

Comparing the social responsibility of the top four teams with the bottom four teams in the table of the football premier league

Milad Karamouzian^{1*} and Seyed Ahmad Nejad Sajadi²

1- M.A Student of Sport management. Islamic Azad university. Sciences and Research unit of Kerman

2- Assistant professor. Sport management. Valiasr university of Rafsanjan

Corresponding author: Milad Karamouzian

ABSTRACT: The aim of this research was to compare the social responsibility of the top four teams in the table with the bottom four teams in the table of the football premier league. The present research was of a descriptive - scanning kind and was performed in the form of field. The statistical universe included all fans of the top teams in the table (Foolad, Sepahan, Perpolis, Naft of Tehran.) and the bottom teams in the table (Zob Ahan, Fajr sepasi, Damash of Gilan, and Mes of Kerman) in 2013- 2014. The statistical sample was selected among the fans attended sport stadia. Considering at least 9000 fans attended each play, the sample size according to Morgan Table was estimated 380 persons (each team : 190) and available sampling method was used. To collect data, the social responsibility standard questionnaire (Stewart, 2003) with reliability coefficient (0/88) was used. In Iran, It was validated by Bakhshandeh (2012) and its content validity and construct had been approved by him. To analyze data, addition to descriptive statistical indexes, the statistical methods of ANOVA were used. The research results showed that the comparison of the social responsibility of the top four teams with the bottom four teams in the table of the football premier league is a significant and positive relationship.

Keywords: Comparing, teams, football, premier league.

INTRODUCTION

The organizations are considered as the middle layers and mediator loops between an individual and a society, so that they account for one of the important and basic components of the social framework of today's human. It is obvious that the organizations will play several different multiple roles and functions proportional to human needs and demands in the evolution of this social framework until approaching a global proportional and balanced framework. While they think about their own survival and maintenance, they should engage in influences and consequences on the society beyond their self-directed view. However, they feed with the scientific, social and biological infrastructures and capitals of today's dynamic and network world, they should have the sense of commitment, responsibility and responsiveness to the society needs and demands in the heart of the strategic planning and management. The lack of attention and escaping responsibility of the organization will often result in some challenges for the organization and weaken the organizational survival (Rasouli, 2010). Additionally, in the sport industry on the one hand the organizations confront the increasing pressure reinstatement of profitability, and on the other hand they should behave in the expected way of the society. The sport organizations deal with a consumers group who are acutely aware of the social aspects of the organization policies (Walker, 2010). Meanwhile, because of the special place of football there is a strong link between football clubs and their communities. The football clubs don't seek only winning the play in any price, but as Nick Hornby writes they are also indebted to their fans a sense of popularity and competency (Arsenal club, 2010, Rooska, 2011).

According to Walker and Kent (2009) the social responsibility in the sport industry is different from the other areas, because this industry has some characteristics that distinguish it from the other organizations in the trade area (Walker and Parnet, 2010). Also, a football club is an efficient member and force of the society like citizens. The

football clubs not only in the playing field but also in their external activities cause to progress the society like their social responsibility (Rooska). Therefore, decision making the managers of sport clubs could have many deep and huge effects on the various parts of the society. Thus managers' awareness and attention to their social responsibilities when they make decisions is very important ; because an incorrect and irrational decision and regardless to the social influences can pose many irretrievable damages on the society (Nikoomaram. Mohammadian, 2009). About sport management and marketing, the social responsibility has been underestimated. Since we witness the professionalization of most sports, undoubtedly sport has transformed into an industry. So sport managers like the other managers of industries should be aware of economic, social, political and environmental progresses of their around world (Klin, 2004).

One of the social problems which many of authorities and practitioners of different societies pay attention to it is inattention and lack of commitment of organizations and managers to their own social responsibility and task. This important subject, especially in Iran has been considered due to some certain conditions and necessity of comprehensive development. (Nikoomaram. Mohammadian Saravi, 2009). The principles of the social responsibility emphasize on this fact that the various businesses especially football clubs must consider their own effect on the society and be responsible against it (Walker & Parent 2010; Mohr 2001; Quazi2003 ; Rooska2011). The football clubs strengthen their relations with the citizens of the society by performing the social responsibility initiatives (Windsor2001; Wood&Logsdon 2001) and so increases the fans support. One of the ways to return the capital to the clubs is the increasing support of the fans. Also Moshbeki and Khalili Sholaie (2010) in their research concluded that there is a significant and positive relationship between the organizational factors and the social responsibility of the organization. They stated that the employees' mental pattern is the most effective major factor on the social responsibility of the organization. Walker et al. (2010) in their research related to the social responsibility of Olympic games named " Social responsibility and Olympic games : The mediator role of customers' characteristics " studied the influence of the social responsibility of Olympic games on customers' responses. Their results showed that in general the spectators ' awareness of the social responsibility was low. The results of their research demonstrated the spectators ' awareness of the social responsibility has a positive and significant effect on credit of Olympic games, repeat business, mouth – to- mouth expression and products consumption (Walker, 2010). Also Hasani and Heydari Zade (2013) in their another research titled "Fitness of causal – structural relations of Islamic Ethics in work on the social responsibility and individual responsiveness given to mediator effects of service culture " concluded that there is a positive and significant correlation between Islamic ethics of work with social responsibility and individual responsiveness. Also, the mediator role of service culture in the relationship between Islamic ethics of work with social responsibility wasn't approved, but the findings show the mediator role of service culture in the relationship between Islamic ethics of work with individual social responsibility. AbdolRahim (2011) in a research titled " The importance and effect of social responsibility on the customers' behavior in Malaysia" studied the importance of the social responsibility in the customers' behavior. Their results showed that the customers expect the organizations to provide information about what they do and the customers support the organization which follow the initiatives of social responsibility. Given to studying the above research background, it can be said that decision making of sport clubs managers can have several great and deep effects on the various sections of a society. Therefore managers' awareness and attention regard to their social responsibilities during decision making is very important ; because an irrational and incorrect decision and regardless to the social influences can impose many irreversible damages on the society (Nikoomaram and Mohamadian Saravi, 2009).

