THE PSYCHOLOGICAL CONTINUUM MODEL: EXAMINATION OF SPECTATORS’ INVOLVEMENT LEVELS IN THE FOOTBALL

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Abstract
The current study was an attempt to scrutinize spectators’ involvement level among the selected teams of the Football within the framework of the Psychological Continuum Model. Data submitted to confirmatory factor analysis indicated that the multidimensional model of involvement can be appropriately utilized to theoretically categorize spectators. The findings revealed that within the Psychological Continuum Model, most of the spectators were located in the attachment level.

Key words: involvement levels, psychological Continuum model, spectators, Football

Introduction
Zeigler (2007) argues that understanding the development of sports involvement provides an ability to understand the social importance and value of sport (Zeigler, 2007). A variety of terms have been used to describe the relationship between the spectators, the fans and a team or a sport event. These terms are as follows: identification (Wann & Branscombe, 1993), attraction (Hansen & Gauthier, 1989), communication (J.M. Gladden, Milne, & Sutton, 1998), attachment (D.C Funk, Mahony, Nakazawa, & Hirakawa, 2000), involvement (Kerstetter & Kovich, 1997), validity and importance (D.C. Funk & Pastore, 2000), commitment (Mahony, Madrigal, & Howard, 2000) and loyalty (Murrell & Dietz, 1992). A model that describes the relationship between the spectators, the fans and a team or a sport event is known as the Psychological Continuum Model (PCM), which describes the interaction between personal and social factors that increase involvement in sport. Sport consumers’ involvement leads to the decision-making process towards the production of different levels of involvement with sport targets that can be of any type (sports, teams, players, competitions, activities). The Psychological Continuum Model (PCM) explains how inputs, processes and outputs produce a continuous development. In the case of the validation of the model presented at this study, football managers can utilize this model for analyzing the level of the partnership of their fans and by applying the strategies provided at Discussions and Conclusions section, direct their fans’ participation to the higher level of loyalty to their teams.

The Psychological Continuum Model
For constant attendance of athletes and spectators in sport, PCM presents 4 successive stages, that is, awareness, attraction, attachment, and allegiance. Funk and James (2006) introduced some improvements in the framework of PCM in which the movements among four stages regarding inputs, analyses, processes, and outputs were examined (Figure 1) (D. Funk & James, 2006). In the framework of sport fans, Psychological Continuum Model has been considered as an appropriate mechanism for following upward and downward allegiance movements of sports fans (Shilbury, Westerbeek, Quick, & Funk, 2009). The vertical model indicates different psychological relations existing among sport spectators and fans and focuses on determining their domains and boundaries. Studies have demonstrated that Psychological Continuum Model is unique in sport, because it is based on the psychological relations that an individual may form with sport (Shilbury et al., 2009).

Figure 1 Psycho. Continuum Model (D. Funk, 2008)

Awareness is the first stage of the decision-making framework (Barnett, 2005). The Psychological Continuum Model states that the lowest stages of awareness happens when the individual knows that there is an athletic team, but s/he is not interested in following that special team (D. Funk & James, 2006). The awareness stage brings about knowledge and realism consequences which include the athletic purpose (D. Funk, 2008).
The second stage describes attraction as a distinct interest or the first perspective that is developed toward the team. Interest in a special team is based on the social factors (I like the team X, because my father, mother, and friends like it.), motivations related to enjoyment (Watching the team X is entertaining, attendance in plays is getting me away from daily activities) or situational factors (special advertisements, price, discounts, novelty of the new place) (D. Funk & James, 2006). The attraction stage causes consequences which aim at attracting and finding opportunities necessary for satisfying needs, gaining profits, and getting involved in athletic consumer's behavior (D. Funk, 2008). Determining personal factors such as gender, age, race, social and economic statuses can be a stimulating attraction for involvement in athletic activities (Recours, Souville, & Griffet, 2004). Selecting favorite sport or team indicates that an individual has reached the attraction level. An important outcome of reaching this level is that the individual compares and evaluates the sports and teams voluntarily and confirms that those are her/his favorite sports and teams (D. Funk & James, 2001). Attachment offers an advantage in which the individual has formed a meaningful psychological relationship supported by different attitudinal features (D. Funk & James, 2006). Attachment stage creates the meaning of attendance among other people and athletic group or athletic purposes and experiences. It occurs when the advantages of athletic route and its purpose are based on symbolic, operational, sensational, and emotional factors (D. Funk, 2008).

