



The Private Companies, Motivation in Sponsorship: Persian Gulf Premier League

Mohammad Zare Abandansari¹, Nasrin Azizian Kohan^{2*}

¹PhD Student in Sports Management, Mohaghegh Ardabili University, Ardabil, Iran.

²Associate Professor, Department of Sports Management, Mohaghegh Ardabili University, Ardabil, Iran.

ABSTRACT

Purpose: Regarding the restrictions of football clubs and insufficient income sources on the one hand and the revenue gained through television broadcasting rights, environmental advertising, and ticket sales, financial support from football clubs by sponsors should be mounted. Unfortunately, some issues have caused private companies to be disinclined in providing capital for football. Therefore, the present research was carried out to identify the factors influencing private companies' motivation for sponsorship.

Methodology: The present research was conducted via a qualitative method based on the phenomenological approach. Predominantly, the phenomenological approach reveals the nature of meaning concealed in experiences and aims to comprehend the experience concept in the same way the person did. The Participants into semi-structured interviews included sport management faculty members, senior managers of the football federation, football clubs, managers, senior managers of private companies, and sports instructors. The validity and reliability of the findings were applied.

Findings: The factors impact the private companies, motivation to support football clubs. They include 52 sub-contents from 8 main contents: Adherence to Behavioral Norms, Financial Growth, Government Support, Development of Refereeing, Media Promotion, Managerial Development, Club Brand Enhancement, and supporting companies' development.

Originality: We found new concepts to increase private companies' motivation in football club sponsorship.

Keywords

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1. Introduction

Football is one of the world's most popular and spectacular sports that attracts much of society's attention (Carlos et al., 2019). It is distinctive from other sports due to its economic, cultural, social, and cultural capacities. The financial aspect and its effect on society are some of the most significant features (Lin et al., 2009). Due to the popularity of football in the world has become one of the most critical influences on human life. With several million fans, it is considered the most popular sport worldwide (Barajas & Rodríguez, 2014). Due to the development of professional football in the past decades, clubs have become football companies that focus on profitability, long-term financial stability, and sports performance (Zülch et al., 2020). Considering the popularity of this sport, millions of people around the world, whether spectators in stadiums or fans through television, internet, and radio, follow the competitions of their favorite clubs through media tools, which is an excellent opportunity for the clubs to earn money (Unlucan, 2015). Therefore, this increasing popularity has accelerated the growth of the football industry in the world and has somehow turned it into an economic activity through which many jobs have been provided (Akanle & Fageyinbo, 2019).

Fundamentally, clubs are the most crucial part of the football industry, so their survival depends on their sustainability, which rests on the clubs' monetizing and profitability (Naghdi et al., 2013). Financing football clubs is one of their most pivotal and critical requirements, and professional clubs worldwide use diversified methods to secure their financial resources and expenses (Singh et al., 2017). In this regard, attracting proper sponsors from sports organizations and authorities is one way to provide funds and financial resources for sports activities, especially championship sports. For this purpose, creating a sound and suitable environment in which the companies and the private sector could invest is required (Andreopoulou et al., 2015).

Regarding the popularity of football in Iran, considered a national sport, holding football matches and filling the stadiums in national and international competitions have attracted many fans from all over the country (Mahmoudi et al., 2018). However, one of the most significant difficulties of Iran football has been the deep-rooted inability of clubs to raise money from its beginning up to the moment. Furthermore, even though the government runs many large and commercial companies in Iran, most clubs' income is provided through the private sector. Financial dependence on the government is either meager or nonexistent. Therefore, it is better to boost the participation of commercial companies in the private sector in football to increase financial support for Iran football clubs. Sohrabi et al. (2023) stated that for effective strategic business development based on a global approach in both sports and income should be provided with appropriate measures, compliance with requirements and taking into consideration considerations basis for making the clubs profitable and, in the future, the financial and managerial independence of the club (Sohrabi et al., 2023).

Several factors increase the motivation of private companies to financially support football clubs in the Persian Gulf Premier League, which, despite previous research, many essential and practical cases have not been recognized. Hence, the current study seeks to identify all the factors that raise the motivation of private companies to support football

clubs in the Persian Gulf Premier League financially. Therefore, the main research question is, “What are the influential factors that increase private companies' motivation in financial support in Persian Gulf Premier League football clubs”?

