

The Effect of Creation of Shared Value Activities of Professional Volleyball Team on the Team Trust and the Community Identification

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Abstract

This research aims to provide empirical basic data for the development of local communities through the establishment of efficient strategies for the formation of positive relations between the club and the region through the Creation of Shared Value (CSV) activities. We come up with the results of this study to show that CSV, social problem orientation, and core competency utilization affect the team trust of local community, and that CSV, long-term orientation, social problem orientation and core competency utilization affect community identification. The research should enhance the value of professional sports teams that promote their own path to self-sustaining as a single independent business area, and identify their trust through CSV activities for co-prosperity with their local communities, and thus their relationship with the community. Therefore, various strategies and efforts will ultimately increase the team trust and community identity of local residents in professional volleyball teams, while at the same time gaining positive effects on professional volleyball teams.

Keywords: *Local Community, CSV, Social Problem Orientation, Long-Term Orientation, Core Competency Utilization, Community Identification, Team Trust, Professional Volleyball Teams*

1. Introduction

Professional sports perform a personal function that relieves physical, mental, and psychological stress by inducing indirect participation in sports activities and social integration. Thus, it binds as the community's identification of regional solidarity formation. Furthermore, Jeong (2017) noted that it is carrying out a function that can contribute to the expansion of the sports population and popularization of physical activities by inducing direct participation of the general public in sports [1]. These professional sports form an image that represents the region by forming a local sports culture centered around the region of its origin. In addition to providing opportunities for healthy leisure and cultural activities for local citizens, Jeong (2019) states that it is possible to achieve win-win effects of professional teams and local communities by actively attracting spectators and directly or indirectly promoting local areas through the media to promote the local economy [2].

The most popular professional sports in Korea are baseball, volleyball, soccer, and basketball. Among them,

professional volleyball was the last to be launched, but it is gaining popularity due to the emergence of world-class star players and the promotion of national prestige in various international competitions. In line with this, various marketing campaigns of each team have shown a continuous increase in attendance. According to Lee, Lim, Kim & Kim (2017), TV ratings have continued to rise, reaching the top spot among professional sports [3].

The rise in the popularity of professional volleyball is a result of each professional club's efforts to establish regional ties, which can be said to have a positive meaning in forming relationships with the local community. In the meantime, each professional volleyball team worked with the local community to provide active public relations activities and various events for spectators. According to Jeong (2019), in order to develop volleyball and expand the base of volleyball, the company continues to provide volleyball supplies and talent donations, and is striving to promote local public relations activities, revitalize the local economy, and foster local sports culture through various local sports events to form relationships with the community, such as operating and supporting youth volleyball clubs in the area under the volleyball team, and activities to create shared values for positive co-prosperity of the local and professional volleyball teams [4].

Porter (2011) notes that modern companies are making continuous efforts to carry out social responsibility (CSR) [5]. But in terms of the company's continued growth, there are limitations to a business model that simply expects to generate revenue through the performance of social responsibility. Kim (2018) noted Michael E. Porter has created a term of Creation Shared Values in the international community in 2011 when there is a need for a management method that can satisfy both social and economic values [6].

Moon & Kim (2016) quotes Supporting activities on various social issues, such as support for companies' environment, community support, and support for underprivileged people, suggest the possibility of expanding in terms of CSV, and emphasize the role of consumers to lead social development and economic development as a social tool [7]. Park & Kim (2013) reminds that corporate economic competitiveness, community health and health depend on each other, which aims to win-win co-prosperity on the relationship between maximizing corporate profits and maximizing social public interest [8]. According to Yoon & Ryu (2014), many companies sympathize with the meaning of shared value creation (CSV), and various activities for the social public interest (support for the socially disadvantaged, narrowing the gap between the rich and the poor, co-prosperity with suppliers, etc.) are gradually increasing [9].

In addition, in a study conducted by Baek (2017), consumer awareness of CSV activities of companies is reported as an important activity that can have a positive impact on one of the ultimate goals of the company, the enhancement of trust in the company and the improvement of its image [10]. Studies by Yoon, Han, & Kim (2017) also report that CSV activities through sports have a positive impact on corporate trust [11].

