Estimating People's Willingness to Pay for Team and Individual Sports
Has the Service Quality Effect on It?

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ABSTRACT

Purpose: Investigating people's willingness to pay for sports is one of the best ways to increase demand. Through it, the economic development of the desired sports venue can be achieved.

Methodology: The current research was applied as a part of descriptive-analytical research carried out in the field. The statistical sample of the five places is in Baghshomal, Manzarieh, Mirdamad, Imam Ali Sports Complex, and Tabriz Khiyabani Sports Complex. The statistical population of the visitors to these places was 534 randomly selected according to Morgan's table and clustered. The measurement tool was the willingness to pay questionnaire by (Bidram et al., 2018) and the quality of sports services by (Liu, 2008). Logit probit was used to investigate the research questions using SPSS and Eviews software.

Findings: The research results indicate that the average willingness to pay for team sports was 43.95 tomans and 51.06 tomans for individual sports. The total economic value (willingness to pay) of the team and individual sports for these places equals 129213 Tomans and 18259056 Tomans, respectively. Also, the results showed that all components of the quality of sports services, such as satisfaction, equipment, and facilities have a positive and significant effect on the proposed value for paying for places.

Originality: In this study, we examined the willingness of people to pay for sports and the impact of service quality on the value proposition that has not been studied so far.

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1. Introduction

Now, sports as a relatively global entity have had significant effects on the social, political, economic, and technological changes (Askarian et al., 2021). The sports industry has international economic and social consequences, so that it is considered as one of the most important platforms for economic development and social improvement of the society (Sarlab & Farid Fathi, 2021). Since the 1970s, the sport has assumed an ever-increasing role in the globalization of business and public events, with sports participants, capital, and labor moving around the world (Zhang et al., 2018). Since globalization has taken over major economic sectors worldwide, the sports industry is not exempt from this trend. It is one of the industries that have provided the most benefit for developing and expanding the global market (Pitts & Zhang, 2016). Now, in industrialized and advanced countries, it is usually required to have a suitable per capita of service and sports spaces. Therefore, in any urban planning, health, recreational and environmental needs require a suitable per capita in allocating spaces for providing services. Let's be a sport within the city limits (Soltan Hoseini et al., 2014). The existence of sports venues and complexes not only in terms of their role in urban development and increasing citizens' sports participation; it also increases the economic wheel in the sports industry and national economy. Likewise, estimating the monetary value of sports venues in a city, in addition to clarifying the price for customers and the material and non-material benefits of sports venues, helps to correct uniform pricing in the field of the sports industry and increase the financial profit of sports venues. Finally, it leads to the development of more and more sports venues according to the needs of the people and the increase in public sports.

Despite considerable advances in academic and applied pricing research over the past decades, many companies still make their pricing decisions without a profound understanding of the likely response of (potential) buyers and competitors to alternative price quotations (Breidert et al., 2006). The conditional valuation method is often used to estimate consumers' willingness to pay for non-market goods (Baral et al., 2008). Marginal willingness-to-pay values—commonly referred to as implicit prices—are calculated to measure the number of money consumers are willing to pay to maintain the current amount given a unit change in the level of a particular attribute (Shin & Lyu, 2019). In the field of goods and services for which there is a market, it is possible to create different needs based on the number of suppliers and demanders. All these markets' characteristics are that the supply and demand functions determine the equilibrium price and quantity.

Regarding price determination in the market, it should be said that both supply and demand are subject to price, and the price is subject to supply and demand (Bidram et al., 2018). Based on the stated preference approach to recognize respondents' innate preferences using different hypothetical market situations, the contingent valuation method involves direct questions regarding how much a customer wants to pay for proposed products and services (Castellanos-García et al., 2014). Individual preferences must be monetarized to measure the monetary value of a public good like national defense, environmental protection, or hosting the Olympic Games. The concept of WTP is an economic concept to express the preferences of individuals in monetary terms. Likewise,

the concept of the WTA (negative WTP) is an economic concept that displays the minimum amount of money that an individual is willing to accept to put up with something negative. Both images allow to monetization of public goods and demonstrate the consumers' utility. The amount of the WTP depends on the utility of consuming the public interest and increases with it. Based on different preferences, the utility and, thus, the WTP differs among individuals (Bakkenbüll & Dilger, 2020). The Contingent Valuation Method (CVM) is an established method to monetarize consumers' preferences regarding certain public goods. By surveys, the CVM identifies the WTP of economic entities for the provision or the withdrawal of public interest. For this purpose, hypothetical scenarios are created where public goods are directly assessable. In these scenarios, respondents have to state an amount of money they are willing to pay or except for the public interest, considering their individual preferences. Hence, this determines the personal consumer surplus (Coates & Humphreys, 2003).