In contrast to attraction, attachment refers to a level of psychological and physical features (for example, features and advantages of being with a team such as success, star players, stadium, fame, and pride of society) which is of course close to the concept of internal psychoanalysis (J. M. Glaadden & Funk, 2001). The final stage describes allegiance when this relationship becomes strong and consistent; perceptions are purposeful and behaviors get influential (D. Funk & James, 2006). Allegiance which is devotion to some people, groups, cases, or similarities, indicates the peak of continuum. The belief that allegiance indicates devotion to a team is important, since the Psychological Continuum Model focuses on the allegiance of the individual to a team or a sport (D. Funk & James, 2001). The categorizing instrument of Psychological Continuum Model, which is based on the involvement concept (Rothschild, 1984), applies some information for determining the position of participants in one of the four levels of PCM (Beaton, 2006). Involvement as a psychological construct is representative of interest, willing, and personal motivation level for involvement in athletic- and consumption-related activities (D.C. Funk, Ridinger, & Moorman, 2004). The construct of involvement has been widely considered in marketing realm, consumer's behavior (Burton & Netemeyer, 1992) and entertainments, and leisure times (Iwasaki & Havitz, 1998).

The three-dimensional perspective of involvement has been created on the basis of current studies (Kyle & Mowen, 2005). These three dimensions are happiness/pleasure, centrality, and sign. Pleasure is the enjoyment emerging from activity. Centrality means the degree to which an activity is focused in an individual's life style. Sign means self-statement, value, or the symbolic level of activity. The individual's level of involvement is defined as his athletic purpose for creating an involvement portrait through measuring each of the three dimensions of involvement. Figure 2 shows how dimensions of involvement are applied for locating individuals in awareness, attraction, attachment, and allegiance stages of PCM (D. Funk, 2008).

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Jones (2000) in his study of English football fans found that 90 percent of the fans have watched the games as part of a group and the collective display of their attachment to the team, has given them a sense of belonging and camaraderie. This sense of belonging that contributes to the formation of their self-confidence has provided several advantages (Jones, 2000). Beaton, Funk, and Alexandris (2009) concluded that the gradual development of sport involvement can be classified into four stages of awareness, attraction, attachment and allegiance that lead to distinct behavioral and psychological outcomes (Beaton, Funk, & Alexandris, 2009). Beaton, Funk, Ridinger, and Jordan (2011) came to the conclusion that runners who have a stronger psychological connections toward activity, are involved in a greater variety of behaviors associated with running. First, they argued that the concept of involvement can be undertaken as an appropriate policy to investigate involvement in sport. Second they found that the multi-dimensional nature of involvement in an activity can be used for theoretical classification of participants’ engagement in various interactions (Beaton, Funk, Ridinger, & Jordan, 2011). Funk and James (2006) concluded that loyalty is the result of a process through which people develop strong emotional reactions, more functional knowledge and more symbolic value for the benefits and features associated with sport teams (D. Funk & James, 2006). Results reported by Kerstetterand and Kovich (1997) revealed two aspects of involvement: the first, was termed pleasure including items related to importance, fun and possibility of risk. The second factor only included items related to the value of sign and so it was called sign (Kerstetter & Kovich, 1997).
Iwasaki and Havitz (1998) indicate that involvement records occur in two general categories: Personal characteristics and social situational factors. Personal characteristics include attitudes, values, motivation, needs, formation, primary priority and behavioral experiments. Social situational factors represent social support for involvement, situational incentives, social and cultural norms, structural and individual constraints and anticipation of social benefits. They provided evidence that the personal characteristics and social situational factors, affect shaping of individual’s contribution towards recreational activities (Iwasaki & Havitz, 1998). To understand the continuous growth of sport clubs, the maintenance of fans and supporters is necessary. In addition, fans should be supported, this, in turn, increases loyalty of fans toward their teams. Many managers of sport clubs in many country wish to maintain loyal spectators and without considering the process of loyalty, state of awareness, attraction and interests of the fans, they utilize simple marketing steps to reach loyal fans and supporters. This type of marketing actions, that is, no conscious knowledge of the sport consumer's decision making on the sport events and influential factors in this process does not likely bring about effective and consistent results for the club. There is a paucity of research on the involvement level of the spectators and athletes that has been carried out within the framework of the Psychological Continuum Model. Furthermore, the studies carried out in many contexts are basically related to fans' motivation for involvement. Owing to the fact that research on evaluation of spectators' involvement levels, particularly in Iran, is rare, the researcher intends to study spectator involvement levels in selected Premier football super-league within the framework of psychological continuum model and at the end presents management solutions to take the spectators to the level of loyalty and keep them at this level.