2. Theoretical Background

Sharifi and Dehghan Ghahfarrokhi (2021) showed that economic, managerial, legal, social, and cultural factors were the most essential obstacles, respectively (Sharifi & Dehghan Ghahfarrokhi, 2021). Ghanbari Firoozabadi et al. (2020) showed some legal, economic, media promotion, feedback, and managerial factors cause the banks not to support sports in the country (Ghanbari Firoozabadi et al., 2020). Razavi et al. (2018) asserted in their research that the noncooperation of managers to support sports, the improper market of the company inside the country, lack of financial elucidation of football clubs, high costs of the clubs, nameless players or intended clubs, the lack of financial support for clubs concerning customers, the distortion of the image of the company due to unethical events in football, inappropriate media coverage, low audience acceptance of competitions, non-compliance with the copyright of sponsoring companies in sports advertisements, lack of proper infrastructure, inadequate government support for the private sector, non-payment of low-interest financial facilities to sponsors, and non-commitment to tax remission or reduction; are the reasons for companies not to support football clubs financially (Razavi et al., 2018).

Also, according to Ehsani et al. (2014), managers of sponsoring companies and Premier League of Iran football clubs, marketing, and sports management experts have significant roles in attracting financial sponsors in the football clubs in the Persian Gulf Premier League (Ehsani et al., 2014). Hassanpourghadi et al. (2020) stated the sponsoring companies considered only five factors to be effective in the termination of their support, considering the order of importance, these factors include technical factors (players and technical staff), inappropriate supporting incentives, economic, legal, and religious-cultural factors. In general, it can be said that many companies that ended their support were somehow dissatisfied with their patronage, or at least the club's asset in question could not meet their expectations (Hassanpourghadi et al., 2020). Zare Abandansari et al. (2021) showed due to the discussion of outstanding debts to the club personnel, inability to pay the salaries of the employees, the lack of bank financial facilities dedicated to the clubs, political interference in the clubs and the strict rules of the government regarding the entry of the private sector; the participation of the private sector in the financial support of football clubs will be ultimately reduced (Zare Abandansari et al., 2021).

Dees et al. (2019), concerning the goals of sponsors in sports, state that brand awareness is often a primary goal for companies involved in sponsorship and is often used to measure the effectiveness of support (Dees et al., 2019). Bredikhina and Kunkel (2022) declared for activating sponsors, improvements in sponsorship perceptions were significantly more substantial and explained more variance in changes in sponsor brand attitudes (Bredikhina & Kunkel, 2022). Stollings (2021) presented return and potential need fulfillment, budget reliance, preferred sponsee type, and corporate social

responsibility as the primary content firms use to make sponsorship decisions and validate them within their budgets (Stollings, 2021). Breuer and Rumpf (2011) revealed that size and exclusiveness of sponsor logo exposure are critical drivers in generating sponsor identification (Breuer & Rumpf, 2011). Henseler et al. (2011) manifested that the various features of a sports sponsorship package, such as brand exposure and coverage of the sport, are perceived by sponsors to contribute differently to the impact on brand equity (Henseler et al., 2011). Baena (2019) presented that FC Bayern Munich has already taken strides towards addressing the needs of its original local supporter-owners and those of its global fans. Other points discussed include strategies to increase the target market, become more international, and close important deals and sponsorships (Baena, 2019).

