

SPORTSWEAR OF IRANIAN FEMALE FUTSAL PLAYERS AND THEIR SATISFACTION RATES OF WEARING THEM

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Abstract. The incongruence between some manufactured products and the market needs and customers' wants is amongst the challenges of the clothing industry in Iran. The present study aimed at collecting information about the existent clothing and knowing its pathology to have modifications on the products' quality as well as maximization of the product of the sport clothes inside the country. The current study was an applied research in terms of its objective and it followed an analytical descriptive method. The data collection procedure had been undertaken based on a field method as well as through preparing a questionnaire containing 33 questions scored based on Likert's five-point scale. The questionnaires were completed by 75 female futsal players, who were randomly selected from the futsal clubs and universities in Neishaboor and Sabzevar. To analyze the data, SPSS software, version 22, was employed. The data normality was verified using Kolmogorov-Smirnov test and study hypotheses were examined based on one-sample t-test as well as Spearman and Friedman correlation tests. Results indicated a significant relationship between the characteristics of sportswear (quality, price, design, beauty and trademark) and their satisfaction rates in the 95% confidence level. And the sports cloths' properties like material, efficiency, size, durability and strength, design, beauty, price and after-sale services were found respectively more effective in the satisfactions of the sportswear in Futsal.

Keywords: satisfaction, sportswear, female futsal players, Neishaboor and Sabzevar.

Introduction:

Marketing seeks to satisfy and supply the needs and distinguishes the successful companies from unsuccessful ones. Thus, marketers should be always looking for and investigating the ways for better, faster, more exact and higher quality of products offering with appropriate services to the people [1]. Nowadays, the companies are making efforts to keep on their existence through attracting "customer satisfaction" and "higher sales and profitability" and also relying on market research and the perception of the customers' needs in a world full of competitors [2]. It can be observed in a review of the researchers' ideas about the definitions of satisfaction that there are three main factors in all these definitions and they, in whole, can set the ground for reaching a comprehensive definition. These factors are: 1) customers' satisfaction is an emotional (affective) reaction and/or a state of a mutual and cognitive comprehension; 2) customers' satisfaction is a response related to a particular concentration on the production expectations and the experiences in using services and/or consumptions and so forth; and 3) customers' satisfaction is a reaction occurring in a certain period of time such as after the first choice or based on repeated experiences [3].

Satisfaction rate assessment is a measure internally taken by the organizations indicating the orientations towards the satisfying of the customers' wants as well as enhancing the products and services' quality. Customer satisfaction measurement methods include subjective and objective or conceptual methods. The objective method indirectly measures the customers' satisfaction rates via assaying the indices that are highly associated with the customers' satisfaction. The credibility and accuracy of these models are at stake. Therefore, these methods are less used for measuring the customers' satisfaction (such as the company's annual sale rates). The theoretical or conceptual methods directly evaluate the customers' thoughts and comments to assess their satisfaction rates. Due to the this reason, the credibility of the theoretical methods is increasingly high. The current research has used the theoretical or conceptual method for measuring the customers' satisfaction. The study of the sportswear market provides the producers and researchers of sports cloth industry with user-related sensitive information. Moreover, researches are reflective of the idea that the athletes prefer to use clothes that can improve their sport performance. The properties and attributes of the sportswear constitute its quality that is pertinent to such considerations as fabric material, design and beauty, durability and strength, performance and efficiency, weight, color and size of the cloths, trademark and advertisement, price, after-sale services, availability rate and marketing. The current research seeks proving the assumption that how much are the female futsal players satisfied with the quality of their sportswear? The use and sale of the products fabricated inside the country form the foundations of the present research paper.

1. Theoretical Foundations and the background of the study:

1.1. Regulations on the Qualities of Futsal Clothing (Standard Components and Characteristics of the Garment and Garment):

Futsal clothing is comprised of four pieces as summarized in table (1): headwear, bodysuit, legwear and footwear. A) Headwear (headband): these clothes prevent sweat from reaching the forehead and eyes; B) bodysuit, (sweatshirt, shirt and sport underwear)¹ having the following characteristics: 1) spin-knit fabric made of 100% polyester in the front side and mixed polyester-cotton with at least 30% cotton or polyester viscose with at least 30% viscose in the backside which its fabric can be changed in its dimensions for at most 2%; 2) stability of the sportswear's fabric color against various mechanical, natural and chemical factors²; 3) having at least four stitches per every centimeter; 4)

