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THE ROLE OF S.R OF CLUB ON FANS' DEPENDENCY CLUB REPUTATION (CASE STUDY: ON THE TEAM IN THE FOOTBALL PREMIER LEAGUE OF IRAN)

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ABSTRACT

Background:Aim: The aim of this research is to study role of social responsibility of club on club reputation and fans' dependency on team in the football premier league. **Methodology:** 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 (Stewart, 2003)) and so the questionnaires of club reputation (Resler, 2010) and questionnaires of dependency on team (Gay et al 2009)standard questionnaires were used as research tool. The content and construct validity of these questionnaires were confirmed in Bakhshande (2012) research, respectively. This was descriptive- correlation field study. Using smartPLS software, the descriptive statistics (mean, frequency) and inferential statistics (structural equal modeling) were analyzed. **Findings:** The findings showed that.1) the provided model had good fitness (GOF) with general model 2) social responsibility as the predictor variables could partially predict 13% club reputation changes also .social responsibility as the predictor variables could predict 1% dependency on team changes.

INTRODUCTION

The economic conditions, physical environment, government regulations and technological progresses influence consumers' requirements and expectations and the company capabilities and its competitors [1]. 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 [2]. 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 [1]. 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 [3]. 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 [4].

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 [5].

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, [6].

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

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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 [7, 8].

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. [9] performed a research related to the factors influencing spectators attendance in Iran 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 [10] 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. [11] 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.(200× 16)

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 standard inventory (Stewart, 2003). The inventory of reputation has been designed in 2010 by Resler and included 7questions. 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 [12]. 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. *This was descriptive- correlation field study. Using smartPLS software (*Partial Least Squares method)*, the descriptive statistics (mean, standard deviation, frequency) and inferential* statistics (structural equal modeling) were analyzed.

RESULTS

Finding
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) :

Using software PLS, this study aimed to investigate the role of variables and provide a model. The structural equation model examines model fitness in three parts: 1) Measurement models, 2) Structural model, and 3) General model. The measurement model investigates the reliability and validity of research measurement tools.

Fitness of measurement models: According to PLS algorithm, the reliability, convergent validity, and divergent validity were used to study the fitness of measurement models (Nunnally, 1978, quoted by [13]. The AVE of research structure related factors in original research model showed that all research items were qualified to explain relevant variables.
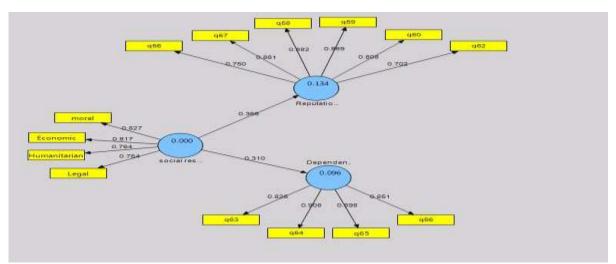

Fig. 1 :b Final model implemented without removing factor loadings.

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Table 1: Verify the validity of variables

Variables	fans' dependency	Club reputation	Social Responsibility	Acceptable values
fans' dependency	0/576			scores must be greater than numbers below and numbers in left side (Confirmation of divergent validity)
Club reputation	0.531720	0/439		
Social Responsibility	0.310148	0.366328	0/395	
Composite Reliability(CR)	0.926394	0.921683	0.871619	More than 0.7 (Fornell and Larckr, 1981)
Cronbach's alpha	0.893764	0.896775	0.803205	More than 0.6 (Chu, Lin, Chang, and Chuang, 2013: 5)
(AVE)	0.759103	0.663812	0.629578	More than 0.5 (Fornell and Larckr, 1981)
R2	0. 096192	0. 134196		More than 0.4

Note: The numbers in table represent the square root of AVE ([14] method to verify divergent validity)

[Table 1] showed that in measurement model, the coefficients of factor loadings, Alpha Cronbach, combined reliability, and common values which are used to assess the overall value of **model are in good condition**. The AVE scores also confirm the convergent validity.

Fitness of structural model: The result of structural model test (i.e. t-value) of two structures are,12/416,14/949 [Fig. 2]. The obtained standard score (=1.96) shows the suitability of research structural model.
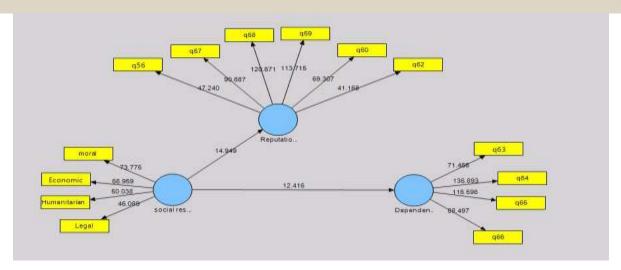
Fig. 2: Structural Model of Research.
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Fitness Of General model: The GOF is used to investigate the fitness of general model. This criterion is the square root of multiplying structures' shared values in R2. The 0.01, 0.25, and 0.36 are considered as weak, medium, and strong scores for GOF; the 0.280 score shows that the general model has very medium fitness [15].

$$GOF = \sqrt{\overline{COMMU} \times \overline{R^2}}$$

Table 2: Main hypothesis test

Impact level		Path coefficient	Value T	R2	Impact level	Test result	
S.R	⇨ fans' dependency	0/310	12/416	0.096	Very Weak	Acceptance of H	Directly
S.R	⇨Club reputation	0/366	14/949	0.134	Weak	Acceptance of H	Directly

Since the t-value is greater than 1.96, it can be said that:
Social responsibility has a significant impact on fans' dependency of Football Premier League teams' fans.(directly). The social responsibility explains 1% of variance fans' dependency of fans.(directly). (T=12/416). Social responsibility has a significant impact on Club reputation of Football Premier League teams' fans. The social responsibility explains 13% of variance Trust fans of fans. (T=14/949)

CONCLUSION

The aim of this research is to study role of social responsibility of club on club reputation and fans' dependency on team in the football premier league. The findings showed that *1) the provided model had good fitness (GOF) with general model,2)* Social responsibility has a significant impact on Products Consumption of Football Premier League teams' fans. The social responsibility explains 13% of variance Club reputation of fans.3)(T=14/949). Social responsibility has a significant impact on Club reputation of Football Premier League teams' fans. The social responsibility explains 13% of variance Trust fans of fans. (T=14/949). The results of this research are associated with the results of Hayanlaver and Rotkanakit (2010), Lee(2011), [9], [10][11]. The results obtained showed that the social responsibility explains 13% of variance Club reputation of fans, that is weak. 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, Sandra69, 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). Social responsibility has a significant impact on Products Consumption of Football Premier League teams' fans. The social responsibility explains 13% of variance Club reputation of fans. (T=14/949). It seems that social responsibility club has very weak impact on 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.

Suggests: According to findings, it is suggested that the Premier League organization, sports organizations, and clubs management departments identify other factors affecting products consumption and also determine the barriers and factors affecting the relationship between social responsibility of clubs and products consumption of fans to improve products consumption. and promote the culture of products consumption among fans.

CONFLICT OF INTEREST
There is no conflict of interest.

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