

Investigating Cultural and Social Factors in the Development of New Services in Children's Sports

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Abstract

Cultural development is the foundation of true and sustainable development in all fields, including the sports system. Examining social and cultural aspects in the creation of new services for kids' sports is the aim of this study. We know that cultural and social factors are the most important dimension in the development of new services in children's sports. Therefore, by emphasizing and implementing activities to promote cultural and social factors, we can succeed in promoting other factors. The current study's methodology is applied, and data was gathered using both fieldwork and libraries. In this research, two statistical communities were considered. The first statistical community is experts in related fields such as management, sports, entrepreneurship and children, of which the first sample includes twenty-five experts in management, sports, entrepreneurship and children. The sampling of the first community was accessible and purposeful sampling. The second statistical community includes sports coaches who work with children. The second statistical sample includes 212 sports coaches who work with children. The findings of the study support the idea that social and cultural elements positively impact the creation of new services in children's sports. These results demonstrate that to improve children's sports services, cultural understanding, social participation, and policy support must all be strengthened. The study also highlights how cooperation between athletic associations, legislators, and teachers can promote sustainability and creativity in children's sports development.

Keywords: Children's Sports, Cultural Development, Social Factors, Sustainability in Sports, Sports Services

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INTRODUCTION

The foundation for attaining long-term advancement in a variety of fields, including sports, is cultural growth. In the field of children's sports, incorporating social and cultural elements is essential to creating cutting-edge services that meet their demands [1]. The need for well-planned and structured sports programs for kids has increased as societies have changed, calling for a more thorough examination of the social and cultural factors affecting this trend.

The word entrepreneurship is derived from the French word meaning to commit. Webster's academic dictionary definition of an entrepreneur is someone who undertakes to organize, manage and bear the risks of an economic activity. Entrepreneurship is a dynamic process through

which people constantly define economic opportunities and develop, produce and sell goods and services based on it, which requires characteristics such as self-confidence and the ability to take risks and it is a personal commitment, and with the increase in the level of risk, the level of entrepreneurship of activities and businesses also increases. Entrepreneurs can be called powerful agents of change that accelerate and facilitate fundamental changes and transformations in societies and around 68 individuals believe that an entrepreneur is a person with a new idea and thought, who offers a new product or a new service to the market through the creation of a business and the mobilization of resources, which is associated with financial, social and reputational risk. The Global Entrepreneurship Watch Consortium, as the most important authority, evaluates the activities of entrepreneurs in different countries every year since 2011 and publishes it in the form of an annual report. The results show that Iran often uses unskilled labor and natural resources and has problems such as lack of stability in cultural, social and media platforms and support, international entrepreneurship index and the complexity of export and import administrative processes, also Iranian products are often innovative. It is not product-oriented and technological, but more traditional and cannot create much added value for the economy. Creativity is the process of creating ideas and crystallization of them in the form of physical objects. But innovation means creating something from nothing or recreating something that did not exist before. Identifying changes in the needs and demands of consumers in different markets, with the continuation of competition in businesses and increasing economic prosperity, has led to the implementation of new product development programs in companies. The development and introduction of a new product or service is one of the most important strategic decisions that companies can make. and increased competition have been hurt. The ever-increasing flood of development and production of new products and their commercial and successful supply to the market will shorten the life curve of products and move from mass production to customized. Today, children's sports have gained a special importance among educational centers and parents, and the investigation of the effective factors in the development of new services in children's sports can make managers focus on these factors and improve these services [2]. Considering the importance of the sports sector in the economy, especially production and employment, and the importance of this sector for the excellence of young people, facilitating the business environment in this sector is effective in achieving the aforementioned goals [3]. In this regard, knowing the effective factors for the development of new services in children's sports helps to make the right policy for the development of the sports business environment.

REVIEW OF LITERATURE

Children's participation in sports is greatly influenced by cultural norms and beliefs. Sports preferences and participation rates are influenced by cultural perspectives on physical activity [4]. While Westernized sports predominate among children's athletic activities in some nations, indigenous sports are valued in others [5]. The significance of identity and legacy in the growth of sports is another important factor. Children are more likely to be engaged and participate in sports programs that include cultural customs and values over the long term.

Children's access to sports programs is greatly influenced by social determinants, such as peer pressure, parental support, and socioeconomic position. Children's participation in sports might be encouraged or discouraged by parental attitudes. Parents are more inclined to support their children's athletic endeavors if they believe that sports are vital to their overall development [6].

The degree of access children has to sports facilities and programs is frequently influenced by economic inequality [7]. High registration costs, a lack of transportation, and poor sporting facilities are some of the obstacles faced by kids from lower-income families [8]. On the other hand, well-funded sports programs in wealthy communities provide superior coaching, training, and equipment, which results in differences in opportunity for skill development.

