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**Original Research**  
**Development of Public Sports Using Social  
Marketing Concepts and Technologies in  
Iran: A Content Analysis Approach**

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**ABSTRACT**

Social marketing plays a key role in understanding the behavioral change of the target audience, placing health awareness in them, and ultimately achieving benefits. Therefore, the purpose of this study, which was carried out at the request of Tehran Municipality, is to develop public sports using social marketing concepts and technologies in Iran. A qualitative approach is used, and this study is applied in terms of purpose and exploratory in terms of type. Through in-depth semi-structured interviews, we developed and validated a conceptual framework with the Content Analysis method. The statistical population includes marketers, experts, and specialists in the field of public sports using social marketing, of which 14 people were selected by purposeful sampling and participated in this study. The number of samples follows the rule of saturation. To analyze the data, the method of open, selective, and theoretical coding was used. The findings show that concepts were identified in the form of a central category, 16 main categories and 98 sub-categories and over 300 concepts or codes. Finally, the paradigmatic model of the development of public sports using social marketing was presented.

**Keywords:** Public Sports, Social Marketing, Sports Marketing, Content Analysis Method.

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## INTRODUCTION

In today's era, physical activity is the main condition for a healthy life and improving well-being, and this is not a simple statement, but a very consistent area for public policies almost all over the world [1]. Sports, as a multifaceted tool, has been able to develop its role and position as healthy and enjoyable leisure time for people in society with multiple influences. Today's society is moving towards inactivity, and social problems and medical costs are increasing. A one-dimensional view of health and well-being in society cannot be the solution to reducing medical expenses and healthy living; Therefore, any type of service provided to society requires marketing [2]. The term "sport" as used in the contemporary sports marketing and business industry is a broad concept to denote all individuals, activities, businesses, and companies involved in any sport's production, facilitation, promotion, or organization. Business, activity, or sports experience are considered. to competitions, events, experiences, and entertainment. Sports marketing focuses on the management of sports activities and processes [3]. Therefore, sports marketing has a function in organizing certain types of activities in a sports area, such as goods for performing certain sports activities such as clothing, shoes, etc. equipment and clothing such as skates, bicycles, etc.; electronic games such as FIFA (International Football Federation), NBA (National Basketball Association), etc.; Promotion of sports goods at sports events, sports championships, etc.; sports facilities, for example, the management of a sports field or a stadium; services such as training, food, drinks, ticketing, etc.; retail, products available in club stores or sports magazines; media, sale of goods and rights to broadcast matches on radio, television, internet, etc.; free time, as performing artists or musicians before and after the game; and internal media, as managing communication with supporters using websites, social media, apps, etc. [4, 5].

Physical activity throughout life is a function of social, cognitive, and motor skills to guide a person toward a healthy lifestyle. Therefore, one of the duties of politicians and policymakers is to provide the necessary facilities for people to participate in physical activity. Studies show that more than half of the world's people do not have enough physical activity for their health [6]. However, according to the statistical reports, the World Health Organization declared physical activity in Iran insufficient [7]. For this reason, governments have used sport in recent years as a social engineering tool to reduce youth delinquency, reduce youth obesity, engage with larger social groups [8], and improve individual health and quality of life [9]. Leisure time is defined as free time or a state of mental behavior that is intrinsically motivated and without any force or freely chosen [10]. Considering this issue, encouraging people to do recreational sports in their free time has always been one of the concerns of policymakers. However, lack of physical activity is the main cause of diseases such as cardiovascular diseases, cancer, diabetes, and problems related to physical activity, which annually lead to the death of 3.2 million people in the world [7]. On average, one in four adults in the world is insufficiently active [7] and common views of a decline in physical activity have been observed at all ages, especially in the elderly [11].

