

## **Review Article: E-Commerce Sports Equipment**

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**ABSTRACT:** E-commerce can be any business done online and over the Internet. This technique has grown a lot in recent years and is expected to grow further. E-commerce refers to any transaction in which the sale and purchase of goods or services via the Internet takes place and results in the import or export of goods or services. E-commerce is usually more widespread; it includes not only buying and selling via the Internet but also other aspects of business activity such as purchasing, inventory, product management, distribution and distribution of goods, as well as after-sales services. Encompasses Therefore, the purpose of the study was to investigate the theoretical and research foundations that have so far been made regarding the e-commerce of sports equipment. In general, the major benefits of e-commerce have led to a major share of the market.

**Keywords:** E-Commerce, Customer, Exploitation, Profit, Sports Equipment.

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### **INTRODUCTION**

In the general definition, trade means any kind of supply of goods or services that is usually carried out for the sake of money. From e-commerce, several definitions are provided. In fact, there is a wide range of definitions and concepts for e-commerce that covers various topics, applications and models. In some of these cases, scientific definitions have been proposed and, in other definitions, the type of activity, communication facilities and equipment used, the scope of the organization of activities and substructures have been considered (Turban & King, 2009). In general, the term e-commerce refers to transactions that are largely based on their process without the need for the physical presence of the parties and only through communication networks. In short, the process involves finding suppliers, sending and ordering orders, sending and delivering (the requested goods or services) and, except for the final stage (delivery and delivery of goods), which is essentially physical, the rest of the steps are done through Internet communication (in general, network and non-physical communication). Billing payments are also possible in this process by observing a number of arrangements, either cash or by-pass or through credit cards (before or after delivery of goods). In e-commerce, there is an urgent need for rapid decision-making and implementation of the program. According to another viewpoint in 1997, e-commerce refers to any trade-related information exchange that is carried out through electronic devices, including phones and faxes. The definition of e-commerce from the point of view of communication involves the transformation of services, goods and intelligence products through telephone lines, computer networks and other communication devices, and from the point of view of electronic commerce information technology to applications of information technology that are systemically designed to support and enhance the work flow And trade exchanges have been made. From a commercial standpoint, e-commerce is a tool that enables businesses, their partners, and their customers to address issues such as

service quality, delivery speed, and more to promote e-commerce and reduce issues such as costs, but in general, e-commerce can be defined as the interconnection of communication systems, information and security management systems that allow the trading of business information in relation to the sale of products or services; thus, the definition of the main components of e-commerce is: communication systems, data management systems and security. The use of electronic technologies in the past has a relatively long history of commercial affairs. In fact, the need for e-commerce has come from private and public sector demands for the use of information technology in order to obtain customer satisfaction and effective inter-organizational co-ordination. It can be said that this type of business began around the year 1965 when consumers were able to get their money through ATMs and make their purchases with credit cards. Before the development of Internet-based technologies in the early years of the 1990s, major corporations began to create computer networks with specific, limited, and standard communications for the exchange of business information. This method is called electronic data exchange. In those years, the term e-commerce was synonymous with electronic data interchange. Creating and developing the Internet and World Wide Web has created many opportunities for the development and development of e-commerce infrastructure and applications. Every twenty-year old has provided e-commerce facilities in line with the capabilities of the information technology of that era. As ATM and credit cards hit the first half of the 20th century, electronic data exchange, the international banking system and electronic money transfer were provided in the second era, but the development of the Internet and its business applications have been a major development in the process so that in the evolution of e-commerce, the distinction can be made between traditional e-commerce and its Internet type.

The age of knowledge, or the age of information, is one of the hallmarks of the Internet, is rapidly expanding and knowing the new ways of marketing and using electronic marketing has brought about a competitive advantage. The global nature of technology, low cost, access to millions of people, rapid growth, and the capabilities of Internet-based infrastructure have resulted in different benefits for individuals, organizations and society. The Internet has quickly become a research tool to one of the world's most extensive business opportunities, requiring its own promotional techniques. With the advent of modern promotional techniques, the experts of the profession realized their direct effects in society. Therefore, the purpose of this study was to investigate the theoretical and research foundations on e-commerce of sports equipment.

