# Identifying factors affecting pleasure and anger of the spectators in the sport facilities of the province of Halabja, from Iraqi Kurdistan Region

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## Abstract

The objective of this study is to determine the elements that influence the level of enjoyment and anger experienced by spectators in sports arenas. The research approach employed was qualitative analysis, which was chosen due to its suitability for the type of analysis conducted. The statistical population included all people who followed sports competitions in sports halls and had enough experience referring to sports halls in the province of Halabja city, in the region of Kurdistan, Iraq. The method of sampling was purposeful, and the researcher collected three other samples. An acceptable level of agreement (83% of the time) was reached between the three coders so that the research's collaborative approach and recoding by experts in the field of coding could be trusted and used in other situations. The factors that contributed to the development of the club included the importance of economic development, the creation of excitement, the need-oriented nature of the stadium, and the development of all sides of the team. lack of budget, political and sports managers, and the power of possibilities The results showed that the clubs play a major role in the promotion and anger of customers and should have a modern programme in this field. By engaging players and coaches with knowledge and defining the budget line for the club, they will try to make the spectators loyal and feel enjoyment, also in the field of anger should be the role of politics and the involvement of political individuals to its lowest level, and the bed is clean and accessible in the stadiums. To analyses the data obtained from the interview, software version 10 was used.

**Key words:** pleasure of spectators, anger of spectators, Stadiums, qualitative research.

## Introduction

The topic of consumer satisfaction has gathered the interest of researchers and management. Over the last two decades, consumer delight has been extensively discussed in books and research publications. The papers create from diverse fields, employ distinct research methodologies, and conceptualise customer delight in varying manners (Torres and Ronzoni, 2018). Customer loyalty can be sustained by offering high-quality service, therefore in this instance, stadium management should be aware of the standards set by fans. Service quality is centered around the objective of satisfying client requirements (Abadi et al., 2020). Customers that experience satisfaction with the services offered are more probable to be tempted to join a group. One of the main objectives of exceptional service quality is keeping customers faithful (Perio et al., 2019). Customer loyalty ensures a rise in profitability and expansion in the market (Ismail and Younan, 2016). According to Lai's (2015) prior study, consumer retention can be influenced by service quality. As per the studies conducted by Iqbal et al. (2018) and Idriso et al. (2015), delivering satisfactory services to clients is crucial for fostering their loyalty towards the organization. The level of client loyalty will be impacted if a firm provides a value that is markedly superior than that of its competitors. There is a positive correlation between the perceived value of a customer and their likelihood of engaging in a relationship or transaction (Kim & Park, 2019).

Previous research conducted by Ramdoni et al. (2018) and Abadi et al. (2020) has demonstrated that customer value has the potential to enhance customer constancy. For an extended period, scientists and managers have sought input from clients and their encounters in many service industries. In order to comprehend the customer's opinion of the service, they employed metrics like as satisfaction, loyalty, and other indicators of consumer engagement. Torres et al. (2021) propose that managers and academics should priorities studying intense emotions such as joy and anger, as they provide valuable insights into diverse consumer experiences and behavioral results. While there is current discourse on the precise definition of happiness, three distinct perspectives may be identified in this regard: The first perspective characterizes pleasure as a state of experiencing positive emotions such as joy, enthusiasm, and contentment (Kumar et al., 2001). Secondly, customer satisfaction is described as a viewpoint that arises from surpassing consumer expectations.

Customer satisfaction is determined by human motivation, particularly when it aims to provide security, justice, and self-esteem demands (Schneider and Bowen, 2019). In contrast to delight, the anger has received minimal scrutiny in literary works. According to academic research theory, disregarding the customer's requirement for security and fairness results in their displeasure (Schneider and Bowen, 2019). Customer anger has been delineated by researchers in a comparable manner. Antoinette's research has verified the presence of two separate types of rage: problem-oriented anger and spiteful fury. Problem-oriented anger arises from a need to resolve a problem and is comparatively less severe, whereas spiteful rage is marked by a desire to inflict harm on the organization and can even result in deviant behaviors. Although customer happiness has been extensively studied in several service sectors, such as hotels (Lee and Shi, 2015; Magnini et al.,

2011), restaurants (Baden and Degar, 2011; Day et al., 2017), and retail stores (Barnes et al., 2016; Arnold et al., 2005), there is a lack of research specifically focused on stadiums.

