

# **Investigating the factors affecting market demand of Anzali Malavan & Rasht Sepidrood Football teams**

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**Abstract** Football, among various sports, has been featured as the most attractive and most popular sport in the world. The purpose of this study was to investigate the factors affecting the market demand of Anzali Malavan & Rasht Sepidrood football teams in Guilan province. Research method is descriptive-survey method. The statistical population of the study was all the supporters of the of these two teams in 2018-2019. A sample of 384 people was ed based on Morgan's table. All 400 distributing questionnaires were completely analyzed , considering the incomplete accountability of tools. The questionnaire used in this study, is a Likert scale of five values that was prepared by Boyen et al. (2010),and was used after translating, refining and adding the ethnic identity dimension, in 7 dimensions of “ host team characteristics, Race scheduling, guest team features, information, general football features, financial and physical considerations, and ethnic identity” . The validity of the content of the tool was verified by 10 sports management professors and its reliability was verified by SPSS software (Cronbach's alpha = 0.87). First, using exploratory factor analysis, questions with a factor load of less than 0.4 were eliminated. Then, structural equation modeling was used in the PLS software for the confirmatory factor analysis. The results showed that the factors affecting the demand for football marketing can be summarized in seven dimensions, namely, the timing of the matches, the host and guest team characteristics, information, general features of football, financial and physical considerations, and ethnicity characteristics, all of which relate to The demand for two teams of Anzali Malavan & Rasht Sepidrood had a significant impact. The characteristics of the information and ethnicity characteristics had the greatest impact on the market demand for two teams of Anzali Malavan & Rasht Sepidrood in Guilan. Therefore, club management should pay more attention to the quality of the game and the management of the

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**league and the scheduling of the competition.**

**Keywords : Key words: Market demand, Football, Guest team , Host team ,  
Competition scheduling, Premier league.**

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