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THE ROLE OF SPORT CONSUMPTION MOTIVES IN THE DEVELOPMENT OF TEAM IDENTIFICATION IN IRAN FOOTBALL PREMIER LEAGUE

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ABSTRACT
The purpose of this study was to determine the role of sport consumption motives in the development of team identification in Iran Football Premier League. Considering the goal, this research is an applied one and it is a survey and Correlational research in terms of data collection. The statistics population of this research includes all spectators of Iranian soccer Premier League. Using Cochran formula, 779 people of four teams in different levels of the match table in year of 2014 were chosen as samples. The instrument for collecting the data includes two questionnaires: Motivation for Sport Consumption Scale (MSSC) of Trail and James (2001) and Sport Spectator Identification Scale (SSIS) of Wan and Branscombe (1993). Face and content Validity of the questionnaires were determined by some experts of sport management and exploratory factor analysis and reliability using the Cronbach's alpha. For the data analyzing, Pearson correlation coefficient, regression and structural equation modeling were used with SPSS 19 and Amos 19. The results showed that a significant relationship exists between motivation and team identification ($P<0.01$). Motives of affiliation on team, dram and skills affected on spectators` team identification and among these motivation factors, the role of affiliation on team and dram is more and significant. *Conclusion:* it is necessary that sports managers pay attention to spectators' motivations as well as the role of team identification for changing these motivations in order to reach higher income and they need to apply programs to increase the team identification of spectators and fans.

Keywords: Team Identification, Motives, Football Spectators

INTRODUCTION
Nowadays, participation in various sports and leisure-time activities has become the needs of human societies. Some sports have a large number of spectators, providing a major share of opportunities to spend leisure time for individuals (Gouguet and Primault, 2006). Concerning participation of individuals in motor activities and sports, popularity of championship professional spectator sports is one of spectator attracting methods (Mullin *et al.,* 2000). According to gradual increase of this popularity, competition is raising among sports clubs to attract spectators (Kim and Trail, 2011). Determining factors attracting spectators to attend sporting events is important for clubs which are continuously present in this competitive environment (Gençer and Aycan, 2008). People with different motives attend sporting events as spectators. They evaluate experience quality during and after the event. Identification and forecasting the customers` attendance motives are essential and necessary for production and service organizations in order to obtain competitive advantage and market segmentation (Sutton and Klein, 2003). If spectators` needs are accommodated to attend sporting events and individuals` perception from sporting event is a quality experience, they will leave the sporting event as satisfied customers. In addition, individual will make decision about entertainment purchase according to the results of mentioned experience (Warren, 2011). This is simply not true for all spectators. This is because spectators` motives are different and level of affiliation to their favorite team is also different. This affiliation points out to team identification (Sutton *et al.,* 1997). Trail and James (2001) studied the quantitative relationship between team identification and some spectators' motives. They found out that sports team value for spectators and attending the events are created through the need to team affiliation and self-esteem strengthening related to be known with team (Trail and James, 2001). Fink *et al.,* (2002) found out that team identification is a

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strong predictor of consumer behavior which is vital for economic success. Motives enjoy significant relationship with team identification. In this regard, the most apparent effect is associated with accomplishment (Fink *et al.,* 2002). Other researchers confirmed the relationship between team identification and motives and each of them has emphasized on some spectators' motives for creating team identification: Funk and James (2004) introduced dependence need, Guo *et al.,* (2010) introduced entertainment (Gau *et al.,* 2010), Gencer (2011) introduced beauty reasons, Chen *et al.,* introduced mental motivations as well as enjoyment motives, and Shapiro *et al.,* (2014) introduced social interaction motives as effective factors on creation of team identification. In this article, the researcher is seeking to find the answer of the question: Does a relationship exist between team identification and sports consumption motive among spectators of Iran Football Premier league?