Due to the relatively uncomplicated procedure for eliciting respondents' willingness-to- pay values, most previous studies regarding the economic importance of sports facilities and sporting events (Shin & Lyu, 2019). The most critical weakness of the contingent valuation method is the use of only one attribute, which results in limited knowledge of respondents' complicated preference mechanisms (Lyu & Hwang, 2017). For example, Johnson and Whitehead (2000) measured Kentucky taxpayers' willingness-to-pay values for developing two proposed basketball and baseball facilities by applying a contingent valuation approach (Johnson & Whitehead, 2000). Bakkenbüll and Dilger (2020) investigate whether and how much individuals are willing to pay to host Olympic Games in Germany. Extrapolations of the individual WTP and WTA show that, in the net aggregate, the German population is willing to pay €3.57 billion for hosting the Olympic Games in Germany (Bakkenbüll & Dilger, 2020). Based on a discrete choice experimental approach, results indicate that spectators place the most significant importance on fast access to ballparks, largely dependent upon the location. Results also suggest that respondents are willing to pay KR₩4102 for one more subway line (Shin & Lyu, 2019).

Also, Humphreys et al. (2022) estimate professional sports fans' willingness to pay (WTP) for the reduced likelihood of coronavirus infection through the mask and social distancing policies at games using a stated preference approach. Regression results based on a latent class logit model using survey data collected from 1,391 fans of professional sports teams in five large U.S. metropolitan areas indicate increased attendance likelihood if the venue requires masks and limits attendance to below capacity. Latent class logit models indicate significant heterogeneity in WTP across risk scenarios and sports. We characterize professional sports fans as casual fans who prefer a mask requirement but are indifferent to stadium and arena capacity. These rabid fans are anti-maskers indifferent to ability and fans who only have a positive WTP when there is a mask requirement and low stadium/arena capacity (i.e., opportunities for the most significant amount of social distancing).

Most published studies of contingent valuation methods in sports have focused on the willingness to pay for professional sports or spectators (Johnson et al., 2012). Therefore, in this research, we have tried to question the willingness of people to pay for sports in East Azerbaijan province. From this point of view, the economic value of Individual and

team sports can also be estimated. Based on what was mentioned above and the importance of valuing sports venues, one of the best ways to achieve an economical solution for this issue is to understand the willingness of people and athletes to pay for the infrastructure. In this case, you can set a reasonable rate for it and earn an adequate income. If the willingness of people to pay the membership fee is more than the set price, this place will face an increase in demand.

2. Methodology

The present research has been conducted in terms of practical purpose and method, analytical-descriptive, and field-based research. The statistical population is the residents of the city of Tabriz, which was among the five sports venues located on the four roads of BaghShomal, Mirdamad, Manzariyeh, Imam Ali Sports Complex, and Tabriz Khiyabani Sports Complex. The size of the statistical sample was also estimated with the help of Morgan's table of about 534 people who were randomly selected by class and cluster. The research tool is the willingness to pay questionnaire by (Bidram et al., 2018) and the quality of sports services by (Liu, 2008). The amount of economic value and willingness to pay in the current research was for two weeks (in the form of even and odd days for sports clubs) and for the study sample (people who visited the club during this period).

In the term conditional valuation method, the word dependent indicates a condition in the simulation of the hypothetical market for the questioned product. It is based on which the hypothetical markets should be designed in a standard way so that the respondents correctly understand the designed space and prevent distortions in the answers given. The direct approach to estimating the willingness to pay is called the conditional valuation method, usually done using a questionnaire. If you are willing to pay for some environmental features around them, you can ask people. The word "conditional" is used because one must put oneself in a hypothetical market position. For example, this happens in the food market **.**While in the case of the environment, we ask people how much they are willing to pay if they face the market**.** Contingent valuation studies have been conducted so far for a long list of environmental factors: air quality, the value of visiting and enjoying a recreational site, fishing, and so on. When using the contingent valuation method in estimating people's willingness to pay, the following steps should be taken:

1- Designing a hypothetical market for goods or services for which people are willing to pay.
2- Data collection.
3- Calculation of the average willingness to pay of people.
4- Estimation of the demand function or factors affecting willingness to pay.

