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Identifying the Data-Driven Trend of Sports Consumer Motivation Based on Relational Marketing Knowledge Approach

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ABSTRACT

The aim of the current research is to identify the data-driven process of sports consumer motivation based on the relational marketing knowledge approach. This research is exploratory and qualitative in nature, utilizing the thematic analysis method. The research population consists of fans of Iran's Premier League football clubs, selected through purposeful sampling. Subsequently, data from 18 interviews were analyzed using the thematic analysis method. Findings: The interviews yielded 1278 open codes, which were then condensed into 191 unique codes and further refined into 33 core codes. These core codes, identified during the selective coding stage, are categorized into 6 groups. Three of these groups are associated with types of pleasure motivation, psychological and social factors, one with relational marketing, one with the use of social media, and one with behavioral goals and intentions. A hierarchical model was developed based on the relationships among these groups of motivations, relational marketing, social media usage, and behavioral intentions. This model can serve as a tool to understand the motivations of football club fans and leverage relational marketing and social media to enhance and solidify the enduring relationship between fans and clubs. It can also aid in addressing marketing challenges, revenue generation, financial independence of the club in a systematic manner, and resolving issues in this domain. ©authors

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1. Introduction

Knowledge of customer behavior encompasses all actions, decisions, and reactions that individuals undertake when purchasing and using products and services from businesses (Pascucci et al., 2023; Alsharif et al., 2023). This behavior is influenced by various factors, including culture, values, needs, and past experiences. Internal factors like personality, attitude, and beliefs also play a significant role in shaping customer behavior (Beacom et al., 2022). Customers' decisions during the purchasing process greatly impact their behavior. These decisions may involve recognizing needs, seeking information, making choices, and engaging in post-sale communication. Throughout this process, customers are influenced by their environment, advertisements, peer opinions, and economic conditions (Malter et al., 2020). An essential aspect of customer behavior is the ability to adapt to changes. Customers may alter their buying patterns in response to social, technological, or economic shifts (Roy et al., 2023; Mahammadi Torkamani et al., 2024). A profound understanding of customer behavior through data analysis, surveys, and direct observation can assist organizations in enhancing their products and services, leading to more targeted marketing efforts (Humphreys & Wang, 2018). The data-driven process of identifying sports consumer motivation is crucial for comprehending the needs and preferences of sports activity audiences (Abdollahi et al., 2022; Izadi et al., 2019). By collecting and analyzing data on consumers' sports habits, organizations can grasp motivational patterns and trends, enabling them to devise optimal strategies to attract and retain customer attention. Data-driven approaches empower organizations to continually enhance their offerings based on genuine customer needs, thereby enhancing the sports experience (Thompson et al., 2017).

In addition, from the consumer's perspective, sports motivations can be more accurately identified through data.

For example, analyzing data related to physical performance, sports preferences, and previous experiences in sports can help customers choose sports brands and centers based on their needs and goals (Huang et al., 2023). Information that shows which motivations are most important to consumers will help organizations design their marketing strategies emphasizing them and achieving higher effectiveness in the market (Nguyen et al., 2020). Relationship marketing is a business strategy that emphasizes establishing and maintaining deep and positive relationships with customers (Qin & Song, 2022). In this approach, the main focus is on providing added value, enhancing customer satisfaction, and creating long-term relationships (Mandegari et al., 2023). One of the important features of relational marketing is paying attention to the specific needs and preferences of customers (Si et al., 2019). With a deep understanding of needs, marketers can provide specific products or services that are compatible with customer preferences, which gradually leads to increasing customer satisfaction and improving their experience (Vahabi et al., 2022). In relationship marketing, maintaining relationships with customers also means continuing relationships after sales (Zeynalova & Namazova, 2022). These communications can include sending news and announcements, technical and after-sales support, or even holding special events and campaigns. These interactions are the basis for increasing the trust and motivation of customers to continue cooperation with the brand (Abrofarakh et al., 2023).

