

## Participation of Students in Recreational Sports: A Research on the Application of Social Marketing

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### Abstract

**Purpose:** The purpose of this research was to design a model of student participation in recreational sports with a social marketing approach.

**Methods:** The statistical sample of this research was all the first and second secondary schools for both boys and girls, in the whole country. The Sampling method was done by using Morgan's table. 365 students were selected as a sample through a multi-stage random sampling method. The data collection instrument was a researcher-made questionnaire whose validity and reliability were confirmed by expertise and statistical tests. After determining the validity and reliability, the questionnaires were distributed among the research samples.

**Results:** The results showed that the coefficient of influence of the components related to social marketing (mixed social marketing) are high and significant values, and among all three of them, social marketing communication has a stronger and more effective coefficient (0.978) and then the cost of participation (0.961) and accessibility (0.939). Also, in the obtained model, the coefficient of influence between the culture of participation and social marketing (0.829), management (0.548), and finally participation in sports (0.597) have been reported, which indicates the importance there is a lot of participation culture.

**Conclusions:** The research samples considered the management component to be very important. The final model of the research, as well as solutions to increase participation in sports with a social marketing approach, are given.

**Keywords:** Students, participation, social marketing, sports culture, management.

## Introduction

Sports and recreation are considered a part of modern life activities (Black et al., 2021). Participating in sports activities an understanding and transferring It follows social values, acceptance of social responsibility, the emergence of social character, the ability to establish social relationships, the emergence of social talents, respect for social laws, dealing with corruption and social injustices, social solidarity and balance, and social judgment and management (Li et al., 2017; shams et al., 2021; Williams et al., 2020). In today's world, where the development of technology has led people to make significant advances in the fields of electronics and machine tools, virtual space, and its attractions have made people, especially teenagers and young people, there is a lot of appeal in this direction which, despite the advantages of cyberspace and all electronic devices, has led teenagers and young adults to use these spaces. This time in an addictive way, leading to inactivity and the fall into entertainment traps. Unhealthy and staying away from healthy activities is like participating in sports (Li et al., 2017). It's worthwhile that sports is one of the most important healthy recreations that are known all over the world (Black et al., 2021). Many strata and social groups are involved in some kind of physical and sports activities (Li et al., 2017). Students are known as a large and very important group in all societies and are considered valuable assets of those societies (Black et al., 2021), the all-round growth and excellence of students is one of the medium-term and long-term goals of societies that all governments have developed organized programs and long-term strategies for this important purpose (Li et al., 2017). The physical and mental health of students is a prerequisite for achieving all the important goals of societies about this valuable group (Mousavi & Jafari, 2019).

Many researchers have mentioned the

prominent and important role of exercise in physical and mental health (Cramer et al., 2017; Hu et al., 2015; Li et al., 2017; shams et al., 2021; Williams et al., 2020). Sports and physical activity can have positive consequences for students, such as improving self-efficacy and mental health. In addition, exercise and physical activity can prevent the occurrence of negative behaviors such as alcohol, drug, and tobacco consumption, aggression, and violence among them (Saidi. Ali Asghar, 2011; Williams et al., 2020).

Sports activity teaches young people and teenagers to live right and healthily and strengthens teamwork in the individual (Keshkar, 2008; Khatibzadeh, 2014; Li et al., 2017; Monazami et al., 2011; Mousavi & Jafari, 2019). Also, sports and physical activities for the group of students, who are in the age of growth and physical maturity, provide better and higher quality growth and due to the nature and spirit of sports, it makes students interact with each other in a healthy social way and join sports and social groups of the same age, which have positive psychological and physical benefits, rich behavioral communication and character development (Black et al., 2021; Elliott & Hoyle, 2014). In the meantime, recreational sports, as a large range of sports, have many capabilities to achieve the above goals and advantages. According to the definition of the University of Michigan, recreational sports are competitive physical games such as basketball and baseball, which are played to entertain people, to fill free time, to increase their heart rate, and somehow they do not enter the field of professional sports and have broader goals than sports (Bogar, 2008). It has been reported in the conducted research that the rate of participation in recreational sports in Iran is low (Keshkar, 2008; Khatibzadeh, 2014; Mousavi & Jafari, 2019; norouzi et al., 2018; shams et al., 2021). If the upper bodies of society intend to imagine the wide benefits of participating in sports for the student segment of that society, they should

know that this is important the low rate of participation of students in sports will not be achieved and this important opportunity will not only be lost, but it will cause various crises as a dangerous threat on a wide level of the society(Williams et al., 2020).

