



The effect of E-Commerce Platforms with the Mediating Role of Customer-related Factors on Sportswear Purchase Intention

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ABSTRACT

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Keywords:

Sportswear, E-commerce, New Marketing, Customer Loyalty

The aim of the study is to determine the effect of e-commerce platforms with the mediating role of customer-related factors on the intention to purchase sportswear and the presentation of the model. The present study is applied and descriptive. The statistical population of the study is 420 sportswear customers in Rasht. The field data collection method, the data collection tool, the standard questionnaire, and the data analysis method, structural equation modeling were used, and the reliability of the tool was confirmed through Cronbach's alpha and the composite reliability and construct validity through convergent and divergent validity using factor analysis. After a descriptive study of the variables, the factor structure analysis technique and path analysis were used, and the path coefficients for the variables were examined using PLS3 software. The results of the study showed that e-commerce platforms, customer satisfaction, customer loyalty, customer purchase behavior, and customer perceived value did not have a significant relationship on purchase intention, and customer perceived value, customer purchase behavior, customer loyalty, and customer satisfaction mediated the relationship between e-commerce platforms and purchase intention. From the results of the research, it can be concluded that by creating a reliable and secure platform that introduces sports products well and makes the shopping process easy for the customer, it can lead to customer satisfaction and repeat purchases; therefore, it is recommended that managers of sportswear stores use social media platforms and media to introduce and sell their products in order to grow and survive in today's competitive market.

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1. INTRODUCTION

Today, in Iranian society, the emergence of platform businesses that provide communication between manufacturers and service providers with customers and service users has become more prosperous (Kazemi, 2016). Most of the businesses mentioned are active on the platform of applications that can be installed on smartphones (Jung et al, 2020). Marketing managers are interested in knowing the purchasing intention of customers to increase the sales of their current or new products or services; therefore, information related to purchasing intention can help managers in marketing decisions related to the demand for a product or service, market segmentation, and promotion and improvement strategies (Quintal & Polczynski, 2016). Marketing experts' tendency towards the category of purchasing intention stems from its connection with purchasing behavior. Fishbein and Ajzen, (1975) claimed that the best prediction of individual behavior is an assessment of the individual's intention to perform a behavior (Nedaei, 2023). Intention is an important factor in the structure of attitude and can predict actual behavior. When the intention to purchase is higher, the probability of purchase is also higher; therefore, the intention to purchase is the most important predictor of purchase behavior (Lin & Howang, 2015). As the business environment becomes more competitive, customer demands also become more diverse. In this turbulent competitive environment, customer expectations for improving the quality of the relationship and services provided are becoming more colorful day by day. Those service providers who are unable to meet the needs and demands of customers are not only at risk of losing customers and handing them over to competitors, but also face the risk of reduced profits and bankruptcy (Zhang et al, 2019). Due to such challenges in the business environment, companies must inevitably move away from old patterns of attracting customer loyalty and adopt more active strategies in this field in order to provide themselves with a safe competitive edge. Considering quality in service

provision is an essential strategy for achieving success and is a condition for companies to survive in competitive environments. There are numerous theories in the academic and managerial fields regarding the nature and level of quality desired by customers (Borah et al, 2020).

In the present era, sports have become a global festival. Many consider the amateur era to be over. Television and money are leading sports towards professionalism. In many countries, the issue of generating income for organizations, clubs, and sports product manufacturers and making them self-governing is discussed (Hasanzadeh, 2005). With an intelligent look, we can see that marketing is one of the most complex tasks of sports organizations and sports product manufacturers. If this task is properly implemented, we will witness the flourishing of sports at the national and international levels, a decrease in dependence on centralized government funds, and an increase in the willingness to buy among consumers of sports products (especially Iranian sportswear) at different levels (Moharamzade, 2008); Therefore, sellers and manufacturers of sports products should use all ways to attract people to increase the level of participation of people in purchasing and using sports products. One of these ways to attract people is to advertise in cyberspace and e-commerce platforms. Given the digital transformation in the present era and the emergence of social media in cyberspace, many activities and introductions of sports products and creativity are carried out through this channel (Asheghi et al, 2024).

Gen-2 marketing, by definition, is the use of human-imitating technologies to create, communicate, deliver, and enhance value during the customer journey. One of the key themes in this generation of marketing, which we call next-generation technology, is a group of technologies that aim to mimic the capabilities of human marketers. These technologies include artificial intelligence, natural language processing, sensors, robotics, augmented reality (AR), virtual reality

(VR), the Internet of Things (IoT), and blockchain. The combination of these technologies makes Gen-2 marketing possible (Kotler & Avdagig, 2021). In the past, social media marketing and the use of e-commerce platforms were considered an expense and not a solution for generating or expanding new business and attracting customers, but now everything has changed in favor of social media marketing.

