

Investigating the effect of motivation for attendance and quality of services on spectator satisfaction in Ardabil Province World Men's Volleyball League (2019)

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Abstract

Background: Spectators, like athletes, are the main customers of sports whose motivation to participate in sports competitions is very important.

Methods: It was a descriptive study and the statistical population included all spectators who were watching the 2019 Men's Volleyball Nations League matches in Rezazadeh Ardabil sports complex. According to Morgan table, 384 people were included in the statistical sample. The research tool was a questionnaire whose validity was approved by 10 professors of sports management and its reliability was calculated by Cronbach's alpha test to be 0.68 for the spectators' motivation questionnaire and 0.7 for the satisfaction questionnaire.

Findings: The results showed that the motivational factors of team identity, victory and pleasure and the factor of technical and executive position were the most important aspects of spectators' motivation to participate. Although there was a significant relationship between all dimensions of motivation and spectators' satisfaction, team loyalty, interest and access were highly correlated with spectators' satisfaction.

Conclusion: A positive and significant relationship between all dimensions of motivation and spectators' satisfaction showed that the more motivational factors are strengthened and the setting for the spectators' presence is provided and prepared, they will be more satisfied and the possibility of their re-presence will be higher.

Keyword Motivation to participate, Spectators' satisfaction, Volleyball matches.

Introduction

Sport is considered as one of the most important, diverse and useful activities for people in society to spend their leisure time (Abdoli 2007). Considering that, today, sports spectators constitute a significant percentage of sports consumers (Fallahi, 2008). One of the most important factors affecting the quality of sporting events and competitions are spectators and team fans. Therefore, in this study, the effective factors in motivation to participate of spectators and the impact of services provided on their satisfaction have been investigated.

Motivation to participate by spectators means motivational factors that encourage spectators to participate in competitions which includes victory and pleasure, feeling happy with the victory of the favorite team, strengthening the morale of the favorite team, suitable weather conditions to go to the competitions, fun activities in the stadium, sports and team identity, high quality of the rival team, good performance of the favorite team, presence of sports stars in the stadium, the opposing team's great history and background, great interest in the popular team, sense of identity and personality of the team, enjoying watching the match up close, team loyalty, following the favorite sport, good performance of the favorite team, high quality of the team match, weakening the morale of the opposing team, skill level of the players of the favorite team, feeling proud about the favorite team, interest and accessibility, unpredictability of match results, interest in seeing the favorite players in the sports team, proximity of the match venue to the place of residence or social interaction, social growth resulting from going to the stadium and watching the matches, being with friends and the sensitivity of the matches, being considered as one of the big-

gest fans of the favorite sports team, social status, increasing social status among friends, the convenience of the day and time of the tournament, the pleasure of watching matches up close, family interest in volleyball (Ramezani Nejad et al., 2013).

Customer satisfaction means that customers are satisfied with the way the organization treats them and provides services and whether the organization is successful in attracting and retaining them. Spectators' satisfaction is a very important factor in their re-presence in the stadium (Van et al. 2005). Much research has been done on the motivation of athletes, the motivations of ordinary people to participate in public sports, but few studies have studied specific aspects of the tendency of spectators to participate in sports competitions. In Iran, Rahimi (2001) examined facility, quality of service in stadiums; Masoumi (2008) investigated the interest in the team, excitement, knowledge of football, victory, swap, spectators and entertainment services; Fallahi et al. (2009) looked into stadium and economic factors; Al-Miri et al. (2009) considered economic factors, game attractiveness, spectators' priorities and facilities; Saatchian et al. (2011) studied motivations to support the team, interest in football, the beauty of football and excitement; Nemati et al. (2012) researched social and cultural factors; Zafarian et al. (2015) studied factors of team identity, entertainment, social pride, social interaction; Veisia et al. (2015) investigated the issue of spectator presence security and welfare services and Hosseini et al. (2015) have identified the sensory stimuli in the stadium as factors affecting the motivation to participate spectators.

