



Shahid Bahonar
University of Kerman



Journal of New Studies in Sport Management

Online ISSN: 2717 - 4069

Homepage: <https://jnssm.uk.ac.ir>



Iranian Scientific
Association of
Sport Management

Identification of Factors Affecting the Protection of Iranian Sports Products' Consumer Law

Bahador Azizi¹ | Mahdi Talebpour² | Zahra Sadat Mirzazadeh³ | Vahid Saatchian⁴

1. Corresponding author, Ph.D. in Sport Management, Department of Motor Behavior and Sport Management, Ferdowsi University of Mashhad, Mashhad, Iran. Email: bahador.azizi@mail.um.ac.ir
2. Professor of Sport Management, Department of Motor Behavior and Sport Management, Ferdowsi University of Mashhad, Mashhad, Iran. Email: mtalebpour@um.ac.ir
3. Assistant Professor of Sport Management, Department of Motor Behavior and Sport Management, Ferdowsi University of Mashhad, Mashhad, Iran. Email: z.mirzazadeh@um.ac.ir
4. Assistant Professor of Sport Management, Department of Sports Sciences and Health, Imam Reza International University, Mashhad, Iran. Email: saatchian.vahid@gmail.com

ARTICLE INFO

Article type:
Original article

Article history:
Received: 6 January 2024
Received in revised form: 12 February 2024
Accepted: 08 March, 2024
Published online: 07 March 2025

Keywords:
Consumer Law
Consumer's Personal Beliefs
Economic Power of people
National Identity
Support of Iranian Products

ABSTRACT

Consumer law is an innovative branch of law that began to develop in the second half of the 20th century. The creation and evolution of consumer law show the result of the political desire to develop and promote the rights and interests of consumers as the main players in the market. Therefore, the study aimed to identify and analyze the factors affecting the protection of Iranian sports products' consumer law. The research approach was qualitative with a grounded theory method. 13 experts including sports law and marketing experts, retailers, wholesalers, importers of sports goods, and manufacturers of sports goods and equipment, were chosen purposefully as participants. The sampling continued until data saturation. In addition to the interviews, 12 articles, 1 thesis, and 2 books were used to collect data. After data analysis, 59 initial codes, 9 subcategories, and 3 main categories (basic consumer rights, consumer's personal beliefs, and underlying elements of consumer protection) were identified. In general, the government's support and the supervision of the legal and regulatory institutions on the performance of manufacturers, suppliers, and sellers of Iranian sports products had a significant impact on the protection of the consumer law. Iranian consumers support Iranian sports products when they know that their rights are fully respected, and then they will buy and use Iranian sports products with more confidence.

Introduction

Consumer law is an innovative branch of law whose development began in the second half of the 20th century (Micklitz & Saumier, 2018). The creation and evolution of consumer law show the result of the political desire to develop and promote the rights and interests of consumers as the main players in the market. Since consumers are in a weaker position than merchants and sellers, there is a need for a special organization to support them. Consumer policy is not only an indicator of the result but also an essential tool for the market and society, which has been redefined by creating material changes. As a result, many countries around the world have adopted various forms of national legal frameworks to protect consumers (Micklitz & Saumier, 2018).

How to Cite: Azizi, B., Talebpour, M., & Mirzazadeh, Z.S. (2025). Identification of Factors Affecting the Protection of Iranian Sports Products' Consumer Law. *Journal of New Studies in Sport Management*, 6(1), 37-52. DOI: 10.22103/jnssm.2024.22778.1256



© The Author(s).

DOI: [10.22103/jnssm.2024.22778.1256](https://doi.org/10.22103/jnssm.2024.22778.1256)

Publisher: Shahid Bahonar University of Kerman

The consumer has been mentioned as the "vital force of the economy", because paying attention to the consumer and gaining their trust is equal to improving production and efficiency. But to support this group, one must first know who the term consumer refers to and what their most important rights and expectations are (Bagherzadeh, 2002). According to the definition of the Centre Européen des Consommateurs France (2001) "consumers are natural or legal persons who procure or use goods or services for themselves for non-professional use" (Calase-Auloy & Steinmetz, 2001). In Iranian law, the Consumer Rights Protection Law (approved on 2009/10/07) defines a consumer as "any natural or legal person who buys goods or services" (Jaberi, 2007). These definitions briefly express well the concept of the consumer, and using the criteria used in them, the consumer of sports products can be defined as follows: "The consumer of sports products is a person who prepares or uses these products to meet his/her physical and psychological needs in the field of sports" (Azizi et al., 2022).

According to the above definition, the following elements are deduced to differentiate the actual consumer of sports products from those who provide these products as required by their job: a) buying a sports product or using it to meet daily needs; b) sports product purchased in partial form; c) the consumption aspect of a sports product means that people buy and consume the product not according to their job, but according to their daily needs; d) buying a sports product for consumption is an exchange (Azizi et al., 2022).

Therefore, in the current research, the issue of supporting the consumer of sports products is addressed, which can be considered a very effective policy in supporting the producer; because it is expected that if every consumer knows that his/her rights are protected, regardless of whether the product is foreign or domestic, will choose the better product, and what is better if the sellers of domestic products encourage them to buy these products by respecting the rights of customers. In this regard, protecting the rights of consumers is one of the goals that governments pursue through the implementation of protective policies to secure the public interests of society. In the broad sense of the word, the consumer is the center of all the activities that are carried out in the economy of a country. In all societies, consumers are the last link to the consumption of goods and services provided. For this reason, the behavior of consumers, their monitoring and evaluations of the quality of goods and services, paying attention to their rights, and respecting these rights are very important (Ahmadlou, 2013).

On the other hand, in international marketing research, there are two perspectives on the attitude of consumers toward domestic and foreign products and how they make purchasing decisions: one is the logical model of information processing which states that consumers find the product they need through a rational process and evaluate and choose it under the effect of cognitive components. Another perspective is the emotional model of information processing, which states that consumers' choices are also influenced by emotional factors. In the context of choosing between domestic and foreign products, cognitive factors can include quality, price, accessibility, after-sales service, or the availability of spare parts for domestic products, which causes a tendency towards domestic products. But factors such as normative and moral opposition to buying foreign products due to a sense of love and loyalty to the homeland are among the emotional factors that may cause domestic products to be preferred to foreign ones. In other words, it causes nationalistic consumers to evaluate domestic products more favorably than foreign products in terms of cognitive aspects and to buy more domestic products compared to consumers without nationalistic feelings (Haghighi & Hosseinzadeh, 2009).

