The Factors Affecting the Development of Advertising through Social Media to Influence the Sport Product Customers' Behavior Intentions

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ABSTRACT

Purpose: Social media has influenced individuals' need for interpersonal interactions. The study was conducted to identify and prioritize the factors affecting advertising development through social media to control customers' intentions for sports products.

Methodology: The research method (in the qualitative part of the Delphi method and the quantitative descriptive-analytical part). The statistical population of the qualitative section included all media management specialists and sports marketers, and in the quantitative section, there were athletes of different sports (N = 1600). Sampling was also purposeful and accessible. The study tool was a semi-structured interview and a researcher-made questionnaire derived. Systematic coding and confirmatory factor analysis with SPSS24 and Amos25 software have been used to analyze the data.

Findings: If marketers want to change people's mindsets, advertising messages should be clear about the product's benefits and examine customers' characteristics. This causes consumers to change their existing beliefs. Based on the results of the factors affecting the development of advertising through social media to influence customers' behavior intentions for sports products, priority includes individual factors, branding, accreditation, and structural factors.

Originality: In this article, we examine the modeling of advertising development through social media to influence customers' behavioral intentions for sports products using structural equation modeling (SEM).

1. Introduction

This feature of social media in communication has made it a suitable platform for conversations, negotiations, and interactions in everyday life. Therefore, most businesses are using social media to market themselves. The advertising industry can play an essential role in modern life. Advertising is a part of the marketing process of services or products. As one of the most critical marketing mix tools, it can be crucial in strategies and policies, such as communicating with customers and changing the consumer mindset (Ebrahimzadeh, 2013). In this regard, media advertising is one of the most well-known and controversial promotional activities and is also considered the only promotional activity of companies over the years (Tustin, 2002). Communicating the message to the target audience only through media tools like television is not targeted and efficient. To obtain an effective advertising tool, special attention should be paid to both the type of target customers and the selection of media tools used in advertising. Therefore, social media platforms are a new place for exchanging information and exhibiting opinions, have changed public opinion and have become a driving force in promoting social media advertising (Dong et al., 2017). The use of social media has gradually altered the advertisement platforms employed by companies, moving from traditional media to social media (Lee et al., 2014). As membership in the SNSs increases, these networks become the most popular medium for advertising. Social media is one of the most important communication and marketing tools globally, implying a significant upward trend in attracting target audiences (Fontaine et al., 1993). Marketers have various online marketing methods that use social media advertising tools. Social media is crucial for marketers to identify users (Motwani et al., 2014). Studies conducted on both online and media advertising have shown that the customers' attitude toward social media for advertising is a decisive factor in its effectiveness.

Marketing tactics, like promotional pricing, mainly have short-term effects. Others, like advertising, have short-term and long-term impacts and are companies' most critical communication methods (Chua & Banerjee, 2013). Therefore, with the growing popularity of social media, physical boundaries have disappeared, and people can use such platforms to search for the information they need and consult with others when making a purchase decision (Hanssens, 2015). In addition, branding can play an essential role in advertising for companies. Strong brands can increase customers' trust in the purchased produce or service, enabling them to visualize better and understand the intangible factors. According to studies, advertising through social media can affect the dimensions of the particular value of the brand (Mira & Karimi Herisi, 2013). Given the novelty and importance of social media in marketing, several studies have been conducted in the country and abroad in this field. Roshandel Arbatani and Mahmoudzadeh (2018) showed that market leadership, customers, banking capabilities, technological factors, advertising methods, and interactive and competitive atmosphere were considered as the factors that could influence advertising through social media. Kim and Ko (2012) found that five dimensions of social media marketing activities, such as entertainment, trendiness, customization, interaction, and word-of-mouth, had significant positive effects on net worth, net relationship net worth, and brand net worth. Ravikumar and Tiwari (2015)

reported that understanding the different types of online advertising and the skills required to sell the products could directly affect the customers' purchase intention. Godey et al. (2016) concluded that social media marketing activities, including entertainment, interaction, customization, and word-of-mouth, had a significant positive direct effect on brand equity and the consumers' response to luxury fashion brands. Dong et al. (2017) demonstrated that social media platforms are a new place for exchanging information and exhibiting opinions, have changed public opinion, and have become a driving force in promoting social media advertising. Chen and Lin (2015) suggested that with an increase in the popularity of the internet, social media has become an essential tool for online marketing events. Both people and companies create fan pages on online platforms and expand the opportunities for their business using social media.

On the other hand, nowadays, social media tools such as blogs (personal websites), the SNSs (Facebook), microblogging services (Twitter), and video-sharing sites (YouTube) could integrate public relations (PR) into marketing to facilitate a two-way communication process (Wilcox et al., 2015). This combination and participatory approach can play an essential role within the sports industry because creating a fan base via effective two-way communication is considered the core business of sports organizations (Beech & Chadwick, 2013). The sports industry is expected to offer customers products and services such as sports, health, entertainment, leisure, places, and ideas. Both sports marketing and its application are necessary for the success of the sports industry. Also, marketing is one of the most critical and complex tasks of sports organizations, which should promote products through their marketing activities and offer them to buyers to help them succeed (Pitts & Stotlar, 2007). Beech and Chadwick (2013) affirmed that sports organizations should emphasize the development of two-way symmetrical communication approaches, including a direct interchange with the organizations' public and considering the growing significance, benefits, and detriments of using social media. Hopwood et al. (2010) hypothesized that the sports industry could provide opportunities to build brand loyalty cost-effectively and efficiently through mass communication tools. Watson et al. (2002) reported that social media reduced costs while increasing target audience reach. According to Hopwood et al. (2010), social media could provide sports organizations with more direct interaction with fans and other stakeholders, help them gain more information about critical issues faced by their audience and stakeholder base, and assist in tailoring messages to support more robust relationships.

