

# Elucidating the Effects of Winning and Losing Positions on the Relationship Between Football Supporters' Satisfaction and Behavioral Intentions According to Weiner Attribution Theory

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## Abstract

**Purpose:** The goal of this study was to elucidate effects of winning and losing positions on the relationship between football supporters' satisfaction and behavioral intentions according to Weiner Attribution Theory.

**Methods:** The research is in consonance with applied objective and methodologically correlation- descriptive. The statistical population of this study was conducted on Perspolis and Esteghlal Tehran team supporters in season 98-99. Sample size was appraised qua 277 individuals for each team (554 in general) based on SPSS sample power software. Sampling method was employed accessibly after the end game, while spectators wear leaving the stadium. (Azadi Tehran stadium). For the test model, structural equation modeling approach to multi-group analysis was used.

**Results:** The study findings showed that the only significant factors are game satisfaction path coefficient and purchase intention ( $t=2.537$ ,  $\beta=-0.280$ ), while in winning position, service satisfaction path coefficient on purchase intention ( $t=2.313$ ,  $\beta=0.190$ ), game satisfaction on purchase intention ( $t=6.599$ ,  $\beta=0.550$ ) and game satisfaction on attendance intention ( $t=5.039$ ,  $\beta=0.477$ ) was recognized significantly.

**Conclusions:** adapted from this result, supporters' behavioral response is affected by game positions. Whereas game position is inevitable, (losing and winning is incontrollable as sports modality) it is suggested to the club authorities to strengthen supporters' emotional states through submission services.

**Keywords:** Game and Service Satisfaction, Purchase Intention, Attendance Intention, Attribution Theory

## Introduction

Football is the paramount sport in the world when it becomes popular among the supporters (Richard, 1990, Urich, 2020). Though what exists about football that emphasizes its specialty to many different people? According to Richard (1999), the Comparative pliability of rules, their ease of implementation and ubiquity, ease of execution, and many other advantage determinants are accounted. On the other hand, football sport is converted into a commercial activity pursued on a global scale (Charleston, 2009). Regardless to the specificity of football and the consequences, the goal of the past, present and future of professionally run active football clubs is to encourage them to increase the level of their spectators and supporters satisfaction and enthusiasm, and simultaneously to purchase the club's desired services and goods by marketing proceedings (De Carvalho, 2015) a literature review shows that four main groups of variables play a decisive but different role in Interpreting the situation (De Carvalho, 2015). These groups include demographic factors, advocacy indicators, psychosocial indicators and external factors. Demographic factors are contextual and control variables with service providers powerless to revise and need to be considered in order to classify supporters. Advocacy indicators or so-called advocacy general characteristics refer to the cases in which the Supporters are defined. It should be noted that these factors are vital but insufficient to ensure attendance of people in stadiums. The third group is psychosocial characteristics, which are a combination of social and psychological factors. According to reported results in consumer behavior, these indicators are the most important which affect and explicate the attendance of individuals in sports meetings. Among these indicators, satisfaction, motivation, team identity, etc. may be noted. Finally, external factors are the last group which providers present to Supporters (De Carvalho, 2015).

It is noteworthy that the vast majority of conducted studies explicate the relationship between service satisfaction and game satisfaction due to the importance of satisfaction role in promoting behavioral intentions

summarized in two mentioned dimensions. Examples include studies by Brown, Smith & Assaker (2016); Theodorakis, Alexandris, Tsigilis & Karvounis (2013); Yun, Rosenberger & Sweeney (2020); Duan, Liu and Hee (2020). The research results show that by increasing football fans' satisfaction, their behavioral intentions soar. However, it is observable that even in this case, supporters do not always display positive behavioral intentions which lead to some football stadiums depopulated on match days. Iran is one of the countries which, with a few exceptions, confront the problem of supporters not attending sports stadiums. While, in the last few years, modern stadiums founded and old stadiums have been largely renovated. However, supporters' attendance to watch football matches up close still lessened except for the reservations mentioned.

Yim & Byon (2018) consider this frustration due to the function of effective incidents which modulate this relationship. One of the important modulators is game position. According to them, in sports, especially football, winning and losing is an inherent experience of the game not controlled by the supporters, but this important factor leads a change in individuals' behavior. In this way, the level of supporter's pleasure and satisfaction increases in the winning position (Wann & Schrader, 1997) and vice versa, in the losing position, which is accompanied by failure, dissatisfaction arises (Anderson, Baggett & Widener, 2009). As a result, the supporters behavioral intentions are positive in the winning and negative in losing position, In other words, in the winning position, more satisfaction explains the supporter's behavioral intentions, while in the losing position no elucidation is possible (Yim & Byon, 2018). Iglesias (2009) considers this consumer mental state as conformation to Wiener's attribution theory. In documentation, Weiner developed a three-dimensional classification based on which describes documents related to failure and success. According to Weiner's three-dimensional theory, people can attribute behavioral returns in addition to internal (personal) or external (situational) factors to factors such as stability or instability and the controllability or uncontrollability of the

