



AN ANALYSIS OF THE CAUSES OF MARKET DEMAND IN THE IRANIAN VOLLEYBALL SUPER LEAGUE, OF THE AUDIENCE AND EXPERTS IN SPORTS MANAGEMENT

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Abstract:

The purpose of this study was to analyse the causes of market demand in the Iranian Volleyball Super League, of the audience and experts in sports management. The study, in terms of how to collect data was a descriptive survey done in terms of purpose that field. The sample consisted of Premier League crowd of 340 is volleyball and sports management experts. To collect data a standard questionnaire Bion and colleagues (2010) was used. The questionnaire comprised 17 questions on a Likert scale of five components market demand. For data analysis was used LISREL, a structural equation modelling software. The results showed that, in order to promote factors, the opposing team, economic considerations, planning and other team in the Premier League volleyball are the most important factors of demand. It is suggested planners and organizers policies and actions based on the priorities set, to see the audience's presence increasing in our Volleyball League.

Keywords: market demand, market demand factors, volleyball league, fans

1. Introduction

One of the most important and effective factors in the growth and development of sport industry are spectators and fans. The fans with buying tickets, in addition of giving an identity to sports leagues, they have a prominent role in gaining incomes for sport leagues. On the one hand watching a sport event requires spending and other difficulties such that; some fans in order to show their enthusiasm to the sport and their sport club, sometimes, come a long distance to competition venue and spend a great part of their money, time and energy for residence, purchasing tickets, food and

parking. Considering a mutual relationship between sport and spectators, using marketing techniques is inevitable, first considering needs and demands of spectators and from the other hand income of sport bodies, the duty of sports marketers is, by study and the exploration of the consumer's needs, analysing their behaviours and identifying the factors influencing their management, to have more attention to tastes of the target market which they are different each other in terms of age, income, marriage and education etc. In this regard, the fans and spectators are among the target market and audience of sport organizations, which encourage and stimulate them for more presence. This is of fundamental goals of marketers. With the growth of sport industry the sport managers are trying to increase incomes. They are always attempt to increase the number of spectators in the competitions and create loyalty fans. There has been created an increasing interest for study the motivations and effective factors on presence of spectators to better understanding of their behaviours in the competitive races. This item that: *what factors are more effective in the presence of spectators?* They have special importance for sport races marketers. If the effective factors in the presence of sectors are clear the sport marketers would be capable of design more proper marketing strategies for presence of spectators in the stadiums.

Different studies in different communities and in different sports fields are focusing to investigate and identify the consuming behaviours of spectators and to investigate the different aspects of this behaviour. The conducted studies have identified the internal and external factors about the effective factors to presence of spectators; among them we can refer to attractive factors such as the position of team in the table of the league and star players, the environmental factors such as stadium facilities, the program of the competition, weather conditions, the motivational factors such as identity of the team, the economic factors such as the price of the ticket and demographic factors such as age, gender, race and marriage status. All of these studies are done toward reaching a goal: how is it possible to increase the number of spectators to be presented in the stadium? Or in the marketing term how it is possible to increase the customer's demands for buying sport products?

One of the most important duties of a marketing manager is creating demands, adjusting the level of demand, its timing and offer the specification of demand to access to organization's goals. Trail & Gibson (2005) explained that the demand of market in the sport is a collection of essential components that is related to the game and this is a thing that a sport team can give to prudent customers. In fact a professional sport team can offer to its spectators a collection of factors inconsistent with the game. In other words the variables of market demand are directly related to sport team implementation and selling tickets. Byon et al (2010) proposed a model of creating

market demand in the sport which includes five components of domestic team, the opposing team, economic considerations, promoting and planning which constitute the conceptual pattern of current study.

Different studies have been done in the field of factors creating market demand and attracting spectators to sport competitions. Yen and Teng (2015) in a research have investigated the effect of the effective factors on the intention of foreign spectators to participate in the Korea's professional baseball league which results indicated that in the view of spectators leisure time, the service during events and the performance of teams have a prominent effect on the intention of presence of spectators in the stadiums.

Wu and Li (2014) in the investigation of the motivation of sport spectators found that the important stimulation for presence of spectators were sports interest of spectators, the success of teams and the social factors of motivation. In addition the men's spectators are more interested than women to watch football. Lo'peza et al (2012) in a research with a title of "*Spectators in Spain, presence and consumption*" understood that economic factors such as personal incomes have a positive relationship with presence in the sport. For spectators which their goal is entertainment the probability of their presence in the professional events would be reduced to 30%, in contrast for those who their goal is excitement this probability would be increased to 30%. The uncertainty of the outcome of the race and the unpredictability of the race, have a positive effect on the attendance of spectators in the sport events. For those who their goal is supporting of favourite team, the probability of attendance in the professional sport events would be increased to 15%.

