



**International Journal of Biology, Pharmacy
and Allied Sciences (IJBPAS)**

'A Bridge Between Laboratory and Reader'

www.ijbpas.com

DEVELOPMENT AND VERIFICATION OF A CONCEPTUAL MODEL FOR RE-ATTENDANCE OF VOLLEYBALL SPECTATORS IN IRAN: STRATEGIES FOR SPORT MARKETING

**KATAYOON KAMKARI¹, ADELEH SADEGHI MOGHADAM², JAMIL NAVKHASI³,
SAJAD BEYRAMI⁴**

1: Department of sport management, central Tehran Branch, Islamic Azad University, Tehran, Iran

2: PHD Student in Sport Management, Central Tehran Branch, Islamic Azad University, Tehran, Iran

3: PHD Student in Sport Management, Science and Research, Islamic Azad University, Tehran, Iran

4: Department of Physical Education, Science and Research, Esfahan University, Esfahan, Iran

ABSTRACT

Without the presence of spectators in sports, There wouldn't be any modern competition. If spectator be removed from professional sports, no one would compete and consequently all its marginal issues will be disappeared. The aim of the present study is to identify the attraction factors and to propose strategies for re-attendance of spectators in the 2012 Asian volleyball Games. Therefore, 206 randomly chosen spectators completed the revised questionnaire of Corea, Steve and Trail. Structural equations are based on a fitted model and certain theories which are subject to the causal relationships and solidarity between the variables. To test the assumption that the model is a proper or not, we use the fitted indexes. The findings of statistical model of SEM showed that motivational, social and place-time factors as well as financial and physical facilities in indoor sports (volleyball), have significant relationships with the tendency to participate in stadiums ($p < 0.01$).

Keywords: Attendance, Spectator, Volleyball, Structural Equations Model

INTRODUCTION

Nowadays, sports as a part of economic, in both scientific and spectacular aspects, have a significant role in the production and

consumption of goods, sports services and economical developments in various societies and is now considered to be one of the most effective factors in national

economic development and one of the most money making industries in the 21st century [1]. Motivation is a strong sense which is originated within the individuals and guides them toward doing a task or a purpose. Studying the motivation is simply to find out why individual do the tasks in a special way and basically what causes their activeness [2]. Based on the research, sports is a scientific achievement that through making a sense of personal identity, social recognition and feeling of interest has a strong motivation sense so that with a clear, considerable attractiveness and solidarity can gather all the people around the world to watch the games that we should not ignore its importance as a tool for attracting spectators today[3].With a research in the field of social media we will reach to the idea that the sports factor has pervaded in all aspects of life and marketing competitions is also mainly institutionalized in our contemporary culture and in our era. The fame of sports stars, professional sports advertisements and at the university level, the quality improvements of Olympic Games and thousands of television channels and publications especial for sports, are examples of marketing high level games. The disorder base of this activity requires sports managers and corporate sponsors to

attract sportsmen and advance their activities. Considering these disorders in this kind of activity most of the providers of advertising channels, legal and corporate supporters or sponsors require to attract people to increase the use of these sports equipment[4].Spectators are of the most important factors in every sports game that by attending in games in addition to supporting the team also leads to making high profits which their study of behavior motivation in the way of watching the games is one of the most important achievements of the present study. the spectators, are decreasing nowadays[5]. Based on a thorough literature review and interviews with soccer fans and industry experts, GhasemiRashkSofla [6] recognized the restrictions for spectators to attend on football stadiums his family, his favorite football team ,going lonely, Marko Sarstedt et.al. [7] also developed an analytical model for measuring soccer fan satisfaction (FANSAT). The impact-performance map results of the driver analysis showed that stadium features aspects of the stadium, club management and fan-based support for the club are the most important determinants of fan attendance [7]. Spectators spend a lot of money during their presence in games. Sports team managers and marketers should