In today's world, predicting and understanding consumer behavior in order to influence their behavior has attracted the attention of marketers. In order to achieve success, marketers must get ahead of the various factors influencing buyers and seek to understand how consumers intend to buy (Kotler, 2021). The first step on this path is to create purchase intent and satisfaction in customers with these new ways of providing online services. Since the basis of any business is to respond to customer needs and preferences, having effective customer interaction and creating a positive experience for them should be at the forefront of every organization. Just as a negative experience leads to customer loss, creating or improving a positive experience attracts and keeps customers loyal. Producing engaging content, knowing the customer's desires and interests, and communicating and interacting with them will be the key to your success in increasing sales and increasing the return on investment (Jalili et al, 2020). Several factors influence consumer purchase intention, including perceived value, behavior, loyalty, and customer satisfaction with the product, service, and brand.

On the other hand, with the expansion of new technologies in the electronic field in the last decade and the expansion of the use of web technology, facilities such as platforms have been brought that have caused many changes in their lives. Consumers use a large number of facilities to create, edit or share content, discuss and use them to purchase sports products. This paradigm shift has affected the type of communication and type of sports businesses, methods of obtaining information, how

to make purchase decisions, etc., and with the facilities of platforms in social media, many time and place restrictions have been eliminated (Ghonuoiei, 2023). Lopez Gonzalez et al. (2017) believe that sports platforms offer new methods of communication to businesses and consumers of sports products. Businesses overcome the geographical restrictions of consumers by creating a public space on the Internet where users can communicate with each other; Therefore, through the interactions created on sports platforms and the individual's connections with others, social pressure is exerted on the individual through these media (Kian, 2022). This pressure causes a change in the person's attitude towards the product or, without affecting the person's attitude, forces him to follow the opinions of his peers or approved groups. On the other hand, researchers consider platforms as a set of communications and interactions between members of a group that is often a means of disseminating information, opinions, and influencing individuals (Kamp et al, 2013). These communities, which are formed for the purpose of sharing information and not only for commercial reasons, have the greatest impact on the opinions and purchase intentions of members (Algesheimer et al, 2015).

Marketing managers are interested in knowing the purchase intention of customers to increase sales of their current or new products or services; therefore, information related to purchase intention can help managers in marketing decisions related to the demand for a product or service, market segmentation, and promotion and promotion strategies (Quintal & Polczynski, 2016). Marketing professionals' tendency towards the purchase intention category stems from its relationship with purchase behavior. Fishbein and Ajzen (1975) claimed that the best prediction of individual behavior is an assessment of the individual's intention to perform a behavior (Seifi, 2016). Intention is an important factor in the structure of attitude and can predict actual behavior. When the purchase intention is higher, the probability of

purchase is also higher; therefore, purchase intention is the most important predictor of purchase behavior (Lin & Howang, 2015). On the other hand, in the era of knowledge-based economy, the value-creating activities of companies do not rely only on their tangible assets, but the ability of organizations to use intangible assets forms the main power of their value creation. According to a study, about 80% of the assets of large companies and economic enterprises in the world are intangible assets and spiritual values (Valavi, 2023).

Since customers are the focal point of all marketing activities, successful marketing begins with understanding the why and how of customer behavioral intentions (Ghadamgahi, 2014). Customer intention has always been a fascinating topic for marketing researchers to determine the factors that make a customer want to buy a product or service with a particular brand. Customer buying behavior includes all aspects of buying, using, and disposing of products and services. Not understanding customer behavior can lead to disaster, as some companies are facing (Salehi, 2018). One of the customer's behavioral reactions and intentions after a purchase decision is satisfaction or dissatisfaction, concern or doubts, and sometimes regret and not using the product or discarding the product (Davvetas & Diamantopoulos, 2017). Many consumer purchases involve limited decision-making processes and therefore create little or no post-purchase discomfort because in such decisions there is no attractive brand feature that the brand does not already have. Product abandonment occurs when a customer does not use the purchased product or sets it aside for future use. There are factors behind the buyer's behavior that cause him to behave in a certain way. They affect the consumer consciously or unconsciously and can include cultural and social, personal and psychological, and situational factors (Pashaei, 2017).