In general, relationship marketing emphasizes the concept of creating deep and two-way relationships with customers. These relationships serve as brand capital for the long-term benefit of the company. This strategy enhances customers' connection with the brand, fosters loyalty, and ultimately boosts revenue and market share. The data-driven trend in relationship marketing underscores the importance of

close communication with customers and utilizes data gathered from customer behavior and interactions to enhance their experience. This process entails collecting, analyzing, and applying customer data to gain a profound understanding of their needs and preferences. By leveraging advanced technologies like CRM (customer relationship management) systems, companies can track customer interaction history, predict future behaviors, and deliver personalized responses to each customer (Hael et al., 2024). This approach enables companies to perceive their customers as unique individuals with varying tastes, needs, and preferences, allowing them to tailor their communications accordingly. By effectively utilizing customer information, companies can continuously refine their products and services, establish more impactful communications with customers, which are crucial in attracting and retaining customers, and contribute to building a sustainable and successful relationship in relationship marketing. Identifying data-driven trends in the realm of sports consumerism is highly significant. While consumers in the sports and health sector may have diverse needs and preferences, companies can adeptly address these variables by precisely understanding them through data-driven insights. By utilizing data obtained from purchase history, sports interests, experience levels, and even health records, marketers can create precise profiles of sports consumers and engage with them more effectively. A data-driven approach to relationship marketing in sports enables companies to tailor various marketing initiatives based on customer data. This information can be leveraged to craft targeted advertising campaigns, offer products and services customized to athletes' needs, and enhance the overall sports experience for customers. Consequently, accurate consumer segmentation, enhanced understanding of customers, and improved communication with them are among the advantages of identifying data-driven trends in relational

marketing within the sports sector. Therefore, the primary research question is: What is the data-driven trend in sports consumer motivation based on the relational marketing knowledge approach?

2. Literature Review

Consumer typology and biography help professionals optimize their marketing planning and work (Esmaeili et al., 2021). Undoubtedly, the audience is one of the fundamental pillars of football. The presence of this basic element in football matches evokes sensitivity, attraction, and influences the motivation of players and coaches. If the spectator element is removed from football matches, sensitivity, attractiveness, motivation, and beauty will be stripped from football (Mohammadi & Ghobadi, 2022). Investigating the motivations of fans to attend and support, especially football fans, is crucial not only from a financial perspective but also because the added value in this sport hinges on the presence of fans (Zafarian, Mostahfezian & Namazizadeh, 2015). Moreover, the support of loyal fans puts sports clubs in a favorable competitive position compared to commercial companies, and the consistent presence of fans in stadiums boosts the sales of sports and non-sports products (Zagala & Strzelecki, 2019; Firouzian et al., 2020). Although sports marketing falls under the umbrella of marketing, sports consumers differ significantly from consumers in other economic sectors (Chung et al., 2019; Ballouli et al., 2016). For instance, sports consumers exhibit more loyalty and emotional attachment to sports products than other consumers. According to Bouchet et al. (2011), socio-economic variables are useful in describing sports spectators and their preferences, but sports marketers must conduct further research on the behavior of sports fans based on psychological variables (Dousti, 2015; Moradi-Chaleshtari et al., 2015). The primary focus of research is to elucidate that the motivations of sports consumers

revolve around developing tools to measure various motivations. Wann (1995) categorized the motivations of sports spectators into eight groups: positive stress, self-esteem benefits, escapism, entertainment, economic factors, aesthetic qualities, group affiliation, and family needs, with group affiliation and entertainment being the most significant. Wann (1995) validated the sports fan motivation scale and demonstrated that the SFMS is inherently suitable for studying the psychological aspects of sports fans (Achen, 2019; Kao et al., 2016). The primary objective of relational marketing, based on consumer behavioral insights, is to retain existing customers, as it is more cost-effective and profitable in the long term than acquiring new customers (Buhler & Nufer, 2010).

The real benefits of affiliate marketing include improved financial performance, lower costs and higher revenue, and higher customer retention rates (Kim et al, 2011). Especially in sports, increasing the quality of communication with fans can lead to more attendance at a game, higher consumption of team-related media content, and increased purchase of team-licensed goods (Zhang et al, 2017). Therefore, based on the data-driven trend in consumer behavior, it can be said that in the sports industry, the use of knowledge and data is very important, especially in the field of relational marketing. With the evolution of technology and increased access to data, sports companies can use this information to improve their customers' experience. Through the data collected from the sports activities of the customers, it is possible to achieve the accuracy of the purchase transactions, the needs and preferences of the athletes, and of course the patterns of their sports activities.

The use of knowledge and data in relational marketing in the sports industry can allow athletes and enthusiasts to continue their sports experience and benefit from new products and services. In addition, through data in this field, companies can establish closer connections

with customers and receive feedback from them by providing personalized content. This feedback not only helps companies to make necessary improvements in their products and services, but also to establish more effective and sustainable communication with their customers. In this way, knowledge and data are presented as a strategic and essential tool in relational marketing of the sports industry.

