

## Predicting the Future Attendance of Women in Sport for All Spaces in Zanjan Based on the Social Marketing Mix

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### Abstract

**Purpose:** The aim of this study was to predict the future attendance of women in sport for all spaces in Zanjan based on the social marketing mix.

**Methods:** The present study is a descriptive correlational study that has been conducted in the field. The statistical population of this study includes all women who play sport for all in parks and gyms of Zanjan city. G-power software was used to estimate the statistical sample. The research tool was a 39-item researcher-made questionnaire. The face and content validity of the questionnaire was determined using the opinions of ten professors of sports management. The reliability of the instrument was also assessed with Cronbach's alpha. Descriptive and inferential statistics including Pearson correlation coefficient test and multiple regression test (simultaneous method) were used for analysis. Data analysis was performed with SPSS 26 software.

**Results:** The results of this study showed that there is a positive and significant relationship between the components of social marketing mix and the future attendance of women in sport for all spaces. Also, all components of the social marketing mix influenced the future attendance of women.

**Conclusion:** Therefore, it can be said that it is necessary to pay attention to the components of social marketing mix for the women of Zanjan to future attendance sport for all. On the other hand, it increases the level of physical and mental health of the society. Therefore, paying attention to the elements of social marketing mix can be very important for the development of mass sports among women.

**Keywords:** sport for all, future attendance, Social Marketing, Women

### Introduction

One of the most important social issues known all over the world is sports (Robert, 2016). Sport

can be considered as one of the most important institutions of society, the impact of which can be seen on various aspects of life around the world. The majority of the population deals with sports in various forms, such as athletes (with the goal of championship, professional or just for health), spectators and ultimately interested (gholampour et al, 2020). Given that it is one of the factors providing physical and mental health of society (Sarmiento, 2018). Therefore, one of the most important benefits of exercise is the reduction of treatment costs and many other costs that are referred to as hidden costs (Robert 2016; Wicker 2017). Meanwhile, recreational sports, as a large range of sports, have many capabilities to achieve the goals and benefits mentioned (Robert, 2016; Vicker, 2017). A major part of sports that is closely related to the health and vitality of society and summarizes many of the basic functions of sports is sport for all (Ebrahimipour et al. 2018). Sport for all provide opportunities for participation in sports activities, without any restrictions due to social, racial and disability status and in leisure time; Therefore, everyone should enjoy exercising, and exercise is everyone's right (Goodarzi et al. 2016).

Along with the fundamental and comprehensive changes in society and the spread of technology and mechanization of life, obesity and diseases such as cardiovascular diseases, which are often caused by inactivity and lack of mobility, have spread (Ghahraman Tabrizi and Razavi, 2015). The result of inactivity and lack of mobility are deficiencies that appear in different aspects of physical, mental and social (Lafs al-Lasan, 2017). Inactivity not only has consequences for the individual, but also has consequences for society in terms of spending (Brochado et al. 2017). It has become an important public health concern and crisis (Lee et al, 2017). The meager participation of the people of the country in public and recreational sports as a social problem that has behavioral roots is no exception to this principle. According to Carmen (2016) research in recreational sports and its

great importance, if this important issue is ignored in a society and there is no written plan for it, there are many problems in that society, which are: the release of adolescent energy and Negative youth and wasting it in the wrong ways, endangering the physical health of youth, middle-aged and especially the elderly, facing diseases such as diabetes and lowering the age of cardiac arrest, delinquency and delinquency of adolescents and young people, lack of growth The right physical condition of children and dealing with all kinds of physical abnormalities and many other problems that are the direct or indirect result of not participating in physical activities and on the one hand is considered behavior in civilized societies. Despite knowing the benefits of mass exercise, regular exercise, and healthy eating, most people have difficulty initiating and maintaining positive behavioral changes (Brinsam, 2013). One way to eliminate or prevent mobility poverty is to have an active lifestyle (Vafaei Moghaddam et al. 2019). One of the behavioral change approaches that can be used to increase physical activity and exercise among this target group is social marketing (Djokic et al., 2020).

