Identifying factors affecting the presence of football fans in stadiums

The barriers of sports sponsorship in Mazandaran province manufacturing companies

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Abstract

Background: In this study, funding support barriers of production companies was evaluated in sports of Mazandaran province of Iran.

Materials and Methods: Methods of research have been descriptive and survey studies. Population of this study were 210 of managing directors, deputies, marketers and also head of sports sections of 70 major production companies, service and commercial that had ability to funding support in sports of Mazandaran. The statistical samples were used for the total of 188 questionnaires of subjects (89.5% of the population). Tools for data collection, the questionnaire was of Rajabi (2009) by comparing the Likert five values that content and formal validity was calculated by twenty of academic experts and reliability with Cronbach's alpha method. For normalize data were used of Kolmogorov–Smirnov test (K–S test) and also ANOVA test (LSD), T-test and Friedman test in significance levels (p<0.05). On this basis, 28 strains were placed in three factors (advertising–management, social-economic and environmental-communication).

Results and Discussions: The results showed that the three barriers have had a significant effect of subjects the lack of support for sports. There are significant differences between the three barriers of support for sports. The important of funding support barriers of production companies in sports of Mazandaran province have been the following three factors such as advertising-management, social-economic and environmental-communication, respectively.

Conclusion: In general, it is suggested that to reduce barriers with collaboration between government, businesses and sports clubs should be facilities provided to encourage companies. Also, advertiser factors such as favorable reflecting for support of sports are used to improve of support.

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Introduction

Sports years spent out of the sport into a global industry and economic factors is even a political weapon (Shojaei, 2011). Sports industry, sports goods sectors such as marketing, administration, implementation and support, professional sports, sport, media, sports and recreation departments include intern and is growing each year (Andorf and Fransvany, 2007; Ehsani et al, 2008 & Izadi, 2004).

Today, marketing and profitability of most major public and private companies worldwide and that any effort to work for the government or private companies to bring profits. This applies in particular to the company’s specific operational tactics and strategies, services or production of goods or services supplied to the attractive and sales to (Radjab, 2009).

One way of ensuring adequate funding for particular activities, championship athletic performance, investment companies and private companies in the sports industry is (Ehsani & et al, 2008; secretary-stenographer and Ghassemi, 2007; Meenaghan, 2001 and Smith, 2008).

Capital owners are to construct spaces and sports services, sports apparel and accessories revenue competitions. They achieved worldwide fame as one of the main objectives of the competition, quality of service and profitability of producing and marketing the most appropriate. Mass media, including newspapers, radio and television play an important role in helping to make these goals and in this way they attain appropriate Ads (Atqya, 2002). In addition, increased activity in the field of physical education and sport will increase the demand for goods and services. This set of activities is the development of sports industry (detailed studies, human resource development, 2003).

To succeed in the sports industry, sports marketing and its use is essential. Marketing is one of the most complexes and most important task is the organization of sport and sports companies through its marketing efforts to promote their products and sell them to customers to succeed in their jobs (Kimberly & et al, 2006) Financial support of the sport can be an investment in sporting activities, people and events to reach commercial operation issues of culture and sport to be defined (Van Heerden, 2001).

Schreiber opinion, advice and support to ensure the company's request for financial support from sports (events, leagues, teams and players) are the main tasks of marketing organizations and sport clubs (Schreiber, 1994). Professional sports teams and athletes in the three national (sports and non-sports trading companies), financial (the sports fans) and funded by the television and media releases are funded (Shojaei, 2011).

Sponsored sport can be a valuable way to reach new markets and retain existing customers. Exercise can increase sales, finance, trends change, raise awareness and build permanent relationships with customers. In today’s world of finance companies prefer to use sport as an international language, especially popular in the sports world and national audiences and moving beyond the barriers of language and culture (Ehsani et al, 2009).

Their attitude to a product can be influenced by advertising. Previous researches on attitudes to the propaganda of the media (television and Internet) of consumer attitudes toward advertising have found that increasingly negative. In this regard, Pyun (2010), by presenting a theoretical model showed that the specific nature of sport, it could be a positive attitude to advertising (Pyun, 2010).

Sport is a way of financing a company uses the event to support the cultural, social, or athletic and in order to single out the components of the marketing mix of the company (Stotlar, 2009).

In recent decades, most states even in some developed countries, which are facing budget Boxer have managed to deal with the problem of the public sector to the private sector. Sport investments are also exempted from this provision.