¹Iran's 1242 national standard no.5757, approved in February, 2001

²National Standard no.5757

minimum breaking strength of the fabric is 13kg force per every square centimeter¹; 5) abrasion strength: no change should come about in the color or the texture of the fabric under 9kPa up to 5000 rounds²; 6) specifications of the clothing zip³; 7) specifications of the sewing yarn⁴; identical sizes of the buttons, no color and spacing differences (of course, up-to-date fashions are excluded) and no change of appearance when in contact with chemical detergents used in laundries; 8) buttonholes should be opened in proportion to the size of the buttons; 9) buttons and buttonholes should be orthogonally sewed using industrial sewing machines; and, 10) the observance of the standards related to the used stretch straps on the wrist or waist⁵.

The fabric of sports underwear should be dense and robust in texture. The long use of these types of garments prevents the upper extremity from loosening downward. Spandex⁶ is usually used in underwear and stretch clothing for the fact that it allows moisture pass through it very fast. The material of such garments is of the type that exhibits a high rate of flexibility during bending and performing stretch movements [4]. C) Legwear (sport pants and shorts): the fabric of these pants is made of elastic fibers and their tightness should not prevent blood circulation in the body. Climatic conditions play an important role when choosing the best sport pants: 1) the fabric used in sport pants and shorts⁷ is of the warp and weft type and it is usually made of polyamide yarns⁸; 2) the maximum dimension change after being soaked in cold water should be 2%⁹; 3) the minimum strength against tearing along the warp and weft direction of the fabric should be equal to 6.8N; 4) sport pants made of artificial fiber should be covered on the inside with cotton lining so that redness, itching and inflection with fungus discomforts can be prevented which may happen as a result of sweating. The nylon and plastic sportswear last longer and they can be washed more easily but the cotton clothing protects the body more [5]. D) Footwear (socks, shin-guard and shoes): socks should be made of washable fabrics with high strength. Spandex is usually used for the fabric of socks because it protects the ankles and is a good shock absorber. Nano fibers also keep the feet dry and prevent smelly feet [4]. A standard shin guard should be placed underneath the socks and it can be made of leather, plastic or other soft and flexible materials providing a reasonable level of shin and calf protection (in football, shin guard is used for protecting the calf and ankle against the direct strokes of the rival's foot. They primarily are used for protecting the skin, underlying soft tissues and tibia against external strokes. Absorbing the shock, this simple instrument causes the dissipation of force and changes the nature of the absorbed energy by the calf and shin system hence preventing them from being injured. It is compulsory to use shin guard in professional football) [6]. The specifications of suitable sports shoes are as follow: 1) feet protection; 2) supplying feet with comfort and 3) the moderation of the forces and pressures exerted onto the feet. The suitable sports shoes possess the following characteristics: 1) suitable wedge with optimal flexibility, stability or strength for supporting and protecting against sudden twists and proper lining for absorbing shock and comfortability of the foot in whole; 2) having adequate space in front of the toes; 3) protection of the ankle; 4) having sufficiently long and soft tongue for preventing the shoelace or shoe attachments from pressing the feet; 4) appropriate shock-absorption and proper flexibility of the exterior sole of the shoe; 5) appropriate arch and softness of the instep and 6) keeping the heel fixed and firm [7].

The characteristics of the suitable sports fabrics are: a) absorption of the body sweat and releasing it to the peripheral environment; b) rapid drying for easier and more comfortable sense of touch [8]. Cotton fabrics usually provide good comfort and softness but they should not be used as the main layer in clothing because they adsorb water and keep it for a longer period of time and they stick to the body when becoming wet and cause discomfort. Slow drying of cotton and its fast wetting are the reasons making it not a good choice for use in humid region's sportswear [9]. The disadvantages of polyester fibers in clothing are high tendencies for absorbing dirt, oil and grease, the creation of a large deal of static electricity hence attraction of dust, difficulty in dyeing of this fiber; lesser comfortability of polyester clothing due to low absorption of water and body sweats [5]. Pure viscose yarns feature low strength hence they are incapable of being knitted. It is made more solid via adding LYCRA (Spandex) [7].

