Over Combination of Barriers and Solutions for Marketing Sports Products

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Abstract

Purpose: The attractiveness of sports provides the opportunity to earn money from many sources. The growing movement of sports marketing has had special effects in the development of world sports and has been able to provide huge monetary circulation, many promotional aspects and extensive political, varied, for this reason, the aim of this article is to combine the obstacles and solutions of marketing sports products.

Methods: The present research method is meta-composite. And for the model of the findings in Figure 1 is used MAXQDA software. Meta-composite is a type of qualitative study that examines the information and findings extracted from other qualitative studies with a related and similar topic.

Result: Research output mentioned, it should be mentioned that according to the findings, among the obstacles mentioned in the field of sports marketing at the level of researches are political factors, economic factors, social factors, cultural factors, technical factors, managerial factors, and legal and regulatory factors, advertising and others. From this point of view, it should be noted that political and managerial factors can be very effective in the marketing of sports products.

Conclusion: The emphasis of the current research is on the meta-combination of sports products marketing in the field of identifying obstacles, challenges and appropriate solutions to overcome the challenges of the sports products marketing category, which has not been investigated in other researches.

Keywords: Barriers, solutions, marketing sports, products.

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Introduction

Sports, as a very powerful social phenomenon, has a variety of services and products, and based on this, the sports industry has emerged and has become one of the largest and fastest growing industries in the world (Jimes et al., 2018). The sports industry is considered as one of the industries in which we have seen the rapid growth of competition in recent years, especially in the market of providing sports services (Talaei, 2018). In such a way that the companies that produce clothing and sports equipment are considered as an important part of the sports industry and have experienced significant growth in recent years (Malgurzetta and Voldizhmirez, 2020). On the other hand, sports as a money-making and attractive industry can improve many economic and cultural problems of any society. From this point of view, holding various sports competitions using sports marketing techniques and market research and creating specialized sports marketing agencies as a bridge between the sports industry and other industries can have a great impact on the economic growth of any country (Fink, 2015). The attractiveness of sports provides the opportunity for different segments of society to earn money from many sources (Dasilva and Las Casas, 2020). The growing movement of sports marketing has had special effects in the development of world sports and has been able to provide huge monetary circulation, great potential for attracting numerous employees, attracting foreign financial resources, many promotional aspects and extensive political, cultural and social benefits for the stakeholders of this industry (Shirvani et al., 2016).

Today, marketing is related to people's lives, and people face countless needs in life, which make people struggle, and marketing, meanwhile, tries to be effective in meeting these needs with minimal effort (Vaziri, 2018). Meanwhile, the marketing of sports products is one of the marketings available in the world and it can be considered a branch of marketing that focuses on the promotion of sports programs and teams as well as the promotion of other goods and services through sports programs and sports teams. In this service, the elements that are advertised can be physical products or a brand. The purpose of this type of marketing is to create strategies through which the customer can advertise sports goods and increase the sales of these products. On the other hand, sports marketing is also designed for the customer to identify their needs and desires through a conversion process (Ramazani-Ghorbani and Farzam,2022). So that along with the industrialization of sports, today sports marketing itself has become a global income-generating industry, the result of which is the acquisition of capital and income generation, and the use of marketing opportunities in sports products provides the necessary platform for interaction between industry, business and sports, and is a strategic bridge. It is considered to serve the development of sports and its economic prosperity (Kazemi, 2016).

Despite the explanation of the economic advantages of sports marketing and the income it brings to the country, unfortunately, the evidences and evidences available at the country level indicate that the issue of sports marketing has not been fully and significantly addressed and it should be addressed. It has not been noticed. Some of the evidences are in the form of researches and some are from the statements of officials and managers in this area. From this point of view, referring to the research of Jamshidian and Mozaffari (2009), it can be stated that the findings of the research show that there is a difference between the desired situation and the existing situation, in the components of printing publications and physical education books, financial support, participation of investors and shareholders, the right to host games International and regional, aid and support from the people and the private sector, sports tourism, sales of club brands, use

of sports marketers, formation of various sports training courses for people, education and training of elite athletes by the private sector, holding sports scientific conferences and consulting. In sports, there is a significant difference and in all cases, the average score of the existing situation is lower than the desired situation. On the other hand, according to the research carried out by Naimsari Aslani (2015), it can be explained that the results of the research showed that the current state of sports marketing in the research sample is slightly worse than the optimal state, and the state of the components of the current state of sports marketing in the research sample is worse than the optimal state. Is. On the other hand, Moradi (2022), the CEO of Body Full Company, also mentioned in a statement that there are significant challenges in the field of sports marketing and considers the current situation in this area at the country level to be far from the situation. Moradi (2022) makes the following statement in this area:

In general, and with the exception of a few companies, the rest of the sports equipment industry activists have performed poorly in knowing the target market and introducing their products; and are in relative economic stagnation. Some Iranian sports companies have limited exports to countries such as Iraq, Afghanistan, and the Caucasus region, but because our companies do not have much market management power, Chinese and European companies have taken over most of the market in those countries.

