

Study of formative and reflective indicators effective on the sports stadium atmosphere for an optimal use of the structures

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ABSTRACT:

This research investigated the effective component and reflexive indexes on the stadium atmosphere of Esfahan for efficient use of structure. This research is functional from view of goal and is descriptive- survey from view of methodology. Statistical population of the research was 3500 spectators of two football games in Esfahan stadiums of which 350 were selected by using Morgan test and simple random sampling. The data were collected through questionnaire and its validity and reliability were confirmed by Cronbach's coefficient alpha at 0.87 % and were analysed by SPSS software. In this software, Pearson tests and linear simple regression were used in order to test questions. Also to test data distribution, Kolmogorov- Smirnov test was used. The result of this research showed that the state of effective indexes of organization ($t=10.98$, $p<0.5$), engineering ($t=8/640$, $p<0.5$), indexes related to spectators ($t=11.15$, $p<0.5$) and one related to game ($t=14/15$, $p<0.5$) on Esfahan stadium atmosphere are desirable. In order to predict the scale of each of the component and reflexive indexes, linear regression analysis of the type of step to step 1 was used. For this reason, in the first step, index related to game at 54 % of variance of stadium atmosphere was explained and in second step, index related to spectators at 33 % and in the third step, index related to organization at 32 % of variance of stadium atmosphere were explained.

Keywords:

Component and reflexive indexes, stadium atmosphere Esfahan city