It is no secret that real development will not be possible without considering women, who make up half of the country's population. In many societies, women face problems and inequalities such as lack of access to equal educational facilities, unequal employment opportunities with men, poverty and unequal income, including physical education and sports, and multiple family roles and conflict in these roles. Can be added to it. About 150 years ago, women were barred from participating in sports, just as they were barred from participating in society, the labor market, and politics (Toro, 2005). Women, as those who have a great role in community health, have a high importance and priority in sports, so that according to many experts, their behavior and performance have a direct impact on community health, and if they can to ensure their health and Families have tried to play a major role in maintaining the vitality and vitality of the community. Physical activity

and sports provide an opportunity for women to avoid life problems and have the opportunity to have happy and pleasant experiences at alternating and short intervals (Kashif, 2000). Social marketing is a way of thinking about the process of behavior change that is different from what other social change stakeholders have chosen, a process for designing and implementing change-making strategies and finally a set of concepts and methods for implementing various aspects of marketing. It is social (Borden & Mahamane, 2020). In social marketing, the goal is to pay attention to the needs and wants of the target group with the help of commercial marketing principles and techniques, and by reducing obstacles and encouraging them to perform a social behavior, the desired behavior will be spread among them. In simpler terms, social marketing is the application of marketing techniques to social issues to motivate people to perform an action or behavior that ultimately benefits them (Moeini et al, 2021). According to the various definitions of social marketing, it can be seen that social marketing is the application of business marketing principles to solve social problems (Iglá et al. 2017), social marketing is a set of tools (people, product, price, Promotional activities and place) with the ultimate goal of changing the behavior of the target audience (Sampugna 2017).

Designing and implementing behavioral institutionalization programs through social marketing mix requires tools that are called social marketing mix (Baruta and Shatkaria, 2013). The social marketing mix is: the product, the price, or the cost of doing the wrong thing, the distribution means making the idea available, the promotion means providing information about the value of the idea and encouraging people, the generality means paying attention to the target audience And groups influencing decisions, partnership means organizations with similar goals together and policy-making means the continuation of behavior change through change in macro

policies (Asefi et al., 2017).

When it comes to a healthy lifestyle, there are differences in how it works (Milicevic et al, 2022). However, all the research mentioned considers physical activity as part of a healthy lifestyle (Djokic et al, 2020). In addition, physical activity promotes social stability by helping to increase human physical and mental well-being by improving health (Wilson et al, 2017). There is ample evidence that marketing theory can play a role in bringing about social change, especially in women. Thus, in social marketing, before taking some measures related to the promotion and encouragement of physical activity among women, it is necessary to analyze their perceptions and beliefs. It can be concluded that a healthy lifestyle has been associated with several positive effects in various studies: including, reducing the risk of breast cancer (Ghosn et al, 2020), reducing the risk of primary cardiovascular disease (Díaz-Gutiérrez et al, 2018) and reducing premature mortality and increasing life expectancy (Li et al, 2018), Better health, lower rates of chronic disease and better access to health care (Adams et al, 2016). Social marketing can also achieve and promote public welfare among women (Milicevic et al, 2022). It also points out that social marketing must go beyond changes in individual behavior. Therefore, when developing social marketing programs according to the needs of different groups, including women, the theory of segmentation can be used to achieve social change as effectively as possible (Kitunen et al, 2016).

In a study by Saberi et al. (2019) entitled *Designing a Mixed Model of Social Marketing for the Development of Sport for all*, they concluded that having a marketing and customer orientation view is necessary for the development of sport for all. One of the effective factors in this regard is paying attention to the mixed elements of marketing that officials and those in charge of developing sport for all and promoting health in the country can use to

increase people's participation in sports and physical activity. On the other hand, Digospi et al. (2014) called church-based social marketing to motivate older people to engage in physical activity to maintain balance and prevent falls. They concluded that church-based social marketing effectively conveys the message. Publish to balance and balance by participating in sports classes to fall with an emphasis on benefits and reduce barriers and costs of participating in these balance classes that social marketing can motivate seniors to participate and enroll. On the other hand, Taherzadeh et al. (2020) presented the paradigm model of sport for all development of Islamic Azad University and concluded that improving attitude and awareness, increasing motivation and interest and increasing vitality and vitality can attract the participation of students, staff and faculty members. Be involved in sport for all activities at the university. Therefore, it is necessary to develop sport for all policies in the Islamic Azad University based on the designed research model to develop sport for all and increase people's participation. In this regard, Tatari et al. (2019) in a study entitled Designing a model of social marketing implementation requirements in the country's recreational sports using data theory concluded that the culture of participation accessibility to sports venues and spaces the cost of social marketing communication participation Optimal management and behavior and its benefits. On the other hand, Nastaran Boroujeni et al. (2018) in a study entitled identifying the factors affecting the development of sport for all cultures in Iran concluded that the principles and structure of the most important factor in the development of sport for all cultures. Sport for all education is in the second place and this adds to the need for education in order to develop the culture of sport for all in the country. Developing a culture of sport for all will be a time-consuming process that reflects the seriousness of the authorities.