It should be noted that significant researches have been conducted in the field of sports products marketing, which will be tried below to mention some of the researches: Milovich and Viudich (2021) state in their research that the results indicated that internationalization, Branding, corporate social responsibility, technology development, tourism and regional development are among the things that are of great importance in the development of international sports marketing. Cornios et al. (2020) also stated in their research that the course of change and evolution of the Internet and especially the emergence of social networks with its important features in improving the interaction between buyers and sellers, it has attracted the attention of managers who have sought to better understand and provide services to their customers by using these technologies and tools. O'Hallaren (2018) has studied sports marketing in a research. In his research, he states that the media and virtual space, especially Twitter, are very effective in promoting sports marketing. Ballard et al. (2018) stated in their research that the use of mass media and in its shadow creating easy communication with different people creates motivation to participate in physical activities, in fact, regular use and viewing of media is considered the best guide for exercise. Bradly et al. (2015) stated in their research that the lack of expert forces and economic problems are considered as obstacles in the level of sports marketing in the current research. Pourzarnegar (2022) also states in a research that the findings indicate that the main components of price, product, distribution and promotion have a positive and significant effect on sports marketing at a significant level. Doostmohammadi et al (2019) referred to some results in a research entitled "identification of student sports marketing components and model design using interpretive structural method". He stated that according to the results, it was observed that the variables of student sports marketing are categorized in 5 levels, the components of marketing performance and financial support are in the first level and marketing strategy is in the last level.

According to the research conducted on the marketing of sports products, it is clear that a lot of work has been done, but what distinguishes this research from others and is considered the innovation aspect of this research is the emphasis of the current research on the meta-combination of the marketing of

sports products in the field of identification Obstacles, challenges and appropriate solutions to overcome the challenges of the marketing category of sports products, which have not been investigated in other researches. In this regard, it was tried to conduct a research based on the combination of obstacles and marketing solutions of sports products, in order to identify the challenges on the way of this issue through the analysis of documents in this field and provide solutions for it. Ghazalsafolo et al. (2021) in a research investigated the factors influencing the competitive marketing of small sports businesses during the outbreak of Corona. In their research, they stated that factors such as managerial components, legal-supporting factors, and technological factors, educational and motivational factors influence sports marketing. Kigobadi (2021) studied the problems of sports club marketing in a research and considers political factors and social factors as obstacles and problems in this field. Naserian and Farahani (2017) presented a model for sports marketing obstacles in a research. They also considered factors such as management, advertising, media, laws and regulations, facilities, politics and culture among the obstacles in this field. In a research, Salimi et al. (2014) considered factors such as the lack of specific rules, lack of alignment of investment in sports, and the impossibility of correctly identifying the amount of profit as among the obstacles of sports marketing. Based on this, the current research the new model of this research aims to answer the following questions:

1- What are the existing obstacles in the way of marketing sports products at the level of research and research?

2- What are the available solutions to overcome the existing obstacles in the way of marketing sports products at the level of the researches?

Materials and methods

Metasynthesis is a type of qualitative study that examines the information and findings extracted from other qualitative studies with a related and similar topic. By providing a systematic approach for researchers through the combination of different qualitative researches, metaphysics discovers new and fundamental topics and metaphors, and with this method, it improves the current knowledge and provides a comprehensive and broad view on the issues brings. Considering the expansion of the use of qualitative research in the field of various sciences, it is necessary to integrate the results of these researches in a coherent and organized manner so that their results can be used to support policy making, decision-making and providing services to different departments. According to Brooks et al. (1994), metacomposite approach is far more suitable for theory generation compared to primary qualitative studies. This approach can be used to support the existing theories, interpret and describe them more precisely and also to complete the theories. Metasynthesis leads to a more generalizable promotion of theories and provides a more comprehensive and deeper understanding of phenomena; this method can overcome the limitations of most qualitative studies (isolation and their limited generalizability) and lead to the production of categories, codes and interpretations of a higher order. Also, meta-composite studies are suitable for gaining comprehensive insight into rare phenomena, sensitive subjects, or populations with difficult access.

