



Presenting framework for the Islamic marketing to consumers of sports goods in virtual space

Fateh Faraziani ^{1 *}, Fateme Aran Dashti ², Fahime Moemnifar ¹

1. Assistant professor of sport management, Payame Noor University, Tehran, Iran
2. MA of sport management, Payame Noor University, Tehran, Iran

Corresponding Author Email: farazacademia@pnu.ac.ir



Copyright ©The authors

Publisher: [University of Kurdistan, Sanandaj, Iran](#)

This is an open access article under the CC BY-NC 4.0 License (<https://creativecommons.org/licenses/by-nc/4.0>)

DOI:10.22034/SMS.2024.140247.1274

Received: 04.12.2023

Revised: 25.07.2024

Accepted: 18.08.2024

Available online: 22.06.2025

Keywords:

Virtual space, fuzzy, sports products, sports services, Islamic advertising

ABSTRACT

This research was conducted with the aim of presenting the Islamic marketing framework with the fuzzy Delphi approach in the consumers of sports goods in the virtual space. In terms of the objective, the present research was qualitative-exploratory and its analysis method was the fuzzy Delphi technique. The statistical population of this research included 14 professors of sports management, market evaluation, and researchers in this field, and a targeted sampling method was used. The main tool of data collection in the research was fuzzy Delphi questionnaire. Also, the current research method was carried out in 5 steps. The results of the research showed that 5 factors 1. Islamic mix (Islamic production, public benefit, ethical product, product quality), 2. Sales (sufficient information to the customer About the goods and services of the transaction, respecting the customer and observing kindness, the need to pay attention to the satisfaction of the parties and to pay attention to the needs and desires of the customers, confronting the customer, being complacent in the sale and taking back the goods after the transaction if necessary, making the customers aware of the losses. possibility and side effects of the product, provision of skills, support, improvement of the environment), 3. Marketing planning (legal framework, Islamic promotion and promotion, religious personality), 4. Islamic propaganda (honesty, abstinence) from false advertisements and slogans, educating customers, not hiding the defects of the product) and 5. Confronting the customer (denying betrayal to competitors and not trying to Bankrupting them, complying with ethical frameworks, not presenting false effects to attract customers from other competitors) are among the factors of the Islamic marketing framework in Consumers of sports goods in a virtual way with a fuzzy Delphi approach.

How to Cite This Article:

Faziani, F., Aran Dasht, H., & Moemenifar, F. (2025). Presenting framework for the Islamic marketing to consumers of sports goods in virtual space. *Journal of Sport Marketing Studies*, 6 (2): 89-102. 10.22034/SMS.2024.140247.1274

1. INTRODUCTION

The concept of sports marketing is the specific application of marketing principles and processes for sports and non-sports products among people related to sports, which, if applied correctly, can lead to greater customer satisfaction. Sun & et al (2016) in their research, which was conducted with the aim of improving marketing in sports services, showed that if customers are provided with appropriate services, they will be more satisfied. Advertising media plays an effective role in the production process in the sports industry (Mohamadi & Esmaili, 2013). The role of the media in other parts of the sports industry, such as executive activities and sports promotion, is also very significant and useful. Advertising is not limited to television, but also includes other media. As is known, radio, newspapers, magazines, urban advertising, the Internet, etc. are considered important advertising media (Samadi, 2009). On the other hand, the importance of marketing in today's era has led to the creation of various aspects in this regard. Various forms of marketing have been formed and various approaches to the marketing issue have led to marketing being considered today as a field that includes a wide range of small and large issues in this field (Balmer & Burghausen, 2019). In the meantime, Islamic marketing, considering its compatibility with the conditions and characteristics of the country of Iran and also having general principles and values that govern society, has been identified as a suitable method in marketing discussions (Hassan, 2008). In the current business world, markets are becoming global and therefore markets around the world are linked to each other through a set of values. Therefore, marketing practices and methods play a vital role in raising the standards of business behavior around the world. However, most of these marketing practices and methods have their roots in schools such as secularism, materialism, socialism, capitalism, and economic egoism, all of which seek to promote selfishness, maximize profits, and instill consumerism in society. In contrast, the Islamic

perspective is a perspective based on human nature that can be accepted and respected globally and presents a consumer-based marketing culture that can integrate both the spiritual and material dimensions of human life and strive to maximize worldly and otherworldly well-being, as well as being a source of social and economic justice in society (Alizade et al 2014).

In Islamic markets, adding the word "Islamic" to marketing means that the marketing is in accordance with Sharia; that is, it adheres to the teachings about the form of business, Islamic business ethics, and observing market methods based on what religion dictates. The marketing strategies of religiously based companies are based on the appeal to religion and the power of religion to attract customers. The terms Islamic and halal can be clearly seen in the marketing advertisements of these companies (Dashtian, 2020).

