



THE IMPACT OF SPONSORSHIP ON BEHAVIORAL REACTIONS AND SCHADENFREUDE FOR RIVAL FOOTBALL FANS

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ABSTRACT

The purpose of this study was to investigate the effect of soccer sponsorship on behavioral reactions and schadenfreude for rivals of Persepolis fans and Esteghlal. The research method is descriptive survey and data collection methods combining library and field studies. With regard to the unlimited membership of the community, 384 people were selected as a sample and the questionnaire have been first reviewed by the experts before being distributed among the sample members. Then, in person and electronically, distributed among sample members and Cronbach's alpha was 0.920. Finally, the data of the questionnaire were analyzed using structural equation modeling and Smart PLS software. Findings of the research indicates that the level of recognition, perceived fit and attitude of the supporters from the competitor's team sponsor can have a significant effect on their behavioral responses, and the schadenfreude for the rival, contrary to what is common in the caricature of the fans, has a little effect on the reaction of them. The results of the data analysis showed that the behavioral reactions of the fans have influenced by their emotions and feelings, as well as the experience gained from the brand, and can cause interest and willingness to use fans, and the schadenfreude of the competitor have not important anxiety for the owners of capital.

Keywords: Behavioral Responses, Sponsoring, Schadenfreude, Fan Identification, Prior Attitude, Perceived Fit

INTRODUCTION

Everyone knows that football is very popular sport, and in most countries, this sport is at the top of the popular sports list. But what's going on TV screens for spectators, or what's happening on green grass stadiums, is not all about football. Football has its own specific economy and a market with unique features that may not work well with the rational and market-based rules. It seems that fanatical football fans today do not hurt the use of the word business to football. Always said about the football market that this market is unusual and very strange because customers in this market often show loyalty to a particular brand. Because fans have a lot of loyalty to their favorite clubs, they can easily exploited. Many fanatics of rival teams not only want to win their favorite team, they also mainly dream of defeating their rival team. Consequently, the simultaneous presence of a sponsor for both teams can create conflicting feelings for fans of sports teams. The success or failure of a sponsor who operates on one of Persepolis football clubs and Esteghlal depends on a variety of factors, including the recognition of supporters, their perceived fitness of sponsors, and their previous attitudes toward their behavioral responses to sponsors Influencing the sponsor's career prospects.

Today, sport has been viewing not only as an attempt to achieve the health of individuals but also to be profitable for the community. The presence of professional athletes, coaches and numerous manufacturing and service organizations in the field of sports, on the one hand, and countless fans of sports teams, has attracted the attention of business owners and attracted two approaches to sport : Advertising and sponsorship approach (grant, 2011)

The topic of advertising and sponsorship of sports teams in Iran has not pursued seriously due to the lack of professionalism of many sports clubs. Most sponsors of sports teams in Iran are the founders of these teams or government agencies, But with the pressures of federations and international associations on the country's sport and their approach to the privatization of sports teams, attracting support from sponsors to invest in sports, will make the importance of the presence of these funds in sport more visible But his presence without a scientific study without adequate knowledge of the sport and sponsorship space could have irreparable consequences for the sports teams and their sponsors. With the search for literature in the country and the background of the subject in the country, there is very little history of scientific activities in this field, which shows the scientific vacuum very well, and therefore it is necessary to do research in this way and the issues of sports marketing in Iran and the world are scientifically investigate.

In Iran, most of the sponsors intending to work in the field of football go to these two pro-capitalist teams, Persepolis and Esteghlal, and to understand how much the simultaneous acceptance of sponsorship in these two teams is on the behavioral response of affective supporters is important for Top managers of these brands. After completing this research, other brands can minimize the risk of sponsorship in these two teams and reduce their brand profits by study this article.