The purpose of meta-combination is to create an innovative and coherent interpretation of qualitative findings, because numerous case studies are not able to provide such insight due to movement in structural and disciplinary frameworks. In the current research, the steps of gathering findings include 1- determination of research questions, 2- systematic review of studies, 3- search and selection, 4- information extraction of texts, 5- combination of findings, 6- quality monitoring, 7- presentation of findings. It was also tried to achieve the

scientific accuracy and strength of the research findings through the three capabilities of verification, validity and trust. The ability to verify by comparing with the research background, staying faithful to the meta-composite research method throughout the study and continuously monitoring the research from the beginning to the end, using a sufficient and suitable sample until reaching data saturation was achieved. Reliability was measured by analyzing and coding the data by an experienced and independent researcher and comparing it with the researcher's own analysis, as well as giving the results of the analysis to the participants and getting their opinions. Since in qualitative research the researcher is the study tool, the reliability in qualitative study is the researcher's study tool, the reliability of qualitative study depends on his own abilities and efforts. For this purpose, a complete research process was designed to ensure that the research process is free from bias.

Results

In this section, the questions will be answered in order. So that the obstacles in the marketing of sports products will be pointed out first, and then it will be tried to examine the available solutions to overcome these obstacles.

Table 1. Related and similar past research and research background

Authors	Title of article	The findings and common components
Milovich and Viovoodich (2021)	A framework for the development of international marketing in sports	Internationalization, branding, corporate social responsibility, technology development, tourism and regional development are among the things that are very important in the development of international sports marketing. Common components are Internationalization.
Cornios et al (2020)	Online technologies and sports: a new era for sponsorship	The course of change and evolution of the Internet and especially the emergence of social networks with its important feature in improving the interaction between buyers and sellers has attracted the attention of managers who seek to better understand and provide services to customers by using these technologies and tools. Common components are Using technological tools.
O'Hallarne (2018)	A model for generating public domain activities in sports-themed Twitter hashtags	Media and virtual space, especially Twitter, are very effective in promoting sports marketing. Common components are Using media solutions and communication tools.
	Correlates of game viewing time among men: Body, physical	The use of mass media and in its shadow creating easy communication with different people creates motivation to

Ballard et al (2018)	activity, and other media use	participate in physical activities, in fact, using and watching the media regularly is considered the best guide for exercise. Common components are using the media solution and communication tools.
Bradley et al (2015)	Barriers to sports marketing	The lack of expert forces and economic problems are also among the obstacles in the level of sports marketing at the level of the current research. Common components are Economic problems and obstacles.
Poorzarnegar (2021)	Taekwondo sports club managers' point of view about sports marketing	At the significant level, the main components of price, product, distribution and promotion have a positive and significant effect on sports marketing. Common components are Product, distribution and promotion.
Ghazalsafolo (2021)	Investigating factors influencing the competitive marketing of small sports businesses During the Corona outbreak	Factors such as managerial components, legal-supporting factors, and technological factors, educational and motivational factors affect sports marketing. Common components are legal, managerial, technological solutions.
Kigobadi (2021)	Identifying and prioritizing the marketing problems of newly established sports clubs	Political factors and social factors are among the obstacles and problems in the field of sports marketing. Common components are social and political obstacles.
Doostmohammadi et al (2019)	Identifying the components of student sports marketing and designing a model using an interpretive structural method	Student sports marketing variables are categorized into 5 levels, with the components of marketing performance and financial support at the first level and marketing strategy at the last level. Common components are Financial support.

	Designing a sports marketing barriers model	
Naserian and Farahani (2016)	Evaluating the obstacles to the development of sports marketing in Iran	Factors such as management, advertising, media, laws and regulations, facilities, politics and culture are among the barriers in sports marketing. Common components are Management, advertising, media, laws and regulations, political and cultural barriers.
Salimi et al (2014)		Factors such as the lack of clear rules, lack of alignment of investment in sports and the inability to correctly determine the amount of profit are among the obstacles of sports marketing. Common components are obstacles of lack of clear rules.

1- What are the existing obstacles in the way of marketing of sports products at the level of research?