The relational marketing knowledge approach, as a strategic model in the field of marketing, emphasizes the use of knowledge and a deep understanding of customers' needs and preferences. This approach not only determines the needs and preferences of customers, but also establishes effective and useful communication with customers through the use of various data, including marketing information, customer behavior and other variables.

In the data-driven process of sports consumer motivation, the use of relational marketing knowledge approach is very important. Because in this process, accurate and in-depth understanding of customers' needs and preferences as well as analyzing their behavior is very important. This perspective helps companies to continuously improve their interactions with their customers and take advantage of market opportunities.

Also, the use of different data and their detailed analysis in the data-driven process, provides the possibility of predicting the future behavior of customers. This allows companies to adopt appropriate and adaptive strategies to communicate with their customers and improve their marketing plans. As a result, this approach not only helps increase customer satisfaction, but also leads to increased customer loyalty and value.

3. Method

This research is exploratory to expand knowledge and understand the complexities related to sports consumer behavior in football clubs in Iran. Therefore, it falls under the category of

exploratory research. It should be noted that the purpose of exploratory research is to clarify concepts, collect definitions, gain insights, and refine issues and ideas. Exploratory research methods include literature review, case-by-case evaluation, review of researchers' experiences, focus groups, and the design and development of in-depth studies. Exploratory research is highly flexible and is typically used to build knowledge rather than test hypotheses (Sohrabi et al., 2023). Additionally, this research, based on data search, has a qualitative nature, and the thematic analysis method was employed. By using this method, the researcher can systematically identify commonalities from a large amount of data and theorize within their research field based on that. The primary goal of this method is to explain a phenomenon by defining the key elements (concepts, categories, and theorems) of that phenomenon and then organizing the relationships of these elements within the context and process of that phenomenon. There are three overlapping processes in the fundamental conceptualization theory analysis process: primary theme, constructive theme, and inclusive theme (Danayifard et al., 2005). The statistical population of the research comprises all sports consumers (individuals recognized as fans of one of the teams in the premier football league of Iran), who have attended the stadium at least once in history, watched the team's games through the media, or purchased commercial goods related to the teams. For the in-depth interviews, the purposeful sampling method was used along with convenient or available sampling techniques (when obtaining new members is challenging or few members are available). The researcher approached individuals randomly during exceptional opportunities and sensitive moments to inquire about their research (and quota sampling, where the statistical population is divided into several classes, each class is assigned a share, and samples that are more accessible are chosen randomly). In total, 22 fans of Iran's premier football

league teams were interviewed on sports consumer motivation, fan-club relationships, and the use of social media, and theoretical saturation was reached from the 18th interview onwards. When selecting a statistical sample for in-depth interviews, efforts were made to include individuals from different regions of the country, various ethnicities, and fans of teams with the largest fan bases in the Iranian Premier League.

Also, according to the requirements of international football institutions for the presence of women in stadiums and the existence of a large potential market of female fans at the level of the Iranian Premier League, interviews were also conducted with a number of women. In this research, firstly, the data obtained from theoretical studies and interviews with consumers were subjected to database analysis so that the indicators obtained in this way can be used to design the desired model. All the interviews were recorded and after each interview, the data analysis was done in order to base the model. The stages of data analysis from the conducted interviews are:

The first step - the primary topic First, the content of all the interviews was implemented and then their open coding was done. In this way, the data collected from the interviews were written on paper, then open codes were created by analyzing the existing writings line by line and paragraph by paragraph. These codes were adapted from the writings and in some cases the same writings. In the first stage, a total of 1278 open codes were obtained from the analysis of 18 interviews and the background of the research. After extracting the similar codes, we reached 191 distinct codes from the interviews. The second step - the subject of the constructor The constructive theme of the second stage of analysis in data-based theorizing. The purpose of this stage is to establish a relationship between the classes produced in the open coding stage. In axial coding, the codes generated in the previous step were rewritten in a new way with the aim of establishing a relationship between the