REVIEW OF LITERATURE

Sponsoring

The concept of support from sports is not a new phenomenon. The start of supporting from sports dates back to 1950, in which an Australian company sponsored the British Cricket Championship, and in this way, it was a great deal of revenue for themselves and the organizers. Support is the provision of resources by an organization for an event or sports activity, instead of directly contributing to an event or activity. Given the high cost of supporting sports for companies, evaluating the results of sports sponsorship programs is important and growing at the same time as research support grows to assess its effectiveness. People tend to identify the brands that are associated with the event of the brand's product, more than brands that have not related to the event of the brand, as the sponsor of an event. In the sports and professional sport industry, support or sponsorship is one of the key issues. The importance of this issue is because, on the one hand, a significant part of the funds supply by the clubs and sports team is provided by the sponsors, and on the other hand, the supporters of the support of teams and sports clubs are expected to benefit To achieve. Support is growing throughout the world. Over the past three decades, investment in support of \$ 500 million in 1982 has risen to \$ 51.1 billion in 2013. Growing costs have turned support into a costly business case. Companies that could not afford a sponsorship score may be lurking toward marketing for defensive or aggressive reasons (hashem koozeh chiyan, 2016)



Today, professional sports have become heavily commercialized and engage business companies, sponsors, media, and supporters. In the sport industry, which has become highly commercialized, the famous sports concept has emerged. Famous athletes are needed to attract media attention, sponsors and sports industry investors. Famous athletes in the new media are considered to be social signs and carriers of cultural meanings and, by engaging in a variety of activities and social businesses, extend their influence beyond the field of sport and not only a tool for advertising and product certification But also sold as cultural and brand products (sardar mohammadi, 2017)

Today, marketing and profitability are the main objective of most private and public companies around the world, and the company's endeavor is that any activity will lead to their profitability. In this context, specific tricks and policies will be apply to enable each company and service unit or manufacturing company to become more attractive and more best seller for its supplied product. Companies and sponsors of major sporting events, especially in the football sector, use marketing solutions to educate consumers about their product and their advertising. So one of the main ways of their work in these big events is Hidden marketing. The sports industry, with the presence of a stimulus such as a major sporting event, has made it possible to take advantage of the opportunities offered by advertising and the media, creating the necessary framework for the interaction between industry, trade and sports. The stadium's overflow of spectators and competition from a few hundred million viewers has introduced football as the world's most popular sport. One of the main concerns of football in the present days and future is the large flow of large sums of money from the sudden increase in the percentage of television broadcast rights, increased interest of the sponsors of these games, development of marketing, public relations and the participation of some clubs in the stock markets which lead the professional clubs have earned their budgets tangible and admirable (behzad izadi, 2016)

- *Irancell*

In order to implement the third schedule of economic, social and cultural development of the country and in order to fulfill Article 124 of the said program with the aim of developing communication and telecommunications through privatization and investment of foreign companies, the Ministry of Communications and Information Technology in October 2003, set up arrangements for organizing operator auctions Second mobile phone. The measure was aimed at supporting foreign investment and the participation of the private sector in promoting competition, ensuring healthy competition, reducing corporate governance, monitoring tariffs and quality of services and protecting consumers.

After conducting the tender ceremony and reviewing the participants' proposals, the Ministry of Communications and Information Technology announced the Irancell Consortium on January 27, 2003 as the winner of the Second Mobile Operator's Auctions. Finally, after the enactment of the law, allowing the agreement on the license of the network and mobile communications services by the Parliament and the Council of Guardians and depositing the amount of the right to license from Irancell on November 3, 2005, Irancell Communications Services Company received the license of the mobile communication services network on November 6, 2005. (GMS) from the Ministry of Communications and Information Technology. It is worth noting that this license has been granted at the national level and for the geographical coverage of the whole country.



Irancell Company managed to set up and develop the network within a short period of time after obtaining the license, and on September 6, 2006 (nine months after receiving the license), it will start a pilot operation of the network. Irancell network was officially open in Tehran, Mashhad and Tabriz in October 2006. With the help of experienced domestic and foreign experts, Irancell has not only managed to expand its network over a short period of time and dramatically throughout the country, but also has provided top-quality services to world levels standards. Irancell's network provides subscribers with the next generation of GSM systems so that subscribers can use the services of the 2.75 generation.