One of the important factors that plays a major role in customer purchase intention is customer loyalty and satisfaction, as Kotler (2011) states that marketing is not based on production facilities but

on providing customer satisfaction. Customer satisfaction is defined as a customer's feeling or attitude towards a product or service after using it (Chen et al, 2016). Given the extensive competition in the online shopping process by customers, business companies need to use various methods to keep customers satisfied and retain them. In some countries, many customers are still hesitant to use this type of web-based technology. Convincing customers to use new methods of providing online services is not easily possible, and with the widespread growth of e-commerce, the issue of customer satisfaction in the online space as an important component in the business environment has gained double importance (Moeini et al, 2017). The first step in this direction is the intention to purchase and satisfaction of customers with these new ways of providing online services (Jalili et al, 2020). Today, with the advancement of technology and innovation in industries, competition between companies is intensifying day by day, and companies have realized that their survival and life depend on having loyal customers, not just satisfied or happy customers. Satisfaction, repurchase, and loyalty are concepts that are studied as important variables in the marketing literature. Considering the above issues and the increasing emphasis on the category of customer loyalty and engagement in relation to companies and organizations and the environmental changes that have taken place, companies must keep pace with these developments and be up-to-date and efficient in relation to the changes; one of the most important solutions is to use social networks to create attention, interest, desires, purchases, engagement and ultimately satisfaction, loyalty and commitment. It is in the customer, customers who have many benefits for companies (Hajiani et al, 2015).

One of the factors that plays a major role in retaining and increasing customers and, consequently, the profitability and success of manufacturing companies is the perceived value of services (Aulia et al, 2018). Customer perceived value is widely considered as a major source of competitive advantage in the 21st century. Although

many studies have been conducted on perceived value, there is no single definition of its concept in marketing. Zeitamel states in the definition of perceived value that: “Perceived value is the customer’s overall evaluation of the product’s benefits, based on what he or she receives and what he or she pays for” (Jiang et al, 2017). Zeitamel states that perceived value is individual and subjective and therefore varies among consumers. In addition, a customer may perceive the same product differently in different circumstances (Hau et al, 2017). It should be noted that perceived value is not simply the perception of real value, but rather what the customer perceives, and this perception may differ from reality. What the customer perceives is very influential in his behavior and performance, and in fact, it shapes his performance; therefore, it is important for organizations to pay attention to perceived value because it is decisive in how they perform and the role this performance plays in the survival or non-survival of organizations. In recent years, it has been shown that customer behavior can be better analyzed by analyzing perceived value (Rahi, 2018).

Despite the increasing use of the Internet in Iran, e-commerce and online shopping have not become widespread enough in the sports industry, and there is not much acceptance by people to buy products and services online from institutions and organizations that have provided the facilities and facilities for this, one of the reasons for this is the filtering of social networks that have been very successful in online shopping and sales in most countries, such as Instagram, Telegram, YouTube, and X (Asheghi et al, 2024). One of the emerging aspects in this field is the emergence of online stores. When a customer visits an online store, he does not encounter a salesperson and a real store, but rather an online website and virtual store that provides information about its product and invites the customer to purchase this product. However, creating satisfaction and loyalty among e-commerce customers for repeated purchases has been considered a major challenge since commercial

competition in the electronic world is intensifying with the push of a few keys (Salehi, 2018).

Today, the variety of products, the variety of brands, and the speed of technological advancement have increased so much that predicting customer behavior and purchase decision patterns has become more complex and incomparable than in the past. In the present era, organizations need specialized marketing research more than ever to compete with their competitors and maintain their organizational survival, and it is necessary to use marketing techniques (ibid.). In the present era, paying attention to customer purchase behavior and applying strategies to satisfy customers has become more important for marketers, especially organizations, than ever before, to the extent that marketers prefer customer satisfaction to gaining more profits for organizations in the short term and are intensely exploring and acquiring new knowledge in the field of customer behavior (Ghoreyshi, 2017). Accordingly, the researcher seeks to answer the following question: Do e-commerce platforms, by acting as mediators of customer-related factors, affect the intention to purchase sports products (in this study, the researcher means sportswear)?

The conceptual model of this study is taken from the research of Alwana and Al-Shourida (2022) and Dash et al. (2021), which has been localized according to the culture of Iran to examine sports products (apparel). In this model, it consists of an independent variable of the e-commerce platform and four mediating variables of customer satisfaction, customer loyalty, customer purchasing behavior and customer perceived value, and a dependent variable of purchase intention, from which nine hypotheses have been proposed. In this context, purchase intention is one of the components that can play a significant role in relationships with factors related to customers.

Internet Marketing Tools Almost from the first days of internet marketing, launching a website to introduce products and businesses, banner advertising, and online sales were mentioned as

three important tools in internet marketing. However, gradually tools such as email marketing, SEO, and social media presence were added to the subsets of internet marketing (Shilbury et al, 2020). Many studies have addressed the importance of modern marketing and e-commerce, including the following:

Karimi et al (2023); Javani et al (2021); and Rosário & Dias (2023) have pointed out the role of advertising in virtual spaces in attracting customers and their satisfaction. Fasanghari et al (2023); Firoozian et al (2021) and Zandi moheb (2020) have discussed the development of sports through the growth of technology and social media platforms. Azadi (2019); Abdullaev & Anggraini (2023) and Chen et al (2019) have pointed out the

increase in purchase intention and repeat presence of customers using advertising in virtual space, and Liu et al (2021); Seo & Park (2018), As'ad and Alhadid (2014) have discussed marketing in social media for customization and brand promotion, and finally Asheghi et al (2024) have presented a model of the impact of marketing in social networks on attracting sports audiences. Considering the issues raised, as well as the increasing advancement of technology and digital transformation and their application in the marketing and sports industry in the present era, there is a need for up-to-date research in the field of new technologies and such issues in the sports industry. The conceptual model of the research is presented below (Figure 1).