## Literature Reviews

Previous studies suggest that engaging in sports center activities is a pleasurable and immersive experience (Torres et al., 2021). Within this particular environment, visitors exhibit a more distinct response towards emotional content as opposed to the conventional aspects of the current service offering (John and Ghimoti, 2002). Therefore, in the context of the stadiums experience, it is crucial to acquire a more profound understanding of the customer's emotions of delight and frustration. Researchers are currently studying consumer emotions in various circumstances. For instance, Dong and Siu (2013) conducted a study to examine the impact of customer service on customer emotions. Bain et al. (2005) conducted a study to examine the impact of positive disconfirmation on positive emotional arousal. Similarly, Ma et al. (2013) employed cognitive evaluation theory to investigate consumer satisfaction within the setting of parks. This research aims to identify the primary factors that contribute to customer delight and rage, given the significance of emotions in the overall experience of sports stadiums and the scarcity of studies on this topic. Sports events are a significant source of cash for towns and regions, contributing to their economic interests (Harden, 2012). Kelly and Turley (2001) identified "game quality" and "game outcome" as the primary service criteria that sports fans priorities when evaluating service quality. The sports marketer does not have control over these two primary service characteristics. Professional sports organizations cannot rely just on weekend gate receipts to maintain their financial stability. Simply offering the fundamental service of a game, the outcome of which is beyond their control, is insufficient to satisfy paying customers and generate enough revenue to support the sports facilities in the stadium. The aspect that offers the highest level of control in ensuring service quality in spectator sports is provided by it (Harden, 2012). Sports has emerged as a significant and highly lucrative sector in the 21st century. The sector has been significantly affected by the shifts in people's lifestyles, as these changes have heightened individuals' interest in health and led to a greater appreciation for leisure time and sports-related pursuits. Furthermore, this stylistic alteration has not only enhanced the sports business but also fostered the expansion of associated sectors. Hence, it is evident that in this situation, the proliferation of sports clubs necessitates the implementation of suitable marketing strategies to ensure their viability. Due to the extensive proliferation of sports clubs, competition in this industry has significantly increased compared to previous times. Consequently, the task of attracting and retaining clients, as well as ensuring their satisfaction, has become a crucial topic in marketing discussions (Choi and Huang, 2019). For instance, in modern times, convenient accessibility is frequently linked to the ability to connect with others through social media platforms in the online realm, followed by face-to-face encounters at a physical location such as a club. However, customers may encounter challenges with the ambiance. The conditions observed during in-person visits surpass the previously set expectations and elicit a feeling of satisfaction in the consumer (Sunderman et al., 2023). To cultivate customer loyalty, numerous gyms and clubs endeavor to provide favorable and pleasurable emotional encounters for their patrons, a practice referred to as

customer delight (Barnes et al., 2020). Customer satisfaction necessitates exceptional product or service performance and has a more enduring impact on consumers' perceptions compared to just contentment (Kronrod and Joshi, 2020). Based on the provided information, it can be inferred that in addition to the emotional significance of attending stadiums, it is crucial to understand its financial and societal impacts. The authors want to discover the characteristics that contribute to feelings of joy and fury in the stadiums of Halabja governorate, located in the Kurdistan region of Iraq, in light of the growing body of ideas and initiatives to increase academic study in this area. The research findings enhance the researchers' comprehension of joy and anger, providing valuable insights for stadium managers regarding industry trends and sector growth. To achieve this, the researcher plans to employ qualitative research methods to uncover relevant concepts. This study aims to investigate the impact of various elements on the emotions of consumers attending stadiums in Halabja province, located in the Kurdistan area of Iraq. Specifically, the study seeks to identify the factors that contribute to feelings of happiness and anger among stadium-goers in Halabja province.

**Delight customer (Spectators)**

Several studies have initiated efforts to identify the primary factors that influence customer satisfaction in numerous service settings. Magnini et al. (2011) conducted a content study on electronic word-of-mouth advertising and identified cleanliness and service as the two primary factors influencing consumer satisfaction. In a similar vein, Torres and Klein (2013) performed a content analysis on customer feedback letters, yielding insights into many categories of consumer satisfaction. The classification encompassed five distinct categories: amicability, competence of staff, capacity to rectify services, satisfaction of self-worth requirements, and the capability to provide better services in comparison to rivals. In a recent study conducted by Barnes et al. (2016), the significance of surprise and happiness in influencing pleasant experiences in the retail industry was highlighted. Nevertheless, numerous scholars have reached a consensus regarding the significance of services in generating consumer pleasure. However, they held differing opinions regarding the significance of the element of surprise.