Principles of conditional valuation and two-dimensional double selection (DDC)
In the two-dimensional dual selection method, it is assumed that people have the following utility function:

(1)   U (Y, S)

Where U is the indirect utility function, Y is the individual's income, and S is a function of other socio-economic factors of the individual. Every person is willing to pay an amount of his income to use the sports facility as the suggested amount (A), which will create a benefit for him. The amount of utility created by using sports venues is more than in the case where he does not use sports venues, shown in relation number (2) (Hanemann & Kanninen, 1996).

(2)
$$\Delta U = (1, Y - A: S) + \in_1 \geq U(0, Y; S) + \in_0$$

U: is the indirect utility that the user obtains, one: acceptance of the proposed amount (determined by sports venues), zero: non-acceptance of the suggested amount, A: proposed amount, S: other effective socio-economic characteristics on individual preferences, e_0, and e_1; random variables are with zero mean that are equally and independently distributed. The difference created in the desirability of the athlete (DU) due to the use of sports venues is:

(3)
$$\Delta U = (1, Y - A: S) - U(0, Y; S) + (\in_1 - \in_0)$$

Since the structure of the two-dimensional questionnaire in examining people's willingness to pay has a dependent variable with a double selection, we need a qualitative choice model for estimation. Usually, in qualitative methods, logit probit models are generally used for Investigating the impact of different explanatory variables on the WTP of customers to determine the value. In the framework of the logit model, the probability (Pi) that a person accepts one of the offers is expressed as the following relationship:

(4)
$$Pi = F_\eta(\Delta U) = \frac{1}{1 + \exp(-\Delta U)} = \frac{1}{1 + \exp\{-(\alpha + \beta A + Y + \theta S)\}}$$

It is a cumulative distribution function with a standard logistic difference. Some socio-economic variables, such as income, suggested amount, age, gender, household size, education, etc., are included in this research. α is the intercept, β and θ are estimated coefficients that are expected to be $\theta > 0 \cdot 0 < \beta$ and >0 (Asafu-Adjaye & Tapsuwan, 2008). In general, there are three standard methods to calculate the willingness to pay: The first is the average willingness to pay, which is used to calculate the expected amount of desire to pay through numerical integration between zero and infinity. The second method is known as the average total willingness to pay, which is used to calculate the expected value of willingness to pay through numerical integration in the range of negative infinity to positive infinity. The third method is known as an average partial willingness to pay, and it is used to calculate the expected value of willingness to pay through numerical integration in the range of zero to the maximum offer. Among these methods, the third method is more suitable. The model's parameters are estimated using the complete likelihood method, the only technique for estimating the logit model. Then, the expected value of WTP is calculated by numerical integration from zero to the highest offer (A) as follows:

(5) $$E(WTP) = \int_0^{maxA} F_\mu (\Delta U) dA = \int_0^{maxA} (\frac{1}{1 + exp - (\alpha + BA)}) dA$$

That E (WTP) is the expected value, and α^* the y-intercept has been adjusted and added to the y-intercept original (α) by means of the socio-economic sentence.

(6) $$\alpha^* = (\alpha + \gamma Y + \theta S)$$

The regression model for estimating the willingness to pay for the usefulness of sports venues is in the form of the following equation:

(7) $$WTP = \beta_A + \beta_i x \qquad \text{i= 1, 2, 3,...., 11}$$

Where Xi is the explanatory variables, βi are the explanatory variable coefficients, and n is the number of explanatory variables. The explanatory variables examined in this study include the proposed number of sports venues, income, age, marital status, gender, education level, type of sport (team and individual), history of sports activity, and the number of sessions per week. To check the descriptive findings of the research data, descriptive statistics tests of abundance and percentage of abundance were used in SPSS 20 software. Finally, Eviews 9 software was used to estimate the total economic value.