Therefore it is necessary for the development of sports and championship sports teams and to help resolve financial problems and in order to provide context for the companies tried to compete and enjoy the benefits of sponsorship (Yazdani, 2010).

Support your favorite team teams sponsored products of the same products as (Mosleh, 2012). The contest, sponsored by big companies, the success of both clubs and the sponsors provide and profitability in both sides of the deal are (Eshghi, 2009). The financial support as one of the elements of marketing communications is to provide resources (financial, human and equipment) by an organization or company (sponsor) directly to a support (such as a sports team, sports personalities, sports events etc.) to support its activities, the return on investment for your organization or company is doing (Pope & Turku, 2001).

The main business companies and organizations for the marketing of media use. Result in media attention, interest, desire and action is. Create and increase awareness of the brand also plays a key role. Received information about the brand, brand development and change, impact on feelings and emotions as a mark of respect and interest groups are created (Mullen et al, 2000).
However, a review of the research shows that some researchers sponsored sports development strategies in terms of economic and searched (Elahi & et al, 2007; Gikoo, 2004; Al-Khaja, 2001) and other factors such as wide screen TV (Strelize, 2005), marketing management (Doherty and Murray, 2007), and the high reputation of the sports logos or (Keshock, 2004) in the development of effective support they attract.

The present study is that the presence of corporate sponsorship in Mazandaran province, the ability to participate in sports have, Financial benefits of exercise and effects to create powerful and effective communications and marketing, and also for the development of sports law is codified, financial support for barriers - of the exercise produced to examine Mazandaran province.

Materials and Methods

The research is descriptive and survey. The aim of the research was conducted in the form field. Population study, 210 women executives, assistants, athletic department officials and 70 companies manufacturing or marketing, and business services (public and private) in Mazandaran province had the ability to support the sport. Due to the limited statistical population and a sample of the entire population was studied and statistical population was consistent with each other.

The questionnaire Rajabi (2009) was used. The scale factors in the management of finance companies - Advertising - economic, social, and communication - were classified environment. The whole spectrum of the five-choice questions, with 28 questions (five-point Likert value) absolutely agree, agree, no opinion, disagree, and completely disagree that it was awarded the order of 5-4-3-2-1 score. After the samples were determined by the Department of Industries and Mines, and the Land Registry data and documents province 70 manufacturing companies, service providers, both public and private business, the questionnaires were distributed, the 210 questionnaires, some questions on the same day and others were delayed by a few days.

Finally, 188 questionnaires were completed and returned. In this study, the descriptive statistics of frequency, percentage, mean, standard deviation and graphs were used. The analytical study to test for normal data Kolmogroff - Smirnov test and ANOVA hypothesis test with LSD test and U test Wheatstone reeds, Friedman T-test and a significance level of P≤0.05 used and results tables are provided.

Results and Discussions

The results showed that almost three-quarters (75%) of the companies surveyed in this study were semi-public, private and other public companies. Also, approximately 5.66% of the companies surveyed, almost a third of their production services. 17 cases (9%) of the population between 24 and 30 years, 4 (4.23%) were between 31-40 years, 115 people from the community (2.61%) between 41 and 50 years had the largest population of and people 50 years and above 12 in the 4.6 of the population of the lowest form. The number of bachelor's degree is the highest frequency that is 75% of the sample was 141 people.

With record numbers from 1 to 9 years, 23 patients (3.12 %), those with a history of 10 to 19 years, 87 patients (3.46%) and the number of employed persons 20 years and older with a history of 78 patients (4.41 percent) were included. Also 2.86% of the managers, assistants, marketers, and managers of manufacturing firm's province's sports men and only 8.13 of them are women. Research results showed that less than half of the populations of firms studied in this research were supported Sports and almost more than half of the companies did not have any sponsors in the sport. Among the companies that have more companies sponsor sport sports football, wrestling and supported.