Physical diseases resulting from inactivity, weight gain, and obesity among students are increasing rapidly, and due to the attractiveness of virtual space and computer games, this problem is growing faster and naturally causes social misbehavior. And social diseases such as drug and alcohol addiction, aggression and violence in the family, surrounding people and society, being away from home, family and seeking refuge in the arms of unhealthy peers (Black et al., 2021; Ehrlich et al., 2017; Hallmann & Giel, 2018; Li et al., 2017; Williams et al., 2020), the low rate of participation of students in recreational and public sports is known as a social problem that has cultural, structural, legal and managerial roots(Hallmann & Giel, 2018; Mousavi & Jafari, 2019). Among the managerial and structural factors is the provision of sports facilities and equipment, especially in open spaces, which in the research of the researchers of the University of Michigan, the capabilities of open spaces for recreational sports are reported to be very diverse and extensive (Bogar, 2008). On the other hand, in addition to the main and serious role of the Ministry of Education, its deputy for physical education and health, and the Ministry of Sports and Youth and its general departments, to build and provide sports spaces for recreational sports activities, municipalities also play a serious and invisible role(Rahnamai & Aghaei, 2008; TCSPC, 2000). It should be noted that the student class is potentially an active and dynamic class that has many growing physical capacities and physical education lessons or educational sports, which is included in their class program and is unfortunately neglected, is not enough at all(shams et al., 2021) and the cooperation of the two ministries of education

and sports and youth, together with the interactions of municipalities The title of urban furniture designer and manager, who can use the capacities of parks and spaces in his hand, to create a platform for sports activities, is very necessary and essential(Keshkar, 2008; Mousavi & Jafari, 2019) considering that knowledge Students both in terms of age and physiological and also in terms of psychological needs, such as the need to establish communication Interactions with groups of the same age should be continuously and planned in various environments that have sports and recreational capacity, and these environments include the open courtyards of schools, halls and sports facilities. Education, sports spaces and places of sports and youth departments are urban open spaces prepared by municipalities for sports and physical activity(Keshkar, 2008; Mousavi & Jafari, 2019; shams et al., 2021), but as Research shows that the low participation of students in public and recreational sports indicates the all-round weakness of the attitude of people and officials in this field, and this low participation is known all over the world as a social problem that will have many negative consequences(Keshkar, 2008; Khatibzadeh, 2014; Monazami et al., 2011). Some researchers consider the reason for this low participation to be the culture of the community and the lack of a proper definition of this sports culture and participation in it among the community(Kashkar et al., 2015), some other structural factors and Management is considered important factor in the low level of this participation (Monazami et al., 2011). Researchers have added other small and large factors to these categories, but most of them have considered the need for more research in this field (Khatibzadeh, 2014; Najaf zadeh et al., 2012).

On the other hand, one of the new fields that is used today to solve social issues and problems in many developed countries is social marketing (Domegan, 2008; Gordon et al.,

2018; Key & Czaplewski, 2017). According to several definitions of social marketing, it can be seen that social marketing is the application of commercial marketing principles to solve social problems (Eagle et al., 2017). Social marketing uses a set of tools (people, product, price, promotional activities, and place) with the ultimate goal of changing the behavior of the target audience (Eagle et al., 2017; Sampogna et al., 2017), according to the findings of Finnell et al. (2017) Social marketing with tools such as cost of participation instead of price, accessibility instead of location, social communication instead of promotion, and finally offering desirable behavior instead of product, has the ability to replace healthy behaviors such as low-fat milk consumption and wrong behaviors. Ramirez et al. (2017) also emphasized in their research on the positive role of social marketing in changing harmful behaviors and turning it into a useful category related to health, and the success they achieved in the food industry and their correct consumption in the category. Some of them, including physical activity, were generalizable and found the necessity of research on this matter essential. Furthermore, Li et al. (2017) considered social media and their related activities such as advertising as an effective factor in launching social marketing and benefitted from this path through new opportunities resulting from changing useful and aligned behaviors. With the community in mind, they believe that changing the right behavior through social marketing will create unique business marketing opportunities and reduce uncertainty in the market to a significant extent (khodadad & mosayebi, 2015; Kim et al., 2017; Li et al., 2017).

khodadad and mosayebi (2015) showed the effect of social marketing on behavior change in football fans and emphasized the importance of social marketing to change behavior in line with society's interests. From this point of view, it can be imagined that due to the large number

of students in all parts of the country, if the participation of students in sports activities increases through social marketing, and in this way, social marketing techniques and social media are used to should be used well, let us pursue the prosperity of sports business and sports-related jobs such as sports clothing, training of human resources (coaches, referees, etc.) training of sports trainees, etc., have significant prosperity and all These depend on increasing the participation rate (Kim et al., 2017), according to the findings of Douglas Evans (2007) who launched various camping's related to social marketing, social marketing changes positive behaviors in the field. People have turned to physical activities. In this context, the research they did on obesity and ways to fight it in children. They started camping (go 1-2-3-4-5) or used social marketing. The results showed that social marketing by involving parents and youth has conveyed its main message in relating correct behavior and encouraging physical activities among children and teenagers, and after the completion of the education process, through social marketing young people, as ambassadors of this camping, convey the message of social marketing to other communities. The results of a research conducted in England in 2008 showed that people living in poor neighborhoods and suffering from excessive weight gain through social marketing programs such as walking, swimming, exercise classes, and 50% discount. For public leisure centers and private clubs participated in sports for 12 weeks, the results showed that 60% of people declared that they continued with leisure programs related to physical activity (Tatari et al., 2019). In another research that tried to attract disadvantaged and low-income groups to participate in sports activities by using social marketing, the results showed that the use of leisure cards (recreation cards) aimed at reaching all residents of deprived areas. It was done to recreational or leisure cards, as well as by making prices cheaper for privileged groups,