Marketing acts as a bridge between the organization and the customer, and its most important result is the simultaneous satisfaction of the organization and the customers by meeting their needs. It is reciprocal. In fact, marketing requires certain ethical principles to remain healthy and sustainable, and since the main goal of business and commerce in Islam is ultimately the advancement of man, not profit (Jokar & Baghaei, 2017). The Islamic value system offers solutions for most of the human problems in different periods of history, and among them, the importance of commercial and economic activities is very prominent, to the extent that the longest verse of the Holy Quran (Bghare, 282) has explained in detail one of the economic problems. Today, more than ever, man is striving to find a spiritual path that can find a solution in various fields, including trade and marketing. Considering this point, in addressing the developments in the global economy, presenting Islamic marketing models as one of the solutions to save humanity is an undeniable necessity (Vaezi & Jalili, 2015). The growing developments in the field of Islamic marketing have led to greater scientific



attention to its fundamental principles and the wide scope that it covers in this field (Akbari et al, 2017). In this regard, Hamed Nasab (2022) concluded in a study titled Mapping Islamic Marketing in Iranian Businesses that the function of Islamic marketing is based on three basic elements: intra-organizational factors, extra-organizational factors, and spiritual factors, each of which contains variables. Spiritual factors play a very important role in Islamic marketing and are considered the main mediator in the interaction between intra- and extra-organizational factors. The functional success of Islamic marketing, considering the structure of Iran system and the basis of religious teachings, must include the Islamic spirit as much as it depends on legal laws and the functioning of environmental and systemic factors. (Noorbakhsh & Abassi, 2021) also concluded in a study titled Metasynthesis of Islamic Marketing Criteria in the Field of Advertising that Islamic indicators for sales advertising can be categorized into seven components: "the rule of no harm, the rule of negation of gharar, the rule of negation of moustache, the principle of moderation and moderation, the principle of justice, the value and sanctity of work, and the principle of human dignity." Eidi (2015), in his research, which aimed to explain the pillars of the Islamic marketing model, found that the Islamic marketing model consists of 3 main pillars of foundations, including belief and value foundations, principles and tools (including four sub-pillars of production, sales, price and distribution). Shakibaei Far et al (2020) in a study titled The Framework of the Islamic Marketing Development Model in Iranian Sports showed

Business in Islam has been introduced as a very important factor in human life, and since Islam is a way of life, marketing implementation methods should be guided within the framework of the Quran and Sunnah, which are the two main sources for the prosperity of Muslims. Considering that Islamic marketing is very important in contemporary business activities, researchers believe that efforts

need to be made to promote it in the new era (Jaefari, 2014). Researchers from other countries have also conducted research in the field of Islamic marketing.

In their study titled "Services Marketing Research: Development and Guidance", Stive and et al (2021) after reviewing the research conducted in different time periods, found that in order to develop services marketing, research should be formed in response to consumption trends so that practical results can be extracted from this research. Also, Ashraf (2019) in his study conducted with the aim of Islamic marketing functions on consumer behavior in Bangladesh, showed that the use of Islamic marketing causes consumers in Bangladesh to be more satisfied and loyal. Also, Abdulah et al (2015) in their study conducted with the aim of Islamic marketing mix success strategies, after their studies, found that in order for the Islamic marketing mix to be successful, factors such as adaptation, personality, commitment, conscience, and customer attention should be considered.

A review of the previous literature shows that in implementing Islamic marketing, factors such as culture, Islamic factors, adaptation, personality, commitment, conscience, and customer attention should be considered. Using sports as a tool with a wide audience on the one hand, and on the other hand, using Islamic marketing criteria in selling sports services and products and adapting them to Islamic culture and frameworks in the country, highlight the need for research in this field. It seems that modern marketing approaches mixed with Western culture and the powerful creation of new media space, especially in cyberspace, have distanced the country from Islamic marketing criteria, and the lack of research related to this issue can fuel the continuation of the current situation. This issue has led to the need for the application of Islamic marketing in various dimensions, including marketing in sports, today. On the other hand, research that has been conducted in the field of Islamic marketing in sports has not considered the wide and growing dimensions of cyberspace.

Therefore, the present study was designed to fill the research gap in this field and improve scientific evidence regarding Islamic marketing in sports. For this purpose, the main goal of the present study is to present an Islamic marketing framework with a

fuzzy Delphi approach for consumers of sporting goods in cyberspace. Therefore, the main question of the present study is what is the Islamic marketing framework with a fuzzy Delphi approach for consumers of sporting goods in cyberspace?

2. Methodology

The present study is qualitative-exploratory in terms of its objective and its analysis method is the fuzzy Delphi technique. For a better and deeper understanding of the research problem, the qualitative research method was used, and considering the specialization of the research problem and the necessity of utilizing the opinions of experts, the Delphi approach was used. In this study, two library methods (theoretical foundations) and field (field data) were used to collect information. Also, the main data collection tool in the present study was the fuzzy Delphi questionnaire, which was the output of library studies, field research, and interviews with experts in the fuzzy Delphi stages. After designing the conceptual model of the research based on existing theoretical foundations, a qualitative and exploratory approach was used to localize and adjust the model indicators, and the conceptual model was finalized using the opinions of experts.