Therefore, social media marketing is a new phenomenon and can play an essential role in advertising sporting goods and services, increasing customers' behavioral intentions to purchase. Considering the critical role of sport in world trade and the country's actual and potential economic capabilities, this sector requires more severe attention (Kim & Ko, 2012). Today, both [manufacturers and sellers of sporting] goods understand the critical role of social media due to its rapid expansion and an increase in the number of legal and natural users and try to use social media platforms to improve the position of their company or brand in the market as compared with competitors and increase their customers' behavioral intentions to purchase Considering the critical role of the SNSs playing in everyday life and their entry into the small businesses; therefore, the owners of large industries also changed the way of advertising their business and considered social

media platforms as the most potent tool used in influencing their customers (Akbari et al., 2022). Considering the importance of advertising through social media, one of the essential elements of sports marketing, marketers and sports manufacturers use social media to introduce their products and services to influence the customers' behavioral intentions for sporting goods. Given the lack of studies conducted on this topic and the absence of a comprehensive theoretical framework to explain it, as well as due to the novelty of the research topic, which has received less attention so far, the present study aimed to identify and prioritize the factors affecting the design of advertising model through social media to influence the customers' behavioral intentions of sporting goods. The sports industry is one of the world's most diverse and attractive industries. The sports industry is a set of activities related to the production and marketing of sports goods and services that play a role in enhancing added value.

On the other hand, sports are no longer a trivial activity. Still, it has become a prosperous industry, especially in developing countries, as the number of investments made in the sports industry's professional and public sectors is enormous. Sports' material and non-material benefits are because of their immediate benefits to commercial and industrial companies and long-term benefits such as increasing health and well-being, better workforce utilization, and increasing employment in sports and non-sports sectors. It cannot be ignored. Therefore, it is necessary for governments, including the government of Iran, to take advantage of the long-term benefits of sports, consider it a capital good, and its prosperity, especially in the public sector, to pay the necessary attention to its progress. Having said that, since most of the beneficiaries of this research are marketers and manufacturers of sports products, it can be expected to help them by identifying and prioritizing the factors affecting the development of advertising through social media so that they can change the mentality of their customers towards Increase the behavioral intentions to expand sports products.

2. Methodology

This was an applied study, and we employed a mixed method. First, the qualitative approach was used, and then the quantitative method was applied to develop the conceptual model for the research using the grounded theory. For the qualitative part, the study population consisted of 15 people (University professors and experts knowledgeable about sports marketing issues) selected using purposive sampling based on a theoretical approach. Data collection continued until theoretical data saturation and 15 semi-structured individual interviews were conducted. Therefore, in this part, the data were collected using semi-structured interviews. To complete the interviews, the researcher referred to the given place by coordinating with the subjects and collecting the data. To assess the interviews, the researcher transcribed them and analyzed their qualitative content. For this purpose, the text of the interviews was reviewed, and critical data were extracted and coded based on the grounded theory systematic approach from Corbin and Strauss (2015) (116 codes were selected). According to grounded theory, the influential factors for advertising through social media were identified, and a researcher-made questionnaire was designed.

The items related to each of the dimensions of the questionnaire were then developed. The descriptive analysis method was used for the quantitative part. After identifying the dimensions of advertising through social media in the qualitative aspect, a researcher-made questionnaire was designed by the researcher. The study population consisted of athletes of various sports. A total of 311 participants, including six fields (football, futsal, cycling, martial arts, athletics, and bodybuilding), were selected using purposive and convenience sampling. The questionnaire used in this study which included 70 items and factors affecting social media, structural factors and creativity in advertising, information, and awareness, communication with customers, customer service, environmental factors, individual factors, usage limitations, applied limitations, branding and credibility, interaction with customer, capacity building, socio-cultural and sociological development, marketing and economic development and purchasing development and competitive advantage. Each item was scored on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Experts, professors, and sports specialists confirmed its face validity by adding amendments. Ten specialists also confirmed its content validity by reducing and changing the questionnaire's items to assess its validity. Also, convergent and divergent validity were employed to measure the validity of the questionnaire.

Given that the mean value for all variables was more significant than or equal to 0.4, and the importance of average variance extracted (AVE) ($\sqrt{AVE}$) for all variables was higher than that of the correlation between variables, therefore, an acceptable level of convergent validity and divergent validity was confirmed. Also, factor loadings and Cronbach's alpha coefficient were used to assess the reliability. Considering that factor loadings were higher than 0.5 and the value of Cronbach's alpha was more significant than 0.78, the reliability of the questionnaire was confirmed. Descriptive statistics (such as mean, standard deviation, frequency, percentage frequency, etc.) and inferential statistics (such as structural equation modeling (SEM) and Friedman test) were used to analyze the data. All statistical analysis was performed using SPSS version 24 and AMOS version 25.

3. Results

In the qualitative part of this study, the interviews were transcribed and carefully reviewed. Also, the critical data obtained from the study participants were noted and summarized using the qualitative content analysis method. In the present study, text received from the transcribed interviews was reviewed and divided into paragraphs, as listed in the Table 1. The transcribed interviews conducted with the study participants in the open coding process are presented in Table 1.

Table 1. An example of codes extracted from interviews conducted with the study participants.