Coles et al. (2011) and Ko et al. (2011) used the technical dimension of quality of services in their studies. Co Et al. (2011) sug-

gested that the dimensions of game quality, game day entertainment, and social environment can be used to measure technical quality.

Environmental quality is related to the environmental element of service quality (Grunrose 1984) including elements related to the environment of the stadium facilities, support services (e.g parking, concessions) and interaction between spectators and the staff. The sports environment and facilities include many elements such as aesthetics (design), availability of facilities, security, space / functions, while the quality of employees refers to their competence, attitude and behavior (Zohreh Wendian, Khosravi Zadeh 2015, McDonald et al. 1995, Theodorax 2001). A review of studies conducted inside and outside the country showed that most researchers, like the media, have paid attention to the sport of football and most of the research has been done on the motivation of spectators of this sport. It is known as the most popular sport and has many spectators. Therefore, due to the professionalization of the league and the development of volleyball in Iran, there is a need for more studies and research in this field.

Considering the importance of the presence of spectators in sports fields, and since spectators, in addition to increasing the attractiveness and sensitivity of games, also play an important role in increasing the profitability of clubs, the question of what factors affect the presence of spectators in volleyball matches and their satisfaction has puzzled clubs and sports officials. Given the importance of this issue, the present study investigated the motives to participate and spectators' satisfaction in league matches of the men's volleyball league of Ardabil province. Therefore, this study helps us be more prepared in the future to attract more specta-

tors through more planning and coordination.

Materials and Methods

It was an applied correlational research and the statistical population included approximately 12000 people, considering the capacity of the stadium (about 4000 people) and the duration of the competitions (3 days), who were the spectators present at Rezazadeh Sports Stadium in Ardabil, which hosted the 2019 Men's Volleyball Nations League. Morgan table method was used to determine the sample size and the minimum required sample was estimated to be 384 people who were selected by simple random sampling. Out of 400 distributed questionnaires, 386 complete questionnaires were collected and analyzes were performed based on the data obtained from them.

Field method (questionnaire distribution) was used to collect data in this research. The questionnaire used is adopted from research (Ramezani Nejad, Asadi, Zomordi, 2013) and (Zohreh Wendian; Khosravi Zadeh, 2015). The spectators' motivation questionnaire with 40 items was analyzed regarding seven factors (success and pleasure, sports and team identity, team loyalty, interest and accessibility, social interaction, social status, technical and executive position). The spectators' satisfaction questionnaire consisted of 14 items that measured spectators' satisfaction with attending stadiums and watching sports matches. In this section, variables such as ticket cost, security, how the refereeing team judges, the result of the matches, the condition of the stadium, etc. were included. The answers to both questionnaires were adjusted using a sequential scale in the form of a five-point Likert scale from very few to very much options. Cronbach was calculated 0.68 for the spectators'

motivation questionnaire and 0.7 for the satisfaction questionnaire. SPSS software and descriptive and inferential statistical methods (Spearman correlation, one-sample t-test and Friedman) were used for data analysis.

Results

386 people including 291 men and 95 women participated in this study. Descriptive indicators of participants' marital status also showed that 152 were married and 234 were single. Their average age with a frequency of 112 people belongs to the age group of more than 30 years and then the age group of 21 to 25 years ranks second with a frequency of 87. And most of the subjects (124 people) had a bachelor's degree.

Results of one-sample t-test for subscales forming the motivation to participate scale are shown in Table 1. It is noteworthy that since the measurement scale is based on the 5-point Likert scale, the numerical value of 3 is considered as the test value to measure

the effect, according to the mean values and significance levels of t-test; which is less than 1% error for all items, this indicates that the impact of the subscales in the decision to participate in the World League is too moderate. In order to compare and determine the most important factor, Friedman test was used to test the same priority and importance of the measures whose obtained value was 324.95 and the significance level of this test was 0.001 and had a value less than 1% error. Thus, it shows that with a confidence coefficient of 99%, priorities are not the same and the difference between the priorities of motivational dimensions of the presence of spectators is significant. In other words, more spectators go to watch volleyball matches with the motives of sports and team identity, victory and pleasure, and technical and executive position, and the motive of social interaction is less important to them (Table 1).