Methodology

The sport fans of the most popular Iranian Premier leagues (Perspolis, Esteghlal, Tractorsazi and Sepahan) formed the main population of the current study. Due to the fact that there are millions of fans for such teams, we used Morgan’s table to get to a research-wise sample (i.e., estimated to be 384). Accordingly, given 10% possibility of statistical loss, 430 out of which 394 questionnaires were sent back to the researcher, were used and analyzed. Data collection was conducted by research assistants in each of the 8 stadium sections. The data collection instrument was the 7 likert-scale Involvement Scale Questionnaire that was adopted from Funk (2008). It encompasses three dimensions (pleasure, centrality, and sign) that show the degree of involvement (See Figure 3). The Psychological Continuum Model (Table 1) was used to determine involvement indices in terms of pleasure, centrality, and sign when the spectator’s degree of involvement (low, moderate, high) were estimated.
Data analyses

For testing the hypothesized model, a one-step approach was used. First, a confirmatory factor analysis (CFA) was performed to assess the measurement model using the EQS 6.1 statistical package. Then, for each scale, internal consistency measures (Cronbach’s alpha and composite reliability) that indicate reliability were calculated. In addition, the average variance extracted (AVE) value, which demonstrated whether each of the items contributed to the scale’s underlying theoretical construct, was measured. Data was collected in 2011-2012 season of the Iranian Football premier league (weeks 17, 18, 33, 34) and submitted to SPSS 18 for further analysis. The following section deals with distribution of the sample. The average age of the spectators was 24 who were fans of Persepolis (35%), Estghial (30%), Tractorsazi (25%) and Sepahan (10%).

Confirmatory Factor Analysis

Table 2 summarizes descriptive statistics, reliability estimates and confirmatory factor analysis (CFA), that is, item statistics of the scales (CFA was conducted using EQS 6.1 to analyze the measurement properties of the involvement construct). The descriptive statistics showed that the skewness and kurtosis values of the 9 items were all within ±1.00, meeting the criteria suggested by Kline (2005): Pleasure item skewness values and item kurtosis ranged from -.40 to -.27 and -.98 to .72, respectively. Centrality item skewness values ranged from .08 to .29 with item kurtosis ranging from -.93 to -.84. The item skewness values and item kurtosis values for sign ranged from -.44 to .26 and -.91 to -.88 (Table 2). For multivariate normality, Mardia’s coefficient was examined in CFA models (Three models), and its normalized estimate was higher (Mardia’s coefficient = 14.29) than the required range of values for this indicator (-3 to +3) (Bentler, 1989). The first item of each facet was constrained to a regression weight of one with error terms constrained to be uncorrelated. In model 2, CFA results indicated an adequate fit for the four factor model: Satorra Bentler $\chi^2 = 261.45$, df = 27, $p < .05$, NFI = .90, NNFI = .87, CFI = .91, RMSEA = .15, with a 90% confidence interval between .132 and .165, not satisfying the scientific criteria (Hair et al., 2005; Hu & Bentler, 1999; Kline, 2005). Model 3 was a three-factor model with each factor being one facet of involvement. Here, the first item for each facet was constrained to a regression weight of one, all error terms were constrained to be uncorrelated, and the three factors were left to freely correlate. In model 3, CFA results indicated an adequate fit for the four factor model: Satorra Bentler $\chi^2 = 97.22$, df = 24, $p < .05$, NFI = .96, NNFI = .96, CFI = .97, RMSEA = .088, with a 90% confidence interval between .070 and .106, satisfying the scientific criteria (Hair et al., 2005; Hu & Bentler, 1999; Kline, 2005). With the approval of model 3, the following statistics are provided on the basis of Model 3.