Saatchian and Elahi (2014) in a research with title "*The factor analysis of marketing obstacles of attraction and improvement the fans of professional football league clubs of Iran*" classified the obstacles of attraction and improvement of fans in seven classes of product, location, powers of market, pricing, public relations, process and distribution channel. Emadi and Naseh (2014) analysed the influencing factors on the satisfaction and attendance of spectators in the sports of premier League Iranian Football. The effective factors on the satisfaction of spectators were the quality of result (the quality of competition and the quality of team performance) and the quality of duty (access to stadium, security, trust, the quality of services and the condition of the stadium) have the more meaningful impact on the spectators satisfaction respectively and the spectators satisfaction was effective on the presence of spectators in the stadium.

Always the lack of spectators at tournament in the league has been raised as an issue, so that the marketing managers of many stadiums even marketers and researchers in various fields of marketing with their studies trying to clarify the

different aspects of this subject. The empty positions of spectators and lack of interest from different sport competitions in Iran and even in the premier leagues in Iran can indicate this issue very well. In one hand the few existing researches in our country suggest that a little attention has done to presence of spectators and recognize the effective factors on attendance or lack of attendance in different sport races. And the limited research has done in the field of football. Apart from football, during recent years, other leagues such as volleyball have been considered; it seems that upgrading the position of volleyball of Iran in the Asia and world level has increased by fans of this field. Also looking to sport programs in the Iranian media indicates that, the broadcasting of sport races in Iran has been increased. Therefore it seems that the contexts of doing different sport events have been provided in Iran.

In this regard the general purpose of the present study is the analysis of the factors of creating demands in the premier league of volleyball in the view of spectators and sports management experts.

Material and Methods

The method of present research in terms of data collection is descriptive and in terms of goal is practical survey which has been done in field. The populations of the study are spectators of volleyball premier league and sports management experts. The purposes of sports management are those who have PhD degree in sports management that are 300 individuals.

The sample size for sports management experts were estimated using Morgan table. Thus the number of sample statistics for sport management experts obtained 170 people. From the other hand 170 spectators of premier volleyball league as statistical sample will complete the questionnaires of the research. The method of sampling for spectators was randomly and stratified such that in the eighth weeks of competitions in the preliminary level which 6 matches will be done the 30 questionnaires in each match would be distributed and collected. The sampling method for experts of sport management was a randomly one.

For data collection the standard questionnaire of Bion et al (2010) were used. This questionnaire in the 5 value scale of Likret was measured with 17 items of the factors creating market demand in 5 components of domestic team (3 items), opposite team (5 items), economic considerations (3 items), promoting game (3 items) and planning (3 items). In the foreign researches its design and validity has confirmed in different sport fields.

Haydari (2013) has validated and localized this questionnaire in Iran. However for more precaution the validity of questionnaire was confirmed by 11 specialists and masters of sport management experts who were active in the field of sport marketing and fans management. By using Cronbach alpha the general reliability of research tool was obtained 0.83. The analysing was done in two levels of descriptive and inferential statistics. In the level of descriptive statistics has used tables and figures of frequency, percentage, mean and standard deviation and in the level of inferential statistics the Structural Equation Modelling was used. This calculation has done using the Lisrel software.

Findings

After reviewing the data first identified that about 69% of spectators were single and 31% were married. The most of spectators that is 38% of them were 21 to 30 years old. Then the people under 20 years old were 32%, the people 31 to 40 years old were 19% and people over than 40 years old were 10%. 40% of spectators had education lower than associated degree, 35% had BS degree, 20% had MA degree and 4% had Ph.D degree.

Most of the spectators that is 1 to 3 games, 21% 4 to 6 games, 12% that is 7 to 9 games, 10% 10 to 12 games, 8% 13 to 15 games and 9% more than 16 games, had attended in the stadium. 27% of spectators lower than one year, 30% between 2 to 5 years, 23% between 6 to 9 years, 11% between 10 to 13 years and 8% more than 14 years had the attendance record in the stadium for watching volleyball games. In terms of job 26% of spectators had free job, 9% were employee, 10% were worker, 20% were student, 25% were school student and 10% were unemployed.

In terms of age, 15% of experts were lower than 30 years old, 36% were between 31 to 40 years old, and 38% between 41 and 50 and 11% of them had more than 51 years old. Lower than 10% of experts until now at least one time has directly attended in the stadium, in terms of favour special field 19% of experts has interested in events management, 12% to places management, 9% media management, 23% marketing management, 29% strategic management and 8% had interested in leisure time management.

