

## Analyzing the Famous Athletes Social Responsibility from the View of Iranian Society's Different Strata

Received: 2024-05-02

Accepted: 2024-07-08

Vol. 6, No.1. Winter .2025, 27 - 44

Amir Ojagh<sup>1</sup> Najmeh Rezasoltani<sup>2</sup> Hamed Kheirollahi Meidani<sup>1\*</sup> Enayat Vafabin Kherad<sup>3</sup> 

1. PhD Candidate of Sport Management University of Mohaghegh Ardabili, Ardabil, Iran
2. PhD of Sport Management University of Mohaghegh Ardabili, Ardabil, Iran
3. PhD of Sport Management, Islamic Azad University, Yasuj, Iran

## \*Correspondence:

Hamed Kheirollahi Meidani, PhD  
Candidate of Sport Management  
University of Mohaghegh Ardabili,  
Ardabil, Iran

Email:

[hamed.kheirollahi1995@gmail.com](mailto:hamed.kheirollahi1995@gmail.com)

Orcid: 0000-0003-4549-2574

**Abstract**

**Purpose:** The attention of prominent sports figures, including famous athletes, to social responsibility is actually a sign of intellectual maturity and the development of their personality dimensions. For this purpose, the present study was conducted with the aim of analyzing the social responsibility of famous athletes from the perspective of different sections of Iranian society.

**Methods:** For this purpose, different strata of Iranian society were categorized based on economic, occupational and educational indicators, stratified random sampling was used, and finally 917 samples were studied (Fan et al.2011). The research tool was the social responsibility measurement scale of famous Iranian athletes (Ojagh, Aghaei, and Naderi, 2021), which consists of 32 items and 8 subscales. In their research the construct validity of the athletes' social responsibility questionnaire was examined using the confirmatory factor analysis. Cronbach's alpha index and composite reliability were used for determining the reliability of the factors. In this research, due to the non-normal distribution of the data, the Kruskal-Wallis test and the Yumnowitney post hoc test were used to examine the sample group.

**Results:** The results of the Kreskas Wallis test showed that there is a difference between the views of different groups (students, students, coaches, teachers, athletes, marketers, private company employees, and government employees and faculty) towards accountability. There is a significant difference in the social status of famous athletes ( $p < 0.05$ ).

**Conclusion:** As the results of the research show, the level of social responsibility of famous Iranian athletes is in a favorable situation based on the perspective of different people.

**Keywords:** Athletes, Accountability, famous Athlete, Social Strata, Social Responsibility

**COPYRIGHTS**

©2025 by the authors. Published by the University of Mohaghegh Ardabil. This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution 4.0 International (CC BY 4.0) <https://creativecommons.org/licenses/by/4.0>



## Introduction

Sports is one of the biggest social phenomena that has influenced every society and has a significant impact on the thoughts of society members. Coakley (2009) called sports as one of the prominent social activities, which is sometimes considered the foundation of a person's social identity ; Therefore, sports as a social ritual has incredible dimensions and influence (Afroozeh et al., 2016). Ramazaninjad et al. (2015) concluded that sports is a very suitable platform for creating and growing many social skills and moral values, including social responsibility (Azadi and Javani, 2017). The word "responsibility" alone refers to a sense of conscientiousness, accountability, and commitment. In other words, social responsibility is a kind of commitment's feeling to an individual's action or reaction in various situations, which is formed in a person's mind and affects his behavior (Khoshbin, 2011). The role of the social responsibility's process in the society should be considered as responsibility or accountability to the expectations of others, which is caused by the social roles that the society prescribes to people or the people of the society acquire these roles (Miami, 2012). Social responsibility includes activities that can be mentioned as the channels (ways) of communicating with stakeholders (Moradi and Ojagh, 2020). Bakhshandeh et al. (2015) in their research mentioned social responsibility as a set of activities that a person does voluntarily as an effective and useful member of society. Rami (2013) states that social responsibility is considered as one of the most important relational occasion that exists between individual (person) and society, in the category of accountability. Undoubtedly, social responsibility will have mutual benefits, in the manner that both the person will benefit more from his ethical and coherent approach, and the society and stakeholders will have a better opinion and perception of the person (Gudarzi and Shojaei, 1400).

Social responsibility can lead to the effective use of resources and has a positive impact on efficient management moves (Gross et al.,

2016). Over the past several decades, social responsibility has changed from an abandoned and often marginal theory to a complex, multifaceted and comprehensive concept (Qurbani et al., 2018). Nowadays, promoting the values of social responsibility has become an important discussion among scientific communities, including the sports scientific community. Sports, like other social phenomena, is the carrier and carrier of the social and moral values of a society that it originated from and expanded (Aghapour and Zarepour, 2011). Social responsibility in the field of sports is different from other fields; because this industry has characteristics that distinguish it from other organizations and business sectors; for example The ability of sports stars to influence, the connections that sports teams have with certain communities, and the levels of economic, social, cultural and environmental impact on the consumers of the sports industry are all prominent features of this phenomenon (Bakhshandeh et al., 2015). Social responsibility is a concept that, although its essence and scope are unknown, researchers have tried to classify its different dimensions in various sections. In this regard, we can point out to categories such as economic, legal, moral, philanthropic (Carroll, 1979); Ethical, legal, humanitarian, environmental effects (Crespo and Bosque, 2005); economic, legal, ethical and altruistic (Lantos, 2001); social support, diversity, employee support, environment (Kinder et al., 1999); social, environmental and economic (Windel, 2007), (Jang, 2012). However, Carroll's four-factor model (1999) has been used more than other categories and models in various studies, including sports management studies (Sadeghi and Jahani, 2017).