Body movement characteristics of the athletes are taken into account when designing clothes for them: 1) appropriate looseness of the parts that require more space when bending or stretching of the muscles; b) identification of the parts exposed to sweating in respect to each sport in separate and use of proper fabrics in those parts [10]. Essentially, the clothing should be a little loose-fitting so that the athlete can easily perform the physical activities¹⁰.

¹Test method based on Iran's national standard no.4802

²Test method based on Iran's national standard no.1621

³Corresponding to Iran's national standard no.1233

⁴Corresponding to Iran's national standard no.2883

⁵Corresponding to Iran's national standard no.2264

⁶Spandex or LYCRA yarn is a type of artificial fiber featuring a high tensile strength hence widely applied in garment industry. Spandex is coined from the verb "expands" which means to develop. The fiber is highly resistant and can be stretched up to five times its length.

⁷Corresponding to Iran's national standard no.6974

⁸Corresponding to Iran's national standard no.926

⁹Corresponding to Iran's national standard no.1242

¹⁰Garment standard no.12754 for sizing of the Iranian ladies with medium bust size was approved in national standard clothing and garment and fiber products committee at 07/15/201: the objective of codification of this standard is the determination of the standard sizes and sizing of the Iranian women's bodies in age and height ranges from 18-65 and

Colors have a large deal of effect on the human beings' dispositional and psychological moods and, since the human beings are always in contact with colors, they are given a significant stance in humans' lives. Sports are also associated with various colors. Moreover, one influential and important factor contributing to the athletes' success is their time of responding to a stimulus and the effect of color in speeding the response to the stimulus has been well justified [11]. The effects of some colors like red, orange and yellow have been proved on the exercises' outputs. The use of a combination of colors in an environment is also of a utmost importance. The dark and light colors should not be used alongside one another in sportswear because they cause psychological tensions in the long term. Furthermore, cold colors should be used very carefully so as not to bar sports emotions and spirits. The use of light colors causes the happiness of spirit and thoughts of the athlete.

Table 1: The standard qualities of the futsal players' garments (arranged by the authors)

Futsal sportswear	Components	Characteristics			Image
		Material	Color	Design	
Headwear	Headband	Two layers: a polyester exterior layer and a polyester and cotton or viscose polyester interior layer	White	Simple, with no additional attachments	
Bodysuit	Sweatshirt	Two layers: a polyester exterior layer and a polyester and cotton or viscose polyester interior layer	Red, orange or yellow	Diverse straps and colors effective on athlete's reaction speed	
	Shirt	Favorable absorption of body sweats and featuring the ability of releasing sweats to the peripheral environment and rapid drying	Red, orange or yellow	Diverse straps and colors effective on athlete's reaction speed	
	Underwear	Featuring a dense and robust texture: preventing the upper limbs' drop in the long run	-	-	-
Legwear	Knickers	Made of fabrics with low elasticity: two layers: a polyester exterior layer and a polyester and cotton or viscose polyester interior layer	Red, orange or yellow	Tightness of the garment should not prevent blood circulation	
	Shorts	Made of silk fabric: the interior and exterior layers are made of a fiber with latticed network for the exchange of moisture: no use should be made of cotton for its intake of moisture and becoming heavier	It has been proved that red, orange and yellow have influences on the exercises' outputs [13]	The waist part of the clothing features a good elasticity	

154-172cm, respectively. The standard is applicable for determining the sizes of the women clothing models and patterns.

Footwear	Socks	Made of washable and highly resistant fabrics: usually Spandex is used for protecting the ankles, feet and shock-absorption; use of nanofiber for keeping the feet dry and preventing smelly feet	-	With no attachments and in diverse colors and designs	
	Shin guard	Made of leather, plastic or other soft and flexible materials	-	-	
	Shoes	High flexibility: multilayer structure for repelling the heavy impacts	-	Wedge with suitable flexibility: good arch and proper softness of instep with no tearing of the sole and tongue; keeping the player from slipping	

1.2. Assessing the Satisfaction Rates:

One of the primary objectives of each company is the achievement of the customer satisfaction as a key to success. Satisfaction assessment is amongst the measures internally taken by the organizations and it is a manifestation of the orientations towards the satisfaction of the customers' wants and indicating the direction to the qualitative enhancement of the products and services. In order to have competitive power and attain the goals, it is necessary to elevate the customers' satisfaction levels. The continuous reduction in costs and founding of quality policies are amongst the effects customer satisfaction has on organizational processes. The majorities of the old organizations neglect the novel methods of customer relations and lose their customers. The service quality substantially influences the customer satisfaction and loyalty enhancement as well as the overall performance of the organization. Therefore, it can be stated that there is a significant relationship between product quality and customer satisfaction [12]. To increase satisfaction levels, the current level of customer satisfaction should be seminally recognized and the investigation and measurement of customer satisfaction should not be carried out as a response to a problem rather it has to be regarded as a part of a process of constant information acquiring about the customers' perceptions and needs. The acquired information is effective in perceiving the quality of the service offering to the customers. Such information suggests the things required for augmenting the customer's satisfaction [2].