situation. Eight different types of documents are formed by combination of these three dimensions. Our explanations for the success or failure of the competition appear in these documents. Also, the important mediating role in cognition, which helps us make decisions about the consequences of causal attributions, Weiner classification also justifies the different emotional reactions and emotions that result from different causal attributions. Weiner noted that individuals 'own documentation type or from others' performance may consist of different motivational and emotional consequences (Weiner, 2010). The first dimension in this theory is whether the documents are internal or external, which affects self-esteem-related emotions. He stated that in the dimension of internal documents, with less effort (in this research, it means an effort made by supporters favorite team), the individual rages, but on the other hand, by sufficient effort leading success, individual feels pleased and satisfied (Kim, Ko, Lee & Sato, 2020). It should be noted that in these situations, active coping behaviors, active avoidance, emotion focused coping, 4positive thinking, problem focused coping, and rational thinking may also be Utilized (Duhachek, 2005; Lazarus & Folkman, 2018; Sengupta, Balaji, & Krishnan, 2015).

By adapting to what has been said, satisfaction in the normal state, which is classified into two dimensions of service satisfaction and game satisfaction, may be explaining supporters' behavioral intentions of football. Nevertheless, if the game situation is revised, this situation changes and in fact constancy disappears. According to Weiner attribution theory, this situation refers to internal and external documents which individual realizes? However, winning and losing in sports is uncontrollable, and yet it is observed that in successive failures, the behavioral intentions of the fans decrease. This situation influences the frustrated clubs to always fail in profiting by advocacy, just as the lack of support from the fans has endangered

their survival. This situation also transformed into major financial problem for the clubs and country in general, which one of the ways to compromise it is to first of all explain to the football Advocators' perception of losing and winning situations by explaining the relationship between satisfaction and behavioral intentions, and secondly, provide operational solutions to prepare advocates for each of these situations, specifically the failure situation displays the event critical.

### Materials and Methods

The research is in consonance with applied objective and methodologically correlation-descriptive. The statistical population of this study was conducted on Perspolis and Esteghlal Tehran team supporters in season 98-99 in the period of 22,2017 (the fourth week, the game between Esteghlal and Persepolis, was a 1-0 draw for Persepolis). The sample size was estimated based on SPSS Sample Power software. This software determines the sample size under the influence of parameters affecting the sample volume (purpose of study, study aspects, effect size, standard deviation, first and second type error, test domain, significance level, ethical issues and costs). In this study, the basis for determining the volume was power analysis method which in, the parameters related to the estimation of correlation issues were used. Considering the value of 5% for the probability of first type error, the power of 80%, the two amplitudes of the hypotheses, the value of correlation between research variables based on research literature in both win and lose positions, (the details presented in graphic chart. 1), the sample size for the team was estimated to be 277 individuals. In other words, during the mentioned period, 277 Persepolis supporters and 277 Esteghlal fans were sampled. (554 individuals). Sampling method was employed accessibly after end game, while spectators leaving the stadium (Tehran Azadi Stadium).

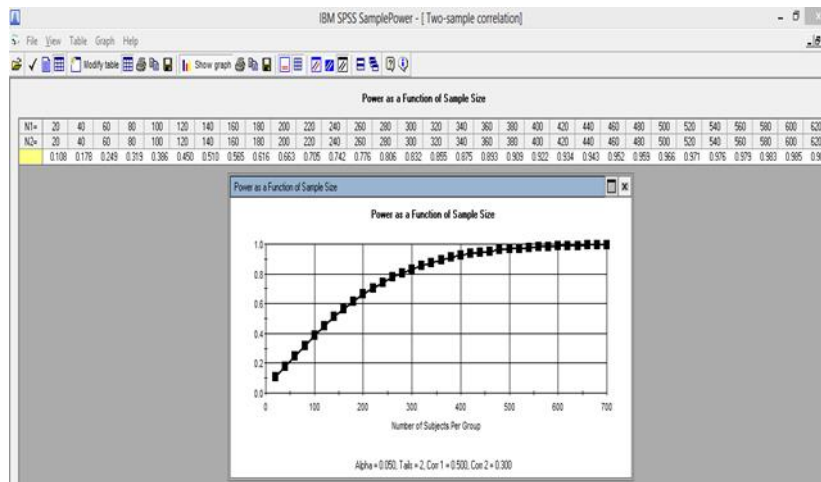


Figure 1- Estimation of sample size affected by parameters on sample size

In addition, a questionnaire was used to measure the variables in this study. To measure satisfaction, Yoshida & James (2010) questionnaire was including 6 questions utilized which consider satisfaction on both game satisfaction and service satisfaction dimensions. Based on the convergent validity analysis of Yim and Byon study (2018), the reliability, compositional reliability and average extracted variance after game satisfaction were 0.96, 0.96 and 0.90, showed that the implement possessed appropriate convergent validity. In addition, Kim, Trill and Ku (2011) questionnaire was used to measure behavioral intentions. This questionnaire had 6 indicators and two

