

The relationship between the social responsibility of club with reputation and fans' dependency on the team in the football premier league

Salim Hamzeh Javaran¹, Seyed Ahmad Nejad Sajadi² and Milad Karamoozain^{3*}

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

3- M.A Student of Sport management, Islamic Azad University, Sciences and Research unit of Kerman

Corresponding author: Milad Karamoozian

ABSTRACT: The aim of this research is to study the relationship between social responsibility of club with reputation and fans' dependency on team in the football premier league. The present research is of correlation type and has been performed as a field study. The statistical universe includes all fans of premier league teams 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. And so the questionnaires of the reputation (Resler, 2010) with reliability 0/83 and the dependency on team (Gay et al 2009) were used. To analyze data, addition to descriptive statistical indexes, the statistical methods of Spearman correlation coefficient, and Kolmogorov- Smirnov were used. The results showed that there was a significant and positive correlation between the aspects of club social responsibility and the reputation ($r=0/36$, $p=0/001$). Also there was a significant and positive relationship between the aspects of social responsibility and fans' dependency ($r=0/28$, $p=0/001$).

Keywords: relationship, social, club, reputation, dependency, football, premier league.

INTRODUCTION

The economic conditions, physical environment, government regulations and technological progresses influence consumers' requirements and expectations and the company capabilities and its competitors (Hawkins, 2006). On the one hand organizations deal with the increasing pressure of profitability reinstatement and on the other hand with the rational behaviors in the society (Walker, 2009). In contrast to the traditional views, the task of companies and organizations is not only profitability but also they have some responsibilities in their own business spaces which are mentioned as the social responsibility (Ebrahimi and Rudani, 2009). 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).

A club must recognize its possibilities and capabilities alongside satisfying fans' requirements as whole. Accessing to such a recognition requires evaluating all angels of a club including its financial conditions, managerial general skills, production possibilities, research and development possibilities, special technological delicacies, club reputation and marketing skills (Hawkinz, 2006). A football club like the citizens is an effective member and force of society. A football club, not only in the playground but also in its external activities including social responsibility causes the society progress. The practical evidence shows the initiatives of the social responsibility can have some positive consequences through increasing brand image, reinforcement of reputation, maintenance of employees, selling increase and loyalty stabilization of consumers. The clubs are seeking increase and maintain reputation, therefore they should recognize their own audiences and their values in the relationships. Thus , to increase reputation

we need a comprehensive and complete definition about the social responsibility. The social responsibility of managers and institutions consists in to be under an obligation to responsiveness and satisfying the expectations of external stakeholder groups such as customers, suppliers, distributors, environment guards and service / production workers along with protecting interests of internal stakeholder groups such as owners or shareholders and unit employees (Goodarzi, 2011). In today's competitive world, In today's comparative world, the fans are in favor of the clubs and their satisfaction is the major factor of taking competitive profit of the clubs. To satisfy the fans requires meeting their needs completely and identifying exactly their demands, expectations, tendencies, abilities and limitations in usage of the services or purchasing products (Chavosh bashi, 2010).

The researchers also believe that the fans are considered as pillars of sport industry, because they provide athlete with a live and direct environment, so that the athlete cannot exhibit a good play in the competition (Khabiri, 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).

Studying the social responsibility issue is important due to several reasons:

1)The managers' decisions influence deeply the different parts of the society.2) If the individuals, groups, organizations and institutes of the society hold themselves responsible for various events, happenings and crises and attempt to solve the various problems, many crises and problems will be solved at a short time and a healthy and pacific society will be exist. 3) To improve and protect their place in the society, organizations should pay attention to their own social responsibilities and have legality in the society. 4)All performances of organization influence the society and this effect, good or bad, will be reflected on organization itself ; therefore managers' malfunction causes many problems for society that finally will involve themselves. 5) The cost of society in which managers haven't any sense of responsibility is very high (Alvani and Ghasemi, 1998; Chavoshbashi, 2010).

Onlaor and Rotkanakit (2010) in their research related to costumers' loyalty studied the influence of the social responsibility on customers' loyalty. They found that the degree of customers ' support of the social responsibility has an positive effect on their satisfaction and every four aspects of the social responsibility have an positive and significant effect on customers' satisfaction. Li and Lee (2011) conducted a research related to the interaction effect of the social responsibility and reputation on the customers evaluation. They found that the social responsibility has a positive and significant effect on the customers ' identity and reputation. Masoomi performed a research related to the factors influencing spectators attendance in Iran (2008) that studied the effective factors on the spectators attendance in the football competition between Perspolis and Sepahan.

Studying the relationship between the spectators' motives and their rate of attendance demonstrated that there is a significant relationship between supporting team, escape, emotion of play, awareness of football, clearing play,welfare services and plays entertainment with the rate of spectators' attendance. But there is no significant relationship between interest in a special player and winning the related team with the rate of spectators' attendance. 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.Jabbari and Bayazdi (2010) carried out a research titled " Studying the relationship between the social responsibility and the organizational commitment with conservation in the financial reporting of the companies accepted in Tehran stock market "that was consistent with our studies.

The football clubs maintain their relations to the citizens of society through doing initiatives of the social responsibility (Vindesour, 2001; Wood ad Loosdon, 2001) and thus increases fans' support. One of the ways to return on investment for the clubs is such increased support of fans(Rooska, 2011).