Table 1 Measurement and ranking of the effects of motivators of spectators

Priorities	Rank mean	p-value	df	T	Mean	Sub-scales	scale
1	4.90	0.001	385	61.18	4.41	Victory and joy	Motivation to participate
4	4.26	0.001	385	38.73	4.24	Sports and team identity	
2	4.72	0.001	385	42.85	4.33	Team loyalty	
5	3.56	0.001	385	26.38	4.02	Interest and access	
6	3.15	0.001	385	17.30	3.84	Social interaction	
3	4.39	0.001	385	34.93	4.23	Social status	
7	3.02	0.001	385	19.75	3.86	Technical and executive position	
result		p-value	df	Friedman test for prioritization		Friedman test for prioritization	
There is a difference in priority		0.001	6	324.95			

The results of performing a single sample t-test for the subscales that make up the Service Quality Scale are shown in table 2. It can be seen that since the measurement scale is based on the 5-point Likert scale, the numerical value of 3 is considered as the test value to measure the effect. According to the mean values and significance levels of T test

which is less than 1% error for all items, it indicates that the effect of the measures in the presence of spectators in the World Volleyball League is too moderate. To compare and determine the most important factor, according to Friedman test, the test of uniformity of priority and importance of subscales was done. The value of Friedman sta-

tistic was 224.07 and the significance level of this test was to 0.001 and had a value less than 1% error, so it shows that with 99% confidence, the priorities are not the same. In other words, the importance of some fac-

tors as part of the quality of services structure for spectators is more, for accurate identification of the most important factor; attention is paid to the column of priorities and the calculated average rank.

Table 2 Measuring and ranking the effects of quality of services

Priorities	Rank mean	p-value	df	T	Mean	Sub-scales	scale
5	2.23	0.001	385	7.43	3.43	Service access	quality of services
1	3.69	0.001	385	26.52	4.18	Security	
2	3.16	0.001	385	19.06	3.90	Tangible factors	
4	2.82	0.001	385	12.95	3.75	Responsiveness	
3	3.1	0.001	385	16.79	3.87	Reliability	
result		p-value	df	Friedman test		Friedman test for prioritization	
There is a difference in priority		0.001	4	224.07			

The description of the spectators' satisfaction variables showed that the variables of the amount of light and the brightness of the stadium, the way of judging the competitions, the way of encouraging the spectators, the way of controlling and establishing discipline in the competitions, the existence of

discipline on the field and the existence of public vehicles in the venues were the most important for spectators' satisfaction. Moreover, the variables of hygiene and cleanliness in bathrooms and the rate of observance of health issues by spectators have the last priority in spectators' satisfaction (Table 3).

Table 3 Description of spectators' satisfaction

Priority	Item	Mean	SD
1	The amount of light and brightness of the stadium	4.21	0.73
2	How to conduct the competitions	3.75	0.50
3	How to encourage the spectators	3.64	0.93
4	How to control and maintain discipline in the competitions	3.60	0.65
5	Existence of discipline in the stadium	3.57	0.61
6	Public transportation to and from the venue	3.16	0.82
7	How the judges coordinate	3.08	0.66
8	Timely start of competitions	2.94	0.44
9	How to present and sell tickets at the competition venue	2.92	0.88
10	How to inform about the place, time and date of the competition	2.88	1.11
11	Ticket prices	2.77	0.62
12	Cleanness of spectators' seats	2.48	1.01
13	Observance of hygiene and cleanliness in bathrooms	1.97	0.82
14	The extent of observance of health issues by spectators	1.81	0.79

Based on Spearman correlation test, the calculated correlation coefficients between all dimensions of motivation and spectators' satisfaction were significant at the level ($p < 0.001$). Although most coefficients were very small and less than 0.4, but the correlation coefficients between satisfaction and motivations of team loyalty, victory and

pleasure and social status are close to 0.5 and also the correlation coefficients calculated between all dimensions of quality of services and spectators' Satisfaction is significant at the level ($p < 0.001$). Although most coefficients are very small and smaller than 0.5, the correlation coefficients

between satisfaction and security and reliability factors are close to 0.6 (Table 4).