Miragaia et al. (2017) explained that sport has recently incorporated entrepreneurial social policies, increasing sports event sponsorship from both a social entrepreneurship and CSR perspective (Miragaia et al., 2017). According to Wagner et al. (2019), sponsorship has positively impacted company performance (Wagner et al., 2019). Demirel et al. (2018) indicated nowadays, sponsorship is a widely used marketing communications tool. It positively predicts perceived benefits to the sponsoring organization, and this relationship is simultaneously moderated by the perceived compatibility and sincerity of the sponsor organization's incentives (Demirel et al., 2018). Walraven (2013) illustrated that an athlete and a commercial organization have several characteristics: dynamism, result orientation, and the goal to perform as efficiently and effectively as possible. It is, therefore, increasingly common for a company to invest in the association with a well-known and beloved sports object, such as an individual athlete, a sports club, or an event (Walraven, 2013). As Mboya et al. (2022) showed, corporate sponsorship is standard in major football leagues worldwide. The study revealed that team-based factors had the highest significant effect on sponsorship decisions, followed by country-based and environmental-based factors (Mboya et al., 2022). Mwisukha et al. (2022) argued that it should give tax incentives to sponsors of Kenya Premier League clubs to enable them to avail more sponsorship (Mwisukha et al., 2022). Abdourazakou and Leroux-Sostenes (2016) showed that sponsorship targets long-term relations (Abdourazakou & Leroux-Sostenes, 2016). Kang and Stotlar (2011) spelled out three factors, 'enhancing brand equity,' 'building corporate reputation,' and 'increasing sales,' emerged as the most prominent influencing sponsorship decision-making regarding the financial support program (Kang & Stotlar, 2011). Turner et al. (2010) expressed that corporate organizations spend remarkable amounts on sponsorship to achieve distinct marketing and overall business objectives. There is strong support within the literature that a corporate organization will be more attracted to sponsoring a sports formation when there is a 'match' between the characteristics of the organizations (Turner et al., 2010). Walzel and Schubert (2021) indicated the successful use of sport sponsorship involves seven tasks: (1) providing personnel and organizational prerequisites, (2) defining sponsorship principles, (3) specifying sponsorship objectives, (4) determining target groups and the scope of sponsorship, image, and brand profile, (5) compiling the overall tableau of individual services offered and developing corresponding sponsorship packages, (6) designing a stringent overall sponsorship concept, and (7) analyzing the relevant market for potential sponsors (Walzel & Schubert, 2021).

As [Aliyari and Savadi \(2023\)](#) pointed out, providing economic, managerial, and cultural solutions as the most critical components can lead to private sector investment and participation in Iran's sports industry ([Aliyari & Savadi, 2023](#)). [Rasekh et al. \(2022\)](#) denoted that the process of attracting and maintaining sports sponsors is affected by the environmental background and structural capabilities and requires the adoption of appropriate strategies and inter-organizational partnerships to take advantage of the capacities and adjust the challenges to reach the expected results ([Rasekh et al., 2022](#)). [Akmali and Nasiri \(2021\)](#) showed that sports managers should take action to remove the obstacles of attracting sports financial sponsors through developing media coverage and suitable advertising facilities so that sponsors can invest in the sports industry more confidently ([Akmali & Nasiri, 2021](#)). [Zardoshtian \(2021\)](#), in his research, explained infrastructure factors, human resources, and economic, managerial, governmental, cultural, media, legal, social, organizational, political factors, interaction with the media, training of expert staff, granting facilitation to sponsors, adjusting rules for sponsors, sponsor attraction development, bedding for sponsor attraction, benefits of sponsorship for sponsors and the society, have an influential role in attracting and expanding sponsors in sports ([Zardoshtian, 2021](#)). [Movakel and Alidoost Ghahfarkhi \(2020\)](#) introduced media and spectators, governmental, managerial-organizational, social-cultural, and economic factors among those that had the most influential roles in attracting financial sponsors in Iran's track and field sport ([Movakel & Alidoost Ghahfarkhi, 2020](#)). In their research, [Ehsani et al. \(2016\)](#) declared enjoying the benefit of media coverage to be exposed to the audience was the financial sponsors' most crucial communication goal ([Ehsani et al., 2016](#)). According to [Afshari et al. \(2018\)](#), managerial and organizational factors were pivotal in attracting financial support from private companies for sports projects. The social and cultural factors were the least important ([Afshari et al., 2018](#)). [Jesmani et al. \(2019\)](#) revealed in their research the lack of using financial exemptions, the uncertainty of investing in sports, the lack of a competitive environment in the context of economic barriers, the lack of financial support programs, the lack of employing business managers, the lack of appropriate procedures for developing fans in the field of management obstacles, were the most remarkable obstacles facing the development of financial support for championship sports ([Jesmani et al., 2019](#)). [Yabalooie et al. \(2022\)](#) argued that to develop the productivity of professional football clubs in the country, marketing, supportive propellants, and planning and talent development, practical factors that are both effective and influential should be on the agenda of sports managers to Iranian clubs to reach a professional level like the clubs in developed countries ([Yabalooie et al., 2022](#)).