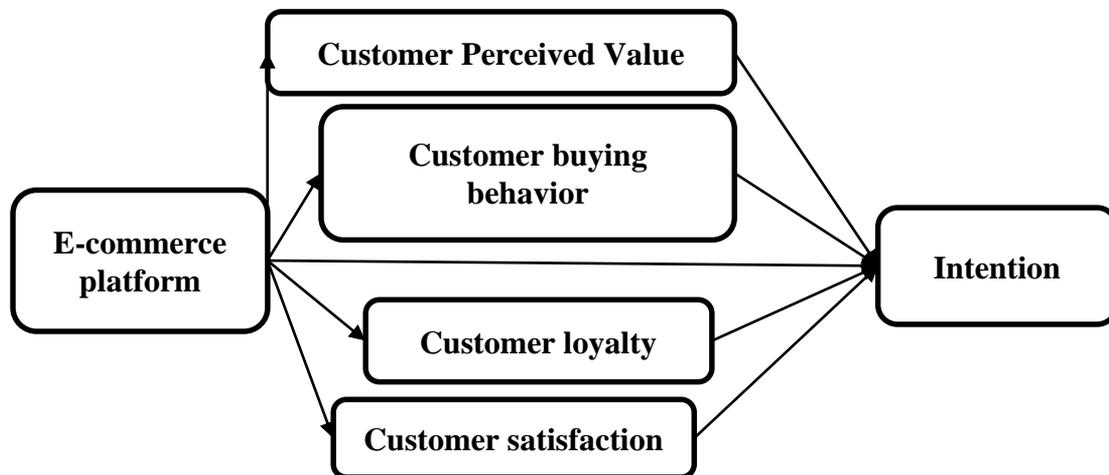


Figure 1. Conceptual model of the research (Dash and et al., 2021; Alwana and Alshurideh, 2022)

2. Methodology

The present study is a correlational study with an applied purpose and a survey method. The statistical population of this study was estimated to be 10 to 20 times the dimensions drawn in the conceptual model based on the sufficient number for modeling in PLS software (Hematinezhad et al, 2023). The minimum sample size was determined as a sufficient number of 100 people based on the number of 5 latent variables, in other words, 20 people were determined as a statistical sample for each latent variable. For greater validity, finally, through accessible and purposeful sampling, the

statistical population of the study was distributed to 420 people, including all sportswear customers in Rasht who had experience shopping online. The research tool was a questionnaire; It consisted of two separate parts. In the first part, a questionnaire was used to evaluate the demographic characteristics of the research sample. In the second part, six standard questionnaires were used to measure the research variables (Table 1). These were retrieved according to the research topic of localization and its relevance to the topic of sports products (clothing). Its validity was examined and

confirmed by sports management professors at the University of Guilan and Rahbord Shomal Institute of Higher Education.

Table 1. Questionnaire variables

Cronbach's alpha coefficient	Source	Questions	Variables
0/79	Pavlou et al (2007)	1-4	Intention
0/73	Cooper and Schindler (2013)	5-8	E-commerce platform
0/76	Taylor (2006)	9-12	Customer satisfaction
0/82	Wei et al (2021)	13-16	Customer loyalty
0/73	Edwards (1993)	17-20	Customer buying behavior
0/77	Shobeiri et al., (2013)	21-24	Customer Perceived Value

Also, Cronbach's alpha coefficients of the questionnaire were calculated using SPSS23 software, and the reliability and validity of the construct were confirmed using PLS3 software in

the form of steps reported in the findings section. The description of the research sample is as shown in Table 2.

Table 2. Description of the statistical sample

Percentage	N	Variable	
55/7	234	Male	Gender
44/3	186	Female	
20/5	86	Diploma	Education
15/9	67	Associate degree	
45	189	Bachelor's degree	
18/1	76	Master's degree	
0/5	2	PHD	
60/5	254	21-30	Age
21/2	89	31-40	
11/4	48	41-50	
6/9	29	Over 50	
	Average		Age
	31		
	Average		Search for online shopping
	17/3		
	6/9		online shopping

According to the results of Table 2, the research sample admitted that to purchase a sports product, for example, sportswear, they conduct more than seventeen searches on various platforms (Telegram

channels, Instagram pages, and various websites), and have also made an average of nearly seven purchases through electronic platforms and virtual networks.