### **Consumer behavior models in e-commerce**

#### ***Cutler model***

While many researchers do not see much difference between traditional and online shopping behavior, the debate is that a new phase has been added to online shopping, which is a confidence-building phase. The sense of trust and confidence in online customers can be encouraged and strengthened with multiple purchases. This experience combines functionality, information, emotions, tokens, stimuli, products, or services; in other words, there is a complex combination of factors beyond the traditional marketing P4, and specifies the differences of customers from online and offline purchases. Factors that affect the online client are added. This division helps marketers better understand and understand the nature and potential of their online tools. It can also communicate with traditional periodic talks on online customer behavior by summarizing the general and prevailing ideas of researchers and providing the necessary background for future research (Constantinides, 2004).

#### ***Park and Kim's model***

One of the most prominent aspects of the Internet is the ability to search different information in it. Therefore, discussions about the main factors affecting the behavior of purchases in e-commerce should focus on access to information. The success of Internet companies depends to a great extent on the ability to provide the necessary information to meet the needs of their customers. Therefore, the study of effective factors on customer satisfaction facilitates recognition of their buying behavior. Park and Kim in their studies acknowledged customer satisfaction and relational advantage as two essential factors in creating a commitment to the site and ultimately affecting customer purchasing behavior in the online environment.

***Intelligence Satisfaction:*** Satisfaction with information is the satisfaction or dissatisfaction of customers with the overall information service that the seller provides to them, including:

***Quality of Information:*** The information that stores provides are divided into: Information about goods that is relevant to the characteristics of the goods being provided and service information that is relevant to the service the seller offers to customers, for example, answers to common questions or information about how to order now products of demanding.

**Quality of engagement with the user:** This kind of quality is related to the technical characteristics of the site and how it is designed. Purchasers need to easily search the site quickly and quickly to get the information they need.

**Security:** Customers are worried about the security of their payment and privacy systems, and as their concern grows, satisfaction with the site's information services increases.

**Relative Advantage:** The relative advantage is the advantage that the customer, regardless of product purchases, is able to maintain his long-term relationship with the seller. An important part of this advantage is to reduce the anxiety caused by the trust and confidence of the seller, which is shaped by the seller during the long-term relationship between the purchaser and the seller. The factors affecting the relational advantage are:

**Quality of product and service information:** If the quality of the product information and service provided by the seller is high, the long-term relationship between the buyer and the seller is formed.

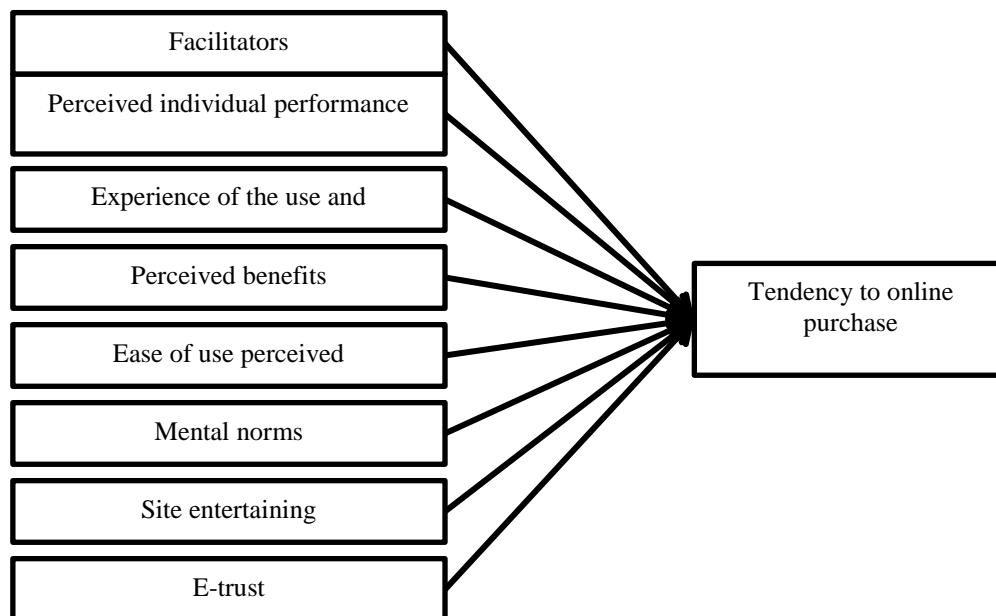
**Security:** Ensuring site security plays an important role in building a customer's trust in the seller, and hence he will be more likely to give his or her personal information to the site and thus can have a stronger relationship with the seller.