The importance of exercise in general for women and men is mentioned as one of the

necessities of life because it provides opportunities for learning, success experience, teamwork and special moments (Andam et al., 2016). Since half of the society is made up of women, and considering that today in different societies, creating suitable fields for women's sports is considered an important and national issue, and the presence or absence of women in sports activities as an indicator The world is one of the social status of women in society, this issue becomes more important in Iran (saber et al, 2018). Women's sports is one of the main issues in sports (Khan Mohammadi, 2017). The strong presence of women in various social activities requires their physical and mental health, so it is necessary to provide a bed so that they can engage in healthy recreational sports activities. Now, in order to develop physical activity and sports, we must look for methods and ways to reach the conclusion that increasing participation in physical activity. One of the concepts that can increase people's participation in physical activities and sports is marketing, and because it is in the social field, social marketing is a related concept. In fact, social marketing leads people to the desired behaviors by changing their attitudes and behaviors. In research on sports participation in sport for all, researchers have examined the barriers to attending and participating in physical activities and provided general solutions to increase participation in physical activity. While many of these barriers do not exist in people or by changing people's behavior, their approach to physical activities and participation in them can be changed (Saber, 2017). Based on the above, we find that the development of grassroots sports is an essential category and special attention should be paid to it.

In order to plan sport for all among women in the community properly, examining the causes of inclination and future attraction of people to this sport, is considered as one of the possible solutions at this time. Therefore, in this study, researchers intend to examine one of the effective methods in the development of sport

for all called social marketing and using the social marketing mix to examine the re-presence of women in sports for all spaces in Zanjan.

## Materials and Methods

The present study is an applied research that has been done by survey method and is a correlational research. The field method has been used to collect the data of this research and

collect the information needed for statistical analysis and testing of hypotheses. The statistical population of the present study included all women who have referred to sport for all facilities in Zanjan. G-Power sample size software was used to select the sample size. 180 questionnaires were distributed among the sample and the same number of samples was used for analysis.

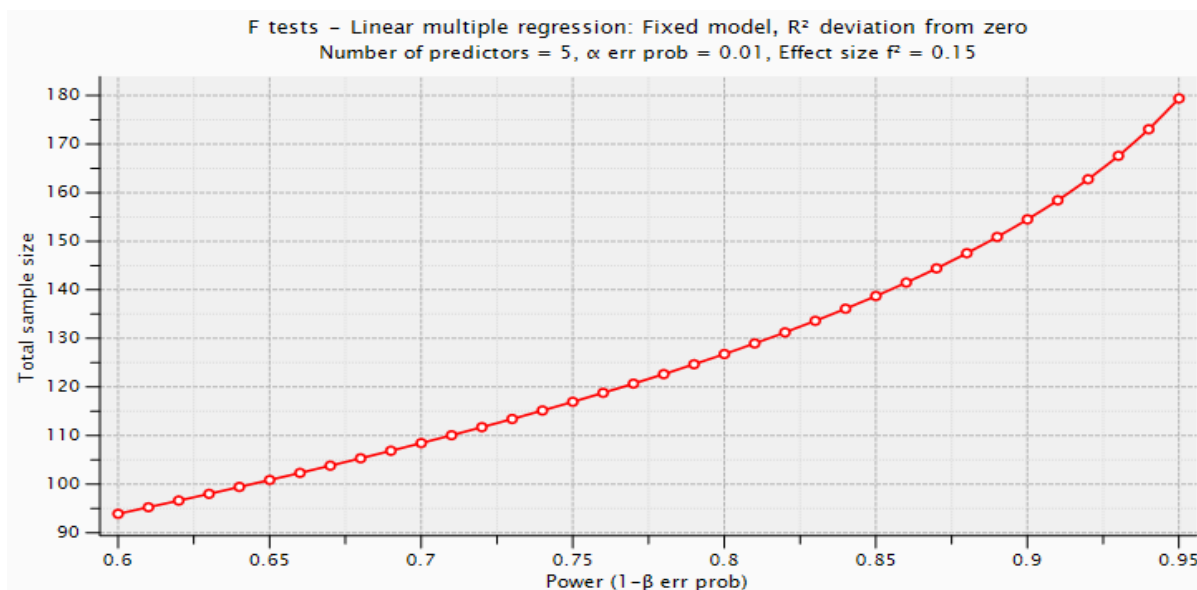


Figure 1. G-power software output

Therefore, 180 questionnaires were distributed among the participants, which were randomly selected from 5 regions (north, south, east, west, and center) and analyzed after collection. The data collection tool in this study is a researcher-made questionnaire which is a combination of several questionnaires whose initial framework is adapted from Saberi (2016) questionnaire. Its face and content validity was performed by 10 experts in sports management and social marketing, which was approved after the necessary amendments. Usable components including place component (10 questions), product component (10 questions), manpower component (3 questions) and price component (4 questions) and promotion component (9 questions), re-presence