codes. Axial coding leads to the creation of groups and categories; All similar codes were placed in their own group. For this purpose, all the created codes were reviewed again and compared with the texts so that nothing is forgotten. In this process, several open codes may be coded as a central code. 191 extracted open codes were converted into 33 core codes. The third step - comprehensive topic After all the data were coded as mentioned, open and central; It was time to group them. In fact, the goal of fundamental theorizing is to produce a theory, not a mere description of the phenomenon. In order to turn analyzes into theory, the classes must be regularly related to each other. Selective coding based on the results of the previous two stages of coding is the main stage of theorizing. In the grouping of codes, the core codes extracted from the interviews were grouped and then the created groups were compared with each other to identify and extract the main groups and dimensions of each. Of course, at this stage, referring to the theoretical literature of the research helped a lot to make the groupings more accurate. In this research, an attempt has been made to draw a model framework based on the understanding of the researchers from the context of the phenomenon under study, i.e. barriers and limitations of marketing and consumer behavior.

4. Findings

Fan pleasure motive: codes related to the fan pleasure motive, which is related to some features of football and being a fan of football teams that the sports consumer enjoys. We have categorized these factors into seven groups: aesthetics, escape from everyday life, physical skills, drama, excitement, fun and social opportunities. Aesthetics includes the creation of beautiful and spectacular flowers, the natural beauty of football, the visual and visual enjoyment of the existing atmosphere, the creation of special and unique images, the performance of beautiful technical movements by players,

the design and color of clothing. team sports, escape from everyday life, including a momentary escape from life's tensions and struggles, increasing concentration, creating peace and relaxation, creating positive stress, the difference between match day and other days, temporary forgetfulness of problems, a show including the victory of small teams over big teams, football as a nostalgic phenomenon, unpredictable games, live and immediate performances of players, unpredictable The importance of people's performance, the priority of close games, games full of opportunities for both sides, stadiums full of spectators for both teams, dramatic games, physical skills including winning the championship. The importance of trying and running until the last moment of the match, the satisfaction of performing a good performance, the value of players who have high ball handling ability, the enjoyment of the performance of players with high physical strength, excitement including emotional exhaustion, the occurrence of injury in fans. The role of the rival team in increasing excitement, excitement as the main attraction of football, experiencing sadness and happiness in the shortest possible time, experiencing defeat and victory in the shortest possible time, football as the most exciting sport. Recreation and entertainment include the right price for recreation, the lack of suitable conditions for recreation, the lack of recreational facilities in stadiums, football, the main entertainment of young people in Iran, the non-entertainment view of sports officials in Iran towards football. Spending free time with family, spending free time with friends, enjoying football as a pastime and social opportunities including being in a big social group, finding new friends by participating in your favorite team, joining groups. New social, easier communication with others through football, unity and empathy of people, includes football as a social phenomenon and socializing with others while watching matches. These factors are listed in Table 1.

Table 1. Identified codes

Primary theme	Constructive theme	Overarching theme
Creating beautiful and spectacular flowers	Aesthetics	The data trend of fan pleasure motivation
The natural beauty found in the sport of football		
The design and color of the sports uniforms of the teams		
Creating special and unique images		
Performing beautiful technical moves by players		
The visual pleasure of the existing atmosphere	Escape from everyday life	
A momentary escape from the tensions and struggles of life		
Temporary forgetfulness of problems		
Calming and relaxing the nerves		
Create positive stress		
The difference between the race day and other days	a show	
Increased focus		
Dramatic games		
Football as a nostalgic phenomenon		
Unpredictable games		
Live and instant performance of the players		
The unpredictability of people's performance		
Priority for close games		
Games full of situations for the parties	Physical skills	
Stadium full of spectators for both teams		
The victory of small teams over big teams		
Enjoy the performance of players with high physical strength		
The importance of trying and running until the last moment of the race		
Satisfaction with the performance of a suitable performance	Thrill	
The value of players who have the ability to carry the ball win the championship		
Football as the most exciting sport		
Injury in fans		
The role of the rival team in increasing excitement		
Excitement as the main attraction of football	entertainment	
Experience sadness and happiness in the shortest possible time		
Experience failure and victory in the shortest possible time		
Discharge of excitement		
Enjoy football as a pastime		
Unsuitable conditions for recreation	Social opportunities	
Lack of recreational facilities in stadiums		
Football is the main entertainment of young people in Iran		
The non-entertainment view of sports officials in Iran towards football		
Spending free time with family		
Spending free time with friends		
The price is right	Social opportunities	
Socialize with others while watching matches		
Find new friends by subscribing to your favorite team		
Access to new social groups		
Easier communication with others through football		
Human unity and empathy	Social opportunities	
Football as a social phenomenon		
Presence in a large society		