On August 14, 2014, Irancell received an experimental license to provide 3G and 3G mobile phones. On September 4, 2014, the project was officially launch with unprecedented momentum in all parts of the country. Based on this license, Irancell now has the fastest and most comprehensive network of Internet users in the country. The company succeeded on September 4, 1394, for the first time in Iran to acquire a "worldwide license for stationary wireless technology transfer", which was followed by the geographical and technological limitations of the WiMAX license. (irancell, 2007)

- *Support*

Today, soccer is the most popular and popular sport in most countries until many countries in the world have put it in their national sport. The stadiums' top-ups from the spectators in domestic, national, continental, and global matches and competitions from multi-million-dollar television viewers have made football the world's most popular sport. In our country, soccer is the most popular and most popular sport and has the highest number of athletes and fans in comparison to all sports. So much fans are going from far and near watching games in this fascinating field to watch the team of their favorite, watch for hours at the gym closing doors, and wearing their favorite shawl and clothes to support them. Although everyone seems to be going to the gym to watch the tournament, but behind this simple reason they can be found differently for presence or side-by-side. This is the role of sports marketing, which, by identifying the factors that influence the audience's presence, provide a way for them to be more and better. The success of professional sport is somehow dependent on relationships with its fans. Every fan always hopes to see his team win, and he wants to watch his favorite team win. Perhaps even one person does not agree to spend part of their time and money on a steady team. So this is not an ambiguous mystery why high-level teams often receive more ticket sales, sponsorship, advertising, and broadcasting rights over lower-level teams (Abolfazl alizadeh, 2013).

Industrialization of sport is one of the important events of the last century, which has changed the role of sport in society and created many income generating opportunities for individuals, institutions and media. According to Mason, the league as a sporting product has an independent business identity. In his research, he has four groups of sports clients: audiences, television and other media, associations providing facilities and support for local clubs and organizations, as well as companies that engage and collaborate with teams and leagues. They know one of the unique and most well-known groups among consumers of sports products and services is sports fans. Because, in addition to giving sporting identity to the sporting leagues, they have a prominent role in earning revenue by buying tickets. On the other hand, the presence of spectators in the tournament will increase the attractiveness of the stadium space and will even part of the attractiveness of the sporting event in the media due to the



space that creates the presence of spectators at the venue, which also increases the desire of sponsors to support from clubs and events (Nooshin Banar, 2017)

The most important sources of income for the football industry are television broadcasting rights, sponsors, and day-to-day income. Given the fact that the right to broadcast television as an income source in the Iranian football industry has not been recognize, it is necessary that clubs (as economic enterprises of the football industry) and other relevant societies in the current state of affairs have a special view of financial support.

Today, commercial companies and industry owners have found that financial support can serve as a powerful propaganda tool. In fact, one of the most important and influential elements linking sport and economy events is the issue of sport sponsorship as a promotional method for sponsoring companies. In the meantime, professional soccer clubs have made the most of the opportunity available and earn huge revenues from sponsors. Deloitte's research center reported in the annual report its earnings of professional clubs from the club's sponsors. In this report, the revenue for clubs in Juventus, Barcelona, Manchester United, Chelsea and Bayern Munich for one year has been set at 17.4, 20.4, 30, 43.4 and 17 million euros respectively (Hamid Abrishani, 2007).

Schadenfreude

Schadenfreude is a German word that literally means enjoying the failure of another person. Some other researchers summarized studies on schadenfreude and concluded this emotion commonly arises in three circumstances: when the perceiver gains something from another's misfortune, when it befalls an envied person, and when the misfortune is deserved. The gains refer mainly to increases in self-esteem that follows other's failure. This is evidenced by the fact that schadenfreude is specially strong among those who feel inferior and important and when the failure concerns the dimension personally relevant to perceiver (Pietraszkiewicz, 2013)

Emotional responses to the bad ones of others, often accompanied by a sense of joy and happiness, express the feeling of being bad. It is biologically located in the spine and stimulates the recessive center of the brain, until it becomes active when the competitor feels weak. Nevertheless, there is likely to be significant heterogeneity in this case that people believe that satisfaction from the suffering of others is acceptable, given that it violates social and just social norms (Robert J. Angell, 2016)

