

A Systematic Literature Review of Online Shopping in Sports Goods and Services: Considering the Role of Trust and Perceived Risk

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Houriyhe Dehghanpouri

Assistant Professor of Sport Management, University of Technology Shahrood, Shahrood, Iran

*Correspondence:

Houriyhe Dehghanpouri, Assistant Professor of Sport Management, University of Technology Shahrood, Shahrood, Iran

Email: h.dehghanpouri@gmail.com

Orcid: [0000-0002-9886-6771](https://orcid.org/0000-0002-9886-6771)

Abstract

Purpose: This paper reviews and discusses recent literature on trust, perceived risk and behavioral intention in online shopping for sports products and services. On this basis, we propose a hypothetical model as a basis for theoretical and hypothetical development in future research.

Methods: The paper complies with the methodological requirements of Systematic Literature Reviews (SLR). The current SLR gathers and synthesizes research records of the last 13 years (2007–May2020) on consumer perceived risks, trust and concerning behavioral intention in online shopping in sport domain. Online stores selling sporting goods and services should take into deterrents and risk factors to increase their sales, keeping existing customers and attracting new customers and their trust. One of the suggested solutions for this purpose is create a website that consumers enable easily evaluate products and services also minimized perceived risk. In addition, the results hold important implications in the areas of segmentation and targeting decisions.

Results: In practical terms, our research findings imply that building trust and reducing perceived risk are important for online shopping for sports products and services Therefore, the sporting goods online providers need a better understanding of users' perceptions concerning the services and goods.

Conclusion: A trust of website multidimensional nature makes it a very useful and essential intention to purchase tool. Therefore, it provides beneficial results for the organization's managers to study the important factors affecting it. Also, results offer a better understanding of customer intent to online buying sports products. Our synthesis provides a detailed account of the perceived risk factors, their antecedents and consequences, risk-reducing strategies, and future research potential in the said domain.

Keyword: Online Shopping, Brand, Trust, Perceived Risk, SLR.

Introduction

The ability to digitize societies that can be applied to any part of human life is one of the determinants of social and economic progress in present and future (Ejdys, Ginevicius et al. 2019). Today, online transactions in stores was driven the global economy (Hayton and Blundell 2020). Lots of new companies popping up with digital technology-based. This company offers services by using new applications for consumers to shop. E-commerce marketplace is one means of shopping through the internet (Budiantara, Gunawan et al. 2019, Paek, Morse et al. 2020). Main reasons of growing preference for online shopping are internet penetration, increasing number of online retailers, ease of shopping, flexibility in delivery, increasing purchasing power etc. (Seitz, Pokrivčák et al. 2017, Gowda and Chaudhary 2018). Since online shopping has made it possible to without visiting a physical store and most consumers nowadays choose online shopping. Therefore, every company needs to have an online shop in order to increase customer service (Chaffey 2009, Olanami 2019, Zanker, Rook et al. 2019). Therefore, business owners can use the Internet to sell up their product from the formal businesses to a novel business model, e-retail businesses, and attract more consumers (Riantini, Andini et al. 2019). Factors that influence online shopping behavior include families that embrace new technologies and secondarily consider performance (Maat and Konings 2018). Nowadays, fast and fundamental modifications are occurring in management particularly in the information era. For example, phenomenon of internet occurring due to progression of globalization as well as information technology led to the emergence of concepts like "New Economy" and "Knowledge Economy" beside to the services worldwide. In fact, electronic commerce or e-commerce, which has been developing by this conceptual affection, experiences a rapid growth that has been also observed in the sports sector (Shah Alam, Ali et al. 2011, Roberts, Sojo et al. 2020). Therefore, in the sports

field, global e-commerce influences conventional sales and marketing procedures and presents a distinct comfort to the consumers (Çoban, Devecioğlu et al. 2011, Demirel 2020). On the other hand, digital marketing is popular amongst the markets of sports services and products. The manufacturers of sports products presently possess their specific online sales channels for enhancing customers and fans loyalty and trust. In spite of the increased investments in the resources and time for driving the online branding, studies allocated to investigated of trust and behavioral intention in online purchasing of sport products and services is still very limited (Aladwani 2001).

E-commerce and online business are getting too much attention and popularity in this era. A significant challenge is helping a customer through the recommendation of a big list of items to find the one they will like the most efficiently (Anwar, Uma et al. 2021). Two essential challenges of online shopping systems are trust and the perceived risks (Aladwani 2001). Nowadays, the rapid increase in the number of internet users and exponential growth of online data create an information overhead problem. They are finding the appropriate information in the proper time has emerged as a problematic and time-ingesting problem because of overhead information problems (Anwar, Uma et al. 2021). For example, Chang, Cheung et al. (2005) classify factors that influence consumers' online shopping decisions, that risk is the most important factor. Perceived risk has been considered to be the consumers' evaluation of likelihood of the negativity that will occur when purchasing the product (Mowen and Minor 2002). According to Bauer (1960) perceived risk is doubt and undesirable outcomes related to consumer's expectations.

Based on the theory of consumers' perceived risk, it elaborates that consumers / buyers do perceive risk because of the uncertainties they face and because of the consequences that are not desired by them that might happen due to their activity of purchasing. And eventually because of these

reasons, they perceive more risk, and like it goes, the more risk consumers perceive, the less the likelihood becomes of them buying and purchasing (Ahmed, Ali et al. 2021). This represents consumers' perceptions doubt of results of investigating and obtaining data of the products and or service prior to making any buying decisions. It plays key role in many online fiscal dealing (Oly Ndu-bisi and Sinti 2006, Kesharwani and Singh Bisht 2012). According to the findings of studies privacy and security risks have more influence on consumers' attitude towards online shopping (Makhitha and Ngobeni 2021) and there is a negative relationship between perceived risks and online shopping intentions, while others find no such linkage. Attraction of the novel customers and then keeping them has been considered to be important for prosperity of the e-commerce (Shin , Kleiman 2011). In addition, experts in the field divided the perceived risk into 2 dimensions of the perceived risks in the online transaction (PRT) as well as the perceived risks with product or service (PRP) so that PRT has been introduced as one of the probable risks of transaction the users may encounter in case of the emergence of e-commerce and RP has been proposed as an overall report of anxiety or uncertainties of a user in a specific product and service in case of the utilization of e-commerce (Park, Lee et al. 2004, Tyler, Cobbs et al. 2019).