As we know, one of the influential social groups in the society are the athletes who form an important part of the high-profile human resources in the real and virtual environments of the society. This famous human force is considered as one of the most valuable social capitals to become human symbols and educational models of the next generation,

which is facing many issues and problems in the noisy industrial world of the present century. So that Lee et al (2020) stated that the activity of famous athletes in the field of social responsibility is one of the factors that can turn them into a reputable brand among fans and increase their popularity, and from the perspective of sociologists, the responsibility of such people, it causes social responsibility among different groups of a society. Chang (2018) designed a systematic approach to examine the concept of social responsibility in the context of sports and emphasized that athlete and coaches are responsible for society and should be diligent in solving social challenges. Also, Kim et al. (2019) in their research aimed at investigating the social responsibility of baseball league athletes in America showed that baseball league athletes should change their perspective on the category of social responsibility and have a broader and more comprehensive perspective because attention Social responsibility has many benefits. On the other hand, addressing the social responsibility by famous athletes can also be effective on the behavioral intentions and team identity of fans, which has an effective and irreplaceable role in their behavioral intention (Inoy and Funk, 2017). Therefore, it can be said that famous athletes can be considered as influential people on the society and play the role of social responsibility and be recognized as a behavioral model. Because sports heroes give values to the society, especially to sports fans, which few communities have this power? A strong and decisive sports referee, a coach with knowledge and power and an elite and medal-winning athlete can teach and spread many positive moral values such as cooperation, compliance with rules and regulations, respect and loyalty, responsibility and continuous work and effort. Give (Ismaili et al., 2011). But it should be noted that famous athletes, in addition to trying to improve their sports, social, human and economic performance, should be able to strengthen the behaviors and social activities of their local community according to the standards of today's world (Alochna, 2010).

Social responsibility means that individuals and organizations should behave responsibly towards social issues and be sensitive towards their behavior. As Kurtzen (2013) also stated, in the era of media and communication where every action of famous athletes is noticed, indifference to inappropriate social behaviors has irreparable consequences and affects the public awareness of the fans of that athlete. . This is the reason why a famous athlete appears in public sports programs and by showing his behavior, he intends to lead the society towards physical activity, or he appears in the social scene and intends to solve a social problem with his contribution. To solve it is also possible that a famous athlete can increase the attention of the people and officials to these groups by attending care centers for the elderly, disabled and sick, and be a helper and sympathizer of this group. These actions by famous athletes become more important while on the one hand the digital space is progressing every day and on the other hand the presence of famous athletes in the virtual space has caused more people from different strata of a society with behaviors and Social activities of an athlete get to know and be influenced (Baltezarević and Papakonstantinidis, 2023). Therefore, paying attention to social responsibility by famous athletes can bring significant advantages to the society. Today, when different strata, different cultures and many ethnicities are living in Iran, it can be said that the fans of famous athletes are made up of this ethnic, cultural, social, economic and even political diversity that attention to this it is one of those important aspects that have been neglected by researchers. Because today there are many famous athletes in Iran who are not indifferent to the issues in the society and are trying to make a positive impact on the society by performing beneficial and benevolent actions. For example, athletes such as Mr. Olympia bodybuilding champion Hadi Chopan, Alireza Biranvand and Mehdi Taremi, the stars of the Iranian national football team, or the Mansourian sisters, who have several national and international medals in their careers and are very popular, send a message on their Instagram page. They publish those that have a

humanitarian aspect, or on the other hand, they collect financial aid or support for damages caused by natural disasters such as floods and earthquakes. It is also possible to mention an athlete like Fereshte Karimi, the top scorer of Iran's women's national futsal team in the Asian Games, who has become a role model for other female athletes in the technical and professional aspect and has taken positive steps in the path of progress, and with the establishment of a football academy for raising girls from low-income families is playing a role in futsal. In another example, we can mention the social and philanthropic activities of Hasan Yazdani, a famous athlete in Iran and the world in wrestling, who helps this vulnerable group by visiting the homes of the needy. Therefore, acceptance of individual responsibilities by people who can have an impact on society is a sign of honesty and intellectual maturity. So that Bardoux-Bencik et al (2019) stated in their research that famous athletes who have originality, expertise and better performance characteristics can appear more successful in social issues and this shows that Social responsibility is not only on the shoulders of organizations, and famous people, including athletes, should feel responsible for the society and the different strata in which they live (Salehi Amiri, 2009). Ojagh et al. (2021) also believe that the presence of famous athletes in the community and playing a role in creating a better society, in addition to creating popularity for athletes, can lead to the growth and promotion of humanitarian behaviors and On the one hand, it should lead the society towards a culture of philanthropy. With regard to the above, it can be said that the existence of different strata of a society can clarify the point that each of these strata are facing problems and have a different point of view regarding the category of individual social responsibility of famous athletes. On the other hand, the pressure of economic sanctions, the increase in the cost of sports and participation in physical activity, the lack of promotion of humanitarian behavior by most athletes, the lack of behavioral patterns in society, and the lack of infrastructure and sufficient support from the government for sports of different classes. It has caused the

conditions of Iran's sports largely, especially in the general aspect, to face severe weaknesses and limitations. For this reason, the current research aims to evaluate the views of different sections of the society regarding the social behavior of famous athletes and their level of responsibility in front of the problems that exist in the society, taking into account the current conditions of the society and answer the research question.

## Materials and Methods

In terms of applied purpose, the comparative and descriptive method was used in the present research. The research population was from different strata of Iranian society, and the study sample was selected in a stratified random method from this society. The basis of this classification was sociological indicators; economic indicators, occupational indicators, and educational indicators that showed in table 1. The research tool was the social responsibility measurement scale of famous Iranian athletes, which consists of 32 items and 8 subscales of citizenship behavior, social cooperation, cultured behavior, expertise and commitment, attractiveness, enthusiasm, self-confidence, humility, and dedication in the 5-point Likert scale ranges of very low to very high. The validity and reliability of this tool have been confirmed in the research of Ojagh et al (2021). In their research the construct validity of the athletes' social responsibility questionnaire was examined using the confirmatory factor analysis. Cronbach's alpha index and composite reliability were used for determining the reliability of the factors. In addition, convergent validity and divergent validity were used for determining the validity of the constructs. The coefficients of all factors are more than 0.7, this the questionnaire has a good reliability. Furthermore, the value of convergent validity was higher than 0.5 and the divergent validity of constructs was highly correlated with other constructs. Further, the validity of the construct was confirmed (Cronbach Alpha= 0/71-0/87; CR= 0/81-0/91;

AVE= 0/53-0/73).