The statistical population of this study included 14 experts (including 9 professors and researchers in the field of sports marketing and Islamic marketing, 5 professors and sports management experts who were active in the field of cyberspace). In this study, purposive sampling method was used; sampling was carried out until no new concepts and points were added to the new data on the categories that had been obtained until that time. Access to the experts was in person and electronically.

In this study, first, the subject of Islamic marketing, factors and components affecting Islamic marketing were studied and extracted by reviewing the literature. Based on the definition of the topic, the members of the Fuzzy Delphi team were identified and selected in three stages using the

purposive sampling method. At the same time as identifying and determining the team members, and initially meeting with a number of them and explaining the material extracted from the literature, and also with the help of professors, a list of factors and components affecting Islamic marketing was compiled. After determining the members of the Delphi team, three rounds of the Fuzzy Delphi method were conducted and the questionnaires for each round were distributed and collected in person and electronically.

The Fuzzy Delphi method is a method used to make decisions and reach a consensus on issues whose goals and parameters are not clearly defined.

Steps of the Fuzzy Delphi Method

In the first round, a list of factors and components affecting Islamic marketing thinking, which had been extracted from previous studies, was provided to all members of the Delphi team to determine the importance of each. They were also asked to add and suggest their own factors and components to this list in addition to the existing factors and components. An examination of the responses to open-ended questions in the first round questionnaires showed that the factors and components proposed by the respondents were conceptually identical to the existing factors and components identified from the literature and were therefore combined with the existing factors and components. In all stages, determining the importance of the factors in the form of a Likert scale in each round was also made known to the respondents separately for each factor, the average responses of the team members in the previous rounds and the responses of each individual. Considering this scale used in this study, a five-

point scale was based on the Likert scale and included the options of very high impact: 5, high impact: 4, medium impact: 3, low impact: 2 and very low impact: 1. Therefore, point 3 was chosen as a neutral or neutral point. In this case, the study was defined as having two ranges of disagreement from 1 to 3 and agreement from 3 to 5. Since the average response of all questions in the analysis of the first and second rounds of questionnaires was not within the range of agreement, some factors and components were retained for the second round. In the third round, the opinions of each member in the previous round were provided to the other members and they were asked again to evaluate each element. After the end of this round and reaching consensus, the Fuzzy Delphi method was completed and the dimensions and components were finalized. According to the data obtained from the Fuzzy Delphi rounds and the different parts of the questionnaire in each round, the average statistical index was calculated. The questionnaire was distributed according to the Fuzzy Delphi method in three stages, and in each stage, the items that had the condition of $M < 0.7$ were included in the next round,

and the components with an average of less than 0.7 were eliminated and were not included in the subsequent rounds of the questionnaire. Also, the consensus indices and the level of agreement of the experts were calculated in different rounds. In the third round, the team members again expressed their opinions about the factors and components affecting Islamic marketing, as well as the level of influence and importance of each factor and component. In the present study, the fuzzy Delphi method was carried out in a total of three rounds. The average of the team members' responses in the first and second rounds was calculated about the level of importance of the factors. Also, the defuzzification value for measuring the level of agreement of the experts in the first and second rounds for some of the components affecting Islamic marketing was obtained below 0.7. The defuzzification value for the level of agreement and consensus of the experts in the third round for the factors and components affecting Islamic marketing was obtained as 0.7, which indicates that there is coordination between the views.

3. Findings of the Research

Data Analysis Based on the Fuzzy Delphi Method

The descriptive analyses and overall results from the data collection related to the opinions of

the Fuzzy Delphi team are summarized in the tables below.

Table 1. Results of the first round of fuzzy Delphi data analysis

RAW	Group	Suggested factors	Number of responses	Fuzzy average		
1	Islamic marketing model for consumers of sports goods in a virtual space	Islamic mix	14	0.946	0.768	0.518
2		sale	14	0.929	0.714	0.464
3		Marketing planning	14	0.946	0.732	0.482
4		Islamic Promotion	14	0.964	0.768	0.518
5		Customer encounter	14	0.964	0.786	0.526

The results of the first round of Fuzzy Delphi indicated that 5 factors were confirmed.

