

Testing the Conceptual Model on the Causal Relationship of Motivation and Consumption Intention

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Abstract. This study aimed to test the conceptual model on the causal relationship of motivation and consumption intention. To this end, 390 spectators who were present at the stadium, were randomly selected using stratified random sampling. They voluntarily completed Funk's Motivation Scale and spectators' consumption intention questionnaire. Structural Equation findings indicted a significantly positive relationship between the motivation and the consumption intentions among the spectators of Iran's Premier Football League. There is a positive relationship between motivation and the components of consumption intention, including re-attendance, recommendation to others, purchase of team goods, and media consumption. The indices confirmed the optimal fit of the model. According to the results of the study, the

authorities holding the Premier League matches as well as the clubs are recommended to have a detailed planning to enhance the motivation of the spectators as it had the greatest impact on re-attendance.

Keywords: Motivation, Consumption Intention, Sport Spectators.

1. Introduction

The presence of spectators at the stadiums is the most remarkable part of the sport events. Attracting individuals to the stadiums and maintaining them is an appropriate way to be differentiated from other clubs (Esmail Pour, 2005). The most important factor in promoting professional sports is to increase the number of spectators. In addition to being directly involved in the purchase of tickets and thus in making profits for clubs and professional leagues, they indirectly contribute to money making through attracting the sponsors, selling the television broadcasting rights, and side services. On the other hand, sports and sporting events are accompanied with significant social impact. These effects have implications for the human community, which lead to some changes in the style of living, working, playing, and communicating with others and organize the community needs (Sargent & Berkowitz, 2014). The sport industry has experienced significant growth over the past decade, and it is estimated that the industry has earned \$ 470 billion annually in the United States (Planket, 2013). Undoubtedly, football is the most popular, exciting, and watched sport worldwide, and the football leagues in each country are the most significant marketing sector of sports events. Iran is of no exception (Tojari, 2010). According to official league statistics, the number of spectators in Iran is decreasing and ticket sales offer a inferential source of income for clubs, hence the financial costs of clubs are more often provided by state agencies; however, macroeconomic policies of the Asian Football Confederation and the Ministry of Sports and Youth are generally aimed at privatizing clubs and making them independent and self-sustained in financial terms. Hence the clubs should seek for solutions to attract more spectators and ultimately increase their income. All successful organizations share a common point that they all are customer-centered

and spare their efforts on understanding and meeting their customer's needs and wills (Mihus, 2004). Recognition of customers, motivation, decision making, and their reasons for purchase are important marketing issues (Cutler, 2012). If sports marketing professionals are not aware of how the sport consumer's ultimate decisions are made, understanding the values and beliefs of the sports consumers is of no use. The sport consumer's ultimate decisions is the result of internal processing, which encompasses a number of activities such as need analysis, pre-purchase search, and evaluation of options (Schwartz & Hunter, 2013). The behavior of event and sport consumer is defined as the process of selecting, purchasing, using, and disposing sports products and services to meet the needs and receive the benefits. The main challenge facing professional sports marketers and experts is to detect the key components of the decision making process, which affect behaviors (Tojari, 2011). One of the most comprehensive models describing consumer behavior is the systematic decision-making model of sport consumer. This decision-making model consists of three steps: input, internal processing, and outsourcing. The input phase represents a number of external forces (sociological impacts and marketing activities) that affect the assessment of the sport topic in the internal processing stage. In the internal processing phase, data is processed through internal by internal forces. These internal forces include unobservable cognitive processes such as motivation, personality, perception, and memory that shape the experiences of sport consumption and affect outcomes. The outsourcing phase indicates the psychological and behavioral outcomes. The psychological outcomes represent the attitudes, and the behavioral outcomes show the frequency and complexity of a behavior. The evaluation process regarding the extent of favorable results achieved by participation in sports activities is largely based on past and new information and the findings in this regard are inconsistent and contradictory. Hence, the level of existing information, and in particular the acquisition of the knowledge on a sports topic is of importance in the internal processing phase (Funk, 2013). Sports motivation is a process that drives targeted sport behavior in order to achieve an interesting outcome. Motivation is a stage with five essential components (namely needs, tension, drive, desire, and purpose) that

determine individual desire to engage in cognitive and behavioral activities. This phase reflects how needs are recognized and tensions are generated and leads the person to seek for sports paths offering opportunities to meet the needs and receive the benefits. Behavioral outcomes represent an individual's visible response, which results from a sports subject. These reactions may include purchase behavior, subsequent purchase decisions and behavior following the experience. Consumer buying behavior can be directly generated based on the experience of participating in a live sport event, watching and hearing an event on television, radio, the Internet, and participation in sports venues to watch the event. Buying behaviors can also include exchange activities such as buying tickets or registering online, or by phone, and buying sports equipment. The behavior following the experience of a sports event is equally complicated. This behavior involves consumption activities that are not related to the physical experience of an activity within a sports event. The main impact of post-experience behavior is the assessment of the concerned experience. Some of such activities are studying a recent competitive event in the newspaper or on the Internet, listening to radio talk shows, watching selected images of virtual networks, and discussing thoughts and opinions with friends, family and colleagues. Such activities are also originated from the assessment of experience in terms of quality and service satisfaction.