The online questionnaire was provided for different groups of research. In order to compare several groups, we tried to have at least 100 subjects from each group. By examining the distribution of data and despite the high statistics of filling the online questionnaire, the distribution of research data was examined. By observing the non-normal

distribution and using the non-parametric Kruskal-Wallis test, the number of samples was also confirmed for this test (fan et al, 2011). So, after completing 917 questionnaires, due to the abnormality of the data distribution, the non-parametric Kruskal-Wallis statistical method was used to check the significance of the difference between the classes and the U-Man-Whitney test as post hoc. All data were analyzed using SPSS version 26 software.

## Results

The current research was conducted with the aim of investigating the dimensions of social responsibility of famous athletes from the perspective of different sections of Iranian society. Descriptive findings showed that out of a total of 917 participants in this research, 539 reported the gender of their famous athlete as male and 378 reported that their famous athlete was female. It was also found that 431 people followed their famous athlete on social

networks, 121 people followed their famous athlete to some extent on social networks, and 365 people did not follow their famous athlete on social networks. Also, as seen in Table 1, the demographic characteristics of the participants are classified in terms of age, gender, marriage, occupation, education, income, and strata.

**Table 1. Demographic characteristics of people participating in the research**

Percentage	Frequency	Variable		Percentage	Frequency	Variable	
23.8	218	Single	<b>Marital status</b>	49.1	450	Man	<b>Gender</b>
76.2	699	Married		50.9	467	Woman	
26.3	241	Governmental	<b>Job</b>	16.9	155	15-20 years	<b>Age</b>
35.1	322	Free		24.6	226	21-25 years	
38.6	354	Jobless		12.2	112	26-30 years	
			18.1	166	31-35 years		
			19.2	176	36-40 years		
77.5	711	Under 10 million tomans	<b>Income</b>	8.9	82	41 years and above	
14.2	130	10-20 million tomans					
5	46	20-30 million tomans					
3.3	30	Above 30 million tomans					
				16.9	155	High school	<b>Education</b>
				1.4	13	Diploma	
16.9	155	Students	<b>layers</b>	6.1	56	Associate	
22.1	203	Students of University		18.3	168	Bachelor	
15	138	Coaches		15.2	139	Bachelor Student	
10.8	99	Teachers		18.4	169	Master	
11.2	103	Athletes		18.8	172	Master Student	
10.4	95	Marketers Guild		9.3	36	PhD	
4.6	42	Employees of private companies		1	9	PhD student	
8.9	82	Government employees and					

		faculty members		
--	--	-----------------	--	--

The results of the Kolmogorov-Smirnov test and skewness and kurtosis indices showed that the distribution of research data is non-normal.

Therefore, the Kruskal-Wallis test was used to check the existence of differences between different strata.

**Table 2. Results of K-S test, skewness and kurtosis index to check data distribution**

	Kolmogorov-Smirnov test		Skewness index	Standard error of skewness	Elongation index	Standard error of Elongation	Distribution result
	Z	Sig					
<b>Social Responsibility</b>	0.095	0.001	- 0.739	0.081	4.057	0.161	non-normal distribution

As can be seen in Table 3, the results of the Kruskal Wallis test showed that there is a difference between the views of different groups (students, students of University, coaches, teachers, athletes, marketers, private

company employees, and government employees and faculty) towards accountability. There is a significant difference in the social status of famous athletes ( $p < 0.05$ ).

**Table 3. Kruskal-Wallis test results and the average rating related to the views of different classes towards the social responsibility of famous athletes**

Number	layers	Average Rank	H Kruskal Wallis	Degrees of freedom	meaningful
1	Students	607/29	271/418	7	0.001
2	Students of University	463/4			
3	Coaches	339/5			
4	Teachers	212/73			
5	Athletes	302/69			
6	Marketers Guild	585/39			
7	Employees of private companies	642/29			
8	Government employees and faculty members	622/26			

In non-parametric statistics, the appropriate follow-up test for the Kruskal-Wallis test that compares two groups is the U-Mann-Whitney test. Therefore, in this research, the U-Man-

Whitney test was used at a significant level ( $p < 0.05$ ) to compare the level of social responsibility of famous athletes among strata (comparison of two strata).

**Table 4. The results of the U-Man Whitney test in the study of the views of different classes towards the social responsibility of famous athletes**

Groups	Indicators	1	2	3	4	5	6	7	8
1	Average row rank		213.95	183.66	161.56	160.96	131.77	100.37	123.01
	Average column rank		153.19	105.82	74.18	82.16	115.27	93.94	111.41
	Significance level		0.001*	0.001*	0.001*	0.001*	0.08	0.516	0.215
	U value		10392	5012	2393.5	3106	6390.5	3042.5	5733
2	Average row rank			191.73	180.59	174.22	134.85	113.85	126.96
	Average column rank			1405	91.85	112.66	180.81	167.24	182.7

	Significance level				0.001*	0.001*	0.001*	0.001*	0.001*	0.001*
	U value				9798	4143	6248	6668	2405	5067.5
3	Average row rank					137.35	123.07	90.66	75.47	83.64
	Average column rank					93.42	118.23	155.26	139.89	155.71
	Significance level					0.001*	0.594	0.001*	0.001*	0.001*
	U value					4298.5	6821.5	2920	823.5	1951
4	Average row rank						81.64	61.99	52.73	56.92
	Average column rank						120.59	134.5	114.06	132.15
	Significance level						0.001*	0.001*	0.001*	0.001*
	U value						3132.5	1187.5	270.5	685
5	Average row rank							68.29	53.91	58.87
	Average column rank							133.34	119.82	135.87
	Significance level							0.001*	0.001*	0.001*
	U value							1677.5	196.5	707.5
6	Average row rank								67.71	86.49
	Average column rank								71.92	91.9
	Significance level								0.566	0.483
	U value								1872.5	3657
7	Average row rank									64.42
	Average column rank									61.52
	Significance level									0.67
	U value									1641.5
8	Average row rank									
	Average column rank									
	Significance level									
	U value									

Kruskal-Wallis test was used to investigate the dimensions of social responsibility of famous athletes from the point of view of different

strata. The results of this test can be seen in Table 5.