**Results**

Describing the demographic characteristics of the studied samples showed that 32.3% of them categorized in the age range of 21 to 25 years 11.9% 26 to 36 years, 30.1% 37 to 47 years, 18.2% were 48 to 57 years old and 7.4% was in the age range of more than 57 years. It was also found that 86.5% of these samples spectated

dimensions called intention to return and intention to purchase. In the study of Yam et al. (2018), the reliability, compositional reliability and the average extracted variance were estimated for intention to return sequentially 0.94, 0.92, and 0.84 and for intention to purchase sequent 0.95, 0.95, 0.85. Finally, win and lose were measured based on the competition result. In addition, in this study, the structural equation modeling approach was used to calculate the effects of independent variables on the dependent variable. It should be noted that this calculation was accomplished by smart PLS software.

their favorite team in stadiums more than 10 matches last season. In the following, the correlation matrix between the research variables in terms of win and lose situations is reported. Based on the estimated values in Table 1, it was found that there is a significant correlation between the research variables.

Table 1- The correlation matrix between the research variables

Return intention	Purchase intention	Game satisfaction	Service satisfaction	position	Indicator variable
					1
			0.801**		Service satisfaction
		1			Game satisfaction
	1	-0.082	-0.108		Purchase intention
1	**0.697	**0.388	-0.377**		Return intention
					1
			0.838**		Service satisfaction
		1			Game satisfaction
	1	**0.314	0.286**		Purchase intention
1	**0.692	**0.615	0.562**		Attendance intention

The findings of structural equation modeling analysis showed that service satisfaction and game satisfaction affect negatively on attendance intention and purchase intention.

From complement of path coefficients, game satisfaction path coefficient on purchase intention was diagnosed significantly ( $t=2.537 \cdot \beta=-0.280$ ).

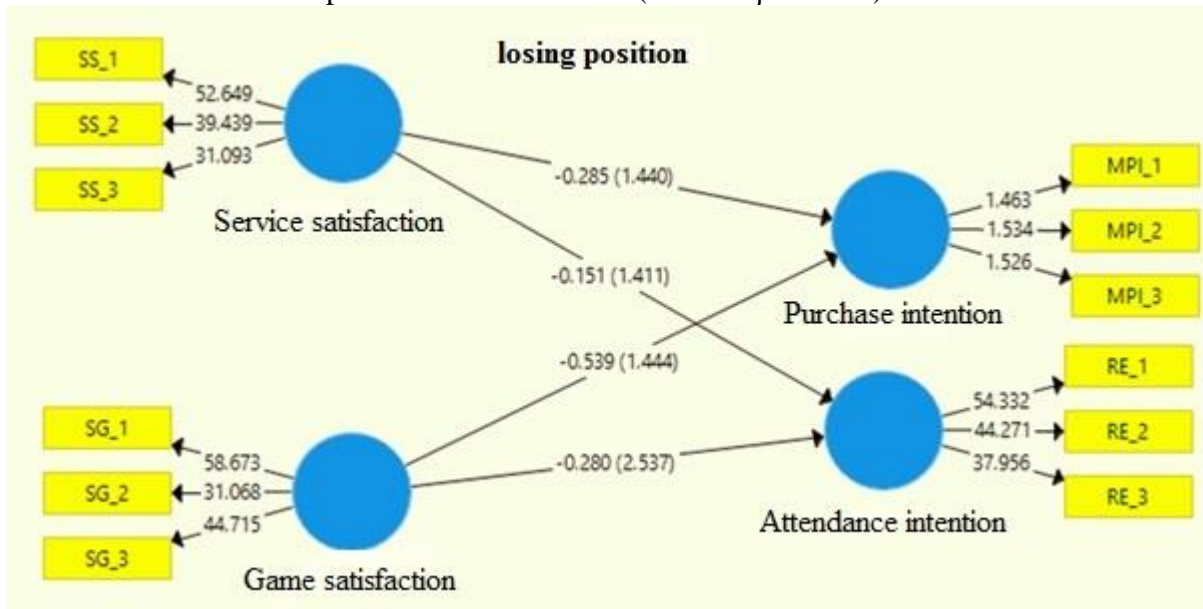


Figure 2- Structural model the effect of satisfaction on behavioral intentions in terms of loss

The results of structural equation modeling analysis in winning position showed that service satisfaction and game satisfaction affect positively on attendance intention and purchase intention and from complement of path

coefficients, service satisfaction path coefficient on purchase intention ( $t=2.313, \beta=0.190$ ), game satisfaction on purchase intention ( $t=6.59, \beta=0.550$ ) and game satisfaction on attendance intention ( $t=5.039, \beta=0.477$ ).