Table 2. Data analysis of the first round of Fuzzy Delphi

RAW	Group	Subgroup	Suggested factors	Number of responses	Fuzzy average		
1	Islamic marketing model for consumers of sports goods in a virtual space	Islamic mix	Islamic production	14	0.946	0.768	0.518
2			Public interest	14	0.929	0.714	0.464
3			Halal product production	14	0.946	0.732	0.482
4			Ethical product	14	0.964	0.768	0.518
5			Product quality	14	0.964	0.786	0.357
6			Product security	14	0.982	0.769	0.357
7		sale	Paying attention to the health of the goods during the transaction and hiding any defects in the goods.	14	0.857	0.607	0.518
8			Providing the customer with necessary and sufficient information about the goods and services being traded	14	0.868	0.625	0.589
9			Respecting customers and treating them with kindness and compassion to establish a friendly and long-term relationship with them in order to continue the business.	14	0.983	0.768	0.589
10			The need to pay attention to the satisfaction of both parties and to the needs and demands of customers	14	0.982	0.754	0.580
11			Customer encounter	14	0.875	0.658	0.381
12			Facilitating sales and taking back goods after the transaction if necessary	14	0.951	0.665	0.389
13			Informing customers about possible harms and side effects of the product	14	0.824	0.687	0.541
14			Providing skills	14	0.887	0.698	0.458
15			Support	14	0.875	0.690	0.469
16			Improving the environment	14	0.903	0.785	0.478
17		Marketing planning	Regulatory bodies	14	0.868	0.745	0.469
18			Legal framework	14	0.802	0.787	0.420
19			Islamic promotion and advancement	14	0.954	0.745	0.532
20			Access to financial resources	14	0.957	0.745	0.536
21			Religious character	14	0.938	0.777	0.545
22			The interests of the people and the organization	14	0.974	0.696	0.586
23		Islamic Promotion	Honesty in advertising	14	0.965	0.658	0.587
24			Hiding product defects	14	0.965	0.635	0.586
25			Customer awareness and education	14	0.785	0.750	0.548
26			Avoid false advertising and slogans.	14	0.965	0.752	0.556
27		Customer encounter	Possessing professional integrity and lack of greed		0.987	0.769	0.556
28			Creating a healthy competitive environment and not preventing the entry of new competitors	14	0.987	0.778	0.432
29			Denial of betrayal of competitors and failure to try to bankrupt them	14	0.984	0.745	0.438

30	Adhering to ethical frameworks and avoiding damaging competitors in front of customers and other competitors and causing them harm in the market.	14	0.952	0.745	0.438
31	Cooperation and alliance with competitors to expand activities at the market level and avoid undue support for a specific competitor.	14	0.965	0.789	0.369
32	Not presenting false appearances to attract customers from other competitors	14	0.935	0.786	0.339

As can be seen in the table, providing the customer with sufficient and necessary information about the goods and services of the transaction had the highest average of one in the research components.

In the defuzzification stage, 5 components out of 32 research components were rejected and were not approved by the experts. The table related to this stage is presented in the appendix.

Table 3: Results of data analysis of the first round of defuzzification

RAW	Group	Suggested factors	defuzzification	Permission to advance to the next round of Fuzzy Delphi
1	Islamic marketing model for consumers of sports goods in a virtual space	Islamic mix	0.744	Confirm
2		sale	0.702	Confirm
3		Marketing planning	0.720	Confirm
4		Islamic Promotion	0.750	Confirm
5		Customer encounter	0.762	Confirm

The results of the analysis of the second round of fuzzy Delphi data show that 5 factors were confirmed in the second round. The results of the second round of Delphi data show that the component of observing ethical frameworks and

avoiding destroying competitors against customers and other competitors and causing them harm in the market had the highest average.

Table 4: Defuzzification

RAW	Group	Subgroup	Suggested factors	defuzzification	Permission to advance to the next round of Fuzzy Delphi
1	Islamic marketing model for consumers of sports goods in a virtual space	Islamic mix	Islamic production	0.754	Confirm
2			Public interest	0.702	Confirm
3			Halal product production	0.784	Confirm
4			Ethical product	0.796	Confirm
5			Product quality	0.762	Confirm
6			Product security	0.785	Confirm
7	space	sale	Paying attention to the health of the goods during the	0.623	reject

		transaction and hiding any defects in the goods.		
8		Providing the customer with necessary and sufficient information about the goods and services being traded	0.601	Reject
9		Respecting customers and treating them with kindness and compassion to establish a friendly and long-term relationship with them in order to continue the business.	0.754	Confirm
10		The need to pay attention to the satisfaction of both parties and to the needs and demands of customers	0.756	Confirm
11		Customer encounter	0.789	Confirm
12		Facilitating sales and taking back goods after the transaction if necessary	0.754	Confirm
13		Informing customers about possible harms and side effects of the product	0.754	Confirm
14		Providing skills	0.763	Confirm
15		Support	0.777	Confirm
16		Improving the environment	0.756	Confirm
17		Regulatory bodies	0.630	Reject
18		Legal framework	0.745	Confirm
19	Marketing planning	Islamic promotion and advancement	0.721	Confirm
20		Access to financial resources	0.745	Confirm
21		Religious character	0.778	Confirm
22		The interests of the people and the organization	0.779	Confirm
23		Honesty in advertising	0.779	Confirm
24	Islamic Promotion	Hiding product defects	0.708	Confirm
25		Customer awareness and education	0.789	Confirm
26		Avoid false advertising and slogans.	0.765	Confirm
27		Possessing professional integrity and lack of greed	0.746	Confirm
28		Creating a healthy competitive environment and not preventing the entry of new competitors	0.746	Confirm
29		Denial of betrayal of competitors and failure to try to bankrupt them	0.765	Confirm
30	Customer encounter	Adhering to ethical frameworks and avoiding damaging competitors in front of customers and other competitors and causing them harm in the market.	0.746	Confirm
31		Cooperation and alliance with competitors to expand activities at the market level and avoid undue support for a specific competitor.	0.745	Confirm
32		Not presenting false appearances to attract customers from other competitors	0.685	Reject