Second, reliability of the measures was evaluated by computing the average variance extracted (AVE), Cronbach’s alpha and composite reliability for each construct. Internal consistency levels were acceptable, ranging from 0.80 to 0.93 ($\alpha \geq .7$) (Nunnally, 1978). The results indicated acceptable levels of composite reliability for all constructs, ranging from 0.71 to 0.85. Since values exceeded the .60 cut-off point (CR $\geq .6$) (Aubert, Rivard, & Patry, 1996; Bagozzi & Yi, 1988). The AVE values were all above .50, which also implied that the scales had good construct reliability, ranging from .55 to .82 (Fornell & Larcker, 1981). In this study, factor loadings of the construct indicators are all above 0.50 and representing good convergent validity for each of the construct items, ranging from .62 to .92 (Anderson & Gerbing, 1988; Bagozzi & Yi, 1988). Thus, convergent validity of the measures was achieved.
Table 2 Descriptive statistics, reliability estimate and CFA item statistics of the scales

<table>
<thead>
<tr>
<th>Variables</th>
<th>M</th>
<th>SD</th>
<th>α</th>
<th>CR*</th>
<th>AVG</th>
<th>Skew</th>
<th>Kurt</th>
<th>Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasure</td>
<td>5.22</td>
<td>1.48</td>
<td>0.82</td>
<td>0.77</td>
<td>0.65</td>
<td>0.40</td>
<td>-0.98</td>
<td>0.71</td>
</tr>
<tr>
<td>PI1</td>
<td>4.42</td>
<td>1.94</td>
<td>0</td>
<td>-0.40</td>
<td>-0.98</td>
<td>-0.72</td>
<td>0.88</td>
<td></td>
</tr>
<tr>
<td>PI2</td>
<td>5.67</td>
<td>1.53</td>
<td>0.68</td>
<td>-0.32</td>
<td>-0.72</td>
<td>0.88</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PI3</td>
<td>5.56</td>
<td>1.68</td>
<td>0.72</td>
<td>-0.27</td>
<td>-0.78</td>
<td>0.82</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Centrality</td>
<td>3.81</td>
<td>1.51</td>
<td>0.78</td>
<td>0.83</td>
<td>0.82</td>
<td>0.26</td>
<td>-0.88</td>
<td>0.83</td>
</tr>
<tr>
<td>CE1</td>
<td>3.91</td>
<td>1.14</td>
<td>0.82</td>
<td>0.92</td>
<td>0.92</td>
<td>0.11</td>
<td>-0.84</td>
<td>0.90</td>
</tr>
<tr>
<td>CE2</td>
<td>3.59</td>
<td>1.14</td>
<td>0.82</td>
<td>0.92</td>
<td>0.92</td>
<td>0.11</td>
<td>-0.84</td>
<td>0.90</td>
</tr>
<tr>
<td>CE3</td>
<td>3.92</td>
<td>1.16</td>
<td>0.82</td>
<td>0.92</td>
<td>0.92</td>
<td>0.11</td>
<td>-0.84</td>
<td>0.90</td>
</tr>
<tr>
<td>Sign</td>
<td>4.25</td>
<td>1.65</td>
<td>0.71</td>
<td>0.55</td>
<td>0.55</td>
<td>0.26</td>
<td>-0.88</td>
<td>0.83</td>
</tr>
<tr>
<td>SI1</td>
<td>3.64</td>
<td>1.98</td>
<td>0</td>
<td>0.78</td>
<td>0.78</td>
<td>0.26</td>
<td>-0.88</td>
<td>0.83</td>
</tr>
<tr>
<td>SI2</td>
<td>4.47</td>
<td>1.84</td>
<td>0</td>
<td>0.78</td>
<td>0.78</td>
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<td>0.83</td>
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<td>0.78</td>
<td>0.78</td>
<td>0.26</td>
<td>-0.88</td>
<td>0.83</td>
</tr>
</tbody>
</table>

