

Identifying the desired drivers of the future of sport consumer behaviour

ABSTRACT

Purpose: Understanding the factors influencing consumer behavior is useful for improving marketing strategies for companies and organizations. The aim of the present study is to identify the factors influencing the future in relation to sports consumer behavior.

Design/methodology/approach: This is a descriptive-analytical applied research conducted using future research methods. The statistical population includes sports marketing professors who have experience in scientific and executive activities in the field of consumer behavior. The samples (n=20) were selected using the purposive sampling method. To identify the issues that affect the desired drivers for the future in relation to sports consumer behavior, the above professors were interviewed.

Findings: The results showed that 24 factors were identified as factors influencing the future in sports consumer behavior. Also, "economic situation in society", "smart development of shopping cart for the proposed budget", "development of cause-effect model for choosing the right place to offer sports products" and "lifestyle" are known as the most desirable future-related drivers in relation to sports consumer behavior due to their high importance and high uncertainty.

Originality: Therefore, it is necessary to consider them in future plans and development of possible future scenarios.

Keywords: Consumer Behavior; Futures Research; Income Generation.

شناسایی پیشران های موثر در آینده رفتار مصرف کننده ورزشی

چکیده

هدف: درک عوامل موثر بر رفتار مصرف کننده برای بهبود استراتژی های بازاریابی برای شرکت ها و سازمان ها مفید است. هدف مطالعه حاضر شناسایی عوامل موثر بر آینده در رابطه با رفتار مصرف کننده ورزشی است.

روش: این یک پژوهش کاربردی توصیفی-تحلیلی است که با استفاده از روش های آینده پژوهی انجام شده است. جامعه آماری شامل اساتید بازاریابی ورزشی می باشد که دارای تجربه فعالیت های علمی و اجرایی در حوزه رفتار مصرف کننده می باشند. نمونه ها (20=n) با استفاده از روش نمونه گیری هدفمند انتخاب شدند. برای شناسایی مسائلی که بر محرک های مورد نظر برای آینده در رابطه با رفتار مصرف کننده ورزشی تأثیر می گذارد، با اساتید فوق مصاحبه شد.

یافته ها: نتایج نشان داد ۲۴ عامل به عنوان عوامل موثر بر آینده در رفتار مصرف کننده ورزشی. همچنین «وضعیت اقتصادی در جامعه»، «توسعه هو شنمند سبب خرید به ازای بودجه پیشنهادهی»، «تدوین مدل علت- معلولی برای انتخاب مکان مناسب برای عرضه محصولات ورزشی» و «سبک زندگی» به عنوان مطلوب ترین محرک های مرتبط با آینده در رابطه با رفتار مصرف کننده ورزشی با توجه به اهمیت بالا و عدم قطعیت بالا شناخته می شوند.

اصالت و ابتکار مقاله: بنابراین لازم است در برنامه های آتی و تدوین سناریوهای احتمالی آینده، آنها را در نظر گرفت.

کلید واژه: آینده پژوهی، درآمدزایی، رفتار مصرف کننده.

1. Introduction

At the beginning of the third millennium, the world of sports is experiencing a new era. Large sporting goods manufacturing companies, including Adidas, Nike, and Reebok, are well-organized and coordinated to succeed in business (Brad, 2018). Sports has become an important and income-generating industry in the developed countries of the world, which, in some countries, is sometimes more profitable than the automotive industry with a history of over 50 years (Brad, 2018). For example, in the United States, sports has become a multi-billion-dollar industry and its value has increased from 213 billion to 410 billion dollars in the last 5 years, indicating the rapid growth of this industry in the world (Linn, 2008).

Conversely, in today's competitive landscape, customers are at the forefront of company strategies, and their satisfaction is crucial for achieving competitive advantages. To meet customer needs effectively, it is essential to thoroughly understand their desires, expectations, inclinations, capabilities, and constraints when purchasing products. With this knowledge, one can pinpoint the factors influencing customer behavior within service organizations and incorporate them into marketing decisions (Mark, 2017). Since effective sports marketing begins with a grasp of sport consumer behavior, recognizing the factors that shape their preferences and actions serves as a foundation for their decision-making. Sport consumer behavior involves a range of mental and social processes that consumers undergo when engaging with various sporting products. Understanding how sport audiences think, act, make decisions, and what factors sway their preferences toward different sporting products are vital insights for sports organizations and event planners to create successful marketing strategies aimed at achieving their goals. (Wootton et al., 2020). Consumer behavior is influenced by various factors. The concept of influence is very important in understanding consumer behavior. This concept originally reflects the fact that consumer behavior has an adaptive nature, meaning that consumers adapt themselves to the situations around them. Influence is a natural phenomenon in the world of consumers and is not necessarily good or bad (Anderson et al., 2022). Therefore, the future of sports and sports marketing hinges on consumer behavior, making it necessary to discuss and investigate its role. In this regard, Mohamadifar and Pourjamshidi (2021), in their research "Prerequisites for the Development of Smart Consumption Behavior", concluded that the variables of product brand, product trust, product value perception, price appropriateness, product quality, social context, and social responsibility significantly affect the development of smart consumption behavior. It is noteworthy that the studied variables were able to explain 0.30 of the variance of smart consumption behavior. Huang et al. (2020), in their research, conducted a business analysis of E-commerce consumer behavior. They concluded that Taiwanese consumers have had a lot of online shopping experiences from domestic and cross-border E-commerce service providers. Furthermore, the customer's individual characteristics, such as the difference of gender, age, daily web browsing time, the stickiness of E-commerce websites or applications, and the frequency of recurring purchases according to the product category of purchased goods would affect the buying behavior from domestic and cross-border E-commerce service providers. And, the Home Bias of consumer E-commerce might exist: When domestic and cross-border E-commerce platform provides a similar product, consumers would be more inclined to engage in the domestic E-commerce service providers. According to many researchers in this field, futures studies, at least in the exploratory approach, are an effort for alternative thinking, preparation, and development of future images in the field of research, and also a methodology for listening to views and attracting the participation and cooperation of all (general and specific) stakeholders for imaging and strategizing in relevant fields (Rezayan Geieh Bashi et al., 2020). Also, recently, futures studies as a nascent science, that can be considered an evolved form of strategic planning, have been purposefully used to solve uncertainty, complexity, and entanglement of different dimensions of various issues and to draw the future perspective of systems (Izadi et al., 2021). The image of the future is so great as futurists such as Jim Dator and Fred Plack claim that the image of the future is the cornerstone of futurism and if an organization, nation, or civilization does not have an image of the future, it is doomed to failure (Rezaei Qadi and Rafie, 2021). Therefore, sporting goods manufacturers must accurately know the factors