3. Methodology

The current research used a qualitative method based on the phenomenological approach. The phenomenological approach is associated with revealing the nature of meaning hidden in experiences. The researcher's goal is to catch the meaning of the experience in the same way that the person lived through it. The purpose of this research was to identify factors. Therefore, the phenomenological method was applied, and the Colaizzi method

was used to analyze the data from the interview. Phenomenology, indeed, deals with clarifying the structure or the essence of the living experience of a phenomenon to find the unity of meaning and its correct description (Colaizzi, 1978). Therefore, according to the nature of the research and the use of the descriptive phenomenological method, the Colaizzi method was chosen as the most practical approach to descriptive phenomenology. According to the use of the Colaizzi method in the research, seven techniques were applied. Colaizzi method includes seven stages: 1) a detailed study of all the essential descriptions and findings of the interviewees, 2) extraction of effective phrases and sentences relating to the desired phenomenon, 3) assigning meaning to the essential phrases and sentences extracted from the interview, 4) sorting, ordering and arranging the descriptions of the interviewees and common concepts in specific categories, 5) turning all the extracted opinions into complete descriptions, 6) converting the comprehensive descriptions of the phenomenon into an abbreviated accurate description, and 7) final validation (Colaizzi, 1978).

The Community Participating in Research included university faculty members in the sport management department, senior managers of the football federation, managers of football clubs, senior managers of private companies, and sports instructors. The samples for the interview were purposefully selected. Table 1 is the presentation of the demographic information of the interviewees.

Table 1. Demographic information.

Numb	Gender	Specialty	Expertise	Executive Records
1	Male	Associate Professor of Sports Management Department of Mazandaran University	Having specialized football articles and books	More than ten years
2	Female	Associate Professor of Sports Management Department of Mazandaran University	Having specialized football articles and books	More than seven years
3	Male	Associate Professor, Department of Sports Management, Islamic Azad University, Sari Branch	Member of the football committee of Mazandaran province	More than ten years
4	Male	Associate Professor of Sports Management Department of Mohaghegh Ardabili University	Having specialized football articles and books- Sports marketing specialist	More than eight years
5	Male	Professor of Sports Management Department of Mohaghegh Ardabili University	Having technical football articles and books- Sports marketing specialist	More than 25 years
6	Male	Associate Professor, Department of Sports Management, Islamic Azad University, Sari Branch	Having specialized football articles and books- Sports marketing specialist	More than seven years
7	Male	Member of the Board of Directors of the Football Federation	Former head of the Football Federation	More than ten years
8	Male	Member of the Board of Directors of the Football Federation	Member of the Asian Football Confederation Marketing Committee	More than 20 years
9	Male	CEO of football club Nassaji Mazandaran	Former member of the Board of Directors of the Football Federation	More than 20 years
10	Male	CEO of football club Aluminium Arak	Ph.D. in business management from Tehran University of Management	More than six years

Numb	Gender	Specialty	Expertise	Executive Records
11	Male	Board member of Arak Aluminum Company	The former CEO of Bahman Automotive Group	More than ten years
12	Male	Member of the Board of Directors of Kaleh Amol Company	Owner of several companies in the food industry	More than 25 years
13	Male	coach of football clubs in the Persian Gulf Premier League	Aluminum Arak team coach	More than eight years
14	Male	coach of football clubs in the Persian Gulf Premier League	Nassaji Mazandaran team coach	More than two years
15	Male	coach of football clubs in the Persian Gulf Premier League club	Mes Rafsanjan team coach	More than ten years

The semi-structured interviews, with a duration between 30 and 40 minutes for each, were regarded as the data collection tools. The interviews continued sequentially if it was possible to extract completely non-repetitive concepts from the interviews (15 interviews). In this regard, the validity and reliability criteria were applied for the final research validation. For this purpose, the interviews were given to the interviewees after being analyzed, their opinions were involved, and the necessary corrections were made. The intra-subject agreement method was used to check the reliability. Two experts in encoding, familiar with the coding method and the topic related to the current study, coded the interviews, by which the percentage of agreement between the two coders was 82%. According to Table 2, the reliability between the two coders using the mentioned formula was 82%, which is higher than 60%, confirming the coders' reliability.

$$PISA = \frac{2. \text{ the number of agreements}}{\text{total number of codes}} \cdot \%100$$

Table 2. Coding results.

Row	Interview number	Total number of codes	Number of agreement	Number of disagreement	Reliability between two encoders (percentage)
1	P3	18	7	4	77/77
2	P6	14	6	3	85/71
3	P12	17	7	4	82/35
	Total	50	20	11	81/94

Six sports management professors and related field experts outside the research process reviewed all the stages of the research, and their points of view were applied to verify the results.