R1: The behavioral intentions for an intelligent lifestyle, managing income and expenses, and the type of social media use (diversity, two-way interaction, etc.)	**R1:** Use of Information Technology (IT), lower cost, two-way interactions, choice following the target market, easy access to objectives and groups, advertising through non-print media such as TV and radio are boring and repetitive, while there is a lot of variety along with focus and spending time in social media, increasing people's knowledge level, and income generating.
R2: the type of use of social media (diversity, two-way interaction, etc.), appropriate	**R2:** Ease of communication with the customers, the possibility of communicating with the customers at any time and place, getting

marketing, strategy, and the appropriate communication	feedback from the customers, helping marketing research, updating products and services when changing them, and expressing all levels of an organization, ranging from managers to employees, with customers.
R1: The behavioral intentions for an intelligent lifestyle, managing income and expenses, and the type of social media use (diversity, two-way interaction, etc.)	**R3:** The pervasiveness of social media, the presence of most people in a virtual social space, many people nowadays spend much of their free time purchasing sporting goods and using sports services in virtual space.
R4: Easy access, a unique environment, creativity in advertising, and high relevance	**R4:** The availability of virtual space, no need to meet physically, decreasing the commuting burden, reduced energy consumption, reduced pollution, and having many contacts
R5: Easy access, using surprise and creating curiosity in ads, type of social media use, and accessible communication	**R5:** Availability of social media at any time and place, spending less time and money, being online and up-to-date, communicating efficiently with both producers and customers, and using surprise and creating curiosity in ads
R6: Easy communication, cost management	**R6:** Ubiquitous communications worldwide, reducing commuting costs and face-to-face communication.
R7: Type of social media use	**R7:** Nowadays, people spend considerable time searching for products and services on social media.
R8: Increased quality of communicating with contacts/ target audience and marketing	R8: Considerable number of contacts, increased traffic, branding, attracting connections, and communicating efficiently with contacts.
R9: Type of social media use, diversity and attractiveness	**R9:** Spend idle time on social media, have many contacts, be up-to-date, and be attractive.
R10: Type of social media use and appropriate statistical use	**R10:** Being ubiquitous, high effectiveness, analytical ability, the possibility of measurement, easy access to products, and content sharing.
R11: Communicating with the customers, the type of social media use, and the quality of media use	**R11:** Considering the customers' perspective, Having or serving a purpose, being ubiquitous, high effectiveness, better communication with the customer, the possibility of content sharing, more long-lasting, capable of being believed, and attractive, interesting, or exciting.
R12: Appropriate communication, the quality of social media, providing valuable information about products and services, and introducing them to the customers	**R12:** Establishing two-way communication, customers communicate directly with a list of products, round-the-clock availability, communicating effectively with customers, being informed about the products and services available in the market, and increased awareness and providing information.
R13: Type of social media use, updated information, appropriate communication/ interaction, and quality of social media use	**R13:** Social media has become sources for entertainment, shopping, news updates, and social interactions, informing the latest news, easy access, being attractive, expanding interaction with the target audience/contacts, increasing speed, accuracy, and quality of the promotion, and being enjoyable
R14: the quality of social media, considerable number of target audience, appropriate statistical use, and easy access	**R14:** Being strategic, high attractiveness, high coverage, high repetition, many contacts, having the benefit of 24 /7 in any place, and the ability to measure advertising accurately.
R15: appropriate interaction/communication with customers, the quality of social media, a considerable number of contacts, and a suitable specialized atmosphere	**R15:** interactivity, two-way communication, response to ads, multimedia background infrastructure (such as image, video, etc.), high speed, attractiveness, global reach, possibility to accompany the person, exposure, possibility of creating an independent media, the possibility of creating a particular language.

Table 2. Main category, components, and concepts extracted from all interviews.

Main Category	Components	Concepts
Designing an advertising model through social media to influence the customer's behavioral intentions	The factors affecting social media.	Diversity, attractiveness, and being enjoyable/amusing
		I can access social media (time, place, advertising tools, and access level).
		It is easy to use social media platforms.
		Frequency of advertising (such as number of repetitions, distance between distributions, all products).
	Structural factors and creativity in advertising	The uniqueness of advertisements in social media
		Creative and unusual advertising in social media
		Surprising advertisements on social media
		The curiosity of advertisements in social media
	Information and awareness	He is providing valuable information about products and services to the users.
		We are introducing the popular brands to customers.
		To be informed about the products and services available in the market
	Communication with customers	We are establishing communication between the customers.
		Increased quality of communication with contacts.
		Ease of information sharing.
		Considerable number of social media users and the target audience
	Customer service	We provide effective communication services that meet people's needs.
		Two-way communication with customers.
		You are choosing a specialized/specific environment for business.
		We are updating the communication of contacts on social media.
	Environmental factors	Improving the qWe are improving ourmance.
		Proper marketing.
		Branding.
		High-quality advertising.
		Incentives for using social media.
		Sociocultural conditions
	Individual factors	Individual capabilities and interactive environment.
		Personality traits.
		Enthusiasm.
	Usage limitations	Many competitors and numerous advertisements.
		Unethical environment.
		Low knowledge.
		Information traffic.
		Unhealthy advertisement.
	Applied limitations	Existing laws.
		Costs of Internet usage.
		The limited number of contacts.
		Filtering and limited user access.
		Insufficient virtual information.
		Lack of news coverage and fear of disclosure.
	Branding and credibility	Physical appearance of a brand.
		An illustration of the values of goods and services and the attractiveness of the image.

Main Category	Components	Concepts
		The use of symbols and signs in social media advertising.
		Marketing management.
		Creating a suitable virtual work environment.
	Interaction with customers	Receiving the customers' tastes and improving customer relationship management system.
		Bilateral and multilateral events, Purchase incentives.
		Creating content based on the nature and identity of the customers and gaining the target audience's trust.
		Providing a ground for developing international relations
	Capacity building	Increased the quality of providing electronic services to customers and improved their speed, efficiency, and accuracy.
		Updating the software and launching the National Information Network.
		Improving access to multiple channels of communication to perform operations.
		Increasing software and hardware capacity to use social media
	Socio-cultural and sociological development	Strengthening the product identity.
		Social cohesion and convergence.
		Role and social image.
		Increasing the satisfaction, loyalty, and commitment.
		Promoting the intellectual, cultural, and social levels.
		Shaping the positive attitude of the public towards the goods.
	Marketing and economic development	Advertising in the media market and target sites.
		Using all the capacities of social media in marketing.
		Market segmentation and the selection of target market.
		Using social media for content marketing.
		Regular purchase.
	Purchasing development and competitive advantage	Developing the infrastructures, facilities, and equipment for the future.
		Determining the market share of purchasing in different social media platforms.
		Economic utility.
		Increasing investment.
		Designing the advertising campaigns for purchasing.
		Increasing the number of customers.