affecting the behavior of their consumers. Also, Since successful sports marketing starts with understanding sport consumer behavior, understanding the factors affecting their preferences and behavior can be considered a basis for their decision-making (Ghasemi and Asgarshamsi, 2019). Therefore, understanding consumer behavior is the key to a successful marketing strategy, both locally and globally. This applies both to private and government companies and organizations that formulate marketing laws. The abovementioned shows how important studying the key drivers of the future of sport consumer behavior. Consumer behavior increasingly influences consumer purchases. It is beneficial for companies and organizations to understand the factors affecting consumer behavior to improve their marketing strategies. It is noteworthy that the present research will provide knowledge of the possible future of sport consumer behavior, on the one hand, and prevent any surprises caused by technological changes, on the other hand. Today, numerous organizations and businesses rely on futures studies to adapt to the rapidly evolving world and drive their growth and development. (Asadnia et al., 2022). In addition, future studies enable decision-makers to perform more detailed analyses by providing structured frameworks and to consider alternative actions in parallel (Sawyer and Carmel, 2022). Since futures studies completely differ from the past and present ones and are not necessarily the continuation of past trends, the present research attempts to know future effective spaces to redefine the process of consumer behavior in the field of sports considering the social, cultural, and geopolitical capabilities of our country (Iran), and to develop by relying on new planning perspective and using futures research approach in different dimensions.

2. Methodology

This research is an applied descriptive-analytical research carried out using futures research methodologies. The statistical population includes sports marketing professors who have experience in scientific and executive activities in the field of consumer behavior. The samples (n=20) were selected using a purposive sampling technique and the inclusion criteria were mastery of relevant theories, practical experience, willingness to participate in research, and availability. It should be noted that applying Delphi-oriented methods, such as futures research, typically requires 14 to 25 experts. In the present research, considering the abovementioned criteria, 20 experts participated. To identify the issues affecting the desired drivers of the future of sport consumer behavior, the experts were interviewed and 24 components were identified as the components affecting the future of sport consumer behavior, as listed with no priorities as follows:

Table 1. Key factors (components) affecting the future of sport consumer behavior.

No.	Symbol	Factor
1	Var01	The presence of reputable sports brands in society
2	Var02	the economic status of the community
3	Var03	digitalization and online sales of sports products and services
4	Var04	the activity of social networks in the field of sports (virtual advertising)
5	Var05	the intelligent shopping cart development per the proposed budget
6	Var06	the prevailing social context in the society
7	Var07	governing generational values in the society
8	Var08	Lifestyle
9	Var09	the absence of sanctions and political stability in the country
10	Var10	suitable sports space per capita
11	Var11	attention to reference groups
12	Var12	demographic composition
13	Var13	product prototype simulation and identification of product weaknesses by artificial intelligence
14	Var14	modifying the sports industry system and structure
15	Var15	optimization of product distribution system in order to reduce distribution costs

16	Var16	price-product feature balance analysis using artificial intelligence
17	Var17	merchandising (commercial sale of products manufactured by clubs)
18	Var18	implementing e-commerce requirements
19	Var19	price- sports product feature balance analysis
20	Var20	developing a cause-effect model for selecting a place suitable for the supply of sports products
21	Var21	the use of a recommender system for customer loyalty programs according to customer behavior trends
22	Var22	implementation of environmental sustainability using renewable resources
23	Var23	epidemics of foreseeable events such as Corona
24	Var24	enhancing sport customers' sensory experience through artificial intelligence

In addition, the extracted variables and indicators were analyzed through a cross-impact analysis using MicMac software. For this purpose, a 24×24 matrix, containing 24 indicators (which were the key components in the research subject), was used to determine the status of each of them (influential, depending (influenced), and cross relations).

3. Findings

The first step of the MicMac analysis is to identify the direct influence characteristics of the factors. The output of this step was obtained through two data rotations in the 24×24 matrix. This output recorded the potential influence of one component over another on a scale from 0 to 3 (none, weak, moderate, and strong). Out of 471 influential and depending relationships evaluated in Table 2, 105 relationships showed a value of zero, 176 relationships showed a value of 1, 229 relationships obtained a value of 2, and 68 relationships obtained a value of 3. The fill rate of the matrix was estimated as 75.69, indicating a relatively strong and scattered impact of the factors.