2. Literature review

James, Trill, Zhang, Van, and Funk (2006) investigated the sports path motivations. The sports motivation shows the basic set of needs and benefits (stress and tension) created by the sports. Socialization expresses a tendency to social interactions. Individuals are motivated to look for sports events in order to stimulate human relationships through engagement with audiences, participants, friends, and relatives. Performance reflects the desire to enjoy physical beauty. People are motivated to look for a sports experience in order to grasp the opportunities to enjoy the beauty, skill and art of sports activities. Excitement expresses the tendency for mental motivation. People are encouraged to search for a sports event experience caused by opportunities provided for mental activities and the discovery of

situations posed by the uncertainty of participation, competition and relevant entertainment. Honor is a sign of qualification. People are motivated to explore the experience of sports events caused by the opportunities created for success and the challenges that lead to a sense of mastery and increase their self-esteem and group belonging. Entertainment reflects a tendency for mental and psychological joy. Individuals are motivated to seek for the sports events experience caused by the opportunities posed to escape and reside from daily activities and tensions of the routine life (Funk, 2013). Regarding the relationship between motivation and consumption intentions, Wafi (2017) concluded a research study entitled “Identifying effective factors in making decisions for sport events” and concluded that the excitement and attractiveness of the match had the greatest effect on the spectators’ satisfaction. Khouniki et al. (2017) examined the relationship between teachers' personality traits and their knowledge sharing behavior with regard to the mediating role of attitude, motivation, and mental norms. The results of structural equation analysis showed that the path coefficients were significant for personality traits towards attitude, attitude towards motivation, motivation towards behavior, personality traits towards subjective norm, subjective norm towards motivation, and motivation towards knowledge sharing behavior. Asadollahi et al. (2017) in a study entitled “Impact of advertisement tools on brand identity transfer from the perspective of the Premier League consumers”, showed that advertisement tools have a significant effect on the brand identity transfer from the view point of sport consumers. Television advertisement also had the greatest impact on brand identity . Hematinejad et al. (2016) investigated the factors affecting the spectators’ attendance in Iran’s Basketball League. The results suggested that discipline, security and ethical discipline (i.e., regular and proper organization of the league, proper behavior of the personnel and guards and behavior management) were the most significant reasons for the spectators to attend. The service and facilities of the stadium (the suitability of the seats and the convenience of the ticket purchase), acquisition of sports identity and the passing leisure time (the presence of modern facilities in stadiums, and participation in the event with friends), the sensitivity of competition and its result, the presence of top

players (stars) in the concerned teams, space and time required to hold the competition, the desirability of the heating and cooling systems, holding the competition on weekends, informing and advertising about the time and venue of the match had the highest impact on the presence of spectators in the stadium, respectively. In their study entitled "The role of constraints in the motivation of winter sports tourists" Karrubi et al. (2016) showed that there is a significant and inverse relationship between the variable constraints and its dimensions and the extent of motivation for participation in winter sports tourists. Among the constraint dimensions, the intrapersonal and structural components were stronger predictors of the motivation. Taleb Pour et al. (2016) conducted a research entitled "Assessment of the behavioral intentions of spectators in Iran's Premier Handball League " based on the quality of the performance and the result. The findings showed that the quality of the result and the quality of the function could predict 0.15% of variation in spectators' behavioral intentions . Farahani et al. (2015) in a study entitled "An analysis of the constraints and stimuli regarding the spectators' attendance in Iran's Premier Football League: (Case study: Persepolis, Shahravard, and Independence)" found that internal stimulus, external stimulus, internal constraints, external constraints, and behavioral sizes had a significant effect on spectators' behaviors with respects to their intention to attend the stadium. Izadi et al. (2014) performed a study entitled "Factors affecting the success of managing communication with the fans of Iran's Football League," and concluded that there was a significant relationship between knowledge management, service quality and organizational support with the management of communication with fans. Nirou (2014), in his master's thesis entitled "Motivations and factors affecting the presence of spectators in tennis competitions", found that all the studied factors (namely interest in specific players, escape, excitement of competitions, knowledge of tennis, neck and neck matches, welfare services, amusement, team support, and proxy win) had a significant relationship with the spectator's attendance. Ali Hosseini (2014) in a research study entitled "The relationship between participatory motivations and sport commitment among veterans and disabled athletes" concluded that there was a positive and significant relationship among all the subscales of