**Awareness of the site:** Awareness of the site is the perception of customers from the online store. This perception is based on external information such as advertising. The greater the awareness of the site, the greater the relational advantage; therefore, the relational advantage represents the psychological perception of the customer from the online store.

Based on the Park and Kim model, two factors of information satisfaction and relational advantage create a commitment to the site, and commitment to the site is also a form of purchasing behavior (Constantinides, 2004).

#### **Model of Michael Bonera**

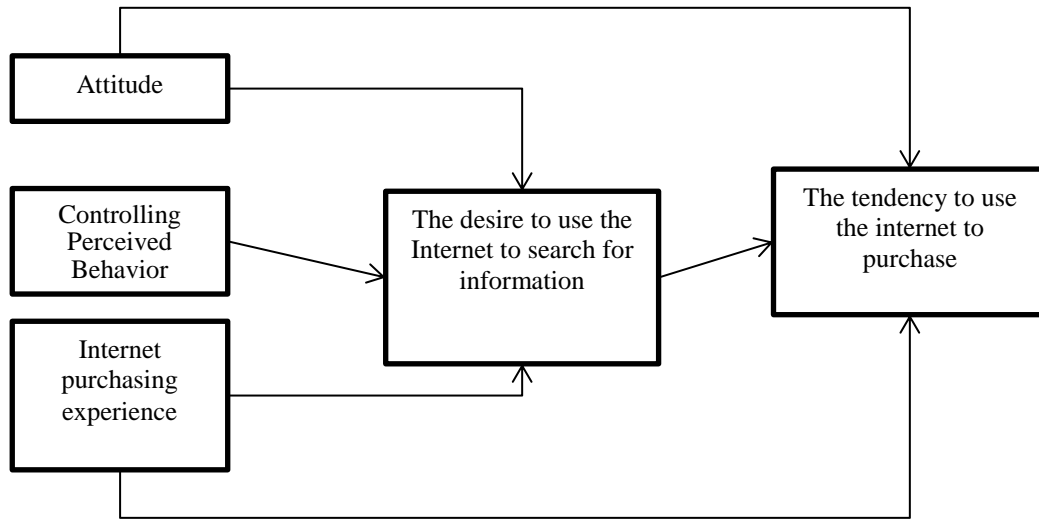
Michael Bonera has reviewed eight factors affecting online shopping. These eight factors include facilitators, perceived individual performance, experience, perceived benefits, and perceived ease of use, subjective norms, site fun, and e-trust. Finally, the results showed that variables that had a significant negative effect on the tendency to purchase online included the lack of fun features, the lack of perceived benefits, and the lack of e-trust on the website; therefore, these three factors are very important. Other factors were tested and prices, payment security, purchasing multiplicity, ease of use, and other subjective norms were also confirmed by factors influencing the purchasing power of the Internet. Therefore, model No. 1 was approved. The model adds that there are other influential factors that are not included in this model.