**Table 5. Results of the Kruskal-Wallis H test to compare the viewpoints of different groups regarding the dimensions of social responsibility of famous athletes**

Dimension	Number	layers	Average Rank	H Kruskal Wallis	Significance	Results
Citizenship Behavior	1	Students	552.03	88/865	0/001	significant difference
	2	Students of University	486.61			
	3	Coaches	472.38			
	4	Teachers	279.97			
	5	Athletes	352.39			
	6	Marketers Guild	492.01			

	7	Employees of private companies	507.49			
	8	Government employees and faculty members	471.84			
<b>Social Cooperation</b>	1	Students	526.44	82/959	0/001	significant difference
	2	Students of University	451.69			
	3	Coaches	461.63			
	4	Teachers	280.63			
	5	Athletes	382.01			
	6	Marketers Guild	525.98			
	7	Employees of private companies	540.38			
	8	Government employees and faculty members	537.97			
<b>Cultured Behavior</b>	1	Students	556.01	70/431	0/001	significant difference
	2	Students of University	425.33			
	3	Coaches	416.24			
	4	Teachers	336.53			
	5	Athletes	407.75			
	6	Marketers Guild	504.47			
	7	Employees of private companies	551.48			
	8	Government employees and faculty members	543.15			
<b>Expertise &amp; Commitment</b>	1	Students	652.22	181/603	0/001	significant difference
	2	Students of University	435.79			
	3	Coaches	411.17			
	4	Teachers	275.52			
	5	Athletes	319.87			
	6	Marketers Guild	502.68			
	7	Employees of private companies	552.51			
	8	Government employees and faculty members	529.49			
<b>Physical Attractiveness</b>	1	Students	511.82	77/033	0/001	significant difference
	2	Students of University	472.28			
	3	Coaches	360.23			
	4	Teachers	323.25			
	5	Athletes	436.67			
	6	Marketers Guild	544.17			
	7	Employees of private companies	565.12			
	8	Government employees and faculty members	531.42			
<b>Enthusiasm</b>	1	Students	584.56	159/395	0/001	significant difference
	2	Students of University	440.3			
	3	Coaches	320.45			
	4	Teachers	308.38			
	5	Athletes	388.83			
	6	Marketers Guild	559.92			
	7	Employees of private companies	566.93			
	8	Government employees and	598.9			



		faculty members				
<b>Self Confidence</b>	1	Students	512.73	63/932	0/001	significant difference
	2	Students of University	482.78			
	3	Coaches	380.77			
	4	Teachers	347.07			
	5	Athletes	388.17			
	6	Marketers Guild	530.14			
	7	Employees of private companies	557.93			
	8	Government employees and faculty members	521.26			
<b>Humility and Sacrifice</b>	1	Students	501.01	73/435	0/001	significant difference
	2	Students of University	508.6			
	3	Coaches	408.17			
	4	Teachers	326.36			
	5	Athletes	362.69			
	6	Marketers Guild	474.85			
	7	Employees of private companies	542.13			
	8	Government employees and faculty members	562.53			

## Discussion

The purpose of this research was to investigate the dimensions of social responsibility of famous athletes from the different strata's point of view. For this purpose, 8 subscales of citizenship behavior, social cooperation, cultured behavior, expertise and commitment, appearance attractiveness, enthusiasm, self-confidence, power of humility and sacrifice from the perspective of school and college students, coaches, teachers, athletes, marketers, The employees of private companies, government employees and academic faculties were investigated. The research participants were asked to rate the questions of this scale on a 5-point Likert scale from 1 very low to 5 very high, considering their famous athlete.

Due to the abnormality of the data distribution as a result of the Kolmogorov Smirnov test (Table 2), the non-parametric equation was used to check the existence of a significant difference between the views of the strata defined in the research regarding the social responsibility of famous athletes, and the results of the Kruskal Wallis test confirmed the existence of a significant difference between

the views of these strata. As can be seen in Table 3, the H value is equal to 271/418 with 7 degrees of freedom and is significant at a significance level of less than 0.05 (calculated as 0.001).

To investigate this difference of opinion among the mentioned strata, U-Man-Whitney's post hoc test was used in two by two comparison of strata that the results of this test can be seen in Table 4. In this table, the strata mentioned in table 3 were compared two by two with the corresponding number of those strata. Thus, in the implementation of the U-Man Whitney test, for example, the average rank of row 1, which is the same students, is equal to 213.95, and the average rank of column 2, which is the same students, is equal to 153.19. Also, the value of U for comparing school and college was obtained as 10392. In the same way, the values related to each stratum in the comparison of students with other strata are given in the next columns of the table under the number of each stratum. The existence of a significance level of 0.001 also confirms the existence of a significant difference between two groups of school and college students, students and teachers, students and teachers, and students

and athletes in their views on the social responsibility of famous athletes. For example, considering the average rank of school and college students, it is clear that school students with a higher average rank compared to college students, knew more about the level of social responsibility of famous athletes in the society. By examining row 1, i.e. students, with other columns and considering the significance level values calculated in a two-by-two comparison of the U-Man-Whitney test, it is clear that there is a difference between the views of students and the marketers, students and private company employees and students, There is no significant difference with government employees and academic staff (the values of these three columns are above 0.05).