According to the results, 70 concepts and 15 main components were extracted from the interviews. Also, a second-order factor analysis was employed to assess the construct validity of the questionnaire. In determining the confirmatory factor analysis (CFA) of the instruments and the SEM, primarily when the maximum likelihood estimation (MLE) is used, the normality assumption of the variables is one of the presuppositions of performing the test. For this purpose, the distribution of normality of the data was assessed by the values of skewness and elongation of the data. Regarding the absolute value of skewness and extension, the elongation value should not be greater than three, and the skewness value should be between -1 and 1, indicating the normality of the data.

Table 3. Factor loadings and t value (second-order confirmatory factor analysis of designing an advertising model through social media to influence the customers' behavioral intentions).

Components	Items	Item expressions	Skewness values	Elongation values	Factor loadings	t value
Factors affecting social media	q1	Diversity, attractiveness, and being enjoyable/amusing	-0.651	0.210	0.560	-
	q2	Having the ability to access social media (time, place, advertising tools, and access level).	-0.694	-0.611	0.579	7.801
	q3	It is easy to use social media platforms.	-0.708	-0.484	0.646	7.379
	Q4	Frequency of advertising (such as number of repetitions, distance between distributions, all products). Providing a unique aspect to ads in social media.				
Structural factors and creativity in advertising	q5	Providing a unique aspect to ads in social media.	-0.741	-0.459	0.398	-
	q6	Being creative ads in social media.	-0.463	0.968	0.332	4.384
	q7	Using the surprise in ads on social media.	-0.452	0.757	0.622	6.063
	q8	Creating curiosity in ads on social media.	-0.797	0.472	0.650	6.156
Information and awareness	q9	Providing valuable information about products and services to the users.	-0.334	0.760	0.619	-
	q10	Introducing the popular brands to customers.	-0.576	0.161	0.548	7.383
	q11	To be informed about the products and services available in the market.	0.305	0.549	0.567	7.566
Communication with customers	q12	Establishing communication between the customers.	-0.329	0.787	0.589	-
	q13	Increased quality of communication with contacts.	-0.131	0.950	0.236	4.010
	q14	Ease of information sharing.	-0.624	0.306	0.554	8.540
	q15	Considerable number of social media users and the target audience.	-0.695	-0.126	0.554	8.544
Customer service	q16	Providing effective communication services that meet the people's needs.	-0.473	-0.276	0.478	-
	q17	Two-way communication with customers.	-0.560	0.374	0.482	6.446
	q18	Choosing a specialized/specific environment for business.	-0.185	0.145	0.640	7.581
	q19	Updating information of contacts on social media.	-0.124	0.686	0.668	7.737

Components	Items	Item expressions	Skewness values	Elongation values	Factor loadings	t value
Environmental factors	q20	Improving the quality of performance.	-0.878	0.182	0.579	-
	q21	Proper marketing	0.137	0.201	0.533	7.948
	q22	Branding	-0.839	0.156	0.577	8.224
	q23	high-quality advertising	0.508	0.285	0.580	8.480
	q24	Incentives for using social media.	-0.911	0.138	0.530	7.919
	q25	Sociocultural conditions	-0.840	0.820	0.609	8.795
Individual factors	q26	Individual capabilities and interactive environment.	-0.207	0.401	0.682	-
	q27	Personality traits.	-0.938	-0.118	0.743	10.08
	q28	Enthusiasm	-0.817	0.277	0.649	9.782
Usage limitations	q29	Many competitors and numerous advertisements.	-0.208	0.171	0.667	-
	q30	Unethical environment.	-0.972	0.515	0.591	9.775
	q31	Low knowledge.	-0.736	0.603	0.601	9.934
	q32	Information traffic.	-0.603	-0.653	0.611	10.085
	q33	Unhealthy advertisement.	-0.263	0.175	0.726	11.772
Applied limitations	q34	Existing laws.	-0.190	0.273	0.559	-
	q35	Costs of Internet usage.	-0.369	0.143	0.733	9.717
	q36	The limited number of contacts.	-0.120	0.475	0.732	9.705
	q37	Filtering and limited user access.	-0.654	0.471	0.502	7.492
	q38	Insufficient virtual information	-0.574	0.192	0.628	8.795
	q39	Lack of news coverage and fear of disclosure.	-0.806	0.959	0.576	8.285
Branding and credibility	q40	Physical appearance of a brand.	-0.189	0.125	0.719	-
	q41	An illustration of the values of goods and services and the attractiveness of the image.	-0.198	0.289	0.653	10.519
	q42	The use of symbols and signs in social media advertising.	-0.723	0.188	0.574	9.276
	q43	Marketing management.	-0.154	0.111	0.601	9.701
	q44	Creating a suitable virtual work environment.	-0.838	-0.300	0.633	10.206
Interaction with customers	q45	Receiving the customers' tastes and improving customer relationship management system.	-0848	-0.387	0.544	-
	q46	Bilateral and multilateral events.	-0.246	0.336	0.670	8.829
	q47	Purchase incentives.	-0.729	-0.134	0.875	10.195
	q48	Creating content based on the nature and identity of the customers and gaining the target audience's trust.	-0.106	0.795	0.825	9.917