According to the topics, social marketing seeks to achieve one of the four goals of accepting new behavior, rejecting potential behavior, modifying current behavior, or abandoning old behavior in the audience. Behavior change is voluntary and helps to understand what the target audience knows, believes and does by using a customer-oriented approach [12]; Social marketing uses marketing principles and techniques to change behavior. It is a concept, process, and application for understanding who people are and what they want, and then organizing the creation, communication, and delivery of products and services to meet society's wants and needs and solve serious social problems [13]. The current research, while filling the research gap in this field, can create solutions for the development of public sports. Paying attention to people's living conditions and promoting a healthy life as a result of the development of public sports can bring countless benefits. However, the lack of knowledge and awareness about the functions of public exercise for healthy biological growth has caused the lack of proper use of exercise for healthy biological growth. On the other hand, the lack of scientific knowledge in this field has caused that there are no practical solutions in this field. Therefore, this research tries to complete the literature data on this topic and, with a more detailed and detailed discussion, bring a way to investigate the development of mass sports using social marketing in Iran. Therefore, the purpose of this article is to present a model for the development of public sports using social marketing in Iran.

## **Literature review**

### **Public sport**

Public sports or sports for everyone are a major part of sports in Iran, which is closely related to the health and vitality of the society, and many of the basic functions of sports are summarized in it, according to most sports experts. Sport is a new concept for everyone, but it should be known that sports for everyone, like an important institution, is related to processes such as health, physical, mental, and psychological fitness of people, and on the other hand, it is a knowledge-oriented activity that tries to solve complex social problems and encourages inactive people to be physically active [14]. Accordingly, in recent years, there has been a lot of interest in different countries at the national level to design and implement policies, strategies, and programs to promote physical activity. the development of public sports is visible, and policies aimed at participation in sports have been increasingly expanded at the international level [15].

Today, the participation of members of society in public sports is divided into five domains: intra-individual (gender, age, competence, pleasure, leisure priorities), interpersonal (social support from family and friends), organizational (schools and organizations), and community (play facilities). and politics (sports and politics), among the mentioned components, its political dimension is preferable for governments [16]. There is a great interest at the national level for different strata of society in different countries to design and implement policies, strategies, and programs to promote physical activity and development. Sports for everyone is visible and policies aimed at participation in sports have expanded more and more at the international level [15].

### **Social marketing**

The basic concept of social marketing is "the design, implementation, and control of programs calculated to influence the acceptability of social ideas and include considerations of product planning, pricing, communications, and market research" [1]. Likewise, social marketing is defined as "the adaptation and adoption of business marketing activities, institutions, and processes as a means of creating behavioral change in a target audience on a temporary or permanent basis to achieve a social goal" [17]. In general, the quoted sentences explain that social marketing is marketing applications that are used to achieve desirable social goals rather than for commercial profit or to achieve a specific organizational goal.

On the other hand, it is correctly understood from the statement that "social marketing is the application of business marketing technologies to analyze, plan, implement and evaluate programs intended to influence the voluntary behavior of target audiences. It is designed to improve their well-being. and their society" [1]. Due to economic and technological changes, such as the case of drug abuse and the use of hazardous chemicals in Australia and the United States, harmed the health of the entire society [18]. Social marketing includes marketing techniques and practices aimed at achieving social benefits instead of commercial profit.

### **Social marketing and health**

Most parts of the world are characterized by economic turbulence and drastic social changes such as unemployment, high living standards, and hectic lifestyles. Considering that, these conditions directly affect the income of citizens and the reduction of government expenses in financing non-governmental organizations (NGOs), public health associations, and subsequently the social welfare in society [1]. Social change practitioners may not be experts in communicating and communicating behavior effectively change information. Social marketing, as a major contributor to behavior change in today's society, can bridge the gap by integrating and facilitating social change. through many methods such as the development of social marketing campaigns, especially in creating awareness and adopting a new desirable behavior [13]. The best social marketing means the best programs or social marketing campaigns. It is not, but the best use of marketing techniques to achieve the desired goals through these programs [1].

Viewed from this perspective, it becomes clearer that social marketing is only considered successful if the target audience "buys" the message and shares the importance of disease prevention. As such, social marketers should target the benefits of early caution to target audiences. Show them how they can adopt this new behavior without undue effort. and show them the desired results of adopting the behavior. On the contrary, the misinterpretation of the primary objectives of social marketing and the inappropriate application of marketing techniques have limited its effectiveness in moving away from the traditional

marketing silo. In other words, researchers' studies show little emphasis on conceptual frameworks on public health issues and few reports on the impact of perceived disease severity [19].