Psychological motivation: codes that describe the psychological motivations of fans to support the team and maintain the relationship between fans and the club. We have categorized these factors into six groups. Vicarious success, components of aversion to failure, feeling rich and wealthy following the team's successes, feeling powerful against others, achieving incredible goals, feeling individual success following team successes, enjoyment of

the failure of others, the components of the sense of competition and belligerence, more pleasure from the success of the favorite team at the same time as the failure of the rival team, the pleasure of the silence and discomfort of the fans of the rival team, the pleasure of humiliating the rival in front of the rivals, Enjoying the weakness and disintegration of the rival team, enjoying the defeat of the rival team, interest in the team, the components of

love for the favorite team, not comparing the favorite team with other teams, excessive loyalty in being a fan of The favorite team, not paying attention to the wins and losses in the fans, interest in the player, the components of the star players, watching the match only because of a certain player, attending the stadium to see the favorite player, collecting Photo and autograph of a popular player, supporting a team because of the presence of a favorite player in that team, following the personal life of the players, interest in the coach are the components of overemphasizing the role of coaches in winning and losing teams, watching the match only because of a certain coach, attending the stadium to see the favorite coach, collecting photos and autographs from the favorite coach, supporting a team because of the presence of the favorite coach in that team, Following the personal life of the coaches and the healthy and safe environment, the components of the role of security and the cultural conditions of the stadiums, the lack of a friendly atmosphere in the stadiums in Iran, the excessive use of tobacco in the stadiums, the unsuitable atmosphere of the stadiums. For children and families, it includes the lack of life safety in some stadiums and watching matches as a healthy and clean entertainment. These factors are listed in Table 2.

Table 2. Selective and core codes extracted from the interviews

Constructive theme	Overarching theme
Vicarious success	Psychological related motivation
Enjoying the failure of others	
Interest in the team	
Interest in the player	
Interest in the coach	
Healthy and safe environment	

Effective social motivation: the codes related to the social motivations of the fans to support the team and continue the relationship between the fans and the club, so we have categorized these factors into four groups according to Table 3. Family pressure including the components of women's role in supporting teams, sharing the experience of being in the stadium with

family members, watching matches with family members, family discussion about the games and team conditions, the experience of being in the stadium together. with family members, parents' concern about the presence of people in the stadium and conflict with the family, peer pressure including the components of social equality, the role of those around them in supporting the team, making collective decisions to attend the stadium, non-attendance alone in the stadium, buying tickets to the stadium by others, enjoying watching the matches in public, not controlling the behavior while watching the matches together, performing behavior for more acceptance among the members while watching the matches, matching with the crowd and the influence of The position of others, role models and role models, including the components of inspiring players to achieve great success, following the lifestyle, following the appearance and fashion of stars and imitating football stars, and national pride in accepting the components of the role of international games, more spectators for international games, having a national view of club games, increasing national pride after the team's victory in foreign games. The flag is a symbol of patriotism and joy more than international successes.

Table 3. Selective and core codes extracted from the interviews

Constructive theme	Overarching theme
Family pressure	Effective social motivation
Peer pressure	
Model and role model	
national pride	

Use of social media: codes related to the use of social media by clubs and fans to strengthen the relationship and create a stable relationship. These codes are classified into three groups according to Table 5. Newspapers and magazines including the components, maintaining memorable printed newspapers and buying newspapers and printed magazines related to the special days and events of the team, radio and television including the attractive components of radio and television programs around the margins. ¬, the

diminished role of radio in following the games and following and watching most of the games on TV, and the Internet and social networks, including the components of the role of virtual space in strengthening the team, limited and one-way communication. with fans through the club's website, lack of proper and correct use of social networks, confusion of fan pages, lack of trust in the official pages of clubs, inappropriate content of official pages of clubs, the possibility of optimal communication between the club and The fan is in the context of virtual space and the growing role of internet networks in broadcasting matches.