Although schadenfreude is directed toward others, it is strongly tied to the (individual or group) self. For this reason, Nietzsche believed that schadenfreude toward others' misfortunes is greatest in those domains that are self-relevant. This suggests the proposition that intergroup schadenfreude should be greatest when an out-group suffers in a domain of interest to in-group members. For example, those most interested in international soccer should feel the most pleasure in response to a rival country's downfall in soccer. This is because greater interest in the domain increases the self-relevance of others' performance within the domain. Our second position is that schadenfreude should be increased by threats to the in-group's status. Nietzsche argued that those who are threatened by the possibility of their own inferiority have a desire to deaden pain by means of affect. Thus, feeling pleasure at another's misfortune can act as an imaginary revenge against the threat of inferiority. In essence, Nietzsche suggested that the affective pleasure of schadenfreude is a way in which in-groups can compensate for a status inferiority that threatens their self-worth (Colin Wayne Leach, 2003)



According to theorists' assessment, feelings are created through cognitive assessments of events, and each emotion is created through a distinct pattern of assessments. In addition, it is argued that events that meet their concerns create positive feelings, while events that threaten these concerns cause negative emotions. According to this conceptualization of emotion, it is argued that one of the reasons people have a sense of malignancy is that the misery of a second person raises a person's concern for herself. In this way, the misery of others can be enjoyable because people will have a good opportunity to protect, maintain or enhance their evaluation (Wilco Van Dijk, 2011)

Behavioral responses

Attitude is a hypothetical structure, because it is not directly visible, but rather with verbal and behavioral statements. Because of the importance of attitudes in people's lives, some scholars go so far as to regard the main issue of social psychology as the science of studying people's attitudes. According to some researchers, the concept of attitude is probably the most important and essential concept in social psychology (Mohammad Bagher Kajbaf, 2008)

In a short definition, the attitude means the positive or negative evaluation of an individual from an object or thought. Examples of this definition include "I do not like the product" or "I love Divan Hafiz." A more complex definition states that the attitude is a kind of negative or positive feeling, or a kind of psychological state that is learned through experience and which has a special effect on the individual's response to individuals, objects or situations. Attitudes are a kind of structure or psychological phenomenon that can not be viewed directly, but their existence is inferred (Nemeth, 2017).

Although there is no definite definition for attitudes, multiple definitions in literature have common characteristics. For example, an attitude is a form of preparedness for action based on past evaluations and is not considered action itself. Attitudes are taught and are not natural or innate phenomena. They are unstable and not transient, but they tend to be durable and consistent. Attitudes are made up of three components. (A) feelings or emotions, (b) knowledge, beliefs and opinions, and (c) tendency to practice (Onur Bodur, 2000).

Attitudes can trigger three types of assessment responses:

1. **Cognitive component:** Includes consumer beliefs and beliefs about a brand and product. To each other, when there are more positive beliefs than a brand in people's minds, and the more powerful these beliefs, the more their cognitive aspect of their attitudes becomes more complete than a product, and thus they will find a better and more positive attitude towards the brand. . This logic is the basis of the multi-attribute model of attitudes in individuals.
2. **Emotional component:** Emotional responses to a subject (product or service) represent an emotional component of attitude. Because products are evaluated according to a specific situation framework, emotional responses from individuals to the product can change as conditions change. It is also different from similar beliefs because of the motivational, personality, past experiences, reference groups, and the distinct physical conditions of individuals relative to each other.
3. **Behavioral component:** Is the person's desire for a specific response to a product or activity. For example, a number of decisions about buying or not buying a product, or recommending a brand to friends and relatives reflect the behavioral component of attitude. The behavioral component of the attitude, tendencies or intentions provides



individuals with an indication of a reaction. But empirical tests of the three-part model of the Attitude Response have yielded dual-effect results for this conceptual trinity. And evidence supporting a distinct behavioral component is very small (Hawkinz, 2007).