The creation of new sports services is heavily influenced by institutional methods, community involvement, and government legislation. More cultural and social elements are frequently incorporated

into programming in nations with proactive sports development programs. State-sponsored grassroots sports development programs, physical education requirements in schools, and community sports facility investments are a few examples.

Innovation and entrepreneurial endeavors are becoming more and more linked to the creation of new sports services [9,10]. Sports entrepreneurs can create programs that are more inclusive, interesting, and long-lasting by knowing the cultural and socioeconomic demands of their target audiences. This entails locating service delivery gaps, customizing programs to meet the requirements of particular communities, and using innovative ideas and technology.

Other similar research includes the following:

Baghipour Sarami, studied Modeling of Nurses' shift Work schedules According to Ergonomics: A case study in Imam sajjad (As) Hospital of Ramsar. [11].

Taghipour et al, studied Evaluating Project Planning and Control System in Multi-project Organizations under Fuzzy Data Approach Considering Resource Constraints(Case Study: Wind Tunnel Construction Project). [12]. And in another study Taghipour et al, studied The impact of working capital management on the performance of firms listed in Tehran Stock Exchange (TSE). [13].

MATERIALS AND METHODS

Due to the fact that the current research aims to examine the development factors of new services in children's sports and to help improve the existing situation with the necessary suggestions and solutions, it is of an applied type. The independent variables in this research are the influencing factors and the dependent variable in this research is the development of new services.

Statistical Population

In this research, two statistical communities have been taken into consideration. The first statistical population is the experts in the related fields of management, sports, entrepreneurship and children, of which the first sample includes twenty-five experts in the fields of management, sports, entrepreneurship and children. All these experts are working in one or two or more reference groups in 2015-16. Most of these experts are scientifically and practically involved in children's sports issues. These experts have at least a bachelor's degree and have at least ten years of experience in the specialized field of the subject. Sampling of the first community was available and targeted. The second statistical population includes sports coaches who work with children. The second statistical sample includes 212 sports coaches who work with children.

Statistical Analysis Methods

In the current research, after collecting the data and putting them in the Excel table, it is measured whether the components are valid or not. Regarding the importance of data, T-test is used. This test indicates whether the desired component is approved by the respondents or not. Then the approved components are prioritized by TOPSIS. In this part, descriptive demographic data are extracted, summarized and classified.

Demographic Job Characteristics

The distribution of the frequency and percentage of the respondents to job separation is shown in Table 1 and Figure 1.

Table 1. Distribution of frequency and percentage of respondents to job separation.

Plural	Announcement not done	Non-sports coach	Sports coach	
212	25	84	103	Number
100/.	10.8	39.6	48.6	Percentage

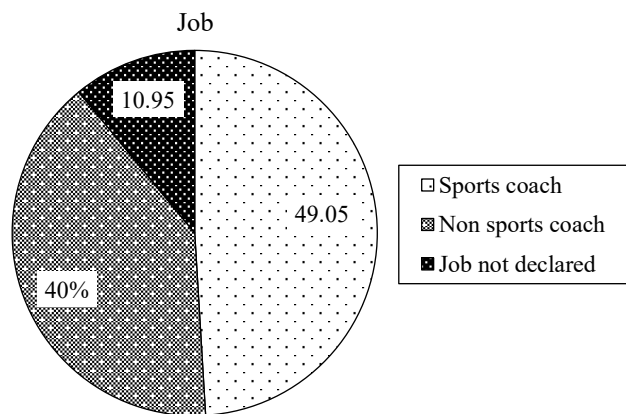


Figure 1. Chart (1) Level of education.

Table 2. Test of cultural and social factors

One-sample t-statistics				
	<i>N</i>	<i>Mean</i>	<i>Std. deviation</i>	<i>Std. error mean</i>
Cultural and social factors	212	3.1680	.70102	.04815

Table 3. Inferential statistics of cultural and social factors using Student's t-test.

One-sample t-statistics						
	<i>Test value = 3</i>					
	<i>T</i>	<i>Df</i>	<i>Sig. (2-tailed)</i>	<i>Mean difference</i>	<i>95% confidence interval of the difference</i>	
					Lower	Upper
Cultural and social factors	3.490	211	.001	.16805	.0731	.2630

Table 4. Confirmation or rejection of the hypothesis.

Hypothesis	The first factor variable	sig	H1
1	Cultural and social factors	0	Approval

In the same way, we check the level of education and experience.

Inferential Methods

Hypothesis Testing

Research hypothesis: Cultural and social factors are one of the main factors in the development of new services in children's sp.