| Components	Items	Item expressions	Skewness values	Elongation values	Factor loadings	t value
	q49	Providing a ground for developing international relations.	-0.919	0.549	0.790	9.703
Capacity building	q50	Increased the quality of providing electronic services to customers and improved their speed, efficiency, and accuracy.	-0603	-0.628	0.656	-
	q51	Updating the software and launching the National Information Network.	-0.244	0.177	0.666	10.290
	q52	Improving access to multiple channels of communication to perform operations.	-0.335	0.126	0.751	11.374
	q53	Increasing software and hardware capacity to use social media.	-0.249	0.479	0.816	12.141
Socio-cultural and sociological development	q54	Strengthening the product identity.	-.0835	0.312	0.618	-
	q55	Social cohesion and convergence.	-0.800	-.3936	0.764	10.881
	q56	Role and social image.	-0.898	0.324	0.601	9.063
	q57	Increasing the satisfaction, loyalty, and commitment.	-0.553	-0.875	0.783	11.069
	q58	Promoting the intellectual, cultural, and social levels	-0.344	0..877	0.744	10.681
	q59	Shaping the positive attitude of the public towards the goods.	-0.480	0.739	0.777	11.03
Marketing and economic development	q60	Advertising in the media market and target sites.	-0.277	0.503	0.747	-
	q61	Using all the capacities of social media in marketing.	-0.597	0.623	0.770	13.905
	q62	Market segmentation and the selection of target market.	-0.669	0.420	0.705	12.603
	q63	Using social media for content marketing.	-0.629	-0.290	-0.706	12.626
	q64	Regular purchase	-0.109	0.599	0.685	12.220
Purchasing development and competitive advantage	q65	Developing the infrastructures, facilities, and equipment for the future.	-0.641	-0.110	0.499	-
	q66	Determining the market share of purchasing in different social media platforms.	-0.686	-0.692	0.589	7.408
	q67	Economic utility.	-0.419	0.316	0.699	8.037
	q68	Increasing investment.	-0.288	0.128	0.628	7.605
	q69	Designing the advertising campaigns for purchasing.	-0.125	0.102	0.522	6.822
	q70	Increasing the number of customers.	-0.493	0.783	0.461	6.289
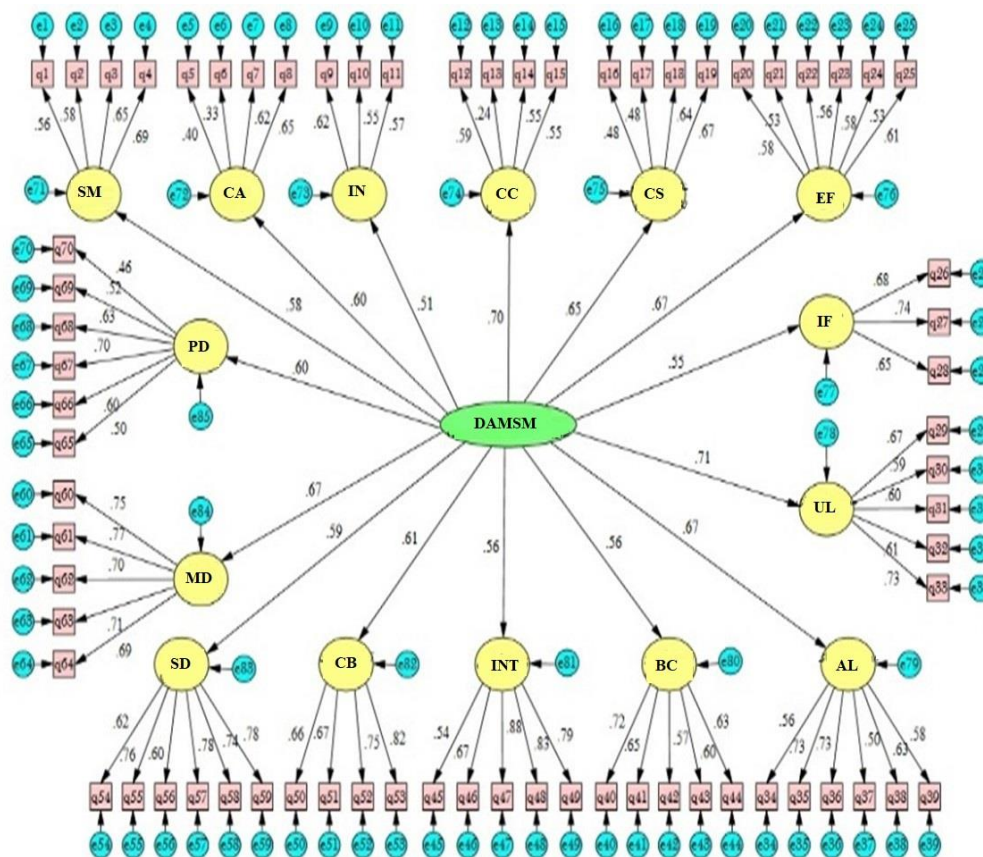
Figure 1. Second-order confirmatory factor analysis of designing and developing an advertising model through social media to influence the customers' behavioral intentions (standardized regression coefficients).

Table 4. Abbreviations of the development of advertising model through social media.

The social media	SM
creativity in advertising	CA
Information	IN
Communication with customers	CC
Customer service	CS
Environmental factors	EF
Individual factors	IF
usage limitations	UL
applied limitations	AL
branding and credibility	BC
interaction	INT
capacity building	CB
sociological development	SD
marketing development	MD
purchasing development	PD

According to the results, all the skewness values related to the items mentioned above were between -1 and 1, and the elongation values ranged from -3 to 3, indicating that the data obtained from the items were usually distributed. The findings showed that all items contributing to designing an advertising model through social media to influence the customers' behavioral intentions had an acceptable t value and factor loading and were considered suitable indicators for measuring these components. According to the data obtained from the study participants, all items could be regarded as the indicators of factors affecting social media, structural factors and creativity in advertising, information and awareness, communication with customers, customer service, environmental factors, individual factors, usage limitations, applied limitations, branding and credibility, interaction with customer, capacity building, socio-cultural and sociological development, marketing and economic development and purchasing development and competitive advantage. Also, the accuracy of measuring the dimensions of the advertising development model through social media was assessed.