Considering that in many countries, the discussion of clubs' revenues and autonomy, it is an important factor in providing revenue for teams. Since our country has taken a new step towards privatization, the issue of earning money is a matter of great importance for the clubs. However, the development and advancement of professional sports has created a ground for finding ways to increase the revenue of club managers. They are always looking to increase the presence of spectators in the tournament and enjoy loyal fans. Meanwhile, in order to increase the number of stadiums, the profitability of clubs and their withdrawal from dependence on the state, the presence of spectators and their support and encouragement is necessary. In contrast, spectators buy tickets for a portion of the cost of teams, and with their support and gradually known team, the price of advertising on the ground and on the team shirt also increases (Abolfazl alizadeh, 2013)

Hansen and Gauthier argue that the most important factor in boosting and attracting investment in professional sports and the championship is to increase the number of spectators. Therefore, one of the major goals of sport sponsorship is to reach audiences and people who may be interested in their interests. Therefore, sporting events are a simple form of psychological impact on customers. In this way, the company can achieve customers with common activities, interests and beliefs. For this reason, financial support, if properly done, can be more successful than traditional methods of achieving the target market. To confirm this Mansoorpoor in a study entitled Application of sport sponsorship as a marketing tool concluded that, positioning and media coverage appropriate for optimal image of the company brand is effective and buying behavior of customers towards branded guides. Sports support contributes to the unique development of corporate invitations on the market, and so can be a source of power (Seyed Emad Hoseini, 2013).

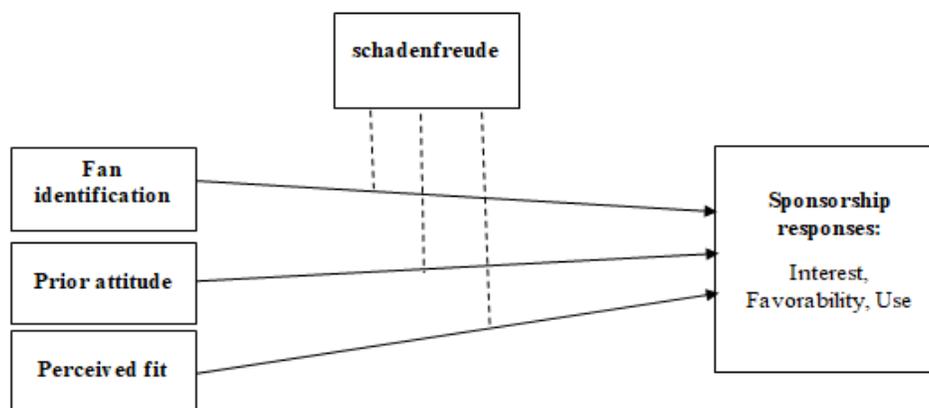


Figure 1. conceptual model (Robert J. Angell, 2016)

RESEARCH METHODOLOGY

In the methodology section of this study, it can be noted that the relationships between the variables are causal-correlation and the purpose of the research is also practical due to the use



of capital owners and sponsors of the applied results. The research method, quantitative and research strategy is descriptive-survey, and the data are collected in a cross-sectional fashion. Correlation research design is a structural equation model.

The method of data collection is a combination of field methods and library studies. For this purpose, according to the number of statistical samples, the questionnaire was identified and its results were examined. In the section of library studies, we also examined the success rate of the research by comparing the results and literature of internal and external articles.

The statistical society of this study was Persepolis and Esteghlal supporters that were been residents of Tehran and Karaj, and because of the fact that we could not give the same chance to all fans in the same cities in the same way, we used the available sampling method. In the current study, the size of the population was unlimited, and when the size of the statistical population is unlimited, 384 people are sampled using the Cochran formula. So, 384 fans from Persepolis and Esteghlal football teams were selected as samples.

In the confirmatory factor analysis method, using minimum partial squares, it is necessary for the resident first to study the construct validity to determine that the selected markers are accurate to measure their structures. In such a way that the factor load of each marker with its structure is t higher than 1. 96. In this case, this indicates the precision required to measure that structure or attribute. In addition to verifying the factor analysis, the construct validity, which is used to examine the importance of the selected markers for measuring the structures, is also intended for diagnostic validity, meaning that the markers of each structure eventually provide an appropriate separation in terms of measurements relative to other structures of the model. Simply put, each indicator measures only its structure and their composition is such that all structures are well separated from each other. Finally, convergent validity was used to investigate the fact that each marker had the highest correlation with its structure compared to other structures. To evaluate this, the cross-factor load was used.