- According to Table 2, the descriptive statistics show that the average value (3.1680) is greater than 3. to be confirmed through an inferential test.
- According to Table 3, the value of t statistic is 3.490, the degree of freedom is 211, and the obtained sig is less than 0.5. is Therefore, H0 is rejected. Therefore, the claim that cultural and social factors are the main factors in the development of new services in children's sports is acceptable.
- As you can see in Table 4, all the main factors of the development of new services in children's sports are at a significant level, hence the statistical hypothesis was rejected and the research hypothesis was confirmed.

RESULT

During their research, various researchers have pointed out some of the most important indicators of success in the process of new product and service development, the most important of which are: logical planning/communication networks/regular problem solving/paying attention to market characteristics

Table 5. Prioritizing dimensions

	Di+	Di-	Cli	Dimension name
q1	13908.91	163890.3	0.921772	Cultural and social factors

Table 6. Prioritization of dimensions with the degree of priority.

Q	Sorted Cli	Dimension name
q1	0.921772	Cultural and social factors

in environmental situations/structured product development process and New service (such as clear strategy, strategies and operational plans)/specific goals/product definition/long-term vision (having a plan for the future)/strong and capable leaders/understanding and knowledge of the market/market support/senior management support/customer involvement in the process and giving importance to him.

According to the confirmation of the hypothesis and the prioritization of the dimensions and the prioritization of the dimensions with the degree of priority, we conclude that by emphasizing more and implementing activities to promote cultural factors, we can succeed in promoting other factors as well.

CONCLUSION

Cultural development is the foundation of true and sustainable development in all fields, including the sports system. Since sports are inherently cultural, sports development has been considered in the upstream documents and development programs of the country in the form of cultural development. This research examined cultural and social factors in the development of new services in children's sports and showed that cultural and social factors have a positive effect on the development of new services in children's sports. On the other hand, considering the importance of the sports sector in the economy and the importance of children in Iranian families and the attention families give to their children in the fields of education and skills, facilitating the business environment in the field of children's sports in terms of production and employment and the importance of this sector for the excellence of young job seekers can lead to achieving the aforementioned goal. In this regard, understanding the effective factors in the development of new services in children's sports helps in making the right policy for developing the sports business environment. Therefore, based on the results of this research, the cultural development of sports as a goal depends on the coordination and synergy of all the elements affecting it.

Suggestions For Future Researchers

1. This research has been prioritized using MCDM models. Another suggestion is that the conceptual model of service development for children's sports be modeled using structural equations and the factors affecting development in children's sports be analyzed using this method.
2. This research has addressed the child in general. It is suggested that other researchers analyze this issue in a specific age range, for example, before elementary school.

Practical Suggestion

According to the instructors, the components of "ease in obtaining licenses for children's sports enterprises" and "establishment of training centers for children's sports specialists" are currently at the highest level, while the components of "establishment of training centers for children's sports specialists" and "government macro-policies" are at the highest level in terms of importance. The fact that the component of "establishment of training centers for children's sports specialists" is at a high level both currently and in terms of importance indicates the awareness of sports managers and sports experts of the importance and necessity of this issue. Now that sports managers have become aware of this issue, if the government's macro policies and ease of obtaining licenses for children's sports businesses are also directed in this direction, we can witness the flourishing of children's sports at various levels. Therefore, it is suggested that the communication between senior sports managers and members of parliament, especially the sports faction, should be increased so that they can plan appropriate macro government policies through interaction.

Research Limitations

Every research and study will have a series of limitations that appear on the way to its realization and face the research with problems that make generalization of the results difficult. The present study was no exception to this rule and had the following limitations:

- The data collection tool in this study was a questionnaire, which itself has inherent limitations.
- Administrative and executive problems and obtaining permission from various supervisory units to distribute the questionnaire among sports and non-sports coaches were among the limitations of this study, which the researcher was able to overcome.
- The age range of a child, which according to the definition of the Convention on the Rights of the Child is up to 18 years old, has a very wide range and it is very difficult to encompass all its dimensions. Therefore, this issue has been looked at in a very general way.
- There are many and diverse sports disciplines, and in this study, only sports have been looked at in general.

Author Contributions

Conceptualization, JA and MT; methodology, MT and ZH; software, MA and MT; validation, MP and MT; formal analysis, ZH and MT; investigation, MT and MP; resources, ZH and MT; data curation, MP and MT; writing—original draft preparation, MT and ZH; writing—review and editing, MA and MT; visualization, MT and MP; supervision, MA and MT; project administration, JA and MT. All authors have read and agreed to the published version of the manuscript.

Conflict of Interest

The authors declare no conflict of interest.

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