Table 1: Mean, SD, coefficient and reliability among market demand factors

Factors	Number of variables	mean	SD	Cronbach Alpha	1	2	3	4	5
Domestic team	3	1.78	0.74	0.87	1				
Opposed team	5	2.31	0.63	0.87	0.42	1			
Economic considerations	3	2.25	0.99	0.72	0.17	0.30	1		
promoting	3	2.53	0.81	0.79	0.37	0.49	0.46	1	
planning	3	2.16	0.88	0.77	0.22	0.32	0.32	0.39	1
Market demand	17	2.21	0.56	0.87	0.60	0.75	0.67	0.77	0.65

Results of table indicates that there is a proper correlation between the factors of market demand, also there is a proper correlation between these factors and the main variable (market demand)

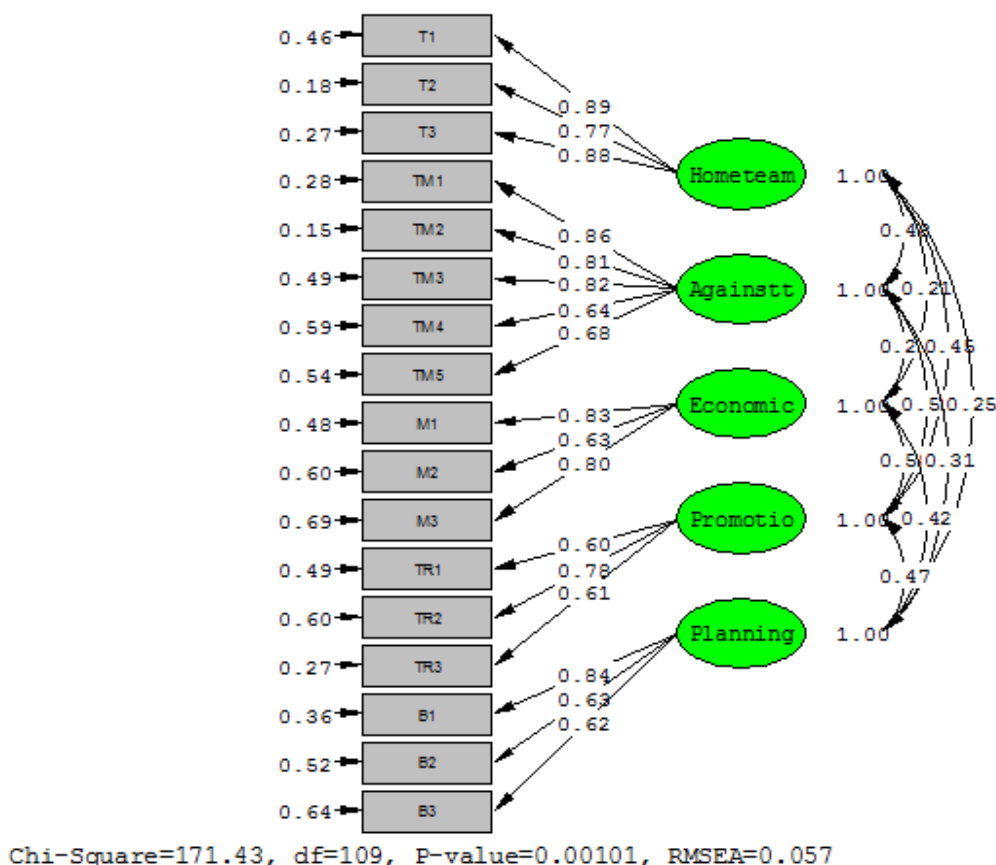


Figure 1: The model of first level explaining creating demand in the Premier league of volleyball

Table 2: fitness measuring the first level of model creating demand in the Premier league of volleyball

The fitness in the model	Chi-Square	df	RMSEA	AGFI	GFI	P- value
The values of indexes	171.43	109	0.057	0.92	0.01	0.001

As it is clear in the table the values of all indexes indicates proper and acceptable fitness of create demand model