The researchers underscored the significance of the conduct exhibited by various personnel in ensuring client satisfaction. As an illustration, Biochamp and Barnes (2015) suggested that showcasing emotion, effort, and expertise are crucial elements in creating consumer happiness. Swanson and Davis (2012) emphasized the significance of empathy and confidence. Torres et al. (2014) asserted that, apart from the influence of service providers, certain factors contributing to customer satisfaction may be culturally derived. Based on interviews with guests from different countries, the researchers determined that certain factors that contribute to customer satisfaction, such hospitality, are universally applicable. However, other factors, such as the significance of food and beverages or cleanliness, vary depending on the culture. Research on employee behavior that results in slander has identified a distinction between the act of slander and the underlying habits that contribute to it. Hence, staff conduct that leads to customer satisfaction, such as demonstrating empathy (Swenson and Davis 2012), exerting effort and displaying skill (Beauchamp and Barnes

2015), and exhibiting friendliness (Torres et al. 2014), might serve as indicators of customer joy. The current body of research identifies the appropriate actions that contribute to customer happiness, but there is a lack of in-depth investigation of the extent to which these characteristics may be comprehended through training, corporate culture, or employee personality.

In a recent study, Torres and Ronozini (2018) did a thorough examination of the existing literature on customer satisfaction. They developed multiple operational criteria to identify the underlying factors contributing to its occurrence. Several criteria encompass emotions such as joy, excitement, euphoria, pride, and pride. Additionally, demands such as justice, safety, and self-esteem, as well as positive arousal and pride, are also considered. Barnes and Kralman (2019) identified the predominant topics of Jupiter's atmosphere during the past twenty years in their latest effort to condense the existing body of research on the subject. Shoaf's literature can be categorized into four distinct themes. The primary focus of the first theme is to examine the various published studies that seek to establish and evaluate the framework of customer happiness. The second theme, titled Comparative Analysis of Customer Satisfaction, explores the similarities and differences between customer satisfaction in various articles. Its objective is to identify the most appropriate cases for measuring customers' feelings, perspectives, and behaviors. The third theme of predictors of Jupiter's auspiciousness examined all the characteristics that scientists have linked to the notion of auspiciousness. The fourth and final theme presents the findings of customer satisfaction research, which has identified a range of good customer outcomes related with satisfaction, including loyalty, positive word of mouth, and repurchase intention (Barnes and Kralman, 2019).

The extensive evaluations conducted by Torres and Ronozini (2018) and Barnes and Kralman (2019) exhibit numerous commonalities. The authors initially establish three primary theoretical frameworks (emotional, viewpoint, and motivational) about customer happiness. Furthermore, they establish predictors and direct metrics for gauging client happiness. Furthermore, the topic of customer satisfaction is introduced, encompassing aspects such as the significance of unexpected elements, the most effective approach to quantifying this framework, and its correlation with customer pleasure. The contrasting conclusions of both papers highlight the primary disparity between the two reviews. Torres and Ronozini (2018) categorise direct measures and predictors of customer satisfaction into a comprehensive list of operational metrics, whereas Barnes and Kralman (2019) present an elaborate blueprint for future study.

Furthermore, aside from the works of delight, certain scholars have also examined the encounters within the parks. While the two structures may have differences, it is worthwhile to analyses the work of past researchers in this subject to contrast the current literature with the discoveries of this research. Several empirical studies conducted in theme parks employ environmental variables, such as the physical surroundings, interactions with staff or fellow visitors (Ali et al., 2018), and aspects of experiential quality, including immersion, surprise, participation, and entertainment for visitors (Jin et al., 2015; Cao and Wu, 2008). Additional studies expand on the concept of experience by incorporating other terms, such as entertainment experience or innovative content (Cheng et al.,

2016), service experience, experience extension or experience expansion (Dong Wesio, 2013), or experience characteristics (Milman, 2009; Milman et al., 2012). Lately, there have been questions over the impact of social media on the guest experience at theme parks. Fotiadis and Stilos (2017) devised and examined a model to comprehend the impact of social networks on the decision-making process of prospective theme park visitors. Prior studies conducted in the hotel, restaurant, and other retail industries will enhance our present comprehension of client happiness. Furthermore, the growing body of study on theme parks serves as a foundation for future investigations in this area. Consequently, the inquiry arises: what are the determinants impacting customer happiness at sports grounds?

**Customer anger**

A customer may experience feelings of anger or resentment. According to Naveen and McCall-Kennedy (2003), customer wrath arises when a client identifies a service problem as a failure in the service. The correlation between the objective and the incongruity of the objective influences the level of dissatisfaction the consumer experiences towards the service provider. Linden Meyer et al. (2012) categorized consumer anger as a manifestation of moral anger and conducted a study on its determinants. The authors' conclusion posits that moral emotions, such as anger, exhibit distinct characteristics compared to fundamental emotions, as they necessitate interpretation based on the client's moral framework. Moreover, anger is more prone to result in prosaically behaviors like boycotting (Lindenmeer et al., 2012). According to McCall-Kennedy et al. (2009), client wrath can result in decreased patronage, complaints, and retaliatory actions. The study conducted by Liu et al. (2015) aimed to distinguish between consumer fury and discontent. Researchers believe that customer wrath, in contrast to dissatisfaction, typically engenders a sense of victimization and denial of fundamental human necessities. It is important to acknowledge that rage is frequently provoked by the unique features of the consumer, which are essentially individual (Menon and Doub, 2004).