Another important issue is trust, which can affect behavioral intention in online shopping. The results of studies show the greater the consumers' trust, the greater their satisfaction with a transaction and their intention to purchase or repurchase in the vendor's online stores (Jeon, Kim et al. 2021). In fact, trust has been considered as the most vital factor for successfulness and achievement of competitive advantages against the competition in the e-commerce. On the other hand, challenging structure of the online contexts needs online vendors for further attempts for success and achievement of the customers' trust (Tanrikulu and Celilbatur 2013). The objectification of trust could be a set of particular faith-related with benevolence, abil-

ity, and integrity of business partners and is essential to formulate and understand consumer behavior both in online and offline commerce (Jeon, Kim et al. 2021). The level of trust is the knowledge possessed by the consumers about their conclusion regarding the object, its attributes, and its benefits (Mowen and Minor 2002). Trust is recognized as a strong determinant of technology adoption and use and has the power to reduce levels of perceived risk surrounding an interaction, thus facilitating consumers' intentions and behaviors (Pitardi and Marriott 2021). According to Pavlou (2003) trust is the uncertainty in social and economic interplay. Furthermore, trust is also made of credit which means confidence in the transaction environment (Pavlou 2003). Trust is a basic yet fundamental deep-rooted psychological component of whether we engage in fight or flight behavior (Pitardi and Marriott 2021).

Many factors influence the acceptance of e-commerce and its subsequent use that customer trust is one of them. In addition, the customers' belief in the issue that an online vendor (e-vendor) could be trusted, contribute importantly to the attraction of the novel online customers as well as maintenance of the current customers (Jarvenpaa, Tractinsky et al. 2000). As the results of Capistrano's research showed, trust significantly contributes to customers' perceptions of their utilitarian, environmental, and hedonic expectations towards using websites and mobile apps (Capistrano 2021). In particular, trust in the seller is one of the factors that will affect the potential customers' desire and encourage them to repeat their online shopping. Nonetheless, in online environment trust is vital, because of customers may be easily considered as a privilege of the online context even without information of them (Gefen, Karahanna et al. 2003).

Although the internet plays a significant role in daily activities, particularly shopping, some individuals are reluctant to shop online due to distrust in the online environment. For example, (Rasty, Mirghafoori et al.

2021) in a study examined trust barriers to online shopping. The findings showed that the most important barriers to trust in online shopping are 'privacy risk', 'lack of feel-and-touch associated with online purchases', 'psychological risk', 'social risk' and 'feeling that e-vendors are pretending to care about buyers' welfare' (Rasty, Mirghafoori et al. 2021). Many studies have been conducted on trust and risk in e-services (for example, (Nayanajith 2021) (Distel, Koelmann et al. 2021) Featherman and Pavlou (2003), (Alkrajji and Ameen 2021), Gefen, Karahanna et al. (2003)), e-commerce (for example, (Mumu, Saona et al. 2021) Park, Lee et al. (2004), Pavlou (2003)) e-banking (Gao and Waechter (2017), (Hammouri, Majali et al. 2021), Nguyen and Nguyen (2016), Pham, Cao et al. (2013)), as well as results of their research showed that trust and the perceived risks have been two essential components in online shopping.

Due to attention to trust and perceived risk would be one of the prominent and efficient marketing tools for online stores, inducing the customers for making prompt online purchase decision with the aim of the creation of prompt sale. Over the last two decades, the number of studies examining the roles of the sport product and services and relationship marketing programs in the sport context has grown (Yoshida 2017). But, a limited number of studies considered the behavior of the online consumers and decision-making processes of the purchase of the sports services and products. For addressing this gap in the publications, the major objective of the present article has been the investigation of the SLR trust, perceived risk and consumers' intention to buy sporting products online. In academics, online shopping is a comparably new research field that needs to be more reviews. It seems that no study doesn't have systematically reviewed about online shopping in sports products and services. Hence, the present article aimed at the provision of the most up-to-date and comprehensive review of perceived risk, trust in online shopping in

sports products and services. And given the importance of these two variables (trust and perceived risk) in the intention to buy customers in online shopping; We have reviewed the research on this topic, to identify the items that affect this area. To achieve this goal, previous researches conducted in this field were investigated and analyzed to realizing the effect of trust and the perceived risks on changing the customers' purchase behavior. Finally, we develop a hypothetical model, which may shape the ground of further studies on online shopping in sport areas. Therefore, the main goals of this study are:

- Presentation of a comparative brief of the chosen papers,
- Collection and description of the parameters influencing the behavioral intention in online purchase sport product and services;
- Exploration of a number of basic difficulties in the area as well as providing solutions to meet the current difficulties;
- Identify critical areas where perceived risk and customer confidence for e-purchasing can be improved;

It is notable that section 2 discusses the method. Moreover, section 3 provides a review of the relevant articles and provide conceptual framework. In section 4, the discussion, open issues as well as further directions will be presented and finally, section 5 concludes and limitation of paper provided.

Materials and Methods

The present SLR has been performed for four reasons. Firstly, topic of the study has been largely attracted by researchers in online shopping for sports products and services a detailed review and unification of 'what we know' would assist in the elimination of unsuitable directions in the future studies. Secondly, an obvious description of this notion has been provided which enables authors for identifying investigations for reviews. Finally, no SLR has been conducted. Finally, we proposing a comprehensive con-

ceptual model based on analyzed articles for future studies (Van der Wal 2015, Ritz, Brewer et al. 2016). Therefore, reviews must show the knowledge status, identify major problems, which have been not solved, and provide a summary of the earlier investigations by achieving an overall conclusion. In this study, we used the SLR method. Systematic literature review articles are important for synthesizing knowledge in management and business research (Kuckertz and Block 2021). SLR or Systematic Literature Reviews followed an accurate methodological strategy to specify literature and collection of information (Littell, Corcoran et al. 2008). Critical components of systematic literature reviews include a structured execution of the review and a high degree of transparency in the review methods applied. These measures enable the readers and reviewers of such studies to trace and understand better the review results compared with more traditional approaches to literature reviews. In particular, higher transparency applies to a review study's selection of prior academic work (Hiebl 2021). So, a SLR has been proposed as one of the reviews of "an obviously developed question, which utilized systematic and explicit techniques for the identification, selection, critical assessment of the pertinent investigations, as well as collection and analysis of outputs obtained from the research involved in the review (Moher, Liberati et al. 2009). It is notable that we chose this method because of its role in the synthesis of the academic publications accurately and reliably (Van Laar, Van Deursen et al. 2017). Since the paper conducted by SLR method would be neutral, replicable, systematic, fair, and comprehensive, and clear; therefore, it may be regarded as the first option of the studies, which review the methodologies. Therefore, in this article we have systematically reviewed the articles on online sports shopping.

Questions of the study

This study aimed to categorize as well as examine each pertinent study examining online shopping for sports products and services. The objectives of the research have been to answer to these questions:

RQ1: How to search for articles to understand the online shopping for sports products and services?