In this regard, it found that access to after-sales services, product variety, advertising, price relative to quality, access to spare parts, warranty, and keeping up with the Joneses in foreign goods were superior to domestic goods, but the variables of promoting social dignity, the existence of negative mentality and reform of production and distribution system are higher in domestic goods (Azizi et al., 2022). Also, the level of awareness and satisfaction of people's consumer rights is at an average level. Also, in another research showed that the six factors of the competitiveness of the garment industry, factors related to consumer culture and attitude, governance background factors, economic background factors, scientific background factors, and the role of universities and factors related to partnership with foreign producers and top companies are influential in this matter (Jafari Haftkhani & Mohseni, 2020). Also, determined that infrastructural and supportive concepts,

business plans, access to capital, legality, branding, networking, entrepreneurial readiness, technology, demand, advertising, and marketing are the key success factors in sports businesses (Gholamiyan et al., 2023). Also, it found that with people's participation in the production and protection of Iranian goods, preventing smuggling at the national level brings economic security and economic capability is a set of conditions, factors, and social structures that gives encouragement and comfort to people and enthusiasm for work and hope for the future (Rahnama & Jafari, 2017). In another study, stated that the political factor with developmental, supportive, and communication subcategories, the economic factor with sub-categories of raw materials, communication, and optimization, the social factor with subcategories of perceptual, human resources, and culture, and the factor of technology with developmental and infrastructure sub-categories are impressive on industrial development clothing (Jami-al-Ahmadi et al., 2022). Salkhordeh (2017) concluded that reserving the right to choose more in the market and predicting other protective rights such as providing a guarantee, information, and affixing a price tag on the product is of great importance for consumers in laws and regulations, and benefits such as privatization, the absence of government entrepreneurship, the use of new technologies, the development of internet businesses and e-commerce, making the market competitive, and the need to revise the laws and regulations will include (Salkhordeh, 2017). Saatchian et al. (2021) stated that the sportswear industry can be developed by increasing the share of brands in the competitive market and through positive influence on consumers and using other components of brand popularity (Saatchian et al., 2021).

In line with the investigation of consumers' purchase behavior and their support approaches, it found that the perception of the disease of COVID-19 had a positive effect on fear, which in turn led to the impulse purchase behavior of fitness products. In addition, consumer income levels negatively moderated the positive relationship between fear and impulse buying behavior (Chiu et al., 2022). Also, creating trust and reducing perceived risk is important for online shopping of sports goods and services (Dehghanpouri, 2021). In another study, showed increasing awareness, along with identifying the reasons for customers to visit websites to buy sports goods, has led to the development and promotion of products, and in the end, while creating mutual trust, it will reduce the fear and worry of consumers (Khani et al., 2020). Also, the Sports Retail Study (2020), states that only 39% of the respondents who do sports regularly prefer to buy their sports goods from virtual networks, which is one of the most important reasons for the emergence and spread of the Coronavirus (Ghasemi et al., 2018; Groupe, 2020). Also, in all the countries examined in this research, sports equipment that is made of suitable materials and does not harm the environment had an important impact on the purchasing decisions of sports goods consumers. Also, another researchers stated brand commitment is weakened by the quality of alternatives, but strengthened by consumer satisfaction and brand investment. They also state that brand commitment has a positive effect on consumers' repurchase intention (Chiu & Won, 2016).

If the observance of consumer law is accepted as a culture in society, it can have very positive effects on the group and individual behaviors of society. A society that prioritizes the observance of consumer rights will grow in cultural, health, political, and social dimensions. Also, respecting consumer rights reduces social tensions (Salehi & Ebrahimi, 2011). A society whose people recognize their rights as consumers and economic activists of that society respect these rights will face less tensions and conflicts; because both the seller and the buyer are aware of their rights and the rights of the other party. In this society, the amount of conflicts and complaints (related to non-compliance with consumer rights) will decrease. In a society where consumer rights are respected, the culture of production, consumption, and supply will be improved and this will lead to the cultural improvement of the society. On the other hand, supporting domestic production and investors and workers will cause sustainable development to be a prelude to domestic production of quality products primarily for the Iranian's consumption and secondly for an export-oriented production and lay the groundwork for Iran's transformation into becoming an economic power in the region and even the world (Bazrgar, 2014). Also, regarding the importance of the issue of consumer law in Iran, it is enough that since 2002, the 9th of March has been registered in the country's official calendar as the "National Day for the Protection of Consumer Rights" and three legal institutions, namely the Government Penalty Organization, the Organization of the Consumers

and the Producers Protection and the National Standard Organization of Iran supervise the issues related to consumer rights in Iran. The purpose of holding and choosing the 9th day of March as the national day for the protection of consumers' rights is to help create healthy competition and encourage production and service units to more effectively protect the rights of consumers and a new movement to raise this issue in unusual ways that have been used so far, such as paying subsidies, pricing, distribution, control, etc., and informing the consumer of the type, limits, and how to achieve their rights when a right is lost (Shirsavar, 2018).

Therefore, failure to respect the rights of consumers of sports products, especially domestic products will cause these people to tend to similar foreign products and as a result, the domestic market will stagnate. So, according to the mentioned cases, it is possible to understand the importance and necessity of conducting such research and hope that the results of this research can provide suitable solutions to respecting the rights of consumers of sports products and by respecting the rights of these people, encourage them to support and use domestically produced products. Also, it is a suitable guide for other researchers to investigate consumer behavior and pay attention to their rights. It is hoped that the custodians of this area will take action by carefully studying the investigated factors as an operational guide to preserve and protect the rights of consumers of sports goods. In addition, due to the lack of coherent and completely related research on the issue of protecting the rights of consumers of sports products, the existing gap in this area was felt more and it was hoped that by conducting such research, the existing gap could be resolved.

On the other hand, we have tried to find out whether what is stated in Iran's consumer rights criteria is really implemented or remains only a slogan. Also, with the increasing number of new sports in Iran, such as Pilates, Aerobics, Crossfit, etc., each of which requires its specialized equipment and goods, and many of these equipment have not yet reached national production or are not produced with proper quality in the country, the issue of protecting the rights of consumers of sports products and informing them has become more necessary so that they can be supported and protected against possible problems. Therefore, we tried to find out what factors are affective the protection of Iranian sports products' consumer law? And whether the observance of the rights can affect the Iranian consumer's support for the domestic sports product or not?