Table 2. Description of the structural (cross-impact) analysis matrix characteristics.

Characteristics	Value
Matrix size	24
Number of iterations	2
Number of zeros	103
Number of ones	176
Number of twos	229
Number of threes	68
Number of P	0
Total	471
Fill rate	81.77076%

In the present research, after two iterations, the utility of the matrix was estimated as 100%, indicating the high validity of the questionnaire and its answers (Table 3).

Table 3. The utility of the matrix.

Iteration	Influence	Dependence scale
1	97%	94%
2	100%	100%

3.1. Examination of influence-dependence plot

The dispersion and distribution of variables on the influence-dependence plot reflect the stability or instability of the system. In cross-impact/structural analysis utilizing MICMAC software, two types of dispersion are identified: stable systems and unstable systems. In a stable system model, the dispersion

of variables forms an L-shape, where variables tend to be classified as either influential or dependent. In contrast, unstable systems present a more complex scenario. Here, most variables are spread along the diagonal axis of the plot, with many showing moderate levels of both influence and dependence, complicating the identification of key variables (Klamer et al., 2017). The dispersion plot for variables impacting the future of sports consumer behavior reveals an unstable system, as the majority of variables are aligned along the diagonal axis. Most variables display a similar status, with only a few positioned to indicate a significant impact on the system (Figures 1 and 2).

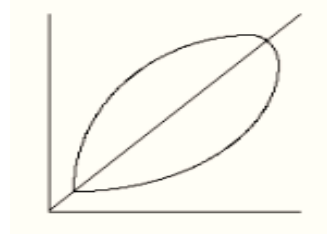


Figure 1. Unstable system.

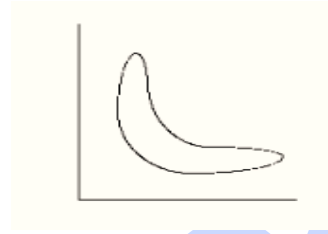


Figure 2. Stable system.

Table 4 displays the totals for the rows and columns of the cross-impact analysis matrix. In this matrix, the sum of the rows reflects the influence level of the variables, while the sum of the columns represents their dependence level.

Table 4. The totals of the rows and columns of the cross-impact analysis matrix.

No.	Variable	Total of values	
		Rows	Columns
1	The presence of reputable sports brands in society	26	46
2	the economic status of the community	57	35
3	digitalization and online sales of sports products and services	28	30
4	the activity of social networks in the field of sports (virtual advertising)	24	36
5	the intelligent shopping cart development per the proposed budget	46	43
6	the prevailing social context in the society	33	45
7	governing generational values in the society	32	42
8	Lifestyle	48	35
9	the absence of sanctions and political stability in the country	37	37
10	suitable sports space per capita	28	24
11	attention to reference groups	32	30
12	demographic composition	29	27
13	product prototype simulation and identification of product weaknesses by artificial intelligence	38	36
14	modifying the sports industry system and structure	35	30
15	optimization of product distribution system in order to reduce distribution costs	23	35
16	price-product feature balance analysis using artificial intelligence	31	36
17	merchandising (commercial sale of products manufactured by clubs)	32	22
18	implementing e-commerce requirements	32	30
19	price- sports product feature balance analysis	35	40
20	developing a cause-effect model for selecting a place suitable for the supply of sports products	41	42
21	the use of a recommender system for customer loyalty programs according to customer behavior trends	42	33
22	implementation of environmental sustainability using renewable resources	45	32
23	epidemics of foreseeable events such as Corona	30	32

24	enhancing sport customers' sensory experience through artificial intelligence	30	36
Total		834	834

Figure 3 is the direct influence/dependence map. It shows the type and status of each main variable according to its position in the direct influence matrix.

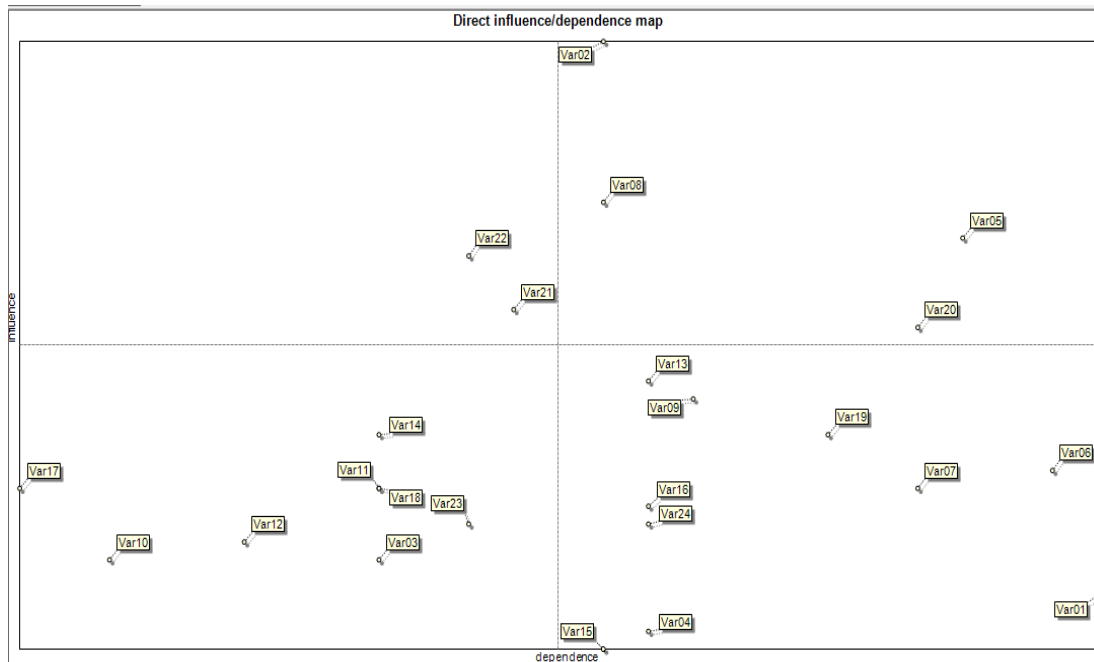


Figure 3. The direct influence/dependence map of key components.