use marketing strategies and models to increase the presence of spectators in stadiums and more profit making. To increase the spectators' attendance it is necessary to identify effective factors, both mental/internal and external/environmental factors, and the importance of each on their presence is measured. The aim of the Hyun-Duck Kim et. al. was to identify the effects of five factors of service quality, including tangibles, reliability, responsiveness, assurance, and empathy on customer satisfaction, and repurchase intention for Korean professional basketball league spectators. The findings of analysis of variance indicated that demographic variables including education, income, and season ticket status were significantly related to the mean levels of service quality. This finding indicates that the performances of service encounters have substantial potential for making a significant impression on customer perceptions of service attributes at the professional sport event. The regression model involving the five factors of service quality and repurchase intention revealed that the factors of tangibles and assurance were identified as the most critical related to overall repurchase intention [14]. So we can also name different ways such as advertisement, team identity, financial costs,

setting a safe environment and athlete's skill. The question that what theories and factors influence the spectators' attraction to games has drawn researchers' and sports marketers' minds towards itself. The main and key factor is the collapse or failure of sports organizations, the lack of applying customer's behavior strategy and sports advertisement techniques. In competitions, it is considered that the determinant factor is the ultimate success. For any successful marketing planning or advertisement plan in sports, the spectators' and sports customers' recognition should be understood. Understanding the factors of attracting spectators' attention to sports activities, is the key developmental programs to guide the processes and the strategy to develop our goals, [9]. Chen and et al. examined the ticket purchasing motivation and interests of 334 season-ticket holders. The participants' purchasing motivation and interests were surveyed onsite in the 2008-9 season. The results indicated that the participants' ticket purchasing motivation was mainly influenced by the competition and psycho-social related factor (CPR) and price and promotion (P&P) factor. The necessity to globalize sports that began in the 1980s changed the role of sport in society and provided many profitable opportunities for

individuals, enterprises and various media [10]. In many cases, situational factors have a specific effect on customers' behavior where the use of assessment tools, lifestyle and individual.. The growth in marketing services is focused on the importance of physical and social elements and other important factors that are effective on the spectators' behavior [2]. Physical and social factors are two important factors in a marketing strategy where services are consumed. Services are quite mixed with the environment in which they are manufactured and this can give marketers a unique opportunity to be more effective in examining the managing factors of environmental parameters as a tool for creating marketing strategies [11]. Regarding the above instances, the present study intends to find the effective factors on attracting spectators to the volleyball competitions in 2012 Asian Competitions in Urmia due to the potential of this field in Iran, which is one of the most important sporting events in Asia and Iran, and to find answers to the question that "What factors have a significant impact on attracting spectators in sports events?"

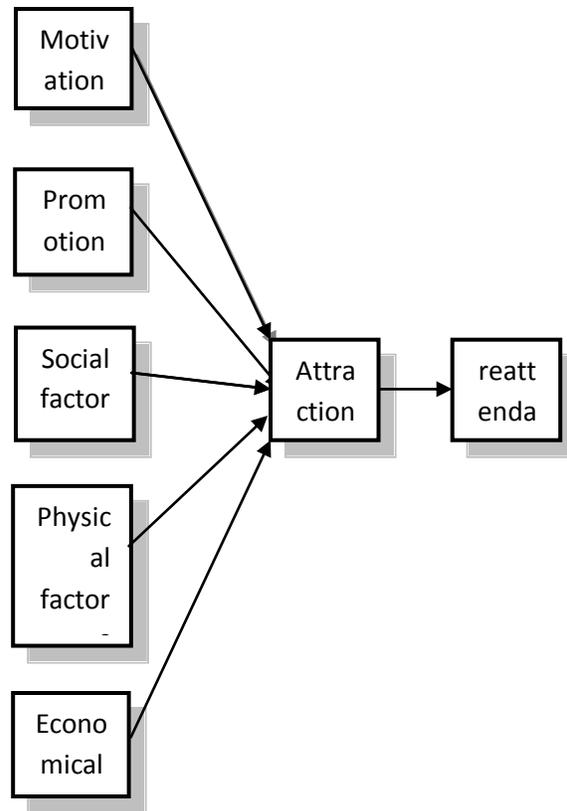


Figure 1: The theoretical model assumed to assess the factors influencing the spectator's re-attendance in 2012 Asian Volleyball Games