### **Research background**

Yusefvand et al. (2021) [20] have found that in all elements of mixed marketing Socialization of Basij sports facilities, the average of the samples was higher than the hypothetical average; This means that all elements of the social marketing mix of Basij sports venues have a positive and significant role in the development of the Basij community sports in Lorestan province. The results of Friedman's test showed that the physical evidence element was the most important and the process element was the least important of the social marketing mix elements.

Moradi Doliskani and Etagiya (2021) [21] have conducted research titled "The Role of social marketing in the Development of sports tourism in Tehran Province", in which 100 experts were selected as samples using available and selective sampling. The data collection tool was a researcher-made questionnaire derived from previous studies. The data were analyzed using SPSS21 and LISREL 8 software. The results showed seven components of social marketing. These include technology, government laws and policies, the environment, the economic situation, safety and security in sports venues, and the use of advertising and communication channels, all of which, except the last one, have a positive and significant impact on the development of sports tourism.

Safari et al. (2017) [22] showed that the promotion of physical activities in the General Directorate of Education of Tehran has a significant relationship with education, culture building, public relations, and place, and cultural exchanges and culture building, which seem to be necessary for the fruition of education efforts, have been neglected. Paying attention to appropriate policies with the use of efficient forces, establishing extensive social relations with students' families, and increasing their access to educational facilities and sports complexes are among the most important points.

Al-Tatari et al. (2017) [23] showed that the coefficient of influence of the components related to social marketing (social marketing mix) is high and significant. Out of all three of them, social marketing communication has a stronger impact factor (0.948), followed by participation cost (0.953) and accessibility (0.921). Also, the obtained model has reported the coefficient of influence between the culture of participation and social marketing (0.892), about management (0.584). Therefore, culture is a basic category for other categories proposed in the model. Another category that the interviewees took for granted to increase people's participation through social marketing was coherent and strong management in this field. In the end, there are solutions to increase participation in sports with a social marketing approach.

Sedky et al, (2020) [24] found that sports marketing elements that can help attract audiences to less popular sports are sports media, sports advertising, star athletes, and sports sponsorships. The performance of national teams moderates the relationship between sports advertising and attraction toward less popular sports

### **Research Methodology**

The present study, which seeks to present a model for the development of social marketing in the sports organization of Tehran with the role of Tehran Municipality, is qualitative research from the method point of view and includes two general stages: in the first stage, mainly using library studies and preliminary interviews with Employer and user experts and their content analysis achieve a basic understanding of the problem and its dimensions. In the second step, using the content analysis method, the dimensions and parts of the model are precisely identified, and their hidden angles and sub-dimensions are identified.

The direction of the research is fundamental in the first place, but considering the necessity of compiling a comprehensive document and the requirements of the main upstream document of the project, i.e. the Third Development Program of Tehran, it is an applied research. According to the purpose of the research, which is the development of the model, the strategy used is the strategy of content analysis. In terms of the time horizon, the research was designed and implemented in a single-section manner, and the main method of collecting research data was interviews.

In the present research, firstly, information about the types of models developed in social marketing and the category of increasing income in the world are collected through library studies and are studied and

categorized. After that, based on the main questions of the research and the results of the library studies, the outline of the interviews including the questions and the procedure of managing the interviews based on the studies, the researcher's knowledge of the industry, and consensus with the industry experts (both employer and user experts) are compiled. The output of this process is the interview protocol.

The statistical community of this research is the activists and experts in the field of public health, sustainable urban incomes, urban managers, and social marketing researchers who have experience in some way, including provision, distribution, research, or sports policy. According to the purpose of the research, interviews should be conducted with various experts in related fields. The method used in this research is sequential sampling, and among the types of sequential sampling, theoretical sampling is used.

As mentioned, the main method used to collect the data for this research was an interview, and for this purpose, a semi-structured in-depth interview was conducted with a total of 14 experts, experts and activists in the field of social and sports marketing. has been the name, position, and field of activity of the interviewees are listed in Table 1.