Analyzing the direct influence/dependence map of key components of the twenty-four key factors studied determines which factors are very influential and very dependent (4 components in the north-east part, including the presence of reputable sports brands in society, lifestyle, the intelligent shopping cart development per the proposed budget, and developing a cause-effect model for selecting a place suitable for the supply of sports products), which factors are very influential and little dependent (2 components in the north-west part, including implementation of environmental sustainability using renewable resources, and the use of a recommender system for customer loyalty programs according to customer behavior trends), which factors are simultaneously moderately influential and dependent (10 components in the southeast part, including the presence of reputable sports brands in society, price-sports product feature balance analysis, the prevailing social context in society, governing generational values in society, the absence of sanctions and political stability in the country, the activity of social networks in the field of sports (virtual advertising), product prototype simulation and identification of product weaknesses by artificial intelligence, price-product feature balance analysis using artificial intelligence, optimization of product distribution system in order to reduce distribution costs, enhancing sport customers' sensory experience through artificial intelligence), and finally, which factors are little influential and very dependent (8 factors in the southwest part, including digitalization and online sales of sports products and services, attention to reference groups, demographic composition, modifying the sports industry system and structure, merchandising (commercial sale of products manufactured by clubs), epidemics of foreseeable events such as Corona, implementing e-commerce requirements and suitable sports space per capita), as explained in detail as follows.

Table 5. Ranking of key components according to their direct influence/dependence scores.

Rank	Component	Direct influence score	Component	Direct dependence score
1	The presence of reputable sports brands in society	683	the use of a recommender system for customer loyalty programs according to customer behavior trends	551
2	the economic status of the community	575	implementation of environmental sustainability using renewable resources	539
3	digitalization and online sales of sports products and services	551	epidemics of foreseeable events such as Corona	515
4	the activity of social networks in the field of sports (virtual advertising)	539	enhancing sport customers' sensory experience through artificial intelligence	503
5	the intelligent shopping cart development per the proposed budget	503	suitable sports space per capita	503
6	the prevailing social context in the society	491	attention to reference groups	479
7	governing generational values in the society	455	demographic composition	443
8	Lifestyle	443	product prototype simulation and identification of product weaknesses by artificial intelligence	431
9	the absence of sanctions and political stability in the country	419	The presence of reputable sports brands in society	431
10	suitable sports space per capita	419	the economic status of the community	431
11	attention to reference groups	395	digitalization and online sales of sports products and services	431
12	demographic composition	383	the activity of social networks in the field of sports (virtual advertising)	419
13	product prototype simulation and identification of product weaknesses by artificial intelligence	383	the intelligent shopping cart development per the proposed budget	419
14	modifying the sports industry system and structure	383	modifying the sports industry system and structure	419
15	optimization of product distribution system in order to reduce distribution costs	383	optimization of product distribution system in order to reduce distribution costs	395
16	price-product feature balance analysis using artificial intelligence	371	price-product feature balance analysis using artificial intelligence	382
17	merchandising (commercial sale of products manufactured by clubs)	359	merchandising (commercial sale of products manufactured by clubs)	382
18	implementing e-commerce requirements	359	implementing e-commerce requirements	359
19	price- sports product feature balance analysis	347	price- sports product feature balance analysis	359
20	developing a cause-effect model for selecting a place suitable for the supply of sports products	335	developing a cause-effect model for selecting a place suitable for the supply of sports products	359
21	the use of a recommender system for customer loyalty programs according to customer behavior trends	335	the prevailing social context in the society	359
22	implementation of environmental sustainability using renewable resources	311	governing generational values in the society	323
23	epidemics of foreseeable events such as Corona	287	Lifestyle	287
24	enhancing sport customers' sensory experience through artificial intelligence	275	the absence of sanctions and political stability in the country	263

Table 6. Ranking of key components according to their indirect influence/dependence scores.

