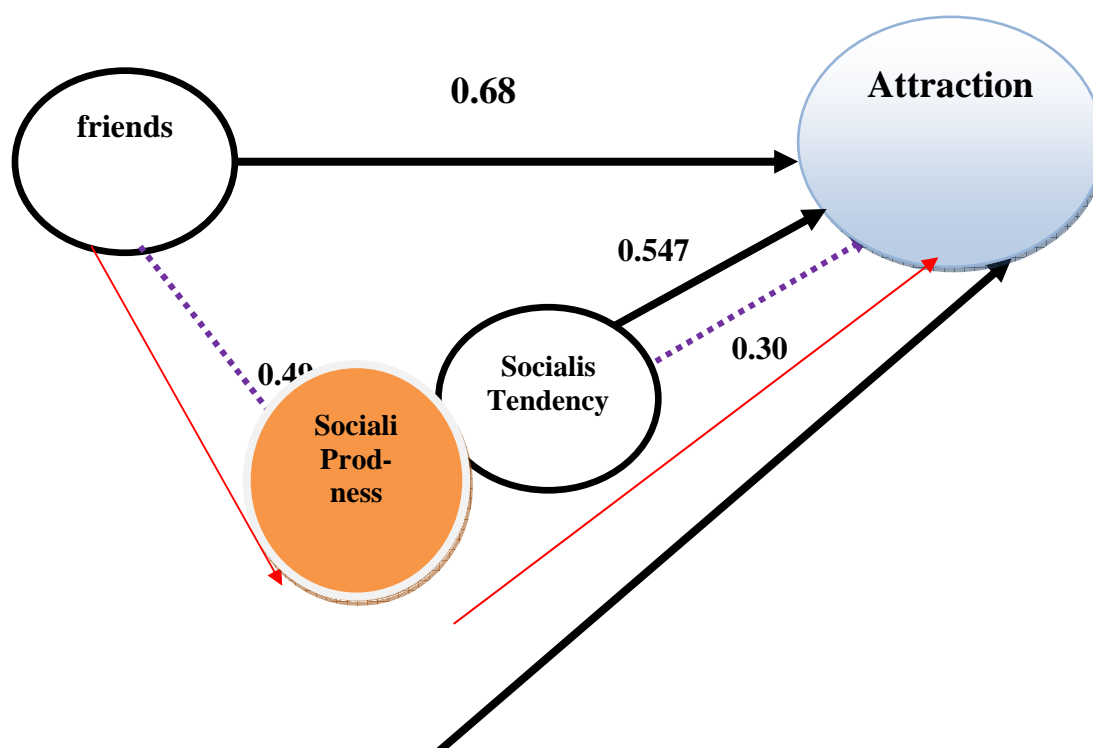


Figure 1. Structural Model of Friends as directly & indirectly by social proud-ness & social tendency

Table 5. Cohesion of Family as directly & indirectly by social proud-ness & social tendency

Grade	R	B ₁	B ₂
Family	0.63	0.486	0.45
Social Proud-ness	0.547	0.565	0.45
Social Tendency	0.681		0.37

The result of structural equation model shows directly cohesion of friends is 0.68, social proud-ness 0.168 and social tendency is 0.547 that it means the directly influence of friends to attract

the spectators, also the indirectly influence of friends by social proud-ness and social tendency is 99.9 that it means the most influence of friends cohesion, has indirectly form (Table 4 and Figure 1).