**Table 1. Characteristics of the interviewees**

I1	Tehran Municipal Sports Organization
I2	Tehran Municipal Sports Organization
I3	Tehran Municipal Sports Organization
I4	Tehran Municipal Sports Organization
I5	social marketing researcher
I6	social marketing researcher
I7	University faculty member specializing in sports marketing
I8	University faculty member specializing in sports marketing
I9	entrepreneur in the field of innovation and social marketing
I10	entrepreneur in the field of innovation and social marketing
I11	entrepreneur in the field of innovation and social marketing
I12	Member of the Faculty of Physical Education Research Institute
I13	active in sports and youth organization
I14	active in sports and youth organization

Content analysis method is used to interpret the data. Qualitative content analysis is a versatile method that offers two key advantages [25]:

- Firstly, researchers have the flexibility to use either inductive or deductive approaches, or a combination of both, to analyze data. This choice depends on the study's objectives. Inductive analysis starts without preconceived ideas, allowing themes to emerge directly from the data. Conversely, deductive analysis applies existing theories or concepts to the data.
- Secondly, this method enables the exploration of both the obvious (manifest) and underlying (latent) meanings within the text. While manifest content focuses on the surface-level information, latent content delves deeper to uncover hidden implications.

Essentially, qualitative content analysis provides researchers with the adaptability to choose their analytical approach and the ability to examine multiple layers of meaning within the data.

### **Open coding**

At this stage, a total of more than 300 concepts were extracted from the research literature as well as 14 in-depth interviews with specialists and experts in the field of social and sports marketing, an example of which is shown in Table 2.

**Table 2. Examples of concepts extracted from interviews and research literature**

N.	Preliminary open source	Questionnaire number																
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
1	The economy of belief and habit																1	
2	Financial assistance from sports benefactors		1															✓
3	Justice in the budget of regions				1				1									
4	Allocating funds and attention and holding important events in parks and community halls	1														1		✓
5	Attracting citizens to social events and earning money from them										1							✓
6	Informing people about the matters to be considered in the event															1		
7	Creating booths in parks to develop the sale of new and knowledge-based products in the field of health and nutrition and weight loss	1					1		1									
8	Renting booths in parks and community halls to health activists				1		1				1					1		✓
9	Creating entrepreneurial markets										1							✓
10	Development of sales of organic products			1														

**Selective coding**

Selective coding is the second stage of coding in data analysis in the qualitative research method, which is done after extracting concepts. Selective coding is a set of procedures used to compare classes create new classes based on data and discover relationships between them. At this stage, based on the concepts extracted in open coding, after each interview, the previous interviews were reviewed and the categories of concepts were revised. Finally, all the concepts are categorized into several categories. An example of these categories along with their related concepts are shown in Table 3.

**Table 3. Selective coding**

Core categories	concepts (open codes)
Budget and credits	Lack of sufficient budget, trying to attract credits and budget for construction, the help of financial resources from sports benefactors, justice in regional budgets, development of income generation of the organization.
Fundraising	Identifying investors, attracting investors, creating healthy competition between investors, and legal protection for investors
cost management	Improving the management of internal and external costs, making maximum use of available resources, earning money from parks, increasing municipal costs in the field of human resources, transparency in the cost of Kurds, and creating financial transparency.
Domestic investment	Transferring several employees to agencies, providing municipal services, allocating capital to new advertisements, allocating capital to new technologies, allocating capital to the processes of attracting citizens
Research investment	Paying attention to research, knowledge management, using the world's successful examples, connection with the university, connection between the university and implementation, using the experience of cities and developed examples and successful models.
Women`s sport	Building sports complexes for women, paying attention to women's issues
cultural context	Attention to the urban context and citizen culture, attention to cultural issues, people's acceptance of cultural centers in deprived areas, attention to the population context of neighborhoods in the construction of sports facilities

**Theoretical coding**

Theoretical coding is the third stage of coding in data analysis in the qualitative research method. Theoretical coding is the process of selecting the main category, systematically relating it to other

categories, verifying the validity of these relationships, and completing the categories that need further refinement and development. Theoretical coding based on the results of open coding and Theoretical coding is the main stage of theorizing. In this way, it systematically relates the central category to other categories, presents those relationships in the framework of a narrative, and corrects the categories that need further improvement and development. Examples of these categories along with their related concepts are shown in Table 4.