especially recipients of regional benefits, and older and more important citizens, and sometimes with separate cards. These leisure cards are a mechanism that can be similar to the suppliers of commercial interests and seek social benefits for disadvantaged groups. This procedure caused the participation rate in physical activities to increase to about 55% in these areas (Collins, 2011). The lack of students participating in recreational sports and not releasing energy in a positive way will lead to unhealthy behaviors and have serious consequences (Keshkar, 2008; Khatibzadeh, 2014; Mousavi & Jafari, 2019; norouzi et al., 2018; shams et al., 2021). This will affect society as a whole. In this study, the researchers decided to study the low participation in public and recreational sports among students in this country with a new approach, and hoped that social marketing would provide appropriate solution to the problem of low participation in sport in society. Answer How to increase student participation in recreational sports through social marketing? What is the optimal model for this?

## Materials and Methods

The present research is considered as applied research. It is also based on the data collection of a descriptive-survey type of research, which was conducted in a field manner and is cross-sectional in terms of time. The target population included all the first and second high schools for both boys and girls, in the whole country, during a multi-stage sampling, in the first stage, according to the opinion of experts, the country was divided into five geographical regions and tried to select provinces in these five geographical regions in a simple random method. Finally, 10 provinces of Tehran, Kurdistan, Hamadan, Lorestan, Ilam, Sistan and Baluchistan, Golestan, Isfahan, Bandar Abbas and Khuzestan were selected as the clusters of the first stage. Then, in the second stage, in the form of stratified sampling, authors divided the samples of each province in the centers of that

province into the first high school classes for girls, the first high school for boys, the second high school for girls and the second high school for boys, then and in the last stage During a random sampling and according to the opinion of the experts, the number of 5 schools in each school was selected in the centers of each province and then distributed the data collection tools according to the ratio and proportion of the population of each school and their share of researcher-made questionnaires. The sampling method was done by using Morgan's table, according to the large number of schools, 365 people were selected as the final sample, and according to the prediction of tool damage, incompleteness of the tool by the samples, and non-return of the collection instrument. The researchers distributed 400 questionnaires in order to deal with the drop in return of questionnaires and reach the desired number. The sampling protocol was such that 10 provinces were selected. Then 5 schools were randomly selected in each province. 2 classes were selected in each school and 4 people were selected as the final sample. By doing this, the questionnaires were distributed more accurately and correctly, and each person had the same and equal chance to be selected as a sample.

In a pilot study in Lorestan province, Khorram Abad city, 5 schools were randomly selected, 4 classes from each school, and 3 people from each class filled the questionnaires as the final sample (48 students in total). The results of this preliminary study showed that the reliability of the questionnaire was 0.84 and the validity of the construct (convergent and divergent) was obtained according to composite reliability and the amount of extracted variance. And as a result, the questionnaire had good content validity as well as face validity. The instrument of data collection was the researcher's questionnaire consisting of 55 questions, the face and content validity of which was modified according to the opinion of experts, the way

some questions were posed, and a number of known factors were removed or placed in the relevant classes due to their similarity with the previous factors. Finally, a final questionnaire with 50 questions was prepared using the Likert scale and with a numerical value of 1 to 5 for the answer to each question. The reliability of the designed questionnaire was also confirmed

using Cronbach's alpha coefficient and its combined reliability and validity using convergent validity (confirmation of factor loadings and AVE value) and diagnostic validity, the results of which you can see in Table 1.

**Table 1. Composite reliability and Cronbach's alpha**

	Alpha Cronbach	Reliability Combination	AVE
Social Marketing Communications	0.789	0.801	0.600
Social marketing	0.867	0.906	0.551
Culture Participation	0.899	0.890	0.555
Ability Access	0.798	0.819	0.509
Management	0.785	0.761	0.559
Participation	0.790	0.839	0.507
Cost sharing	0.711	0.811	0.501

Descriptive statistics and confirmatory factor analysis methods were used for data analysis and structural equation modeling techniques using Smart PLS software were used to present the model.

## Results

In this section, the descriptive analysis related to the samples are discussed. Out of 400 distributed questionnaires, 344 questionnaires were returned without defects and were complete. You can see the demographic characteristics of the samples (students) in Table 2.