As can be seen in the table of the second round of defuzzification, 4 components were not confirmed and one component that was not confirmed in the first round was confirmed by the experts. Discussion and conclusion

Table 5. Results of the Third round of fuzzy Delphi data analysis

RAW	Group	Suggested factors	Number of responses	Fuzzy average		
1	Islamic marketing model for consumers of sports goods in a virtual space	Islamic mix	14	0.946	0.768	0.518
2		sale	14	0.929	0.714	0.464
3		Marketing planning	14	0.946	0.732	0.482
4		Islamic Promotion	14	0.964	0.768	0.518
5		Customer encounter	14	0.964	0.786	0.536

The results of the third round of Fuzzy Delphi data analysis show that 5 factors were confirmed.

The third round of Fuzzy Delphi data analysis shows that cooperation and alliance with competitors to expand activities at the market level and not to support a specific competitor

inappropriately have the highest average. Table: The third round of Fuzzy Delphi data analysis is attached

Table 6: Defuzzification

RAW	Group	Subgroup	Suggested factors	defuzzification	Permission to advance to the next round of Fuzzy Delphi
1	Islamic marketing model for consumers of sports goods in a virtual space	Islamic mix	Islamic production	0.754	Confirm
2			Public interest	0.702	Confirm
3			Halal product production	0.784	Confirm
4			Ethical product	0.796	Confirm
5			Product quality	0.762	Confirm
6			Product security	0.785	Confirm
7		sale	Paying attention to the health of the goods during the transaction and hiding any defects in the goods.	0.623	reject
8			Providing the customer with necessary and sufficient information about the goods and services being traded	0.601	Reject
9			Respecting customers and treating them with kindness and compassion to establish a friendly and long-term relationship with them in order to continue the business.	0.754	Confirm
10			The need to pay attention to the satisfaction of both	0.756	Confirm

		parties and to the needs and demands of customers		
11		Customer encounter	0.789	Confirm
12		Facilitating sales and taking back goods after the transaction if necessary	0.754	Confirm
13		Informing customers about possible harms and side effects of the product	0.754	Confirm
14		Providing skills	0.763	Confirm
15		Support	0.777	Confirm
16		Improving the environment	0.756	Confirm
17	Marketing planning	Regulatory bodies	0.630	Reject
18		Legal framework	0.745	Confirm
19		Islamic promotion and advancement	0.721	Confirm
20		Access to financial resources	0.745	Confirm
21		Religious character	0.778	Confirm
22		The interests of the people and the organization	0.779	Confirm
23	Islamic Promotion	Honesty in advertising	0.779	Confirm
24		Hiding product defects	0.708	Confirm
25		Customer awareness and education	0.789	Confirm
26		Avoid false advertising and slogans.	0.765	Confirm
27		Possessing professional integrity and lack of greed	0.746	Confirm
28		Creating a healthy competitive environment and not preventing the entry of new competitors	0.746	Confirm
29		Denial of betrayal of competitors and failure to try to bankrupt them	0.765	Confirm
30	Customer encounter	Adhering to ethical frameworks and avoiding damaging competitors in front of customers and other competitors and causing them harm in the market.	0.746	Confirm
31		Cooperation and alliance with competitors to expand activities at the market level and avoid undue support for a specific competitor.	0.745	Confirm
32		Not presenting false appearances to attract customers from other competitors	0.685	Reject

As can be seen in the table, all components of the research were approved by experts; ultimately, the resulting framework was presented in Figure 1.