Generally, the methods of measuring customer satisfaction can be divided into two substantial sets: 1) objective and 2) theoretical or conceptual. The objective methods work through measuring indices that are associated with customer satisfaction and indirectly deal with customer satisfaction measurement. The accuracy and credibility of these models are at stake. Therefore, these models are less used for measuring of the customer satisfaction (such as the companies' annual sales). The subjective or conceptual methods use evaluations of customers' ideas to directly measure their satisfactions. Due to the this reason, the credibility of the subjective methods is a lot higher than objective ones [13]. Customer satisfaction measurement models and the national indices of the countries are diverse and abundant. There is a vast tendency in developed and developing countries for defining the customer satisfaction index in micro (business entities), national and international level so as to evaluate their industries and entities based thereon. These countries investigate this scale not only for their various organizations and industries but also in national level to consider the position of the national customer satisfaction index as equivalent to the gross domestic production and use its results in their micro- and macro-level strategic planning [14].

Factors influencing the satisfaction rates of futsal garments are: a) product satisfaction, b) product selling process satisfaction and c) satisfaction of after-sale services, all of which positively affect the customer loyalty [15]. Products are offered by companies to the market and they are composed of such things as product design, quality, specifications, price, trademark and packaging. Out of this set of product's components, only four of them, namely 1) product quality, 2) price, 3) trademark and 4) after-sale services were investigated in the present study.

1) **Quality:** all of the properties and attributes of sportswear that are followed by the product satisfaction constitute the quality thereof. These properties are: fabric material, design (fashion) and beauty, durability and strength, performance and efficiency, weight, color and size. The material of the garment is very important in the quality of the outfits hence it affects the products' performance. In addition, users are specifically dependent on color and they might even accept or reject a product for its color [16]. The performance and efficiency of the garment includes the appropriateness and weight of the sportswear, thus they should be light and less heavy and also designed in proportion to the region's climatic conditions to a large extent and do not cause activity restrictions during playing sports. Wearing very loose clothes can cause an athlete lose his or her concentration (through being stuck inside or gripped by other things or gliding over the body and so forth). Additionally, the conditions under which the clothing is used such as the season, climatic conditions, individuals' spirits, allergies to the artificial or natural materials and so forth are amongst the factors that have to be taken into consideration when choosing clothes [19]. Other performance properties of the sportswear are fast drying, ability of letting air through, being water-proof, resisting smells, light weight, being antimicrobial and, finally, durability [18].

2) **Price:** it includes the sum of money paid by the customers for receiving a product. It is the most important consideration for the middle class users. In today's world, as the ever accentuated competition era of the manufacturing companies, institutions and entities for winning a fraction of the goods and service market, those organizations would be succeeded that are capable of keeping customers more satisfied than their competitors. Customer satisfaction is suspended over the cheap and simultaneously high quality goods or services [17].

3) **Trademark:** it is important to the company to attract more customer attraction towards the product and increasing repurchases. Customers are inclined towards overall product perceptions, the trademark-dependent characteristics and features and satisfactions gained following purchase and also their intentions to reuse the product [18]. Customers who are highly loyal to a trademark are willing to pay more money for the products offered under their trademarks of interest therefore their intentions to buy are not readily influenced by price [17].

4) **Services:** the investigation and collecting information about the customers' wants and correcting the services offered by each company has a considerable effect on their satisfaction. The costs of attracting new customers are six times more than that of keeping the old customers. On average, customer loyalty is ten times more valuable than a purchase by a new customer. An old proverb in service industry states that "in case of being satisfied of the services, the customers would tell three or five others and, in case of being dissatisfied of the services, they would tell it to 9 to 11 others". This is well indicative of the speed of good and bad news dispersion about a company [20]. There is a gap between the customers' expectations of services and the real services offered by a company or organization but dissatisfaction is usually rooted in one of the following five gaps: 1) the difference between the customer expectations and management's perceptions and expectations; 2) the difference between the management's perceptions of the customers' expectations and the service quality specifications; 3) the difference between the service quality specifications and the service distribution; 4) the difference between the service distribution and the external customer relations; 5) the difference between the customers' satisfaction and the services received. The gap pattern defines the service quality as a function of the differences between the customers' satisfaction and their perceptions and comprehensions of the real services offered by an organization [20].