Methodology

Based on the subject and purpose of the study, the present study was conducted within the framework of a qualitative approach and with a grounded theory method (Khazaei et al., 2020).

According to the executive nature of the study and the principles of grounded theory, the first source of data collection was articles with related topics. For more comprehensiveness, the text of two books titled "Internationalization of Consumer Law: A Game Changer" and "Enforcement and Effectiveness of Consumer Law" were also used. Then, 13 experts including sports law and marketing experts, retailers, wholesalers, importers of sports goods, and manufacturers of sports goods and equipment, were selected as the participants. The sample was selected based on data saturation, expertise, experience, and willingness. The selection and entrance criterion of the interviewees was to have a work or activity experience, or a research experience of at least 5 years related to the research topic. The data has been collected through conducting interviews as well as reviewing related documents and reports. In conducting interviews, a semi-structured interview method was used (Banasadi & Salehi, 2019). Prior to the interviews, all participants were presented with a consent form outlining the study's purpose and assuring the confidentiality of their information. The interviews lasted between 45 minutes to one hour. Also, 8 interviews were conducted in person, in which the interview was recorded with the knowledge of the interviewee. 5 other interviews were conducted online and by sending an audio file. Interviews were conducted between March to May 2023. Simultaneously with the data collection, qualitative data were analyzed using the Strauss and Corbin method (open coding). In such a way that after analyzing (coding) the data obtained from each interview or report, by identifying the vague or weak points of the framework and categories, the next sample was selected to modify and enrich the framework, and the sampling continued until data saturation. Data saturation means new data related to the category has not been obtained and the relationships between the categories have been established and confirmed (Glaser & Strauss, 2017). In addition to the interviews, 12 articles, 1 thesis, and 2

books were used to collect data. The validity was assessed through presenting the obtained results to the participants for their confirmation. If they validate the findings, it provides greater confidence in the validity of the study. To measure the reliability, the method of test-retest reliability was employed, which indicates the consistency of data coding over time. This index can be calculated when a coder codes a text at two different time points. For calculating test-retest reliability, several interviews were selected as samples from the conducted interviews, and each of them was coded again at a short and specific time interval. Then, the designated codes from the two time intervals for each interview were compared, and the stability index for that research was calculated based on the level of agreements and disagreements observed in the two coding stages. In each interview, codes that are similar between the two time intervals are identified as agreements, while codes that are dissimilar are labeled as disagreements (Holsti, 1969). So, the reliability value for the study was calculated as 0.80.

The research technique included a document study (articles related to the research topic) and an exploratory interview (semi-structured). The extraction of factors was done by examining the basics and background through the study of books, theses, and articles including Persian and English databases (15 in total) (Table 1) and 13 interviews (Table 2) were used to collect data in this research. Besides, coding the articles, books, thesis, and interviews in the current research, the letter A was used for the articles, the letter B for the books, the letter T for the thesis, and the letter P was used for the participants. Simultaneously with the selection of participants, the work of their analysis began by the method of Strauss and Corbin (open coding). By carefully examining the interviews, the codes were classified; continuous comparison revealed the differences and similarities between these codes; the classes were separated or merged to form the framework in the process. Available sources and texts were also used in the process of completing the framework. The work of collecting data continued until the researcher made sure that the continuation of the work did not add new material to his/her knowledge. After conducting 13 interviews over three months and virtually, the data analysis indicated that no new data was added to the previous data; because a high percentage of the data extracted from the last interviews was repeated; therefore, upon reaching the data saturation, the interviews were ended.

Results

First, the specifications of the articles, books, and thesis used for data collection in the current research are presented (Table 1).

Table 1. Articles, books and thesis used for data collection

Code	Authors	Title	Year of the research
A1	Jaafari Haftkhani & Mohseni,	Factors Influencing Consumers' Behavior Change regarding National Goods using the Social Marketing Approach (Case Study: Iranian Men's Clothing Industry)	2020
A2	Ardakani et al.	Measurement of the Factors Affecting the Tendency of Iranian Consumers to Buy and Consume Iranian Goods	2019
A3	Adel & Ghaffari Farsani	The right of consumers to enjoy safe products	2009
A4	Salehi & Ebrahimi	The basis and scope of the obligation to provide information to the consumer of goods	2011
A5	Bae & Miller	Consumer Decision-Making Styles for Sport Apparel: Gender Comparisons between College Consumers	2009
A6	Chiu et al.	Impact of COVID-19 on consumers' impulse buying behavior of fitness products: A moderated mediation model	2021
A7	Ghasemi Hamed et al.	Guarantee from the point of view of economic rights	2018
A8	Lukinović et al.	Legal Aspects of Merchandising in Sports	2020

A9	Swanson	Comity, International Dispute Resolution Agreements, and the Supreme Court	1990
A10	Rahnamoon & Sheikh-ul-Islami	Protection of consumer rights and its territory in Shafi'i and Imami jurisprudence	2012
A11	Mansouri et al.	The Position of Selling Foreign Second Hand Sporting Goods from Customers' Point of View	2016
A12	Calliess	Fitness Clubs Consumer Protection between Contract and Association	2009
T	Bazrgar	Investigating the role of consumer rights protection in the trend towards national production (case study of household appliances in Mashhad)	2014
B1	Micklitz & Durovic	Internationalization of Consumer Law: A Game Changer	2017
B2	Micklitz & Saumier	Enforcement and Effectiveness of Consumer Law	2018

Next, a brief description of the demographic characteristics of the participants is given in the form of age, gender, education level, and related professional-occupational experience (Table 2).

Table 2. Demographic characteristics of the interviewees

Interviewee code	Age	Gender	Education	Related experience (Year)
P1	43	Female	Master's	10
P2	34	Male	Master's	7
P3	32	Male	Master's	7
P4	37	Male	Master's	10
P5	54	Male	Ph.D.	25
P6	41	Male	Ph.D.	15
P7	33	Male	Bachelor's	8
P8	37	Male	Ph.D.	6
P9	53	Male	Ph.D.	25
P10	37	Male	Master's	12
P11	41	Male	Ph.D.	10
P12	37	Male	Ph.D.	10
P13	36	Male	Ph.D.	8

In the following, the initial codes of the factors affecting the protection of Iranian sports products' consumer law were identified and extracted (Table 3).