Rank	Component	Indirect influence score	Component	Indirect dependence score
1	The presence of reputable sports brands in society	655	the use of a recommender system for customer loyalty programs according to customer behavior trends	539
2	the economic status of the community	557	implementation of environmental sustainability using renewable resources	538
3	digitalization and online sales of sports products and services	530	epidemics of foreseeable events such as Corona	512
4	the activity of social networks in the field of sports (virtual advertising)	529	enhancing sport customers' sensory experience through artificial intelligence	398
5	the intelligent shopping cart development per the proposed budget	494	suitable sports space per capita	497
6	the prevailing social context in the society	489	attention to reference groups	478
7	governing generational values in the society	452	demographic composition	440
8	Lifestyle	448	product prototype simulation and identification of product weaknesses by artificial intelligence	439
9	the absence of sanctions and political stability in the country	419	The presence of reputable sports brands in society	437
10	suitable sports space per capita	413	the economic status of the community	427
11	attention to reference groups	402	digitalization and online sales of sports products and services	427
12	demographic composition	402	the activity of social networks in the field of sports (virtual advertising)	427
13	product prototype simulation and identification of product weaknesses by artificial intelligence	400	the intelligent shopping cart development per the proposed budget	420
14	modifying the sports industry system and structure	380	modifying the sports industry system and structure	415
15	optimization of product distribution system in order to reduce distribution costs	379	optimization of product distribution system in order to reduce distribution costs	401
16	price-product feature balance analysis using artificial intelligence	372	price-product feature balance analysis using artificial intelligence	386
17	merchandising (commercial sale of products manufactured by clubs)	359	merchandising (commercial sale of products manufactured by clubs)	374
18	implementing e-commerce requirements	356	implementing e-commerce requirements	373
19	price- sports product feature balance analysis	355	price- sports product feature balance analysis	369
20	developing a cause-effect model for selecting a place suitable for the supply of sports products	347	developing a cause-effect model for selecting a place suitable for the supply of sports products	358
21	the use of a recommender system for customer loyalty programs according to customer behavior trends	345	the prevailing social context in the society	349
22	implementation of environmental sustainability using renewable resources	326	governing generational values in the society	330
23	epidemics of foreseeable events such as Corona	293	Lifestyle	286

The output of the MICMAC software is the ranks of main components according to their direct/indirect influence, as presented in Fig.4. The first column includes the direct influence, and the second column includes the indirect influence (squared weight of the influence). As seen in this figure, there is no significant difference between the direct and indirect influences of the factors.

Classify variables according to their in

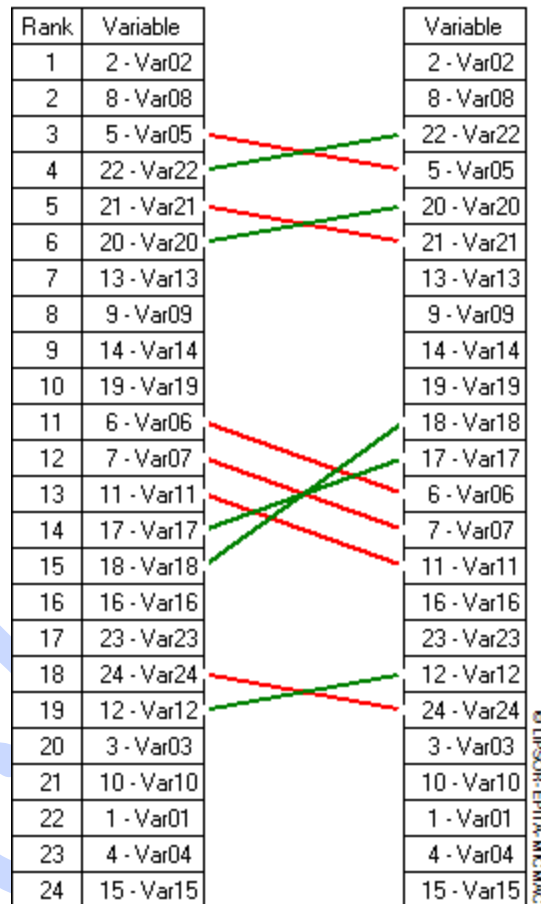


Figure 4. Ranking of key factors according to their direct and indirect influence.

According to the analyses of the MICMAC software output, figures 5 to 7 show the intensity of the influences (including direct, indirect, and potential) of the studied components at various levels. The strongest influences show the most important relationships forming the future of income generation of the Premier League of Volleyball and can provide a comprehensive image of it for decision-makers. Figures 5 and 6 show the direct influences of the variables on each other. It should be noted that in the indirect influence matrix, the value of each variable was squared in the software, and the result was depicted as their indirect influence in Figure 7. It should be noted that to enhance the clarity of the abovementioned figures, the factors (variables) are indicated by their Nos in Table 1.

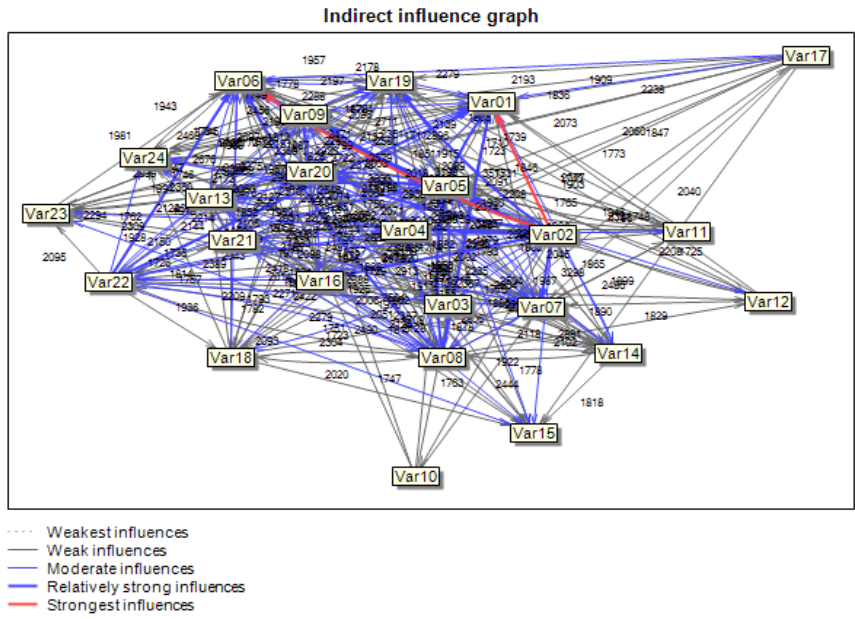


Figure 5. The intensity of the direct influences of the variables (at the 50% level).

