CHAPTER - III

METHODOLOGY

After tabulation of raw data various statistical tools such as percentage, weighted average, etc. will be used to prepare table. The data thus collected will be analyzed using standard statistical tools to draw inferences and the results obtained after analysis has been presented in graphical presentation. Research in the field of marketing itself is a process of collecting the data, analyzing data about competitors, customers and the activities in the market.

Need of Research in sports goods retail market

As research in sports goods retail market can increase the probability of making correct marketing decision. The following points states as to why research is necessary in sports.

- Research can focus on the analysis of the current retail market scenario, whether it is Improving, Declining or Stable.
- Research can help to forecast the types of distribution channel working in the sports goods retail market.
- With the help of research in retail market scenario of sports goods consumer’s reaction towards new innovated branded sports product and its performance can be forecasted related to future sales of that particular product launched.
- Research can help for validation of protective equipments used in order to ensure that all players are using latest protective equipments for their safety.
- Research can help to make necessary changes in physical education curriculum as per the want and demand in market.
➢ Research can determine consumers’ taste, preferences and other features for sports goods.
➢ Research can determine the rate comparison done by consumers with other products.
➢ Research can estimate the demand for retail outlets and help in correcting the flaws if any.
➢ Research can help the manufacturers to quote the right price for their products.
➢ Research can help the retailers related to types of product that can be stocked.
➢ Research can help to trace the type and style of package designs consumers prefers.
➢ Research can help retailers related to the type of services desired by consumers, skill and knowledgeable of the staff appointed in their outlets.
➢ Research can help to determine the shelf space to be provided for a particular sports good in the outlet.
➢ As it is difficult for small and independent retail outlets to survive in tough competition market research can make sure the type of market for the sports goods in near future and various future developments in the sports goods market.
➢ Research can help in investigating sales trends, product ranges, manufacturer ratings, profits and consumer interest in sports goods retail market.
➢ Research can sometimes elicit new product revolutionary ideas from potential consumers.
➢ Research can help in consideration of various branded sports goods their brand image, attitudes & recommendations / suggestions by the consumer,
customer-journey and relationship, packaging analysis and employees’ communication skill.

**Selection of Data**

The scholar selected survey method for the study of the problem. To survey and collect data in Vidarbha region questionnaire, interviews and personal observations by the researcher was opted. As the survey was related to sports profession, scholar has taken large efforts to collect maximum opinions by interviewing coaches, players, few manufacturers of sports goods, retailers & wholesalers of sports goods in the region, various consumers of sports goods, personal observations and views collected by the scholar during various sports tournaments, practice sessions of teams of various games, etc. helped research scholar to prepare questionnaire on the “Status of Sports Goods Retail Market of Vidarbha” in consultation with Guide.

**Tools for collection of Data**

In the survey method, a major source of data collection was from retailers of sports goods and consumers of sports goods in Vidarbha region. Also views and opinions were collected from the players and coaches outside the regions as they came to participate in various tournaments of sports in the region.

In this study the scholar tried to collect maximum data from each every respondent irrespective of age, caste, creed from Vidarbha region. Both Qualitative method and Quantitative method were used for collecting data.
**Questionnaire Preparation**

In survey study, Questionnaire is the best tool used for data collection because the requisite classified information can be collected. The scholar after consulting the experts in sports fields and with the consent of guide prepared questionnaires for Sports goods Retailers to collect the data.

Trial run of the questionnaire was sent to the experts in these fields for their suggestions. The valuable suggestions from the experts has helped the scholar in correcting language, detecting flaws, difficulty of various terms, instructions etc. After that, a final shape was given to the questionnaire for respondents with consent from the guide.

**Collection of Data**

The scholar has written a requesting letter to all the respondents i.e. Retailers of sports goods and Sports goods Consumers known to scholar from Vidarbha for responding the questionnaire and a self address envelope was send to respondents. But after waiting for a month to get response from respondent(s) only approximately 42% of them responded. Scholar decided to visit various places in the region to collect the data personally which in turn give good response and also valuable suggestions regarding the topic received from the experts. Finally, the response received from various categories was 293 from Sports goods Retailers.

**Reliability**

The reliability is based on the questionnaire received by the researcher from Sports goods Retailers & Consumers of sports goods in Vidarbha region. Collection of Primary data especially for the purpose covering maximum aspects related to sports goodswas done with the help of a pretested questionnaire. The secondary data and information was collected from various authorized published
reports and data, sports associations and sports clubs, sports goods industrial clusters, concerned government departments and various institutions who are consumers of sports products and engaged in the working for development of this sector, various sports goods related websites, research papers published in recognized journals, etc. The data collected has been utilized to generate information with respect to overview the growth, investment competitiveness in this segment, etc.

By taking Retailers and Consumers for data selection for this thesis, research scholar chose a subject which will always be helpful to all concerned with sports felid. Recapitulatory, one can say that scholar chose a very relevant topic, which might consider using one of the models in the future.

**Criticism to the Study**

This research is built on comparison between existing activities and estimated activities. Due to the assumptions connected with estimations, the results could be questionable in terms of its credibility. However, researcher viewpoint is that the estimations are based on a solid investigation therefore the study is relatively convictive. Also management field may opt this study in different ways.

**Reflections**

Sports related professions are increasingly becoming a career of choice for youth. Most job openings are in retail sales professions which aren't easily replaced by computers. By choosing the sports goods retail market of Vidarbha region the researcher entered a sector which has not been researched in-depth before and thus seemed to be even more interesting. Yet, it was quite difficult to enter this industry as the researcher sent out several inquiries and questionnaires and only few of
those addressed agreed to answer these requests. The results of this thesis could have been more representative, if more respondents had answered to the questionnaire and the data may be made easily available from different Physical Education Institutes.