motivation for sport participation and sport commitment, that the motivation for obtaining health and reputation was the strongest predictor of sport commitment, and that the motivation for sport participation had a significant and positive influence on sports commitment. Kalateh Seifari (2013) in an investigation entitled "Impact of motivation on maintaining volunteers in student sports", showed that motivation has an effect on the volunteers' willingness to continue collaboration. Mirzaei Kalar (2013), in a study entitled "Barriers and incentives of sport tourism", showed that socialization, relaxation and hobbies (driving factors) were the most important factors for the attendance of tourists and financial and that personal problems (inhibitors) were the most important factors for non-attendance in the sport events from the viewpoint of the tourists participating in the soccer tournament. Mehrabi (2013), in his research entitled "Identification and prioritization of motivations among wrestling spectators and athletes", showed that the most significant motivational factors for spectators included team affiliation (presence of star wrestlers, watching one's favorite wrestlers), recreation and entertainment (enjoying sports, the beauty of Chookheh wrestling) and the most remarkable motivational factors for athletes were psychological factors (dealing with negative emotions, improving self-esteem, and valuing one's life) and physical factors (health promotion and weight control). Ali Mohammadi (2013) in a study entitled "Comparison of the factors affecting the attendance of spectators in Iran's Premier Football, Basketball, and Volleyball Leagues" showed that all the three groups of football, basketball and volleyball spectators were significantly different in all concerned factors but facility, scheduling and information communication. Findings of this study indicated that the mean values of different factors affecting the presence of football, basketball and volleyball spectators not only are different but also are of different priorities. Tehrani Monfared (2013) in his master's thesis entitled "The inhibitors and motivators affecting sport consumer's performance", aimed at investigating the factors affecting the attendance of spectators in Iran's basketball, volleyball and football leagues. The internal motivators were success factors and victories, supporting the team, supporting the players, supporting the coach, supporting the sport level, supporting the

sport and supporting the community as internal motivators. In this regard, promotion, media propaganda, player behavior, excitement, aesthetics, physical skill of athletes, and role models were considered as external motivators. And the lack of awareness, failure, lack of interest in others and lack of a companion were introduced as internal inhibiting factors. These motivators encouraged the spectator to participate in the competition, and the inhabitants prevented him from attending the event. Mohammadi Torkmani et al. (2012) in a study entitled "Motivation for spectators' attendance and its role on destination loyalty during the 27th Azerbaijan International Cycling Tour" came to the following conclusion: Attraction and excitement are the main factors affecting the presence of spectators in Azerbaijan International Cycling Tour. Tojari (2011) in his research entitled "Influence of friends, social status, and family on the motivation to attract spectators toward Iran's Football League", suggested that the activities of friends and mediatory factors had the greatest direct and indirect impact on the attraction of the spectators in the match. In contrast, social pride had the lowest impact. Kheirgoue Razighi (2011) in his master's thesis entitled "motivations and factors affecting the presence of male spectators in the Islamic Republic of Iran's Track and Field competitions" indicated that the mean values for motivation in terms of largeness were associated with the interest of a particular player, match excitement, knowledge of track and field, proxy wining, play-offs, escapes, services to spectators, entertainments and, finally, interest in the team, respectively. In Tojari's (2010) study entitled "Economic, Social, and Motivational Analysis of Soccer Spectators: A Case Study of Esteghlal and Persepolis in Professional League", 82% of the respondents considered their most important motivation to be supporting their favorite club and their love to their club. Nizakati et al. (2013) showed that interest in sports, age, ethnicity, structural constraints and interpersonal constraints were of great importance. The greatest effect on sport tourism was caused by interest as a component of sports fans, age as a demographic component, and travel constraints as a structural constraint. Funk et al. (2009) in a research entitled "Going to stadium or staying at home to watch: The interaction between perceived motivation and constraints in great events (Beijing 2008 Olympic Games)", indicated that the interaction between