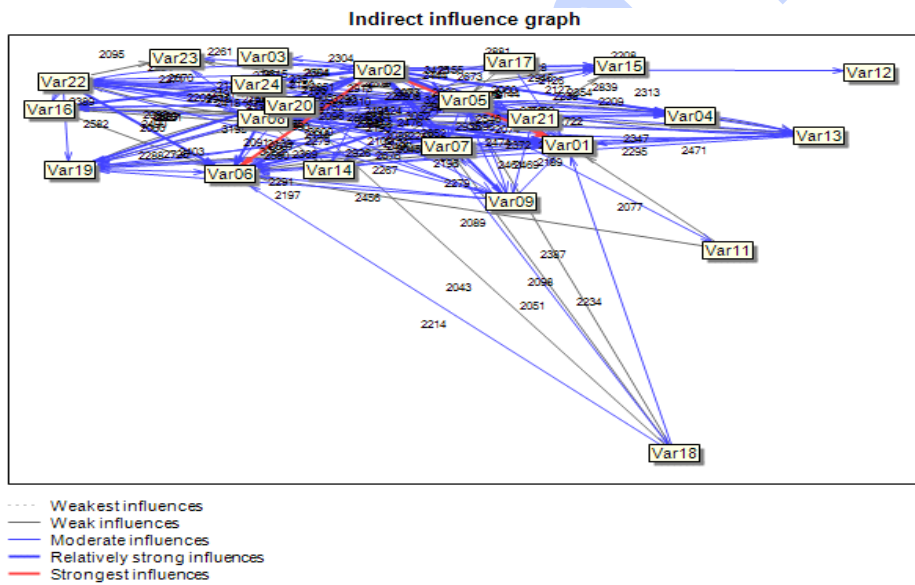


Figure 6. The intensity of the direct influences of the variables (at the 25% level).

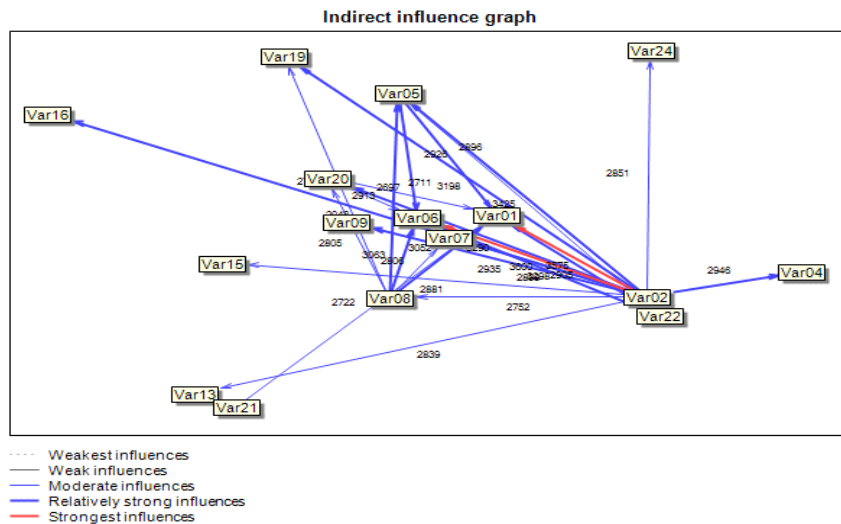


Figure 7. The intensity of the indirect influences of the variables (at the 5% level).

As seen in the direct and indirect influence graphs of key variables, "the economic status of the community", "intelligent shopping cart development per the proposed budget", "developing a cause-effect model for selecting a place suitable for the supply of sports products", and "lifestyle" are the most influential and the most dependent variables. Accordingly, the realization of each of the main scenarios depends on changes in these variables. So, these four components are identified as the drivers of the future of sport consumer behavior. According to the experts of this study, these drivers have a relatively high significance and uncertainty in the research subject due to their high influence and dependence and can be considered the main uncertainties of the research in the next stage (use of ScenarioWizard software). In addition, an identified influent variable, an identified regulating variable, and all the dependent variables extracted from MicMac software also have a decisive role in the design of future scenarios, and their conditions and variations will be used in writing and describing the final scenarios. As a result, the four drivers identified based on the analysis of the outputs of the MicMac software are presented in Fig.8. Each of these drivers has potential uncertainties, whose accurate description requires holding a panel of experts in the next step of the research.

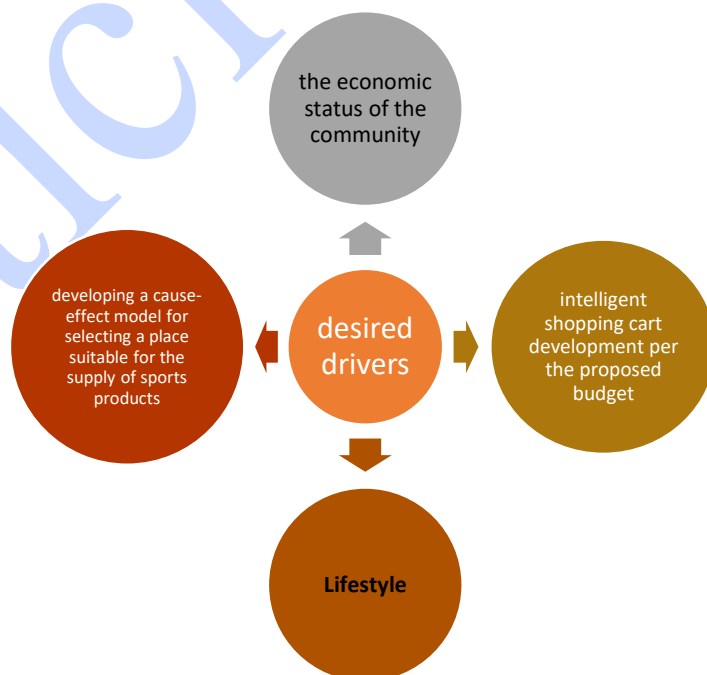


Figure 5. The desired drivers of the future of sport consumer behavior.