component (3 questions) which consisted of a total of 39 items. Also, the reliability of the mixed social marketing questionnaire was 0.85 and the re-attendance questionnaire was 0.73. In order to analyze the statistical data of this research, descriptive statistical methods including central tendency and dispersion indices and inferential statistics including Pearson correlation coefficient and multiple regression were performed. It should be noted that SPSS 26 software was used for data analysis.

## Results

In the descriptive findings of the present study, as shown in Table 1, the highest frequency was related to the age group under 20 years with 29.5%, the number of married



people (106) was more than single people (74), also there were also 66.6 under diploma and diploma students. Table 1 gives the complete details of the participants.

**Table 1.** Demographic characteristics of the participants

Age	Percent (%)	N	Married	Percent (%)	N	Education	Percent (%)	N
<b>Under 20</b>	29.5	53	<b>Single</b>	41.1	74	<b>Diploma</b>	66.6	91
<b>21-30</b>	20.5	37	<b>Married</b>	58.9	106	<b>Associate</b>	8.4	23
<b>31-40</b>	28.7	51	<b>Employed</b>	<b>Percent</b>	<b>N</b>	<b>Bachelor</b>	19.5	49
<b>41-50</b>	12.8	23	<b>Employed</b>	19.7	46	<b>Master</b>	4.5	15
<b>Over 31</b>	0.9	16	<b>Unemployed</b>	80.3	144	<b>Ph.d</b>	.5	2

Skewness and Kurtosis coefficients were used for normal data distribution. Considering that the mentioned indicators

were in the range of 3 to -3, so we can say that the data have normal conditions and parametric statistical methods can be used.

**Table 2.** Normality of the variables

Variable name	Place	Product	Promotion	Price	Manpower	Future Attendance
<b>Skewness</b>	-0.129	0.002	-0.234	-0.158	-0.194	-0.231
<b>Kurtosis</b>	-0.408	0.198	-0.434	-0.638	-0.216	-0.760

The results of the Pearson correlation coefficient show that there is a significant relationship between the components of social marketing mix and the future attendance of women in sport for all spaces. So that the component of promotion (0.55)

had the most relationship and product (0.28) had the least relationship with the future attendance of women. The research findings regarding the relationship between the components in the research are reported in Table 3.

**Table 3.** Correlation matrix of research variables

Variable name	Place	Product	Promotion	Price	Manpower	Future Attendance
<b>Place</b>	1					
<b>Product</b>	0.157	1				
<b>Promotion</b>	0.523	0.156	1			
<b>Price</b>	0.722	0.12	0.444	1		
<b>Manpower</b>	0.562	0.129	0.603	0.559	1	
<b>Future Attendance</b>	0.508	0.279	0.552	0.362	0.513	1

Given that the independence of errors is observed, so regression can be used to determine the effect of the predictor variable on the criterion. Table 4 shows the general characteristics of the performed regression analysis. As can be seen, the components of online classes in total have been able to

predict more than 23% of the future attendance of women variable. The correlation coefficient between these two variables is 0.65. Therefore, the existence of a relationship between the two variables is accepted.

**Table 4.** General characteristics of regression analysis of independent variables on the Future Attendance of women

Indicator Model	R	R Square	Adjusted R Square	Durbin-Watson	F	Sig
1	0.651	0.423	0.403	2.031	21.145	0.001

According to the value of  $F = 21.03$  and the level of significance obtained ( $Sig = 0.001$ ), which is significant at the level of 0.05 ( $Sig < 0.05$ ).