Table 4. Selective and core codes extracted from the interviews

Axial coding	Selective encoding
Newspapers and magazines	Use of social media Selective encoding
radio and TV	
Internet and social networks	

Relational marketing: Codes that are related to relational marketing to strengthen the fan's motivation to support the favorite team and the durability and consistency of the relationship between the fan and the team. These codes are categorized into eleven groups. The quality of the components of paying too much attention to the margins to improving the quality level, the role of the stadium in the low quality of the games, the effect of television filming on the quality, the constant comparison of the quality of the Iranian league with the first level of world football and the game of football as a product. The main reasons that can be presented to the fans are the lack of honesty between the club's members, short-term and tasteless management, strict trust in the government, the absence of an official news source suitable for the clubs, playing with emotions and Deception of fans and the lack of financial transparency in clubs, the intimacy of the components of a proper understanding of the team under difficult conditions, a lot of knowledge and awareness about the team and excessive dependence on the team, the opposition of the components of the importance of two-way communication, Receiving more data

than data from this relationship, one-sided love of the fan and the team, constant happiness and fair relationship between me and the team, team identity, components of the club's history, commonalities of the individual with the team, commonalities of the team's fans with each other. Name and name of the team and the matching of individual and team personality, ethnic identity, components of the political goals of fans, the stadium as a place for ethnic desires, the joy of using ethnic symbols in signs related to the club, ethnic perspective. In fandom of the team, bias towards the city team, players from the same city and the same language, the sense of belonging to the city, the role of identitarian and nationalist factors and the team as a symbol of the city, the identity of the player, the components of the relationship. Giving the success of the team to a particular player, talking about the positive aspects of the players, favoring and supporting the player and feeling close to the player who is a member of the popular team, emotional commitment, the components of spending free time with the team, the enjoyment of discussion and conversation. with others around the team, concern about the team's problems, belonging and emotional attachment to the team and full satisfaction from supporting the team, continuous commitment of the components of blind and stubborn support, disruption in life without the existence of the team, and fear and worry caused by the absence of a team, the normative identity of the components of the intrinsic value of liking, the simultaneous support of two or more teams, the change of the favorite team over time, and the lack of diversity in supporting other teams, and the loyalty of the aggregate components. Collecting memories related to the team, desire to buy team side products, support from fans to the team, desire to buy media contents of the team, membership in fan systems and desire to buy the team's seasonal uniform. takes

Table 5. Selective and core codes extracted from the interviews

Axial coding	Selective encoding
Quality	Affiliate marketing
the trust	

Intimacy	
confrontation	
ethnic identity	
Team identity	
Player identity	
Emotional commitment	
Continuous commitment	
Normative	
Loyalty	

Behavioral intentions and intentions:

Codes related to the behavioral intentions and intentions that fans express following the identified motives and clubs' use of related marketing components and fans' and club's use of social media. These codes are classified into two groups according to Table 7. The purchase intention includes the components of buying symbolic tickets for games, buying season tickets for games if offered, buying commercial goods owned by the team, buying tickets to attend single games, buying cards. fans, buying media content of the team and buying team clothes and referral intention including the components of encouraging others to buy side products of the team, ignoring the team's negative points in conversation with others, trying to increase fans, trying to Increasing the number of spectators in the games, recommending others to watch the team's game, encouraging others to buy the team's uniforms, encouraging others to buy the team's media content, and praising the team to others.

Table 6. Selective and core codes extracted from the interviews

Axial coding	Selective encoding
Intention to buy	behavioral intentions
Referral intention	

According to the mentioned cases, the final model of the research is as follows:

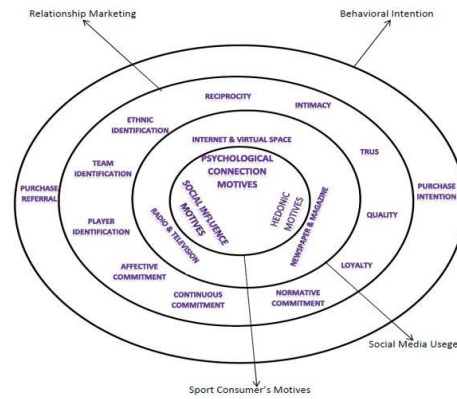


Figure 1. The model for identifying fans' motives, using social media and their behavioral intentions with relational marketing approach

5. Discussion

The main goal of this research is to develop an identification model of sports consumer motivations for Iran's premier football league clubs, using a relational marketing approach. Based on the results of data analysis and theoretical literature, this model has been extracted and designed. The three levels of motivations include:

The motivations of fans' pleasure are pleasure-oriented and are based on stimulating factors related to pleasure and happiness, such as experiencing excitement and understanding aesthetics.