4. Discussion

The Present study aimed to identify the drivers of the future of sport consumer behavior. The analysis of the findings indicated that out of the total of 24 issues affecting the system, only 4 components were the key drivers of the future of sport consumer behavior. Furthermore, 2 components were identified as influent variables, 10 components as regulating variables, and 8 components as dependent variables in the system. One of the identified important drivers of the future of sport consumer behavior was people's lifestyle. Research results have shown that media and new communication technologies, such as foreign media, virtual networks, domestic written media, new technologies, and the cultural dimension in general, play a contributing role in forming people's lifestyles. In this regard, it should be mentioned that media and social networks have seriously addressed the issues of sports and consumer behavior in the field of sports. What highlights the importance of this matter here is that the virtual space has greatly influenced people's lifestyles. These media are a crucial factor in the formation of multiple and unstable mentalities and identities, which strengthens the possibility of fragmented and unstable identities while creating doubts about past certainties. Lifestyle and consumer the future of sport consumer behavior are highly interdependent. People who have a healthy lifestyle and exercise are likely to be recognized as healthy and responsible consumers in the field of sports. They may care about healthy nutrition, using the right nutritional supplements, and performing regular exercise, and may use high-quality sports products and services.

In contrast, people who have an inappropriate lifestyle and do not exercise may be recognized as unhealthy consumers in the field of sports. They may tend to use poor nutrition, drugs or stimulants, and undesirable sports products and services, and experience health problems. Therefore, promoting a healthy lifestyle and encouraging regular exercise can facilitate the improvement of sport consumer behavior and help people achieve healthier and more sustainable ways of exercising and fitness. Another identified driver affecting sport consumer behavior was the economic status of the community. The economic status of the community can greatly influence consumer behavior in the field of sports. In the future, economic and social changes may result in changes in people's consumption patterns in the field of sports. Some of the influences of these changes are as follows: a. purchasing power: The economic status of the community can affect the purchasing power of sport consumers. If people have less purchasing power, they may buy fewer sports products and services or prefer group or free sports activities; b. willingness to invest: Under desirable economic conditions, people may be more sensitive to investing in high-quality sports equipment, products, and services. This may lead to the development of the sports industry and the enhanced quality of services; and c. changes in activity patterns: Economic conditions may cause changes in people's sports activity patterns. Some may prefer light exercise or home-based activities for financial reasons. These points indicate that the economic status of the community can greatly influence sport consumer behavior. So, they should be considered in designing strategies and policies to promote sports activities in the future.

Another identified important and influential driver of the future of sport consumer behavior was the intelligent shopping cart development per the proposed budget, which can have a great impact on sport consumer behavior. Using algorithms and customer data, this provides consumers with suitable offers for purchasing sports products and services within their budgets. Some of the influences of this method on sport consumer behavior are as follows: a. Enhanced confidence: When customers receive sports products and services within their budget, they feel more confident and more likely to use your services consistently; b. Increased satisfaction: Providing suitable offers to customers increases their satisfaction. Customers are more likely to give positive feedback about your services if they feel that their needs and desires are taken into account; c. Increased sports activity: If sports products and services are offered to customers within their budget, they are more likely to be interested in sports activities, resulting in increased sports activity in the community. In general, the intelligent shopping cart development per the proposed budget can improve sport consumer behavior, enhance their satisfaction, and increase people's engagement in sports activity in society.

Developing a cause-effect model for selecting a place suitable for the supply of sports products can greatly influence consumer behavior. For example, if a sporting goods store is located in an active sports area, more consumers are likely to go there to purchase the products, leading to the enhanced income of the seller.

In addition, selecting a proper place for the supply of sports products can also enhance consumer trust and satisfaction, because when consumers get used to a certain place to buy sports products and are satisfied with their shopping experience, they are more likely to return to buy again.

In general, providing a suitable place for the supply of sports products can increase sales, and enhance customer satisfaction, and consumer trust. Various factors can influence consumer behavior and play a role in creating a cause-and-effect model for selecting a proper place to supply sports products, some of which are as follows: a. Location: The place for selling sports products should be easily accessible and located near sports sites and sports activities, resulting in the attraction of consumers who are interested in sports; b. Variety of products: offering a variety of quality sports products suitable for all kinds of sports and sports activities plays a key role in attracting customers; c. Price: Pricing sports products appropriately and fairly results in the attraction of customers. In this regard, it is also effective to increase attention to price and provide discounts and special offers, d. Shopping experience: Providing a good shopping experience, including hospitality, after-sales service, ease of purchase and payment, etc. also enhances customer satisfaction and loyalty; d. Advertising and marketing: Utilizing effective advertising methods, such as online advertising, public space advertising, and partnerships with renowned athletes, consistently attracts new customers; e. Brand trust: Ensuring the quality of products, reliable after-sales service, transparency in relations with customers, etc. plays a significant role in enhancing brand trust. The abovementioned highlights that developing a cause-effect model for selecting a place suitable for the supply of sports products improves consumer behavior, increases sales, and enhances customer satisfaction.

