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The study of Adult wrestlers' level of satisfaction in wrestling clubs of Golestan province: A comparison between freestyle and Greco-Roman wrestlers

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ABSTRACT

*The current study set to compare the level of satisfaction with wrestling club managements between adult freestyle wrestlers and Greco-Roman wrestlers in Golestan province. The method of study is descriptive and the data was collected using field study procedure. The population of the study consisted of 331 freestyle wrestlers and 86 Greco-Roman wrestlers. Using Odinsky table and simple random sampling procedure, the sample size was determined to be 181 freestyle wrestlers and 70 Greco-Roman wrestlers. A researcher-made questionnaire of client satisfaction was used to collect the data. The reliability of the questionnaire was calculated to be $\alpha=0.79$ using Cronbach alpha formula. The content validity of the scale was acknowledged by 12 professors and experts of sports management. With regard to the normality of data as confirmed by Kolmogorov-Smirnov test, *t* test was used to compare the level of satisfaction between the two groups. The results of the study showed that 17.94% of the freestyle wrestlers were very much satisfied with wrestling club managements in Golestan province while 30.79% of them were very dissatisfied. From among the Greco-Roman wrestlers, 27.38% very much were satisfied with wrestling club managements in Golestan province and 21.47% were very dissatisfied. Besides, there was a significant difference in the level of satisfaction between the two groups.*

Keywords: Satisfaction, Freestyle wrestlers, Greco-Roman wrestlers, Wrestling clubs.

INTRODUCTION

In modern world, the emergence of new technological services and tendency for client-oriented procedures in sports management has made organizational competitions ever more complicated. In this regard, managers have intensively focused on finding procedures to gain advantage in customer attraction. A successful organization should be able to effectively perceive customer

needs[1]. Moreover, continuous improvement in the quality of services and customers' confidence may result in competitive advantage such that rival organizations cannot steal this advantage [2]. In current business world, despite the importance of service sector as compared with industrial sector, the techniques required to manage service organizations have only recently come into focus. Consistent with improvements in industrial products due to competitions, services are facing intense competitions for better quality. Therefore, service industries would lose their competitive advantage unless they enjoyed effective management [3]. However, customer satisfaction is not enough to guarantee competitive advantage, rather it also requires the development of a whole host of devoted fans [4]. Successful businesses attribute their success to the factors which contribute to the creation and maintenance of customer loyalty. They also perceive the ways their customers compare them with rival organizations and thus attempt to apply these insights to improve their organizational performance [5].

Undoubtedly, sports and physical education can help improve public health in various ways, resulting in increased individual health and adequate filling of leisure time. This requires that especial measures be taken toward the attraction and maintenance of athletes, which further requires obtaining insights into athletes' needs and attempting to fulfill these needs. Considering the fact that wrestling is the first most important sport in Iran and has garnered the most significant international awards, both officials and wrestling fans have raised high expectations for wrestling. Consequently, wrestling requires special attention to avoid qualitative and quantitative slumps in wrestlers. Statistical analysis has shown a marked decrease in both the adult wrestler population and the tendency towards wrestling participation in Golestan province over the last years, which may be attributed to a variety of factors including wrestlers' dissatisfaction with clubs, particularly club managements. The decline in the number of wrestlers has coincided with privatization of sports facilities. Despite the efforts spared by the private sector to compensate for the wrestler population loss, they could not attract a considerable number of wrestlers to wrestling clubs and consequently suffered financial loss. Once the managers of sports places provide their clients with better than expected services and institutionalize these services in their organizational culture, more people may be attracted to sports, and consequently sports organizations will be serving a larger population [6]. The present study aims at comparing the level of satisfaction with wrestling club managements between freestyle wrestlers and Greco-Roman wrestlers in Golestan province. The study will specifically investigate whether or not there is a significant difference in the level of satisfaction between the two groups of wrestlers. This may help build insights into the wrestlers' needs and inform the wrestling clubs of their clients' wants, which may eventually help the private clubs, attract more wrestlers. Accordingly, clubs may perceive the deterrent factors and undertake to remove them, which may lead to breathing new life into wrestling clubs.

MATERIALS AND METHODS

With regard to the topic and aims of the research, the method of the present study was descriptive-correlational and the data was collected using field study procedure. The population of the study consisted of all adult freestyle and Greco-Roman wrestlers in both public and private wrestling clubs in Golestan province, which included 331 freestyle and 86 Greco-Roman wrestlers at the time of research. Using Odinsky table and simple random sampling procedure, the sample size was determined to be 181 freestyle wrestlers and 70 Greco-Roman wrestlers.

Considering the lack of previous research on the topic, a researcher-made questionnaire was designed to collect the data using already-developed customer satisfaction questionnaires and the features attributed to wrestling club management services. This questionnaire comprised 16 items on management factors including planning, organizing, implementation, control and monitoring. The reliability of the questionnaire was calculated to be $\alpha=0.79$ using Cronbach alpha formula. With regard to its high reliability index, the questionnaire can be considered as a reliable scale in sports management studies. The content validity of the scale was acknowledged by 12 professors and experts of sports management. Taking experts' comments into account, modifications were made to the questionnaire items to remove ambiguities.