Table 3. Initial codes of the factors affecting the protection of Iranian sports products' consumer law

Number	Open codes	The source of the code
1	National identity	A1-A6
2	Satisfaction with domestic goods	A1-P2
3	Matching social values	A1-A2
4	The role of cultural issues	A1
5	Awareness of value	A1-A5
6	Price-quality perception	A1-P11-P12
7	Moral issues	A1-A6-A7
8	Subjective norm	A1-A8
9	Perceived risk	A1-B1
10	Investment attraction	A1
11	Production on an economic scale	A1-A10
12	Compliance with consumer rights	A1
13	Consumer attitude towards national sports products	A1-A2
14	Use of domestic products by officials	A1
15	People's economic power	A1-P8-P9
16	Preventing excessive import of foreign sports products	A1-P10-P13
17	Production supervision	A1
18	The existence of a competitive environment	A1-P13
19	Sanctions	A1-A11-T
20	Development of protective laws	A1-P6-P8-P9-P12

Number	Open codes	The source of the code
21	Redundant rules	A1
22	Existence of standards for domestic sports goods	A1-P7-P13
23	Product price risk	A2-A10
24	Product quality risk	A2-P2
25	Patriotism	A2
26	Functional value of the product	A2-A12
27	Existence of the decision-making responsibility regarding the purchase of the product on the part of the consumer	A2-B2
28	Environmental Protection	A3-A9-T-P11
29	Economic standards	A3
30	The existence of a contractual basis for consumers	A3
31	The purpose of the product	A3-A10-A11
32	Providing correct and complete information about the product to the consumer	A4-A9-P2-P5-P12
33	Delivery of goods	A4
34	False advertising	A4-P11
35	Electronic Commerce Law	A4-A12
36	Balancing and supporting the weak side (consumer)	A4
37	Defense of genuine consumer rights against unfair and deceptive commercial and marketing practices	A9-A12
38	High-quality domestic sports product	A5-P1-P2-P4-P6-P7-P8-P10-P11-P12-P13
39	Domestic sports product manufacturing engineering	P1
40	The completeness and comprehensiveness of domestic sports goods	P1
41	The beauty of domestic sports goods	P1
42	Acquainting producers with sociological and psychological sciences to better produce domestic sports goods	P1
43	The existence of fair prices for domestic sporting goods	A5-P2-P4-P5-P6-P7-P10-P11-P12-P13
44	Availability of after-sales service for domestic sports goods	P2
45	Creating a sense of security for the consumer	P2-A9
46	Creating faith in the consumer regarding the goodness of Iranian sports goods	P2
47	The need for price stability	P2-T
48	Appropriate relationship between the seller and the consumer	P2
49	Giving value to the position of the consumer	P2-T
50	The type of use and exploitation of the domestic sports product	P3
51	The presence of a suitable Iranian sports product design	P4
52	Using the latest technology in the world in the production of domestic sports goods	P4
53	Consumer expectations from Iranian sports goods	A9-P5
54	Comparison of Iranian and foreign sports goods in terms of quality and nature	P5
55	The existence of policies to support Iranian sports goods	A1
56	The role of regulatory and supportive institutions	P8-P9-P12-P13
57	Effectiveness of the guarantee of domestic sports products	P11-P13
58	Existence of insurance for the right to compensation	P11-P13
59	Having special advantages of Iranian sports products	P13

Next, the initial codes, sub-categories, and main categories affecting the protection of Iranian sports products' consumer law was classified (Tables 4, 5, and 6).

Table 4. Categories related to the basic consumer rights

Table 4: Categories related to the basic consumer rights		
Initial codes	Sub-category	Main Category
Production on an economic scale	Economic elements	Basic consumer rights
People's economic power		
Economic standards		
Existence of fair prices for domestic sporting goods		
The need for price stability		
Use of domestic products by officials	Politics	
Sanctions		
The existence of policies to support Iranian sports goods		
The role of regulatory and supportive institutions		
The existence of standards for domestic sports goods		

National identity	National identity
Satisfaction with domestic goods	
Matching social values	
Awareness of value	
Patriotism	
Giving value to the position of the consumer	
Appropriate relationship between the seller and the consumer	

The results of Table 4 show that concerning the categories related to basic consumer rights, 17 initial codes out of a total of 59 are related to basic consumer rights and these are 3 sub-categories of economic elements, politics, and national identity.

Table 5. Categories related to the consumer's personal beliefs

Initial codes	Sub-category	Main Category
Cultural challenges	Moral-cultural elements	Consumer's personal beliefs
Moral issues		
Creating faith in the consumer regarding the goodness of Iranian sports goods		
The existence of the decision-making responsibility regarding the purchase of the product on the part of the consumer		
Consumer's attitude towards national sports products		
Subjective norm		
Perception of price-quality		
Perceived risk	Behavioral-perceptual elements	
Product price risk		
Product quality risk		
Product functional value		
Familiarity of producers with sociological and psychological sciences to better produce domestic sports goods		
Consumer expectations from Iranian sports goods		
Comparison of Iranian and foreign sports goods in terms of quality and nature		
Environmental Protection	Environmental hazards	
Creating a sense of security for the consumer		
The existence of insurance for the right to compensation		

The results of Table 5 show that concerning the categories related to the consumer's personal beliefs, 17 initial codes out of a total of 59 are related to the consumer's personal beliefs and these are 3 sub-categories of moral-cultural elements, behavioral-perceptual elements, and environmental hazards.

Table 6. Categories related to the underlying elements of consumer protection

Table 8: Categories related to the underlying elements of consumer protection		
Initial codes	Sub-category	Main Category
Investment attraction	Absorbent elements	Underlying elements of consumer protection
The existence of a competitive environment		
High-quality domestic sports product		
Domestic sports product manufacturing engineering		
The completeness and comprehensiveness of domestic sports goods		
The beauty of domestic sports goods		
The type of use and exploitation of the domestic sports product		
The presence of a suitable Iranian sports product design	Supportive elements	
Using the latest technology in the world in the production of domestic sports goods		
Production supervision		
The purpose of the product		
Balancing and supporting the weak side (consumer)		
Availability of after-sales service for domestic sports goods		
Having special advantages of Iranian sports products		
Compliance with consumer rights		
Preventing excessive import of foreign sports products		

Development of protective laws	Legal-executive elements
Redundant rules	
The existence of a contractual basis for consumers	
Providing correct and complete information about the product to the consumer	
Delivery of goods	
False advertising	
Electronic Commerce Law	
Defending genuine consumer rights against unfair and deceptive commercial and marketing practices	
Effectiveness of the guarantee of domestic sports products	

The results of Table 6 show that concerning the categories related to the underlying elements of consumer protection, 25 initial codes out of a total of 59 are related to underlying elements of consumer protection and these are 3 sub-categories of absorbent elements, supportive elements, and legal-executive elements.