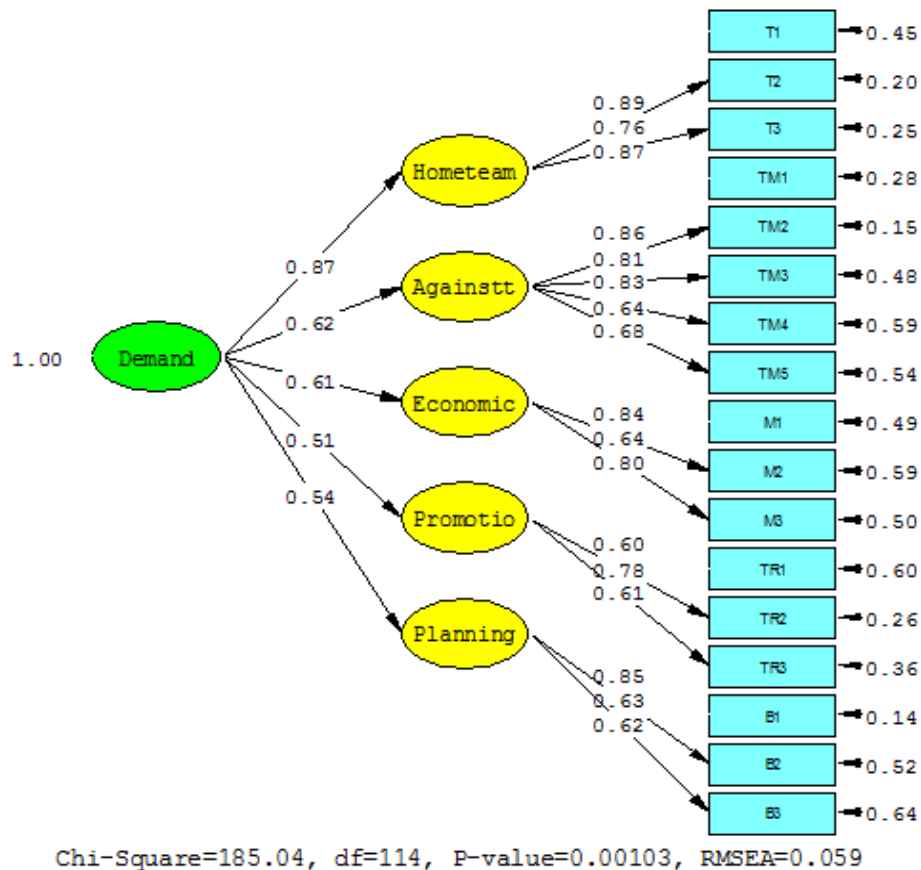


Figure 2: The second level model of results implementing structural model of market demand and its aspects

In the second phase of factor analysis, we are going to know whether there is meaningful relationship or not between latent exogenous (independent variable) of market demand with its 5 aspects as endogenously variable (dependent variable) which the model of factor analysis of second phase of research, shows the suggested the casual relationship between market demand and its aspects (domestic team, opposite team, economic considerations, promote and planning)

Table 3: Evaluating the fitness of the second level model of creating demand in the volleyball premier league

The fitness in the model	Chi-Square	df	RMSEA	AGFI	GFI	P- value
The values of indexes	185.41	114	0.059	0.94	0.92	0.001

As it is clear in the table the values of indexes indicating acceptable and proper fitness of demand model.

Table 4: Results of implement the structural model of market demand and its aspects

Component	Items	The factor load of items	The factor load of components	t-value	Coefficient
Domestic team	The rank of favour team in the table	0.89	0.87	7.31	0.53
	Celebrity of favourite team	0.76			
	The records of win and lose of favourite team	0.87			
Opposite team	The celebrity of opposite team	0.86	0.62	7.05	0.38
	The general performance of opposite team	0.81			
	The general quality of players of opposite team	0.83			
	The technical quality of opposite team	0.64			
		0.68			
Economic considerations	Your ability in purchasing ticket	0.84	0.61	6.34	0.37
	Discount on ticket prices	0.64			
	The price of personal ticket	0.80			
Promoting	Promoting purchase(Existence prizes and sweepstakes)	0.60	0.51	5.77	0.28
		0.78			
	The direct informing of game (e-mail and message) Existing proper ads in the game	0.61			
Planning	The proper time of game in the days of week	0.85	0.54	5.79	0.30
	Announcement of the program of the whole session before the start of the league	0.63			
		0.62			

	season Holding games in the appropriate hours of the day				
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The relationship of coefficient of determination or R^2 for components of domestic team, opposing team, economic considerations, promotion and planning are 0.53, 0.38, 0.37, 0.28 and 0.30 respectively. This means that respectively demand of market can be explained by: 0.53 domestic team, 0.38 opposing team, 0.37 economic considerations, 0.28 promotions and 0.30 of planning.