Hechler and Kessler (2018), the perpetrator, in this example the customer, incites anger with the intention of harming the victim, hence exacerbating the sense of discontent. Furthermore, the authors cited earlier have described rage as a moral feeling that stands in opposition to dissatisfaction, specifically in terms of consumer attitude. Customers often become angry as a consequence of unethical company operations, such as instances of environmental contamination, the involvement of politicians, or violations of labor laws (Hechler and Kessler, 2018). According to McCall-Kennedy et al. (2009), an irate client has the ability to retain the memory of a particular occurrence for several days or even weeks. Furthermore, they asserted the existence of several forms of fury. Hostile rage is marked by a strong feeling of ill-considered or pathological animosity and unpleasant malevolent wrath. Conversely, vindictive anger is distinguished by emotions of aggression and a tendency towards destructive violent fury (McCall Kennedy et al., 2009, p. 232). A novel body of literature on customer anger elucidates the fundamental comprehension of the mechanism via which a customer experiences anger and the potential ramifications thereof. Further

investigation is required to reveal the underlying factors that contribute to customer anger. Aside from anger, it is crucial to identify the factors that may cause other guests to experience anger in a pleasant setting like a theme park, where the majority of visitors often feel happy emotions (Torres et al., 2017). Based on these instances, the subsequent research question is posed: 2: What are the primary elements that contribute to customer frustration in sports grounds?

**Research Methodology**

The present research method was qualitative and thematic analysis (Brown and Clark). After familiarizing himself with the data, the researcher proceeded to generate primary codes, and after extracting the primary codes, he searched for important themes and searched for them. After reviewing the extracted themes, he named the themes and ensured the extracted themes Proceeded to validate the themes. The statistical population of the current study was made up of people who had a history of frequent visits to stadiums for at least 4 years, and their history is important as people who have enough experience. The sampling method was purposeful, and the data collection continued until the theoretical saturation was reached. Finally,  the researcher conducted interviews with 14 people, and three more interviews were collected to ensure the theoretical saturation. Data analysis was done in several steps. After each interview, the audio data obtained from the semi-structured interview was carefully read several times and written in Word software. Then, data analysis was done in Vivo software, which has been introduced as a tool to support group work in the field of qualitative research (Nidbalski and Selzak, 2023). In this research, after completing the interviews due to the large amount of data, the next stages of data analysis were implemented and carried out in En Vivo qualitative data analysis software version 10. The process of analysis in this software was done in three stages of primary codes, sub-themes, and themes in such a way that in the stage of primary concepts, which is the first stage of the coding process, after finishing and studying all the interviews The text of each interview was read several times, and its main sentences were identified and recorded in the form of codes. Data analysis was done simultaneously with information collection. In this way, after the completion of each interview, its implementation and analysis were done, and this interview was used as a guide for subsequent interviews. At this stage, the researcher has obtained several initial codes, so it is necessary to mention one point here: similar codes should be classified with each other because the large number of concepts obtained together confuses the researcher. For this reason, after the stage of initial concepts, the process of refining the codes was done first, and in the next stage, certain categories were identified as main branches, and the concepts were classified based on those top codes.

Because similar categories revolve around a main axis, this stage is called creating subtopics. At this stage, the researcher has chosen an initial concept and placed it as the main category or phenomenon in the center and core of the category, then other codes that were conceptually similar were placed in the sub-set. Here too, as in the stage of initial concepts, after categorizing a series of categories and their subcategory codes, they need to be reviewed and refined. The last stage of the process is extracting themes. At this stage, those codes that have the most references and sources were selected

as the main concept and component. In the final stage, to validate the findings of the research, the final components were provided to the interviewees, and they were asked to comment on whether the findings were correct. Is the result derived from what they said in the interview? And whether these findings are suitable for the purpose of the research or not, and in general, the following table was presented for validity and reliability:

Table 1. Reliability and Validity

| | | Method | Result |
|---|---|---|---|
| narrative | Credibility | Using 3 coders to code several interview samples | confirmation |
| | transferability | The opinions of 2 experts who did not participate in the research | confirmation |
| | Verifiability | Record all interviews | confirmation |
| Reliability | Process audit study | Providing information to tutors and advisors | confirmation |
| | Intra-subject agreement two | Analysis of three interviews by researcher and colleague and identification of similar and dissimilar codes | Total number of codes: 70 Total number of agreements: 30 Total number of disagreements: 8 Reliability between two coders: 85% |
| | Code | | More than 60% and reliability verification |

The current research has placed significant emphasis on the caliber of respondents within the topic of investigation. Table 2 presents the demographic attributes of the interviewees, including their gender, educational attainment, and previous experience with sports wearable devices.