Finally, the factors affecting the protection of Iranian sports products' consumer law are shown in Figure 1.

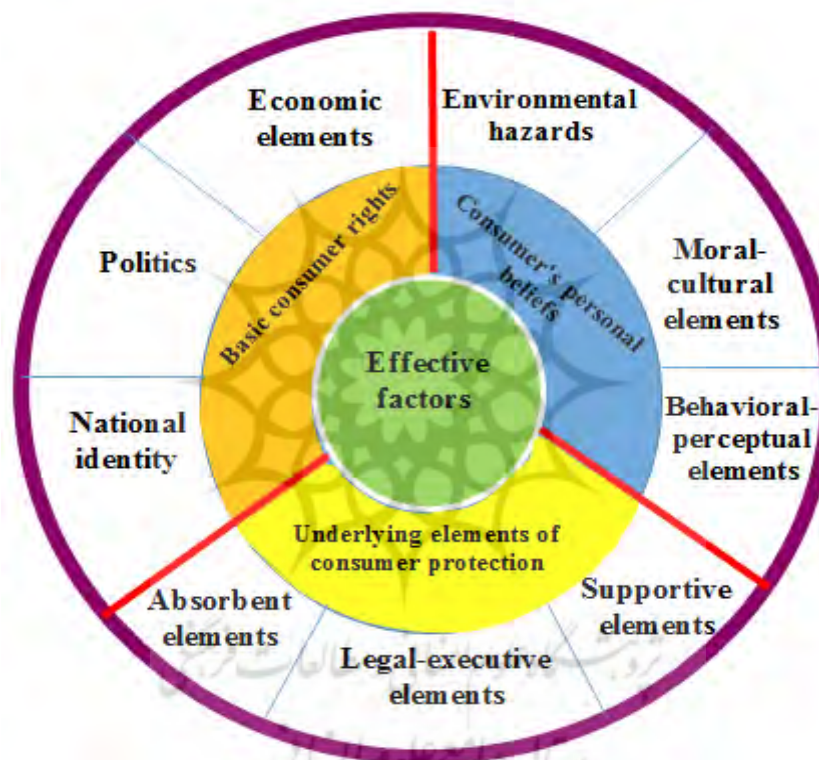


Figure 1. The conceptual framework derived from the research findings

Discussion and Conclusion

The study aimed to identify and analyze the factors affecting the protecting of Iranian sports products' consumer law. 59 initial codes, 9 sub-categories (environmental hazards, moral-cultural elements, behavioral-perceptual elements, economic elements, politics, national identity, absorbent, elements, legal-executive elements, and supportive elements) and 3 main categories (consumer's personal beliefs, basic consumer rights, and underlying elements of consumer protection) were identified.

The first main category identified was the basic consumer rights, whose compliance can naturally affect the protection of the rights of consumers of Iranian sports products and, accordingly, the support of Iranian consumers of domestically produced sports products.

The first sub-category related to basic consumer rights was economic elements. It was found that if Iranian sports products are produced on an economic scale and there is a fair price for these

goods, compliance with economic standards by the government and stabilization of prices, and the high economic power of the people, favorable conditions for protecting consumer rights of Iranian sports products and their support for these products will be provided. The finding is consistent with (Jafari Haftkhani & Mohseni, 2020; Rahnama, 2017; Sadeghi & Montagham, 2007).

Jafari Haftkhani and Mohseni (2020) have introduced the economic background factors as one of the most important factors influencing the change in consumer behavior towards national goods (Jafari Haftkhani & Mohseni, 2020). Also, Rahnama and Jabari (2017) named the economic capability of the country's people as one of the important factors in national production and consumer support for Iranian goods. Sadeghi and Montaqemi (2007) also mentioned economic factors as one of the most important factors in the formation of consumer protection.

Therefore, it is clear that naturally one of the main and most important factors affecting consumer support is economic factors, if it is not favorable, neither consumer support is formed nor the consumer can afford to support domestic sports goods and according to the economic situation in recent years, favorable conditions have not prevailed in the country and except, for a small part of the society, the majority of people cannot afford to buy the smallest sports goods and prefer to switch to low-cost sports or instead of purchasing these goods, use sports clubs and their equipment, which are sometimes more economical for them.

The second sub-category related to basic consumer rights was politics. In this context, it was found that the use of domestic sports goods by the officials of the country, especially in the national media, and the existence of supportive policies from the government regarding sports goods, thinking of appropriate measures regarding sanctions, which also disrupted the sports goods market, and the role of regulatory and supportive institutions are among the effective factors in protecting the rights of consumers of Iranian sports products and their support for these products. This finding is in line with Yuzbashi et al. (2019), Hosseini (2012), and Sadeghi and Montaqemi (2007).

Yuzbashi et al. (2019) mentioned the adoption of consumer protection laws and policies as an effective factor in protecting their rights (Yuzbashi, 2019). Also, Hosseini (2012) mentions the lack of proper supervision of productions and products, which highlights the importance of the role of regulatory and supportive institutions (Hosseini, 2012). Finally, Sadeghi and Montaqemi (2007) have introduced the role of political reasons and politics in consumer protection as a very important factor (Sadeghi & Montagham, 2007).

Therefore, it can be said that if the country's officials use domestic sports products and goods, especially in the national media, we can hope for the growth and development of consumer support for these products, although this often does not happen and most of the country's officials, contrary to the slogans they made about supporting Iranian products, use foreign brands and reliable products even in public, and of course, when the consumer sees these behaviors, there will be negative effects on their mentality towards Iranian sports goods, and one cannot expect the formation of support of these goods.

Also, despite the many sanctions that have plagued our country and various industries in recent years, the import of many primary raw materials for the production of sports products and goods has faced difficulties, and these materials are often either unavailable or sold to the manufacturers at a very high price, so this issue will increase the price of producing domestic sports products or the manufacturer will quit from the sports industry altogether.