4. Results

According to the results obtained from the participants in the research, the factors affecting the motivation of private companies in financial support of Persian Gulf Premier League

clubs include 52 sub-contents in the form of 8 main contents: Adherence to Behavioral Norms, Financial Growth, Government Support, Development of Refereeing, Media Promotion, Managerial Development, Club Brand Enhancement, Growth and development of supporting companies. Table 3 shows the main contents and the sub-contents extracted from the research interviews.

Table 3. Coding of findings.

Main contents	Sub-contents
Adherence to Behavioral Norms	1. Proper conduct of the technical staff during and outside the competition
	2. Proper behavior and practical interaction between club directors and adherents
	3. Appropriate interaction of club employees with audio-visual media
	4. Proper behavior of athletes during and outside the competition
	5. No smoking and doping by athletes
	6. No insult from the audience during the competition
	7. No offensive behavior from the audience
	8. Not throwing objects and explosive materials by the spectators during the competition
	9. Appropriate behavior of players, technical staff, managers, and spectators on social media
	10. Reducing scuffle and its consequences in football
	11. Committing players and technical staff to conclude the contract with the club
Financial Growth	12. Decreasing economic difficulties in society and sports
	13. Financial elucidation of football clubs
	14. Lack of negative annual balance of football clubs
Government Support	15. More cooperation between the Department of Sport and the Football Organization with private companies
	16. Increasing governmental support for sponsor companies' incentives
	17. Providing government low-interest loans to sponsoring companies
	18. Alleviation of annual taxation for sponsoring companies
	19. Facilitating the conditions of sponsoring companies to join the football domain
Development of refereeing	20. Noticing the sponsoring companies' copyright
	21. Lowering errors of judging in competitions
	22. Promoting the referee competencies during the season
Media Promotion	23. Using novel judging systems such as video assistant referee (VAR)
	24. Suitable audio-visual coverage of competitions by social media
	25. Increasing the imaging quality of competitions
	26. Covering popular social networks through media
	27. Active and reliable website of the clubs
Managerial Development	28. Appointee of non-political managers in football clubs
	29. Non-interference of the government in sports
	30. Management stability of football clubs
	31. Price-monitoring of the football players and technical staff in the transfer market
	32. Timely payment to the players, technical staff, and personnel according to the contract.
	33. Directors' inclination towards investing in football
	34. The companies' senior managers' certainty about investing risk in football
	35. Development of sport organizations by relevant managers
	36. The attendance of marketing specialists in sponsoring companies
	37. Appropriate connection and interaction between clubs and sponsoring companies
Club Brand Enhancement	38. Numerous adherents at home games
	39. Sports clubs' enjoyment of reputation and name
	40. Having many adherents in the society
	41. Promoting the position of the Persian Gulf Premier League among the Asian football leagues
	42. The use of prominent and methodical instructors in football
Growth and development of	43. Use of well-known and reputed football players
	44. Creating a positive attitude towards the sponsoring company at the community level through supporting football clubs
	45. Meeting the expectations of the sponsoring company by the club

Main contents	Sub-contents
supporting companies	46. Having positive points against competing companies by supporting football clubs
	47. Considering the needs of the sponsoring company
	48. The high impact of supporting football clubs on the annual sales of the sponsoring companies
	49. Dedication of a specific budget for financial support
	50. Increasing the sales of the sponsoring company throughout the year
	51. Access to newer customers by sponsoring football clubs
	52. Clarity of the framework and scope of annual financial support of companies to clubs

The final research model is shown in Figure



Figure 1. Factors affecting the motivation of private companies in financial support of football clubs in the Persian Gulf Premier League.

5. Discussion and conclusion

Fundamentally, supporting football clubs by private companies is necessary for the survival of the clubs because the budget of Persian Gulf Premier League clubs is limited during the season, and they get very little income through environmental advertising and TV broadcasting rights. Therefore, earning money from financial and commercial sponsors, that is, private companies, can have a significant impact as a source of income on football clubs in the Premier League. Unfortunately, the existence of some problems in the country has caused private companies to be less interested in investing in sports. In this regard, the current research aims to identify the factors that increase the motivation of private companies to financially support football clubs in the Persian Gulf Premier League

to provide the ground for the growth and development of football clubs as compared with the past.