**Figure 1.** The Model of Factors Influencing the Inclination to Purchase Michael Bonera Web.

**Shim Model**

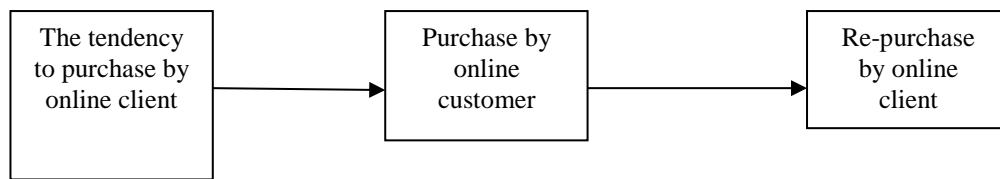
Shim examined a conceptual model that predicted consumer attitudes, subjective norms, behavioral control, and past experiences in online shopping had an impact on the desire to use the Internet to search for information, goods, or services, and this also affected the tendency to use the Internet affects the purchase of the item (Wang et al., 2007). After examining the assumptions, Shim et al found that mental norms did not affect the use of the Internet, and attitudes, perceived behavioral controls, and past experiences of the tendency to use the Internet to search and attitudes and experiences of Internet purchasing affect the tendency to online shopping. So, Shim and colleagues presented the model of Figure 2.



**Figure 2.** The conceptual model of the factors influencing online purchasing.

**Christy Chung Model**

An overview of the literature on the subject shows that none of the previous research attempts to communicate the three key elements of the decision to purchase and do not continue to purchase, and only consider online shopping as a general purchase. With the integration and model of Fishbein theory approach and the Oliver Expectancy and Validation Model, a basic model consisting of the three elements mentioned above, namely, the decision to purchase, purchase, and the periodicity and continuity of purchases, was created (Fig. 3), which was developed in other models consumer online behavior plays an effective role and became known as the MIAC model.



Frequency and purchase continuation buy purchase decision

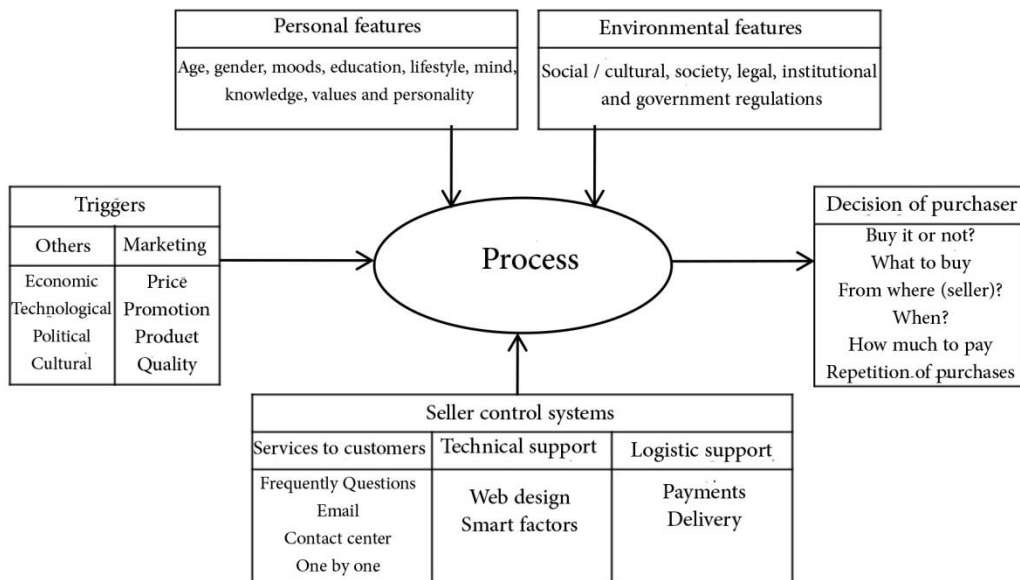
**Figure 3.** MIAC model.

Fishbein approach has used a large number of marketing areas to provide effective research for making online purchases and purchasing. Based on this model, the customer behavior is mainly determined by his decision to purchase (intention to purchase). Other factors such as attitudes, target-oriented norms and observed behavior control are also suggested as factors that are related to customer behavior. However, Fishbein model stops at the stage of purchase and does not address other important factors (re-purchasing section, which is referred to as the