For the study, all corporations were willing to support the sport. Companies were more inclined to support a sports team and 42 percent of them were willing to support both kinds of sports (team and individual), respectively. All companies were also interested in supporting the sport. More companies in support of their favorite sport. More than 4.31% interest in supporting both the sport sector (public and champion respectively. Most companies interested in supporting the continued support of the exercise period and exercise period were less inclined to support.
Table 1. Average rating funding barriers in the sport from the perspective of public and private companies

<table>
<thead>
<tr>
<th>Administrative-Advertising barriers</th>
<th>Economic-Social barriers</th>
<th>Communication-environmental barriers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Rating</td>
<td>2.56</td>
<td>1.79</td>
</tr>
<tr>
<td>Rank</td>
<td>First</td>
<td>Second</td>
</tr>
</tbody>
</table>

Table 2. Ranking of constraints support public and private companies

<table>
<thead>
<tr>
<th>.constraints support</th>
<th>N</th>
<th>$X^2$</th>
<th>Df</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>188</td>
<td>94.4</td>
<td>2</td>
<td>0.001</td>
</tr>
</tbody>
</table>

As shown in Table 2 is considerably Friedman test significance level of less than 0.001 of the priorities of the variables indicated the unwillingness of companies (management – advertising communications - environmental and economic - social) as sponsors of sports perspective, managers assistants, and public and private marketers province there are significant differences.

Table 3. Comparison of administrative - commercial barriers, and economic -social between managers and assistants in public companies

<table>
<thead>
<tr>
<th>administrative - commercial</th>
<th>Average Leaders</th>
<th>Average deputies</th>
<th>The difference between</th>
<th>t</th>
<th>Df</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.05</td>
<td>3.84</td>
<td>0.246</td>
<td>1.77</td>
<td>44</td>
<td>0.084</td>
</tr>
</tbody>
</table>

As shown in Table 3 Results of t-test showed there is no difference between the views of managers and assistants vary from state enterprises on management - commercial and economic - social barriers and unwillingness of companies as sponsors in sports, in Mazandaran province.

Table 4. Comparison of communication-environmental barriers managers and assistants in public companies

<table>
<thead>
<tr>
<th>Communication environmental barriers</th>
<th>Sig</th>
<th>z</th>
<th>u</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>233.5</td>
<td>-0.478</td>
<td>0.663</td>
</tr>
</tbody>
</table>

According to Table 4 results showed that U Man Whitney test there is no significant difference between the views of managers and assistants vary from state companies about communication - Environmental unwillingness companies as sponsors in sports, in the Mazandaran province.

Table 5. t-test results comparing all three variables between managers and assistants in public companies

<table>
<thead>
<tr>
<th>all three variables</th>
<th>Average Leaders</th>
<th>Average deputies</th>
<th>The difference between</th>
<th>t</th>
<th>Df</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10.49</td>
<td>10</td>
<td>0.49</td>
<td>1.285</td>
<td>44</td>
<td>0.205</td>
</tr>
</tbody>
</table>

As shown in Table 5 Please see the results of this test show, there is no significant difference the views of managers and public companies on all three variables deputies Management – Advertising, Economic – social and Communication -environment barriers.

Table 6. Results of the Anova test on the difference between the views of managers, vice presidents and marketing managers from private companies - commercial & economic – social

<table>
<thead>
<tr>
<th>difference between groups</th>
<th>Differences within groups</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>administrative - commercial</td>
<td>0.374</td>
<td>1.449</td>
<td>0.227</td>
</tr>
<tr>
<td>economic -social</td>
<td>5.026</td>
<td>7.659</td>
<td>0.001</td>
</tr>
</tbody>
</table>
As Table 6 shows the results of the ANOVA test between the views of managers, vice presidents and marketing managers of private companies on variable block - Advertising unwillingness to participate in sports as Mazandaran province sponsor's, there is no significant difference, but keep on changing socio-economic unwillingness to participate in sports as sponsors province there are significant differences.

Table 7. Results of LSD post hoc test compared the differences between the views of managers, marketing assistants and private companies in the financial - Social obstacle

<table>
<thead>
<tr>
<th>Factors examined</th>
<th>means difference</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managers - Vice</td>
<td>0.21910</td>
<td>0.037</td>
</tr>
<tr>
<td>Managers - Marketing</td>
<td>0.40149</td>
<td>0.013</td>
</tr>
<tr>
<td>Marketers - Vice</td>
<td>0.62103</td>
<td>0.001</td>
</tr>
</tbody>
</table>

As shown in Table 7 can see the results of post hoc LSD tests showed there are significant the views of managers and assistants, managers, marketers, and deputies with the marketers of private companies about barriers - economic, social reluctance to participate as sponsors in sports, in Mazandaran province.