3. Results

The descriptive results of the research in the five regions of the General Administration of Sports and Youth of East Azerbaijan such as Manzariyeh, Mirdamad, Baghshomal, Khiyabani sports complex, and Imam Ali sports complex, showed that 74.5% of athletes in Baghshomal region were male and 52.5% were female. Also, 71.3% were women, 28.7% were men in the Manzariyeh region, 49.6% were women, and 50.4% were men in the Mirdamad region. Finally, in the Imam Ali sports complex, 73.1% were women, and 26.9% percent were men; in the Khiyabani sports complex, 43.1% were women, and 58.7% were men. Regarding marital status, 75% of the sampled people were single, and 25% were married. Regarding the type of sports, the results showed that 54.9% of the sample was active in team sports and 45.1% in individual sports. The level of education of the 21 participants in the research showed that 22.1% of the people had an undergraduate degree, 34.1% had a diploma, 34.8% had a bachelor's degree, 7.4% had a master's degree, and 1.7% had a doctorate. The level of sports activity history showed that 50.1% of the sample people under five years, 36.3% between 6 and 10 years, and 13.6% had more than ten years of sports activity experience. The age status of the people showed that 41.38 percent of the sample was between 15 and 20 years old, 39.8 percent between 21 and 30 years old, 11.2 percent between 31 and 40 years old, 5.9 percent between 41 and 50 years old, and 81 The percentage was over 50 years old. The results showed that 64% of the sample had income between 1 and 3 million Tomans, 22% between 4 and 5 million Tomans, and 12.7% above 5 million Tomans per month.

Next, we investigated the willingness of people to pay for the desired places. In total, the results showed that 41.3% of the sample (224 people) were willing to pay the amount

(amount) suggested by sports venues, and 58.7% (319) of the selection were willing to pay the amount (amount) told. They did not have the sports venues of the general administration of sports and youth. The following tables show people's willingness to pay in five regions (Tables 1-3).

Table 1. Willingness to pay people by sports for the sports venues of the General Administration of Sports and Youth of East Azerbaijan.

Number	Frequency Percentage	Frequency	kinds of sports	Number	Frequency Percentage	Frequency		Kinds of sports
10	10	1	Tennis	211	9.46	99	wtp	Futsal
	90	9			1.53	112	Un wtp	
28	50	14	volleyball	0	0	0	wtp	Artificial Grass
	50	14			0	0	Un wtp	
29	69	20	Weightlifting	89	44.9	40	wtp	Martial Arts
	31	9			55.1	49	Un wtp	
20	0	0	Skate	60	11.7	7	wtp	Swimming
	100	20			88.3	53	Un wtp	
35	54.7	16	Basketball	9	44.4	4	wtp	Archery
	54.3	19			55.6	5	Un wtp	
24	33.3	8	Squash	18	66.7	12	wtp	Fencing
	66.7	16			33.3	6	Un wtp	
				10	30	3	wtp	Wrestling
					70	7	Un wtp	

Table 2. People's willingness to pay for sports venues of the General Directorate of Sports and Youth, separated by men and women.

Frequency Percentage	Frequency	Number		
36.8	110	299	Wtp	Women
63.2	189		Un wtp	
46.7	114	244	Wtp	Men
53.3	130		Un wtp	

Table 3. Willingness to pay people separately for the team and individual sports.

Frequency Percentage	Frequency	Number		
45.6	136	298	Wtp	Team
54.4	162		Un wtp	
35.9	88	245	Wtp	Individual
64.1	157		Un wtp	

3.1. Estimating the economic value of team and individual sports for sports venues

Table 4. Descriptive results of people's willingness to pay for sports venues by individual and team sports.

Standard deviation	Average (Toman)	Number of observations	Kinds of sports
31.11	43.95	245	Team
56.086	51.06	298	Individual

Table 5. Descriptive results of the proposed amount of people's willingness to pay for sports venues by team and individuality.

Standard deviation	Average (Toman)	Number of observations	Kinds of sports
40.607	57.38	245	Team
85.794	75.32	298	Individual

Tables 4 and 5 show the average (in Tomans), the number of people, the standard deviation of people's willingness to pay for team-individual sports, and the amount determined by sports venues in all five regions. In this way, team sports estimated the total economic value of these regions separately. The results are given in Table 6.

Table 6. The economic value of the willingness to pay for team and individual sports and the monetary value of the amount determined by the venues.