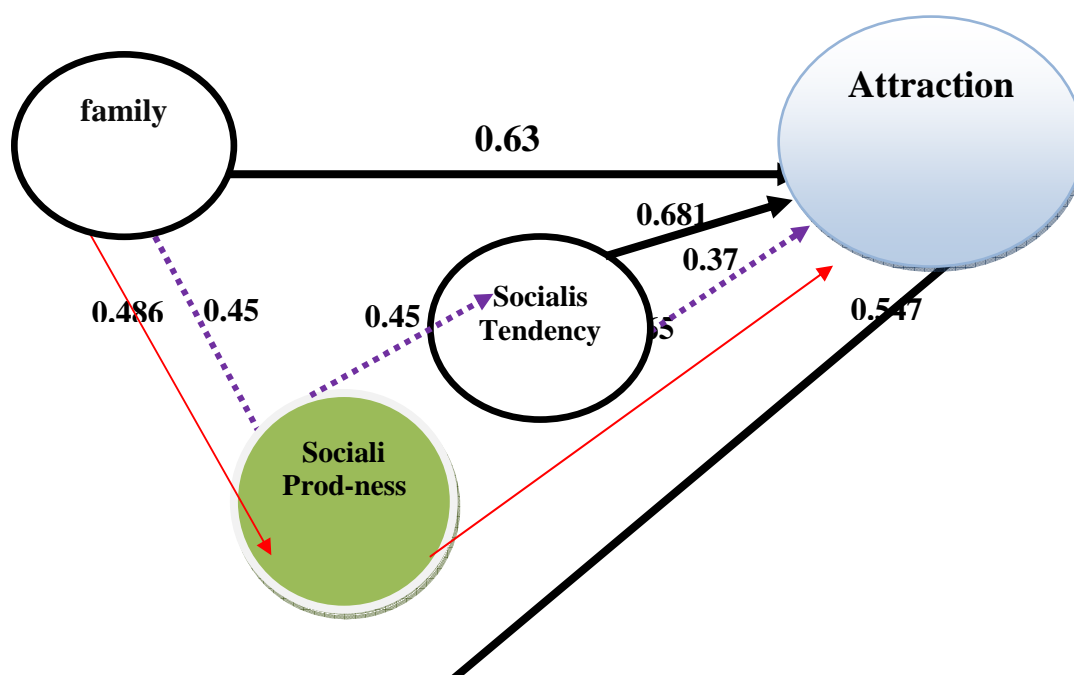


Figure 2. Structural Model of Family as directly & indirectly by social proud-ness & social tendency

The result of structural equation model shows directly cohesion of family is 0.63, social proud-ness 0.54 and social tendency is 0.68 that it means the directly influence of Social tendency to attract the spectators, also the indirectly influence of family by social proud-ness of social tendency is 0.97 that it means the most influence of family cohesion, has indirectly form (Table 5 and Figure 2).

DISCUSSION

Nowadays, Soccer like others is an economic activity that is came from presentation area by the aims to gather spectators together. This study aim was to analyse the effects of age, education, social proud-ness, social tendency of family on attraction of spectators to Iranian primary football league. In the studies of age of education factors by the other effective factors represented that the social proud-ness has an effect at all age groups, but the others not have any effect and the most effective factor to attract the spectators referred to social tendency. This information is similar [4], But this is not similar [6].

That he knowing marketing improvement of interest on flower players is an important factor. Also, in the study of individual education personality specified that the friends of family factors are effective on each educational groups of friends have the most effect on attract the spectators. This information is similar [13, 20]. That they knowing participate by friends and family is effective on spectators attract because, they forgotten problems of life for some hours and these are very different [11, 17]. Research that they knowing the quality of sport service, seeming of club of suitable chairs is the cause of increase the spectators' attraction. These results tell us the different age level groups have effect on different education level groups to participate in the Iranian primary football league.

In the directly studies on results of variables and using the Structural equation model, the friends factor by the cohesion ratio of (0.68) have the most effect and after that social tendency by the (0.681), family (0.63) and social proud-ness (0.547) are in the second to forth rank. Also, in the study of variables effect in the structural friends' model by the social tendency of social proud-ness, specified that friends have the most effect to attract the spectators as indirectly that is similar [] (CAPPELLA et al., 2001). That he says the cohesion of social groups is the effective factor to attract the spectators. But this is not similar [1, 19]. The structural family model by the social tendency and social proud-ness showed the family has the most effect on people attraction as indirectly that is similar [5]. That they knowing the family most effective on every factors in the enjoying the matches but has not any harmony [18, 13].

According to researches that sport organisations do, we should attention to 3 factors of friends, family of social tendency that have an important role in the spectator attraction. In the case of friends by attention to their effect on the different educational groups and because of the society youthful, we should attention to friendly relation between them and allocate the special place for different age levels, and most advertisement of distribution tracts (brochure) by the subject importance spectacle of the match in universities, schools and establishment the free traffic services, ticket discount, advertisement by the aim of share others in the team prosperities and increase the contacts by the other bright about their attraction.

The second effective case is family. As our cultural method about family position and its important role in society, we needs to have a general plan in the field of special place in the stadiums for families. Also, observe the competitions and get awards between half-times, invite the families to visit clubs and using the television to more advertisement and attract the people.

Social tendency is another effective case that has a lower role toward the other two factors (age of family). This case showed according to a excellent people social relation in our country, we found that the people wants this chance attain more personality respect as they communications by others of be a member of successful group, therefore they need to more reinforcement. Overall results showed that due to deep tissue factors such as family community friendly to different age groups plays an important role in attracting spectators of play that needs attention and planning for comprehensive and more accurate track of their absorption is. The pride factor as lower-role factor in our country had attracted spectators because of social-proud ness and the importance and value criteria in the presence of national sporting people should be strengthened.

CONCLUSION

In conclusion, we can render this information disposal to sponsors of clubs, private institutes of football federation of Iran till they can schedule for increase more benefits.

Practical Application

Competition to attract more spectators to make more revenue teams, Federation, sponsors and institutions are Sport among people to find a better place. Also, with basic information increase culture of sport marketing.

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