**Table 2. Demographic and descriptive characteristics of the samples (in percentage)**

Variables	Components	F	Percentage
<b>The amount of participation in Recreational sports</b>	Average total participation	out of 100	13.75
	Secondary high school boy	out of 100	18
	Secondary high school girl	out of 100	11
	First high school boy	out of 100	21
	First high school girl	out of 100	13
<b>Activity status parents work</b>	Other	52	15
	Self-employed	217	63
	Government's employee	75	22
<b>Parents' income level (million tomans)</b>	Above 10	65	19
	1-10	279	81
<b>Marital Status of parents</b>	Deceased	17	5
	Divorced	59	17
	Married	268	78
<b>Education level of parents</b>	P.hd.	10	2.9
	M.a	88	25.5
	B.a	108	31.3
	Diploma and under	138	40.3

<b>Age</b>	15-20	189	55
	12-15	155	45
<b>Gender</b>	Male	182	53
	Female	162	47

Furthermore, due to the normality of data distribution, Pearson's test was used to measure the relationship between students' participation in sports activities with parents' education level,

parents' marital status, parents' income level, and parents' employment status. You can see table 3.

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

<b>Dependent variable / Independent variable</b>	<b>Education level Parents</b>	<b>Marital Status of parents</b>	<b>Parents' income level</b>	<b>Parents' marital status, Parents work</b>
<b>Student Participation</b>	0.81	0.62	0.67	0.70
<b>Sig</b>	0.001	0.001	0.001	0.001

As you can see in table number 3, the relationship between students' participation in recreational sports and all the demographic variables in the correlation matrix is positive and significant, and the Correlation intensity for parents' education level ( $r=0.81$ ), parents' job status ( $r=0.70$ ), parents' income level ( $r=0.67$ ) and parents' marital status ( $r=0.62$ ) respectively.

Quantitative and inferential analyzes related to the data obtained from the samples were discussed. Appropriate statistical tests were used in this section. The use of Smart PLS in data analysis is done in two stages:

- The first stage examines the fit of the proposed model and makes (possible)
- Corrections in it. The second stage examines the main question of the research.

Checking the fit of the proposed model is done in three steps, the first step is to check the external model or measurement model (including validity and reliability), and the second step is to check the internal model or structural model (including path coefficients,  $Q^2$ ,  $E^2$ ,  $R^2$ ) and the last step. It is devoted to the investigation of the general model of the research. At the first, a correlation matrix is given for all the variables of the research. Then, the fit indices of the model are given, and finally, according to the main question of the research, based on the variance-oriented structural equation model and using the software Smart PLS software have been analyzed. In the following, the relationship between research variables is given in the table below. These values show that each variable to what extent is another variable related and correlated.

**Table 4. Correlation matrix between research variables**

Variables	Social marketing	culture participation	Management	Participant
Social marketing	1.000			
Culture participation	0.862	1.000		
Management	0.765	0.773	1.000	
Participant	0.851	0.821	0.718	1.000

As you can see in the above table, the highest correlation is between social marketing and culture of participation is (0/862 = 0). The internal model was discussed. To fit the internal model, the path coefficients,  $Q^2$ ,  $F^2$ ,  $R^2$  were used. At first, for the coefficient of determination, although equivalent to 0/19, 0/33 and 0/67 have been considered as weak, medium and strong values, respectively.

However, it is optimal value depends on the subject of the research on the one hand and the number of hidden exogenous variables related to the internal variable that has been calculated. That is, as much as the number of external variables is greater than an internal variable, it is expected that it will also be greater. Table 5 shows the values of  $R^2$ , all of which are significant.

**Table 5.  $R^2$  values**

Variables	R square	R square adjusted
Social marketing communications	0.817	0.802
Social marketing	0.762	0.788
Accessibility capabilities	0.831	0.841
Management	0.742	0.789
Participation	0.725	0.742
Cost sharing	0.899	0.901

The effect size or  $F^2$  means the explanatory power of the model and determines the relationship between the constructs of the model. The values of 0/02, 0/15, 0/35 respectively indicate the small, medium and

large effect of one construct on another construct. As you can see in Table 6, all the obtained values are above the average of the determined values.

**Table 6.  $F^2$  values**

	Social marketing	Management	Participation
Social marketing		0.866	
Culture participation	3.791	0.332	0.313
Management			0.815

The predictive power index  $Q^2$  shows the percentage of variance of indicators among other indicators of a variable.  $Q^2 > 0$  indicates the high predictive power of the

model. The cut-off value for this index has not been determined. Researchers have emphasized that if this index has a value higher than zero, it is acceptable, and the closer it is to one, it



indicates its high predictive power. You can see this index in table 7.