Table 8. The views of managers, deputies and private companies on marketing communication - environment variables

<table>
<thead>
<tr>
<th>Variable</th>
<th>X²</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>communication-environmental barriers</td>
<td>6.843</td>
<td>0.009</td>
</tr>
</tbody>
</table>

Table 9. Results of the ANOVA test on the difference between the views of managers, marketing assistants and private companies on all variables of interest

<table>
<thead>
<tr>
<th>The overall barriers</th>
<th>difference between groups</th>
<th>Differences within groups</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>27.732</td>
<td>295.695</td>
<td>6.331</td>
<td>0.002</td>
</tr>
</tbody>
</table>

As shown in Table 9 can be seen, the results of ANOVA showed that the perspectives of managers, assistants and marketers of private companies as sponsors there are significant differences on all variables of interest in the sport, in Mazandaran province.

Table 10. Results of LSD post hoc test comparison between the views of managers, marketing assistants and private companies on all variables of interest

<table>
<thead>
<tr>
<th>Factors examined</th>
<th>means difference</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managers - Vice</td>
<td>0.75571</td>
<td>0.006</td>
</tr>
<tr>
<td>Managers - Marketing</td>
<td>0.51185</td>
<td>0.217</td>
</tr>
<tr>
<td>Marketers - Vice</td>
<td>1.26756</td>
<td>0.003</td>
</tr>
</tbody>
</table>

According to Table 10 Results of LSD post hoc test showed that there are significant differences between the views of managers and marketing assistant deputy private sector Company on all variables of interest in sports as sponsors in Mazandaran province. But in view of the variable reluctance to participate as sponsors in sports, there is no significant difference in Mazandaran province.

Conclusion

Research findings support the analysis of the main obstacles to the exercise of management - commercial, economic factors - social and communication factors - the environment. It also became clear that the priorities of these factors, there are significant differences. Management factors -
commercial - economic, social and relational factors - environmental sponsorship in Rajabi (2009), Seydedameri (2009), Lacey (2009), Banar (1389), Seydedameri et al (2010), Masoudi et al (2012), Karimi et al (2012), Alahmoradi et al (2012) Westberg et al (2011), and economic factors in Research Areska (2012), Kim (2013), Khoram et al (2012) reported priority is given regardless of the results of this study are consistent; This reflects the prevalence and identity of these factors is most coaches. In addition, the researchers observed differences between the exercise or protection of priority barriers. Perhaps the differences in the research study, because previous research has given a part of sport (public or private) in the present study all companies in the public and private sectors including manufacturing, services and trade in the province examined.

The results showed that the main barrier to protect the views of all sportswear companies, managing agents-advertising. Operating in research management Rajabi (2009) as a factor in the lack of support for the sport was introduced by companies. Review of the management variables - advertising firms show interest in and emphasis on macro issues and upper management, thus, planning and attention to upper management in order to help support the goals of the company through the transition to the senior management of sports and probably this is very helpful.

The results showed that more than three quarters of private-sector firms were the conflict between the national states of the media in our country. It also created conflict between the demands of the private sector and can affect the speed and quality of business support. In this regard, Kimberly et al (2006) in their study showed that the top executives of big companies do not spend much time protection since the adoption of the annual budget for support of sports and only when necessary, such as the support of a team and the other team, spend time on other things, athletic directors take matters into their own hands. But the top managers in all things arise and take over the minds of their, the support takes a lot of time so that they have doubts about supporting the sport.

According to Johnson (2007), the world's largest companies, Sports support does not affect the taste but also support managers sports is a part of their overall policy and the Directors do not have any effect on the profitability of the company's sports support, will continue. Rajabi (2009) about the reported lack of personal ties between corporate managers of sports teams and sports is an important factor for the lack of support from manufacturing companies. This shows that support the athletic teams are largely influenced by personal preferences and company directors for their support or lack of support. As the results of this study also sought to corporate motivational factors such as lack of government support, tax support, etc., poor attitude relative to the relevant state authorities and federations of support from the companies in the exercise of barriers in Mazandaran province.

According to the media and advertising is another way to attract sponsors. Abrahamson (2003) makes advertising through media such as radio and television activities to achieve business goals & In fact, one of the components of direct is marketing. Media advertising tool to communicate directly with customers. It's also profitable for the company also has the benefit of society.

