**STATUS OF SPORTS GOODS RETAIL MARKET OF KERALA**

Dr.WILSON VA: Assistant Professor, School of Physical Education and Sports Sciences, Mangattuparamba Campus Po Kannur, Kerala - 670567

JITHIN THOMAS ABRAHAM: Research Scholar, School of Physical Education and Sports Sciences, Mangattuparamba Campus Po Kannur, Kerala - 670567

**ABSTRACT**

The purpose of the study was to analyses the status of sports goods retail market of Kerala. For the, study fifty one (N=51) sports goods retailers Kerala were selected as subjects for the study. The status of sports goods retail market of Kerala assessed through questionnaire. To examine the study frequency and percentage analysis was computed.

The study results based on the survey. I could find the positive trend of promotion of sports goods outlets such as comparison and competition. Significantly, the sellers are very much conscious about the stock of various items in their outlets especially the moving goods. Moreover, it is found that the location of the sports goods outlets place a key role in the sale. To be clear, the trade’s persons depends on the qualities of the sports and the interest of the customer. Advertisement have a crucial role in the establishment of outlets in an area. Recently, retailers faced many problems, the first and foremost one was the updated tax policy by the government. It created reduction of the sale so the shop keepers forced to give maximum discount to attract customers. More sports participation creates more opportunities in business. It encourages the people to launch new outlets.

**INTRODUCTION**

 Management is what managers do. But that simple statement doesn’t tell us much. Retailers are a key component in a supply chain that links manufacturer to consumers. Retailers hire and promote people with wide range of skills and interests. It has been said that sport today is too much of a game to be a business and too much of a business to be a game. Managing sport organizations at the start of the twenty first century involves the application of techniques and strategies evident in the majority of modern business. So it must need to develop an understanding of the special features of sport and its allied industries that operate in the public.

**METHODOLOGY**

The investigator selected fifty one (N = 51) popular sports goods retailers from the different district of Kerala. For the data collection, questionnaire method is used. The questionnaire status of sports goods retail market of Kerala contain 46 questions related to sports goods retail market. Scholar selected survey method and visited sports goods retailers to collect the data personally. Investigator give the assurance to the retailers that, the data would be used only for the research purpose. Frequency and percentage analysis was used to find out the status of sports goods retail market of Kerala.

**ANALYSIS AND DISCUSSION ON STUDIES**

The study was conducted among the 51 individuals who are running their own business of sports goods in various districts in the state of Kerala, which is in the southern part of India. Interestingly, the majority of retailers engaged to this profession by choice. In fact, all the owners of the shops agreed that they had an active involvement in sports during their childhood.

Based on the survey the trend has been progressing in very positive direction over the years. To be clear, the trade’s person’s purchase depends on the quality and durability of the sports goods and the interest of the customer. Hence, they prefer Indian brands rather than foreign brand because the consideration of environmental conditions as well as the platform of the playing conditions. The experts in the field of sports goods retail business claimed that the imported items are expensive due to the high-tech manufacturing process.

To embark on, some companies provide discount to the small-scale shopkeepers. Commonly the dealer has a special interest to sell some unique products because of the promotion of product. The study also helped me to explore the importance of sponsorship events, which conducts by these shopkeepers to keep inform their presence in the market.

Recently, retailers faced many problems, the first and foremost one was the updated tax policy by the government. It created a mammoth reduction in the sales. Since the declined trading the shopkeeper was forced to give maximum discount to attract the customers. Apart from that the inability to handover the requested item on time to the customers makes a sense of bad impact to the outlets. Though the mismanagement of time by the wholesaler is the actual reason it gives a demerit to the shops.

From the survey I realized that there are plenty of matters influences the business in the market of sports goods. Some factors like price, reliability of advertisements, promotion through the social media, brand name, customers satisfaction, discounts, flexible payment facility, quality of goods, style of packaging, outlet location, display of goods etc. are the factors which mostly affected.

It is anticipated that the clients have the information about the product, which they are going to buy. They usually come up with basic idea about the targeted item. So no one can deceive them easily. There would a requisition for the salesman with convincing capacity. The employer interested to appoint the candidate with a background of physical education because they can manage this situation well.

Undeniably, the healthy youngsters are the envoys of development in the realm of every trade. It is fervently hoped that every individuals would actively participate in sports as a routine of their daily life to be a part of a strong generation. The wider involvement in the games by the people and the business of physical recreation manufactured items are directly proportional. More participation creates more opportunity of trade. It encourages the people to launch new outlets

**CONCLUSIONS**

From the analysis it is evident that the retailers have sizeable profit from this trade. And the trend has been progressing in very positive direction over the years. To be clear, the trade’s person’s purchase depends on the quality of the sports goods and the interest of the customer. The advertisements have a crucial role in the establishment of outlets in an area.

**REFERENCES**

Hoye, R., Smith, A. C., Nicholson, M., Stewart, B., & Westerbeek, H. (2012). *Sport management principles and applications.* New York: Routledge.

Mangan, J. A. *The commercialisation of sport.*

Masteralexis, L. P., Barr, C. A., & Hums, M. A. (2005). *Principles and practice of sport management.* Canada: Jones and Bartlett.

Milne, G. R., m, M., & McDonald, M. A. (1999). *Sport marketing.* Canada: Jones and Barlett publishers.

Robbins, S. P., & Coulter, M. (2007). *Management.* New delhi: Prentice-Hall of india.

Singh, Y. (2005). *Sports management.* Newdelhi: Lakshay Publication.

Stoner, J. A., Freeman, R. E., & D. R. (2005). *Management.* Canada: Newdelhi.

[Buchha, Abhay N “Status of sports goods retail market of vidarbha” 11, Dec 2013
Shri Jagdishprasad Jhabarmal Tibarewala University. Retrived from http://hdl.handle.net/10603/13935](file:///C%3A%5CUsers%5CArunz%5CDesktop%5Cjithin%5CJithin%20Thesis%20orginals%5CBuchha%2C%20Abhay%20N)