The first main content concerning increasing private companies' motivation to support football clubs in the Persian Gulf Premier League financially is Adherence to Behavioral Norms. Compliance with moral standards and adherence to societal standards by fans, players, technical staff, and club managers will reduce controversies and consequences in football. Indeed, when there is immorality and non-observance of moral standards in sports, financial sponsors are also much less eager to invest, as they think its consequences in football will result in the infamy of the sponsor's brand. In this respect, (Razavi et al., 2018) also emphasized the importance of complying with behavioral norms and reducing companies' investment risk despite sideline sequels in football, which is in line with the results of the current study.

The second main content in connection with the increase of motivation of private companies to financially support Persian Gulf Premier League clubs is financial growth. In this context, one of the most significant issues is the financial elucidation of football clubs. Ahmadi Bonabi and Javani (2021) stated that sport companies are in very intense competition and working hard to get the club's sponsorship (Ahmadi Bonabi & Javani, 2021). Unfortunately, in our country, most football clubs, especially those that use the state budget, do not provide the necessary financial transparency to win investors' trust. The income and expenses of the clubs during the year are somehow invaluable, while the European clubs determine their annual financial balance during the year. Still, in Iranian clubs, the only clear thing is the negative yearly balance, and there is no trace of financial transparency in contracting with players, technical staff, and business partners. In this sense, (Ghanbari Firoozabadi et al., 2020; Razavi et al., 2018) have pointed out in their research the importance of financial transparency and the development of economic issues in attracting the support of business partners for football, which is aligned with the results of the present study.

The third main content is governmental support. Having the motivation to invest is one of the main factors for private companies to support football clubs financially. The government can play a prominent role in this issue by providing low-interest loans and reducing or eliminating the tax on sponsoring companies. Facilitating entry into football for sponsoring companies is of high importance as well. The Ministry of Sports and Youth and the Football Federation must cooperate with sponsoring companies. In this context, (Hassanpourghadi et al., 2020) have accentuated the necessity of supporting incentives from the government for private companies to support football clubs financially, which is in line with the results obtained from the present study.

The fourth main content identified is the referee development in the Persian Gulf Premier League. Mainly, when there are no gross mistakes in the refereeing of football competitions and the team's right is not lost, conflicts and sideline consequences will unquestionably be less, and consequently, investors are more inclined to provide financial support. However, the referees may also inadvertently make mistakes during the game. In this regard, the football federation must provide video assistant referee technology in the Persian Gulf Premier League competitions, and the refereeing errors and, accordingly, the sideline consequences thereof will be reduced.

The fifth content is media promotion. Nowadays, the media has a tremendous impact on society, and media tools are very influential in sports. Therefore, appropriate covering of Persian Gulf Premier League competitions through television and social networks significantly influences attracting audiences, and commercial companies are also enthusiastic about investing in sports with a large audience. Moreover, having an authentic website on the club's part contributes to attracting audiences and business sponsors' tendency to support football clubs. Regarding this matter, the studies conducted by (Ghanbari Firoozabadi et al., 2020; Hassanpourghadi et al., 2020) are consistent, and the reason for being so is the significance of media promotion in attracting commercial sponsors of football clubs.

The sixth specified content is managerial development. According to the research results, one of the critical factors in attracting private companies to support football clubs financially is the lack of government involvement and the absence of politically-oriented managers in the clubs. Besides, the price-monitoring of players and technical staff is among those issues that should be considered because the excessive increase in contract prices at the beginning of the season discourages business partners and may prevent the club from fulfilling its obligations. A marketing specialist and an appropriate connection with the clubs can also be practical for commercial companies. The research results in this section conform with (Ehsani et al., 2014; Ghanbari Firoozabadi et al., 2020; Razavi et al., 2018; Sharifi & Dehghan Ghahfarrokhi, 2021), and the reason for the conformity is the importance of management components in supporting football clubs by the private companies.

The seventh identified content is the Club Brand Enhancement. This content is one of the things that should be taken into consideration to attract the support of business partners. For instance, some teams have a brilliant background of winning countless championships or employ famous and well-known players and staff in their club. These clubs have a high chance of attracting good business partners and financial support from private companies. An increased number of club fans is also influential in attracting the sponsorship of private companies. The research results in this part agree with (Hassanpourghadi et al., 2020; Razavi et al., 2018), and the reason is the emphasis on the club brand, players, and instructors in absorbing business sponsors.