Table 5. Second-order confirmatory factor analysis of designing an advertising model through social media to influence the customers' intention

	Path		Factor loading	t value	P-value
Designing an advertising model through social media	<---	The social media	0.576	-	-
Designing an advertising model through social media	<---	creativity in advertising	0.597	5.621	0.001
Designing an advertising model through social media	<---	Information	0.513	7.186	0.001
Designing an advertising model through social media	<---	Communication with customers	0.704	7.896	0.001
Designing an advertising model through social media	<---	Customer service	0.653	6.682	0.001
Designing an advertising model through social media	<---	Environmental factors	0.668	7.656	0.001
Designing an advertising model through social media	<---	Individual factors	0.549	7.873	0.001
Designing an advertising model through social media	<---	usage limitations	0.696	8.431	0.001
Designing an advertising model through social media	<---	applied limitations	0.675	7.530	0.001
Designing an advertising model through social media	<---	branding and credibility	0.564	8.210	0.001
Designing an advertising model through social media	<--	interaction	0.560	7.145	0.001
Designing an advertising model through social media	<--	capacity building	0.614	8.028	0.001
Designing an advertising model through social media	<--	sociological development	0.585	7.738	0.001
Designing an advertising model through social media	<--	marketing development	0.667	8.817	0.001
Designing an advertising model through social media	<--	purchasing development	0.597	6.713	0.001

The results obtained from designing an advertising model through social media to influence the customers' behavioral intentions demonstrated that the second-order model was appropriate, all model parameters had acceptable t-values and factor loading, and a p-value less than 0.05   was considered statistically significant. Finally, the participants reported that designing an advertising model through social media was an acceptable variable. Also, the results obtained from factor loadings (impact coefficients) revealed that communication with customers (β=0.704) and usage limitations (β=0.696) had the highest effect on designing an advertising model through social media to influence the customers' behavioral intentions and information (β=0.513) and individual factors (β=0.549) exerted the most negligible effect. Fit indices for CFA were also presented.

Table 6. Fit indices for designing an advertising model through social media to influence the customers' behavioral intentions.

Fit indices	The acceptable value	The value of indices	Results
chi-square statistic ($\chi 2$)	-	112.1662	-
Degrees of freedom	-	2330	-
the ratio of the chi-square statistic to the respective degrees of freedom ($\chi 2/df$)	Less than 5	4.814	good
The goodness of fit index (GFI)	More than 0.9	0.905	good
Adjusted goodness of fit index (AGFI)	More than 0.8	0.836	good
The Root Mean Square Error of Approximation (RMSEA)	Less than 0.1	0.094	good
The root mean square residual (RMR)	Less than 0.05	0.040	good
The comparative fit index (CFI)	More than 0.9	0.916	good
Normed fit index (NFI)	More than 0.9	0.903	good
The Incremental Fit Index (IFI)	More than 0.9	0.919	good

The values of fit indices for designing an advertising model through social media to influence the customers' behavioral intentions indicated the appropriateness of the appropriate index and, thus, the fit and desirability of the second-order confirmatory factor analysis of designing an advertising model through social media to influence the customers' behavioral intentions were confirmed. The Friedman test prioritized the factors contributing to developing an advertising model through social media to control customers' wishes.

Table 7. Prioritization of the factors contributing to designing an advertising model through social media to influence the customers' behavioral intentions (Friedman test results).

Ranking	Components	The average rating	Number	2χ	df	P value
1	Individual factors	9.44	0.311	266.673	14	0.001
2	branding and credibility	9.16				
3	Structural factors and creativity in advertising	8.94				
4	Information and awareness	8.71				
5	Environmental factors	8.70				
6	marketing and economic development	8.56				

Ranking	Components	The average rating	Number	2χ	df	P value
7	purchasing development and competitive advantage	8.39				
8	The factors affecting social media	8.32				
9	usage limitations	8.14				
10	socio-cultural and sociological development	7.67				
11	Customer service	7.37				
12	Interaction with customer	7.21				
13	capacity building	6.82				
14	Applied limitations	6.44				
15	Combination with customers	6.12				

The Friedman test results demonstrated a significant difference between the participants concerning the factors contributing to designing an advertising model through social media to influence the customers' behavioral intentions (Sig=0.001, χ^2=266.673). According to the average rating, individual factors, branding and credibility structural factors, and advertising creativity were considered the most critical factors contributing to designing an advertising model through social media to influence the customers' behavioral intentions. Also, the participants reported that individual limitations and communication with customers ranked in last place as the factors contributing to designing an advertising model through social media to influence the customers' behavioral intentions.

4. Discussion and conclusion

The use of SNSs for providing fast services, advertising, and attracting customers is one of the most essential strategies employed by sports organizations, sports companies, and sporting goods stores. The beliefs and attitudes of the consumers towards advertising are the vital factors influencing its effectiveness. Understanding the thoughts and attitudes of advertisers towards the target audiences is crucial because they control the consumers' attitudes towards the brand and their purchase intention. In general, beliefs about advertising affect the general attitude of consumers toward advertising, and given that consumers' attitudes are strongly correlated with their behavior, advertising can affect consumers' behavior (Mir, 2012). The results of the present study demonstrated that interaction with customers, individual factors, branding and credibility, communication with customers, structural factors and creativity in advertising, personal limitations, information and awareness, environmental factors, marketing and economic development, purchase development, and competitive advantage, factors affecting social media, usage limitations, socio-cultural and sociological product, customer service, capacity building, and were identified as the factors contributing to the designing an advertising model through social media to influence the customers' behavioral intentions of sporting goods. Also, Friedman test results revealed that individual factors, branding and credibility, structural and creativity in advertising, information, and awareness, and

environmental factors were identified as the most critical factors for designing an advertising model through social media to influence the customers' behavioral intentions.