3. Findings of the Research

As mentioned, the statistical population of the study was among all sportswear customers in Rasht, for which purpose a closed questionnaire was distributed among the statistical population to respond through a five-option Likert scale, the results of which were examined as follows.

According to Table 3. It can be seen that in the Kolmogorov-Smirnov test, the significance level obtained for the research variables is less than 0.05, as a result, the research variables in the sample under study do not have a normal distribution. For this reason, structural equation modeling with a

partial least squares approach is used in the Smart PLS software to test the hypotheses.

Table 3. Kolmogorov-Smirnov test for research variables

Conclusion	E value	Sig	Factor
Abnormal	0/05	0/001	Intention
Abnormal	0/05	0/001	E-commerce platform
Abnormal	0/05	0/001	Customer satisfaction
Abnormal	0/05	0/001	Customer loyalty
Abnormal	0/05	0/001	buying behavior
Abnormal	0/05	0/001	Perceived Value

Since the standard questionnaire used in the study was localized for use in the study and minor changes were made by the researchers, for this purpose, the validity of the measurement model: To measure the fit of the measurement model; index reliability, convergent validity, and divergent validity were used. Index reliability for measuring internal reliability includes three criteria: factor loading coefficients, Cronbach's alpha, and composite reliability. Factor loadings are calculated by calculating the correlation value of the indices of a construct with that construct, and its appropriate value is equal to or greater than 0.4. Measures with factor loadings less than 0.4 were removed from the research model. In the following; research analysis was conducted. Convergent validity was evaluated using the average variance extracted (AVE) criterion. To examine the divergent validity of the measurement model, two latent variable correlation validity matrices and the Freonel and Locker criterion were used, and it was determined that the correlation of each construct with itself is greater than the correlation of that construct with other constructs. As a result, the divergent validity of the model is confirmed. Also, all variables had Cronbach's alpha values above 0.7, which indicates that the model has adequate reliability.

Structural model fit: Using the criteria of significance coefficient (T-values), coefficient of determination (R²) and Sobel test to test the effect of the mediating variable, the structural model fit was examined. Initially, T-values were used to evaluate the relationship between the constructs (if its value is greater than 1.96, it indicates the correctness of the relationship between the constructs and the confirmation of the hypotheses at a confidence level of 95%). In this study, all paths of relationships between the research components as well as the items with each of their factors were greater than 1.96 and significant, indicating the correct prediction of the relationships between the research model. R² is a measure used to connect the measurement part and the structural part of structural equation modeling and indicates the effect that an exogenous variable has on an endogenous variable. The value of R² is calculated only for the endogenous constructs of the model, and in the case of exogenous constructs, its value is zero. The value of this numerical criterion is between (0-1) and indicates the fit of the structural model at three levels: (0.19) means weak, (0.33) indicates moderate, and (0.67) indicates strong. A summary of the indicators related to the research model can be seen below for further review (Table 4).

Table 4. Summary of indicators related to the research model

R ²	Cronbach's alpha	CR	(AVE)	Variable
0/732	0/840	0/879	0/513	Intention
Exogenous	0/844	0/885	0/563	E-commerce platform
0/624	0/878	0/891	0/621	Customer satisfaction
0/483	0/927	0/936	0/638	Customer loyalty
0/472	0/904	0/916	0/539	buying behavior
0/527	0/896	0/895	0/563	Perceived Value

Table (4) shows that the R² value of most of the research variables is higher than the average, which means that the structural model of the research has a strong fit. In general, model fit indices are used to

measure the similarity between empirical curves and theoretical curves. To show the independence of the concepts used in the research, divergent validity was used by the Fornell and Larker method,



the results of which are presented in the table below. As can be seen in the table, the value of the square root of AVE (numbers on the main diagonal) of all latent variables of the research is higher than the

value of their correlation with other variables, which indicates the appropriate divergent validity of the measurement models (Table 5).

Table 5. Results of examining the divergent validity of the model based on the Fornell and Larker matrix

P Value	buying behavior	loyalty	satisfaction	platforms	Intention	Variable
					0/717	Intention
				0/751	0/528	platforms
			0/788	0/523	0/603	satisfaction
		0/798	0/495	0/548	0/587	loyalty
	0/734	0/539	0/581	0/652	0/497	buying behavior
0/750	0/564	0/472	0/577	0/599	0/634	P Value

The overall model fit is examined based on the GOF criterion. Considering the average of the joint values of the constructs (joint values of the first-order constructs) and the average R2 of all the

endogenous constructs of the model, the GOF value for the overall model fit of the present study is equal to:

$$GOF = \sqrt{Communalities} \times R^2 = \sqrt{0.581 \times 0.567} = 0.573$$

Considering the three criteria values introduced, 0.01, 0.25 and 0.36 as weak, medium and strong values, the value of 0.573 for GOF indicates a strong overall fit of the research model.