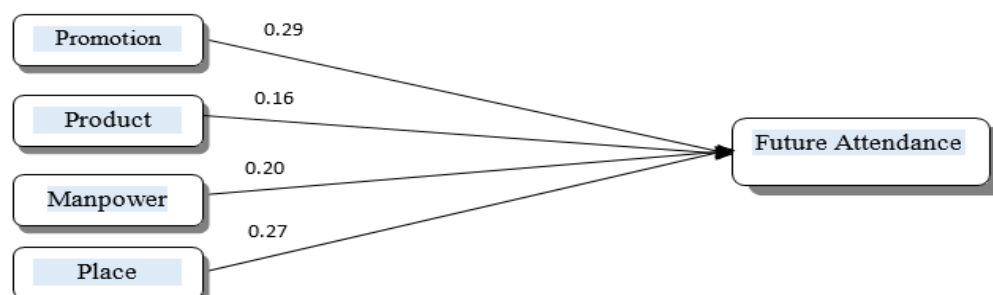
In order to investigate the effect of social marketing mix components (predictor variable) on Future Attendance woman's (criterion variable), multiple regression and Enter method were used (Table 5).

**Table 5.** The extent and direction of the effect of each of the independent components on the Future Attendance of women

Indicator Model	B	Std. Error	Beta	t	Sig
(Constant)	2.406	1.155	—	2.084	0.039
Promotion	0.151	0.042	0.297	3.582	0.001
Product	0.236	0.093	0.165	2.534	0.012
Manpower	0.190	0.081	0.207	2.359	0.020
Price	-0.054	0.063	-0.082	-0.849	0.397
Place	0.176	0.065	0.269	2.711	0.008

Based on the above table, it can be said that all components of social marketing mix, except the price component, affect the Future attendance of women. The effect of social marketing mix components on the Future attendance of women is increasing. The results showed that all components of social marketing mix except price are significant predictors of the Future Attendance of

women. Among these, the Promotion component ( $Beta = 0.29$ ,  $t = 3.58$ ) and then the Place component ( $Beta = 0.27$ ,  $t = 2.71$ ) have the greatest impact on affect the future attendance of women. Figure 2 also shows the beta coefficient of social marketing mix components on the Future attendance of women's.

**Figure 2:** Components of social marketing mix on Future attendance of woman's

According to the regression findings that identified the impact of social marketing components on the presence of women in

public sports, the above model is presented.

## Discussion

Participation in sports and physical activity, whether at specific and planned times or in extracurricular and leisure times, is an important element and part in the development of individual characteristics and personality. Everyone can develop their management, negotiation and communication skills, communication skills, self-confidence and health through participation in physical activity and sports. Therefore, participation in sport for all and physical activity requires infrastructure and facilities that provide the grounds for participation in physical activity in all people. From a marketing point of view, special attention is always paid to the elements of marketing in order to persuade people to consume a product. For this reason, this element can be achieved by using these elements in sports and physical activity for health and wellness.

The findings of the present study showed that all components of the social marketing mix, except the price component, had a significant predictor of the future attendance of women in Zanjan in sport for all spaces. In total, these components explained 40% of the variance of the criterion variable. Among these components, promotion and place had the greatest impact on the future attendance of women. While the lowest impact was related to the product component. The obtained priorities clearly show what components marketers and managers should pay more attention to in order to increase the future attendance of women in sport for all spaces.

The first component that has the greatest impact on the future attendance of women in sport for all is the component of promotion. Social media can play a major role in social media advertising and promotions and accelerate the success of social marketing. In fact, social marketing relies less on promotions and advertising-based efforts than commercial marketing. In social

marketing, the characteristics of the target audience determine the type of communication channel and the appropriate promotion, if in some cases, the availability of media or personal communication can be more effective than extensive advertising efforts (Moeini et al, 2021). Saberi et al. (2020) identified three concepts for this element, which included the use of motivational and attractive tools, the use of appropriate advertising and communication channels, the use of external awards and incentives. In fact, the officials and facilitators of sport for all development should be effective in promoting and presenting messages to the audience by holding sporting events that are attractive and exciting. Also, the use of semi-competitive competitions and the correct use of radio and the use of advertising programs at the right time that can have the greatest impact on people can be effective in increasing participation. It is a mixture that conveys the main message of the organization to the target audience and provides the necessary tools and effective communication channels in order to achieve the desired goals of social marketing. Therefore, those in charge of the development of sport for all should pay attention to this issue as a key factor in the tendency of women to participate in sport for all and provide grounds for motivating the participation in physical activity and sports. Among these, the promotion component in the elements of social marketing can play a key role.