Figure 3- Structural Model The effect of satisfaction on behavioral intentions in terms of position

Evaluation indicators of the measurement model, structural and general, considering

the optimal domain of these indicators, in general, indicates that the hypothetical model

developed is supported by research data. In other words, data fitting is established to the model.

**Table 2- Indicators of measurement, structural and overall model evaluation**

Marginal model	abbreviation	Indicator name	Indicator type	indicators
0.380	CVCom	Communal parameters	Measurement part	
0.395	R <sup>2</sup>	Coefficient of determination		
0.096	f <sup>2</sup>	Effect size	Structural part	losing position
0.220	CVRed	Volatility degree		
0.059	SRMR	Standard root-mean-square residual	Overall part	
0.387	GOF	Goodness of fit index		
0.489	CVCom	Communal parameters	Measurement part	
0.454	R <sup>2</sup>	Coefficient of determination		
0.081	f <sup>2</sup>	Effect size	Structural part	Winning position
0.318	CVRed	Volatility degree		
0.078	SRMR	Standard root-mean-square residual	Overall part	
0.471	GOF	Goodness of fit index		

## Discussions

The goal of this study was to elucidate effects of winning and losing positions on the relationship between football supporters' satisfaction and behavioral intentions according to Weiner attribution Theory. Data analysis showed that in losing position event and service satisfaction affect significantly on purchase intention while game satisfaction affects significantly but negatively on attendance intention. This result shows advocators attendance intention decreases in losing position. On the other hand, interaction between the variables, (which is positive and significant normally), disappears because the advocator confronts frustration in losing position. This finding is consistent with the results of Yim and Byon (2018) study in which the noted advocators behavioral intentions reduce in losing position. In contrast, data analysis showed that game satisfaction affects positively and significantly on attendance intention, besides service satisfaction positively elucidates the purchase intention. This conclusion suggests that by increasing supporters' satisfaction derived from the position, the rate of supporters' behavioral intentions increases, which is manifested in purchase intention and attendance intention dimensions. This finding is consistent also with the results of the study of Yim and Byon (2018),

Brown et al (2016); Theodorakis et al. (2013); Yang et al. (2020) and Devon et al. (2020), which reported, game satisfaction affects positively and significantly on behavioral intentions. Considering that the studies mentioned, except for Yim and Byon (2018) study, investigated the causal relationship between mentioned variables in a normal situation without including win and lose positions. As a result, it is necessary to interpret accurately and analogy the results of the studies. The circumstances of this situation may be explained according to Weiner Attribution Theory. According to the mentioned theory, the reasoning's of success and failure, presents a description of content documents (in this research result of game is the content of the documentary), and these documents are characteristically motivational. I.e. it determines what applications are effective for motivational dynamics. According to the research findings and the results of estimating the effects, winning position plays the determinant positive role, loss position plays the negative determinant role. According to that, winning position establishes motivational dynamism and losing position, which modifies frustration, eliminates this dynamism. Hereupon this dynamism advocators satisfaction and placement level is heightened. In addition, Attribution Theory conceives that

motivational dynamism subordinates the individual's success expectation belief, i.e. The individual's next behavior is based on previous success and builds it, and as long as he experiences success, he still expects success in future, however when the individual is accompanied by failure and frustration, in parallel will not expect success in future. Due to this in winning position, there is a positive and significant relationship between satisfaction and behavioral intentions. On the other hand, if the supporters consider and use these dimensions simultaneously, their future expectations will be subject to these factors, so it is necessary to note that the classification of documents perception based on stability dimension, affects psychologically on individuals' future expectations. ie, although empirical findings considering a factor as controllable and another as uncontrollable, most important for future expectations is how the individual's perception of the documents is. This belief complies with the visual appearance of the Attribution Theory, which prioritizes the perception and understanding of the reality to the prehensile. By adapting what was expressed, it was determined that supporter's behavioral response in football is influenced by the game positions, and because the positions of the game are inevitable, winning and losing is uncontrollable, (this is the characteristic of sport), the relevant authorities of sports clubs, in particular, Persepolis and Esteghlal clubs are suggested to strengthen their supporters emotional and sentient states through providing sub-services. These services may include a small part of the ticket price provided by the loser team and distributing water bottles in output gates for free. In the end, considering the constraints that were present in this study, future researchers are proposed to examine strategies for supporters compromising loss.

### Conclusions

Adapted from this result, supporters' behavioral response is affected by game positions. Whereas game position is inevitable, (losing and winning is incontrollable as sports modality) it is suggested to the club authorities to strengthen supporters' emotional states through submission services.

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