The examination of row 2, i.e. college students with other columns, shows that there is a significant difference between students' views on the social responsibility of famous athletes in society and other classes. Also, the analysis of row 3 shows that there is no significant difference between the views of coaches and athletes regarding the social responsibility of famous athletes in society. But a significant difference was shown with other strata. This indicates that both the coaches' and the athletes' point of view (row 5) have a significant difference with the point of view of other groups, namely students, teachers, marketers, private company employees, government employees, and academics. Row 4 or teachers also showed a significant difference with other strata in the view of teachers regarding the social responsibility of famous athletes in the society with other strata.

Also, no significant difference was observed between the views of marketers (row 6) and private company employees (row 7), and government employees and academics (row 8) (significance level above 0.05). There is no significant difference between the views of private company employees, and government employees and faculty.

Kruskal-Wallis test was used to investigate the dimensions of social responsibility of famous athletes from the point of view of different strata. The results of this test can be seen in Table 5. These results confirmed the existence of a significant difference between the classes (strata) in the dimensions of social responsibility of famous athletes.

As can be seen in Table 5, citizenship behaviour, the first dimension of the social responsibility scale of famous athletes with an H value equal to 88.865 and a significance of 0.001 has a significant difference among school students with an average rank of 552.03, college students with an average rank 489/61, coaches with an average rank of 472/38, teachers with an average rank of 279/97, athletes with an average rank of 352/39, marketers with an average rank of 492/01, private company employees with an average rank of 507/49, and government employees And the faculty has an average rank of 471.84. In this regard, it is necessary to know that in any society, having appropriate social behaviors will advance that society towards perfection. On the other hand, inappropriate social behaviors and actions may lead the society away from its lofty goals, because researchers believe that famous athletes can cause social changes with their actions and behavior and can easily affect fans and other people. have a positive or negative impact on society (Sanderson et al., 2016). According to this statement, it can be stated that different sections of the society have different views on the citizenship behavior of famous athletes, which shows that famous athletes are not in a favorable situation in the dimension of citizenship behavior and to some extent meet the expectations of the people. Have been paid attention to. In the event that proper citizenship behaviour can greatly increase the number of fans of an athlete, a clear example of this can be seen in the behavior of the famous basketball player named LeBron James in 2014. In 2014, wearing the "I can't breathe" protest shirt,

James caused many fans to protest against the events of that year and force the government to make changes (Gili, 2019). Therefore, it can be stated that the results of this dimension overlap with the research of (Cortsen, 2013), (Sanderson et al., 2016) and (Gili, 2019).

Also, the dimension of social cooperation, the second dimension of the scale of social responsibility of famous athletes with H value equal to 82.959 and a significance of 0.001 has a significant difference among school students with an average rank of 526.44, college students with an average rank of 451.69, coaches with an average rank of 461.63, teachers with an average rank of 280.63, athletes with an average rank of 382.01, marketers' guild with an average rank of 525.98, private company employees with an average rank of 540.38, and government employees and academic staff with an average. The rank is 537.97. In the analysis of these results, it can be stated that the measurement of this dimension among different strata reflects the level of involvement of famous athletes in helping the environment and the level of their participation in health issues related to the society. Nowadays, environmental issues and risks threaten many societies and due to the high costs of prevention and control of these issues, governments are usually not able to fully pay these costs. For example, today air pollution in big cities is a problem. It is serious in the discussion of people's daily life, but the governments are not willing to control it because it is in conflict with their capitals and financial incomes (Kuchinskaya, 2018). According to this issue, the dimension of social cooperation shows that different classes of people have not approved much of the level of involvement of famous athletes in environmental issues. In the event that Hanna et al. (2018) have shown in their study that the level of involvement of famous people in health and environmental issues increases awareness and changes people's attitudes, and the health of society should be improved. Therefore, the results of this aspect

of the research overlap with the above studies.

Regarding the aspect of cultured behavior, it was also observed that the social responsibility of famous athletes with an H value equal to 70.431 and a significance of 0.001 has a significant difference among school students with an average rank of 556.01, college students with an average rank of 425.33, coaches with an average rank of 416.24, teachers with an average rank of 336.53, athletes with an average rank of 407.75, marketers' guild with an average rank of 504.47, private company employees with an average rank of 551.48, and government employees and academic staff with an average. The rank is 543.15. In the description of this dimension, it should be stated that appropriate social behavior causes people in the society to be encouraged towards more prosperity and peace, so that the study of Dunn (2016) shows that elite female athletes in English football with the appropriate social status they have. They can encourage the society's girls to play football with appropriate behaviors and ethics and raise their awareness about health. Stanger et al. (2018) also stated in their study that the social behavior and moral stability of athletes are consistent with their performance in the competition, so they emphasized in their study that athletes who have a balanced personality both in sports and in society. They are more popular with people. On the other hand, Bardox-Bencik, Begeovich and Doki (2019) state that the special status of athletes has caused international organizations such as the United Nations to use them to promote ethics in the world and they believe that athletes. They set an example that they feel their social roles. Therefore, the results of this aspect of the research overlap with the above studies. Besides, in the description of the dimension of cultured behavior, it can be stated that different sections of the society have a positive view towards this dimension, but the interesting thing to note is that the cultured behavior of famous athletes has been trusted by marketers, which can make the society lead to

modeling.

In the dimension of expertise and commitment, it can be stated that the social responsibility of famous athletes with H value equal to 181.603 and a significance of 0.001 has a significant difference among students with an average rank of 652.22, students with an average rank of 435.79, Coaches with an average rating of 411.17, teachers with an average rating of 275.52, athletes with an average rating of 319.87, marketers with an average rating of 502.68, private company employees with an average rating of 552.51, and government employees and academic staff with an average The rank is 529/49. In the description of these results, it can be stated that the examination of the dimensions shows that the dimension of expertise and commitment with the highest amount of H ranks first. This finding indicates that from the point of view of the studied strata, the expertise and commitment towards the sports field by the famous athlete can be very important and attract the attention of the people. In their study, Keegan et al. (2009) state that the effort and performance of an athlete in sports fields is very important and vital to strengthen his popularity in society, because most people in society are attracted to the good performance of an athlete. On the other hand, today there are many sports in the society that are covered by mass and social media, the performance of the athletes is observed in the sports fields, and they face a wide reflection at the global or local level. (Hasan et al. 2016). Therefore, it can be stated that the dimension of expertise and commitment is very important for different segments of the society, and the results of this dimension are consistent with the above research.