Table 2. Barriers to marketing sports products in existing researches

Selective coding	Axial coding	Open coding
Barriers to marketing sports products in existing research	Political factors	- Making national officials and decision-makers aware of the structure, performance and goals of e-commerce (Baghaei-Ravari et al., 2016; Rasoulian et al., 2015). Non-cooperation of relevant institutions in business development (Rostami et al., 2016). Lack of advertising and public education through mass media (Kianjuri et al., 2003; Hyung, 2003). Lack of effective scientific-applied training in university educational centers (Rostami et al., 2016). Lack of support, investment and promotion of e-commerce methods and concepts (Baghaei-Ravari et al., 2016). Group monopoly which benefit from the dominance of the industrial trade system in Iran (Azizi et al.,2007). Iran's economic embargo by advanced countries and Iran's non-adherence to the WTO (Rasoulian et al., 2004). Incompatibility between the country's internal standards and laws and regulations Country (Rasoulian et al., 2014). Lack of a specific national program in the field of e-commerce and Internet recovery (Azizi et al., 2015). Absence of policy to protect private assets (Rasoulian et al., 2014). Reduction of independence and freedom of action in electronic commerce (Meibodi et al.,2011). The country's political-economic sanctions, state ownership of the country's sports industry, political dismissals and installations (Nasserian,2017).

Economic factors	- Lack of competitive environment in the use of e-commerce (Rostami et al., 2017). Lack of necessary incentives for investing in internet business, high cost of postage (Azizi, et al., 2016). Lack of a standard and appropriate transportation system The cost of transportation goes down (Martinssons and Chitura et al., 2008). Low financial support for private companies (Rasoulian et al., 2014). Low budget and government investment in information technology (Rasoulian et al., 2014). Relatively weak advertising and support of The country's sports industry (Rostami et al., 2007). Low average per capita income and the cost of using the Internet (Chitura et al., 2008). The lack of economic attraction for the private sector due to the lack of awareness of the economic benefits and high risks of Iran's economy and unwillingness Foreign financiers (Rasoulian et al., 2014). The high cost of security and issuance of electronic signatures for the private sector (Azizi et al., 2014). The uneconomical nature of creating and maintaining virtual stores (Kainrak et al., 2005). The limitation of financial resources to implement the marketing strategy, The presence of strong brokers in the country's sports, wrong policies in the pricing of sports products, the uncertainty of investing in Iranian sports, the provision of financial resources by the government for clubs, the low share of sports in the budget of Iranian households, the low contribution of sports to the gross domestic product, the lack of transparency in Financial information of clubs, wrong use of stadiums to generate income (Ghasemi, 2014). Lack of risk-taking by the majority of financial sponsors due to lack of confidence in the reversibility of their capital, lack of exclusive national support in the field of sports, lack of investment by sports sponsors (Nasserian, 2015).
social factors	- The lack of widespread use of computers in society as a tool for business (Azizi et al., 2015). The lack of familiarity with the English language (Gorbani et al., 2015). The lack of efficient and expert human resources in stores (Purcell and Toland, 2005). The lack of internet shoppers in According to traditional (Azizi et al., 2011). lack of proper emotional connection between buyer and seller (Kalakota and Winston, 2000).
cultural factors	-Improper expansion of the culture of correct use of e-commerce and internet marketing (Azizi et al., 2013). Lack of familiarity and attention of industry and commerce sector managers to e-commerce (Salehi et al., 2014). Resistance or feeling of needlessness of the users of the previous system or adherence to the methods traditional (Felyn and Porches, 2001). The nature and intangible benefits as well as the complexity of understanding the concepts of e-commerce (Salehi et al., 2011). The fear of not receiving goods or services in case of online shopping (Salehi et al., 2011). Registering unnecessary purchase orders by some people (Gadwin, 2001). Low trust and confidence in the Internet among buyers (Wilson and Abel, 2002). Users' low awareness of the benefits of e-commerce (Darch et al., 2002). Lack of proper culture to encourage sports, lack of creating platforms Appropriate culture in families to lead to sports, not introducing sports products to families (Nasserian, 2015).