third part of the above-mentioned model). The Oliver Expectancy and Validation Model, in other words, confirms the behavior after purchasing customers, which is a widely used model in the study of consumer behavior literature, especially in expressing customer satisfaction and re-purchases. The customer satisfaction is a key point in this model, defined by the gap created between expectation and perceived performance. The theory suggests that if perceived performance is as expected by customers, it would be satisfactory to it, but analyzes show that online consumer behavior is still unclear. For example, researches such as Goldsmith and Lyme have individually shown that personal creativity is a key point for someone who wants to buy online customers. Chau et al examined the effects of search engines, the way they express and present, and the structure of item items on online shopping (Chau et al., 2002). In order to express the key factors of online behavior, a single framework that can guide this discussion is presented. In this model, five fundamental factors are examined. These five factors include customer specific features, environmental impacts, service and product features, mid and middle features, and features of Internet interfaces. Based on this model and research by Zimaud, personal characteristics including demographic characteristics (age, marital status, level of education), personality, values, lifestyle, attitudes, customer finances, psychological factors of clients (flow Intellectual, trust and civic satisfaction), customer behavioral characteristics (searches for product information, location of access to products, time to access products, frequency of product use), motivators, and individual experiences. Based on marketing research performed by researchers such as Engel et al., environmental influences including culture, social impacts, the impact of colleagues, and the role of mass media have been used in this model. This research also covers online purchasing features. In this model, factors such as the quality of services, security controls, brand and reputation and identity, logistics, and after-sales services are considered as features of merchants and online intermediaries.

**Turban and King online consumer behavior model**

Today, companies have to behave loyally with customers in the offline and online world and, of course, one of the key points in building an effective relationship with the customer is the understanding of online customer behavior. Efraim Thurban and David King, in their book titled "E-commerce Basics," show the basics of consumer behavior models that have been adapted to adapt to the e-commerce environment, according to a study. Based on this model, the buying decision process begins with a reaction to an actuator (left), and then the process is affected by the buyer's characteristics, the purchasing environment, related technology, e-commerce and other factors under the dealer's control specifies some variables in each class (Turban & King, 2009).



**Figure 4.** Turban and King Online Consumer Behavior Model

In this model, environmental features include social, cultural, community, available information, government regulations, legal constraints, institutional factors, and so on. Personal characteristics include age, gender, marital status, qualities, education, occupation, household income, etc. The sales controller systems include logistic support, technical services, and customer service, each of which is divided into sub-sets (Fig. 4).

## DISCUSSION AND CONCLUSION

The purpose of this study was to investigate the theoretical and research foundations that have been made so far regarding e-commerce of sports equipment. Several studies have been conducted in this regard. For example, Bagherzadeh and Bayat (2016) studied the behavior of buying Iranian online customers based on the combination of the theory of planned behavior and the technology acceptance model. The sample of this study consisted of 390 online shoppers in Shiraz. The results of this study showed that ease of perceived use had a positive effect on the ability to control and self-efficacy of individuals. Trust had a positive effect on the attitude and ability to control individuals. The media had a positive effect on subjective norms. Cost reduction has a positive impact on people's attitudes. Finally, the age and amount of income affected people's willingness to buy online. Lim et al (2016) studied the factors affecting online shopping behavior based on the combination of programmed behavior theory and technology acceptance model.

In this study, 662 Malaysian students participated. The results of structural equation modeling in this study showed that mental norms had a direct and positive effect on online shopping. However, direct effect of mental norms on online shopping behaviors is not statistically significant; hence, behavioral tendencies interfere with the relationship between mental norms and online purchasing behaviors. Perceived usefulness has a direct and positive effect on behavioral desires and online shopping behaviors. Blomqvist et al (2015) examined the willingness to purchase groceries online in Sweden based on the theory of planned behavior. In this research, 85 Swedish citizens completed a researcher-made questionnaire to measure variables related to the theory of planned behavior. Before analyzing the data, the factor structure of the tool was analyzed using factor analysis. The results of this study showed that the participants had a positive attitude towards buying food online and positive attitude and behavioral control with the desire to purchase online had a strong relationship and these two variables after controlling the effects of the characteristics of the population cognitive ability could explain 60% of the variance of behavioral tendencies. In this study, mental norms did not have a significant role in explaining behavioral tendencies. Abdolvand and Abdul Azimi (2012) examined the factors affecting the acceptance of Internet banking from combining two models of technology acceptance and the theory of planned behavior with consumer perceived risk and profits. The results of this study show that ease of use, expected benefits, subjective norms, perceived behavioral control and perceived profit have a positive effect on the intention to use Internet banking.