Research Methodology: This research is operational regarding the purpose, and in terms of gathering correlational data is a structural equation model. The study comprised 206 spectators of 2012 Asian Volleyball Games in Urmia who had gotten the ticket and had attended the game, and have been chosen randomly from among all the spectators. To determine the effective factors (motivation, promotion, social, physical and economic) on attraction and the tendency to re-attendance of the spectators in 2012 Asian Volleyball Games the revised questionnaire of Corea and Steve, and Trail was used. The questionnaire included for

factors affecting the attendance, motivational factor, propagation factor, social factors, physical factors and economic factors. Likert's 7 value scale (from totally disagree to totally agree) is used to answer questions about the factors affecting the re-attendance. Face validity of the questionnaire was obtained by experts and the reliability of the questionnaire was obtained in a pilot study through Cronbach's alpha of 0.91. The tool is SPSS software version 22 and LISREL software (8.7) with the confidence level of 95%.

RESULTS AND DISCUSSION

The findings of Table 1 indicated that the fitted indexes, comparative fitness index is close to 0.9 and the adjusted goodness fitted index is close to 1 and the goodness fitted index is greater than 0.9 and the root mean error is less than 0.1, which confirmed the validity of this model; as a result, this model has achieved the desired level of fitness and based on it we can confirm the structure of the structural equation model.

Table 1: Fitted indices of the SEM model

RMSR	AGFI	GFI	CFI
0.01	0.90	0.93	0.97

In the chart below, each standardized coefficient shows the relationship between the factors considered. Considering that all the coefficients were positive, the relationship between the present parameters

in the model is direct. The significance of these coefficients is investigated in the next section. In this section we investigate the relationship between the parameters and the theories. Each equation includes components of the error variance, standard and non-standard coefficient, the value of R2, standard error and the T-value.

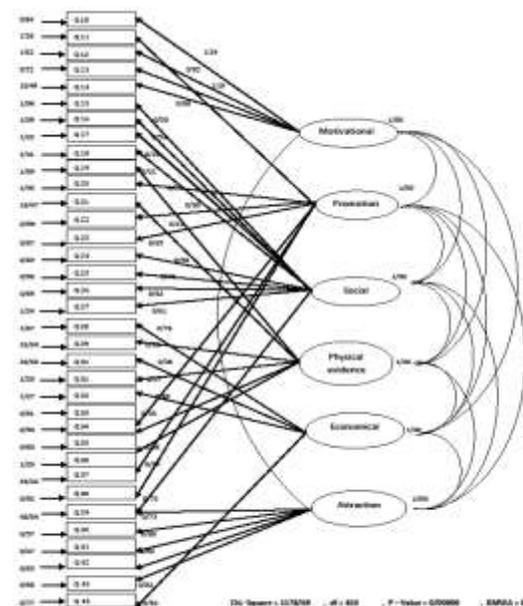


Fig 2: Factor analysis of questions relating to each factor of the spectators in 2012 Asian Volleyball Games
The results of the structural model:

The findings of Table 2 showed that there was a significant relationship between both motivational and attraction factors ($P < 0.05$), there was a significant relationship between both propagation and attraction factors ($P < 0.05$), there was a significant relationship between both social and attraction factors ($P < 0.05$), there was a significant relationship

between both physical and attraction (P<0.05), there was a significant relationship between both economical and attraction factors (P<0.05), and there was a significant relationship between both attraction and re-attendance (P<0.05).

motivation was in order to reach the team's identity and was emphasizing the strong support of the favorite team [9]. The results of Wu and Bojan's team identity and their main reason of attendance is supporting their favorite team. And also the spectators' attendance in competitions in which Iran is

Table 2. Evaluation of the relationship between the factors and studying the research hypothesis about the spectators in 2012 Asian Volleyball Games

	factors	Sig.	Significance level T-Value	Error of measurement	Determination index R ²	Standard index
Attracting the spectator	Motivation factors	0.000	12.38	0.013	0.89	0.12
	promotion factors	0.000	9.999	0.019	0.89	0.23
	Social factors	0.000	9.92	0.034	0.89	0.30
	Time-place factors	0.000	8.99	0.010	0.89	0.13
	Economical factors	0.000	13.25	0.012	0.89	0.11
Re-attendance	Spectators attraction	0.007	9.42	0.132	0.83	0.37