Nowadays, advertising sporting goods through social media is a valuable source of product information. Advertising provides information about features, properties, and availability of a product. This information enables consumers to make reasonable decisions and improve their purchasing skills (Mir, 2015). Consumers who believe Internet advertising provides the information they need have a more favorable attitude. The quality of advertising could affect the customers' opinion of products offered by companies and organizations (Amjad et al., 2015). Ling et al. (2010) and Wang and Sun (2010) conducted studies on both traditional advertising and online advertising and found that consumers perceive advertising as a valuable source of information. These studies also showed that the consumers' beliefs about advertising, like awareness, could positively affect their attitudes towards it. Wang et al. (2009) and Wang and Sun (2010) investigated the credibility that could affect the customer's attitude toward online advertising, and the results demonstrated that credibility could be considered a positive predictor of attitude toward online advertising. The effectiveness of the potential impacts of social media advertising is one of the factors contributing to the development of advertising through social media. Social media platforms can have the highest efficiency and potential effects when attracting passive customers to products or services. Our results align with James (2011) and Bashar et al. (2012), suggesting that social media's effectiveness is considered an essential factor.

Our results revealed that creativity in advertising was identified as the essential factor for designing an advertising model through social media to influence the customers' behavioral intentions. In their study, Roshandel Arbatani and Mahmoudzadeh (2018) also demonstrated that advertising methods were essential to social media advertising, consistent with our research. Creativity and innovation in advertising are the strategies that can differentiate sports companies and sporting goods stores from competitors and enhance the customers' behavioral intentions. Therefore, paying attention to creativity and innovation in advertising and the appropriateness of identifying benefits focusing on profitability is a process that leads to professionalism, increasing the customers' attraction and reducing the costs of communicating with customers of sporting goods. In other words, by being creative in advertising and differentiating your services from the competitors, you can create a good image of the company and a product in customers' minds and enhance the customers' behavioral intentions. Social media advertising contains a considerable amount of information that can clarify a product for consumers; as a result, it has many capabilities. Therefore, the more informative and creative your advertising, the better the purchase decision of the consumers and the more their behavioral intentions will be.

The use of Information can speed up information processing, reduce the relative cost of services, increase the use of mechanized systems, build optimal information systems, leading to easy access to Information, provide the possibility of calculating and exchanging data at high speed in a large geographic area and joint and concurrent access to information resources and change the life process. In other words, social media platforms significantly increase Information and awareness. If advertising can increase

the customers' awareness about sporting goods and enhance their communication, their behavioral intentions to purchase them will also increase. Advertising can provide Information regarding what you know or want to know. Advertising gives consumers Information about new or available products (James, 2011). According to Kotler, advertising has three primary objectives: to inform, persuade, and remind. Disclosing is one of the most critical objectives. Advertising may include considerable Information to clarify the products for the customers. The more informative advertising, the better customers' purchase decisions (Khodadad Hosseini et al., 2015).

Customer orientation, i.e., communication with customers and customer service, can be regarded as one of the factors contributing to designing an advertising model through social media to influence the customers' behavioral intentions. According to the results, one of the factors contributing to developing an advertising model through social media is paying attention to understanding the customers' perspective, better communication with the customers, establishing two-way communication, and the ability to communicate effectively with customers.

Our results showed that environmental factors were one of the essential factors for designing an advertising model through social media to influence the customers' behavioral intentions. Ecological factors include performance quality improvement, competitive environment and appropriate marketing, globalization and branding, high-quality advertising, incentives, and sociocultural conditions, which need attention to attract customers.

The results of the present study showed that individual factors were identified as the most critical factor contributing to designing an advertising model through social media to influence the customers' behavioral intentions. Both sports and commercial companies have no choice but to use this type of advertising if they want to have activity in this field and maintain their position in today's competitive market. Internet advertising and the use of social media have different forms, each of which has its features. Therefore, to attract customers, the best form of advertising should be selected based on the purpose of advertising the type of product; in other words, it should be chosen according to the personal qualities of the target audience. Unique attributes include passion. Our results are consistent with those of Flint (2006); Roshandel Arbatani and Mahmoudzadeh (2018). In their study, Roshandel Arbatani and Mahmoudzadeh (2018) demonstrated that interaction atmosphere could be an essential factor contributing to advertising through social media. Social media used as a promotional tool can play a critical role in the effectiveness of advertising and can effectively reinforce streams of thought and change them if necessary. Also, personal communication would be more effective if the objective is to change people's perceptions.

Also, usage and applied limitations as intervening factors contributing to social media advertising could affect the customers' behavioral intentions for sporting goods. The intervening categories and concepts of using social media for advertising to influence the customer's behavioral intentions are as follows: usage limitations (such as many competitors, unethical environment, low knowledge, information traffic, and unhealthy advertisement) and applied limitations (legal, technological and economic), including existing laws, costs of internet usage, limited number of contacts, filtering and restricted

user access, insufficient virtual information, lack of news coverage. These results are consistent with those of Wu (2016). Therefore, if suitable conditions exist for the intervening factors, these cases will effectively facilitate advertising development through social media. Also, if no appropriate conditions have been paid attention to these cases, they will be an obstacle and a limiting factor.

Branding and credibility ranked in the second place. With the increasing use of social media platforms, one of the topics raised in social media advertising is how to improve brand positioning in customers' minds using this way, which has attracted the attention of many organizations and companies. Our results are consistent with those of Janssens et al. (2014), suggesting that building trust and credibility through social media could be influential factors for social media advertising. Therefore, it is necessary to promote branding and credibility in social media advertising. Branding and credibility include the physical appearance of a brand, an illustration of the values of goods and services and the attractiveness of the image, the use of symbols and signs in social media advertising, creating a suitable virtual work environment, and marketing management. Proper advertising is vital in determining customers' attitudes towards Internet advertising. Suppose customers positively perceive the companies and interact with the customers. In that case, they cause the customers to have a positive attitude towards Internet advertising, and accordingly, credibility and interaction are positive predictors of attitude towards advertising. Customers respond to advertising based on their trust in advertising messages. Belief will influence the customers' attitude toward the advertising message. Confidence in the advertising message can enhance the customers' motivation in processing the advertising message. When Internet advertising is reliable and trustworthy, consumers will favorably respond to Internet advertising (Lee et al., 2014).