Table 2: Assessing the satisfaction indices of female futsal players' garments (arranged by the authors)

Primary indices	Secondary indices	Questions raised for investigation	
1- Quality	Design (fashion)	The effect of design and beauty of sportswear on athletes' choice	
	Color	The effect of sportswear's color on athletes' choice	
	Size	The effect of sportswear's size on athletes' choice	
	Strength	The effect of strength and durability of sportswear on athletes' choice	
	Material	Preventing bad smells	The effect of the bad smell prevention in the choice of sportswear materials
		Ventilation ability	The effect of ventilation and balancing of body temperature in the choice of sportswear materials
		Flexibility	The flexibility of the futsal sportswear for comfortable performing of physical activities
Weight		The effect of low weight and lightness in the choice of sportswear materials	
Moisture and sweat		The effect of moisture and sweat	

		absorption	absorption in the choice of sportswear materials
2- Price	The effect of price on athletes' choice of sportswear		
3- Services	The effect of after-sales services (change respite, sufficient guaranteeing of the goods and so forth), availability and store's environment on athletes' choice of sportswear		
4- Trademark	The effect of sportswear brand on athletes' choice of them		

2. Study Method:

The present study is a descriptive research in terms of strategy and it is enumerated amongst the survey studies in terms of its implementation way and it has been carried out based on a field study method. The study population included female futsal players from futsal clubs and universities in Neishaboor and Sabzevar in Khorasan-e-Razavi Province. Due to the low number of experienced athletes (over a year in futsal), 100 questionnaires were prepared and 75 experienced futsal players were identified through the researchers' attending of the physical education offices, universities and clubs in the aforesaid counties. Personal appointments were made with them and they were asked to complete the questionnaires. Amongst the study sample volume, 25 futsal players were from Sabzevar University, 25 from Neishaboor's Islamic Azad Univeristy, 14 from Neishaboor's futsal clubs and 11 from Sabzevar futsal clubs. The information gathering instrument used in the present study was library research as well as a researcher-constructed questionnaire that contained 33 questions assessing the study participants in terms of the six intended factors of quality, brand, price, satisfaction, service, design and the beauty of the product. In the present study, experts' ideas were inquired to ascertain the validity of the measurement instrument in assessing the study variables. To investigate the reliability, the questionnaires were administered amongst a 25-individual pre-sample before distributing amongst the main study sample volume following which the reliability of the questionnaire was calculated based on the acquired information using Cronbach's alpha method and a value equal to 95% was obtained for reliability indicating the appropriate reliability of the questionnaire. To examine the study hypotheses and reach conclusions, statistical methods and various test methods along with SPSS software were utilized as follows: Kolmogorov-Smirnov test was used for the investigation of the data normality and one-sample t-test and Spearman and Friedman correlation tests were employed to test the study hypothesis.

3. Study Findings:

The descriptive findings regarding the individual characteristics of the study sample volume indicated that 33% of the respondents were athletes from Hakim Sabzevari Univeristy and Neishaboor's Islamic Azad University, 18% were from Neishaboor's futsal clubs and 11% were from Sabzevar's futsal clubs. The ages of 30% of the respondents were below 20, 57% of the participants were in an age range from 20 to 30; 12% of them were ranged between 31 and 40 years old. In terms of activity experience in futsal, 62% of the participants had up to ten years of experience in futsal. The satisfaction scales of the female sportswear were fourfold: trademark, quality, price and after-sale services. A) Is trademark taken into account as a property in selecting the sportswear by the female futsal players? B) Is quality taken into account as a property in selecting the sportswear by the female futsal players? C) Is price considered as a property in selecting the sportswear by the female futsal players? And, D) Are after-sale services taken into consideration as a property in selecting the sportswear by the female futsal players?