		Kinds of sports
245*43.95=1076775 toman(monthly) *12=129213 toman (yearly)	The total value of willingness to pay [1]	Team sports
245*57.38=140581 toman (monthly) *12=1686972 toman (yearly)	The total value of the amount determined by the sports venue [2]	
298*51.06=1521588 toman (monthly) *12=18259056 toman(yearly)	The total value of willingness to pay	Individual sports
298*75.72=2256456 toman (monthly) *12=27077472	The total value of the amount determined by the sports venue	

After calculating the willingness to pay people in the team and individual sports, which were given in Table 4, the significance of the coefficients of the explanatory variables of the research in this area was examined (Tables 7 and 8). In this way, using the maximum likelihood (ML) method, the willingness to pay (WTP) dependent variable was regressed on the width of origin and other significant explanatory variables. The estimated coefficients were obtained according to the table below. Below is the interpretation of each of the relevant coefficients**.**

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[1] Total value of willingness to pay for team sports in Tabriz sports areas: Average willingness to pay in team sports in Tabriz sports areas * Number of interviewees

[2] The total economic value of team sports in Tabriz sports areas (the amount determined by the sports venue): the average amount determined by the sports venue for the team sports in Tabriz sports areas * the number of interviewees

Table 7. Logit model results after removing statistically meaningless variables for individual sports.

Final effect	Significance level	Z statistic	Standard deviation	Coefficient	Parameters
-0.001	0.05	-1.900	0.003	-6.11	The proposed amount
-1.76	0.49	-0.680	8.97	00.006	Income
0.250	0.09	2.346	0.370	0.868	Gender
0.128	0.001	3.313	0.134	0.445	The number of attending sessions at the sports venue
0.125	0.03	2.058	0.211	0.434	Appropriate treatment of employees
---------	0.000	-4.390	0.996	-0.437	intercept

3.2. Interpretation of logit model coefficients

The coefficient of the income variable, one of the most important explanatory variables, has become negative, which does not match the theory. This article indicates that under the hypothetical market scenario, the offered amount's acceptance decreases with the increase in income. Also, the final effect of this variable is equal to 1.76, which means that a unit increase in this variable reduces the probability of the athlete's willingness to pay by 1.76 percent. This result of the research can indicate that people give less importance to sports activities in their household spending basket and the share of sports expenses in the consumption basket of these regions is less for individual sports. People tend to spend on other sports.

- The variable coefficient of appropriate treatment of employees has been positive. This article indicates that the amount of acceptance of the offered amount will increase along with the proper treatment of the employees in the desired sports venue. Also, the final effect of this variable is equal to 0.125, which means that one unit increase in this variable increases the probability of the athlete's willingness to pay by 0.125 percent.
- The coefficient of the proposed variable has become negative. This implies that under the hypothetical market scenario if the offered or set amount of the sports venue increases, the positive response to the willingness to pay (acceptance of the suggested amount) decreases, which is consistent with the theory. Also, the final effect of this variable is equal to -0.001, which means that a unit increase in this variable reduces the probability of the athlete's willingness to pay by 0.001 percent.
- The gender variable coefficient is positive. This suggests that women are more likely to be willing to pay more than men. Also, the final effect of this variable is equal to 0.25, which means that one unit increase in this variable increases the probability of people's willingness to pay by 0.25 percent.
- The variable coefficient of the number of weekly attendance sessions has been positive. These coefficients show that with the increase in the number of sessions people attend in the sports place, the probability of people's willingness to pay increases. Also, the final effect of this variable is equal to 0.128, which means that one unit increase in this variable increases the probability of people's willingness to pay by 0.128 percent.

Table 8. Logit model results after removing statistically meaningless variables for team sports.

Final effect	P-value	Z	Standard deviation	Coefficient	
5.52	0.55	0.584	0.0035	0.002	The proposed amount
0.0007	0.14	1.464	1.02	1.49	Income
-0.285	0.02	-2.181	0.352	-0.796	Marital status
-0.216	0.01	-2.545	0.22	-0.584	Trust
---------	0.03	2.09	1.161	2.437	Intercept
Mcfadden r-squared = 0/060					
Lr statistic = 15/08					
Prob (lr statistic) = 0/004					

3.3. Interpretation of logit model coefficients

- The coefficient of the income variable, one of the most important explanatory variables, has become positive, which corresponds to the theory. This article indicates that under the hypothetical market scenario, the offered amount's acceptance increases with the increase in income. Also, the final effect of this variable is equal to 0.0007, which means that a unit increase in this variable increases the probability of the athlete's willingness to pay by 0.0007%.