2- Psychological motivations are related to personal desires for social prestige, self-esteem, and a sense of power through allegiance to a sports team. 3- Effective social motivations are linked to people's inclination to act or think under specific conditions due to persuasion or influence from peers or family members (Kim et al., 2013; Azami et al., 2018). These motivations are also influenced by the use of social media, relational marketing, and behavioral intentions. 4- Relational marketing involves maintaining and enhancing customer relationships to foster loyalty, word-of-mouth advertising, and reduce customer acquisition costs (Achen, 2019). 5- Utilizing social media platforms allows individuals to become fans of sports teams. Broadcasting matches through various media channels and sharing sports news in newspapers, magazines, and blogs play a crucial role in cultivating sports enthusiasts (Huebert, 2010). 6- Behavioral

intentions are universal among all individuals, regardless of education, income, or location. Understanding consumer behavior is vital for the success of marketing strategies, especially in the sports industry. Recognizing the factors that influence consumer behavior is essential for making informed marketing decisions. Producers and providers of sports products and services must have accurate insights into consumer behavior to tailor their marketing efforts effectively. Understanding the preferences and behaviors of sports consumers is fundamental for making informed decisions in sports marketing. Sports consumer behavior encompasses various psychological and social processes that influence individuals before and after engaging with sports products and services. Analyzing how audiences think, make decisions, and what factors drive their preferences is crucial for developing successful marketing strategies in the sports industry. Organizations and event organizers must comprehend these factors to achieve their objectives effectively.

6. Conclusion

The data-driven process plays a very important role in identifying sports consumer motivation, especially when using the knowledge approach of relational marketing, we try to understand more deeply and the real needs of customers. In this process, data is considered as basic information and their detailed analysis improves the marketing strategy. First, the direct relationship between data-driven trends and sports consumer motivation is identified. By using data, we can analyze the consumption patterns of customers and in this way get a better understanding of their motivations and preferences. In the relational marketing knowledge approach, the focus is on enhancing interaction with customers and building strong relationships. Through a data-driven approach, we can better understand customers and optimize their individual experiences, which in turn strengthens consumer motivation for exercise. The

final conclusion is that by using the data-driven process and relational marketing knowledge approach, we can make the best decisions as marketers. By combining accurate insights from data and building strong customer relationships, we can more effectively respond to and motivate sports consumers' needs and preferences. You can use different methods and tools to identify the data-driven trend of sports consumer motivation based on the relational marketing knowledge approach. Below are some practical suggestions for this purpose:

1. Data analysis and data architecture:
 - Using data analysis tools to collect and analyze sports consumer data.
 - Create a data architecture that gathers information from various sources such as media, social networks, and other online services.
2. Using artificial intelligence (AI) and machine learning (ML) tools:
 - Implementing machine learning algorithms to predict consumer behavior based on previous data.
 - Using recommendation systems based on machine learning to provide personalized offers to customers.
3. Monitoring and measuring consumer behavior:
 - Creating monitoring systems to monitor consumer behavior over time.
 - Conducting surveys and questionnaires to collect direct feedback from consumers.
4. Building a relationship with the customer:
 - Creating a communication and content-oriented marketing strategy based on the knowledge obtained from data analysis.
 - Using social media and emails to communicate directly with consumers and provide useful content based on their needs.
5. Offering personalized content and experiences:
 - Providing specialized and useful content based on the interests and needs of consumers.
 - Enhancing customer experience by providing personalized offers based on collected data.

6. Transparency in the use of data:

- Ensuring transparency in the use of consumer data and explaining how to use their information.
- Creating a privacy protection policy and ensuring the security of collected data.
- Collecting and analyzing data related to customers' sports habits for a deeper understanding of their needs and desires.
- Using collected data to identify different patterns and trends in consumer behavior.
- Based on the collected data, providing sports services and products according to the specific needs and desires of each customer.
- Enhancing the customer experience through personalized offers based on relevant data.
- Using data to determine the best ways to communicate with customers, such as using social media or personalized emails.
- Providing content related to different interests and needs of sports consumers.
- Using advanced data analysis methods to predict future consumer interests and behaviors.
- Providing suggestions for improvement based on predictions from data analysis.
- Follow up and evaluate the performance of marketing strategies and campaigns based on the obtained data, and make the necessary changes and improvements.
- Adjusting marketing strategies and approaches based on feedback and data received from customers.

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