**Table 7. Q<sup>2</sup> predictive power index criterion**

Q <sup>2</sup> (=1-SSE/SSO)	
Social marketing	0.331
Management	0.223
Culture participation	0.261
Participant	0.199

In the following, three indicators of RMS, NFI, and SRMR (measures of average difference between data) are used to fit the whole model. The PLS software does not report the GOF index due to the criticism of it. In this research, the SRMR index is around 0.069, which is considered a good value. It means that the whole model has a good fit. Also, the RMS indexes the effective value of the residual covariance matrix of the external model residual. This fit measurement is only useful for

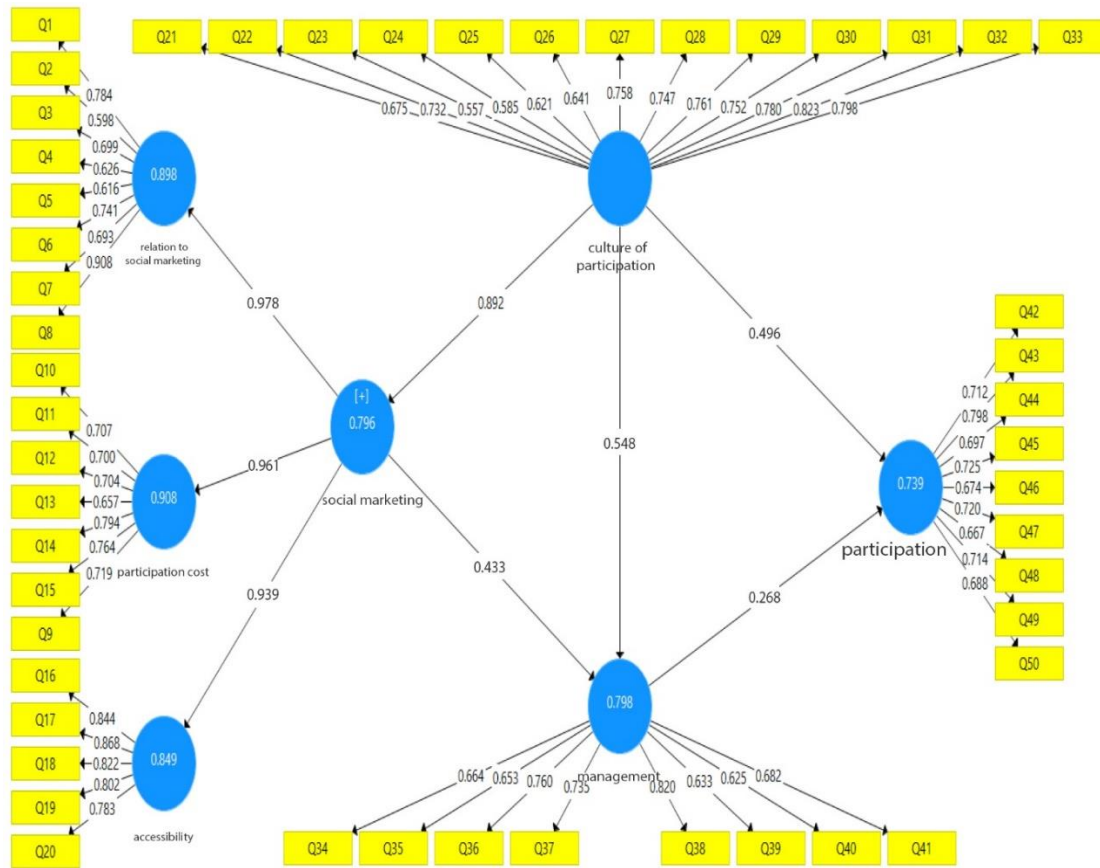
evaluating the reflective model, because the residual of the external model is not significant for the structural (combined) measurement model, and a value less than 0.13 is considered for the model's suitability. In this research, this index is equal to 0.101. Also, the acceptable value of the NFI index should be greater than 0.9, which was found to be 0.935 in the calculations, which is a desirable value. Based on this, the overall fit of the model was confirmed.

**Table 8. Model fit indices**

Fit indicators	statistics	The desired amount
SRMR index	0.069	Less of 0.08
RMS index	0.101	Less of 0.12
NFI index	0.935	More of 0.9

Variance-based structural equation model was used to test the hypotheses of this research. The results of the value T software output Because of the large volume, **PLS Smart** were