Meenaghan & Shiply (1999), in a study examining the effects of media on the sponsorship, the purpose of this research is to develop public awareness of the role of the media and sports sponsorship, was expressed accepting the sponsorship of sporting activity as an effective communication tool to engage in other traditional marketing methods such as advertising, that is Ordinary precision of the sponsorship can affect the target market. McCook & et al (2003) in their study showed that one of the main factors affecting the sport's lack of support, lack of extensive coverage in the national and international level. The results Abodarda (2006) also showed that 82% of managers in the corporate media are important sponsor reception.

With much of the world to watch sports games that you sit there watching billboards and the sports fields that interest the audience to the consumption of goods. Meenaghan (2001) states that one of the main goals of advocacy, the pursuit of media coverage is appropriate. Often it is observed that during the preparation of media attention and advertising signs are quickly passing through the brands sponsoring companies. The news media-print does not care about sponsors and supporters to take action if their names to expand, companies are more than welcome to do it. The entire corporate media coverage of the most important features of the media coverage of the press - print the sporting event knows that this finding is consistent with the findings of the Congregation (2007) and Rajabi (2009).

The second obstacle to the exercise of sport support economic factors - social report. Economic factors in the study, Thomas et al (2005), Rajabi (2009), Elahi et al (2009), Seydedameri et al (2010), Kim (2013), Khoram et al (2012) also reported among the major factors supporting sports are. Of course, there are differences in priorities between the various factors.
In this regard, Rajabi (2009) has reported the problem of the high cost of supporting the private sector in the economy and lack of profitability. For this reason, companies tend not to invest in this sector are of the opinion that spending cannot be effective for them.

Hence it is more cost effective in the protection and promotion in order to increase economic benefits to attract sponsors requires a lot of attention is in the sport. In order to ensure that the company's directors and shareholders to exercise tends to support the cause.

Research of Johnson (2007), Lacey (2009), Izadi (2005), Abodarda (2006), Seyedameri (2009), Abbaszadeh (2009), Eshghi (2009), Pyun (2010), Areska (2012), Allah Moradi et al. (2012), Reaction of consumers surveyed stated that they feel well supported and to create a positive attitude in the minds of consumers sponsors. Meenaghan & Shapley (1999) showed that support and enhance brand awareness and images are shown. Between support and increase sales, there was a positive correlation between respondents and 40% more likely to buy more brands that sponsor the event. The research Jamaat (2007), Benoit (2007), pyun (2010), Areska (2012), was shown to support exercise and sports teams, an important factor for positive mental imagery is pro-consumer goods companies. Rajabi (2009) reported an impact factor of the lack of corporate support. His results indicate that managers of manufacturing firms believed, If the sponsor of a sports team, a change in people's attitudes toward products created under the influence of other factors is how the desire to consumption of goods. The results of this study suggest that socioeconomic factors play a role is the lack of firm support. With these variables we find that in the absence of committed supporters as barriers to consumer goods and services to support the team, support the sport as a charitable society refuse, not a good image in the minds of sports through the support and participation of state-owned enterprises with large budgets and reduce incentives for private companies to compete in sports support contributes to the reluctance of companies to support their sport.

Contact the environmental-communication the third setting prevents Mazandaran province was sponsored sports. Factors such as these have been reported in other studies. Browse the operating variables show no obvious signs of proper advertising supported streaming media, poor transport business message through sport and lack efficient support to achieve target markets sportswear companies have been major obstacles to the vision that is consistent with the current study. In addition, the findings showed that environmental variables impact sports support products to the community and is a barrier to protect the manager's point of view. Hence the attention of officials and media planners in training their employees on how to offer even better quality and better matches and how to promote and advertise the company to be very effective in attracting corporate support.

Variables describing the overall priorities obstacles sponsored the province showed that lack of exercise motivational factors (government, low taxes, etc.) for the financial support of the sport, not for media coverage, including video, Media events and sports events, advertising signs clearly supported by the lack of a proper broadcast media, state authorities and poor attitude towards sports support and not according to relevant managers and officials and federations in support of the sponsors of variables protective barriers of sport. Over variables indicate that the variables of management - advertising, the most important among all the variables.

In sum, because the sport is still sponsored by companies and firms in the financial benefits it has achieved a certain status are not high and the lack of state support, advertising, copyright and culture in the country, the extent of barriers to sports sponsorship by companies seems reasonable. The results of this study seem to attract and how best to support companies must exercise obstacles and provide fertile fields such support state and county officials, tax cuts, providing adequate media coverage, including television, print media and print products and services that promote the sport in action.

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