perceived motivations and constraints leads to two different forms of behavioral intention: Traveling and attending live events versus home and watching on TV. Bortoluzzo et al. (2016) considered the economic status, quality of match, and financial and non-financial incentives among the most important factors affecting the presence of spectators in football matches. Binjwaied. Richards and O'Keeffe (2015) introduced lack of facilities and services, televised broadcasting, and the lack of commitment and loyalty to the favorite teams as the most important factors affecting the presence of spectators in football matches. Raeisi et al. (2013) stated that factors such as spectators' priority, match appeal, and socio-economic factors affect the spectators' attendance in the stadium for the football and volleyball matches of Saipa Alborz Club. Karkon et al. (2014) concluded that spectators' preferences had a greater impact on the spectators' attendance, and followed by factors such as match appeal and economic factors. The facilities of the stadium, however, had no impact on the spectators' attendance. In their research, Rajabzadeh et al. (2017) concluded that the match appeal, facilities, and spectators' preferences (planning) had a positive effect on the spectators' attendance in volleyball matches; however, the economic factors had no effect on their attendance in the stadiums. Mehdi Pour et al. (2014) in a study examining the factors affecting the attendance of football fans in Tractor Sazi Tabriz found that spectators' preferences, match appeal, and economic facilities had the greatest impact on the audience's attendance in the stadium, respectively. Aegeolovsli and Priatel (2012) and Glass (2014) conducted studies on England's Football League and suggested that the presence of well-known players and the performance of teams in the previous and current rounds are among the most significant factors enhancing the spectators' attendance at the stadiums. A majority of previous studies have investigated the factors affecting the spectators' attendance; however, the dimensions of consumption intention and their causal relationships have been less studied. This research sought to examine the causal relationship between motivation and spectators' consumption intention, including re-attendance, recommendation to others, intention to use the goods, and the intention to use media, and ultimately to fit the conceptual model of the causal

relationship and the spectators' consumption intentions and their components in Iran's Premier Football League.

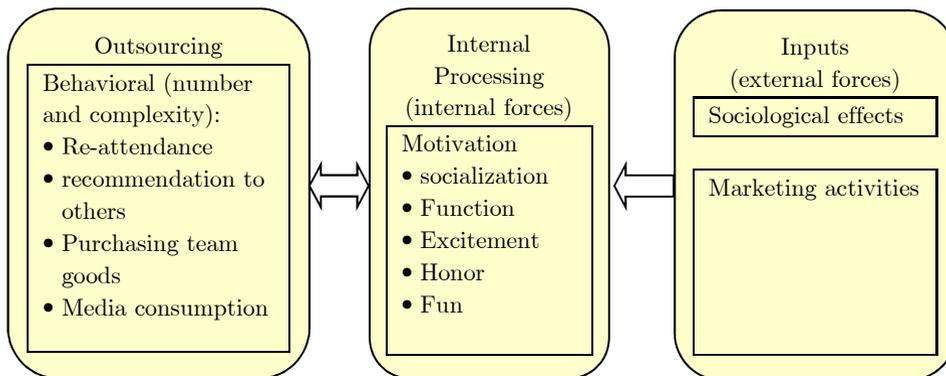


Figure 1. Conceptual model of research (Funk, 2008)

3. Method

The present study is applied in terms of objective, present-oriented in terms of time, descriptive-correlation and structural equations in terms of data collection. The statistical population consists of the spectators of the Iranian Premier League who have been present at the stadium during 2016-2017 season. The statistical sample was selected randomly and voluntarily using the methodology of the research from the games of three popular teams of Esteghlal, Persepolis and Tractorszi Tabriz, with each team having 130 subjects. The Motivation Questionnaire, Funk (2008) and Constituents and Committees Inventory (2015) were used to collect required data. To determine the normality of the data, the Kolmogorov-Smirnov test was used; Amos Graphic software was used in order to verify the structural validity and the model of the verification factor analysis; one-sample T-test and Pearson correlation were used to analyze collected data and Modeling of structural equations was used to determine the causal relationships between the variables.

4. Findings

The Kolmogorov-Smirnov test was used to examine the normality of the distribution of collected data. With regard to the significant levels obtained, it is concluded that the variables of consumption and

motivation purposes have a normal distribution. But the distribution of the components of these variables follows an abnormal distribution. Since none of the components has pertinent data and distribution is close to normal and, on the other hand, the sample size is large in this study, the distribution of variables can be assumed to be normal, hence authenticating the application of parametric tests.

Table 1. Results of the Kolmogorov-Smirnov test

Variables	Frequency	Kolmogorov-Smirnov	Significance level
Intent to consume	394	1.067	0.205
Re-attendance	394	1.473	0.026
Offer to others	394	1.943	0.001
Buying commodity team	394	1.787	0.003
Media consumption	394	1.457	0.029
Motivation	394	1.262	0.083
Socializing	394	1.887	0.002
Function	394	2.900	0.001
Excitement	394	2.556	0.001
Honor	394	2.399	0.001
Entertainment	394	2.335	0.001

One-sample t-test was used to assess the purpose of consumption and motivation. The assumed average number of 3 was considered. The results of single-sample t-test showed that the rate of intent was significantly higher than the expected mean ($P = 0.05$, $m = 3.39$). Also, the results showed that the rate of re-attendance, offering to others and media consumption was significantly higher than the expected mean ($p < 0.05$). However, the component of the goods purchase turned out to have a moderate ($p < 0.05$). The level of motivation was significantly higher than the expected mean ($p < 0.001$). Also, the results indicate that the level of socialization, performance, emotion, pride and entertainment were significantly higher than the expected mean ($p < 0.05$, $< m$).