In addition to the above index, the most valid index currently used to evaluate the model fit in the pls software is the SRMR index. In the structural equation model, model fit indices are used to evaluate the structural part. One of these model fit indices is the SRMR index, and this index is defined

as the difference between the observed correlation and the implicit correlation matrix of the model. This index allows the assessment of the average magnitude of the differences between the observed and expected correlations as an absolute measure of the fit criterion (model). If the value of the SRMR index is less than 0.1, it indicates a favorable fit. Some have also suggested a strict value of 0.8, meaning that the root mean square index should be less than 0.8 (Henseler et al, 2014), (Table 6).

Table 6. Model fit index

Model fit index	Fitted model	Estimation model
SRMR	0/661	0/697
d_ULS	82/126	93/237
d_G	n/a	n/a
Chi-square	Infinite	infinite
NFI	0/91	0/94

As shown in Table (6) of the SRMR model fit index, the value of this index is less than 0.8, which indicates a very favorable fit of the final research model.

Next, the Sobel test is used to examine the mediating role of variables. The Sobel test is the

most common method of testing mediation coefficients, and if its value is greater than 1.96, it indicates that the mediator effect in this relationship is significant, and the VAF statistic is also used to determine the intensity of the mediator variable (Table 7).

Table 7. Sobel test to examine the mediating role of e-commerce platform on customer purchase intention

VAF	T (values)	Mediating variable
0/258	2/24	Perceived value
0/329	2/54	Customer buying behavior
0/174	2/16	Customer loyalty
0/383	2/89	Customer satisfaction

As can be seen, according to the results of the Sobel test, the mediating variables of the research model were greater than 1.96; therefore, the mediating relationships between e-commerce platforms had a significant effect on purchase intention, and according to the VAF statistic, the

intensity of the effect of customer satisfaction was greater than other variables.

In the following, the final research model is shown in the state of estimating standardized coefficients (Figure 2) and the final research model in the state of significant t coefficients (Figure 3).