The third sub-category related to basic consumer rights was national identity. In this context, it was found that patriotism and national identity, the existence of appropriate standards for sports goods and satisfaction with domestic sports goods, consumer awareness of the value of the goods and the compatibility of those goods with social values, and the value the position of the consumer and the appropriate treatment of the seller at the time of selling goods to the consumer, are among the most influential factors of the protection of consumers of Iranian products and subsequently their support for these products. This finding is consistent with Azizi et al. (2022), Hosseinzadeh et al. (2016), Bazrgar (2014), Salehi and Ebrahimi (2011), and Khani et al. (2020) and Chiu and Won (2016).

Azizi et al. (2022) and Bazrgar (2014) mentioned satisfaction with domestic sports goods as one of the factors affecting consumer support for these goods. Hosseinzadeh et al. (2016) also mentioned national identity as the most important factor affecting the tendency of citizens to

consume domestic goods (Hosseinzadeh & Niazi, 2016). Also, Salehi and Ebrahimi (2011) emphasized the importance of having a standard for goods. Khani et al. (2020) emphasized increasing consumer awareness as one of the factors affecting consumer's support for buying sports goods. Finally, Chiu and Won (2016) mentioned consumer satisfaction with sports goods as one of the important supporting factors and a reason for their repurchase.

Therefore, it can be said that in the case of proper protection of consumers and their rights regarding the purchase of sports goods, it is possible to improve and increase national identity and patriotism. Also, the importance of creating satisfaction from domestic sports goods in the consumer was determined that the existence and observance of appropriate standards can help in this matter and its realization. Another important concept is valuing the status of the consumer, which can be achieved in different ways and even by modeling reputable foreign brands in this regard. The appropriate attitude of the sellers and their politeness when selling sports goods to the consumer can also have a significant effect on creating support, especially in today's conditions of the Iranian's sports market, there is a need for sellers who can respond to the customer's needs with great patience and in the best way.

Next, the second main category identified for factors affecting the protection of Iranian sports products' consumer law was the consumer's personal beliefs. In this regard, the first sub-category related to these beliefs was moral-cultural elements. It was found that concepts such as the role of cultural and ethical issues in the production of Iranian sports products, the existence of the responsibility of decision-making regarding the purchase of Iranian sports products by the consumer, and creating a belief in the consumer regarding the goodness of Iranian sports products, are among the factors influencing the protection of their rights and subsequently consumers' support of Iranian sports goods. In this regard, Jafari Haftkhani and Mohseni (2020), (Dehghan, 2018), Bazrgar (2014), and Sadeghi and Montaqemi (2007) emphasized the importance of the role of cultural and moral issues in supporting the rights of consumers of Iranian goods and considered it an influential factor in this context.

Therefore, it can be seen that paying attention to cultural and ethical issues in the production and supply of domestic sports products has a decisive role in protecting the rights of the consumers. Also, there is a need to create this belief in the consumers to consider these products desirable to buy and be responsible for buying these goods and making a decision regarding their purchase, that all can affect the protection of the rights of consumers of Iranian sports products and their support for these products.

The second sub-category related to consumer's personal beliefs was behavioral-perceptual elements. It was found that concepts such as the attitude of consumers towards Iranian sports goods and their mental norms in this regard, the price and quality risk of Iranian sports products, the functional value of the product, the familiarity of producers with the sciences of sociology and psychology to better produce domestic sports goods, consumer's expectations from Iranian sports goods and comparing these goods with their foreign counterparts in terms of quality and nature are among the factors affecting the rights of consumers of Iranian sports products and their support for these products. This finding is consistent with Azizi et al. (2022), Jafari Haftkhani and Mohseni (2020), and Dehghanpouri (2021).

Azizi et al. (2022) have mentioned the issue of price compared to quality as an effective factor in protecting the rights of consumers of Iranian sports products. Also, Jafari Haftkhani and Mohseni (2020) have mentioned the consumer's attitude towards national products as an influential factor in this field. Dehghanpouri (2021) has stated that reducing perceived risk is important for purchasing sports goods and services.

Therefore, it can be said that the producers and sellers of Iranian sports products by creating a positive attitude towards their products in the minds of the consumers and providing these products with a suitable price and quality with high functional value, can meet the expectations of the consumers of sports products to a large extent and they must provide a product that can be comparable with its foreign sample in terms of quality and nature. Also, the use of the sciences of sociology and psychology in the production of sports goods by Iranian manufacturers can be very effective in protection the rights of consumers of sports products and gaining their support for these products.

Also, the third sub-category related to consumers' personal beliefs was environmental hazards. It was found that concepts such as protecting the environment in the field of domestic sports goods production, creating a sense of security and safety for the consumers of these products, and the existence of insurance for the right to compensate consumers for damages, were among the effective factors. The finding is consistent with Ghasemi Hamed et al. (2018), Abbasghasemi Hamed et al. (2012), Salehi and Ebrahimi (2011), Adel and Ghaffari Farsani (2009). (Abbashasemi, 2012; Adel & Ghaffari Farsani, 2009; Ghasemi Hamed & Abdollah Zade Sani, 2018; Salehi, 2011).

Ghasemi Hamed et al. (2018), have mentioned ensuring product safety, Salehi and Ebrahimi (2011), have mentioned product safety, Adel and Ghaffari Farsani (2009), have mentioned the right to safety and enjoyment of safe products and Sports Retail Study (2020), have mentioned the use of suitable materials in the production of sports and environment-friendly products as factors affecting the protection of consumer rights, and all these cases are among the fundamental principles of consumer rights in the world and therefore, they are very important.

Therefore, considering the environmental changes that have caused many problems in the world, including the country of Iran, it can be said that the use of suitable and environmentally friendly materials and in a way the green production of Iranian sports goods is very effective in supporting the rights of these consumers. Also, the consumers must be sure about the safety of the product they buy, especially some sports products such as TRX, which have a harmful nature and if they are used without the supervision of a trainer, sometimes irreparable damage may be caused to the consumer's body. Finally, the need to establish and implement insurance for Iranian sports goods is also shown, which can guarantee compensation for the damages caused to the buyers of these goods in case of mental and physical damage.

