

The relationship between the social responsibility of club with team identification and fans' social interaction of the football premier league teams

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ABSTRACT: The aim of this research is to study the relationship between social responsibility of club with team identification and fans' social interaction of the football premier league teams. 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 team identification (Gay , 2009) with reliability 0/80 and the social interaction with reliability 0/85 (Gay 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 team identification ($r=0/31$, $p=0/001$). Also there was a significant and positive relationship between the aspects of social responsibility and fans' social interaction ($r=0/32$, $p=0/001$).

Keywords: social responsibility, team identification, social interaction, premier league, fans.

INTRODUCTION

The economic institutions and service organizations not only play the role of wealth producer in the society, but also they are charged with solving the social problems of. The social responsibility, actions set, plans and outsourcing projects are that the organization operationalize and develop them towards solving challenges and the society problems and consistent with the relevant organization strategy and procedure. Maybe because of this, Porter believes that if companies share the creation of their economic values with the society to meet its challenges, society will again reconcile with business (Bourner 2011). The sport organizations should attempt to evaluate their audiences' feelings and how to explain such feelings. The relationship between perceptions and behaviors is an important practical issue (Ghasemi, Kashgar, Ghaleh 2009).. Thus, due to the special place of football, there has been a strong relationship between football clubs and their communities. Football clubs don't want to win at any price, but according to Nick Hornby:" they owe a popularity and competence feeling to their fans "(Rooska, 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 more strong identity in the group, more individuals want to describe themselves in their membership conditions in the group (Chen 2007) and demonstrate the high level of personal commitment and feeling dependency (Anderwood, 2001) and also represent supportive behavior of the group (Fisher 1998). Behaviourally, researchers explain that team identification is one of the effective and important factors to demonstrate

the behavior. The persons who have a high level of recognition and identification, they attempt to spend more time and money for their own interested team (Briver 1979; Tajfil 1986).

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).The principles of social responsibility emphasize this reality that the various business and especially the football clubs should take their own effect into consideration on the society and become responsible against it (Walker and Parent, 2010; Mooher et, 2001; Quazi, 2003) (Rooska, 2011). 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). 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. work with individual social responsibility.

Walker (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).

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 team identification has been designed in 2009 by Guy and included 3 questions. It has been arranged 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 team identification (Guy , 2010) with reliability coefficients of 0/80 and of the social interaction (Guy , 2009) with reliability of 0/83 were used. 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	Social interaction	Team identification	humanistic	Ethical	economic	legal	frequency
1732	1732	1732	1732	1732	1732	1732	1732
2/882	7.69	8.57s	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 team identification and the fans' social interaction in the premier league teams, Spearman correlation coefficient was used whose results have been shown in the table 2.

Table 2. Spearman correlation between the variables of social responsibility, team identification and fans' social interaction

Social interaction	Team identification	Social responsibility	Variable
0/32***	0/31***	1	Social responsibility
0/59***	1	0/31***	team identification
1	0/59***	0/32***	Social interaction

*** 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 the team identification and fans' social interaction of football premier league teams.

The findings showed that there is a positive and significant relationship between the club social responsibility with team identification and fans' social interaction. It means that increasing the social responsibility of the club results in the increase of team identification and fans' social interaction. The results of this research are associated with the results of Hasani and Heydarzadeh (2013), Moshbeki and Khalili Shojaie(2009) ; Walker (2010) ; AbdolRahim (2011) ; Dogar(2010) and ussel (2010).It seems more strong the identification in the group, more persons strong identity in the group, more individuals want to describe themselves in their membership conditions in the group (Chen 2007) and demonstrate the high levels of personal commitment and feeling dependency (Anderwood, 2001) and also represent supportive behavior of the group (Fisher 1998) researchers explain that team identification is one of the effective and important factors to demonstrate the behavior. The persons who have a high level of recognition and identification, they attempt to spend more time and money for their own interested team (Briver 1979; Tajfil 1986). Horth and Nomeck studied the relationship between the sport identification and the role identification hierarchy in adult marathoners. They found that there is no significant relationship between the subjects' grade of sport role identification in the hierarchical structure of their role identification and sport identification. In the another research, Wann and Banscombe (1993) found that team identification influences fans' consumption behavior. Considering above mentioned, it can be concluded that sport is a special kind of entertainment which can establish a high level of feeling dependency and team identification in the fans (Wann, 1991).Therefore, the role of social responsibility in the sport and team identification and whether participating in the social responsibility initiatives affects team identification were clearly demonstrated and a direct significant relationship was observed. The results of the second hypothesis showed that there is a significant relationship between the fans' social responsibility and their social interaction in the football premier league teams. Dorkim refers to the role of social correlation to reinforce the social relations and believes that when the social correlation is strong, there will be a powerful factor approaching the individuals to each other and intensifying their contacts and increasing their relational opportunities to each other. In other words, increasing the correlation between the society results in maintaining their relationships with each other in the form of group or collectively (Abrahams, 200).

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