Table 2. Personal information and sports records of research samples

| Gender | education | sports field | Age | The experience of going to reference to the stadium |
|---|---|---|---|---|
| Man | Masters | Soccer | 21 | 5 |
| Man | Masters | Soccer | 18 | 4 |
| Man | Masters | Volleyball | 20 | 4 |
| Female | Masters | Soccer | 19 | 4 |
| Man | Masters | Soccer | 18 | 5 |
| Female | Masters | Soccer | 22 | 5 |
| Female | Masters | Volleyball | 19 | 5 |
| Female | Masters | Volleyball | 19 | 4 |
| Man | Masters | Volleyball | 21 | 5 |

| Female | Masters | Soccer | 22 | 5 |
|--------|---------|--------|----|----|
| Man | Masters | Volleyball | 20 | 4 |
| Man | Masters | Soccer | 18 | 5 |
| Man | Masters | Soccer | 21 | 4 |
| Man | Masters | Soccer | 22 | 4 |
| Man | Masters | Hepatic | 32 | 8 |

3. The number of sources and references (abundance) for each code is calculated in the software for qualitative data analysis in vivo. For example, if a code has the number of sources 5 and the number of references 8, it means that this code was present in 5 interviews and this code was mentioned 8 times. Happiness

**Findings**

Table 3. enjoyment (Delight) Components

| N | Primary codes | Sub-theme | Theme | References | References | Factors |
|---|---------------|-----------|-------|------------|------------|---------|
| 1 | Half-price ticket | The role of money and cost | The importance of economic issues | 12 | 14 | Delight in the stadium |
| 2 | Failure to pay for the ticket | | | | | |
| 3 | Subsidizing the audience | | | | | |
| 4 | Principled and appropriate timing when leaving | Ease of use Stadiums | | | | |
| 5 | easy access | | | | | |
| 6 | Fast entrance and reasonable wait time | | | | | |
| 7 | Being inside the city | | | | | |
| 8 | team win | Team success | Comprehensive development of the team | 12 | 15 | |
| 9 | get points | | | | | |
| 10 | victory | | | | | |
| 11 | nice game | Bias and loyalty to the team | | | | |
| 12 | Direct collision of players | | | | | |
| 13 | Giving some players more play | | | | | |
| 14 | Favorite player to score | | | | | |

| 15 | Fans coming to stadiums | enthusiasm | Create excitement | 11 | 16 | |
|----|-------------------------|------------|-------------------|----|----|--|
| 16 | The crowd and the abundance of spectators | | | | | |
| 17 | The excitement of the audience | | | | | |
| 18 | Interesting game | Team progress | | | | |
| 19 | Spectator-friendly game | | | | | |
| 20 | Show tactical game | | | | | |
| 21 | Dancing and stomping in stadiums | Joy in the stadiums | | | | |
| 22 | Daily shows | | | | | |
| 23 | Happy environment and enough excitement | | | | | |
| 24 | Purchase of necessary supplies | Considering the expectations of the clients | The desire to be center of the stadium | | | |
| 25 | There is a specialized store | Joy in the stadiums | Considering the expectations of the clients | 12 | 16 | |
| 26 | food and drink | | | | | |
| 27 | Innovation of the stadium staff | Professionalism of employees | | | | |
| 28 | Staff expertise | | | | | |
| 29 | Appropriate treatment of personnel | | | | | |
| 30 | Appropriate physical environment | The atmosphere and equipment of the stadium | | | | |
| 31 | Attractive view | | | | | |
| 32 | Facilities and equipment | | | | | |

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**Table 4. Components of anger**

| N | Primary codes | Sub-theme | Theme | References | References | Factors |
|---|---|---|---|---|---|---|
| 1 | Team failure | The role of the coach | Weak technical and structural infrastructure | 13 | 17 | Anger in the stadium |
| 2 | The habit of losing some teams | | | | | |
| 3 | Poor game | | | | | |
| 4 | Lack of tactics | | | | | |
| 5 | Referee errors | The role of the referee | | | | |
| 6 | Absence of an expert judge | | | | | |
| 7 | Failure of the team to enter the higher level of the league | Structural weakness | | | | |
| 8 | Staying in the lower league | | | | | |
| 9 | Not buying an impact player | | | | | |
| 10 | Player injury | | | | | |
| 11 | Inappropriate time of holding | Not considering the general | Not paying attention to the interests of the audience | 11 | 14 | |
| 12 | Not seeing the game | | | | | |
| 13 | Long waiting time and crowded | | | | | |
| 14 | Not holding some courses | public Priority of single course | | | | |
| 15 | Focus more on football | | | | | |
| 16 | Financial failure of the club | Weakness in financial matters | Lack of funds | 13 | 17 | |
| 17 | Unable to buy players | | | | | |
| 18 | Poor marketing of the club | | | | | |
| 19 | Failure to finance the club | | | | | |
| 20 | Lack of funding for players | | | | | |
| 21 | Lack of work of managers | Weakness of managers and officials | Political-sports managers | 12 | 14 | |
| 22 | Not having a program | | | | | |

