

# Comparing the reputation and fans' dependency on the team in the top four teams with the bottom four teams in the table of the football premier league

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**ABSTRACT:** The aim of this research was to compare the reputation and fans' dependency on the team in 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 correlation 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 reputation questionnaire (Resler, 2010) with reliability coefficient (0/83) and dependency on the team (Gay , 2009) was used. To analyze data, addition to descriptive statistical indexes, the statistical methods of ANOVA were used. The research results showed that the comparison of the reputation and fans, dependency on the team in 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, reputation, fans, team, football, premier league.

## INTRODUCTION

In today's world, the trade organizations are seeking the reputation and credibility management. Reputation, mental image or idealism and the organization identity increase the management credibility and the organization reputation. For example the belief systems play a main role in the individuals' attitude. The incorrect beliefs which can result in the lost sales or stock price reduction are modified by the public relationship initiatives. Most experts believe that the beliefs give form to the trade image and product and individuals will react and behave based on this image. studying and evaluating every strategic operation provide the possibility of organizational behavior change or the public perception to assimilate the knowledge, feelings or beliefs based on it (Oliver Sandra, 2009).

In addition, in the sport industry the organizations confront the increasingly profitability survival on the one hand and behaving in the expected way of society on the other hand. The sport organizations face with some consumer groups which completely are aware of the social aspects of the organization policies (Walker, 2010). Accordingly, there has been a strong link between the football clubs and their communities due to the specific football place. 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). The sense of team and group playing has an important role in the fans' support from the team (van, 1996). 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 fans attempt to identify

themselves with their interested club (team). The dependency factor includes two components of fans' dependency and social dependency (Mlink, 1993).

The fans along with the other fans have a sense of commitment and dependency on a special team. They have an unimaginable commitment to the events, and also have some common interests, emotions and feelings to their team (Mlink, 1993). Some of fans assume that the other fans of their own team are like the members of a team or a group and they consider the competitor team fans as strange and unfamiliar. Therefore, when the fans of a team have the feelings of correlation and commitment to the other fans, they will instinctively bias against the competitor team fans (Androd, 2001). 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).

The team fans have some similar characteristics including common interests, emotions and feelings against their interested team (Mlink, 1993). The fans show their feelings and affects against the play, players and team through palming, screaming and performing regular movements altogether and finally take pleasure from the play (Chen, 2007). One of the effective factors to attend the spectators and dependency on the team is the quality of the team including the numbers of winnings, the numbers of star players and the ability level to compete with the other teams (Dis Chersour 2002, Pan 1999, Xang 1997). If a spectator satisfies the play quality of the team, it will be likely that attends in the future competitions (Aminodinm, 2008). Aminodin found that the stadium facilities and the team quality are strong predictor for the spectators' satisfaction (Aminodinm, 2008).

Grinol emphasizes the stadium facilities and points out the stadium managers should pay more attention to these cases (Grinol, 2001). The spectators who enjoy passing their time in the stadium, it is more likely that attend in the other competitions (Walkifield, 1996).

Masoumi (1998) carried out a research on the influential factors on the spectators attendance in Iran and studied the influential factors on the spectators attendance in a competition between Perspolis and Sepahan. Studying the relationship between motivations and the level of spectators attendance showed that there is a significant relationship between team support, escape, play excitation, awareness of playing, fair play, facilities and funning plays with spectators attendance. But there is no significant relationship between interest in a special player and representative winning.

Lii and lee (2011) studied the interactional effect of the social responsibility and reputation on the customers' evaluation. They found that the social responsibility has a positive and significant influence on customers' identity and their attitude towards the brand (reputation).

## 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, two inventories were used. The reputation inventory has been designed by Resler in 2010. It has 7 questions and has been arranged based on 5- point Likert. The questionnaire of the team dependency has been designed by Gay and has 3 questions and has been arranged based on 5-point scale. The questionnaire of reputation (Resler, 2010) with reliability 0.83 and that of the team dependency (Gay , 2009) with reliability 0.82 were used.

## 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	45,11	15	0.001

Table 2. The results of ANOVA test

		Sum of squares	df	Mean square	F	Sig.
reputation	Between groups	539.045	15	35.2680	53.268	0.001
	Within groups	9007.751	13352	0.675		
	total	9546.797	13367			
dependency	Between groups	400.930	15	26,729	31.424	0.001
	Within groups	11357.081	13352	0.851		
	total	11758.011	13367			

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	0.03	Fajr Sepasi	
0.001	0.41	Damashe of Gilan	Foolade of Khoozestan
1	0.82	Mes of Kerman	
1	-0.08	Zob Ahan	
0.14	0.14	Fajr Sepasi	
0.001	0.28	Damash of Gilan	Pespolis
1	-0.04	Mes of Kerman	
0.003	-0.21	Zob Ahan	
1,000	-0.09	Fajr Sepasi	
1,000	-0.20	Damash of Gilan	Naft of Tehran
0.001	-0.53	Mes of Kerman	
0.001	0.23	Zob ahan	
0.001	0.27	Fajr Sepasi	
0.001	0.65	Damash of Gilan	Sepahan
0.001	0.32	Mes of Kerman	
1.000	0.03	Fajr Sepasi	

\* shows difference is significance in the level  $p \leq 0.05$ .

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 reputation and team dependency 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 reputation and team dependency of the 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 and 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 Foolad with Damsash, Perspolis with Zob Ahan, Sepahan with Mes and Sepahan with Damash. It seems that the reputation management is an inseparable part of marketing and social communications. Nowadays companies, institutions and organizations have understood the importance of reputation and human and social communications and patterned upon it. One of the main effective factors on the team dependency is the team quality including the numbers of winnings, the numbers of star players, and the ability level to compete the other teams (Dis Chersour2002; Pan 1999; Jang 1997). The fans are considered as a valuable human resource. Undoubtedly, maintaining this valuable resource and providing appropriate conditions are as the priorities of every club to protect its benefits. The sport fans along with the other fans have feelings of commitment and dependency on the specific team. They have an inconceivable commitment to the events and also have common interests and emotions and feelings against their own team (Melink, 1993). Some of fans assumes that they and the other fans of the same team are like the members of a group and the fans of the competitor team consider strange and unfamiliar. Therefore, when there is a sense of correlation and commitment between a fan and the other fans, they will intrinsically be biased against the competitor team (Androud, 2001). The club managers can survey about the reputation and team dependency along with predetermined organizational regulations and level the club success path.

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