The third main category identified for the factors affecting the protection of Iranian sports products' consumer law was the underlying elements of consumer protection. In this regard, the first sub-category was absorbent elements. It was found that concepts such as attracting investors for the producers of Iranian sports products, the existence of a competitive environment, the production of high-quality goods, beauty, appropriate design and their overall completeness and comprehensiveness, manufacturing engineering, and the use of the latest technologies in the world in the production of these goods is one of the factors influencing the protection of the consumers of Iranian sports goods and of course, their support for these goods. This finding is consistent with (Chiu & Won, 2016; Milovanović & Lukinović, 2017; Noll, 2004; Salehi, 2011; Salimi, 2019; Salkhordeh, 2017).

In this context, Salimi and Reyhani (2019), have mentioned the expansion of creative and technological activities, Salkhorde (2017), have mentioned the use of new technologies, Salehi and Ebrahimi (2011), have mentioned product quality, Milovanović and Lukinović (2017), have mentioned design, Innovation and creativity, Chiu and Won (2016), have mentioned high-quality and investment, and Noll (2004), have mentioned high-quality products are influencing consumer rights protection.

Therefore, it can be said that the manufacturers of sports products can produce high-quality products with a suitable design and structure by attracting sponsors and suitable investment, and of course, manufacturing engineering and the use of the latest technologies in the world are very effective in this field and also by creating a competitive environment, the government can provide the necessary conditions for this support.

The second sub-category related to the underlying elements of consumer protection was the supportive elements. It was found that concepts such as monitoring the production of domestic sports goods, the clarity of the purpose of the production, establishing and creating a balance, and supporting the consumer of Iranian sports products, having special benefits and the existence of after-sales services for these products, are among the factors influencing the protection of the rights of consumers of Iranian sports products and their support for these goods. This finding is in line with Azizi et al. (2022), Yuzbashi et al. (2019), and Bazrgar (2014) that in all these researches, monitoring of the production of Iranian products and the availability and existence of after-sales services for Iranian products has been emphasized (Azizi et al., 2022; Bazrgar, 2014; Yuzbashi, 2019).

Therefore, it can be said that in the case of proper and regular supervision of the production of sports products and goods by the relevant institutions, it is possible to help the improvement of support for the consumers of these products. Also, having special advantages for Iranian sports products, for example, their multi-use, which is similar to that found in foreign examples, can be one of the effective factors in attracting this support. One of the most important concepts in this field is the existence and provision of after-sales services for Iranian sports products, which must be proven to the consumers of these products to be real and effective.

The third sub-category related to the underlying elements of consumer protection was legal-executive elements. It was found that concepts such as preventing the arbitrary importation of foreign sports products by the government, drafting appropriate protective laws for the consumers of Iranian sports products, removing redundant laws, existence of a contractual basis for these consumers, providing correct and complete information about the product to the consumer, the use of e-commerce law, the defense of the genuine rights of the consumer against unfair and deceptive commercial and marketing practices, and the enforceability of the warranty of domestic sports products have been among the influential factors. The finding is consistent with (Azizi et al., 2022; Noll, 2004; Salimi, 2019; Salkhordeh, 2017; Svantesson & Clarke, 2010; Yuzbashi, 2019).

Azizi et al. (2022), have mentioned the importance of having a warranty for domestic sports goods, Salimi and Reyhani (2019), have mentioned compliance with the e-commerce law, Yuzbashi et al. (2019), have mentioned providing a valid warranty and providing correct information and e-commerce, Svantesson and Clarke (2010), have mentioned the existence of a fair contract and Noll (2004), have mentioned the need to provide a warranty to consumers in the process of buying and selling goods, as important factors in consumer protection.

Therefore, it can be said that the government, by formulating and implementing appropriate protective laws for the producers and consumers of sports goods, removing unnecessary laws, and preventing the excessive import of sports goods that there is a domestic equivalent to them and the implementation and full and correct compliance with the laws related to e-commerce can help to defend the genuine rights of consumers in the country. Also, there is a need to have a proper contractual basis in the purchase and sale of sports goods, and the guarantees that are provided for this purpose should be enforceable and not used only to encourage the consumer to buy a sports product. Finally, based on the findings, some suggestions are presented:

- Carrying out the necessary measures to enter the country's prestigious sports production brands in the stock market and attract the attention and confidence of consumers towards themselves and finally involve consumers directly in the production process of their products;
- Paving the way for the establishment and formation of the country's Sports Producers and Consumers Rights Association by the government;
- Cultivation in the field of protecting consumer rights and also, supporting Iranian sports goods by advertising on billboards and in cities, as well as movies, series, and textbooks;
- Writing and operationalizing the rights of consumers of Iranian sports products and distributing them in the form of brochures among the sellers of these goods and obliging them to distribute these brochures among consumers;
- The government's assistance to especially new manufacturers of sports products by providing them with special services and facilities to boost their business and produce high-quality sports products and provide them to Iranian consumers.

Ethical Considerations

Compliance with ethical guidelines: The authors have maintained compliance with ethical guidelines.

Funding: No specific financial resources have been used.

Authors' contribution: All authors have contributed to the design and implementation of this study.

Conflict of interest: There is no conflict of interest.

Acknowledgments: Hereby, the authors express their gratitude to all the participants who gave their time for interviews and helped to enrich the research.