Technical factors	- Low bandwidth of internet lines (Meibodi et al., 2009). Low access of stores and organizations to web networks (Martinsons, 2002). Lack of necessary development of telecommunication infrastructure (Kainrak et al., 2005). Absence of standard Persian language code page and Persian language problems on the Internet (Rasoulian et al.,2006). Inefficiency of the banking system to carry out electronic operations (Feridooni,2008). Frequent outages of the Shetab network (Azizi et al.,2013). Poor electronic banking infrastructure (Rasoulian et al.,2006). Lack of necessary reliability in Internet networks (Meibodi et al., 2018). Failure to guarantee information security in electronic systems (Salehi et al., 2019). Lack of internet service providers (Baqhaei-Ravari et al., 2019). High technical costs of e-commerce (Meibodi et al., 2019). Low technical knowledge of specialists (Salehi et al., 2014). Difficulty in continuously updating systems and software (Meibodi et al., 2015). Difficulty coordinating information systems (Meibodi et al., 2015).
Management factors	- Lack of strategic planning to design a model of sports marketing obstacles, bureaucracy and administrative paperwork in sports investment (Nasserian, 2015). Lack of marketing committee in the structure of many sports organizations, lack of will and plan to hand over government clubs to non-government clubs, lack of necessary support in order to create clubs Private, the limited number of professional clubs, the lack of a competitive sports structure, the state ownership of sports clubs, the state and exclusive nature of the broadcasting organization, the lack of support from the top management of sports for marketing, the instability of managements at different sports levels in the country, the unknown and low brand credibility. Sports clubs and leagues, low use of creative managers with international thinking and expertise (Ghasemi, 2014).
Factors of laws and regulations	- Lack of incentive and support laws, lack of development of necessary laws for the development of sports marketing, lack of codified copyright laws for sports products, lack of law approval and the requirement of schools and government institutions to provide sports equipment (Nasserian, 2015). Lack of applicable laws to recognize Recognizing media broadcast rights, lack of private television channels, existence of legal problems regarding copyright, unclear legal nature of clubs, lack of standard financial laws, lack of open economic system laws (Ghasemi, 2014).
Advertising	- The weak role of advertising in encouraging sports, the weak role of advertising in encouraging investors to buy sports equipment, the weak role of advertising in the branding of sports products, the lack of use of sports figures in their advertisements by sports manufacturers, the lack of sufficient and organized equipment for advertising around the sports field. , not having a dedicated sports equipment store, lack of innovation in sports services and products by sports organizations, constant change in the needs and demands of customers in line with the advancement of technological factors, lack of encouraging people to do sports through the media, lack of introduction and recognition of sports marketing through the media (Nasserian, 2015).

According to table 2, among the obstacles mentioned in the field of sports products marketing are: political, economic, social, cultural, technical, managerial, rules and regulations, advertising factors.

2- What are the existing solutions to overcome the existing obstacles in the way of marketing sports products at the level of research and research?

Table 3. The solutions proposed in the existing research to overcome the obstacles of marketing sports products

Selective coding	Axial coding	Open coding
Strategies to overcome the obstacles of marketing sports products in existing researches	Use of modern and effective technological advertising	- Live broadcasting of sports events, making sports training programs, using digital mobile marketing, using advertising agencies to produce sports advertising content, preparing brochures, catalogs and posters for sports products, creating suitable advertising space in stadiums, using modern technology in product advertising, Targeted and effective advertisements from the national media (Salamat et al., 2023). The effectiveness and adaptability of sports to changes, the adaptation of marketing to new technologies, the use of technology-based sales techniques (Izadi Shahnani and Keshgar, 2023). Increasing sponsors with media coverage, creating a website Marketing, creation of virtual marketing channels, creation and Internet platform, (Khorasanisasikooloumi, 2019).
	Use the right products and services	- Segmenting the market for providing sports products, knowing the target market of agricultural products, expanding domestic production and providing new products, paying attention to the needs and expectations of customers, creating new sports sites for marketing sports products (Salam et al.,2023).
	Use of specialized human resources	- Employing managers with an economic and commercial attitude, using educated and professional marketing specialists, using marketing specialist students, involving leading figures in marketing meetings, the presence of prominent coaches and technical staff and elite players, using experienced and expert coaches (Salam et al.,2023) using university professors to justify the investor (Kamalvand & Afshari,2022).
	Support from sponsors	- Taking advantage of public support and the private sector, improving the level of sports to ensure the return of investors, providing workshops to improve business skills, publishing scientific and news publications (Salam et al., 2023). Holding meetings with sponsors, inviting local sponsors, encouraging sponsors to Investing, informing and inviting supporters and justifying them, inviting benefactors to help, inviting company managers, inviting manufacturers and brands, using financial assistance from real persons, more communication with supporters, attracting local sponsors, solving problems for attracting supporters (Kamalvand & Afshari, 2022).
	Management dimension	- Having a strategic plan and a comprehensive marketing development system, paying enough attention to the needs and demands of sports sponsors, creating management stability in federations and clubs and preventing inappropriate management changes, drafting and implementing the legal system of sponsorship contracts, creating standard financial and work rules in the field of relations with Financial sponsors, valuing thinkers and thinkers with expertise and marketing, removing taxes or tax