MATERIALS AND METHODS
Research Methodology
Research method of this study is descriptive and correlation. Statistical population includes all spectators of Football Premier League participating in 14th period of Football Premier League. Sample size is 779 individuals considering Morgan sampling table selected by clustering sampling method. To collect information, Spectator Identification Scale (SSIS) of Wan and Branscombe (1993) and Motivation for Sport Consumption Scale (MSSC) of Trail and James (2001) were used. Validity of questionnaires was determined by team of experts and exploratory analysis with Promax rotation. Reliability of research questionnaires was obtained0.78 and 0.81, respectively using Alpha Cronbach coefficient for team identification and sports consumption motive. Structural Equation Modeling and Multivariate regression were used to analyze data. SPSS software and Amos 19 were used for data analysis.

RESULTS AND DISCUSSION
Research Findings
Research statistical findings showed that a weak relationship exists between motivation components and team identification (0.14).

Table 1: Results of regression analysis

Pattern	Correlation coefficient	Determination coefficient	Adjusted determination coefficient	Determination standard error	Significance level	Durbin-Watson
1	0.141	0.020	0.016	0.81	0.001	1.98

Predictor variables: team affiliation, excitement, and skill Dependent variable: Team identification

Table 2: Results of Variance regression analysis of variables

Pattern	Sum of squares	Freedom degree	Square means	F	Significance level
Regression	10.549	3	3.516	5.256	0.001
Remaining	518.486	775	0.669		
Total	529.025	778			

Table 3: Results of regression analysis to study the relationship between variables

Pattern	Variable	Non-standard coefficients		standard coefficients	T	Sig.
		B	Standard error	Beta		
	Fixed	3.367	0.157	-	21.501	0.000
	Affiliation	0.095	0.032	0.0119	2.909	0.004
	Excitement	0.07	0.031	0.081	2.216	0.027
	Skill	-0.022	0.035	-0.037	-0.899	0.369

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On the other hand, adjusted determination coefficient of 0.016 shows that almost two percent of all changes for team identification predicts three components of motivation.

The results reveal that the effect of affiliation and excitement variables are significant on team-identification subjects but a significant relationship does not exist between skill and team identification due to higher than 0.05 confidence level. Furthermore, affiliation and excitement have the highest regression effect with regression coefficients of 0.119 and 0.081 on team-identification variable, respectively. In other words, increased standard deviation by one unit among these variables leads to increased team-identification subjects of 0.119 and standard deviation increases by 0.081, meaning that:

Team identification=3,67+0.119(affiliation) +0.081(excitement)

Discussion and Conclusion

This study aims to determine the role of sport consumption motives on team-identification creation among Iran Football Premier League spectators. As the results of research showed, a positive and significant relationship exists between team identification and motivation of spectators` attendance. Also, the results of regression analysis show that component of sport consumption motivation are spectators` team-identification predictor. In this regard, among motivation components, the role of affiliation motivation to team and excitement are higher than skill motivation. The results of this research supports those of Fink *et al.,* (2002), Funk and James (2004), Gua *et al.,* (2010), Genecer (2011), Chen (2012), and Shapiro (2014) concerning the relationship between motivation components and team identification. In terms of the relationship between motivation and team identification, studies showed that the results of this research support those of Trail and James (2004). These researchers have also considered team affiliation need effective on creation of team identification. The results of this research is different from those of some other researches in that Fink *et al.,* (2002) has mentioned accomplishment as the highest relationship between motivation components and team identification. Guo *et al.,* (2010) have associated entertainment motivation with team identification. Gencer (2011) has linked skill and escape motivations with team identification. Shapiro (2014) linked social interaction motivation with team identification. This study, however, shows that affiliation motivation is effective on team and excitement for creating team identification among spectators. These differences in team-identification motivations can be associated with various types of samples in researches and conducting method of study. These findings are important for team Iran Football Premier League authorities in order to improve spectators` team identification by taking appropriate strategies for motivations of spectators.

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