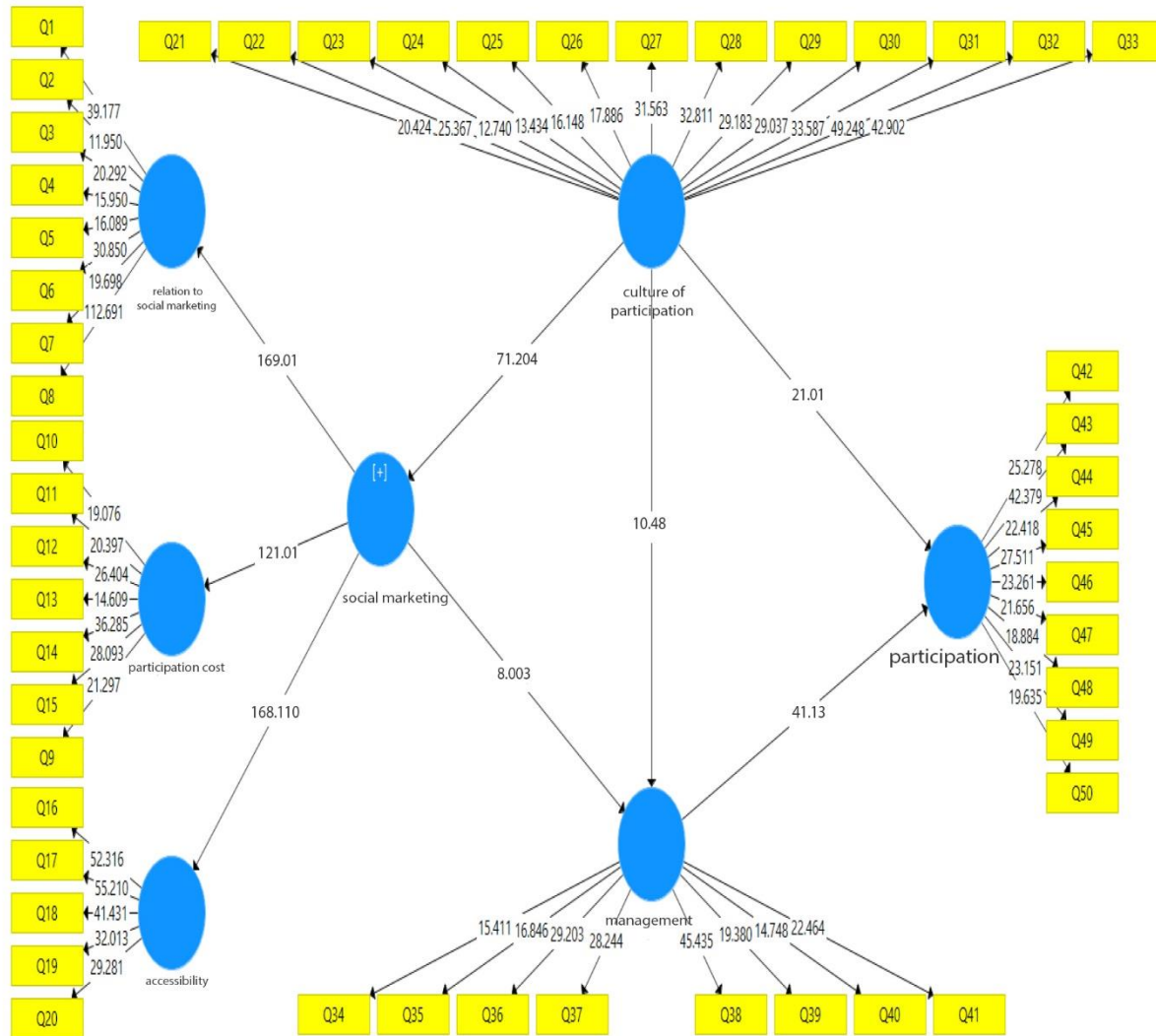
displayed manually and in one figure so that the effect coefficients were displayed on the same figure 1.



**Figure 1. Modeling results of structural equations (effect coefficients)**

The obtained values for the influence coefficients in the structural model are evaluated according to sign, value and

significance. However, they considered 0/25, 0/53 and 0/75 as weak, medium and strong respectively.



**Figure 2. Modeling results of structural equations, T values**

Also, the values t should be larger than 1.96 or smaller than -1.96 to indicate the significance of the relationships between the variables. The values in Figure 2 indicate the significance of all existing relationships between variables. As shown in Figure 2, all the influence coefficients and T values obtained show strong and, in some cases, moderate values.

flows in a model where culture is the foundation of that platform. In such a way that the relationships between the main variables of the research were examined and in that the relationship between social marketing and the culture of participation and management, the relationship between management and the

culture of participation, the relationship between management and the desired behavior and its benefits, and finally the two-way relationship between the desired behavior and its benefits and the culture was shown. Given. The current model is such that the category of culture as a contextual category has a two-way relationship with the other three main variables (5 other categories) and it is clearly evident that it is the focus of attention in the model. Also, the completeness of the model moves from left to right and towards its goal, which is the desired behavior and the benefits that result from it. You can see the details of the final model in Figure 3.