Table 2. One-sample t-test results

	Test value: 3						
	Frequency	Mean	SD	t	DF	Significance level	The mean difference of the variable with the test value
Intent to consume	394	3.39	0.69	11.174	393	0.001	0.39
Re-attendance	394	3.37	0.89	8.337	393	0.001	0.37
Offer to others	394	3.57	0.86	13.103	393	0.001	0.57
Buying commodity team	394	3.09	0.98	1.838	393	0.067	0.09
Media consumption	394	3.49	0.90	10.740	393	0.001	0.49
Motivation	394	3.74	0.59	24.957	393	0.001	0.74
Socializing	394	3.57	1.01	11.238	393	0.001	0.57
Function	394	3.62	0.87	14.212	393	0.001	0.62
Excitement	394	3.96	0.81	23.512	393	0.001	0.96
Honor	394	3.37	1.05	6.919	393	0.001	0.37
Entertainment	394	3.50	0.69	14.547	393	0.001	0.50

Pearson correlation test was used to examine the relationships between variables. The results showed that there is a significant positive relationship between motivation and intention ($p < 0.05$ and $r = 0.61$). There is a significant positive relationship between motivation with re-attendance, offering to others, buying goods and media consumption ($p < 0.05$).

Table 3. Pearson correlation test

	Purchase intent	Re-attendance	Offering to others	Buying team commodity	Media consumption
Motivation	**0.61	**0.555	**0.527	**0.385	**0.476
Socializing	**0.506	**0.461	**0.412	**0.281	**0.456
Function	**0.450	**0.371	**0.375	**0.322	**0.367
Excitement	**0.368	**0.419	**0.350	**0.178	**0.245
Honor	**0.481	**0.400	**0.478	**0.312	**0.343
Entertainment	**0.433	**0.429	**0.263	**0.322	**0.333

In order to investigate the construct validity and consumption intent and motivation measurement model, a confirmatory factor analysis was used in Amos Graphic software. Included themes consist of four components of re-attendance, offering to others, buying team goods, media consumption (items with m shown), and presence motivation including 5 components of socialization, performance, excitement, honor and entertainment (items shown with A). The results are presented in Figures 2 and 3 and Table 4 and 5. As show in both the figures and the tables, it is seen that the factor loads obtained for all components of the component are higher than 0.4 and have sufficient validity to maintain the measurement model. The factor load of all items is significant at 95% probability level.