The SPSS (Statistical Package for Social Sciences) software is a useful tool for measuring the validity and reliability of the questionnaire as well as descriptive and inferential statistics. We will continue to analyze each of these cases.

For the content validity of the questionnaire, we distributed a questionnaire among 10 faculty members and opinion holders in the field of marketing and sponsorship in the form of presentations and the results provided a complete confidence that the questions of the questionnaire have the ability to be generalized. The results of this process are presented in Table 1.

Table 1. calculate indices CVI, CVR

factors	CVI	CVR
Perceived fit	0.86	0.90
Fan identification	0.93	1
schadenfreude	1	1
interest	0.86	1
favorability	0.83	0.80
use	0.93	0.90
Prior attitude	0.83	0.90



Through Cronbach's alpha coefficient, we examined the reliability of the questionnaire, which was one of the tools for collecting this study. To interpret the test result of the Cronbach's alpha coefficient, we need to know that this value varies from 0 to 1 and is divided into three groups for analysis:

1. If the value obtained is between 0 and 0.3, it indicates the weakness of the Cronbach Alpha, which can be used to improve this value by paying attention to and eliminating items that have a very low or large variance among the sets of items Improved to higher than 0.7.
2. If the value obtained is between 0.3 and 0.7, it represents the average Cronbach alpha. In this case, the Cronbach Alpha can also be improved by the above method.
3. If the value obtained is between 0.7 and 1, it indicates the optimal level of our Cronbach alpha. The results of this review can be seen in Table 2.

Table 2. Cronbach's alpha coefficient

variables	Number of question	Cronbach alpha
Perceived fit	5	0.761
Fan identification	3	0.713
schadenfreude	3	0.861
interest	3	0.845
favorability	3	0.927
use	3	0.745
Prior attitude	4	0.928
Total alpha	24	0.932



Modeling the structural equations introduced in the late sixties, provided a tool for researchers to examine the relationships between several variables in a model. The power of this technique in the development of theories has led to its wide application in various sciences, such as marketing, human resource management, strategic management, and information systems. One of the most important reasons why researchers use SEM is the ability to test theories in the form of equations between variables. Another reason to consider the measurement error is by this method, which allows the researcher to report the analysis of their data with the measurement error. The conventional models in Structural Equation Modeling (SEM) are actually two parts. A measurement model that examines how to explain hidden variables by explicit variables (questions) and a structural model that shows how hidden variables are linked together (Reza Davari, 2016).

Therefore, the analysis of the data obtained from the present study consists of two parts as follows:

Descriptive statistics with SPSS software:

- Demographic information of respondents
- Inferential statistics

Data analysis with structural equations and PLS software:

- Model review based on measurement criteria
- Criteria for the assessment of structural fitting
- General eligibility assessment criteria

Using the SPSS software outputs in the descriptive statistics section, we came to the conclusion that women also participated in the research process as the men participated in the research process, as 172 respondents to the questionnaire formed the female population, and the rest were filled with men. Had been Approximately 68 percent of the respondents favored the Persepolis team and 32 percent constituted Esteghlal. More than 80 percent of respondents have questioned questions from people aged between 20 and 40. More than 65% of Iran's operators are used as joint sponsors of both teams. Finally, due to the availability of the sampling method, more than 60% of graduate and higher education graduates were.

In the inferential statistics, the minimum and maximum results show that the score of the subjects varies between 1 and 5 in the questionnaire. By comparing the standard deviation of the variables under study, we conclude that the standard deviation of the likelihood variable has the highest dispersion and the perceived fit of the variable has the least dispersion. Generally, the low standard deviation in the components indicates a low scatter of responses. Also, the mean value shows how much each variable is. The mean value in the proxy recognition variable is the highest average value, which shows the mean of the spectrum of responses. Also, the average value of likelihood is the lowest, indicating that respondents responded to this spectrum. The position of slip and elongation also shows that the values of skidding for all variables in the interval (3,-3) and also the elongation values of all components are in the range (7,-7). Therefore, it can be said that the distribution of data For all components it is normal.