MATERIALS AND METHODS

The present research is of correlation kind and in terms of objective, is functional. The statistical universe of research includes the fans of 16 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, 3 inventories were 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 inventory of reputation has been designed in 2010 by Resler and included 7 questions. It has been arranged on 5 point Likert scale. The dependency on the team inventory has been designed in 2008 by Gay et al. It has 4 questions and is based on 5 point Likert scale.

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. Also, the inventories of the reputation (Resler, 2010) and the dependency on the team (Gay et al. 2009) were used with reliability coefficients 0/76 and 0/70, respectively. In the inferential analysis of the findings, Kolmogorov- Smirnov test was applied to determine to be normal data and Spearman correlation coefficient was used for determining the relationship between variables 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.

The results of the normality assumption test of the social responsibility and its aspects and the variables of research are provided in the following table (table 1) :

Table 1. the results of Kolmogorov- Smirnov test

Social responsibility	Dependency on team	reputation	humanistic	Ethical	economic	legal	
1732	1732	1732	1732	1732	1732	1732	frequency
2/882	5/490	7/205	6/641	8/118	7/405	7/075	Kolmogorov- Smirnov
0/001	0/001	0/001	0/001	0/001	0/001	0/001	0/001

As the table 1 demonstrates the significance level in the above table in none of the cells isn't more than 0/05 and this shows that our statistical sample isn't normal. Thus in the following, we must use non parametric tests. To study the relationship between the club social responsibility with the reputation and the fans' dependency on team of premier league teams, Spearman correlation coefficient was used which the table 2 shows its results.

Table 2. Spearman correlation between the variables of social responsibility, reputation and fans' dependency on team

reputation	fans' dependency on team	Social responsibility	Variable
0/36***	0/28***	1	Social responsibility
1	0/40***	0/33***	fans' dependency on team
0/40***	1	0/28***	Reputation

*** shows correlation is significance in the level 0/001

Discussion and conclusion

The aim of the present research was to study the relationship between the club social responsibility with reputation and the fans' dependency on team of football premier league teams. The findings showed that there is a positive and significant relationship between the club social responsibility with reputation and the fans' dependency on team . It means that increasing the social responsibility of the club, the reputation and the fans' dependency on team also increases. The results of this research are associated with the results of Hayanlaver and Rotkanakit (2010), Lee(2011), Masoomi(2008), Moshbeki and Khalili Shojaie (2010) Jabarzade and Bayazdi (2010).

The results obtained showed that there is a positive and significant relationship between the social responsibility with the reputation ,that is increasing the level of the social responsibility improves the club reputation. In today's world , the trade organizations are seeking the management, reputation and credit. Reputation and ideal mental image of organizational identity increase the management credit and the organization reputation. For example the belief systems and believes play a major role in the individuals' attitude. The incorrect believes which can result in the selling and price reductions could be modified by public relations activities. Many authorities believe that the believes can form the trade products and image and individuals react and behave based on this image . Studying and evaluating the strategic operations provide the possibility of the organizational behavior change or general perception and imagine and the individuals adopt their feelings and believes based on these issues. (Oliver, Sandra,

69, 2009). However, reputation management is an inseparable part of marketing and the social relations. Today institutions, organizations and foundations recognize the importance of reputation and the social and human relations and perform their own works based on these relations (Oliver, Sandra, 25, 2009). There is a positive and significant relationship between the social responsibility and fans' dependency on team. It seems that increasing the social responsibility of club causes fans' dependency on team and their club. The sport fans along with the other fans feel the commitment and dependency on the special team. They feel an unimaginable commitment to the events, and also have common interests and emotions and feelings to their own team (Melnik, 1993). The fans of a team have some similar characteristics which these characteristics include their common interests, emotions and feelings regarding to their favorite team (Melnik, 1993). The other results also were obtained including the relationship between reputation and fans' dependency on team which there is a positive and significant relationship between them. It means that increasing reputation increases the fans' dependency on team.

REFERENCES

- Alvani M and Ghasemi A. 1998. Social responsibilities and management of organization, first edition, publication of state management education center, Tehran. (in Persian).
- Chavoshbashi F. 2010. "The social responsibility and its role in promoting productivity and competitive advantage of companies". Research journal of strategic research center, organization social responsibility no. 4, pp71-95. (in Persian).
- Chavoshbashi F. 2010. "An introduction to social responsibility in the organization level". Research journal of strategic research center, organization social responsibility no. 2, pp35-55. (in Persian)
- Ebrahimi A and Roudani A. 2009. The Role of Ethical Marketing in the Purchase Behavior of Food Consumers. Seasonal journal of Ethics in Behavioral Sciences. 4th Year. No 1 and 2: 29-39(in Persian).
- Goudarzi M. 2011. "Managing the organizational behavior in sport". Tehran, Publication of Tehran University.
- Hawkins D, best R and Kent K. 2006. "Consumer's behavior and formulating marketing strategy". Translated by Ahmad Rosta, Atiye Bathaie. Tehran : publication of Sargol.
- Jabarzade Kangarloe Bayazdi A. 2011. "Studying the relationship between the social responsibility and organizational commitment with conservation in financial reporting of the accepted companies in Tehran stock market". Seasonal journal of stock market no. 9. (in Persian).
- Khabiri M. 2004. "Designing the pattern of professional football club for the clubs of Asian countries Malaysia, Koalalampour. AFC" provided in the perspective section of Asia Football Confederation, Koalalampour.(in Persian)
- Masoumi S. 2008. Studying motives and the effective factors on fans' attendance in football. M.A. thesis, Teacher training college.
- Moshbeki A and Khalili Shojae 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.