RQ2: What are the important components of online shopping for sports products and services?

RQ3: What are the challenges and open issues of online shopping for sports products and services?

Search terms

According to the research design, we searched Scopus, PsycINFO PubMed, Cochrane library databases, and Web of Science for all related English language studies published until May 2020. The search action included sports related terms. The initial search including the "Online Sports, Trust", and "Perceived Risk"). Our literature search identified 50 papers.

Study selection

In this part, a number of criteria are set for assuring important investigations included in this review. This review addressed selection in 3 stages. Firstly, we searched titles of each retrieved article for eligibility for the criteria to be included in the study. Therefore, working papers, editorial notes, review articles, non-English papers, as well as reports have been excluded in first place. 33 papers were selected; selection factors of the articles were provided initial results or include applicable results.

In next part, by studying abstracts of articles, that of them with these factors was selected and full-text of these article was retrieved and studied. The papers were evaluated for competency, and 9 were excluded because of irrelevance or low evidence.

Finally, 10 investigations have been selected

that surely concerned online shopping for sports products and services, obviously illustrated the suggested procedure, and ameliorated a number of the pertinent variables. Each related article has been coded with regard to the date of publication, name of au-

thor(s), journal, main objectives, method (s), provide a model, results and conclusion. An overall schema of selection process paper was showed in Figur.1.

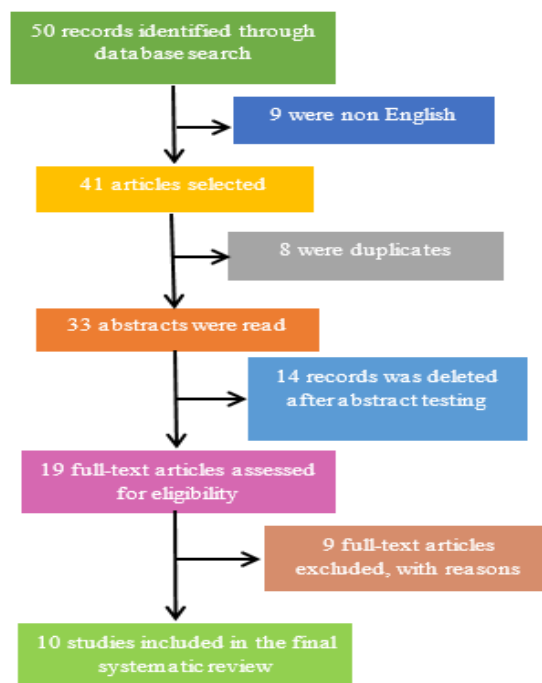


Figure 1. PRISMA flow diagram

PRISMA Flowchart

Based on the limits in the kind of documents, time interval, and language, 50 investigations have been specified from the data bases. Amongst these 50 articles, 9 have been non-English, 8 have been the duplicates that mean 33 distinct papers have been

screened. Upon the screening of the abstracts as well as titles, 19 have been shown to be full-text and thus 10 articles satisfied each 4-inclusion criterion. Table 1 reports the selection of the investigations involved in the review.

Table 1. Selection of the included studies

Authors	Years	Journals
(Hur, Ko et al.)	2007	Journals humankinetics
(Tanrikulu and Celilbatur)	2013	Procedia-Social and Behavioral Sciences
(Yoo and Ross)	2014	The Journal of SPORT
(Ahn, Suh et al.)	2014	International Journal of Sports Marketing & Sponsorship
(Suh, Ahn et al.)	2015	South African Journal for Research in Sport, Physical Education and Recreation
(Chiu, Kim et al.)	2018	Asia Pacific Journal of Marketing and Logistics
(Riantini, Andini et al.)	2019	International Conference on Information Management and Technology (ICIMTech)
(Lomsap and Sud-on)	2019	Proceedings of the 2019 3rd International Conference on E-Society, E-Education and E-Technology
(Shapiro, Reams et al.)	2019	Sport Management Review
(Marquez, Cianfrone et al.)	2020	International Journal of Sports Marketing and Sponsorship

Selection Bias

For assessing the review quality, we coded a sample of investigations individually. Notably, publication bias in a SLR is seen fundamentally in the course of the selection procedure and an accurate selection procedure would be essential for minimizing bias (Moher, Shamseer et al. 2015). In addition, Scopus data-base has been selected for searching, because this base has been introduced as the biggest citation and abstract data-base of the peer-reviewed publications. The coder carried out search actions and complied with the stages of the titles, abstracts selection and full-text assessment based on the given instructions. With regard to eligibility criteria, the coder specified if a paper should be scrutinized or not. In case of reading a full-text paper and non-selection of the paper, reason(s) for non-inclusion should be presented. Moreover, Cohen's kappa coefficient has been used to measure

the inter-rater agreement. It has been found that in the first round of the coding with 25% of the investigations, inter-rater reliability has been not acceptable amongst the coders and thus the second round of coding with 15% of the publications has been implemented. Then, in the course between the two code rounds, the criteria have been determined for clarifying any ambiguities. Following description of each criterion, inter-rater reliability in the second round for 10 chosen papers equaled 0,701 that show acceptable consistency between the coders of the review.

Results

In order to illustrate the sharp increase in scholarly interest in the online shopping for sports products, a diagram has been drawn to present number of the studies in terms of the year of publication (Figure 2).

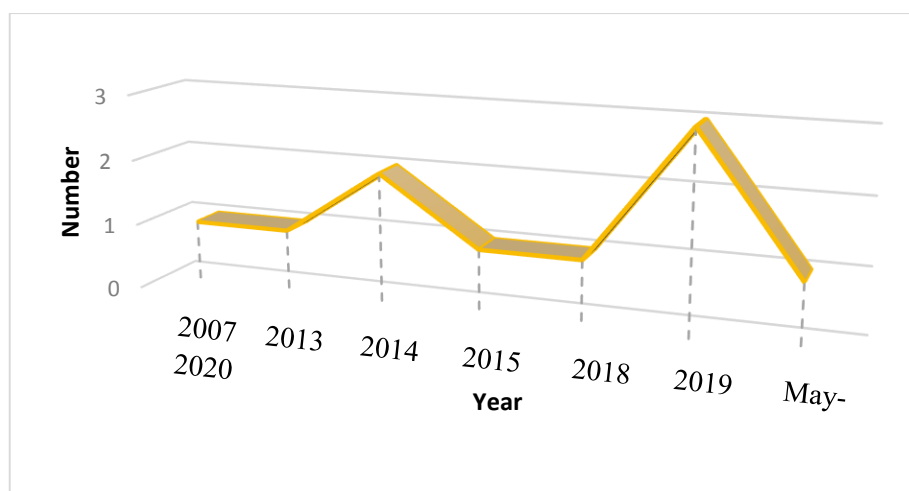


Figure 2. the number of publication in year

As seen, the first step initiated with the seminal paper from (Hur, Ko et al.) in 2007 a total of 1 studies were published. At the second step, number of the investigations from 2008-2018 enhanced considerably to 5. At the end, number of the investigations reached its peak in 2019. This number does,

include 3 articles published online. This sharp increase over time illustrates that online shopping for sports products and services are one of the topics that is quickly increasing.