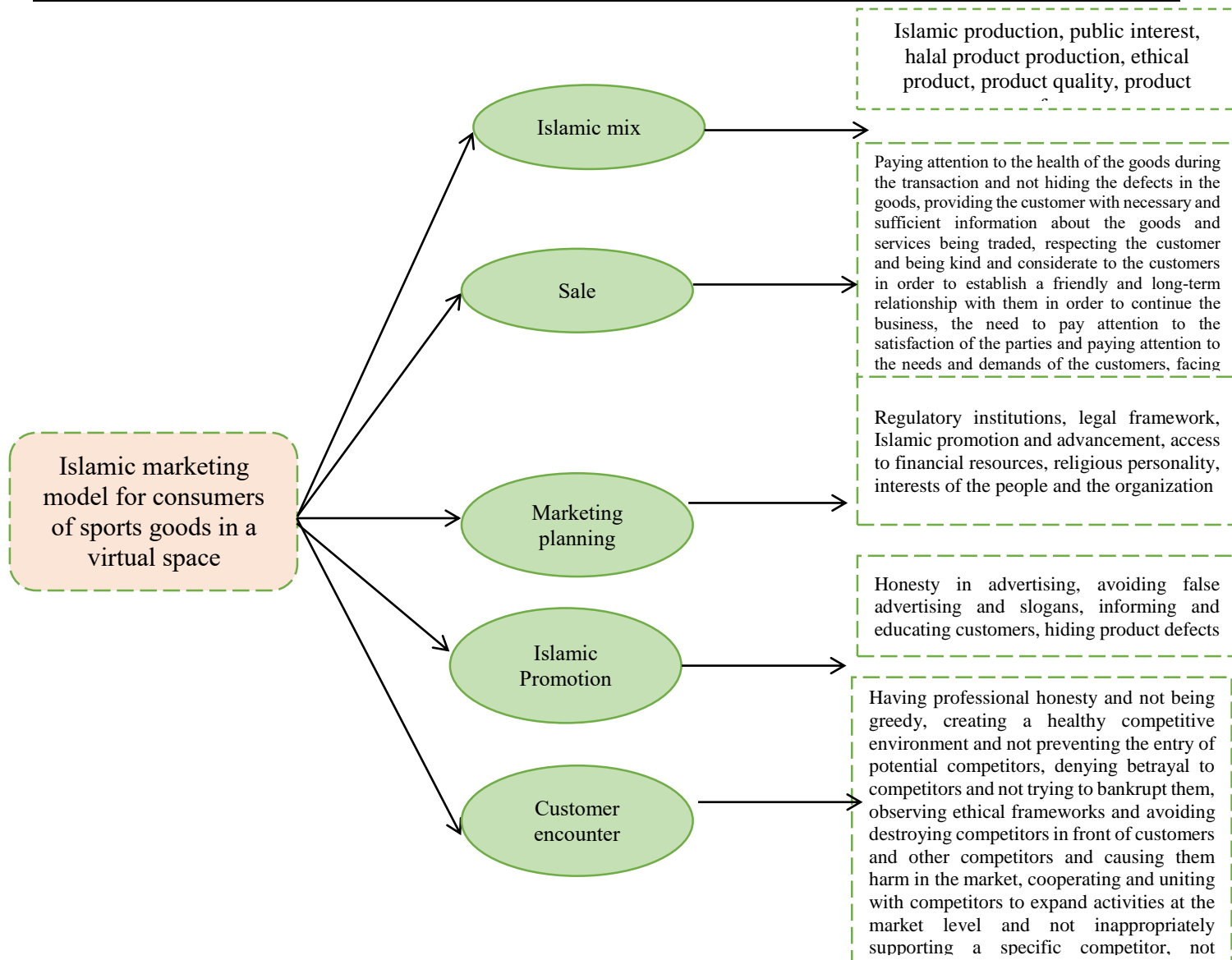


Figure 1: Islamic marketing framework using the fuzzy Delphi method

4. Discussion and conclusion

respecting the customer and observing kindness and compassion for customers in order to establish a friendly and long-term relationship with them in order to continue the business, the need to pay attention to the satisfaction of both parties and paying attention to the needs and desires of customers, facing the customer, taking back the product after the transaction if necessary, making customers aware of possible losses and side effects of the product, providing skills, support, improving the environment), marketing planning (supervisory institutions, legal framework, Islamic promotion

and promotion, access to financial resources, religious personality, interests of the people and the organization), Islamic advertising (honesty in advertising, avoiding false advertising and slogans, informing and educating customers, hiding product defects) and facing the customer (having professional honesty and lack of Greed, creating a healthy competitive environment and not preventing the entry of new competitors, denying betrayal to competitors and not trying to bankrupt them, observing ethical frameworks and avoiding destroying competitors in front of customers and

other competitors and causing them harm in the market, cooperating and uniting with competitors to expand activities at the market level and not supporting a specific competitor inappropriately, not presenting false appearances to attract customers from other competitors) are among the factors of the Islamic marketing framework in consumers of sports goods in cyberspace with a fuzzy Delphi approach.