Note: * composite reliability

Table 3 Correlation for dimensions of involvement

<table>
<thead>
<tr>
<th></th>
<th>Pleasure</th>
<th>Centrality</th>
<th>Sign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pleasure</td>
<td>1.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Centrality</td>
<td>0.76</td>
<td>1.00</td>
<td></td>
</tr>
<tr>
<td>Sign</td>
<td>0.81</td>
<td>0.90</td>
<td>1.00</td>
</tr>
</tbody>
</table>

According to Table 4, 23.6 percent of spectators fall in the level of awareness; 22.3 percent in attraction level; 32.2 percent in attachment level, and 21.8 percent are in the level of loyalty. The average of pleasure, centrality and sign dimension for the spectators who are in the loyalty level are 5.68, 4.31, and 4.89, respectively. The average of involvement dimensions for other levels are also reported in Table 4.

Table 4. Involvement facets within the PCM framework.

<table>
<thead>
<tr>
<th>N Involvement dimensions</th>
<th>Psychological Continuum Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>93 (23.6%)</td>
<td>Awareness</td>
</tr>
<tr>
<td>88 (22.3%)</td>
<td>Attraction</td>
</tr>
<tr>
<td>127 (32.2%)</td>
<td>Attachment</td>
</tr>
<tr>
<td>86 (21.8%)</td>
<td>Loyalty</td>
</tr>
<tr>
<td>Pleasure</td>
<td>3.15 (1.13)</td>
</tr>
<tr>
<td>Attraction</td>
<td>3.37 (0.65)</td>
</tr>
<tr>
<td>Loyalty</td>
<td>3.68 (0.68)</td>
</tr>
<tr>
<td>Attachment</td>
<td>6.61 (0.48)</td>
</tr>
<tr>
<td>Centrality</td>
<td>1.90 (0.93)</td>
</tr>
<tr>
<td>Sign</td>
<td>2.49 (0.99)</td>
</tr>
</tbody>
</table>

*mean, standard deviation, n: number of people, % percent.

Discussion and conclusion

Alport (1945) describes six common fields of activity (vocational, educational, recreational, political, religious, and family) within which involvement is likely to occur. Two of these fields exist in the sports management framework. In the realm of recreation, people may have active involvement in sports as a participant or a spectator. Also, in vocational fields, such sports involvement is likely to happen for any volunteer or official employees in sports organizations (Allport, 1945). Thus, a specific means is required to distinguish people on the basis of their prior involvement(s).