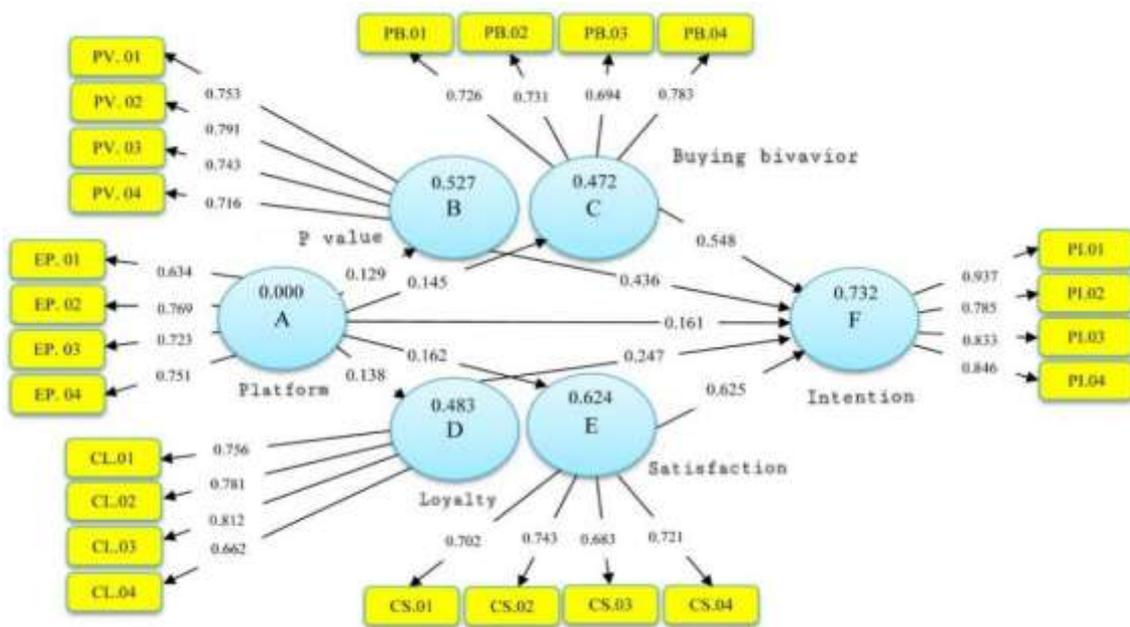


Figure 2. Final research model in the standardized coefficient estimation mode

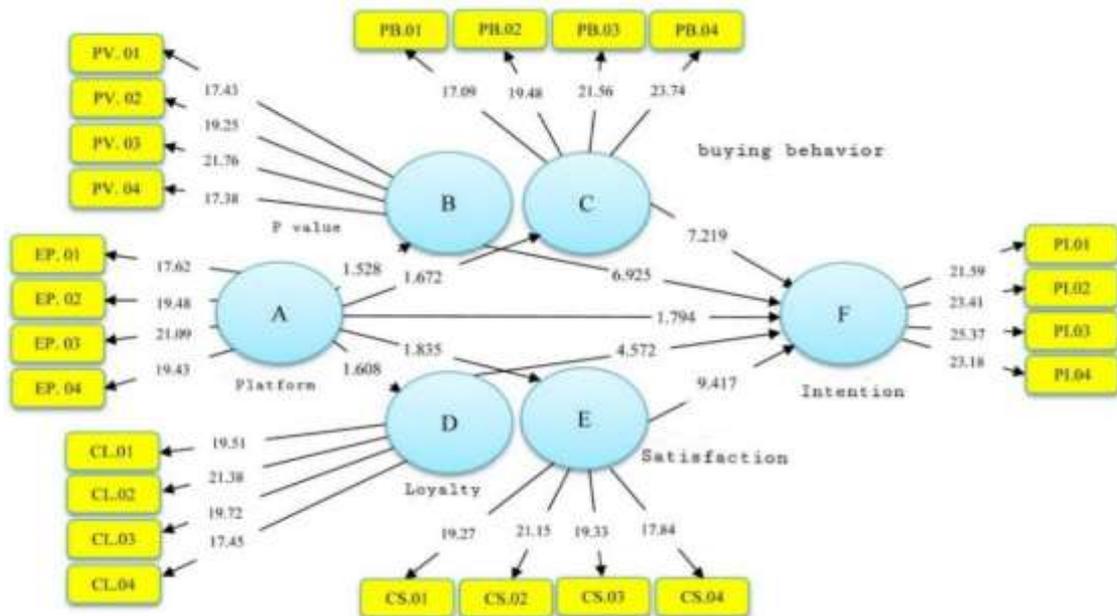


Figure 2. Final research model in the case of significant t coefficients

Factor loading coefficients

Factor loadings are calculated by calculating the correlation value of the indices of a construct with that construct. A value of 0.5 for these coefficients confirms that the variance between that construct and its indices is greater than the variance of the measurement error of that construct and the reliability of that model is acceptable.

Table 8. Factor loading coefficients of model structures

	Intention	Platform	Satisfaction	Loyalty	Behavior	Value
PI.01	0/937					
PI.02	0/785					
PI.03	0/833					
PI.04	0/846					
EP.01		0/634				
EP.02		0/769				
EP.03		0/723				
EP.04		0/751				
CS.01			0/702			
CS.02			0/743			
CS.03			0/683			
CS.04			0/721			
CL.01				0/756		
CL.02				0/781		
CL.03				0/812		
CL.04				0/665		
PB.01					0/726	
PB.02					0/731	
PB.03					0/694	
PB.04					0/783	
PV.01						0/753
PV.02						0/791
PV.03						0/743
PV.04						0/716

As can be seen, in all the constructs of the model, the factor loadings have values greater than 0.5; therefore, the reliability of the measurement

models is acceptable, which indicates a good fit of the measurement model.

4. Discussion and conclusion

In general, according to the results, it can be stated that purchase intention, e-commerce platforms, customer satisfaction, customer loyalty,

customer purchase behavior, and customer perceived value among sports product customers have been able to report a value higher than the average (3). In the meantime, the lowest average

value of the data for customer purchase behavior has been reported with a value of 3.02, so all variables in the target population are at an appropriate level. Examining the other two central indicators (median and mode of the data) confirms the value obtained for the average of the data. Finally, the standard deviation of the data in the observed numerical range for the minimum and maximum values confirms the low dispersion of the data. So that the standard deviation in the minimum and maximum numerical range has a low value.

Considering the structural model fit and the importance of using digital platforms in the present era, as well as the increasing penetration of social networks and internet use in the country, it can be said that the impact of electronic platforms, if store managers and industry owners pay attention to the basic principles of marketing in them and consider their customer tastes, can be highly regarded and lead to customer satisfaction and loyalty. On the other hand, whenever a customer feels that the store or manufacturer of the product he wants has taken into account his tastes and preferences, then he feels valuable and this perceived value leads to purchasing behavior, which is the purchase of the seller's or manufacturer's products (Asheghi et al, 2024); therefore, the proper use of platforms and virtual networks in the marketing of sports products can be useful.