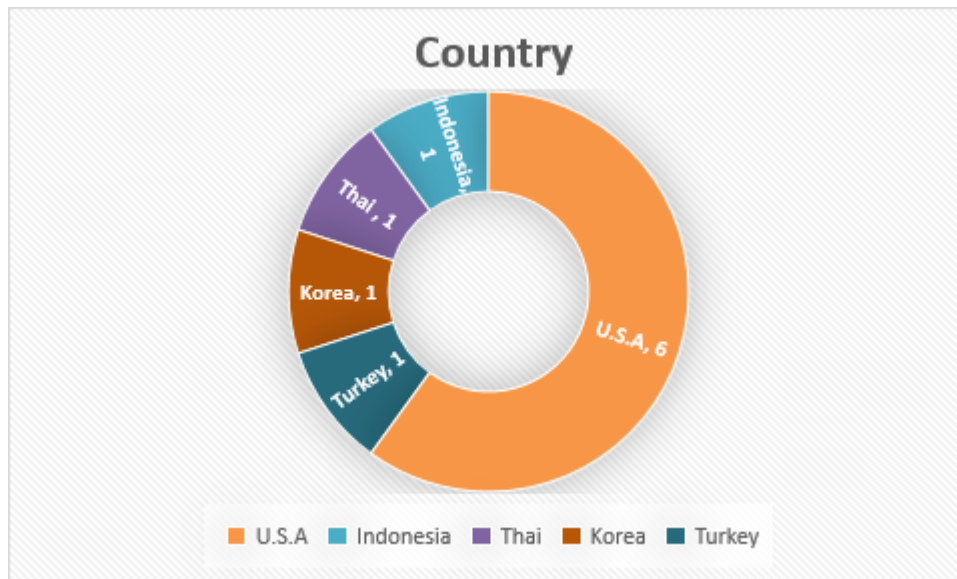


Figure 3. the number of publication in country

There were 7 studies from developed countries and 3 studies from developing countries. Based on WESP as well as Organization for Economic Co-operation and Development (OECD), any regulated convention does not exist to designate the 'developing' and 'developed' countries; however, USA

and Korea have been commonly regarded to be 'developed' whereas Indonesia, Turkey and Thai have been introduced as the 'developing' ones. Three have been investigations conducted in Indonesia, Thai and Turkey. In addition, we have shown the number of articles in different journals in Figure 4.

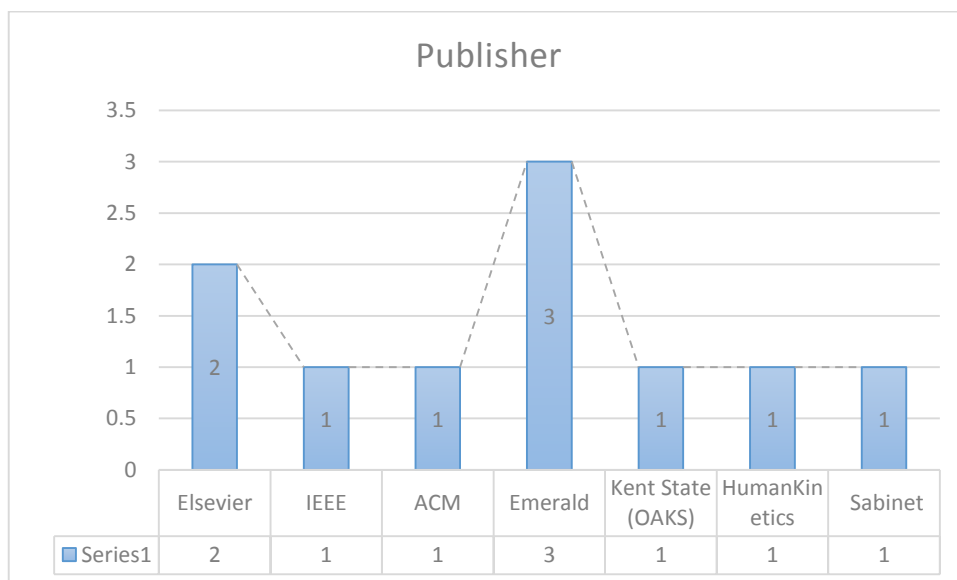


Figure 4. the number of publication in Journals

Also, based on the kind of the investigations in the present dataset, 3 of them were Emerald. Therefore, six journals have been specified, which published 1 or more papers on online shopping for sports products: Elsevier (2), IEEE (1), ACM (1), Kent state (1), Hu-

man kinetics (1), Subianet (1).

Review articles

We have categorized articles related to

sports product services into two categories such, buy online sport products and buy e-

tickets (see figure. 5).

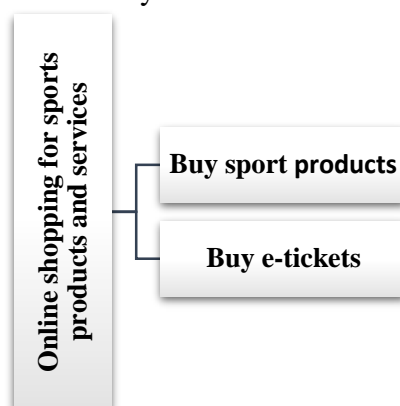


Figure 5. Classification of research topics

Electronic Buy Sport Products

Hur, Ko et al. (2007) examined the conceptual pattern of buyers' incentive and uncertainty when purchasing sports products. According to their results, the incentive has been a positive effect on the use of sports websites but no remarkable impact factor has been found from uncertainty to incentive and actual usage. Also, Yoo and Ross (2014) provided a model to demonstrate sport consumers' meaning procurement of authorized sporting products online. Their model involved metrics of the perceived convenience in utilization, trust, perceived usefulness, attitudes, as well as intention of the online purchase of the licensed sport products. The outputs indicated that the perceived ease of utilization positively influenced the perceived usefulness and positive effect of the perceived usefulness and trust on the attitudes.