**Table 4. Extracted categories and concepts**

<b>Main categories</b>	<b>Subcategories</b>
Financial factors	Budget and credits
	Financing
	Financial discipline
	Financial self-sufficiency
	Development of revenue models
	income generation
	Fundraising
	City toll management
	cost management
	Domestic investment
	Research investment
	Financial planner
	Capital management
	Attracting sponsors
Socio-cultural factors	Women`s sport
	Cultural attachment
	cultural context
	special services
	Creating a sports culture
	Religious bodies
	Cultivation
	The time-consuming effect of culture
	The value chain of cultural products
	Orientation to cultural engineering
	Development of public sports culture
	Abstractness of culture
	Transmitting a cultural message
Organizational factors	Management attitude
	Maturity level of managers
	Corporate Communications
	Monitoring and Evaluation
	Understanding the business environment
	Promoting organizational entrepreneurship
	outsourcing
	Administrative relations
	The planner
Promotional agents	Using motivational and attractive tools
	Using advertisements and communication channels
	Use of external awards and incentives
	social relations
	Familiarization and awareness of sports
	Empowering urban advertising
physical factors	Design and changes in physical appearance
	Physical politics
	Utilization of physical capacities

<b>Main categories</b>	<b>Subcategories</b>
Technological factors	Information Technology
	Creating a media structure
	Media appeal
	Smart organization of sports
	Use of influencers
	The capacity of social networks
Political and legal factors	Referral of specialists
	Government pressure
	Revision of legal bases
	Attention to health issues
	The optimal combination of facilities
	Teaching a healthy lifestyle
	Domestic policy
Individual factors	Individual facilitators
	Internal motivations
	External motivations
	Education and information
	encouragers
	Behavioral factors
Collaborative factors	Interaction
	partners
	Interdepartmental coordination
Structural factors	neighborhood
	Reverse Engineering
	Infrastructure development
	Designing
	Environmental structure
	fair distribution
	Sports facilities
	Public sports infrastructure
Motivational factors	Providing sports packages
	Creating general sports motivation
	Support strategies
Location factors	Creating flexible spaces for public use
	Creating safety and security in places
	Creating places and spaces suitable for different groups
	accessibility
Public agents and people	Specialist human resources in planning
	Using tools to develop and promote human resources
	Use of reward and punishment systems for human resources
	Access to the sports complex
	Knowing the needs of the audience
Communication factors	Developing relationships with the private sector
	Development of international communication
	Competitive development in markets
	Development of municipal facilitation
	Development of sports tourism
Production and service factors	Providing services and products tailored to local conditions
	Providing products and services for all sectors
	Positioning



Main categories	Subcategories
Price Factors	Providing discounts on services and reducing costs
	Using dynamic pricing according to different characteristics of people.
	Participation fee
	Reducing city administration costs

In this research, it was tried to participate in the sample from all scientific and experimental groups related to the subject of the research. For this matter, as seen in Table 4, based on the information obtained from the consultation with respected professors and university management, the people who were identified were scientific and administrative.

### Calculation of reliability and validity

To calculate the reliability of the interview with the method of intra-subject agreement or two coders (evaluator), an expert, who was knowledgeable about the subject of this research, was requested to participate in this research as a research partner (coder); Then, the researcher coded the number of 3 interviews together with this research colleague and the percentage of agreement within the subject, which is used as a reliability index of the research, was calculated using the following formula:

$$\text{Intra - subject agreement percentage} = \frac{2 \times \text{number of agreements}}{\text{Total number of Codes}} \times 100\%$$

The results of coding are given in Table No. 5:

**Table 5. Calculation of reliability between two coders**

N.	Code	Number of codes	Number of agreements	of	Reliability between two coders (percentage)
1	I1	23	10		86%
2	I4	20	7		70%
3	I7	9	3		66%
<b>total</b>		<b>52</b>	<b>20</b>		<b>79%</b>

As can be seen in Table 5, the total number of codes recorded by the researcher and research associate is 52 and the total number of agreements between the codes is 25. The reliability between the two coders for the interviews conducted in this research using the mentioned formula is equal to 79%. Considering that the reliability level is more than 60%, the reliability of coding was confirmed and it can be claimed that the reliability level of the current interview analysis is appropriate. To ensure the validity of the research, it was tried to be a statistical sample of people who have the necessary knowledge and expertise in the context of the research, as well as to minimize the intervention of the researchers in the research and also to get the coding results to several experts, their reference and final approval regarding the extraction framework.