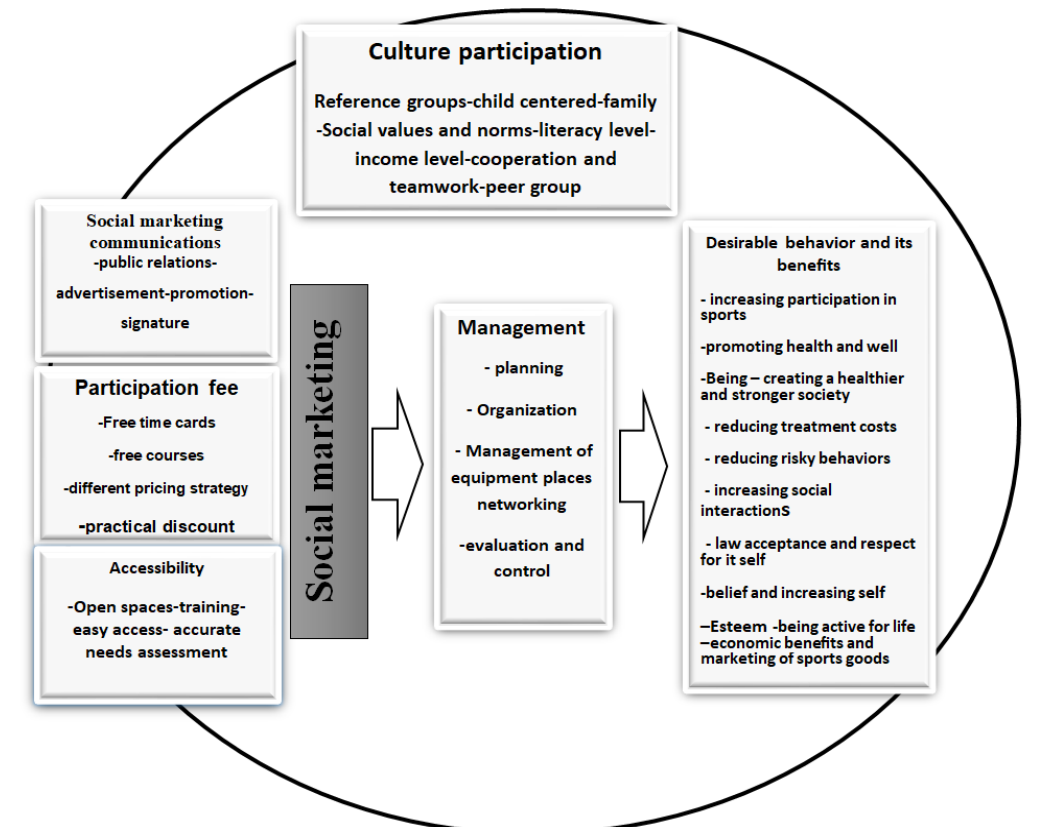


Figure 3. The final research models

## Discussion

The purpose of this research was to design a model of student participation in recreational sports with a social marketing approach. The low participation of the people of our country in recreational sports and consequently the low participation of students in recreational sports is one of the reasons it is a serious and important problem of the country and one of the concerns of sports officials. Social marketing, which is considered a new approach in solving social issues and problems, was the technique used by researchers to investigate low participation in recreational and public sports. Social marketing by using a social marketing mix that includes communication, participation cost, accessibility and finally favorable behavior, provides the causes of behavior change in societies where this necessity is felt (Sampogna et al., 2017). The population studied by the researchers included first and second high school students

of the entire country.

The results of the inferential analysis showed that the impact factor of the components related to social marketing (social marketing mix) are high and significant, and among all three of them, social marketing communication has a stronger impact factor (0.978) and After that, the cost of participation (0.961) and accessibility (0.939), the category of social marketing communication using advertising to people, which is a one-way communication tool, and in a short period of time, the message of social marketing to a large number of People say that according to the items in the questionnaire, this information can be optimally done through radio and mass media. Also, using famous people such as prominent athletes, artists and veterans who endorse physical activity is also a good way to encourage students to do physical activity. Considering the fact that in terms of age,

students are strongly looking for role models in any field (Black et al., 2021; Shams et al., 2021). It is possible to benefit from this capacity and use prominent and popular people. He used sports for students to validate their participation in sports and spread this message widely with the aim of influencing students. Research findings such as Sampogna et al. (2017) and Eagle et al. (2017) also show that the use of advertisements due to the epidemic and endorsements due to the influence of famous people among people are favorable tools to influence behavior and change the direction of undesirable behavior towards favorable behavior. They know that from this point of view they are consistent with the results of this research. In the context of physical activities and participation in sports, Bell and Blakey (2010) make social marketing the focus of changing behaviors and correcting wrong behaviors. They know and believe that they should prioritize child-centered participation in physical activity and to have an active targeted advertising community, the use of successful people in cultural, sports and artistic fields can be a way forward. From this point of view, one of the most important elements of social marketing is the element of participation cost. In most social marketing interventions, the cost of changing behavior is not financial (although it can be this way). The cost may be in the form of time, people's efforts, physical obstacles, etc. should be raised (Kubacki et al., 2015; Li et al., 2017; Tatari et al., 2019; Weber et al., 2017), and price in social marketing refers to the cost that the audience incurs in adapting to the new behavior. In this context and according to the items in the questionnaire, the preparation of leisure time cards is introduced as one of the most important tools to target the cost of participation (Tatari et al., 2019), which means that education departments, sports and youth departments and departments Physical education of the municipalities should prepare and distribute Leisure time cards among the students in order to create a student society for