References

- Abbashasemi, H., . Salimi, Fezeh., Aghababae, Fahimeh. (2012). Harming the consumer in a competitive market. *Legal Research Quarterly*, 57(15), 25-38.
https://lawresearchmagazine.sbu.ac.ir/article_56851.html
- Adel, M., & Ghafari Farsani, B. (2009). The Consumers' Right of Safety. *Iranian Journal of Trade Studies*, 13(51), 25-58.
https://pajooreshnameh.itsr.ir/article_13772_3eb70d66e26f2bcc4a60aff70eb847ce.pdf
- Ahmadlou, M. (2013). *Privacy in Iranian jurisprudence and law*. Majd.
- Azizi, B., Talebpour, M., Mirzazadeh, Z., Stavros, J. M., & Saatchian, V. (2022). An analysis of the role of consumer law protection in the tendency to purchase nationally produced sports equipment. *Sport Physiology & Management Investigations*, 14(3), 153-171.
- Bagherzadeh, A. (2002). *Market, government, consumer rights*. Toseye Qalam
- Baniasadi, A., & Salehi, K. (2019). Introduction on the principles and process of construction and validation of the interview protocol. *Higher Education Letter*, 12(46), 177-203.
- Bazrgar, N. (2014). *Investigating the role of consumer rights protection in the trend towards national production (case study of household appliances in Mashhad)* Ferdowsi University, Mashhad, Iran].
- Calase-Auloy, J., & Steinmetz, F. (2001). Consumer rights. *Legal Research Quarterly*, 3(127).
- Chiu, W., Oh, G. E., & Cho, H. (2022). Impact of COVID-19 on consumers' impulse buying behavior of fitness products: A moderated mediation model. *Journal of Consumer Behaviour*, 21(2), 245-258.
- Chiu, W., & Won, D. (2016). Consumer-brand relationships in sports products and repurchase intention: An application of the investment model. *International Journal of Sports Marketing and Sponsorship*, 17(3), 243-259.
- Dehghan, A., Pourpanahi, Mohammad., Naseri, Saeedeh., & Ershadifar, Rasoul. . (2018). *Investigating the effect of observing consumer rights on the attraction of sports tourists in Ardabil province* first international and third national conference in sport sciences innovations, Ardabil, Iran.
<http://repository.uma.ac.ir/id/eprint/7376>
- Dehghanpouri, H. (2021). A Systematic Literature Review of Online Shopping in Sports Goods and Services: Considering the Role of Trust and Perceived Risk. *Research in Sport Management and Marketing*, 2(2), 28-50.
- Ghasemi, H., Abdollah Zade, A., & Sani, S. (2018). Guarantee From Law and Economics Perspective. *Legal Research Quarterly*, 21(81), 115-138.
- Gholamiyan, J., Ramezanzade, M., Mahmoudi, A., & Azizi, B. (2023). Success in the process of sports businesses. *Journal of Strategic Management Studies*, 14(55), 191-208.
- Glaser, B., & Strauss, A. (2017). *Discovery of grounded theory: Strategies for qualitative research*. Routledge.
- Groupe, S. B. (2020). Sports Retail Study Delloite.
- Haghighi, M., & Hosseinzadeh, M. (2009). Comparing the tendency to consume domestic goods in Tehran with other regions of the world and examining its consequences on the evaluation and preference of products. *Journal of Teacher of Humanities-Management Research in Iran*, 13(4), 103-139.
- Holsti, O. R. (1969). Content analysis for the social sciences and humanities. *Reading, MA: Addison-Wesley (content analysis)*.
- Hosseini, M. (2012). The Legal Protection of Pharmaceuticals and Cosmetics Consumers. *Medical Law Journal*, 6(23), 97-124.
- Hosseinzadeh, A., ., & Niazi, M., . Shafaeimoghadam, Elham. (2016). The Factors Affecting on Citizen's Tendency towards the Domestic Consumption of the Products, A case Study on Citizens of Kashan. *Marafet Islamic Economics Journal*, , 7(1), 35-. <https://www.magiran.com/paper/1610484>
- Jaberi, E. (2007). *Consumer Law*. Dadyar. <https://www.gisoom.com/book/1493858/>
- Jafari Haftkhani, N., & Mohseni, H. (2020). Factors Influencing Consumers' Behavior Change about National Product with Social Marketing Approach (Case: Iran's Men Clothing Industry). *New Marketing Research Journal*, 10(1), 39-62.
- Jami-al-Ahmadi, A., Azizi, B., Mahmoudi, A., & kalashi, m. (2022). Identification of Factors Affecting the Development of Iran's Sports Clothing Industry with Analytical Approach PEST. *Sport Management Journal*, -. <https://doi.org/10.22059/jsm.2022.344023.2964>
- Khani, M., Fallah, Z., Bahlekeh, T., & Bai, N. (2020). The Consequences of the Identity Theft Fear in the Sport Products Online Shopping From the Perspective of Physical Education Students. *Annals of Applied Sport Science*, 8(4), 0-0.

- Khazaei, M., Khabiri, M., & Mohseni Tabrizi, A. (2020). Qualitative study of effective biomedical factors in tendency of retired elite wrestlers to drug abuse; A grounded theory study. *Sport Sciences and Health Research*, 12(2), 135-144.
- Micklitz, H.-W., & Saumier, G. (2018). *Enforcement and effectiveness of consumer law*. Springer.
- Milovanović, S. L. M., & Lukinović, M. (2017). Nacionalno brendiranje. *Službeni glasnik, Beograd*.
- Noll, J. (2004). Comparing quality signals as tools of consumer protection: are warranties always better than advertisements to promote higher product quality? *International Review of Law and Economics*, 24(2), 227-239.
- Rahnama, A., & Jafari, F. (2017). The importance of national production and support for Iranian goods, emphasizing the statements of the Supreme Leader. *Golestan Police Science Quarterly*, 9(33), 115-134.
- Saatchian, V., Azizi, B., & Talebpour, M. (2021). ADIDAS Sportswear Brand Popularity Model in Iranian Consumers. *Sports Business Journal*, 1(1), 159-173. <https://doi.org/10.22051/sbj.2021.36650.1004>
- Sadeghi, M., & Montagham, F. (2007). The Role of Non-Governmental Organizations (NGOs) in Protecting the Rights of Consumers. *Journal of Comparative Law*, 0(12), 3-28. https://law.mofidu.ac.ir/article_46838_e924d6900f4557335f0eb361dbda00ce.pdf
- Salehi, J., & Ebrahimi, U. (2011). The basis and scope of the obligation to provide information to the consumer of goods. *Scientific-research biannual knowledge of civil rights*, 1(1), 61-74. https://clk.journals.pnu.ac.ir/article_187.html
- Salimi, F., . Reyhani, Mohammad. (2019). *Investigating legal protections for sports start-ups in Iran's legal system* 3rd Conference on Achievements of Ahwaz Sports and Health Sciences, Iran. <https://civilica.com/doc/979513/>
- Salkhordeh, a. (2017). *Mechanisms to protect consumers' rights in Iran's legal system*. [Master, Islamic Azad University]. Safadasht Branch, Iran.
- Shirsavar, A. G. (2018). *National Day for Consumer Protection*. Official Website of the Islamic Republic of Iran Broadcasting. <https://www.iribnews.ir/fa/news/2365887>
- Svantesson, D., & Clarke, R. (2010). A best practice model for e-consumer protection. *computer law & security review*, 26(1), 31-37.
- Yuzbashi, A., . Molaei, Usef,. Abbasi, Adel,. . (2019). A comparative study of the protection of the subsequent consumer in the laws of Iran and Turkey. *Contemporary Comparative Law Studies*, 11(21).