### Findings

In this section, the main findings of the research, or the main and sub-categories that form the expression of the database theory resulting from it, are introduced. All the interviews were coded sentence by sentence in the first step. At the end of the open coding process of the first stage, more than 300 concepts were identified. Then the process continued, and these codes were examined, reviewed, and refined in terms of repetition and meaning. At the end of the open coding stage, the primary concepts were examined, analyzed, and categorized to identify subcategories. Based on this, finally, 98 subcategories were extracted from the open codes. In the continuation of the formation of the database theory, the coding of concepts was taken into consideration and the key and central concepts were selected to identify the sub-categories by using induction comparison and referring to the research literature. At the end of the Theoretical coding phase, 16 main categories were identified. These categories formed the basis of the final model of the development of public sports using social marketing. In Table 4, the main and subcategories resulting from the codings were presented.

## Final Model

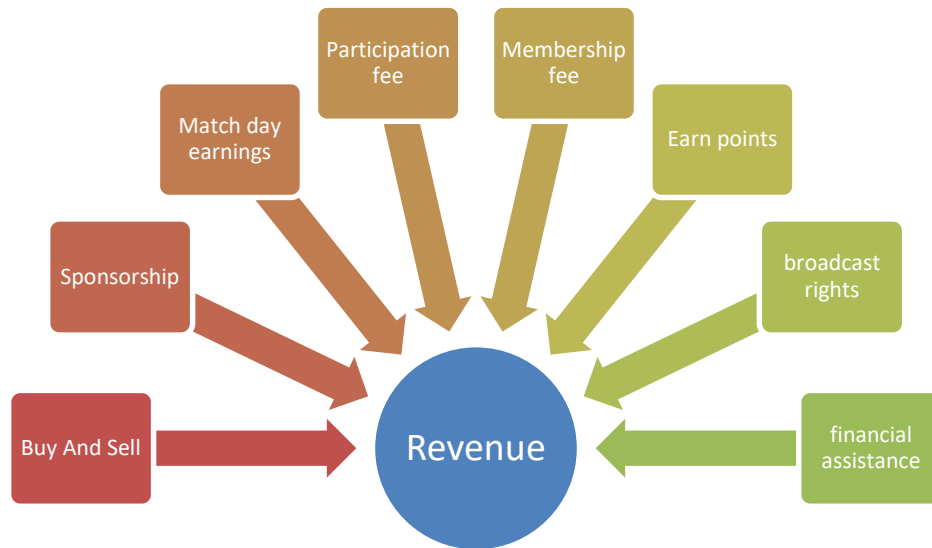
This theory expresses the mechanisms through which social marketing can be used for sustainability in the direction of the development of public sports. According to the obtained components, sports managers can make the most of this model for the development of public sports by using social marketing. The conceptual model of the research is based on the main extracted categories as described in Figure 1:



**Figure 1. Paradigm model of the development of public sports using social marketing**

## Final impression and presentation of suggested strategies

Social marketing has been shown to be effective in improving the physical activity of the elderly. Targeted interventions, such as community-based exercise programs and health promotion campaigns, can significantly increase activity levels among sedentary older adults. Examples of successful interventions include programs that incorporate social support and tailored messaging to address the specific needs and preferences of the elderly population.



**Figure 2. Ways to generate income from public sports**

Physical activity has a great difference in the ability to generate income with the level of enthusiasm of the consumer for their favorite sports product. The first of these factors is the entertainment value, which is the main determinant of income generation. All sports are passionately followed by their participants, but some sports have mass appeal and are followed avidly by non-participants. This gives the sport an extra dimension that attracts the media and leads to a level of consumption (as spectators) that is far greater than the actual number of participants.

At different levels of the sports industry, there are significant differences in how organizations generate income. There is a huge disparity in the income-generating capacity of different sports.