| 23 | Failure to pay players | | | | | |
| 24 | Party issues and problems | | | | | |
| 25 | | | | | | |
| 26 | The departure of important players of the club | Politicizing sports | | | | |
| 27 | The interference of parties in sports | | | | | |
| 28 | Political sport | | | | | |
| 29 | The involvement of politics in sports | | | | | |
| 30 | Outdated equipment | The bold role of facilities | Strengthening the facilities = visiting the audience | 11 | 13 | |
| 31 | Old facilities | | | | | |
| 32 | Lack of diversity | | | | | |
| 33 | Lack of proper sanitation | | | | | |
| 34 | Health issues (dirt/cleanliness) | | | | | |
| 35 | Mechanical problems | | | | | |
| 36 | Poor service by staff | | | | | |
| 37 | Lack of audience | Weakening the audience | | | | |
| 38 | Disappointment of the audience | | | | | |
| 39 | Tension between the audience | | | | | |

## Discussion and conclusion

Upon examining the data collected from the interview, the researcher categorized the codes into two distinct groups: the elements contributing to consumer satisfaction and the causes leading to customer rage when attending stadiums. The component of delights elements encompassed the significance of economic matters, comprehensive team development, generating enthusiasm, and catering to the demands of the stadium. Regarding its economic significance, a research participant expressed, "The provision of complimentary and discounted tickets at the stadium contributes to a feeling of joy and enables us to attend matches at a reduced expense." Shall we proceed to the stadium? Additionally, it is crucial to address the matter of convenient stadium accessibility. In games that need delicacy, one can effortlessly access the stadium and depart from it. Marquez et al.

(2022) discovered that sports organizers have two primary pricing strategies at their disposal when presenting ticket prices and associated expenses to potential consumers: segmented pricing and inclusive pricing. While the impact of pricing tier and team identity on the dependent variables was not significant, both variables directly influenced the investigated dependent variables.

Regarding the inquiry into the aspects that contribute to satisfaction in the stadium, one of the key themes identified was the stadium's customer-centric orientation. According to Geisler and Rocks (2011), grounds and stadiums are considered to have superior design. Subsequent research by Ali et al. (2018) further validated the significance of the physical environment in creating pleasant customer experiences. The inclusion of the service perspective as a key factor in customer satisfaction in the stadium, as explored in this study, contradicts the existing literature on customer satisfaction in other domains, where this aspect has not been given much importance (Beauchamp and Barnes, 2015; Barnes et al., 2016; Sonson and Davis, 2015; Torres et al., 2014; Torres and Klein, 2013). Wakefield and Blodgett's (1999) investigation into service effects, they found that the physical environment of entertainment venues has a significant impact on creating excitement. This excitement, in turn, influences the customer's intention to return. The researchers also expressed a need for further recommendations. (p. 51)

While customers may not initially priorities the food and beverage options when visiting a sports park, this study demonstrates that the food and beverage experience at the park is really memorable for many attendees. It has been enduring. According to recent news sources, the cuisine available in the park is changing and developing (Peterson, 2016). In a study conducted by Namkong and Jang (2007), the significance of food quality in regards to consumer satisfaction and behavioral intents was highlighted. Moreover, there is data indicating that consumer moods play a significant role in food choices. Furthermore, food consumption has the potential to alter emotional states, particularly in relation to stress (Koster and Mej, 2015). One of the reasons why individuals choose to engage in these parks is to alleviate stress and seek respite from the demands of daily existence. Food eating can be undertaken to induce calm.

Another trend that was identified was the comprehensive development of the team. According to a participant in the study, attending a stadium and observing a game of one's beloved team is a contributing factor to experiencing happiness. The team's triumph and impressive performance further contribute to the development of a feeling of happiness. In addition, another individual expressed that the primary element that elicits pleasure while attending a stadium is the opportunity for direct interaction with the players. Furthermore, in certain instances, it was suggested that the coach should allocate more playing time to the esteemed player. According to Albera and Harn (2019), the recruitment of players in professional football has evolved into a lucrative industry worth billions of dollars in recent decades. Consequently, it has become crucial for both the club and the enjoyment of the viewers. Professional football clubs often have access to comprehensive video footage and sophisticated data to obtain a thorough understanding of the overall physical

condition of their potential players. Nevertheless, the inquiry regarding whether a specific player aligns with the team's style of play remains unresolved.