In the other study, Chiu, Kim et al. (2018) utilized the model of the goal-directed behavior (MGB) to studied behavioral intention of online shoppers when buying sports products. Their results showed that the factors such as opinion, social norm and positive and negative feeling had remarkable effect on the consumer's willingness to buy sporting products online. In addition, history of repeated behavior in the past and tendency has been also had an impact on consumers' intention. These factors were found to be more influential on the behavioral per-

ception of online shopping among male consumers than female consumers. On the other hand, Shapiro, Reams et al. (2019) examined the association between the perceived value, purchase intention, and identification, and assessed the moderating role of the perceived financial risks to combat the sports pay-per-view purchase. Their outputs demonstrated a positive relevance between understanding, apperceived value and incentives buying. Also, perceived value has been directly related to incentives buying and partly mediated the relevance between understanding and incentives buying. However, apperceived fiscal venture did not mediated the value-intentions relevance.

Riantini, Andini et al. (2019) examined influence of e-Marketing mix on the buying decision of online retailer customers in Decathlon Sport Indonesia. Their results showed that 4 groups of the independent variables apply considerable effect on the buying decision. These are 4Ps, including Product, Price, Place, and Promotion, P2, including Personalization and Privacy, C2, including the Customer Service, and Community, as well as S2, including Site and Security. Also, their analyzed showed that P2 and S2 are prevailing group of variables purchasing decisions. Finally, Lomsap and Sud-on (2019) studied the online branding and e-service qualities on the fans' royalty and trust. Their outputs illustrated a positive association between the brand involvement, e-service quality, brand attitude and online

trust that turn into the loyalty of the customers. Nevertheless, researcher showed that website image did not have any impact on the online trust for the SCG Muangthong United.

Buy E-tickets

Tanrikulu and Celilbatur (2013) discovered the variables influencing the online-ticket shopping behavior of the customers and their perceptions of trust. Their results showed that security of the website has been firstly prioritized amongst all other issues. Website address, accessibility, ease of use, the system stability, presentation of information characteristics, and responsiveness would be assessed as the prominent concerns that a supplier must own in their website. Although customization, design as well as appeal are at the second level of prominence, they have been assessed as the crucial characteristics by the survey participants. Also, they addressed the analysis of the most prominent variables in building trust of the customers. Finally, the major parameters for building trust of customers are the assurance of the transaction security, shipping of the on-time accurate tickets and possession of the privacy policies of the vendors.

Ahn, Suh et al. (2014) investigated the influence of perceived risk, trust and the Technology Acceptance Model (TAM) on procurement intent in online sports ticket websites. Based on outcome, it turns out there are positive influence of key TAM constructs (i.e. apperceived utility and simplify of use) and confidence on shopping

intent, but perceived risk is not a notable index of purchase intent. Also this authors in another research, Suh, Ahn et al. (2015) emphasized the examination of how trust and the perceived risk impact the sports' consumer's purchasing intentions with in the online-secondary ticket market place. Results showed that relationship between trust and perceived risk is negative. Trust has a notable impact on buyers' attitudes of online secondary ticket market and effect of consumers' perceived risk also is negative. However, the results of the current study indicated that the effect is not notable.

Finally, Marquez, Cianfrone et al. (2020) investigated parameters, which influenced the spectator's adoption of the digital (mobile) ticketing via expansion of the Technology Acceptance Model (TAM;(Davis 1985)) for including 2 variables unnoticed in the earlier ticketing research; trust in the digital ticketing and tendencies for paying convenience fee. Their investigation provided outputs of the consumers' behaviors, which can enable decision-making of the sports managers. Their result showed that trust in the digital ticketing, tendencies for paying the convenience fees and perceived ease of utilization have been identified to be effective in the perceived usefulness of technology that considerably influenced intentions to utilize. Finally, willingness for paying fees showed a direct impact on the intentions.

The present review of the literature involved publications on the basis of various approaches to evaluating trust and perceived risk in online purchasing (Table 2).

Table 2. Features of the involved investigations.

Author	Main idea	Independ Variable	Depend Variable	Sample Size	Citation
Purchasing products					
(Hur, Ko et al. 2007)	Proposed and testing a conceptual model of the online sports uses motive and issues while utilizing Internet for the sports information and buying.	Concern (privacy & security, delivery, customer service, & product quality).	Motivation (information, convenience, socialization, economic, & diversion) Actual usage	Sample of 222 sports participants in the department of recreational sports at a large university	146
(Yoo and Ross 2014)	Investigated online purchasing intention on the licensed sports goods by integrating trust and of TAM.	Perceived ease of use Trust	Perceived usefulness Attitudes Online purchases intention.	Respondents (n=266) were students participating in a large university in Midwestern United States.	5
(Chiu, Kim et al. 2018)	Investigation of the consumer's intentions for buying the sports goods online via utilizing the MGB model.	Attitude Subjective Norms, Perceived Behavioral Control, Positive Anticipated Emotions, Negative Anticipated Emotions.	Desires, Frequency of the Past Behaviors. Behavioral Intentions.	314 of the Korean consumers with an experience of buying the sports goods online.	12
(Riantini, Andini et al. 2019)	Deterring the e-marketing approach analyses of the consumers' shopping decisions in Indonesian online sport stores.	S2 (Site, Security). P2 (Personalization, Privacy); 4Ps (Product, Price, Place, Promotion); C2 (Customer service, Community); P2 (Personalization, Privacy);	Consumer purchase decision	1,441 purchases (in May 2018) in sporting goods retailer.	0
(Lomsap and Sud-on 2019)	Examined the influence of online channel on brand, image of Thai soccer clubs, and e-service quality	Brand attitude Brand involvement E-service quality Brand image	Web-site loyalty Online trust	500 respondents at stadium	0
Purchasing Services					
(Tanrikulu and Celibatur 2013)	Determined the parameters influencing the people's perceptions of the buying online tickets.	Parameters in building trust of the customers (privacy & Security) Website feature Past experience Demographic factors	E-Ticket Purchasing	121 People have e-ticket buying	13
(Ahn, Suh et al. 2014)	Examined purchasing intentions in online sports ticketing websites	Perceived risk Trust TAM	Purchase intentions	College students (n = 251)	12
(Suh, Ahn et al. 2015)	Examined how the perceived risk as well as trust have association with the consumers' purchase intention in an online-secondary ticket market.	Trust	Perceived risk Purchase intention	Undergraduate students (n=302) at an institution of higher education	9
(Shapiro, Reams et al. 2019)	Examining the role of the perceived financial risks, identifications as well as the perceived values in buying the pay-per-view broad-casts of the combat sports.	Fan identification of sports.	The perceived value Purchasing intention Perceived risk	364 adults consuming the combat sports via pay-per-view television purchases.	7
(Marquez, Cianfrone et al. 2020)	Determined the variables influencing the spectators' selection of digital ticketing in the inter-scholastic sports.	Trust Perceived ease of use Willingness to pay fees	Intention to use Perceived usefulness of the technology	523 high school American football spectators.	0

We included ten studies in this review. Table 2-3 reports complete features of the mentioned investigations. Seven studies used a SEM approach and three studies ap-

plied an exploratory approach to evaluate the hypotheses of research.