The result of the Kruskal-Wallis test for the dimension of apparent attractiveness showed that the social responsibility of famous athletes with H value equal to 70.033 and a significance of 0.001 has a significant difference among students with an average rank of 511.82,

students with an average rank of 472.28, , coaches with an average rank of 360.23, teachers with an average rank of 323.25, athletes with an average rank of 436.67, marketers with an average rank of 544.17, private company employees with an average rank of 565.12, and government employees and academic staff with an average rank of 544.17. The average rank is 531/42. The attractiveness of appearance and the different way of life of famous athletes attract more attention from the society and this issue can somehow affect the performance of public works. Mutz and Meier (2016) in the interpretation of this aspect of the research state that athletes who have attractive appearance and good performance in their sports field attract the most attention from the media and people of any society and can Changing people's lifestyles can be effective. In this regard, the results of this dimension also show that different classes of people have close views to each other, but the views of the coaches are different due to their close relationship with famous athletes. Because the continuous presence of the famous athlete in the society and the viral of his social activities in the virtual space is not liked by the coaches because it keeps the athlete away from the professional performance and creates more margins (Bostaki et al., 2022). Therefore, the results of this research are consistent with the above studies.

Regarding the dimension of enthusiasm, the results showed that the social responsibility of famous athletes with H value equal to 159.395 and a significance of 0.001 has a significant difference among students with an average rank of 584.56, students with an average rank of 440.3, coaches with an average rating of 320.45, teachers with an average rating of 308.38, athletes with an average rating of 388.83, marketers with an average rating of 559.92, private company employees with an average rating of 566.93, and government employees and academic staff with an average rating of 559.92 The average rank is 598.9. The

results obtained from the dimension of enthusiasm show that this dimension is in a higher position than other dimensions in the eyes of the studied strata, which means promoting a healthy life and inviting people to be cheerful and active and to do physical activities. It is the side of the famous athletes, which shows the social responsibility of the famous athletes towards different classes. On the other hand, the study of Kendellen and Camire (2017) states that among the millions of people who are engaged in physical activities all over the world and each of them is somehow active in one or two sports, only a small part of them. They are taking a step towards becoming professional and this small part can have many effects on different strata of society and make them believe that playing sports and being in a sports field brings happiness and joy. It becomes friendship and cheerfulness. The results of another research showed that one of the best ways to influence the society's participation in sports is to use the biographies of famous athletes. Participation of students in physical activities (Hung et al., 2019). In general, it can be stated that even in retirement, famous athletes can have their effects on the people of the society and strengthen social vitality (Ojagh et al., 2021). Therefore, the results of this aspect of the research overlap with the above studies.

Also, the results of the self-confidence dimension show that the social responsibility of famous athletes with an H value equal to 63.932 and a significance of 0.001 has a significant difference among students with an average rank of 512.73, students with an average rank of 482.78, coaches with an average rating of 380.77, teachers with an average rating of 347.07, athletes with an average rating of 388.17, marketers with an average rating of 530.14, private company employees with an average rating of 557.93, and government employees and academic staff with an average rating. It is 521/26. On the other hand, the self-confidence dimension with

the lowest amount of H shows that the studied strata's view of this dimension is associated with limitations, which may be due to the lack of success of some famous athletes in important tournaments. The famous athlete has not been able to resolve the existing uncertainties that have led to weak self-confidence. However, new studies show that social activity can cover this issue to a large extent, so that Cleland et al (2024) in a study they conducted on 1001 fans of famous American athletes showed that the activity. The social media of famous athletes can have a positive effect on the confidence of fans, because a longitudinal study shows that nowadays fans buy products whose brand is endorsed by a famous athlete, because the endorsement of a product by famous athletes increases the level of self-confidence of fans. Increases in shopping. Therefore, it can be said that the results of this aspect of the research overlap with the above study.

The dimension of the power of humility and dedication also showed that the social responsibility of famous athletes with an H value equal to 73.435 and a significance of 0.001 has a significant difference among students with an average rank of 501.01, students with an average rank of 508.6, coaches with an average rank of 408.14, teachers with an average rank of 326.36, athletes with an average rank of 362.69, marketers' guild with an average rank of 474.85, private company employees with an average rank of 542.13, and government employees and academic staff with an average rank. It is 562/53. In the interpretation of this dimension, it can be stated that every athlete has a different power of humility and sacrifice compared to others, and the amount of this power depends on the conditions and environment of the athlete, personality, type of social life and culture. Previous studies also state that the level of dedication and sacrifice in each athlete is different because dedication and humility are considered as personality traits and in most cases it will not be repeated and athletes who

have excellent performance have the level of humility and dedication in it. Are more and athletes who succeed in international tournaments have a higher power of humility (Thomas, 2017). Another study shows that social factors and activities in community affairs are the biggest motivation for athletes who are interested in such affairs, it also states that athletes who have a better relationship with their coaches and are supported by different sections of society. They perform better in socialization and they act with greater self-sacrifice in the face of the weaker sections of the society (Losier, 2008). Therefore, the results of this aspect are not only consistent with previous studies, but also show that different sections of society have a positive view of this personality trait among famous athletes.