- A) Trademark: to investigate the importance of trademark for sportswear selection by the female athletes, the mean acquired scores were compared with the standard mean value, 3. To do so, one-sample Students' t-test was used. The results related to this test can be seen in table (3). According to the table, the significance level of test is larger than 0.05 hence the assumption indicating the equality of the mean scores to the standard mean value, 3, is accepted in a 95% confidence level. Therefore, trademark is not taken into account as a property for female futsal player's choice of sportswear.
- B) Quality: it was measured in 9 questions in the questionnaire. According to the table (3), the significance level of the test is smaller than 0.05 in all of the cases hence the assumption indicating the equality of the mean scores to the standard mean value, 3, is rejected in a 95% confidence level. Based on the standard mean value, color, size, strength and durability, design and beauty, ventilation, flexibility, preventing bad smell, moisture and sweat absorption and lightness and lesser weight are taken into consideration for the futsal player's selection of sportswear.
- C) Price: according to table (3), the significance level of the test is larger than 0.05 hence it can be stated in a 95% confidence level that the assumption indicating the equality of the mean scores to the standard mean value, 3, is confirmed. So, price does not matter so much in female futsal players' choice of sportswear.
- D) Services: based on table (3), the significance level is smaller than 0.05 in all of the cases hence it can be stated in a 95% confidence level that the assumption indicating the equality of the mean scores to the standard mean value, 3, is rejected. Considering the standard mean value, the after-sale services,

availability and store environment are important to female futsal players in their selection of the sportswear.

Table 3: the results of Students` t-test for the investigation of the considerations of the variables influencing the female athletes` choice of sportswear

Variable	Mean	Standard deviation	t-test	Degree of freedom	Significance level	Result of Students` t-test
Services	3.069	0.607	9.889	74	0.001	Larger than the mean three
Price	3.17	1.223	1.227	74	0.224	Equal to mean three
Trademark	3.02	0.929	0.248	74	0.804	Equal to mean three
Size	4.33	0.759	15.207	74	0.001	Larger than mean three
Durability and strength	3.81	1.062	6.635	74	0.001	Larger than mean three
Design and beauty	3.95	1.064	7.705	74	0.001	Larger than mean three
Ventilation	4.29	0.851	13.167	74	0.001	Larger than mean three
Flexibility	4.08	0.912	10.258	74	0.001	Larger than mean three
Preventing bad smell	4.35	0.744	15.671	74	0.001	Larger than mean three
Absorption of moisture and sweat	4.31	0.735	15.402	74	0.001	Larger than mean three
Lightness and lesser heaviness	4.25	0.931	11.654	74	0.001	Larger than mean three
Quality	4.14	0.560	17.637	74	0.001	Larger than mean three

3.1. Comparison of the Variables:

- 1) Superiority of Price over Quality and Durability: to investigate the superiority of price over quality and durability for female futsal players` sportswear, the mean scores were compared with a standard mean value equal to three. To do so, one-sample t-test was employed. The results pertinent to the test have been given in table (4). According to the table, the significance level is smaller than 0.05 hence it can be stated in a 95% confidence level that the assumption indicating the equality of the mean variables` scores to the standard mean value, 3, is not accepted. So, it is concluded that the price of the female futsal players` garments is not superior to the quality and durability.
- 2) Superiority of Design and Beauty over Price: according to the table (4), the significance level of the test is smaller than 0.05 hence it can be stated in a 95% confidence level that the assumption indicating the equality of the mean variables` scores to the standard mean value, 3, is not accepted. So, it can be concluded that the design and the beauty of the female futsal players` garments are not superior to the prices.
- 3) Superiority of Performance and Efficiency over Price: according to the table (4), the significance level of the test is smaller than 0.05 hence it can be stated in a 95% confidence level that the assumption indicating the equality of the mean variables` scores to the standard mean value, 3, is not accepted. So, it can be concluded that the female futsal players` do not consider performance and efficiency as more superior to the price of the futsal sportswear.
- 4) Superiority of the Trademark over Price: according to table (4), the significance level of the test is smaller than 0.05 hence it can be stated in a 95% confidence level that the assumption indicating the equality of the mean variables` scores to the standard mean value, 3, is not accepted. So, it can be concluded based on the mean values that the trademark of the female athletes` garments is not superior over the prices thereof.
- 5) Superiority of After-Sale Services over Price: according to table (4), the significance level of the test is smaller than 0.05 hence it can be stated in a 95% confidence level that the assumption indicating

the equality of the mean variables' scores to the standard mean value, 3, is not accepted. So, it can be concluded based on the mean values that the after-sale services provided for the female athletes' garments are not superior over the prices.