In the past, corporate sports teams were recognized as a means of public relations to improve the image of their parent companies, but professional sports teams in modern society are seeking ways to grow themselves through profit-seeking as a sports industry without relying on blind investment from their parent companies. From this point of view, professional sports are operated in a certain area and provide attractions, so it is difficult for professional clubs without active support from local residents to survive, and it will be difficult for them to operate smoothly according to Lee (2020) [12]. However, recently, Lee (2014) quotes that professional clubs will be able to see a discriminatory effect that represents not only the positive trust in the image and the club but also the local image that symbolizes emotional ties and evaluation with the community based on their interaction with the community for the formation of sports culture [13].

In addition, professional volleyball teams based on local connections are closely related to regional

attachment and regional empathy. According to Lee (2020), as the team plays on behalf of the region, it provides local residents with a function to instill pride in the region, so it will induce interest from local residents and form a positive attitude toward the region and the team, which will serve as a social one-time formation [14].

It is believed that this research will be meaningful because there is a lack of research to establish the relationship between the factors of CSV activities and community factors, which is the driving force for professional sports clubs to solve community problems, promote self-sustaining paths and achieve joint goals for mutual positive co-prosperity for community development.

Therefore, the research should enhance the value of professional sports teams that promote their own path to self-sustaining as a single independent business area, and identify their trust through CSV activities for co-prosperity with their local communities, and thus their relationship with the community. There is a need to provide basic data to further strengthen the future operational strategy of professional sports clubs and their interrelationships with local communities for the development of local sports culture. In other words, the purpose of this research is to provide empirical basic data for the development of local communities through the development of professional volleyball teams and the expansion of the base of volleyball sports and the establishment of efficient operation strategies for the formation of positive relations between the club and the region.

2. Proposed Method

2.1 Research Subjects

This study collected data from adults who participated in events for the promotion of local volleyball among Cheonan citizens using the convenience sampling method. In order to collect data, a questionnaire was distributed and retrieved with the consent of the participants at the volleyball base expansion and the CSV site of the club for spectators in the area. Through this process, 474 copies of the total 500 copies were used as the final effective sample, except for the 26 copies that were poorly prepared.

2.2 Research Tools

This study used structured questionnaire, which consists of 19 questions of shared value creation, 4 questions of team trust, 3 questions of social equality, and 4 questions of general characteristics of research subjects, as shown in Table 1.

Table 1. Composition of survey tool

	Factor	Questionnaire
CSV	Value Creation	6
	Utilization of Core Competency	5
	Social Orientation	4
	Long-term Orientation	4
	Team Trust	4
	Community Identity	3
	General Characteristic	4

Creation of Shared Value (CSV) was modified and supplemented based on the information used in the study of Jeong (2019) to form a five-point Likert scale [15].

The survey questions for measuring team trust were modified and supplemented based on the contents used by Kim, Kim, & Kim (2012) to form a five-point Likert scale [16]. The questionnaire for measuring social equivalence was modified and supplemented based on the research used by Yoon (2013) to form a five-point Likert scale [17].

2.3 Validity and Reliability

In order to verify the validity of the survey tools, the main component analysis and factor rotation were conducted through factor rotation using the Varimax method. Factors with an eigenvalue of 1 or more were extracted. And using the Cronbach's α method, the reliability of the survey tool was verified.

The results of the verification of the validity of the shared value extraction were classified as four factors, as presented in Table 2, with the cumulative explanatory power of 60.605% of the total variance. However, the factor values in the verification process. Questions 6 and 7 shown below 4 were removed and consisted of 17 questions.

Table 2. CSV factor analysis results.

Ques.	V. C.	L-T. O.	S. O.	U. C. C.	(h ²)
CSV1	.762	.240	.093	.127	.663
CSV2	.740	.161	.151	.209	.639
CSV4	.715	.189	.272	.073	.626
CSV5	.703	.223	.104	.343	.673
CSV3	.670	.343	.079	.216	.680
CSV17	.190	.765	.071	.236	.682
CSV18	.169	.659	.339	.108	.589
CSV19	.383	.643	.121	.034	.576
CSV16	.257	.633	.140	.181	.519
CSV13	.130	.105	.764	.175	.642
CSV12	.015	.010	.736	.277	.619
CSV14	.199	.299	.650	.139	.571
CSV15	.256	.222	.585	.108	.469
CSV10	.170	.212	.168	.751	.666
CSV11	.233	-.015	.254	.707	.619
CSV9	.136	.306	.188	.662	.586
CSV8	.342	.161	.218	.562	.567
고유값	3.262	2.495	2.342	2.204	
분산(%)	19.186	14.677	13.779	12.963	
누적(%)	19.186	33.863	47.642	60.605	

KMO=.895, $\chi^2=1380.576$, $df=136$, Sig=.000

The reliability of the Cronbach's α of the survey tool is as shown in Table 3. In order to derive the results of this study, the final validity sample was processed by computer using the SPSS 23.0 program and was validated at a significant level of 05. The specific data processing methods of this study were validated using factor analysis and reliability verification through Cronbach's α . In addition, frequency analysis was performed to examine the general characteristics of the subjects, correlation analysis for verification of each research problem, and multiple regression analysis were performed.