Table 4 The relationship between motivation dimensions and quality of services with spectators' satisfaction

Motivational dimension	Correlation coefficient	Sig
Victory and joy	0.455	0.001
Sports and team identity	0.437	0.001
Team loyalty	0.473	0.001
Interest and access	0.405	0.001
Social interaction	0.377	0.001
Social status	0.484	0.001
Technical and executive position	0.391	0.001
quality of services	Correlation coefficient	Sig
Service access	0.440	0.001
Security	0.533	0.001
Tangible factors	0.415	0.001
Responsiveness	0.453	0.001
Reliability	0.575	0.001

Discussion

The aim of this study was to investigate the relationship between motivation to participate and the quality of services on spectators' satisfaction in the 2019 World Men's Volleyball League in Ardabil province. The results showed that the most important motivation for the spectators to participate in the Iranian Volleyball Premier League were victory and pleasure motives, team loyalty, sports and team identity, social status, team loyalty, interest and access, social interaction and technical and executive position. These motives have been reported as the main motivations of spectators in Rahimi (2001), Masoumi (2008), Brenthal and Graham (2003), Von and Kitamura (2006), Neil and Funk (2006), Jalay (2008) and Van et al. (2008). This indicates the existence of common motivations in different sports and between in cultures and countries that differ only in terms of priority. According to the findings of the present study, victory and pleasure was the first and most important motivation in attracting spectators to the 2019 Ardabil Men's Volleyball League, which is consistent with the results of Jeffrey et al. (2004). Of course, Rahimi (2001) and Van et al. (2008) introduced the pleas-

ure factor as the first motivating factor for spectators. Masoumi (2008) considered the motivation of pleasure as the last motivating factor and Jalay (2008) as the fourth motivating factor for football spectators. The difference in research results may be due to the type and number of sports studied. Also, considering that most of the subjects in the present study were young people, the high priority of pleasure as a motivating factor among them is somewhat justifiable.

The team loyalty factor was the second motivating factor from the perspective of research subjects. Also, Peez and Zhang (2009) consider loyalty and dependence as the last stage of team support growth, so it can be said that volleyball spectators have reached the highest stage of team support growth. This finding is in line with the results of Correa and Steve (2007), Jalay (2008), Fallahi et al. (2009) as the team dependence factor, Aminodin and Lee (2008). Theoretically, the loyalty motivation shows a kind of commitment and attachment of the spectators. This feeling and attitude should be strengthened as much as possible. Social status factor as the third motivational factor and social interaction factor as the sixth mo-

tivational factor from the perspective of spectators of the 2019 Ardabil Men's Volleyball World League were consistent with the research of Galen et al. (2009) and were in contradiction with the results of Jeffrey et al. Von and Kitamura (2006), Jalay (2008) and Van et al. (2008). Identifying the motivating factor of social status and social interaction of volleyball spectators in the country shows the importance of the role and social functions of sports; because this motivation makes a group of teenagers and young people interested in sports and to join sports teams and benefit from social interactions. By advocating for their favorite sports teams, they not only recreate their local, urban, regional, and geographical identities, but also see them realized in ostensible and socially accepted symbols. They rejoice and grieve for it, talk about the city and other social ties related to the team, and this is something beyond the interest in volleyball or entertainment (Rahimi (2001).

The fourth motivating factor from the point of view of volleyball spectators was sports identity which was consistent with the results of Park et al. (2010), Von and Kitamura (2006), Fallahi et al. (2009), Nemati et al. (2012), Hong et al. (2005) and Pease and Zhang (2009). Of course, new research has tended to recognize the identity and commitment of the team and sports (Fallahi et al. 2009). This finding can also be considered by the club's managers in organizing the fan club. At the same time, the dependence of the audience on the team is important for managers and marketers.