- 6) Superiority of the Quality and Durability over Design and Beauty: according to table (4), the significance level of the test is below 0.05. Hence, it can be stated in a 95% confidence level that the assumption indicating the equality of the mean variables' scores to the standard mean value, 3, is not accepted. So, it can be concluded according to the obtained mean values that quality and durability of the female athletes' garments are not superior to the design and beauty thereof.

Table 4: the results of Students' t-tests for investigating the variables' superiority over one another in regard of the female athletes' garments (source: the authors)

Item	Mean	Standard deviation	t-statistic	Degree of freedom	Significance level	Result of Students' t-test
Superiority of price over quality and durability	2.69	1.052	-2.524	74	0.014	Equal to the mean three
Superiority of design and beauty over price	3.71	1.075	5.692	74	0.001	Larger than the mean three
Superiority of performance and efficiency over price	4.15	0.800	12.410	74	0.001	Larger than the mean three
Superiority of trademark over price	3.69	1.052	5.706	74	0.001	Larger than the mean three
Superiority of after-sale services over price	3.45	1.094	3.588	74	0.001	Larger than the mean three
Superiority of quality and duration over design and beauty	3.71	0.997	6.139	74	0.001	Larger than the mean three

4. Conclusion:

The results of the present study indicated that the majority of the study sample volume was satisfied of the color as well as the fabric's lightness of the garments currently being used in futsal in the universities and clubs of the aforesaid two cities but they were found not satisfied with the material of the sportswear for their lack of ventilation ability and incapability of keeping the body temperature balanced, absorption of moisture and sweat and the prevention of bad smell in the body. Moreover, the design and beauty, price and after-sale services of the currently used sportswear were not much satisfying the athletes for their being produced inside the country hence not conforming to the design and production standards of the sportswear. The evaluation of the study variables indicated that trademark and price are not taken into account in the selection of such garments by the female athletes and that they are important rather intermediately; but, the quality of the sportswear and its constituents such as color, size, strength and durability, design and beauty, ventilation, flexibility, prevention of bad smell, absorption of sweat and lightness were found highly important because they were taken into consideration by the futsal players when making purchases. In addition, the study results were also reflective of the idea that the sportswear services, including after-sale services, availability and store environment, were also effective in the female futsal players' choice of them. The results of assessing the relationship between the two variables indicated that 1) there is a direct and significant relationship between the trademark of the sportswear and athletes' satisfaction meaning that, as viewed by the female futsal players, the more appropriate the trademark the higher their satisfaction of the sportswear; 2) there is a direct and significant relationship between quality and all of its quality indicators, i.e. color, size, strength and durability, design and beauty, ventilation, flexibility, prevention of bad smell, absorption of body sweat and lightness meaning that, as viewed by the female futsal players, the higher the quality of the sportswear and its indicators, the higher their satisfaction of the futsal sportswear; 3) there is an inverse and significant relationship between the price of sportswear and the satisfaction of the athletes meaning that, as viewed by them, the higher the price of the sportswear the lower their satisfaction of them; 4) there is a direct and significant relationship between the

services and its indicators with the satisfactions of the sportswear meaning that, as viewed by the female futsal players, the more appropriate the after-sale services the higher the satisfaction of the athletes.

The inferential findings of the present study in regard of the superiorities of the variables indicated that 1) the price and strength of the futsal sportswear are in one degree of importance and none is superior over the other as viewed by the female futsal players; 2) the design and beauty were found superior over the price; 3) the performance and efficiency are superior over the price; 3) trademark is superior over the price; 4) after-sale services offered to female futsal players are superior over price and 5) the quality and durability of the futsal players' garments are superior over the design and beauty. The prioritization of the importance of the sportswear's characteristics as viewed by these athletes is as stated in the following statements: 1) material; 2) efficiency; 3) size; 4) durability and strength; 5) design and beauty; 6) price; and, 7) after-sale services. According to the findings, it can be concluded that the futsal players are more inclined towards garments that are appropriate in terms of quality properties and they will be inclined towards expressing their satisfaction for those products that their product characteristics (quality, price, trademark and services) are more attributed to the users' needs and wants.

¹⁶ CSI: Customer Satisfaction Index.

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