The results of the study are consistent with the results of the studies of [Jokar & Bagheri \(2017\)](#), [Eidi \(2010\)](#), [Senobar & et al \(2010\)](#), [Abdolah & et al \(2015\)](#) & [Eidi \(2015\)](#), who in their researches respectively presented an Islamic marketing model including 3 main pillars of foundations, including belief and value foundations, principles and tools (including four sub-pillars of production, sales, price and distribution), pointing out that acquiring knowledge of trade and the market and familiarity with it are obligations, marketing and trade are among the basic pillars of the economy, the need to pay attention to divine values in marketing is essential. And that the function of Islamic marketing is based on three basic categories: intra-organizational factors, extra-organizational factors and spiritual factors, each of which includes variables. Spiritual factors play a very important role in Islamic marketing and are considered the main mediator in the interaction between intra-organizational and extra-organizational factors. It was consistent. In explaining these results, it can be said that Islamic teachings, apart from the fact that in some cases they have even addressed the details of financial and commercial contracts, can guide the details of communications and new marketing systems in sports and other industries by establishing ethical approaches. On the other hand, in cyberspace, due to the lack of controls and assessments in the physical space, if the themes of Islamic marketing and its approaches are observed, we can hope for a bright future and customer loyalty and buyer commitment in this system.

The results of the study were consistent with the findings of [Taran & Fazeli Yazdi \(2018\)](#), [Jaefari \(2014\)](#) & [Senobar \(2010\)](#) that the conceptualization

of sustainability and Islamic macro marketing contains implications for researchers active in new areas of Islamic macro marketing, as well as Muslim and non-Muslim communities in their efforts for sustainable development, the need to pay attention to divine values in marketing, and the formulation of the Islamic marketing mix or 7P. In explaining these results, it can be said that Islam has a value system that places all activities and decision-making of the Islamic society, including marketing decisions, within the framework of that system. The framework of Islamic values includes principles and rules that can be used to achieve value purity in business, including sports businesses, and on the other hand, various platforms, including cyberspace. These principles include the principles of monotheism, justice, trustworthiness, and resurrection, which are the roots of all Islamic values in the field of marketing mix decisions, and the cause and origin of values related to marketing decisions can be sought in these theories. In the meantime, decisions related to the marketing mix, including the selection of product type, quality, packaging, services, delivery and presentation of the product, pricing decisions, advertising, personal selling, distribution channels and physical and virtual distribution, which constitute the core of the marketing mix, can be placed within the framework of the Islamic value system. The functional success of Islamic marketing, based on religious teachings, must include the Islamic spirit as much as it depends on legal laws and the role of environmental and systemic factors. Islam believes that product quality is something that, in addition to meeting the expectations of Muslim consumers, is also pure, halal, and pure, and defines quality as the degree to which it meets customer expectations, the purity, purity, and permissibility of the product, and the process of producing the product. In other words, Islam considers spiritual and moral elements to be involved in the product decision-making process, which is guided by the principle of legality ([Saeid, 2001](#)). Paying attention to Islamic values, considering the cultural standards of each society in all the pillars considered in Islamic marketing in the

production, distribution and advertising of sports products can be pointed out as a solution to the unbridled and chaotic situation existing in cyberspace and consequently in the sports field. Presenting a model in this field can turn the existing gaps in the cyberspace field into a suitable platform for marketing and its pillars with an Islamic ethical approach and the use of Islamic concepts. In Islam, value, phenomenon. These are things that are desirable according to Islam, and therefore, for Muslims, matters of faith and Islam and actions based on them are considered values. In other words, Islamic values are beliefs, beliefs, behaviors, and ethics that are required to be adhered to or practiced according to the Quran and Islamic teachings, and as a result, they help the individual on the path of development. In the Islamic sense, values are based on the dos and don'ts that are rooted in the religion of Islam and refer to behavior that is approved by Islam. Behavior that does not have religious approval is considered anti-value. Islamic values, considering their origin, which is divine revelation, are not only stable and unchangeable, but also guarantee human happiness at any time and in any place. In other words, they are absolute religious values and arise from the will and providence of God. The value system of Islam is a God-centered system. The center of all values is God Almighty and closeness to Him. The value system of Islam, as a universal theory, can cover all aspects involved in marketing, as well as sports products and services and their supply channels, as a valuable filter that has powerful principles of justice and trust, and the origin of values related to marketing decisions can be sought in these theories. Meanwhile, decisions related to the marketing mix, including the selection of product type, quality, packaging, services, delivery and presentation of the product, pricing decisions, advertising, personal selling, distribution channels and physical distribution, which form the core of the marketing mix, are placed within the framework of the Islamic value system.

The proposed framework of Islamic marketing provides marketing researchers with a deeper understanding and a broader perspective and expands the marketing framework to the specialized field of Islamic marketing. The present study suggests that the proposed framework is based on the philosophy and universal values of Islam. It seems that the use of Islamic marketing in sports causes some ethical principles and values to be emphasized and implemented during the implementation of marketing activities. It seems that Islamic marketing in sports can, while expanding the ethics and values of sports, lead to the success of the marketing situation in the country as an operational solution. On the other hand, the development of Islamic marketing in sports will allow various elements of sports, including professional, championship, educational, and public sports, to benefit from it. This has led to the current study being able to benefit the elements of sports from sports marketing by promoting general and specialized knowledge and awareness about Islamic marketing in sports.