Table 3. Reliability of survey tool

Factor	Ques.	Reli.
V. C.	5	.843
U. C. C..	4	.821
S. O.	4	.884
L-T. O.	4	.864
Team Trust	4	.902
Community Identification	3	.886

3. Validity Result

3.1 Correlation Analysis between Variables

An analysis of the correlation between the factors showed that the coefficient of correlation was below .80 as shown in Table 4, indicating that the multicollinearity between each factor was not problematic.

Table 4. Correlation analysis between variants

Factors	I	II	III	IV	V	VI
V. C.	1					
U. C. C	.622	1				
S. O.	.437	.571	1			
L-T. O.	.636	.541	.491	1		
T. T.	.491	.547	.435	.534	1	
C. I.	.581	.543	.481	.528	.603	1

*** p<.001

3.2 The Effect of CSV on Team Trust

The analysis of the impact of shared value creation on team trust was shown in Table 5. Creating value among the sub-factors of CSV ($\beta=.230$, $p<.01$), solving social problem orientation ($\beta=.199$, $p<.05$), long-term orientation ($\beta=.159$, $p<.05$) has been shown to have a statistical impact. Therefore, 39.1% ($R^2=.391$) of the factor variable in team trust is being explained.

Table 5. The effect of CSV on team trust

Factors	b	β	t
(Constant)	1.418		4.039***
Value Creation	.210	.230	2.671**
Utilize Core Competency	.089	.081	.949
Social Orientation	.222	.199	2.622*
Long-term Orientation	.162	.159	1.765*
F		31.774***	
R ²		.391	

*p<.05, ***p<.001

3.3 Effects of CSV on Community Identification

The analysis of the effects of shared value creation on social coherence was shown in Table 6. Creating value among the sub-factors of CSV ($\beta=.293$, $p<.001$), utilization of core competency ($\beta=.174$, $p<.05$), solving social problem orientation ($\beta=.178$, $p<.05$), long-term orientation ($\beta=.162$, $p<.05$) has been shown to have a statistical impact. And thus, 43.4% ($R^2=.434$) of the same social variation is being explained.

Table 6. The effect of CSV on community identity

Factors	b	β	t
(Constant)	1.188		4.207***
Value Creation	.241	.293	3.821***
Utilize Core Competency	.173	.174	2.293*
Social Orientation	.175	.178	2.570*
Long-term Orientation	.153	.162	2.202*
F		37.911***	
R ²		.434	

* $p<.05$, *** $p<.001$

3.4 The Effect of Team Trust on Community Identification

The analysis of the effects of team trust on community identification was shown in Table 7. Team trust ($\beta=.603$, $p<.001$) factors were shown to have a statistical impact, and 43.4% ($R^2=.434$) of the factor variants in social uniformity is being explained.

Table 7. The effect of team trust on community identity

Factors	b	β	t
(Constant)	1.770		6.919***
Team Trust	.595	.603	10.713***
F		114.769***	
R ²		.363	

*** $p<.001$

4. Conclusion

We were able to come up with the results of this study to show that CSV, social problem orientation and core competency utilization, which are the sub-factors of CSV of professional volleyball teams, affect the trust of local community in professional volleyball teams. Also, CSV, long-term orientation, social problem orientation, and core competency utilization affect community identification. And also, it can be seen as the trust of local community in the region formed through the CSV affects the regional community identity. Therefore, the managers of professional volleyball teams must explore a variety of strategies to create shared value with the community. In other words, local residents and professional volleyball teams should work together to explore various ways to develop the community. Through surveys or contests or events for local residents, they can identify, share, and actively utilize the values that local residents can desire. Such diverse strategies and efforts to create shared value will ultimately enhance the trust and identity of local community while at the same time gaining positive effects on professional volleyball teams.

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