According to the research results, if the above factors are well considered and implemented, it can be expected that the ultimate mission of social marketing, which is to institutionalize desirable behavior and enjoy its benefits, will emerge. Improving the physical activity of the elderly improves health and well-being, creates a healthier and stronger society, reduces treatment costs, increases social interactions, creates an active society, increases self-expression and self-esteem, and ultimately is active in life. Considering the countless benefits of physical activity for the elderly, designing and implementing a coherent marketing mix can lead to a change in insight and behavior. Therefore, senior managers and policymakers should pay attention to the vital role of social marketing.

According to the investigations, it is necessary to consider the following strategies to increase physical activities to increase the municipality's income:

- Holding sports events or sports festivals acts as a magnet for residents to gather in central places and strengthens the sustainable income of municipalities.
- Around residential centers, green spaces, and open fields, as well as playgrounds for children of different age groups, should be considered public sports facilities.
- Old and unsanitary buildings should be demolished and sports facilities and fields should be built in their place.
- Create a youth sports center in the new green spaces of kindergartens and schools.
- Lighting: Well-lit areas and infrastructure enhance the feeling of safety. For example, adequate lighting near and around the facility is essential.
- Ensuring easy access for all, taking into account things like proximity to public transport, easy access for wheelchairs and prams, and adequate parking.
- Place baby changing stations in common areas or men's and women's changing rooms.

- Ensure that all equipment is appropriate for all users' needs and physical characteristics (height and weight). For example, unisex changing rooms that cater for both men and women and showers and changing rooms for referees and officials.
- Provide a wide choice of activities in public spaces to ensure that participation opportunities are as attractive to women and girls as to men and boys (for example, not just basketball or football, but badminton or volleyball).
- Creating temporary facilities: While this may be a good idea to help sustain events such as the Olympic Games, it is not a solution for long-term access to sports and recreation programs in cities. If we build temporary facilities, they will be moved to another area or removed completely, creating a vacuum. Temporary facilities should be used only when there is a short-term need to increase space.
- Building multipurpose spaces: While this is challenging, it is one of the best options. We can build gymnasiums and arenas that can accommodate many different sports and also provide social space for other events (such as concerts, town halls, or other events). An example of a sports venue that is multipurpose is the Velodrome in Bordeaux, France. This place is used for cycling and athletics. We have to innovate the surrounding space to make the most of it.

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## توسعه ورزش همگانی با استفاده از مفاهیم و فناوری‌های بازاریابی اجتماعی در ایران: رویکرد تحلیل محتوا

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### چکیده:

بازاریابی اجتماعی نقش کلیدی در درک تغییر رفتاری مخاطبان هدف، آگاهی‌بخشی در مورد سلامت آن‌ها و در نهایت دستیابی به منافع جمعی دارد. بنابراین هدف از این پژوهش که به درخواست شهرداری تهران انجام شده است، توسعه ورزش همگانی با استفاده از مفاهیم و فناوری‌های بازاریابی اجتماعی در ایران است. در این پژوهش، از رویکرد کیفی استفاده شده است. این پژوهش از نظر هدف کاربردی و از نظر نوع اکتشافی است. از طریق مصاحبه‌های عمیق نیمه ساختاریافته، یک چارچوب مفهومی را با روش تحلیل محتوا ایجاد و اعتبار سنجی شد. جامعه آماری شامل بازاریابان، کارشناسان و متخصصان حوزه ورزش های همگانی با استفاده از بازاریابی اجتماعی است که از بین آنها 14 نفر به روش نمونه‌گیری هدفمند انتخاب و در این پژوهش شرکت کردند. تعداد نمونه‌ها از قانون اشباع پیروی می‌کند. برای تجزیه و تحلیل داده‌ها از روش کدگذاری باز، انتخابی و نظری استفاده شد. یافته‌ها نشان می‌دهد که مفاهیم در قالب یک مقوله مرکزی، 16 مقوله اصلی و 98 زیرمجموعه و بیش از 300 مفهوم یا کد شناسایی شده‌اند. در نهایت مدل پارادایماتیک توسعه ورزش همگانی با استفاده از بازاریابی اجتماعی ارائه شد.

**کلمات کلیدی:** ورزش همگانی، بازاریابی اجتماعی، بازاریابی ورزشی، روش تحلیل محتوا