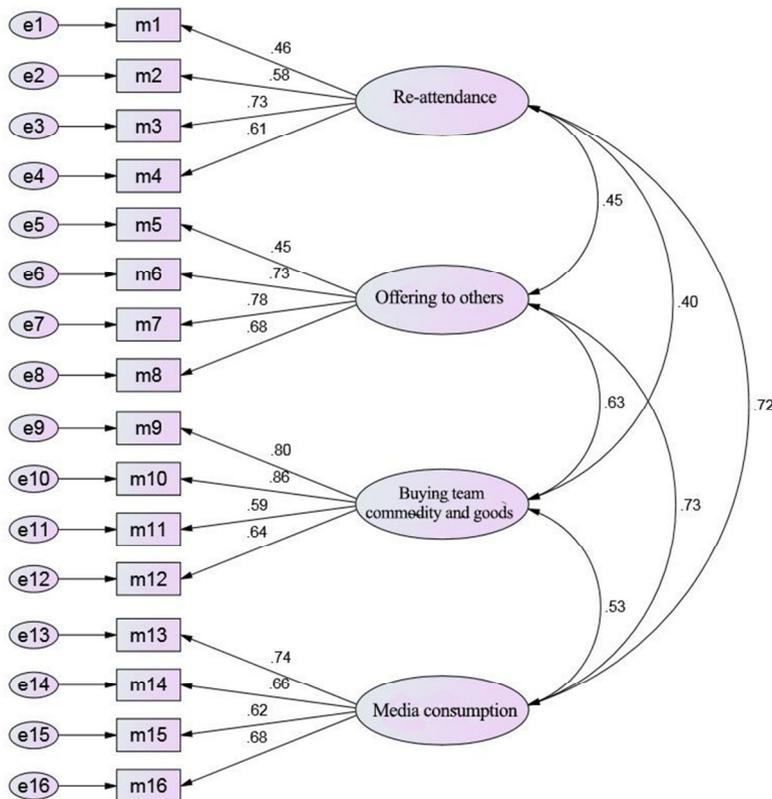


Figure 2. Factor loads of items related to the intent of consumption

Table 4. Load factors for items related to the intent of consumption

Item	Index	Estimated coefficient	Estimated coefficient error	Critical ratio	Significance level	Estimated standard coefficient (Factor load)
m1	Re-attendance	1.000			0.001	0.458
m2	Re-attendance	1.132	0.162	6.992	0.001	0.577
m3	Re-attendance	1.485	0.195	7.612	0.001	0.732
m4	Re-attendance	1.298	0.180	7.194	0.001	0.615
m5	Offering to others	1.000			0.001	0.455
m6	Offering to others	1.517	0.186	8.151	0.001	0.730
m7	Offering to others	1.687	0.203	8.308	0.001	0.777
m8	Offering to others	1.395	0.176	7.946	0.001	0.682
m9	Buying team commodity	1.000			0.001	0.798
m10	Buying team commodity	1.039	0.063	16.514	0.001	0.859
m11	Buying team commodity	0.717	0.063	11.359	0.001	0.586
m12	Buying team commodity	0.811	0.065	12.498	0.001	0.638
m13	Media consumption	1.000			0.001	0.744
m14	Media consumption	0.814	0.068	11.924	0.001	0.663
m15	Media consumption	0.904	0.080	11.241	0.001	0.624
m16	Media consumption	0.900	0.074	12.186	0.001	0.679

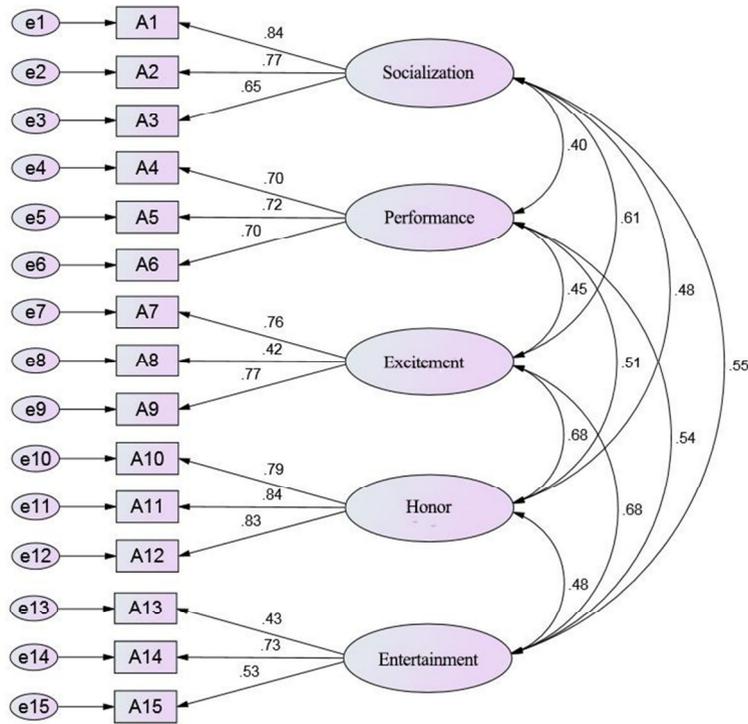


Figure 3. . Factor loads of items related to the dimension of motivation

Table 5. Factor loads of items related to the dimension of motivation

Item	Index	Estimated coefficient	Estimated coefficient error	Critical ratio	Significance level	Estimated standard coefficient (Factor load)
A1	Socialization	1.000			0.001	0.836
A2	Socialization	0.818	0.058	14.182	0.001	0.772
A3	Socialization	0.640	0.052	12.304	0.001	0.651
A4	Performance	1.000			0.001	0.704
A5	Performance	0.878	0.080	10.933	0.001	0.723
A6	Performance	0.937	0.087	10.770	0.001	0.699
A7	Excitement	1.000			0.001	0.757
A8	Excitement	0.712	0.094	7.532	0.001	0.424
A9	Excitement	1.180	0.092	12.793	0.001	0.766
A10	Honor	1.000			0.001	0.790
A11	Honor	1.060	0.062	17.068	0.001	0.842
A12	Honor	0.977	0.058	16.907	0.001	0.832
A13	Entertainment	1.000			0.001	0.434

Item	Index	Estimated coefficient	Estimated coefficient error	Critical ratio	Significance level	Estimated standard coefficient (Factor load)
A14	Entertainment	1.568	0.231	6.781	0.001	0.734
A15	Entertainment	1.257	0.203	6.205	0.001	0.527

The fitting results of the model are presented in Table 6. The fitness index has three types of absolute, comparative and proportional categories, of which at least two cases have been reported. If at least three of the indicators are acceptable, it can be concluded that the model has sufficient fitness. According to the table, all fitness indicators are either desirable or acceptable and the model has adequate fitness.