Digitization and online sales were identified as factors affecting sport consumer behavior, because today, improving the quality of services in the sports industry is considered a key strategy for enhancing its stability and profitability, making it necessary for sports equipment manufacturers and sellers to consider the following at the top of their duties and priorities to enhance customer satisfaction: to address and pay attention to customer problems, to ensure security, and understand customers' needs and demands. Considering the influence of service quality on sport consumer behavior, sports store managers should understand their customers' expectations and aim to surpass them by designing their functional and technical services. Only when service quality exceeds expectations, can it have a positive effect on consumer behavior. Moreover, the results showed that meeting customers' needs and demands, preserving their privacy, possible compensation, and ensuring customer security were identified as the most important demands of customers in the current research, which were also effective in consumer behavior. Kharazmi et al. (2014), in their research, stated that service quality affects the buyers of branded sportswear. Also, Mahmoudi et al. (2015), in their research, concluded that desired service quality significantly influences the satisfaction and loyalty of sports club customers.

It is of great importance to apply technologies in different departments in the field of sports. This was of interest to the statistical population and even addressed in the existing theoretical foundations in this field. Therefore, it is essential to use new technologies in business, and generating and discovering their value in marketing is another very important solution that many researchers, including Bassano and Clara (2020), have emphasized its importance by addressing the application of artificial intelligence in sports marketing. Marketing requires a very complex artificial intelligence with the ability to recognize people's interests and categorize and weigh them. In many large companies worldwide, prototypes are tested by some customers. However, in numerous cases, customers may refuse to provide accurate feedback for various reasons. So, it is required to analyze customer sentiments about prototype evaluation in computer platforms. In their research, Ramboukas and Gama (2013) showed the serious role of this method in marketing, because gaining direct access to global audiences is nearly impossible or very expensive. It is also helpful to apply a recommender system in the development of sports products and identify the proposed values according to each part of the market to develop products and

get closer to the main audiences. According to the marketing problems in each company, these solutions should be customized. In advertising and informing customers, the top priority is to develop systems with the ability to customize advertisements according to the previous customer behavior, as pointed out by many such as Chen (2020) and Shaha and Tripasi (2020). With the availability of online advertising platforms, businesses no longer need to develop these services. Nonetheless, marketing managers should focus on the quality of advertising platforms and monitor the results. If the feedback is unsatisfactory, they should consider outsourcing this task to another system. After a customer sees an advertisement according to his behavior, his behavior and feelings should be analyzed and considered in the design of the next campaign. According to researchers such as Kulkarni Kalro and Sharma (2020) and Fernandez and Yu (2020), the analysis of customer sentiments about advertisements is one of the most important actions after the development of advertising customization according to the previous customer behavior, and improving such customization requires platforms to be used based on sentiment analysis. Finally, what seems very necessary today and has been mentioned by researchers such as Molitor, Spahn, Gosse, and Richhart (2023), is the development of a recommendation system with the ability to suggest stores around the audience considering his profile. It will be one of the most efficient recommendation systems. For the development of this application of artificial intelligence, the classification models mentioned in the literature review section were used, and the most appropriate store should be recommended to the users with mathematical optimization models. We will skip the description of other options with less importance, but it should be kept in mind that the ranking presented in this section is completely consistent with the experts' understanding of the real world and all the options should be considered in the order mentioned. Creating the most appropriate sales center recommendation system according to the customer profile is the most important and relevant solution to the discussion of marketing in the field of sports. These systems need to categorize customers based on their locations and must have an accurate database of stores and their physical location, as mentioned in the study by Hernandez, Gonzalez, and Corchado (2020). Jonquiz and Krempel (2019) and Batman (2018) pointed out the estimation of the time interval between when a customer places an order and when the product is delivered to give the customer sufficient knowledge of the product's arrival time and satisfy him, in addition to the correct calculation of the final price of the product. Finally, optimizing the product distribution system reduces distribution costs, and improves the marketing of products that need to be delivered quickly.

In conclusion, it can be stated that the future of consumer behavior in sports is heavily influenced by technological advancements as well as social, cultural, and economic changes. Several key trends that are anticipated to emerge in the sports and consumer behavior landscape in the future are:

Digitization trend: The development of new technologies encourages consumers to look for new ways to access sports products and services. As a result, online stores, digital sports brands, and online sports platforms can significantly influence consumer behavior in the future.

Attention to health and sports: As people's awareness of the importance of sports for health grows, the demand for sports products and services is likely to increase. Brands that appropriately respond to these needs may experience more success.

Sustainability and responsibility: consumers will increasingly prioritize brands that demonstrate a commitment to environmental protection, utilize original and sustainable materials, and actively support local communities.

Shopping experience: The shopping experience holds great importance for sports consumers. In the future, brands that can create a unique shopping experience are likely to achieve greater success.

Change in time patterns: With changes in time and work patterns, consumers may seek new ways to exercise. Brands that can adapt to these changes are likely to succeed.

The abovementioned shows that The future of consumer behavior in the sports industry will be influenced by increased use of technology, a focus on health and sustainability, improved shopping experiences, and changes in time patterns. Sports brands that adapt to these changes effectively may achieve greater success in the future.

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