The fifth motivating factor for the spectators of the 2019 Ardabil Men's Volleyball World League was the factor of interest and access, which in Al-Miri et al. (2009) study, attractiveness and facilities, in Fallahi et al. (2009), team and in the research of Nemati

et al. (2012) include the factors of attractiveness and planning. Masoumi (2008) and Heo and Norris (2008) have introduced interest as the first motivating factor, Won and Kitamura (2006) as the ninth motivating factor and Jalay (2008) as the seventh motivating factor for football spectators, which is not in line with the results of the present study. This difference in research results is probably due to the type of sport and the different tastes of volleyball enthusiasts compared to spectators of other sports. In addition, due to the size of volleyball stadiums, especially in relation to football stadiums, they are often located in the city center or close to the city center and are easier to access. The factor of technical and executive position as the seventh factor has a significant and positive effect on the criterion of spectators' satisfaction of World Volleyball League matches. The results are consistent with the research of Ramezani Nejad et al. (2013), Amin al-Dawla and Lee (2008). Satisfaction with the game, unpredictability of the result, physical fitness and training and good skills of the players can temporarily relieve the spectators from the worries and problems of life and give them satisfaction. According to the findings of the present study, security factors were the first and most important factor influencing the quality of services on the satisfaction of spectators in the World Men's Volleyball League in the halls. These findings are consistent with the results of Ali Doust Vahedi (2011); Amin al-Dawla and Lee (2008); Lee et al. (2010) that security factors have a significant and positive effect on the spectators' satisfaction. Security is one of the most important factors that can satisfy spectators and encourage them to go to sports venues. Sports spectators simply watch the game if they feel safe, regardless of other issues. Therefore, it is

recommended that a person be employed as a security officer in the stadium with the necessary knowledge in sports issues, preferably volleyball.

The second factor in the quality of services from the point of view of volleyball spectators was tangible factors. Tangible factors have a significant and positive effect on the spectator satisfaction criterion of World Volleyball League matches. The results of the research are in line with the results of the research done by Ramezani Nejad et al. (2015), Koozechian et al. (2011), Ali Doust Vahedi (2011). Creating and diversifying lighting as a factor for beautifying sports spaces and creating a favorable environment from a visual point of view. A lack of proper design in the stadium and a lack of order and beauty and logical and understandable arrangement of elements cause visual pollution.

The third factor in the quality of services was the factor of reliability which has a significant and positive effect on the criterion of spectators 'satisfaction of World Volleyball League matches. Spectators' trust and confidence is the first effective factor on the relationship quality and is the most important element in forming and maintaining a relationship. It also creates and strengthens common values between service providers and service recipients. The results of the research are in line with the results of the research by Ramezani Nejad et al. (2015), Koozechian et al. (2011), Ali Doust Vahedi (2011). Staff responsiveness as the fourth factor in service quality has a significant and positive effect on the criterion of spectators' satisfaction of World Volleyball League matches. Therefore, staff and personnel who are at the frontline of serving spectators in stadiums can improve the relationships of service providers and spectators and provide

them with as much satisfaction as possible by following training processes and observing ethical principles, patience, people-friendliness, humility, meekness, good morals, service to the people, speeding up the work of the people, openness, respect for the people, justice, abandonment, and intimacy with the spectators and the audience.

Service access factors as the last and fifth priority of volleyball tournament spectators have a significant and positive effect on the criterion of satisfaction of World Volleyball League spectators. The results of the research are in line with the results of the research done by Ramezani Nejad et al. (2015), Koozechian et al. (2011), Ali Doust Vahedi (2011). Therefore, the location of sports venues in a suitable urban geographical location is very effective for better access to railways, terminals and other municipal services. Locating these places in the vicinity of industrial facilities, landfills, etc. is not suitable and these places are not appropriate for building sports centers and will cause discomfort and dissatisfaction among spectators. Also, the building of the stadium, the floor, walls, the entrances and exits in different parts such as the buffet, the bathroom or the spectators' seats, must be appropriate.

Conclusion

A positive and significant relationship between all dimensions of motivation and spectators 'satisfaction showed that the more motivational factors are strengthened and the setting for the spectators' presence is provided and prepared, they will be more satisfied and the possibility of their presence will be higher.

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