Table 6. Fitness indices for measuring consumption intent and motivation

		Fitness index	Rate	Factor	Interpretation
Purchase intent	Absolute	CMIN/DF	4.38	Fewer than 5	Acceptable
		p-value x2	0.001	More than 0.05	Unacceptable
		Fit Fitness Index (GFI)	0.95	More than 0.90	Desirable fitness
	Comparative	Tucker-Lewis Index (TLI)	0.88	More than 0.90	Acceptable
		Comparative fit index (CFI)	0.92	More than 0.90	Desirable fitness
	Proportional	Root Mean Square Estimate Error (RMSEA)	0.66	Fewer than 0.08	Desirable fitness
Parsimonious normed fit index (PNFI)		0.65	More than 0.5	Desirable fitness	
Motivation	Absolute	CMIN/DF	2.58	Fewer than 5	Desirable fitness
		p-value x2	0.001	More than 0.05	Unacceptable
		Fit Fitness Index (GFI)	0.94	More than 0.90	Desirable fitness
	Comparative	Tucker-Lewis Index (TLI)	0.92	More than 0.90	Desirable fitness
		Comparative fit index (CFI)	0.94	More than 0.90	Desirable fitness
	Proportional	Root Mean Square Estimate Error (RMSEA)	0.063	Fewer than 0.08	Desirable fitness
Parsimonious normed fit index (PNFI)		0.69	More than 0.5	Desirable fitness	

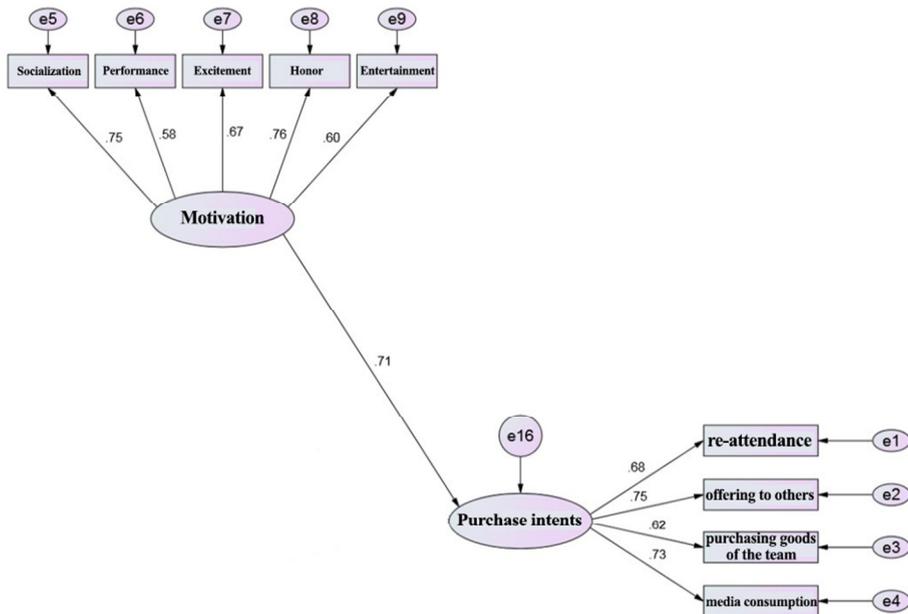


Figure 4. . Structural model of the effect of internal factors

The results of the model analysis are presented in Table 7. According to the table, there is a significant positive relationship between the motivation and the purpose of the use of the Iranian Football League's spectators ($p = 0.001$, $t = 10.10$). The value of the impact is 0.71. In other words, with a standard deviation increase in motivation, the amount of intentional consumption by spectators increases by as much as 0.71 standard deviations. There is a positive relationship between the motivation and re-attendance of the Iranian Football League spectators ($p = 0.001$, $t = 13.19$). The value of the impact is 0.71. Between motivation and offering to others, there is a positive relationship among Iranian Football League spectators ($p = 0.001$, $t = 11.85$). The impact value is 0.61. There is a positive relationship between motivation and purchasing goods of the football team of the Iranian Football League spectators ($p = 0.001$, $t = 0.01$). The value of the impact is equal to 0.51. There is a positive relationship between motivation and media consumption among Iranian Football League spectators ($p = 0.001$, $t = 11.77$). The value of the impact is 0.62.

