

عنوان مقاله:

Identifying factors affecting the presence of football fans in stadiums The barriers of sports sponsorship in Mazandaran province manufacturing companies

محل انتشار:

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خلاصه مقاله:

Background: In this study, funding support barriers of production companies was evaluated in sports of Mazandaran province of Iran. Materials and Methods: Methods of research have been descriptive and survey studies. Population of this study were 210 of managing directors, deputies, marketers and also head of sports sections of 70 major production companies, service and commercial that had ability to funding support in sports of mazandaran. The statistical samples were used for the total of 188 questionnaires of subjects (89.5% of the population). Tools for data collection, the questionnaire was of Rajabi (2009) by comparing the Likert five values that content and formal validity was calculated by twenty of academic experts and reliability with Cronbach's alpha method. For normalize data were used of Kolmogorov-Smirnov test (K-S test) and also ANOVA test (LSD), T-test and Friedman test in significance levels ($p < 0.05$). On this basis, 28 strains were placed in three factors (advertising-management, social-economic and environmental-communication). Results and Discussions: The results showed that the three barriers have had a significant effect of subjects the lack of support for sports. There are significant differences between the three barriers of support for sports. The important of funding support barriers of production companies in sports of Mazandaran province have been the following three factors such as advertising-management, social-economic and environmental-communication, respectively. Conclusion: In general, it is suggested that to reduce barriers with collaboration between government, businesses and sports clubs should be facilities provided to encourage companies. Also, advertiser factors such as favorable reflecting for support of sports are used to improve of support

کلمات کلیدی:

Support of Sports, Support Barriers of Sports, Manufacturing Companies

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