DISCUSSION AND CONCLUSION

There is a significant relationship between motivational and attraction factors. This result is consistent with the findings of other studies such as Marko Sarstedt et.al[7]Swanson et al [12],Pace and Jiang [13], Huang et al., [14], divide the sports customer's motivation for participating in sport events into two categories of fans' motivation and spectators' motivation. The spectator's motivation was related to the social identity of sport and the factors that make the competitions interesting, such as the technical quality of the games, gaining excitement and entertainment, but the fans'

not playing, expresses that Iranian spectators. consider this sport as an exciting sport, and the beauty of these competitions will attract most of spectators to these tournaments and perhaps as these games are held in the Asian category, and therefore causes the attraction of more people to these competitions. Consequently, the attendance of star players in the team, players' skills and the technical quality of the favorite team has a considerable role in their attendance. Trail et al., [15] divide the attracting factors of a sports event into three categories, attracting factors relevant to the stadium (stadium design, painting the stadium and the quality

of grass), attracting factors relevant to the team (the presence of the famous players, the results of the recent competitions, the team's position in the table) and the attracting factors related to the competition (technical quality of the game, Derby game, several goals per game and unpredictability of the results) [9]. In this study, they found that attracting factors relevant to the team, attracting factors related to the competition and attracting factors relevant to the stadium are respectively important, and are consistent with the results of this study. There is a significant relation between the propagation and attraction. The results of this study are consistent with Chen and et al. Hwang and are not consistent with the findings of Matthews et al., and some of the findings of Greenwell et al.,. The results also showed that although the items related to the propagation factor were important for the spectators, these factors made a significant relationship with attracting more spectators. The findings of Greenwell et al., also showed that the propagation factor is only for a group of spectators who just come to the gym only for fun and excitement and even if they are a fan of a team, they do not have a certain bias towards it, establishes a strong relationship with the tendency to re-attendance. But the spectators that are biased

in favor of a team, the propagation factor is not important for them and has no significant relationship with attraction. It can be concluded from this study that most of the present spectators in these competitions are the teams' biased fans and some other factors other than the propagation factor is effective in their attendance. So, at the first step we should introduce marketing and finally we should introduce selling tickets in most indoor competitions. In the spectators' point of view, the most important thing in the social factor is that spectators tend to create a context for sharing information with friends. Interpersonal, within group and sub-group interactions and the team's identity are factors. Spectators share themselves in their team's success and reach a team identity and finally experience vicarious winning that is very enchanting for them. The results showed that the more the number of the spectators, the more the tendency to attend and also the tendency to re-attend in the future competitions increase, and this is a meaningful relationship. There is a significant relation between both physical and attractiveness factors. In this study that although the majority of the spectators were Iranian biased fanatics, the conditions and facilities factor had a significant relationship with their attraction. Since the leagues in

Spain and other European countries benefit from highly integrated planning and a full schedule of the games and locations are ready before the season starts and as much as possible, the time of the games does not change and the games are mostly held on the weekend, viewers do not have a right understanding of unplanned and it is supposed that due to the changes in schedules and holding the games on weekdays their attendance will gradually fade. But the Iranian spectators are familiar with the inappropriate conditions and facilities and their effect on their attendance. the relationship between the conditions and facilities factor and their attraction to sports events is a meaningful relationship. But in contrast, single spectators with a low level of education, occupation and income, this relationship was insignificant and is not consistent with the findings of this research. the spectators who were at the age of 25 to 35 and 35 to 45, no significant relationship was noticed between the condition and facilities factor and the tendency to re-attend ,This may be due to reason that the younger age group have not yet reached the age of marriage and career and are not under pressure in terms of time and conditions and in older ages as they are mostly retirees, they are free from work and have more

opportunities and therefore other factors are much more important to them [2]. Stadium design, the quality of the stadium, cleanliness of the stadium and appropriate chairs are important factors in attracting the spectator[15].There is a significant relationship between the economic factor and attraction. For example ticket price and other costs should also decrease. Economic factors which include the ticket price and the costs to reach the stadium, has a negative effect on their attendance. They also state that the spectators are sensitive and non-flexible to the attendance costs in stadium such as, entrance ticket and transportation, which is consistent with the results of the research. Although in most of these foreign researches, spectators and fans are separated from each other, due to the existence of solidarity and coherent groups for fanatics in Iran, we count them as spectators, too. According to the research findings and the presented discussion we can design the model of the effective factors influencing the spectator's re-attendance in 2012 Asian Volleyball Championship Games as the following:

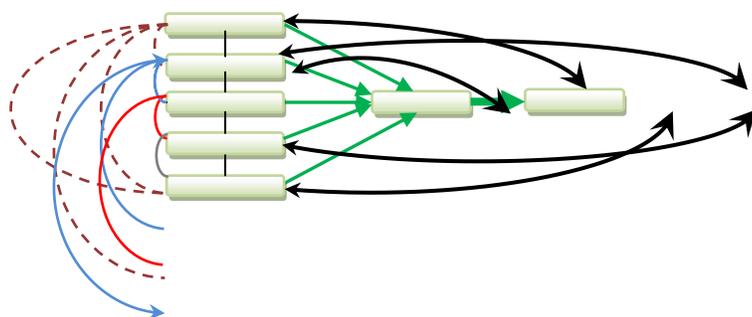


Fig 3. The final model for the study of factors affecting the spectators' re-attendance in 2012 Asian Volleyball Games

REFERENCES

1. Brown, M. & M Nagel (2002); The size of the sport industry in the united states: understanding (Ed) ; 10European sport management congress : Future of sport management proceeding, Firenze : Italy : EAS.
2. Lee, S. H. (2001). Factors affecting game attendance decision of volleyball fans in Korea. The Korean Journal of Physical Education, 40 (2), 469 – 479. (in Korean) .
3. Armstrong, K. L., & Peretto Stratta, T. M. (2005). Market analyses of race and sport consumption. Sport Marketing Quarterly, 13 (1), 6 - 16.
4. Hall, J., O Mahony, B., Viceli, J. (2010). An empirical model of attendance factors at major sporting events. International journal of hospitality management. Volume 29, Issue 2, June 2010, 328 – 334.
5. Mohammad Kazemi, R. (2007), Checking the product element out of the mixed elements of marketing in the soccer league, Journal of Movement Science and Sports 1386, pp. 30 – 40.
6. Ghasemi Rashk Sofla , Mohsen, Sedigheh Heidari Nejad Tahereh Azmsha, (2014), Recognizing the Restrictions for Spectators to Attend on Football Stadiums, International Research Journal of Applied and Basic, Vol, 9 (2): 168-171
7. Sarstedt,, - Marko, Christian M. Ringle (2012), In Pursuit of Understanding What Drives Fan Satisfaction, Hamburg University of Technology (TUHH), Research Papers Series, No. 007, ISSN 2192-4813
8. Kima, - H-D, La Vettera, David, Jeoung-Hak Lee(2006), The Influence of Service Quality Factors on Customer Satisfaction and Repurchase Intention in the Korean Professional Basketball League, International Journal of Applied Sports Sciences, Vol. 18, No. 1, 39-58

-
9. Woo, B., Trail, G. T., Kwon, H. H., Anderson, D. (2009), Testing models of motives and point of attachment among spectators in college football. *Journals of Sport Marketing Quarterly*. May 2009. <http://www.Wikipedia.com>
 10. Hong, J.B., Kim, Y. M. (2008). The relationship among attribute of professional football team, team identification, and team loyalty. *The Korean Journal of Physical Education*, 43 (6), 623 – 631.
 11. Mullin B. J, Hardy S & Sutton W.A. (2007). *Sport marketing*. Third edition, Human kinetics Publishers: USA.
 12. Swanson, S., Gwinner, K., Larson, B., & Janda, S. (2009). Motivations of college student game attendance and word – of – mouth behavior: The impact of gender differences. *Sport Marketing Quarterly*, 12, 151 – 162.
 13. Pease, D. G., & Zjang, J. J. (2009). Socio – motivational factors affecting spectator attendance at professional basketball games. *International Journal of Sport Management*, 2, 31 – 59.
 14. Hong, J. B., McDonald, M. A., Yoon, C. S., & Fujimoto, J. (2005) Motivation for Japanese baseball fan`s interest in Major League Baseball. *International Journal of Sport Management and Marketing*, 1 (1/2) 141 –154.
 15. Trail, G. T., Anderson, D. F., & Fink, J. (2009). A theoretical model of sport spectator consumption behavior. *International Journal of Sport Management*, 1, 154 – 180