A number of 268 questionnaires were distributed to and completed by the two groups of wrestlers. During the analysis of data, 13 questionnaires were found to be defective and thus discarded. Subsequently, 255 questionnaires were analyzed. With regard to the normality of data as confirmed by Kolmogorov-Smirnov test, binominal test was run to examine the level of satisfaction in either group, and t test was used to compare the level of satisfaction between the two groups.

RESULTS

The results of the study showed that 17.94% of the freestyle wrestlers were very much satisfied with wrestling club managements in Golestan province while 30.79% of them were very dissatisfied. From among the Greco-Roman wrestlers, 27.38% very much were satisfied with wrestling club managements in Golestan province and 21.47% were very dissatisfied (Tabel 1 & 2).

Accordingly, a significant difference was found in the level of satisfaction between the freestyle and Greco-Roman wrestlers, that indicating a higher level of satisfaction in the Greco-Roman wrestlers (Tabel 3).

DISCUSSION

Many empirical studies have shown that customer satisfaction secures future revenues [7,8], reduces future transactions costs [9], decreases price elasticity [10,11], and minimizes the likelihood of customers defecting if quality falters [5]. Customer satisfaction is regarded as customers can get more benefits than their cost. Customer satisfaction plays the most important role in total quality management [12].

Luke (1976 in a quotation from Fredrick 2005) presented the dimensions of job satisfaction [13]. The player's satisfaction as a dependent variable of this research indicates a positive emotional status which is obtained as a result of a complex evaluation of structures, procedures and results related to sport experiences [14]. The level of satisfaction is obtained through determining the difference between what sportsmen wants and his understanding of what he has gained in psychological, physical and environmental forms. Such a satisfaction might be considered as the end of organization (team) effectiveness of a sport program. Chelladurai and Riemer (1997) think that sportsman (player)'s satisfaction is under the influence of some factors such as: individual and team results, individual and team procedures and social procedure [14].

The present findings showed that freestyle wrestlers are discontented with wrestling club managements in Golestan province, which may have influenced the decline in the number of wrestlers in wrestling clubs. Therefore, improvements should be made in club management in order to attract and maintain more wrestlers.

The present finding is consistent with the findings of Bahlake (2005) who reported that management and planning are significant factors which affect the level of satisfaction in clients of private swimming pools [15]. Consistent with the present findings, many researchers also contends that effective organization improves the efficiency of clubs and client satisfaction [16,17,18].

The present study also revealed that Greco-Roman wrestlers are content with their club managements. In this regard, there was a significant difference in the level of satisfaction between Greco-Roman and freestyle wrestlers. This finding suggests that one feature cannot solely account for client satisfaction; rather several factors may influence client satisfaction. Management factors may not exclusively account for Greco-Roman wrestlers' satisfaction and thus further effective factors needs to be investigated.

In sum, researchers typically tend to emphasize certain aspects of customer satisfaction and try to stress these aspects as the variables determining business success. Accordingly, previous studies have focused on specific aspects of client satisfaction as the major factors predicting business success. However, a variety of factors identified in the current and previous studies may together account for the success of wrestling clubs.

Table1. Descriptive statistics of the Freestyle wrestlers Satisfaction

Statistic variable	Freestyle wrestlers Satisfaction			
	Satisfaction of the management	Satisfaction of the facilities	Satisfaction of the public sector	Overall satisfaction
very much	17.94	17.30	25.32	19.63
much	24.64	21.20	27.90	24.10
little	56.63	28.24	23.43	26.43
very little	30.79	33.26	23.35	29.82

Table2. Descriptive statistics of the Greco-Roman wrestlers Satisfaction

Statistic variable	Greco-Roman wrestlers Satisfaction			
	Satisfaction of the management	Satisfaction of the facilities	Satisfaction of the public sector	Overall satisfaction
very much	27.38	18.98	34.13	25.73
much	26.48	21.61	27.02	24.63
little	24.68	30.43	19.83	25.73
very little	21.46	28.98	19.02	23.88

Table 3. t-test results related to the subjects Satisfaction

Statistic variable	Group	N	Mean & SD	t	P
Satisfaction of the management	freestyle wrestlers	179	36.84± 12.64	3.28	<0.001
	Greco-Roman wrestlers	76	41.75± 10.73		
Satisfaction of the facilities	freestyle wrestlers	179	44.77± 15.12	5.63	<0.001
	Greco-Roman wrestlers	76	46.10± 13.53		
Satisfaction of the public sector	freestyle wrestlers	179	32.88± 9.39	3.60	<0.001
	Greco-Roman wrestlers	76	36.11± 8.70		
Overall Satisfaction	freestyle wrestlers	179	114.22± 33.11	4.20	<0.001
	Greco-Roman wrestlers	76	123.97± 30.00		

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