Table 3. Summary of analyzed articles

Author	Advantage	Gap	Fill the gap	Method
Purchasing products				
(Hur, Ko et al. 2007)	Minimize of sport consumers' perceived risks and concern; Enhance of web site image.	Some items in the concern factors had relatively low factor loadings; limited to the one-time e-commerce-based purchase; Focused on overall motivation and concerns;	Reexamine the reliability and discriminant validity for these measures using potentially revised items and different samples; A sport-related information search and long-term relationships between consumers and e-service providers (e.g., subscription); Examine of whether the conceptual framework is applicable for spectator sport segment and sport retailing. Focus on a specific target Web sites; Focus on fans' attitude and perceptions toward sport-related Web sites	SEM
(Yoo and Ross 2014)	Improving consumer attitudes Shaping shopping goals Increase customer trust	Survey among students of a university and in a specific age group	Survey among students of other universities and all age groups	SEM
(Chiu, Kim et al. 2018)	Increase of understanding of the consumers' intentions for buying the sports goods online.	Participants have been the Korean online consumers for purchasing the sports goods. Respondents of have been the younger consumers; for example the 20s and 30s).	Apply of MGB to different countries or regions; Incorporating further parameters in MGB like prior knowledge, perceived value, and trust for understanding detailed online consumers' decision-making processes. Consideration the older generation; for example, Generation X and baby boomers.	SEM
(Riantini, Andini et al. 2019)	Improving of customer purchasing decisions; Improving customer service and community; Increase the safe and comfortable in online purchase	Don't considered control for preventing and addressing things which would occur subsequently.	Establishing the procedure of recruitment of novel employees who actually love sports, understanding function of the sold sports products, wishing to learn, and having acceptable work motivations.	Exploratory
(Lomsap and Sudon 2019)	Enhance of attractive personality of brand Increase of consider customer-brand relationship the perceived compatibility Increase of e-service quality Increase of brand loyalty	Only investigated in one stadium and there are few statistical samples compared to the statistical population	Consider more stadiums with more statistical samples in also, in another country.	SEM
Purchasing Services				
(Tanrikulu and Celilbatur 2013)	Assurance of the transaction security, Shipping tickets on time and precisely, Establishing privacy policies.	Did not provide a conceptual model of the important factors that will affect the purchase of e-tickets.	Provide a conceptual model	Exploratory
(Ahn, Suh et al. 2014)	Increase of trustworthy and responsible; Direct to consumers' purchase intentions; Increase to trust on purchasing intention.	Limited statistical sample to a specific age group	Survey among all age groups	SEM
(Suh, Ahn et al. 2015)	Antecedent factor of perceived risk reducing risk factors in the online environment increase in consumer trust reduction in perceived risk in online transactions	Focused on only student populations; Did not include potential customers who may not have experience of the online secondary ticketing process, but have some intentions to engage in online purchase activities.	Identify the impact of gender differences; To consider the consumers' psychological components (trust, perceived risk).	SEM
(Shapiro, Reams et al. 2019)	Predict of consumer attitudes; Declining uncertainty in payer-view context; Declining monetary risks; Expanding the perception of identification, value, and incentives buying; Increasing awareness about role of financial risk.	No study on the interaction between diverse role identities.	Studies on identity, values, and risks.	Exploratory
(Marquez, Cianfrone et al. 2020)	Helping to marketers and ticket sales staff; Increase utilization of tendencies for paying the convenience and comfort fee; Trust in the digital ticketing.	Sample location is a limitation for general functionality.	Taking samples of the schools (urban versus the sub-urban and large versus the small).	SEM

A summary of previous research will be presented here following a detailed overview of the selected strategies on the basis of the SLR procedures. First, it was found that trust has more effective role in user's understanding of online shopping. Researcher comprehend confidence as "an instrument for the decrease of cognitive complexity" that in condition with venture and unknown can support easy decision making (Zsifkovits and Günther 2015). In these unknown conditions, when the consumer wants to make a choice, trust is a products response to risk. Secondly, the concerns of customers in the online environment is the protection of their personal information as well as perceived risk makes concerns customers when making online transactions and it reduces online shopping. So, to increase the use of online services they need to trust the service providers.

Our finding from previous research that has found that online sport consumers have concerns about delivery, security and privacy, quality of products, and customers' services when they purchase sport-related products online. To minimize sport consumers' perceived risks and concern, sport marketers might adapt several strategies. First, in order to reduce consumers' perceived risk about security and privacy, sport managers could provide the consumers with check payment or buy-first-pay-later plans. Such optional payment methods might also attract younger consumers who might not have credit cards. Second, online shoppers are likely to purchase well-known brands or products offered by reliable Web sites. Therefore, detailed descriptions of sport products and improving Web site image can assure online sport consumers. Also, duo to the importance of trust in buying e-tickets trust would consequently lead to the actions performed by consumers. As a result, comprehensive specification of the customers' supports and services must be illustrated in detail on the online-secondary ticket web-sites for assisting and easing the consumers' minds in the process of purchasing.

New Conceptual Framework

It is widely accepted that perceived risk critically contributes to the consumers' behaviors. In fact, it concerns the feeling of consumers on likelihood and unsuitable consequences as a result of its crucial part in the decision-making procedure (Cunningham 1967). Recently, communities of the internet usage are steadily enhancing, and it would be a more effective online ground for merchandisers (Hussain, Ahmed et al. 2017). Various studies have attributed the low amount of products and services purchased online to the distrust of online shopping by internet users, many of whom perceived it as fraught with risk. Nevertheless, despite its significance, much work has been not don on the identification, analyses as well as interpretation of the complicated nature of the customer's perceived risk on the online retailing in developing countries (Mwencha and Muathe 2019). Disparities in online information accessibility are partially due to varying levels of perceived trust. Although trust has been defined in many different ways, a widely held definition of trust is as follows: trust is a psychological state comprising the intention to accept vulnerability based upon positive expectations of the intentions or behavior of another (Rousseau, Sitkin et al. 1998). However, different disciplines agreed on the situations, which should provide for establishing trust: interdependence and risks. Hence, risk is the perceived likelihood of the loss as interpreted by a decision-maker (Grabner-Kräuter and Kaluscha 2003) and interdependence refers to the interest of one party, which could not be realized without relying on another. Though risk and interdependence would be necessary for emerging the trust, nature of trust and risk would change as interdependence enhances (Zhang, Yan et al. 2018). Therefore, in this study in a new framework we provide consumers' psychological components variable, so, in future studies researchers can investigate trust and perceived risk in online shopping.