One of the discerned topics from the delight section pertained to the creation of enthusiasm. Regarding this subject, a research participant expressed that attending a stadium event is a highly enjoyable experience due to the energetic atmosphere created by the crowd's enthusiasm, dancing, and stomping. The participant emphasized the importance of the players and the team in delivering an entertaining game that resonates with the audience. Additionally, the participant mentioned the role of the club in organizing enjoyable activities to enhance the overall sense of joy. Lee et al. (2022) sought to develop a robust and dependable instrument for evaluating the sensory encounters of individuals engaged in sports. The study identified that the early process of scale development encompasses five distinct elements of the sensory world. The sensory environment, interpersonal engagement, and feeling of belonging all had a favorable and immediate impact on fan contentment at both prominent sports venues. The level of satisfaction with the gym experience has a direct and favorable impact on the intention to revisit. Equivalent models were verified for both circumstances. The second question of the research focuses on the factors that contribute to anger in the stadiums of Halabja province in the Kurdistan region of Iraq. The identified themes include the inadequate technical and structural infrastructure, disregard for the preferences of the spectators, insufficient budget, influence of political-sports managers, improvement of facilities, and feedback from the spectators. One of the prominent themes that incited customer anger at the stadiums was the issue of inadequate technical and structural infrastructure. This disappointment stems from the audience's desire for their favorite team to recruit skilled and technically proficient players, as well as address these weaknesses by hiring top-tier coaches. Undoubtedly, it is self-evident that the role Referees have a crucial part in inciting the frustration of stadium attendees, and their actions have occasionally been quite influential in provoking audience rage. Overall, there is a requirement to enhance the technical personnel of the teams and furnish them with the essential technical infrastructure for employment.

Koszynska and Pozetta (2020) found that service users were categorized into two groups: individuals engaged in competitive exercise and individuals who have never participated in professional athletics. The questionnaire addressed to the recipients of the studied services contained inquiries regarding potential obstacles that may impede access to sports and recreational facilities in the city of Poznań. The respondents expressed dissatisfaction and gave a lower rating due to several factors that hindered their access to sports and recreational facilities. These factors included high prices, long distances from their place of residence to the facilities, and the trainers' lack of effectiveness. And the players highlighted it. According to Hechler and Kessler (2018), anger arises when the perpetrator (in this case, the customer) intends to injure the victim, thereby differentiating anger from dissatisfaction. Furthermore, the writers previously mentioned have described rage as a moral feeling that stands in opposition to dissatisfaction, specifically in the context of consumer attitude. Customer dissatisfaction frequently arises from the unscrupulous

conduct of businesses, such as instances of companies engaging in environmental pollution, political interference, or labor law transgressions.

The second identified issue in the discourse regarding causes contributing to customer rage pertained to the disregard for the preferences of the audience. Regarding this matter, one of the interviewees stated the following: "The stadiums in Halabja province primarily priorities football, while other sports are overshadowed by it. There is a significant number of football fans, but our expectations are also quite high." The issue of being disregarded and the lengthy process of obtaining tickets often result in inconvenient game times that prevent certain individuals from attending.

Hagosan and Jerdet (2012) reported that over 265 million individuals engage in football on a regular basis, with a mere 0.04% participating in professional leagues. This demonstrates the arduous and fiercely competitive nature of attaining proficiency in football. Research on the development of football expertise has experienced a substantial surge in recent decades. Nevertheless, the majority of these research have concentrated on discrete components of the developmental process, leading to a lack of comprehensive understanding regarding the interplay between these many elements in the formation of football specialists.

Bisaya et al. (2012) examined how the emotions, satisfaction, and behavioral intentions of football spectators are connected. Their findings, obtained through a structural equation model, highlight the significance of analyzing specific emotions to comprehend spectator responses. The data demonstrate that pleasure and emotional contentment have a direct positive impact on satisfaction as well as an indirect impact on behavioral intentions. Boredom has a direct detrimental impact on behavioral intentions, while contentment has a beneficial influence on behavioral intentions. These findings specify that there are practical consequences for managers, such as the importance of enhancing the ambiance of the stadium and promoting social interaction to create a pleasant experience for spectators. This, in turn, can lead to higher levels of spectator satisfaction and good behavioral intentions. Another significant subject in the discourse on variables that contribute to customer displeasure was the insufficiency of financial resources. The interview quotations revealed that the majority of individuals who attend the stadium as fans following the team's defeat express their dissatisfaction with the club's management, asserting that their club lacks high-calibers players. Consequently, they request a generous budget and the advancement their club in this respect. These findings indicate that there are practical consequences for managers, such as the importance of enhancing the ambiance of the stadium and promoting social interaction to create a pleasant experience for spectators. This, in turn, can lead to higher levels of spectator satisfaction and good behavioral intentions. Another significant subject in the discourse on variables that contribute to customer displeasure was the insufficiency of financial resources. The interview quotations revealed that the majority of individuals who attend the stadium as fans following the team's defeat express their dissatisfaction to the club's management, asserting that their club lacks high.