To fit the research model, we examined three indicators of reliability, convergent validity, and divergent validity. The reliability of the Cronbach's alpha index, composite reliability and standard coefficients were investigated, in which all variables were Cronbach's alpha and also the reliability criterion was above 0.7, indicating the appropriate reliability of the instrument and the convergent and divergent validity of the model variables. The research was higher than 0.5 which was calculated using the standard coefficients and Fornell-Larcker method.

In assessing the structural fit, the R & S square and redundancy criteria were considered, which were all confirmed.

According to Figure 1, which depicts the conceptual model of research, it can be seen that this model has 24 hypotheses, of which 6 are the main hypotheses, and 3 hypotheses of the main hypotheses are affected by the moderator of schadenfreude and 18. Another hypothesis, which is the sub-hypothesis of the research, also has the effect of the moderating variable, which is half of these assumptions. In Table 3, we will show the acceptance or rejection of main assumptions with respect to statistical analysis of data and software.

Table 3. A summary of test results assumptions

The result of the hypothesis	Standard factor	Values of significant coefficients	assumptions
Main assumptions			

reject	-0.061	0.390	The schadenfreude of football team supporters to the rival team moderates the extent to which the supporters of football teams recognize the influence of competing team sponsors on their behavioral responses to these sponsors.
reject	0.015	0.127	The schadenfreude of the fans of the football teams for the rival team moderates the extent to which the supporters of the soccer team's subjective background of the team's competitors sponsor their behavioral responses to these sponsors.
reject	-0.120	0.518	The schadenfreude of the fans of the football teams to the rival team moderates the extent of the perceived fit of the support of the soccer fans from the competing team sponsors to their behavioral responses to these sponsors.
accept	0.464	8.477	Fan identification from sponsors of rival teams has a significant impact on their behavioral responses to these sponsors.
accept	0.659	13.028	The prior attitude of football fans from sponsors of rival teams has a significant impact on their behavioral responses to these sponsors.
accept	0.582	8.454	The perceived fit of the supporters of the soccer teams from the rival team sponsors has a significant effect on their behavioral responses to these sponsors.



SUMMARY AND CONCLUSION

Observations from the results of the assumptions indicate that the schadenfreude for the competitor has no effect on the behavioral behavior of the fans against the competitor team sponsor. Accordingly, it is recommended that owners and sponsors sponsor their products, regardless of their maliciousness, regardless of the needs of their fans.

Based on the results of the research, it is suggested that marketing managers, by investing in advertising for awareness raising and establishing a fit between the sponsor and the sponsor, try to create a positive attitude towards the sponsor in favor of the sponsors.

Attraction of customer attention, trust and reputation can be considered as advertising axes. Therefore, it is suggested to marketing managers using new communication techniques and media, introducing newer products with better services than advising and providing accurate and complete information to attract customers. In this way, they can fit the needs of the fans and their interest and desirability.

The price factor is one of the factors affecting the willingness to buy. Therefore, it is suggested that marketing managers increase their purchases by issuing membership cards and providing special services to the holders of these cards, while fixing these customers by providing special facilities such as price reductions For them, it encourages other customers to purchase these sponsors. Also, to increase the interest rate of customers, make periodic discounts.

By promoting the quality of their products and services or even using creative methods in their advertising, sponsors will create a positive attitude in their minds about their fans and use the color of clothing and the logo of favorite teams in their products, thereby Can create the attractiveness of using the product among fans.

It is also suggested to sponsors that, the high cost of advertising in well-known and well-known teams such as Esteghlal and Persepolis, which have countless supporters, by providing better-quality products, they will create a desirable value among the fans. At the same time, according to the team's desirability Among sponsors, sponsors raise their products at special prices and ideal services, such as donating gifts to fans.

In this research, only self-report scales were used to identify emotions of individuals. In this way, people are doing their research in order to answer the questions in order to identify exactly the excitement experienced. In this process, individuals may not consciously or unconsciously identify exactly the experienced emotion, which is one of the limitations. The research tool was also one of the tools for measuring the questionnaire. Therefore, considering that the questionnaire has an aspect of self-evaluation, there may be bias in responses, and the performance of people in a real situation may vary with their perception of the same situation and the results of this research are only generalizable for football teams.

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