On the other hand, brand attitudes involve

an individual evaluation, emotion as well as behavioral tendencies on a specific brand. In fact, the brand attitude, which consists of 2 elements of the brand association and brand belief as well as the brand awareness, contains the brand familiarity, and brand recognize ability and consistency in the brand reputation and prefaced by the implementation of the organization brand performance (Foroudi 2019). Therefore, consumers' action of if in a favorable or unfavorable manner would be motivated by their attitude towards a particular topic. Hence, it would be crucial for the marketers to boost the brand attitudes for creating a positive sense of the brand, and changing the brand attitudes in case of the existence of a negative feeling or sense (Park, MacInnis et al. 2010). In other words, the brand attitude has been introduced as one of the sources of the customers' trust, wherein the brand owners must create their own brands as much favorable as possible for creating a positive brand attitude (Lomsap and Sud-on 2019). Given the importance of brand attitudes in attracting customer trust in online shopping, in this study we have presented this variable in our proposed framework to be used in future research. Actually, a web-site may be assessed with regard to the performances of atmospherics and design, easy to use features and utility. Evaluating the web-sites via usability and applicability parameters may enable the online retailers for improving their services (Bertot, Snead et al. 2006). Therefore, incorporation of the website functionality parameters can augment the perceived usability as well as usefulness that would satisfy the consumer's expectation. Hence, it would be essential for understanding which parameters of the web-site practicality exert positive impacts on the perceived usefulness and perceived usability (Tandon, Kiran et al. 2016). Duo to the importance of website features in customer-perceived usefulness, it may be important to investigate in online purchases. Since the 1970s, researchers have made considerable efforts to investigate the role of perceived usefulness in generating system

utilization (Davis 1989). In fact, perceived usefulness has been introduced as the major construct in original representation of Technology Acceptance Model (TAM) as well as in the modified models of TAM. Researchers utilized the above construct for predicting various parameters such as word processing as well as spread-sheet system acceptance, anticipating the users' intention, tele-commuting technology, measurement of the usability of the webs and wireless site, and continued usage of the system (Alrafi 2007). Davis defined perceived usefulness as "The degree to which a person believes that using a particular system would enhance his or her job performance" (1989, p. 320). In addition, validity and reliability of the perceived usefulness as one of the predictor of the intentions for using information technology have been verified by (Davis, Bagozzi et al. 1989, Alsabawy, Cater-Steel et al. 2016). Marketing activities like advertising are beneficial devices for raising changes in the customers' brand attitudes, and brand awareness, and ultimately influence the customer's intentions for shopping. Furthermore, the perceived usefulness may influence the brand attitude. Consequently, it has been regarded as one of 2 fundamental determining factors for anticipating the people's attitudes to a novel technology or system and individuals' attitudes to advertisement has a remarkable association with their attitudes toward the brands (Yang, Asaad et al. 2017).

Researchers defined behavioral intention as a probability of an individual to conduct behaviors (Fishbein and Ajzen 1980). Based on the theory of reasoned action, the most powerful predictor of behaviors have been introduced to be behavioral intentions, identified by attitudes and subjective norms. However, relative prominence of attitudes and subjective norms is different with regard to the circumstances and intentions for performing a behavior would be influenced by those circumstances (Shin and Hancer 2016). It is notable has a desirable attitude toward an activity would have higher tendency for performing specific behaviors

(Yeo, Goh et al. 2017). Moreover, causes deriving the consumers for buying from an online shopping would be considered. Based on the adopted technology, a lot of investigations showed the positive correlation of attitude with the behavioral intentions (Ingham, Cadieux et al. 2015). Finally, consumers prioritize the utilization of the online services due to easiness, utilization, usefulness as well as other motivations or prior online experience (Yeo, Goh et al. 2017). Finally, subjective norm has been considered to be the perceived social pressure for engagement or none-engagement in specific behaviors. In fact, people are affected by others' opinion; for example, the peers, families, as well as colleagues while exhibiting special behaviors (Chiu, Kim et al. 2018). Moreover, experts in the field specified subjective norm as one of the prominent factors to form the user's utilization intention (Zhang, Tan et al. 2019), implying the essential contribution of the subjective norm to the motivating behaviors. In addition, it may enhance probability for individuals showing positive experiential attitudes, and motivating those possessing little information on behaviors (Wan, Shen et al. 2017). Given that subjective norms influ-

ence consumer buying behavior, in this study we considered this variable as a moderating in an association between the brand attitude as well as behavioral intentions in online purchases.

By identifying the relationship between subjective norms, consumers' psychological components, website feature, brand attitude, perceived usefulness and behavioral intention in purchase, the present review provide further knowledge on the impacts of the perceived risk and trust on the online web-sites for purchases intentions. This present review intended for providing theoretical justifications and empirical validations of recognition of psychological factors of consumer and their behavioral intention, in particular the association of trust and the perceived risk with the consumer's purchase intention. Hence, our suggested theoretical model can be advantageous for understanding the consumer's concerns as well as needs while buying products and services from the online vendors. Items selected for constructs were adapted from prior studies (Shapiro, Reams et al. (2019), Riantini, Andini et al. (2019), Lomsap and Sud-on (2019), Chiu, Kim et al. (2018), Suh, Ahn et al. (2015)) to ensure content validity.