Overall, the findings indicate that a team's initial performance strongly correlates with its final ranking in the season. Nevertheless, this impact is contingent upon the clubs' yearly financial allocation. An important subject in the customer's rage was the enhancement of facilities, specifically audience referral. Garcia et al. (2010) conducted research that demonstrated customers' propensity to voice negative sentiments regarding price, hygiene, people, and delays. The waiting time is a troublesome aspect of the sports park experience, as reported by numerous disgruntled guests.

The research conducted by Liu and Tatke (2015) demonstrated that customer fury encompasses a sense of being victimized and denied fundamental necessities. Similarly, this study also validated that prolonged waiting might elicit customer resentment, perhaps stemming from the perception that their demands have been neglected. According to Whiting (2009), customers employ various coping strategies when faced with a scenario they perceive as hectic. Consumers respond to crowding by employing strategies such as distancing, avoiding, escaping, optimistic thinking, and releasing feelings. Additionally, based on individuals' accounts, inadequate service emerged as a primary catalyst for customer frustration.

Schneider and Bowen (1999) conducted prior research indicating that disregarding a guest's requirement for fairness and safety can result in feelings of resentment. Additional studies conducted by Magnini et al. (2011) and Torres and Klein (2013) have further underscored the significance of providing great service in generating customer satisfaction. The current study demonstrates that a reciprocal link exists, whereby it can be asserted that inadequate customer service has the potential to incite customer wrath. Contrary to consumer discontent, rage usually entails an individual who is angry and a specific target of their fury (Hechler & Kessler, 2018).

Customer fury is primarily a moral emotion that should be understood in relation to an individual's moral values, as stated by Leidenmeier et al. (2012). Furthermore, once the buyer comprehends such a transgression, they may also exhibit social conduct. Maintaining cleanliness was an additional component in attracting clients. Magnini et al. (2011) found that cleanliness issues were a significant characteristic in the hotel industry. Furthermore, antiquated, impaired, and inefficient facilities can provoke frustration among several clients. Ultimately, individuals expressed significant apprehension around substandard food and drinks. The final topic discussed regarding the elements that contribute to customer displeasure was the role of political-sports management. In the domains of politics, history, and international affairs, the concept of sports diplomacy has garnered growing attention when examining the connections between various entities.

The findings align with Belcastro's (2023) research, which asserted that recent occurrences, such as the exclusion of Russian teams from global competitions following Moscow's assault on Ukraine, along with the deliberation surrounding Qatar's hosting of the 2022 World Cup, have reignited a discourse on the interplay between sports and        politics. The international arena clearly demonstrates the significant correlation between sports and politics, as evidenced by sportsmen showcasing political emblems and countries striving to eliminate their competitors from big events. International

sports organizations (ISOs) serve as a crucial link between the global sports community and the international system.

Despite asserting their neutrality, larger international institutions, particularly prominent international sports organizations like the International Olympic Committee and FIFA, wield significant political influence and weight in the global arena. Specifically, FIFA's significant influence in World Cup bid politics and its recent engagement in the Israeli-Palestinian conflict highlight the impracticability of maintaining political impartiality as an international standards organization. Furthermore, Scarf et al. (2023) demonstrated that international competitions offer distinct advantages in terms of political prestige by attracting global media coverage. Nevertheless, autocratic leaders must harbor apprehension regarding the potential of foreign journalists to uncover and publicize their errors. Utilizing authentic, comprehensive data on the 1978 World Cup, the researchers demonstrate that the Argentinean government, as the host, predominantly abstained from engaging in repressive actions throughout the tournament. However, they did take measures to ensure the streets were cleared prior to the event. These modifications have specifically taken place at hotels exclusively designated for foreign media. Further examinations reveal that (1) previous to the matches, the suppression became progressively concealed; (2) following the matches, state-sponsored aggression resurged in locations where global media were present. In general, this article emphasizes the negative impact on people caused by huge events, which goes against the commonly used rhetoric of downplaying or concealing the negative aspects.

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