The last main content pinpointed in connection with increasing private companies' motivation to support Premier League clubs financially is the Growth and development of helping companies. Just as a private company provides the financial needs of a football club, meeting the expectations of the sponsoring company on behalf of the club should also be regarded. One of the main points in this section is the clarity of the scope of the companies' support to the clubs, and the clubs should not ask for an amount outside of the agreement. Companies are not just looking for money; somehow, they must ensure that their investment in supporting sports will return. They can reach new customers and gain a positive advantage over competing companies that do not help clubs. The research results in this section are aligned with those (Hassanpourghadi et al., 2020; Razavi et al., 2018), and the reason for the alignment is the importance of reaching more customers and meeting the expectations of private companies in financial support for football clubs.

Considering the limited budget of Iranian football clubs, it is necessary to increase the financial support of private companies to the clubs of the Persian Gulf Premier League, and in this regard, the present research identified the factors that increase the motivation of private companies to support football clubs financially. Therefore, managers should consider the stated factors in the study, provide the background for entering private companies into football, and enjoy the growth and development of football clubs.

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انگیزه شرکت‌های خصوصی در حمایت مالی: لیگ برتر خلیج فارس

محمد زارع آبندانسری^۱، نسرين عزيزيان کهن^{۲*}

^۱ دانشجوی دکتری مدیریت ورزشی، دانشگاه محقق اردبیلی، اردبیل، ایران.

^۲ دانشیار، گروه مدیریت ورزشی، دانشگاه محقق اردبیلی، اردبیل، ایران.

کلیدواژه

باشگاه فوتبال
بخش خصوصی
رسانه
لیگ برتر
حامیان

نوع مقاله

پژوهشی

چکیده

هدف: باتوجه به محدودیت‌های باشگاه‌های فوتبال و کمبود منابع درآمدی به دلیل ناکافی بودن درآمد حاصل از حق پخش تلویزیونی، تبلیغات محیطی و بلیط فروشی؛ لازم است تا حمایت مالی حامیان تجاری نظیر: شرکت‌های خصوصی از باشگاه‌های فوتبال افزایش پیدا کند. متأسفانه وجود برخی مسائل سبب شده تا انگیزه شرکت‌های خصوصی به سرمایه‌گذاری در فوتبال کاهش پیدا کند؛ که پژوهش حاضر با هدف شناسایی عوامل موثر بر افزایش انگیزه شرکت‌های خصوصی در حمایت مالی از باشگاه‌های فوتبال لیگ برتر ایران انجام شد.

روش: پژوهش حاضر به روش کیفی و براساس رویکرد پدیدارشناسی انجام شد. اساسا رویکرد پدیدارشناسی با آشکارساختن ماهیت معنی نهفته در تجربیات ارتباط دارد. هدف پژوهشگر، درک معنی تجربه به همان صورتی که فرد تجربه کرده است، می‌باشد. مشارکت‌کننده در مصاحبه‌های نیمه ساختار یافته ۱۵ نفر بودند و شامل اعضای هیئت علمی دانشگاه در گروه مدیریت ورزشی، مدیران ارشد فدراسیون فوتبال، مدیران باشگاه‌های فوتبال، مدیران ارشد شرکت‌های خصوصی و مربیان ورزشی بودند. برای اعتبار سنجی و روایی نتایج از ملاک‌های اعتبار و قابلیت اعتماد استفاده شد.

یافته‌ها: عوامل موثر بر افزایش انگیزه شرکت‌های خصوصی در حمایت مالی از باشگاه‌های فوتبال لیگ برتر ایران شامل ۵۲ مضمون فرعی در قالب ۸ مضمون اصلی بودند که به ترتیب پایبندی به هنجارهای رفتاری، توسعه مالی، حمایت دولت، توسعه دآوری، توسعه رسانه‌ای، توسعه مدیریتی، توسعه برند باشگاه، رشد و توسعه شرکت‌های حامی، هستند.

اصالت و ابتکار مقاله: عوامل موثر بر افزایش انگیزه شرکت‌های خصوصی در حمایت مالی از باشگاه‌های فوتبال، مورد بررسی قرار گرفت و مفاهیم جدیدی به دست آمد.

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