Also, all five mentioned risks had a negative effect on the attitude of individuals towards Internet banking, which increased the risk of security risks from other risks. Ease of use had more positive effect on people's attitude toward internet banking than other factors. Khayefollahi et al (2012) in order to identify the determinants of the intention to buy customer online, the role of gender, trust in the site and pleasure and goodness of online purchasing on the intention of online customer purchasing based on theories of rational action, planned behavior and the theory of autonomy was studied. Based on the analysis of the data of 162 customers, the Royal Travel Company of Iran Travel has shown that the perceived quality of the company's website, through trusting the site, affects the intention of online shopping. Meanwhile, the effect of customers' attitude toward the purchase of the Internet on the intention to buy their online ones was confirmed. The results also show that the customer's gender and the pleasure and pleasure of interaction with the site did not affect the intention to purchase online. Understanding purchasing and online shopping behavior mechanisms has become a priority for those active in emerging virtual markets. One of the evidences on this issue is the development of a pension that is based on the number of users and the volume of transactions and transactions in the virtual markets and shows the perception of online consumers. More than 20% of Internet users across the globe have previously bought online product and service while more than 50% of US users have been shopping frequently. This growth has made electronic commerce a major business activity, and at the same time, online consumers have matured and online vendors have also recognized the importance and urgency of having a proactive customer-oriented approach. The point is that many companies are looking for ways to effectively sell and market their product online while they have not yet been able to fully understand the needs and behavior of online consumers (Turban & King, 2009). Meanwhile, in traditional marketing, more research is on

identifying and analyzing factors that can affect consumer behavior or even the behavior of an online consumer. A good case in this field is an attempt to model decision making and online purchasing. Both online and offline customers are affected by a large number of variables. Changes are not made in the personality of the consumer, but other changes, such as environmental changes, product or service features, and other intermediary features, can be made. The decision-making phases of both online and offline client groups are similar. Procedures such as recognizing the issue, researching and searching for the necessary information, evaluating priorities, buying behavior and after purchasing customers etc., traditional shopping behavior has been developed to describe consumer behavior in a variety of models. One of the types of these models is the Black Box model, which has been used by many management and marketing researchers. The black box model is based on this psychological approach that assumes human being as a processor within a system. The output of this system is the behavior of a person that is the result of a series of inputs. What really happens inside the box, although it has been the subject of various researches over the years, is not well known.

According to this model, consumer purchasing behavior depends on a set of cultural, social, personal and psychological factors that are largely out of the reach of marketers, but their identification is important. Conversely, online shopping behavior or customer behavior when shopping from the Internet, as in the traditional shopping behavior model, is due to a series of cultural, social, individual, or psychological factors. In the past few years, researchers have been investigating purchasing behavior in the Internet environment and identifying the factors influencing those models for online shopping behavior (Turban & King, 2009). Online users are divided into two personal and organizational groups. Customers have attracted a lot of media attention, and corporate customers cover a large volume of purchases. Organizational buyers include governments, private organizations, public organizations, and so on (Cox & Koelzer, 2004).

Some researchers believe that consumers tend to environments that can facilitate the process of selecting and buying a product. McNeill has pointed out that buying in many conditions is a laborious task, and predicted that in the near future consumers will go to alternative channels to avoid these unpleasant problems. Therefore, the Internet is considered one of the key tools of consumerism in the modern world and will give us an incentive to examine the behavior of online consumers (Madhoushi et al., 2005). While researchers insist on proving that online purchasing is different from purchasing in the real world, there is little consensus on the nature or extent of these differences. Consumers online, different from offline consumers, may leave a transaction or transaction. This is because they are aware of the risks and attitudes they face when buying online, while they never want to complete a deal or transaction at first. The ease and anonymity of a consumer can have in the online world, and then the easy release of an online purchasing cart is different from dropping a purchasing cart in a busy supermarket.

### **Conflict of interest**

The authors declare no conflict of interest

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