Table 7. Estimated coefficients of the structural model

Independent variable	Dependent variable	Estimated coefficient	Estimated coefficient error	Critical ratio	Significance level	Standard estimation coefficient
Motivation	Consumption intent	0.558	0.56	9.996	0.001	0.711
Motivation	Re-attendance	0.887	0.067	13.186	0.001	0.705
Motivation	Offering to others	0.720	0.061	11.849	0.001	0.614
Motivation	Buying team commodity	0.693	0.069	10.009	0.001	0.508
Motivation	Media consumption	0.774	0.066	11.697	0.001	0.624

5. Discussion and Conclusions

The present study was conducted to investigate the causal relationship between motivation for the purpose of using sports enthusiasts, including re-attendance, offer to others, intention to purchase team goods and the intention of media consumption, and ultimately fit the conceptual model of causal relationship and the intentions of the use of sports enthusiasts and their components in the Premier League of Iran. Several studies have confirmed the relationship between motivation and attending sports events (Farhani, 2015; Nour, 2014; Wafi, 2017; Hematinejad et al., 2016; Botulozo et al., 2016; Rajabzadeh, 2017). The findings of the present study also show that there is a direct, positive relationship between motivation and the re-attendance of the Iranian Football League's spectators. One of the challenges of sports marketers is the re-attendance of spectators in the next tournament. Due to some inherent characteristics, such as unpredictability, arbitrary mistakes, non-emotional and defensive games, and different expectations of spectators, sports events may fail to convince viewers to come to the stadium again. Understanding the needs of enthusiast supporters is one of the key elements for the success of any sport organization. Soccer clubs in a country face the huge challenges of maintaining current fans and attracting new fans by providing appropriate facilities, managing and directing customer-oriented programs, and creating knowledge and studies required through various communication channels (Izadi et al. 2014). One of the main factors affecting the re-attendance of spectators

in sports events is the motivation to choose the direction of sports use. Therefore, it is recommended to use the sport driving motives (SPID) to increase the motivation and satisfaction of the spectators and guarantee their coming to the stadium for upcoming events. Farahani (2015) showed that internal stimulus, external stimulus, internal limitation, external limitation and behavioral measures components have a significant effect on the decision of the spectators to attend the stadium again. Mirzaei Kohlar and Tehrani Monfared (2013) showed that socialization, relaxation and entertainment are the most important encouraging factors for the presence of viewers and financial and personal problems are the most important discouraging factors for not attending sports events. Wafie (2017) showed that the excitement and attractiveness of the game have the highest impact on the satisfaction of the spectators. Hematinejad et al. (2016) showed that order, security and ethical discipline (regular and proper organization of the league, proper approach of personnel and control and behavioral control agents) were the most important reasons for the spectators to attend a specific game. Services and facilities of the stadium (the suitability of the position of the spectators and the ease of buying the ticket), the acquisition of sports identity and filling leisure time (possessing modern facilities and the presence of friends in the competitions), the competition and its outcome's being critical, the presence of the top players (stars) in the sports teams, the space and time to hold the competition, the desirability of the heating and cooling system of the hall and the holding of the competition on weekends, informing and advertising about the time and place of the competition have the greatest impact on the presence of spectators in the stadium. Findings of the research on the component of recommending to others showed that there is a positive relationship between the motivation and offering others in to attend stadiums among Iranian Football League's spectators. All organizations, in addition to keeping their customers in mind, are also keen on boosting their performance; sporting events, which should be sought after by spectators, are no exception to this. One way to attract spectators is to inform and express the benefits of sports events in comparison with other occasions, and an inexpensive and available way to successfully promote advertising is using communication among

customers to publicize a specific good or service. People tend to talk to each other about their experiences, and exchange positive and negative recommendations about specific goods or services to the lowest possible extent and choose the best and most suitable option. Services have intangible features compared to the physical product. In addition, services can be highly customized under various circumstances. Therefore, service customers usually do not have a clear idea and they are looking for more information on purchasing services, including direct customer experience. Compared to tangible goods, consumers have more trust in personal information resources, and these resources have a greater impact on their purchasing decisions (Izadi et al. 2014). Nowadays, media is considered to be a powerful worldwide resource, the most powerful tool for the spread of ideas and the most effective means of influencing cultures, attitudes and lifestyles. Sports marketers activities covers three phases of before, during and after the competition. Most of the activities are done in the media before and after the competition. Also, some people's not being able to attend the stadium obligates media to broadcast the event directly. Media services are provided through newspapers, magazines, TVs, radios, the Internet and social networks and computer games. According to the results of research and the increase in media consumption, and the expansion of group media and cyberspace, sporting marketers are recommended to increase media consumption through enhancing attendance incentives among people, thereby using the competitive advantages of the media in order to generate value for the organization and spectators. Generally speaking, according to the results of the research, there is a significant, positive causal relationship between the motivation and consumption goals and its components among the spectators of the Iranian Football League; therefore, it is recommended for sports marketers to create and strengthen attendance incentive and motivation among spectators in order to provide additional opportunities for re-attendance, offering others, buying team goods and consuming media in sporting events.

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