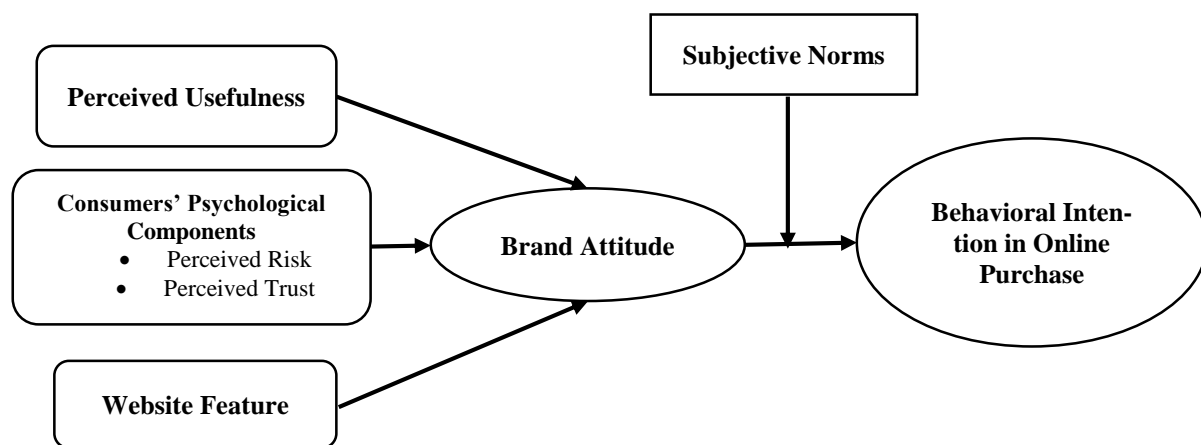


Figure 6. Conceptual Framework

Discussion

It is important for e-commerce site providers and other online businesses to always try to maximize what customers expect, to provide honest information to customers and nothing

to hide, to maintain a reputation as a provider of e-commerce sites, to provide convenience (both in terms of data security and service) to customers in transactions so that customers can be satisfied, and responsible

for transactions made with customers. For e-commerce customers, although in some study the perception of risk does not affect the participation of customers, it is better if in transacting through e-commerce still consider the risks that may arise. Also, we have been highlighted the most important challenges in the field of research. The important challenge is to online shopping trust and risk. Trust is awash with a profound body of knowledge that benefits from multiple conceptualizations applied in various contexts. A holistic approach to building trust that includes design, human and institutional factors can assist firms in building trust in online transacting and websites (Pavlou 2003). We found that Trust and risk are two barriers to online transactions, so, providers of sport products and services who decide to online payments should make trust and reduce perceived risk in order to influence consumer intentions and actions. To this end, they can use trust-building mechanisms. Factors such as timely and cost-effective delivery of products and services can have a great impact on attracting more customers to the online environment. Also, the providers of sport products and services must use the fastest means of service delivery. All of these provide a conclusion that the trust generated from online services can improve the usefulness of services. Thus, it has an enormous influence on the intention of someone to use online services. From the point of view, some study encourages sport brands to take the necessary measures to safeguard their members' personal information. As such, it is paramount that sport brands act responsibly to protect their members' sensitive personal information from being abused. Individuals should be better informed about relevant security and privacy policies before signing up as members of the sport brand online community. They also should be made aware of their rights as members of the community and the available tools to help them increase data privacy and security. Overall, sport brands should assist members to overcome uncertainty or anxiety over their participation in the online

brand community.

In the future, researcher can investigate the relationships between confidence, apperceived venture, and behavioral purpose for adopting technology in general and online sports stores. Also, Sport marketers as well as managers may use result of the present study for making more reliable online contexts for decreasing a number of damaging factors like security problems, privacy issues, nonimmediate response, and technical concerns, which are associated to the online secondary ticket web-sites. Establishing accurate regulations as well as consumer protection programs led to more accountable and reliable online-secondary ticket web-sites. As an example, these web-sites must offer certain features (frequently asked questions (FAQs by the consumers) and choices like online-live chatting services so that the sports consumers may further recognize the web-site operator's approaches and attitudes on problem-solving. Therefore, the sports consumer behavior and management experts must establish diverse marketing approaches for diverse groups of the sports consumers on the way of increasing the online trust and the way to minimize the perceived risk. In fact, by buying a sport industry ticket by a consumer in a physical context, several potent grounds of trust like the sellers' professional location appearance would be created. Nevertheless, online-secondary ticket market does not have any personal interaction and physical cues and thus is accompanied by greater risks in comparison to the general online-primary ticket markets. Hence, the sport practitioners should recognize that an actual probable way of the improvement in the consumer's shopping intention for the secondary tickets would be the provision of the structural assurance like guarantee that would be crucial for building the trust of consumers in the online transactions (Suh, Ahn et al. 2015).

On the other hand, the outputs obtained from the present review provided numerous functional implications for the sports products retailers for promoting the respective

products and further satisfying the consumer's need. Firstly, emotional factors such as negative as well as positive forecasted emotions have been considered as the most effective predictors for desiring towards online-shopping of the sports products. In fact, creation of a hedonic online-shopping experience would be crucial to the consumers of the sports products. Such a condition could be obtained via offering a more suitable online-shopping context for consumers so that they feel positive emotions while browsing and purchasing on an organized web-site with high-quality security and information (Chiu, Kim et al. 2018). On the other hand, our survey from previous research shows that there has been not any study on the interaction between diverse role identities. Therefore, people possess several competing role identities and interaction in parallel to the effects of other consumers may considerably influence their behaviors and thus it is necessary to consider them in the further studies on identities, risks, and values (Shapiro, Reams et al. 2019). Moreover, further studies that want to include the identity theory, must deal with interactions between several roles at play among the individual consumers. Such roles have been considered to be hierarchical in nature with the influence on salience of the consumers' identification with sports.

Our review extended the outputs via an increase in our information of the contribution of identification, values as well as intention using the developing era of the mediated sports utilizations. Therefore, the organizations and institutions working in the sports of the globalized economy would be obliged for learning and practicing e-commerce procedure to enhance their abilities of competition. The review has been both theoretically and practically effective in providing a complete understanding of the factors of trust and risk that buyers consider when purchasing online sport products and service. Sports products, brand developer policy makers can use results of this study to define preferable operation for designing and manufacturing sporting products. Confidence

has a huge impact on users' tendency to online sports products and brands.

Conclusion

A good and safe purchase system in online shopping has been regarded as an important guide for study for several purposes in purchase intention. For this reason, the present article studied earlier and latest investigations of the perceived risk and trust in online shopping systems for sporting products. Then, we categorized 10 chosen investigations in two groups; 5 of them have been about buying sport products, and 5 of them are a buying e-ticket. In the next stage, the mentioned mechanisms have been overviewed and compared together. Moreover, outputs have been gathered, reflecting that a majority of these investigations attempted to improve purchase intention, but image brand and security feature of website are not considered in many papers. As a general result, attention to trust and perceived risk can help the online shops to enhance purchase and business performance. Therefore, a key merit of the present review has been its capability of using a secure system in online shops landscapes for advising the future approaches to execute novel generations of the purchase system on the basis of the augmented trust. However, some limitations have been found to our review. For example, we limited searching to PubMed and the Cochrane library. Moreover, other academic journals might be there that could provide a more detailed vision of the respective investigations. Additionally, non-English investigations have been eliminated from our review. Thus, researches of the perceived risk and trust in sport products online store can also be published in other languages. Also, because we have limited research to the field of sports, other variables in other studies in different industries may be helpful in providing a framework.

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