A framework of Psychological Continuum Model, that is a tool for categorizing people’s involvements in sports, introduces a way for allocating people in appropriate levels in order for studying and investigating various needs and efficient benefits in line with developing marketing tasks. As the results of factor analysis signified, the multidimensional model of involvement can be utilized for grouping spectators in different theoretical phases. The factor analysis supports the independent entity of three aspects of spectators’ involvement. This finding is in line with those of Kyle and Mowen (2005). In fact, this portrays the retrieved merit of pleasure from the spectators. It reflects spectator sign, self-expression, value, or level of symbolism of the activity. In the meantime, the level of centrality reflects the degree of impact and concentration that a team puts on individuals’ lifestyles. Beaton et al. (2011), also in their research, demonstrated that the multidimensional nature of involvement in a task can be used in classifying the participants in different theoretical levels of interaction. It can be postulated that the meaning of involvement sets an appropriate guideline for the investigation of psychological connectivity between fans and teams. The findings of this study that corroborate with those of Beaton et al. (2011) provide support for three-factor structure of involvement scale. In investigating the relations between involvement dimensions, the results clarified that there exists a high and positive relationships between different aspects of involvement which is indeed in line with those of Beaton et al. (2011) and Beaton et al. (2009). Therefore, it can be concluded that concerning the expected relations between aspects of involvement, the developed algorithm successfully groups the spectators in levels of the psychological continuum model. The findings revealed that 23.6 percent of spectators of several teams in the football super league can be located in awareness level. Studies have shown that people develop awareness and views regarding activities, for which they are not yet responsible, have been constructed by means of external influences such as social and cultural beliefs, media, families, the environment they formulate and people in their age (Beaton et al., 2011; Courneya, Plotnikoff, Hotz, & Birkett, 2001; McDonough & Crocker, 2005). The process of awareness can form ones’ decision and consumption manner of the sports. It must be mentioned that the process of socializing the consumer is the crucial means for explaining the how of introducing a sport to an individual (James, 2001). Some social organizations introduce individuals to sports as either participants or fans. The most prevailing social organizations include family, trainers, media, schools, mosques, social and cultural tenets. These social organizations create situational effects in effectively engendering the awareness through social learning. D. Funk and James (2006) stated that in the level of attraction a distinctive interest or the preliminary view towards a team is developed. Interest towards a team depends on some fundamental social factors, pleasure-related interests, or situational factors.
The findings of the current research crystallized that 22.3 percent of spectators (selected super-league football teams) were in the attraction level. Recoures et al. (2004) indicate that determining factors such as gender, race, social and economic status can be considered as a provocative attraction for involvement in sports activities. Beaton et al. (2011) conducted a research on New York marathon runners and realized that 7 percent of participants were in the attraction level. Perhaps, one of the reasons that fewer marathon runners in Beaton et al.’s survey compared with the current study had participated (7% vs. 22.3 %) is that the participants (marathon runners) in the former research were in the active level, whereas in the present study, team spectators were in inactive level. Logically, thus, more participants were in the attraction level in the current study. In another study, Beaton et al. (2009) working on users of ski center in Greece reported that 28 percent of them were in the attraction level. The attachment level creates the essence of purposeful presence in groups and sports gatherings and gaining experience. In investigating the third phase of Psychological Continuum Model (PCM), the findings revealed that most spectators (32.2 %) are in the attachment level to their teams. Beaton et al. (2011) Summed up that 46 percent of marathon runners were in the attachment level. Also, dealing with people in the ski center of Greece, they reported that 38 percent of them were in the level of attachment. D. Funk (2008) stipulates that the level of attachment shapes when benefits of sports route and its purpose are established based on symbolic, operational, and emotional factors. Besides, whenever there exists a shared bond between attraction and attachment, there appears a strong sentimental relationship in regard to sports purpose. D. Funk and James (2006) claimed that the process of attachment, through resorting to individual procedures and social structure, describes the successive development of attraction level so that a stronger internal psychology aiming at sports could be dealt with at large. In attachment, the psychological and individual factors have more efficient role compared to environmental factors. For instance, psychological factors such as socialization, performance, entertainment, intention, and other individual contributors like gender, age, knowledge, learning ability, personality, and life styles can be named. Loyalty depicts the peak of the PCM. The findings of the current study signified that 21.8 percent of spectators stood at the level of showing loyalty to their teams. Beaton et al. (2011) observed that 47 percent of participants (marathon runners) were in the loyalty level. They also reported that 34 percent of ski center users were in loyalty level. D. Funk and James (2006) concluded that loyalty is the result of a procedure following which people improve stronger sensitive reactions, functional knowledge, and symbolic merits for sport-pertinent benefits and characteristics. D. Funk (2008) stated that the consequences of attachment and situational forces contribute to increasing fans’ loyalty. Such attachment consequences portray high levels of psychological and behavioral interaction. Environmental forces are informational and experimental and show social factors and marketing steps which are carried out by sports organizations. Furthermore, the quality of services and servings of customers’ are regarded as beneficial situational factors. It can be said that in loyalty level, fans perceive the sports clubs’ respects towards them and that money is not the mere goal of sports clubs. Clubs serve their supporters and fans; pay too much attention to their needs and senses; and take the responsibility of resolving their problems. In this level, there creates a strong linkage with fans which, if persistent, the change would likely happen in their habit to show loyalty. A good understanding of the factors which affect psychological relation and involvement of the spectators with clubs can assist club managers to develop marketing tools. Such an increased insight, in addition, may permit the club managers to consider the movements of individuals by means of the levels in Psychological Continuum Model so that they can extend the presence of spectators. Initially, when a person is aware of an activity such as football, the burden is on the shoulders of the managers to ascend the factual involvement of the persons to attraction level. In awareness level, marketing strategies can principally concentrate on environmental factors such as the effects of family, peers, media, and many other social factors. For example, club managers can introduce their own teams by establishing football schools for different age groups and using advertisement in media.

