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A study on managerial (Organisation) factors affecting team identification

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Abstract

The present study aimed to find the managerial (organisation) factors affecting team identification. Data were collected from college students which are affiliated to Tamil Nadu Physical Education and Sports University and Manonmaniam Sundaranar University (Department of Physical Education and Sports) (N= 420) with different team sports namely 84 responses (20%) cricket, 84 responses (20%) Football, 84 responses (20%) Hockey, 84 responses (20%) Kabaddi and 84 responses (20%) Volleyball. The main instrument used for data collection was a managerial questionnaire (Managerial factors such as, organization, performance, affiliation, media, and tradition) designed by Jin-Long Chen (2007) [3] undertaken for this study which include 64 items. To examine of managerial factors of organization: Commitment to Excellence (4 items), Public Relations (4 items), Stadium (6 items), and History (4 items) total of 18 items in Organization factors. The analysis of variance (ANOVA) was used to find out the significant differences if any different between the managerial factors of organization on Team identification. Whenever the adjusted post-test means were found significant, the Tuckey HSD post-hoc test was administer to find out the paired means difference. In all the cases, 0.05 level of Significance was fixed to test of significance. The result of the study indicated that there is difference between among Cricket, Football, Hockey, Kabaddi and Volleyball on organization. Cricket had aninflunced by one of the managerial factors organization when compared to Football, Hockey, Kabaddi and Volleyball.

Keywords: managerial, organisation, factors affecting

Introduction

Team identification has been defined as a person's emotional and psychological commitment to a sports organisation, which includes both psychological and behavioural components (Branscombe & Wann, 1991; Chen, 2007; Fisher, & Wakefield, 1998) [2, 3, 4].

Managerial factors are elements that can be manipulated by sports managers and utilised to build and maintain fan loyalty to a professional sports team. Although these characteristics may not be entirely under management's control, they can be adjusted to help sports organisations with their marketing efforts (Chen, 2007) [3].

The term "organisation" denotes to the ownership and management of a team (Chen, 2007) [3]. A sports team's great reputation is founded on a history of on-field success, team management's continuous improvement, and a positive relationship with the surrounding community (Sutton, McDonald, Milne, & Cimperman, 1997) [7].

Purpose of the study

The present study aimed to find the managerial (organisation) factors affecting team identification.

Methodology

Data were collected from college students which are affiliated to Tamil Nadu Physical Education and Sports University and Manonmaniam Sundaranar University (Department of Physical Education and Sports) (N= 420) with different team sports namely 84 responses (20%) cricket, 84 responses (20%) Football, 84 responses (20%) Hockey, 84 responses (20%) Kabaddi and 84 responses (20%) Volleyball.

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adjusted post-test means were found significant, the Tuckey HSD post-hoc test was administer to find out the paired means difference. In all the cases, 0.05 level of Significance was fixed to test of significance.

Results and Discussion

Table 1 presents the results of ANOVA for managerial (organisation) factors

Table 1: Summary of mean and one way analysis of ANOVA for the organization (One of the managerial factors)

Mean ± SD					Source of Variance	Sum of Squares	df	Mean Squares	‘F’- Ratio
Cricket	Football	Hockey	Kabaddi	Volleyball					
6.10	5.54	5.27	5.14	5.02	Between	60.84	4	15.21	21.54*
±0.80	±0.91	±0.88	±0.79	±0.81	Within	293.07	415	0.71	

Organization (one of the managerial factors)

*Sig at 5%.

(Table value required for Sig at 5% with dff (4,415) is 2.39) The obtained F-ratio among Cricket, Football, Hockey, Kabaddi and Volleyball are 21.54 >2.39 with dff (4,415) at 5% confidence. It was concluded that there was significant difference among the Cricket, Football, Hockey, Kabaddi and Volleyball on Organization. Since the obtained F-test was significant, the Tukey HSD test was used to find out the paired mean difference and the results have been presented in table 2.

Table 2: Tukey HSD Test for the differences between paired means on organization (One of the managerial factors)

Mean					Mean Differences	Confidence Interval
Cricket	Football	Hockey	Kabaddi	Volleyball		
6.10	5.54				0.56*	0.36
6.10		5.27			0.83*	0.36
6.10			5.14		0.96*	0.36
6.10				5.02	1.08*	0.36
	5.54	5.27			0.27	0.36
	5.54		5.14		0.40*	0.36
	5.54			5.02	0.52*	0.36
		5.27	5.14		0.13	0.36
		5.27		5.02	0.25	0.36
			5.14	5.02	0.12	0.36

Organization (one of the managerial Fcators)

*Significant at .05 level.

Table 2 shows that the mean differences on organization between cricket and Football, Cricket and Hockey, cricket and Kabaddi, Cricket and volleyball were 0.56, 0.83, 0.96, & 1.08 respectively which were statistically significant at 5% confidence.

Mean differences on organization between Football and Kabaddi, Football and Volleyball, were 0.40 and 0.52 respectively which were statistically significant at 5% confidence.

Mean differences on organization between Football and Hockey, Hockey and Kabaddi, Hockey and Volleyball, Kabaddi and Volleyball were 0.27, 0.13, 0.25 & 0.12 respectively which were statistically insignificant at 0.05 level of confidence.

The values are higher than the CI value of 0.36, which shows significant difference at 5% confidence.

It may be concluded from the results of the study that the Cricket had an influenced by one of the managerial factors organization when compared to Football, Hockey, Kabaddi and Volleyball.

Studies suggest that people are likely to identify with an

organization when they perceive the organization to have prestige and are satisfied with the products and services it offers (Bhattacharya, Rao, & Glynn, 1995) [1]; Mael, & Ashforth, 1992) [6]. Gladden & Funk (2002) [5] demonstrate that a team's management can have a substantial impact on how customers perceive the team.

Conclusion

1. The result of the study indicated that there is difference between among Cricket, Football, Hockey, Kabaddi and Volleyball on organization.
2. Cricket had an influenced by one of the managerial factors organization when compared to Football, Hockey, Kabaddi and Volleyball.

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