		discounts for companies and factories in case of sponsorship (Talebi,2022). developing the communication skills of managers with employees and customers, training and culture building and improving the communication skills of sellers, holding classes Explanation and training for sellers by managers, empowerment of sellers, effective technology training (Boozhmehrani et al.,2022). Existence of strong public relations to attract and secure sponsor benefits, cost management and focus on slow and continuous growth, employing efficient and experienced managers, analysis environment by sports managers to remove obstacles, take advantage of elites, not to employ government and political managers, use methods based on rationality, change the mental structure, train and improve income generation skills of managers (Vahedizadeh et al., 2019).
	Information dimension and development of communication with stakeholders	- Doing network marketing in the best possible way, continuous support for training and development, creating a desire for network marketing by teaching its benefits, professional training for both the supply and demand side, justifying and informing people about the benefits of network marketing, valid scientific explanations, providing at the same time, fast and high-quality information, creating intangible incentives for marketing, using valid manuals for marketing (Ezadi Shahnani & Keshgar,2023). Development of customer relationship management systems, development and provision of services tailored to customers' needs, identification of society's values and beliefs and alignment with them, interaction with prominent global federations, presence in popular social networks, active participation in international events and conferences, cooperation of the sports industry with Different commercial industries, interaction and cooperation with different institutions to use their facilities, aligning with the media, emphasizing common values and building trust with stakeholders, creating a media policy and public relations, creating a sports marketing system, development (Boozhmehrani et al.,2022).
	Economic dimension	- Clarification of the financial system of federations and clubs, appropriate and rational pricing procedures regarding financial support, diversification of the source of income of federations, registration and transparency in the amount of expenses of previous sponsors, using the significant presence and excitement of sports spectators to encourage financial sponsors and sports charities to support from sports marketing (Talebi,2022).
	legal dimension	- Granting licenses to institutions at the same rate, granting licenses by the parliament, reviewing the principles of marketing in the parliament, correct and effective supervision of sports marketing, creating a wage structure, the government's comprehensive approach to system obligations, using the compensation plan, exploiting the facilities of partner companies. Commercial, decent work norms law (Ezadi Shahnani & Keshgar, 2023). Development of protective laws for private sectors, removal of political tendencies in sports management (Khorasanisasikooloumi, 2019). Change of some laws, removal of bureaucracy, development of protective laws, preparation of legal guidelines for sports marketing, change Laws for the entry of sponsors, formulation of laws for legal protections, creation of protection laws (Kamalvand & Afshari, 2022). Modification of the organizational structure for the development of income generation, implementation of the copyright law and facilitation of tax and customs laws, obtaining the

	right to broadcast television, modification and creation of dynamic laws and the emergence and determination of the area of responsibility, development and benefiting from competitive advantages, less government administration and more supervision, evaluating the performance and accountability of the manager from the government, receiving subsidies from the government to compensate for the backwardness (Vahedizadeh et al., 2019).
Social dimension	- Using the capacity of the fans' center, stimulating the fans' desire for sports network marketing, using the potential capacities of the members of the fans' channel, gender equality in marketing, equal increase in the scope and level of distribution of sports products, fair division of work, cooperation with reputable agents and manufacturers far from Discrimination (Ezadi Shahnani & Keshgar, 2014). Encouraging people to attend stadiums, relative increase in household income compared to sports products, identification of sports needs in accordance with social demand by planners (Khorasani-Sasikolomi, 2018). Personal communication and interactions of managers and workers at different levels of sports marketing. Having well-known athletes and coaches for marketing, positive attitude of sports officials and workers towards sports support, training employees and workers about how to interact and attract companies, modeling internal organizational factors that are effective in attracting sports sponsors, using professional sports marketers to satisfy Making a private company, defining a specific position for managers and trainers in justifying expectations from them in the marketing discussion, using latent and effective tools that have a position at the regional and national level (Mehrpour, 2019).
Creating a good relationship with customers and paying attention to their interests and tastes	- Online advertising, online communities (Ghafourian-Shagherdi et al., 2016). Creating trust in the prices of sports equipment, creating security in the price of sports equipment and supplies, creating perception of prices (Soltani et al., 2015). Quality of sports services, mental image of sports equipment, and Favorable perception of sports brands (Najafzadeh, 2014). Accurate information about the offered products, taking into account the interests of the customer, observing the principle of fairness and honesty in gaining the trust of customers through the provision of quality products in accordance with the wishes and tastes of customers, including pricing, handling to customer complaints and suggestions (Mahmoudi et al., 2014). To be a quality sports brand, to build trust (Vukasuvich and Petrich, 2022). To create a positive attitude, anticipated emotions (Chiu et al., 2018). Favorable physical condition of equipment, favorable response to customer, providing confidence to the customer, assurance, empathy with the customer (Modi and Mirkazemi, 2017). Optimal organization of customer relationship management, optimal knowledge management of customer relationship based on technology, focus on key customers (Bai and Qanbarpour Nosrati, 2016). Infrastructure conditions , macro environment conditions, risk tolerance of customers, management factors, organizational factors, quality and quantity of service and equipment provision, conditions and risk tolerance of customers and fan base (Majidiparast et al.,2015). Revision in the media, advertising tours,

publications and mass and visual media (Garcia, 2011).