Discussion and Conclusion

In prioritize the factors creating market demand in the Premier League volleyball has become clear that the factors of domestic team, opposing team, economic considerations, planning and promotion were the most important factors, respectively which is consistent with the results of Wang (2011) and Emadi (2014) research. But is conflict with results of Nemati (2011) study. That may the reason of this conflict can assign to different statistical society. Since these studies are mostly done in the field football and the population of this study is volleyball. Thus we can conclude that factors related to domestic team, opposing team and economic considerations have more share in creating spectators demands for attend in watching volleyball competitions and the factors of planning and promotion, in comparison with three mentioned factors have lower shares.

In the domestic team component, the rank of favoured team in the table, the records of lose and win of the team and the celebrity of favour team have more importance in create demand in the premier volleyball team, respectively. About domestic team prioritize of factors was completely consistent with Christian et al (2012) study. Lopez et al (2012) found that the probability of attendance in sport event for those who their main motivation was support from favoured team would increases to 15%. According to Christian et al (2010) the importance of domestic team may be is that spectators by supporting a particular team are searching an identity of a person that shaped from the sense of belonging to a group. If a fan belongs he to a powerful team as a result knows the success of a team to his success. Bauer et al (2008) stated that reputation, value and credit of a team have a special impact on the attitudes and even behaviours of fans. We can say that if the position and power of a team is higher and its athletics also have this condition the spectators also would be more enthusiastic to that. in fact if the results of a sport team be along with win and success the more amount

of spectators would attend to follow the matches. In total the attacking play of opposing team and its technical quality were the most factors of demand in the premier volleyball team. Raeesi et al (2013) in this regard stated that presence of star player, competition with a known and traditional team can be resulted to attendance of spectators.

Nemati et al (2012) found that the attractiveness of the game and the unpredictability of the game are effective on presence of the spectators. In analysing this part of research findings we can say that the attractive sport competition and unpredictable results are the quality factors of sport competitions which take more attention of sport audiences and results to increase the demands of spectators for presence in the stadium. In the component of economic considerations, ability to purchase ticket, the price of ticket and discount in the ticket price are the most important factors of creating demand in the premier league of volleyball, respectively.

Peace and Jhang (2009) suggested three factors of economic, attractiveness and planning as the most important effective factors on the presence of spectators. In the Fallahi study (2008) among economic factors, the stadium facilities, dependence to team, encouragers, entertainment, opposing team and aggression, the economic factor (the price of ticket and transportation) have the most effect on attendance of spectators which is inconsistent with results of this study. The high price of the ticket can be a reason for this disparity. In the planning component, the time of game in the proper days of the week, announcement of whole program of the session before starting the league and holding the game in the proper times are the most important factors of creating demands in the league of volleyball.

In Elahi study (2008) also, the timing factor of holding competitions have the low importance in comparison with other factors. Results of Karo et al (2009) research indicated that about spectators which were considered as fans and come to the stadium for supporting their favour team, the planning has no direct relationship with desire to attend and these spectators whenever the matches are hold they attend to the stadium. In the Nemati et al (2012) study although the planning factor (precise planning, the time and location of the games, play in the weekends, the weather conditions and access to parking) had a causal relationship with attendance of spectators but it is a third priority after economic factor and attractiveness.

Also, Raeesi et al (2013) found that regularly holding competitions has a direct impact on presence of the spectator, although it is not the more useful factor. In the component of promotion, existing the proper advertising about game and promote purchase (Prizes, raffle and music) respectively, were the most factors of creating market demand in the premier volleyball league. The promotion component had the least importance in the factors of creating market demand in the volleyball league.

Grinol et al (2009) found that the stimulating factor only relates to the trending of attendance of some spectators which only has come to the stadium for leisure. And even they may a fan of a team; they have not a special bigotry to that team. But about fans that they are fanatically fan a team, the stimulating factor has no meaningful relationship with tendency to attendance. Aminodi & Lee (2008) considered the proper informing as one of the most important components of the quality of sports event services which affects the tendency of attendance of spectators. About the low importance of promotion factor Kim & Trill (2011) stated that although the promotions such as fireworks, giving the club goods, gifts, the side events and music are attractive for spectators but the fans attend in the club to see the continuously success of their team.

Finally it can be stated that according to essential of forming win-win relationship between spectators and the sport that is, considering needs and requirements of spectators in one hand and incoming of sport organizations from the other hand, using marketing techniques would be inevitable. It is the duty of sports marketers to have more focus on the taste of target market by study and explore the needs of consumers, the analysis of the process of their behaviour and identify effective factors on its management. According to results of this study the factors of domestic team, opposing team, economic considerations, planning and promoting are the most important factors of creating market demand in the premier league of volleyball which recommended that planners and the organizers of policies and measures adjust themselves according to these priorities to be witnessed of increasing spectators in the premier league of volleyball.

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