- The coefficient of the variable proposal is positive. This implies that if the offered or set amount of the sports venue increases under the hypothetical market scenario, the positive response to the willingness to pay (acceptance of the suggested amount) increases, which is inconsistent with the theory. This is due to the nature of sports and the type of residential area. Also, the final effect of this variable is equal to 5.52, which means that one unit increase in this variable increases the probability of the athlete's willingness to pay by 5.52 percent.

- The variable coefficient of the offer is positive. This implies that if the offered or set amount of the sports venue increases under the hypothetical market scenario, the positive response to the willingness to pay (acceptance of the suggested amount) increases, which is inconsistent with the theory. This is due to the nature of sports and the type of residential area. Also, the final effect of this variable is equal to 5.52, which means that one unit increase in this variable increases the probability of the athlete's willingness to pay by 5.52 percent.

- The variable coefficient of marital status is negative. This suggests that married people tend to pay more than single people. Also, the final effect of this variable is equal to -0.28, which means that one unit increase in this variable increases the probability of willingness to pay by 0.28% in married people.

- The coefficient of trust among the variables of the quality of sports services has become negative. These coefficients show that with the increase in the quality of the services provided in the sports place, the probability of people's willingness to pay decreases. Also, the final effect of this variable is equal to -0.216, which means that one unit increase in this variable reduces the probability of people's willingness to pay by 0.216 percent.

3.4. The effect of the quality of sports services on the proposed value for paying people to five sports venues

To investigate the effect of the quality of sports services on the proposed value (the amount suggested for people to pay to sports venues), regression and the ordinary least squares (OLS) method were used with the help of Eviews version 9 software. It should be noted that all variables had a normal distribution.

Table 9. The results of OLS regression of the quality of sports services on the value offered.

P -value	T	Standard deviation	Coefficient	Value proposition
0.001	4.68	0.048	0.227	The quality of service
0.28	1.08	0.059	0.063	Appropriate treatment of employees
0.05	1.95	0.031	0.058	Facilities
0.007	2.72	0.043	0.118	Sports equipment and devices
0.001	11.62	0.055	0.641	Customer satisfaction
R- squared= 0/96				
Adj r- squared= 0/96				

The results of Table 9 showed that all components of the quality of sports services, such as satisfaction, equipment, and facilities, have a positive and significant effect on the proposed value to pay for the five venues, and the component of service reliability has been removed from the regression model. It should be noted that the collision component had no significant effect on the value proposition.

4. Discussion and conclusion

Pricing the functions of sports venues, which are generally priceless, is an important step to correct economic decisions in line with the development and growth of the sports industry. The results of the present research can provide the sports organizations and the physical education department of East Azerbaijan province with specific and determining criteria in the field of pricing of Sports venues, and increase revenue generation and develop a financial plan for sports complexes.

The geographical location and placement of sports complexes in the five regions and the variety of sports disciplines in them and the presence of experienced and trained coaches in the areas investigated, the position and socio-economic and cultural conditions of the households in these regions are among the most critical factors affecting the rate of Willingness to pay and economic value of areas. Also, the results showed that the quality of sports services significantly affects the increase in the number of customers, and customers are willing to pay more for a sports venue and enjoy sports. Therefore, improving service quality plays a decisive role in the pricing of salons. Also, the physical environment of sports venues, referred to as the sports cape substantially influences the extent to which sports fans attend sporting events and revisit the facilities (Shin & Lyu, 2019).

In connection with increasing the economic value of sports venues, one can pay attention to the stages before the construction. For example, changing sports and non-

sport's needs (artistic, social, cultural, residential, etc.) should be considered in the design and architecture of sports venues. A multi-purpose complex should be designed instead of a single-purpose complex. Also, after the construction of sports venues, he created new sections next to the sports facilities used for new uses, such as hotels, concert halls, theaters, restaurants, etc. Of course, it would be better to define a further temporary use of these sports facilities by adding special temporary equipment.