According to the results of the study, it is suggested that by strengthening the virtual infrastructure of the sports field, while improving the status of Islamic marketing based on social networks, conditions should be provided for improving the competitive dynamics in sports. It is also suggested that by easily predicting customer demand and tastes, conditions should be provided for improving Islamic marketing in sports.

5.Conflict of Interest

There is no conflict of interest.

6.Financing

The article has no financial sponsor or research funding, nor is it derived from a research project.

7.Acknowledgements

We would like to express our gratitude to the staff of the Journal of Sports Marketing Studies and the esteemed referees who provided valuable feedback to improve the article.

8. REFERENCES

- Abdullah, J. B. Hamali, J. H. & Abdullah, F. (2015). Success strategies in Islamic marketing mix. International Journal of Business and Society, 16(3).
- Akbari, Peyman; Zargani, Majid; Sediqi, Leila; Behrouzi, Kulthum. (2017). What is the direction of Islamic marketing, the 3rd International Conference on Management and Industrial Engineering, Tehran, Ardabili Holy University.
- Alizadeh, Mohammad; Haraghi, Maryam; Haraghi, Masoud. (2014). Revision of marketing concepts with an Islamic approach, the first national conference of Iranian Islamic economy, management and culture, Ardabil, Valiasr Institute of Educated Pioneers of Culture and Thought, General Department of Culture and Islamic Guidance of Ardabil province.
- Ashraf, M. A. (2019). Islamic marketing and consumer behavior toward halal food purchase in Bangladesh: An analysis using SEM. Journal of Islamic Marketing.
- Balmer, J. M. & Burghausen, M. (2019). Marketing, the past and corporate heritage. Marketing Theory, 19(2), 217-227.
- Baron, Steve, Gary Warnaby, and Philippa Hunter-Jones. "Service (s) marketing research: developments and directions." International Journal of Management Reviews 16, no. 2 (2014): 150-171.
- Eidi, Fatima. (2014). Explaining the pillars of the Islamic marketing model, Strategic Management Thought, 9(1), 25-58.
- Jafari, Mohammad Reza. (2013). The integration of Islamic marketing and modern marketing as a business strategy, International Conference on Management, Tehran, Mobin Cultural Ambassadors Institute.
- Jokar, Ali Akbar; Baghei, Mena. (2017). Marketing with an Islamic approach, the 5th National Conference and the 2nd International Conference on New Ideas in Management and Economics Sciences, Tehran, Kian Pajohan Scientific Institute
- Hatami Nasab, Seyyed Hassan. (2022). Mapping Islamic marketing in Iranian businesses. Business Reviews 20(112), 81-102. doi: 10.22034/bs.2022.247038
- Sanobar, Nasser; Motafaker Azad, Mohammad Ali; Razi, Nasreen. (2010). The effect of Islamic values in marketing mix decisions (case study: food industry companies), Islamic Economy, 10 (37), 202-173.
- Nourbakhsh, Fatemeh Al-Sadat, & Abbasi, Rasool. (2022). The combination of Islamic marketing criteria in the field of advertising. Bi-Quarterly Journal of Religion, Spirituality and Management Studies 9(17), 33-50. doi: 10.30471/im.2021.7565.1240
- Vaezi, Seyyed Ali; Jalili Mehraban, Mehdi. (2015). The principles and pillars of Islamic marketing management, the second international conference on management, accounting and economics, Shiraz, Kharazmi Institute of Science and Technology
- Haider, A. A., Zafar, A., Khalid, A., Majid, A., Abdullah, M. A., & Sarwar, M. B. (2019). Marketing Management.
- Hassan, A., Chachi, A., & Abdul Latiff, S. (2008). Islamic marketing ethics and its impact on customer satisfaction in the Islamic banking industry. Journal of King Abdulaziz University: Islamic Economics, 21(1).
- Sun, Y., Garrett, T. C., & Kim, K. H. (2016). Do Confucian principles enhance sustainable marketing and customer equity?. Journal of Business Research, 69(9), 3772-3779.
- Shakibaei Fard, E., Jamshidian, L., & Tork Far, A. (2020). Islamic Marketing Development Model Framework in Iranian Sport. Sport Management Studies, 12(63), 261-80. (in Persian). DOI: 10.22089/smrj.2020.8539.2918
- Taran, Ashraf Al Sadat; Fazel Yazdi, Ali. (2018). Macro-marketing related to faith and Islamic perspective, 5th International Conference of Management and Accounting Sciences, Tehran, Mehr Arvand Higher Education Institute and Center for Sustainable Development Solutions.