the classes that have paid less attention to them (Mousavi & Jafari, 2019; Shams et al., 2021), including the municipalities, identify and plan more precisely for their needs in relation to physical activity, and finally functional research or even provide free services to card holders. Similar research has been done by Kamada et al. (2012) in Japan and Tatari et al. (2019), who consider the provision of leisure cards as a functional solution in the field of attracting people to recreational sports activities. Which are consistent with the findings of the present research. We have to pay very serious attention to this matter that according to the descriptive findings that the parents of the majority of students have an income lower than 10 million Tomans per month and consequently they may not have the ability to pay for their students' sports. Therefore, according to the third paragraph of the third principle of the constitution and also considering the low income of students' parents, different pricing strategies should be used, such as discount pricing and pricing based on dead hours for the use of sports facilities and equipment and the use of services. Sports, as well as increasing the per capita capacity of educational sports facilities that improve the possibility of better and more student use of sports facilities with detailed planning, are also among the measures that social marketing to increase the attraction of participants in physical activity. Has work the above findings are consistent with the current research from the point of view of emphasizing the importance of the cost of participation.

Another element of social marketing that was very important was the ability to access sports spaces and places. Using the capacities of the municipalities to equip the parks and spaces at their disposal with standard sports equipment and equipment in accordance with the needs of the students, as well as the cooperation of the sports and youth departments with the deputy of physical education and health in the field of

free use of sports spaces by students, including There were items that received a high rating, and also from the perspective of researchers such as Antoni et al. (2016) open spaces are one of the interesting ways to attract students' participation in recreational sports in terms of easy and free access. The findings of the present research are consistent. According to the items of the detailed needs assessment questionnaire, it was also considered one of the basic requirements of indoor places, which is consistent with the findings of researchers such as Fujihira et al. (2015). According to many researchers, one of the most important factors and obstacles to the participation of different sections of society, including students and teenagers, in recreational sports is due to the lack of a culture of participation in sports and the lack of a proper and accurate definition of the culture of participation in sports (Keshkar, 2008; Monazami et al., 2011). In our present model, the effect coefficient It has been reported between the culture of participation with social marketing (0.892), in connection with management (0.584) and finally in connection with participation in sports (0.597), which indicates the great importance of the culture of participation. Therefore, the category culture It is the basis for other categories raised in the model. According to the items of the questionnaire, culture itself consists of subcultures such as reference groups, peer groups, behavioral values and norms, social class and family, which Turning sports into a belief for the society requires proper attention to all the mentioned factors (Kim et al., 2017; Mousavi & Jafari, 2019; Rosenberger et al., 2009). According to McGannon and Smith (2015) and Carmen (2016) family, social class and subcultures are factors that make up a strong culture that have a significant impact on all social issues. According to researchers, participation in sports as one of the most important social issues is strongly influenced by these factors (Hataminejad et al., 2014). In this respect and their emphasis on culture, they are

consistent with the findings of the current research.

Another factor that was considered important and necessary in order to increase students' participation through social marketing was the coherent and strong management in this field. The management which in the field of increasing the participation of students in sports should be effective and open the way is inevitable for the coordination between education managements, sports and youth departments and sports departments of municipalities. Having a goal and precise planning is necessary for success in affairs (Elliott & Hoyle, 2014). Organizing activities and managing human resources are also two very important management tasks to advance goals and plans. Being aware of the work result and getting feedback from it in order to fix the weak points and strengthen the strong points is also something that requires careful evaluation and control. It is evident(Elliott & Hoyle, 2014; Wicker, 2017). The findings of recent research also point to the high importance of management and its tools to increase people's participation in recreational sports, which is in line with the listed research. All efforts of social marketing and its tools are aimed at replacing wrong behavior in the society. The result of all the listed steps is an increase in the participation of students in recreational sports, and accordingly, the society enjoys the benefits of increasing this participation. The benefits related to this desirable behavior include increasing people's awareness of physical activities and how to perform them, pulling towards recreational sports activities, creating a sports culture in oneself, placing sports in the household budget, increasing social interactions, reducing treatment costs, increasing Body health, healthy society, increasing happiness and fun in society, increasing social security and other benefits of Mansour for participating in physical activity. The benefits presented in the present research are consistent with the research that Weber et

al. (2017) conducted in relation to recreational sports.

### Conclusion

According to the findings of the present research, the researchers suggest that the vice-chancellor of physical training and health of the education departments informs the students through camping's and educational fun activities with social marketing in a practical way and through physical games and activities, as well as social marketing and its functions for all areas involved in the work of sports and also as a topic in the lessons, by education, in the form of classes and training courses, and functional workshops are held by those in charge, social marketing mix and their capabilities properly for this People can be accommodated, recreational sports have a wide variety of capabilities and capacities that can be performed in open spaces much more than in closed places, which is suggested in this regard, considering the diversity of the country's environmental conditions and its four seasons, and with Taking advantage of edge marketing techniques and techniques In general, recreational sports should be implemented according to those planning areas.

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