MATERIALS AND METHODS

The present research is of descriptive - scanning kind and in terms of objective is functional. The statistical universe of research includes the fans of 8 teams of football premier league (2013- 2014) ; considering there are millions of fans in throughout Iran, and on average about 9000 spectators attended clubs. For more confidence, the researcher selected his statistical sample only among spectators. The sample size was estimated 380 spectators by Morgan Table (each team 190). Considering the probability of fall and increasing generalizability among the fans of each team, 200 questionnaires were distributed and the available sampling method was used. In this research, one inventories was used. The social responsibility inventory has composed of four aspects of ethical, economic, legal and humanistic responsibilities and was measured by 12 questions from the social responsibility standard inventory (Stewart, 2003).

The social responsibility standard inventory (reliability coefficient 0/88) includes four aspects of obedience to law (reliability coefficient 0/78), economic responsibility (reliability coefficient 0/73), ethical responsibility (reliability coefficient 0/89) and humanistic responsibility (reliability coefficient 0/83) that has been validated in Iran by

Bakhshande (2012). The content validity and construct of this inventory have also been approved by him. In the inferential analysis of the findings ANOVA test was applied using software SPSS of version 20.

RESULTS AND DISCUSSION

- 1- Age : 51/2% fans have the age range of 18-24 and 8% were above 45.
- 2- Record of support : 38/5% and 9/2% fans have supported their popular team for 2-5 and 11-15 years. respectively.
- 3- Education : 37/2% and 17/6% fans were holder of diploma and M.A and higher level. respectively.
- 4- Attendance in one season : 37/8% spectators attend 1-3 times in the club and 17/6% of them. 7-10 times.
- 5- Following the plays : 68/ 5% spectators follow all plays of their popular team and 6/5% of them don't follow the plays of their own team.

In the following table. the results of Welch test are presented.

Table 1. the results of Welch test

	Static	df	Sig.
welch	8.751	15	0.001

Table 2. the results of ANOVA test

	Sum of squares	df	Mean square	F	Sig.
Between groups	65.248	15	4.350	9.069	0/001
Within groups	823.100	1716	0.480		
total	888.348	1731			

Given to the table 2 ANOVA is significant.

Table 3. The results of Bonferrioni test

Sig. level	Average difference (I-J)	Bottom teams in the table	Top teams in the table
1.000	-0.28	Fajr Sepasi	Foolade of Khoozestan
1.000	0.25	Damashe of Gilan	
0.159	0.29	Mes of Kerman	
-0.14	-0.14	Zob Ahan	
0.14	0.14	Fajr Sepasi	Pespolis
0.10	0.10	Damash of Gilan	
0.14	0.14	Mes of Kerman	
1,000	-0.33	Zob Ahan	
1,000	-0.49	Fajr Sepasi	Naft of Tehran
1,000	-o.81	Damash of Gilan	
1,000	-0,45	Mes of Kerman	
0.148	0.23	Zob ahan	
0.001	0.51	Fajr Sepasi	Sepahan
0.001	0.48	Damash of Gilan	
0.148	0.23	Zob ahan	
0.001	0.52	Mes of Kerman	

* shows difference is significance in the level p<so.o5.

Considering the table 3 the comparison of the top teams in the table with the bottom teams is significant.

Discussion and conclusion

The aim of the present research was to compare the social responsibility of the top four teams and the bottom four teams in the table of the football premier league.

The findings showed that there is a positive and significant relationship in the comparison of the social responsibility of top four teams and the bottom four teams in the table of the football premier league. The results of this research are associated with the results of Behnam. Ahmadi ad Bakhshande (2013), Hasani and Heydarzade(2013), Walker (2010)and Abdolrahim (2011).

The results obtained showed that there is a positive and significant relationship between the teams of Sepahan with Fajre sepasi. Sepahan with Damash of Gilan and Sepahan with Mes of Kerman. It seems that the social responsibility of Sepahan team is more than the bottom three teams in the table that can include several factors. In Iran. fans support plays an important role. who attend in the stadia in the different atmosphere conditions. This subject can be one of the possible reasons for the better performance of the teams. The other factors include the economic

conditions of the clubs. having payers in the national team and the team place in the table. The clubs managers can help success their clubs through the survey of their fans to perform the social responsibility programs and the fans' well- being associated with predetermined organizational regulations. It seems that the clubs provide no information about their activities related to social responsibility. Therefore. it is recommended the football clubs prepare an annual report about their own social responsibility activities and provide it with all members of the society. Furthermore. providing information related to the social responsibility activities in the website of the club is recommended.

REFERENCES

- Rasooli E. 2010. The social responsibility of the industrial and trade companies for protecting environment. The research journal of Strategic r
- Moshbeki A and Khalili Shojaee V 2010. Studying relationship between organizational culture in the organizations social responsibility. Strategic sociology. 21th year. no. 4. Winter : 37-56.
- Nikoomaram H and Mohamadian Saravi M. 2010. " The role of managers in promoting the social responsibility from Islam view ". Journal of strategic research center. social responsibility of organization. no 2.