Interaction with customers included receiving the customers' tastes and improving the customer relationship management system, bilateral and multilateral events, purchase incentives, creating content based on the nature and identity of the customers, gaining the trust of a target audience, and providing a ground for developing international relations.

The capacity building included increased quality of providing electronic services to customers and improving their speed, efficiency, and accuracy, updating the software and launching the National Information Network, improving access to multiple channels of communication to perform operations, and increasing software and hardware capacity to use social media, which is inconsistent with the study of Natarajan et al. (2013). Due to the competitive nature of business, managers should expand their planning horizon and make decisions under conditions of uncertainty. In this regard, advertising through mass media cannot be ignored in familiarizing customers with sporting goods. Advertising allows all people to have an equal opportunity to become knowledgeable about the products and the benefits they get from purchasing them, leading to the retention and attraction of more customers. Also, social media platforms' interactive and engaging features provide an opportunity to illustrate social messages. Due to the social expectations of consumers, their behaviors may be different based on their attributes, and they perceive social images differently than other consumers (Natarajan et al., 2013). In addition, if the electronic capabilities and infrastructures are improved along with these factors, they can play an essential role in developing strategies.

Moreover, socio-cultural and sociological development, marketing and economic development, purchasing development, and competitive advantage were identified as other practical factors contributing to designing an advertising model through social media to influence the customers' behavioral intentions and were also measured in the form of socio-economic development and beliefs. These results are in line with those of Wang and Sun (2010). Amjad et al. (2015) conducted a study entitled "Examining Beliefs and Attitudes towards Internet Advertising". They identified some aspects of shared beliefs, one of the influential factors being economic and cultural value. The economic utility is one of the most critical dimensions of advertising beliefs. (Belch & Belch, 2018) reported that economic utility reflects the view that advertising could accelerate the acceptability of new products and technologies, provide a ground for full employment, reduce the average cost of production, promote healthy competition among producers, and increase life expectancy. According to advertising supporters, advertising is the lifeblood of the business. Therefore, advertising provides consumers with information about products and services and helps them increase their standard of living (Ling et al., 2010). Consumers may like advertising because it contributes to their economic and social health. Social and economic utility refers to the tangible economic and social impacts of advertising for consumers, resulting in development.

This study attempted to advance the existing literature on social media advertising. We carefully reviewed the relevant studies, which led to identifying gaps in the research and the need to design an advertising model through social media. Also, in this study, we tried to identify ambiguous cases, considering the necessity of developing an advertising model through social media and the existing research gap in this field. Based on this, the following practical suggestions are given from the findings of the research:

- If marketers want to change people's minds, advertising messages must clearly describe the benefits of a product and explore the customers' attributes. This causes the customers to change their beliefs about a product, and new beliefs are formed. In other words, customers will have a favorable attitude toward advertising.
- In addition, by informing customers about the benefits of a product compared to similar products and services, its cost-effectiveness, the similarity and appropriateness of the products and offering services following the customers' taste, considering sales discounts, providing free sports services if they buy or use the services, the warranty on after-sales service can increase the customers' behavioral intentions to purchase the sporting goods. Therefore, it is recommended that sporting goods stores and manufacturing companies provide advertisements with more valuable and attractive content to the target audience.
- Additionally, keeping the content up to date on your site helps promote the customers' attitude towards social media advertising because up-to-date information following people's needs can be considered an important factor affecting the customers' attitudes.

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عوامل موثر بر توسعه تبلیغات از طریق رسانه‌های اجتماعی برای تاثیرگذاری برنیات رفتاری مشتریان محصولات ورزشی

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چکیده

هدف: رسانه‌های اجتماعی بر نیاز افراد به تعاملات بین فردی تأثیر گذاشته است. پژوهش حاضر با هدف شناسایی و اولویت‌بندی عوامل موثر بر توسعه تبلیغات از طریق رسانه‌های اجتماعی و به منظور تاثیرگذاری بر نیات رفتاری مشتریان محصولات ورزشی انجام شد.

روش: روش پژوهش آمیخته (در بخش کیفی روش دلفی و در بخش کمی توصیفی- تحلیلی) بود. جامعه آماری بخش کیفی شامل کلیه متخصصان مدیریت رسانه‌ها و بازاریابان ورزشی و در بخش کمی ورزشکاران رشته‌های مختلف ورزشی (N= ۱۶۰۰) بودند. نمونه‌گیری نیز به صورت هدفمند و در دسترس انجام شد. ابزار پژوهش، مصاحبه نیمه ساختار یافته و پرسشنامهٔ محقق ساخته بود. جهت تجزیه و تحلیل داده‌ها از کدگذاری سیستماتیک و تحلیل عاملی تأییدی با نرم‌افزار SPSS نسخه ۲۴ و Amos نسخه ۲۵ استفاده شده است.

یافته‌ها: چنانچه بازاریابان بخواهند که ذهنیت افراد را تغییر دهند، پیام‌های تبلیغاتی باید بسیار صریح و روشن مزایای محصول را شرح دهد و ویژگی‌های فردی مشتریان را مورد بررسی قرار دهد. این سبب می‌گردد مصرف کنندگان باورهای خود را تغییر دهند. بر اساس نتایج عوامل موثر بر توسعه تبلیغات از طریق رسانه‌های اجتماعی به‌منظور بررسی تاثیرگذاری بر نیات رفتاری مشتریان محصولات ورزشی به ترتیب اولویت شامل عوامل فردی، برندسازی و اعتباربخشی، عوامل ساختاری است.

اصالت و ابتکار مقاله: در این مقاله به بررسی مدل‌سازی توسعه تبلیغات از طریق رسانه‌های اجتماعی، به منظور تأثیرگذاری بر نیات رفتاری مشتریان محصولات ورزشی با استفاده از مدل‌سازی معادلات ساختاری پرداخته شد.

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