In a more general analysis of the viewpoints of the strata measured in the research, it can be stated that the above results show that the viewpoints of the investigated communities have significant differences with each other regarding the social responsibility of famous athletes. As an example, students' society has a more comprehensive and complete view than other societies regarding the social responsibility of famous athletes. Perhaps one of the most important reasons that can be stated in this regard is that the studied students were all in the age range of 15 to 18 years and all the studied people follow their famous athletes on social networks. They said that this issue can be a convincing reason for the student to become more familiar with the social and human behavior of his famous athlete and it will remain in his mind. Alternatively, it can be said that because students have more free time than other communities do, they can better follow the news related to their famous athletes, which has caused them to have a significant difference with other communities. In another study, it can be stated that the results show that there is no significant difference in the views of academics, teachers and students, who are all in

the category of academics. Perhaps one of the reasons that shows the lack of difference of opinion in these strata is related to the academic studies of these strata. In fact, a group like the members of the academic staff, considering the amount of research activities and having a more realistic approach compared to other sections of the society, should deal more logically with the social responsibility of famous athletes, and any activity that a famous athlete in the society Do not place the actualization stage in the category of social responsibility, and be content only with activities that have a wide social reflection. Finally, it can be stated that social responsibility on the part of athletes is a very important thing that can greatly contribute to their fame and popularity in the society. This matter is important because the current era is intertwined with technology and media so that the media can cover every small activity of an athlete in the society and affect the sports and non-sports life.

## Conclusion

As the findings of the research showed, different sections of the society had different views on the eight dimensions of social responsibility of famous athletes. This shows that the social behavior and public works of famous athletes are particularly attractive to people. As a rule, the results obtained from this research can create a clear horizon in the category of social responsibility for athletes who had not paid attention to this issue until now. On the other hand, if most of the famous athletes pay attention to their responsibilities and duties towards the fans who are from different strata of the society, they can increase their popularity. The increase in popularity among the people usually brings countless financial advantages to the athletes, and in addition, the athletes no longer engage in inappropriate and destructive behaviors that lead to a decrease in their popularity. Therefore, it is suggested that the National Olympic Committee and other sports organizations, such

as sports federations and clubs, put the necessary training related to social responsibility for athletes on their agenda. It is also suggested that the Ministry of Sports and Youth identifies athletes who are active in the field of social responsibility and pioneers in setting role models for younger athletes. Finally, every athlete who has the ability to perform social activities is suggested to take action based on the dimensions presented in this research in order to develop his personality and promote humanitarian behavior.

### Acknowledgment

We sincerely thank all the contributors to this article

### References

1. Afroozeh, M. S., Mozaffari, A. M., Aghaee, N., & Saffari, M. (2017). Codification of social responsibility strategies for football clubs of Iran's Primer League. *Sport Management Studies*, 9(43), 199-216 (Persian).
2. Aluchna M. Corporate social responsibility of the top ten: Examples taken from the Warsaw Stock Exchange. *Social Responsibility Journal*, 2010 6(4), 611-26.
3. Azadi, Rasool, & Youth, Wajihah. (2017). the effect of social responsibility on the personal brand of athletes with the mediating role of reputation and brand attachment (case study: Ali Daei). *Sports Management Studies*, 10(51), 247-266. (Persian).
4. Ahmadpour, M., & Zarepour, S. (2012). A Meta-analysis of Ten Articles and Dissertations on Sports and Media. *Global Media Journal-Persian Edition*, 7(1). (Persian).
5. Bardocz-Bencsik, M., Begović, M., & Dóczy, T. (2019). Star athlete ambassadors of sport for development and peace. *Celebrity Studies*, 1-16.
6. Bakhshande, H. (2015). The Impact of Club Social Responsibility on Team Identity in the Iranian Football League. *Journal of Sport Management Studies*, 7(29), 192-175. (Persian).
7. Bakhshande, H. Jalali, M., Sajadi, S. (2016). Investigation the effect of social responsibility on the club reputation of Iranian selective football teams in premier league. *Applied Research in Sport Management*, 4(4): 25-33 (Persian).
8. Baltezarević, R. V., & Papakonstantinidis, S. (2023). Sports celebrities and their impact on consumer attitudes. *Baština*, 33(60).
9. Bostaki, M., Ghafouri, F., & Kargar, G. (2022). Analysis of effective factors on the performance of professional football athletes in Iran. *Sport Management Journal*, 14(2), and 248-231. (Persian).
10. Cortsen, K. (2013). Annika Sörenstam-a hybrid personal sports brand. *Sport, Business and Management: An International Journal*.
11. Carroll, A. B. (1999). Corporate social responsibility: Evolution of a definitional construct. *Business & society*, 38(3), 268-295.
12. Chung J. Social Responsibility in Sports: A Call for a Systematic Approach. J. (2018). *Legal Aspects Sport*, 28:138.
13. Cleland, J., Cashmore, E., Dixon, K., & Sanderson, J. (2024). Socially responsible or financially exploitative? Sports fans' views of the response by sportswear brands to athlete activism in the USA. *International Journal of Sport Management and Marketing*, 24(1), 23-39.
14. Crespo, A. H., & Del Bosque, I. R. (2005). Influence of corporate social responsibility on loyalty and valuation of services. *Journal of Business Ethics*, 61(4), 369-385.