D. Funk and James (2006) maintain that financial reinforcements such as low prices can be seen as a tool for moving from awareness stage to attraction. Financial reinforcements may be a workable way to purchase more tickets and to increase the rate of involvement in matches. Such activities will be likely most effective in attraction progress. As an example, those interested in entertainment packages with suitable prices can be provoked to take part in matches to a larger extent. Individuals in the level of attraction are mostly interested in joy-related values. Football matches, in the mind of people, have not yet been converted to personal meaning or the focus of life style. Therefore, for attracting new people towards football, marketing tools such as websites, advertisements, and commercials should focus on spectators and event-related enjoyments. D. Funk and James (2001) stated that financials bond, which optimizes ticket purchase and involvement in matches, can be a tool for permeating movement from attraction towards attachment. For instance, individuals may be willing more to attend matches if they are provided with entertainment packages with reasonable prices. Those with higher levels of attraction value pleasure stuff more. Activity (football), seems not to have been the center of their life style. Therefore, it is recommended that marketing tools such as websites, advertisements, etc. concentrate on attracting more fans.
Funk and James believe that social links can be used as a tool to move from attraction to attachment.

Managerial implications

Social and interpersonal bonds can be developed by means of approving fans’ and inclining them as significant. For instance, when members of a team learn persons’ names and converse with them; or when people are approved by their special services, a person’s self-esteem is bolstered and hence finds higher values in relation with the team. Beaton et al. (2011) mentioned that when a person takes parts in sports events for the first time and gains in a positive experience, s/he will likely move to a second level that is attachment. Attachment is best recognized depending on attraction stage with outstanding characteristics such as symbolic merits. At this level more time is allocated to football and the meaning of it will be understood to a higher level.

References


PSIHOLOŠKI KONTINUALNI MODEL: ISTRAŽIVANJE UKLJUČENOSTI GLEDATELJA U NOGOMETU

Sažetak
Trenutna studija bio je pokušaj razmatranja razine uključivanja gledatelja među odabrane timove nogometa u okviru “Psychological Continuum modela”. Podaci su dobiveni konfirmativnom faktorskom analizom i ukazuju na to da se višedimenzionalni model uključivanja može na odgovarajući način koristiti za teorijsku kategorizaciju gledatelja. Nalazi pokazuju da bi unutar Psychological Continuum modela, većina gledatelja bila smještena u razini privitka.

Ključne riječi: razine uključenosti, psihološki Kontinualni model, gledatelji, nogomet

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