According to Table 3, among the solutions available to overcome the obstacles of sports marketing that were mentioned are: the use of modern and effective technological advertising, the use of appropriate products and services, and the use of expert human resources, the support of financial sponsors, and the managerial dimension. Information dimension and development of communication with stakeholders, economic dimension, legal dimension, social dimension and establishing good relationship with customers and paying attention to their interests and tastes.

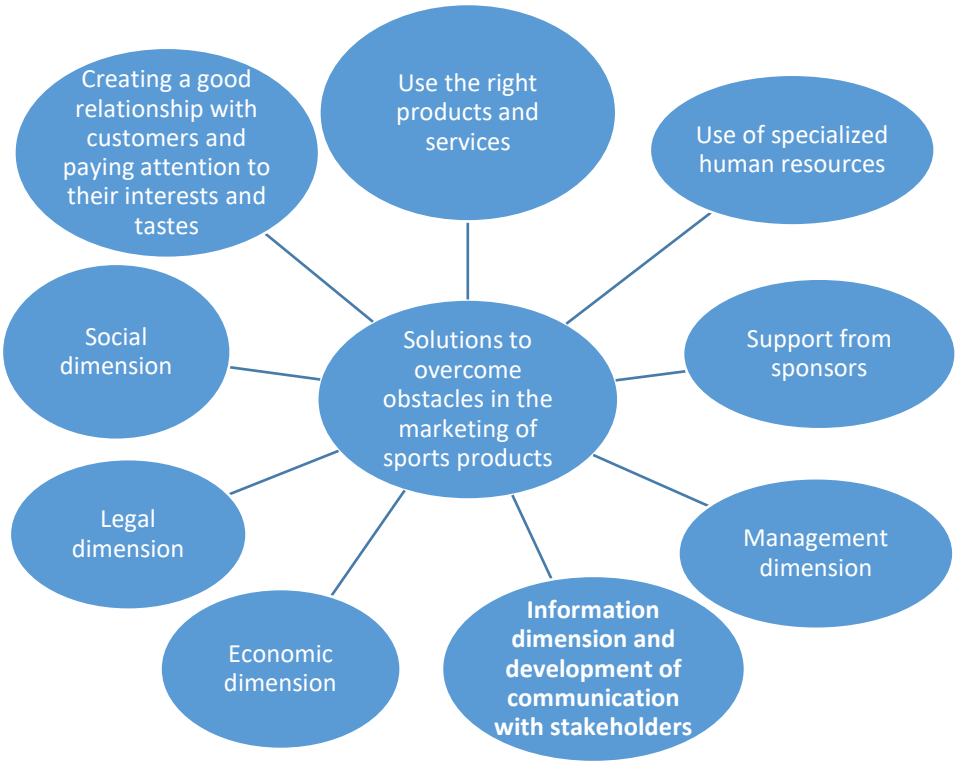

Figure 1. Solutions to deal with obstacles in the marketing of sports products

Discussion

Today, the countries of the world, especially the countries that have developed or are developing, always try to use the various capacities and capabilities of the society in order to generate income. In the meantime, it is among the existing and very rich capacities for generating income in the sports industry.

In the present research, it was first tried to ask the question "1- What are the obstacles in the way of marketing sports products at the level of research and research?" Attention should be paid to the investigation of the obstacles mentioned in the field of marketing of sports products at the level of researches. In this regard, it should be mentioned that according to the findings, among the obstacles mentioned in the field of sports marketing at the level of researches are political factors, economic factors, social factors, cultural factors, technical factors, managerial factors, and legal and regulatory factors., advertising and others. From this point of view, it should be noted that political and managerial factors can be very effective in the marketing of sports products. So that mismanagement, making unfavorable decisions, lack of favorable and appropriate