15. Dunn, C. (2016). Elite footballers as role models: Promoting young women's football participation. *Soccer & Society*, 17(6), 843-855.
16. Esmaili, M., Ghasemi H, Naderian J, Massoud, H, Sultan, & Shakri, F. (2011). Investigating the degree of bias of Tehrani sports reporters from the players, coaches and supervisors of Esteghlal and Pirouzi teams. *Journal of sports management and movement behavior*, 7(13), 81-92. (Persian).
17. Fan, C., Zhang, D., & Zhang, C. H. (2011). On sample size of the Kruskal–Wallis test with application to a mouse peritoneal cavity study. *Biometrics*, 67(1), 213-224.
18. Galily, Y. (2019). “Shut up and dribble!”? Athlete's activism in the age of twittersphere: The case of LeBron James. *Technology in Society*, 58, 101109.
19. Gras-Gil, E., Mansion, M. P., & Fernández, J. H. (2016). Investigating the relationship between corporate social responsibility and earnings management: Evidence from Spain. *BRQ Business Research Quarterly*, 19(4), 289-299.
20. Ghorbani, A., Mohammad Karimi, Y., & Kohzadi, F. (2017). Designing a model for evaluating factors influencing the acceptance of social responsibility in sports organizations with an artificial neural network approach.
21. Goudarzi, M., & Shojaei, A. (2021). Presenting a model for developing the social responsibility of elite female athletes in cyberspace with an emphasis on Instagram. *Scientific Journal of Organizational Behavior Management in Sport Studies*, 8(1), 49-61. (Persian).
22. Hanna, P., Kantanbacher, J., Cohen, S., & Gössling, S. (2018). Role model advocacy for sustainable transport. *Transportation Research Part D: Transport and Environment*, 61, 373-382.
23. Hasaan, A., Kerem, K., Biscaia, R., & Agyemang, K. J. (2016). Athlete brand construction: A perspective based on fans' perceptions. *Motriz: Revista de Educação Física*, 22(3), 144-159.
24. Huang, S. J., Hung, W. C., Shyu, M. L., Chang, K. C., & Chen, C. K. (2019). Web-based intervention to promote physical activity in Taiwanese children. *Journal of pediatric nursing*, 45, e35-e43.
25. Inoue Y, Funk DC, McDonald H. Predicting behavioral loyalty through corporate social responsibility: The mediating role of involvement and commitment. *Journal of Business Research* 2017 Jun 1; 75:46-56.
26. Jung CW. (2012). The Influence of Professional Sports Team's Corporate Social Responsibility (CSR) on Team Image, Team Identification, and Team Loyalty. St. Thomas University.
27. Keegan, R. J., Harwood, C. G., Spray, C. M., & Lavalley, D. E. (2009). A qualitative investigation exploring the motivational climate in early career sports participants: Coach, parent and peer influences on sport motivation. *Psychology of sport and exercise*, 10(3), 361-372.
28. Kendall, J. (1999). Axial coding and the grounded theory controversy. *Western journal of nursing research*, 21(6), 743-757.
29. Kendellen, K., & Camiré, M. (2017). Examining the life skill development and transfer experiences of former high school athletes. *International Journal of Sport and Exercise Psychology*, 15(4), 395-408.
30. Khoshbin, Y. (2011). Social responsibility of youth and social and cultural factors affecting it. Publication of



- Journal of Social Sciences*, 59, 52-67. (Persian).
31. Kim Y, Rogol E, Lee JS. (2019). Impact of Core and Peripheral Service Satisfaction on Team Identification and Revisit Intention: A Comparison of Minor and Major League Ice Hockey. *Journal of Global Sport Management*. 10:1-23.
  32. Kuchinskaya, O. (2018). Connecting the dots: Public engagement with environmental data. *Environmental Communication*, 12(4), 495-506.
  33. Lantos, G. P. (2001). The boundaries of strategic corporate social responsibility. *Journal of consumer marketing*.
  34. Lee, G., Cho, S. Y., Arthurs, J., & Lee, E. K. (2020). Celebrity CEO, identity threat, and impression management: Impact of celebrity status on corporate social responsibility. *Journal of Business Research*, 111, 69-84.
  35. Li, Q., Guan, X., Wu, P., Wang, X., Zhou, L., Tong, Y., & Feng, Z. (2020). Early transmission dynamics in Wuhan, China, of novel coronavirus-infected pneumonia. *New England journal of medicine*.
  36. Losier, R. V. (2008). An integrative analysis of intrinsic and extrinsic motivation in sport. *Journal of Applied Sport Psychology*, 11(1), 142-169.
  37. Miami, H. (2012). A reflection on the socialization process of youth social responsibility. *Research Institute for Humanities and Social Studies*, 7(73), 61-80. (Persian).
  38. Moradi, E., & Ojagh, S. (2020). Predicting the behavioral intentions of Esteghlal fans Affected by the social responsibility of the club through the mediating role of team identification. *Organizational Behavior Management in Sport Studies*, 7(2), 53-67. (Persian).
  39. Mutz, M., & Meier, H. E. (2016). Successful, sexy, popular: Athletic performance and physical attractiveness as determinants of public interest in male and female soccer players. *International Review for the Sociology of Sport*, 51(5), 567-580.
  40. Ojagh A, Aghaei N, Naderi A. (2021). Construction and Validation of the Scale of Measuring the Social Responsibility of Famous Iranian Athletes. *IJMCL*, 3 (1):14-28.
  41. *Organizational Behavior Management Studies in Sports*, 5(2), 45-56. (Persian).
  42. Ramazaninejad, R., Nazari, S., & Mullaei, M. (2016). Comparison of responsibility levels of athlete and non-athlete students based on TPSR model. *Applied Research in Sport Management*, 5(2), 97-108. (Persian).
  43. Ramzi, A. (2013). The Relationship between Social Responsibility and Organizational Citizenship Behavior in
  44. Sadeghi, F., & Janani, H. (2017). The study of the relationship between social responsibility and perceived value and customer satisfaction the of sports clubs in Hashrood city. *Scientific Journal database*, 10(35): 83-100. (Persian).
  45. Salehi Amiri, S. R. (2010). Social responsibility of organizations. *Tehran: Expediency Council, Strategic Research Center*. (Persian).
  46. Sanderson, J., Frederick, E., & Stocz, M. (2016). When athlete activism clashes with group values: Social identity threat management via social media. *Mass Communication and Society*, 19(3), 301-322.
  47. Stanger, N., Backhouse, S. H., Jennings, A., & McKenna, J. (2018). Linking

motivational climate with moral behavior in youth sport: The role of social support, perspective taking, and moral disengagement. *Sport, Exercise, and Performance Psychology*, 7(4), 392.

48. Shiraz Gas Company., Master's thesis, Department of Public Administration, Management Department, Payam Noor University of Tehran. (Persian).
49. Thomas, G. (2017). Making sacrifices for the game; a case study of pre-elite athletes (*Doctoral dissertation, Lincoln University*).
50. Wendel-Vos, W. M. S. J. F., Droomers, M., Kremers, S., Brug, J., & Van Lenthe, F. (2007). Potential environmental determinants of physical activity in adults: a systematic review. *Obesity reviews*, 8(5), 425-440.