The research results showed that the number of people in the household, the economic conditions of people, and the amount of income, gender, and age play a significant role in determining the amount offered by sports venues. Therefore, it is suggested that the managers of sports complexes keep these things in mind when selecting the payment and setting up of sports venues and the price. Based on the research results, it is suggested that people's willingness to pay should be considered when setting up sports in the investigated areas. Based on people's opinions, it is recommended to prioritize individual sports in their work. It is also suggested to consider the type and manner of access of people to sports venues, coaches, equipment of sports venues, health and safety of sports venues, and the amount of tuition in determining the willingness to pay. Based on the research results that sports facilities affected the desire to pay for sports, it is recommended that sports centers provide appropriate facilities. Make it possible to pay installments. They offer gifts to old customers and discounts to old and loyal customers. Also, sports centers give loyalty cards to their customers and provide exceptional services to the holders of these cards. Based on the research results that satisfaction with sports facilities affected the willingness to pay for sports, it is recommended that sports centers provide their services in the shortest possible time and with high quality and handle customer complaints. Based on the research results that sports equipment affected the willingness to pay for sports, it is recommended that the sports equipment used in sports centers meet an acceptable and high safety standard. Also, the equipment and sports equipment should be taken care of and cleaned daily. There should be complete and suitable sports equipment in sports centers.

It is suggested to use up-to-date information technologies (social networks, Telegram, Whats App, and other networks) to inform and promote the sports complex's programs. The current research has investigated the prominent sports venues in Tabriz, so the demographic characteristics of these areas, such as the families' social, cultural, and economic levels, may be close to each other and affect the research results. It has been done almost cross-sectionally, so future researchers are advised to conduct this research longitudinally and in deprived areas. They are making the right decisions based on the output results in the pricing of sports venues. It is suggested that other effects of sports venues (cultural, economic, political, social, and environmental impacts (air pollution) should be investigated regarding the willingness to pay for the platforms. It is hoped that the results of this research can develop sports culture for all, increase sports participation, mental and physical health, and well-being by providing objective and agreed-upon prices to sports venues and gyms, and ultimately contribute to the turning of the economic wheel of sports venues. Do well in the city. In the same way, one of the reasons for the lack of people's visits and lack of enthusiasm among citizens for some sports complexes may be the price of sports venues, which the present research results will help to solve this problem.

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برآورد تمایل به پرداخت مردم برای رشته‌های ورزشی تیمی و انفرادی آیا کیفیت خدمات بر آن تأثیر دارد؟

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چکیده

هدف: بررسی تمایل به پرداخت مردم برای رشته‌های ورزشی یکی از بهترین راه‌ها برای افزایش میزان تقاضا است. به‌طوری که از طریق آن می‌توان به توسعه اقتصادی مکان ورزشی مورد نظر نیز دست پیدا کرد.

روش: پژوهش حاضر کاربردی بود که به روش توصیفی-تحلیلی و به‌صورت میدانی انجام گرفت. نمونه آماری اماکن پنج‌گانه در مناطق باغشمال، منظریه، میرداماد، مجموعه ورزشی امام علی و مجموعه ورزشی خیابانی تبریز بودند. جامعه آماری شامل مراجعه‌کنندگان به این اماکن بودند که بر اساس جدول مورگان ۵۳۴ نفر به صورت تصادفی طبقه‌ای و خوشه‌ای انتخاب شدند. ابزار اندازه‌گیری پرسشنامه تمایل به پرداخت مردم بیدارام و همکاران (۱۳۹۶) و کیفیت خدمات ورزشی لیو (۲۰۰۸) بود. به‌منظور بررسی سوالات تحقیق از لاجیت با استفاده از نرم‌افزار اس‌پی‌اس‌اس و ایویوز استفاده شد.

یافته‌ها: نتایج تحقیق حکایت از آن دارد که میانگین میزان تمایل به پرداخت افراد برای رشته‌های ورزشی تیمی ۴۳/۹۵ و انفرادی ۵۱/۰۶ تومان بود. کل ارزش اقتصادی (تمایل به پرداخت) رشته‌های ورزشی تیمی و انفرادی برای این اماکن به‌ترتیب برابر با ۱۲۹۲۱۳ تومان و ۱۸۲۵۹۰۵۶ تومان است. همچنین نتایج نشان داد که مؤلفه‌های کیفیت خدمات ورزشی از قبیل رضایت، تجهیزات و تسهیلات بر ارزش پیشنهادی جهت پرداخت به اماکن اثر مثبت و معنی‌دار دارد.

اصالت و ابتکار مقاله: محققین در این تحقیق به بررسی تمایل به پرداخت مردم برای رشته‌های ورزشی و تأثیر کیفیت خدمات بر ارزش پیشنهادی پرداختند که تاکنون مورد بررسی قرار نگرفته است.

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