According to the structural model of the research, the effect size is also equal to 0.129, and the e-commerce platform does not have a significant effect on customer perceived value, which is not consistent with the results of the research of Dash (2021) and Sabrian (2022). Also, according to the structural model of the research, the effect size is also equal to 0.145, that the e-commerce platform does not have a significant effect on customer purchasing behavior, and the results of this research are not consistent with the results of the research of Dash (2021) and Toosi (2021). However, according to the structural model of the research, the effect size is also equal to 0.138, that the e-commerce platform does not have a significant effect on customer loyalty. The results of this study are not

consistent with the results of Dash (2021), Sharma et al. (2021), Sabrian (1401), and Nedai (1402), and also according to the structural model of the study, which has an effect of 0.162, the e-commerce platform does not have a significant effect on customer satisfaction, and the results of this study are not consistent with the results of the research paper Dash (2021), Lee (2020), Toosi et al. (2021). However, with an effect of 0.161, the e-commerce platform does not have a significant effect on customer purchase intention, and the results of this study are not consistent with the results of Dash (2021), Sharma (2021), Sabrian (2022), and Nedai (2023).

What is clear from the research results is that e-commerce platforms alone do not have much of an impact on customer purchase intention and their purchasing behavior, and in fact, this mediating role is the customer's perceived value, which, given the type of valuation and importance given to the customer on these platforms, affects customer purchasing behavior. Regarding the mediating role, it should be said that according to the Sobel test for customer perceived value in the relationship between e-commerce platform and customer purchase intention, customer purchase behavior in the relationship between e-commerce platform and customer purchase intention, as well as customer loyalty in the relationship between e-commerce platform and customer purchase intention, and finally customer satisfaction in the relationship between e-commerce platform and customer purchase intention, has a significant mediating role; therefore, it is suggested to managers and sellers of sports products that: Given that e-commerce platforms can lead to increased customer purchases by influencing customers to search the site and increasing their willingness to buy; Therefore, by increasing the reputation of their store on websites and also creating economic benefits for customers, online sporting goods store managers can make them feel excited, enthusiastic, and proud when they buy from the site.

The results of the present study show that among the relationships among the research

variables, the consumer's desire to shop offline has the greatest impact on customers' online shopping; therefore, the officials of online sporting goods stores should try to increase new services as much as possible by identifying appropriate methods. They can increase customers' desire to buy by designing the website appropriately and attractively. Also, creating continuous and attractive advertisements on the site can encourage customers to make unplanned purchases. Given the newness of this phenomenon and the hidden nature of the extensive aspects of this type of business, it is essential for start-up companies to hire people with a background in e-commerce and familiar with platforms and social networks so that the company's main strategies are not interrupted. In order to improve customer satisfaction, it is recommended to provide guidelines and strategic planning in the field of customer satisfaction for sporting goods and to measure and evaluate customer satisfaction at different points in time. In addition, a specific unit or individual in sporting goods stores should also be responsible for planning to improve customer satisfaction. In this case, customers will realize that they are valuable, and as a result, their experience and interaction will be improved. Customer loyalty is another factor that increases purchase intention. Managers of sporting goods stores should gain customer trust and increase customer loyalty by providing innovative services, treating customers appropriately, and creating secure software to better and more complete introductions of sports products for ease of purchase.

Considering the issues raised in this study regarding e-commerce platforms and customer perceived value, what distinguishes this study from many other studies is that this study showed that although the presence of platforms, social networks, and the Internet has a great impact on the lives of individuals in societies, it cannot necessarily have a positive impact on customer purchasing behavior and satisfaction. Perhaps many of these platforms have lost their customers by having wrong practices and have led them to other products. However, what

is evident is that the correct use of the Internet, virtual networks, and ultimately electronic platforms can lead to customer satisfaction. When the customer buys or window shopping for products, he realizes the honesty of the seller or manufacturer of the desired product and feels the value of his chosen product. Then this perceived value by the customer, which plays a mediating role in this study, can lead to a change in purchasing behavior and ultimately to customer purchase, satisfaction, and loyalty. These results are consistent with the research of [Asheghi et al. \(2024\)](#); [Derakhshan et al. \(2024\)](#); [Safarian et al. \(2024\)](#) and [Karimi and Ahmadi \(2024\)](#) are in line.

Considering the central topic of the present study, it is recommended that store managers and sports product manufacturers use new types of marketing such as social media and e-commerce platforms to introduce their products and services to customers and show customers in a standard and considerate manner that they are honest in presenting and introducing their products and create a platform for comparing products on these platforms so that customers realize the value of their desired product.

In addition, conditions should be provided for participants to be able to present their suggestions in order to design new services and improve existing services. In general, it can be said that they should set up a platform for communicating with customers so that they can communicate directly with customers and be aware of their opinions.

5. Conflict of Interest

There is no conflict of interest.

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