The second factor influencing the future attendance of women in sport for all venues was Place. As can be deduced from the results of the research of Fujira et al. (2015), it can be said that social marketing can be a tool to increase participation in physical activity. A review by Fujira (2015) shows that a place is where the target audience obtains or implements the target behavior or program or service, which should be both



highly accessible and to be able to increase people's motivation and desire (Tahezadeh et al, 2020). In fact, according to the results of this research, the place should be a place where all people can work in a safe environment with high security and calm and be suitable for groups and individuals with specific social levels and classes. The results also showed that by creating places that lead to higher social communication and also lead to family cohesion, the percentage of desire can be increased among different groups. On the other hand, in the research of Zardoshtian, S., Ghayeb Zadeh, (2019) it has been concluded that health promotion interventions with a social marketing approach in changing behaviors that require the use of a health product and access to facilities and is more influenced by individual attitudes and decisions can be accompanied by valuable successes. Therefore, the environment in which services are provided, especially in sports for women, is of great importance. For this reason, it can be said that the first stage in the development of sport for all is the appropriate and desirable infrastructure from the perspective of women to participate in physical activity and sports with more desire.

Another component that influenced the future attendance of women in sport for all spaces is the manpower component. Recruitment and employing people and training them to learn how to provide customer service in order to gain a competitive advantage and success in the service market is very important; Because in purchasing a service, customers evaluate the quality and service based on the person who provides it and how they interact; the findings of this study were in line with the research of Saberi et al. (2020). Therefore, people providing service must have the appropriate personal skills and knowledge of service. The use of human resources specialized in planning, the use of tools for

the development and promotion of human resources and the appropriate reward and punishment system for human resources. These indicators include the use of specialized human resources for sports policy-making, the use of sports volunteers to develop sport for all, the training of coaches and specialists from different walks of life, the training of specialized sports coaches to provide appropriate activities for each class, attention He mentioned the technical and motivational issues in the majority of volunteer teams, the use of payment and reward systems in a way that is appropriate for the expert force.

The product component in this research is the last element of the social marketing mix that can affect the future attendance of women in sport for all spaces. In social marketing, the product can include the desired behavior such as physical activity and sports for consumers and audiences, or the services and tangible tools that lead to the desired behavior as well as the ease of use of sports equipment. Given that each society and country has a specific culture and beliefs that can affect how it behaves and shapes. For the growth of sport for all, products that look attractive and diverse and have logical results to encourage people's participation are necessary. The product is a set of benefits (can be both tangible and intangible) that the target group receives during the exchange. For example, in research conducted in the form of interventions of intangible products such as events educational programs, Voluntary programs and activities. Voluntary (Tan et al., 2020) and Balance and Coordination Classes (DeGuyspei et al., 2014) as well as tangible products such as, gauge, video and DVD on flexibility and strength training exercises (Saberi et al., 2018) and introduced. When products and services are provided by those in charge of the development of sport for all, it should be considered whether these products, which are provided to increase

physical activity, are desirable for these people or not. For example, can sports facilities and activities for people living in deprived areas be similar to those living in affluent areas? Therefore, in reviewing the products and services offered, the characteristics of the product and their relevance to the people and culture of the community should be considered.

These findings mean that as social marketing increases, so does the future attendance of women in Zanjan in sport for all venues. Social marketing seeks to change the attitude of the target community. It is certain that a person's view and attitude towards an action is very effective in the quality of that action and can be very effective in motivating the person to perform that action. Engaging in sports, and in particular sport for all among women, also requires that this valuable category be recognized among women, and that a positive attitude be created among them so that they can exercise with a double desire. Therefore, in order to develop sport for all among women and their future attendance in sport for all spaces, attention is paid to social marketing, which officials and those in charge of developing sport for all and promoting health can use to increase women's participation in sports and physical activity.

### Conclusion

This study was conducted to predict the re-presence of women in Zanjan in sport for all spaces of this city. In general, the research findings showed that there is a positive and significant relationship between the components of social marketing, especially promotion and location, and in general, social marketing and the re-presence of women in sport for all spaces. Also, according to studies conducted in social marketing, all researches have used the elements of 4p marketing mix as a tool to promote their physical activities. Social marketing mix has

been used. In this research, a more detailed look at the use of marketing mix elements for the development of sport for all has been identified and four components have been identified as marketing mix that executives should use in their plans. Therefore, it is recommended that those involved in sport for all, by performing appropriate activities, for example, paying attention to manpower and product, to improve and increase, as well as the continued presence of women in sport for all spaces. On the other hand, it is recommended that those involved in sport for all, using specialized manpower with motivation and up-to-date equipment, try to create a suitable environment to influence women's attitudes and thoughts in order to attend and, consequently, continue to participate in sport for all spaces.

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