policies, lack of synergy among officials, lack of correct and appropriate planning in this area, lack of various committees to monitor and evaluate the marketing of sports products at the country level and other factors from this It can hinder the development of the sports industry and the resulting income generation, which requires the attention of the country's senior officials. On the other hand, in the field of economy, the lack of a competitive mechanism among sellers, the lack of weakness of financial support for private companies, the lack of creating an attractive environment for economic investments, etc. So that if the culture of a society is not updated and is not in accordance with today's technologies, it will surely make the society suffer. Technical factors are also considered as another problematic factors in the field of sports products marketing. So that today, with the development of technology and communication and information tools, the society should devote itself to it and take advantage of its benefits. On the other hand, the existence of additional and annoying bureaucracies as well as the absence of legal and specific mechanisms can also be problematic in the desired procedure of marketing sports products and cause problems. Among the new findings of this article, it can be said that: Modern media and technological advertising tools can facilitate the marketing of various sports products by promoting them and thus help generate income from this field". On the other hand, employing capable managers and specialized and efficient human resources in the field of sports product marketing can also be very effective under this matter; Because the need for expertise and mastery is very obvious in order to achieve anything in the desired way, and certainly, experts can help the development of the production and marketing of sports products by using the necessary skills and effective methods in this field. It should also be noted that a comprehensive and strategic plan is always needed to achieve the set goals and achieve desired results in any field, and this also requires the existence of a strong management mechanism. In this way, managers and policy makers can provide a comprehensive and complete program by creating the necessary synergies among themselves and by cooperating with each other, and during a specific program, by monitoring the marketing of sports products, they can lead the way to achieve the desired results. Smooth in this field. On the other hand, it can be said that the officials and senior managers of the country can also establish a specific procedure and process for the marketing of sports products by embedding the necessary, comprehensive and specific legal mechanisms, so that in this way it can help the marketing of sports products.In the end, in order to improve the marketing of sports products, it is tried to help strengthen it at the community level by providing effective and appropriate suggestions in this regard.

Conclusion

The present finding can be in line with the research findings of Bradly et al. (2015); because at the level of this research, attention has also been paid to the economic problems of the obstacles in the way of sports marketing. Lack of human resources, lack of emotional relationship between sellers and buyers, etc. in the form of social factors can be problematic in the marketing of sports products and can be an obstacle on this way. In explaining these findings, it can be said that:" it should be noted that the category of culture is considered as one of the dimensions of every society which is very important in the prosperity of production and economy of a country". The second question of the research, under the title "What are the existing solutions to overcome the obstacles in the way of marketing sports products at the level of research and research?" is, according to that, it was tried to pay attention to the investigation of the existing solutions proposed in the researches against the obstacles proposed in the researches carried out

in the field of sports products marketing. The use of modern and effective technological advertising, the use of appropriate products and services, the use of expert human resources, the support of financial sponsors, the management dimension, the information dimension and the development of communication with stakeholders, the economic dimension, the legal dimension, the social dimension and others, among other solutions. So the current finding can be seen to some extent in line with the findings of Milovich and Vojvodic (2021), Cornios et al. (2020), O'Harlan (2018) and Ballard et al. (2018); because the development of technology has been emphasized in his research. In explaining these findings, it can be said that:" the use of modern and effective technological advertisements can be very helpful in the marketing of sports products; Because in today's society, with the development of information technology, communication between people has been greatly facilitated, so that in the shortest time, you can communicate with a wide range of society and convey the necessary messages to them. On the other hand, the current research can be considered aligned with the research of Kigobadi (2021); because both of the present researches mentioned social and political obstacles. On the other hand, the present research is in line with the research of Naserian and Farahani (2016); because this research considers factors such as third-party management, weak advertising, media and vague laws and regulations as obstacles in this direction. The research of Salimi et al. (2014) is also in line with the current research by proposing the lack of specific rules as an obstacle for sports marketing. Also, the current research is in line with the research of Ghazlesfolo et al (2021); because this research also emphasized on legal, managerial and technological solutions in order to overcome the obstacles of sports marketing.

1- It is suggested to the sellers of sports products are advised to use the latest and effective technologies available today to advertise their products.2- It is suggested to the researchers are advised to carry out a research on the necessity of familiarizing sports product sellers with its marketing.3- The researchers are suggested to conduct a comparative research at the level of successful countries in this field in order to benefit from their experiences.4- It is better for researchers to conduct a research with the method of lived experience from the level of experts in the field of marketing sports products. Among the limitations of the present research, which has been carried out in the form of meta-combination, it is general and includes the existing obstacles and solutions to overcome these obstacles in the marketing of all sports products, which should be a similar research separately in various areas of sports products such as football, taekwondo, ship etc.

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