CHAPTER V
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary
Retailing of sports goods is a totally new sector for research in which various policies of government; role of various sporting federations, sports goods manufacturers and consumers plays an important role. Researcher observed that in Vidarbha region various major sports activities are held through the year as grounds and play fields are flooded with players but the sales of various sports goods was very poor. Researcher tried hard to find out the probable causes and the reasons behind the same and concluded that at present, the sports goods retailers of Vidarbha are hesitating to put their core issues in a unified manner. There should be more coordination between sports goods retailers, consumers and manufacturers of sports goods. Also strong sporting culture should be developed consumers need to be more mature related to sports goods brand awareness of Vidarbha region.

Researcher tried to find out the root cause for this purpose and was shocked to see that maximum sports goods retailers of the region are engaged in other business activities as return on Investment in sports goods business was quite low as per the expectations. The sports goods retailers find it difficult to make both end meets for their survival, hence the quality and availability of sports goods in the region is highly affected.

After getting approval for the research study “Status of Sports goods Retail market of Vidarbha” a questionnaire was prepared.
for sports goods retailers in consultation with the guide and was send to experts for their valuable suggestions and remarks, if any. Researcher tried his best to collect maximum data from the region.

After collecting the questionnaire dully filled from the respondents the table of tallies was prepared to calculate the mean of scores. The data was tabulated and Hypothesis was tested and following conclusions were drawn.

**Conclusions**

The conclusion chapter will focus on answering the research question and discussing the results of the thesis. Moreover, it will illustrate the extent of generalisation of the results and the relevance of the chosen topic. From interpretation of the questionnaire following conclusions are summarized as under.

1. Only 29.69% retailers of the region were active sports persons or were active participant in sports activities during their young age.

2. Only 41.64% sports goods retailer’s outlets are located in commercial locality and only 18.77% retailer’s outlets are located near play grounds

3. Only 42.66% of sports goods retailers in Vidarbha area keeps exclusively sports goods in their outlets.

4. Only 26.96% retailers keep more than 15 varieties of each sports goods available in their outlets.
5. Only 32.42% sports goods retailers of Vidarbha region agreed that their annual turnover of the outlet has increased by selling only sports goods.

6. Only 32.08% of the sports goods retailers purchase sports goods by actual inspecting on site where the goods is manufactured.

7. Only 34.81% retailers preferred Indian Branded goods of all Brands to be kept for sell in their Outlets.

8. Only 67.58% sports goods retailers of Vidarbha region keeps sufficient stock of sports goods required throughout the year.

9. Only 61.43% retailers keep sufficient stock of sports equipments required in the area.

10. 46.42% retailers prefers credit limit and 38.57% retailers prefer Cash Discount on purchase of sports.

11. Only 38.57 % sports goods retailers are of the opinion that manufacturers/wholesalers give credit facility on purchase of sports goods.

12. 33.44% retailers experienced that Manufacturers / Whole sellers increase rates at the time of dispatching goods due to various reasons and 30.72% retailers experienced that sports goods Manufacturers / Whole sellers do not dispatch the ordered goods as per scheduled there by impacting their sales.
13. 37.20% retailers do business with particular sports goods Manufacturers / Whole sellers because of the Credit facility given by them regarding payments.

14. Only 17.75% qualified marketing agents are appointed by manufacturers / whole sellers who visits retail outlets in Vidarbha region.

15. 48.46% manufacturers/ wholesaler do not provide detailed catalogue for the sports goods.

16. Only 64.51% marketing agents disclose the company policy regarding sales of particular sports goods.

17. Only 67.92% consumers in Vidarbha region feel safe in transaction with sports goods retailers.

18. Only 63.82% sports goods manufacturers / whole sellers show sincere interest in solving consumer’s problems.

19. Only 61.77% sports goods retailers of Vidarbha region are aware of the newly innovated goods.

20. 34.13% sports goods consumers prefers Imported sports goods while purchase.

21. Only 34.81% of the sports goods retailers give Cash Discounts to their customers when they purchase in bulk the sports goods.

22. Only 62.12% sports goods retailers of Vidarbha region analyze the reasons for lost customer.

23. Only 64.85% sports goods retailers encourage their customers to switch to newly innovated sports goods.
24. 63.82% sports goods retailers feel that newly innovated sports goods has great impact on sales in their outlets.

25. 74.74% consumers of sports goods of Vidarbha region feels that Imported sports goods are cheaper than Indian sports goods.

26. Nearly 39.93% sports goods retailers feels that net profit on sports goods should be more than 20%.

27. 72.01% sports goods retailers find it difficult to recover their dues from sports goods consumers of the area.

28. 79.52% retailers feel that various taxes on sports goods should be reduced so that the sales of sports goods may boost.

29. Only 29.01% retailers of sports goods rely on advertisement to increase the volume of sales.

30. Only 72.01% retailers are of the opinion that the geographical location of the area is helpful in promoting sports activities in the area, due which the sales of sports goods is satisfactory.

31. Only 66.55% of the retailers are having the Godown / storage facility of sports goods.

32. 68.26% sports goods retailer’s feels that prices of Indian sports goods have risen due to gradual opening of the Indian Economy due to which there is a great impact on sales.

33. 35.84% of retailers are of the opinion that the market of sports goods in Vidarbha region is improving.
34. Only 27.65% consumers of sports goods are attracted by the packaging style of sports goods.

35. Only 36.86% retailers display the sports goods in their outlets.

36. 67.58% consumers are aware of various brands of sports goods available.

37. Only 72.35% sports goods retailers of Vidarbha region feel that relying on advertisements or publicity in the area may increase their sales.

38. 33.44% retailers prefer for advertisements of their firms in sports magazines.

39. Only 8.53% sports goods retailers are having Physical education as an academic background.

40. Only 17.75% sports goods retailers employed Physical education graduates.

41. 21.50% retailers in Vidarbha region had opinion that sales of sports goods may increase by appointing more qualified employers in outlet.

42. Only 6.83% sports goods retailers are satisfied with the current knowledge of Physical education graduates.

43. 33.10% feels that increase in Private Sponsorships in sports field may help the physical education graduates to get good salary in the field.

44. There is a high impact regarding Price, Brand name recognition, Customer satisfaction, Effect of Educated
Employee, Discounts on sales, Broader choice for goods, Flexible payment terms, Innovation effectiveness, whereas regarding Quality of goods, Attractiveness of packaging, Convenience of outlet location, Display of sports goods; have medium impact on the customers and there is low impact on Guarantee & warrantee of sports goods.

45. 39.10% feels necessity of personal sports goods.

46. 37.20% sports goods consumers are of age group between 26-40 years that visits retail outlets.

Finally it has been concluded that based on the findings and after analyzing the data it was observed that Hypothesis H1 to H9 was found positive in nature, hence all were accepted. As Chinese Proverbs quotes “To open a shop is easy, to keep it open is an art”.

**Recommendations**

From interpretation of the questionnaire following recommendations are suggested along with the views of researcher who has personally visited various in Vidarbha region to collect the data.

1. Sports goods retailers should give maximum cash discount and pass other business benefits to the customers.

2. Net profit on sports goods should be kept between 10-15% so that consumers can purchase good quality of sports goods.
3. Sports goods retailers should keep maximum variety of sport goods in stock in their outlets throughout the season as per the demand in the market.

4. Sports goods retailers should prefer modern mode of transport for collecting their goods to give timely supply to consumers.

5. Sports goods retailers should encourage their customers to switch for newly innovated sports goods.

6. Sports goods retailers should plan to develop exclusively superior outlets in commercial area.

7. Detailed description of the broacher should be given to the consumers regarding the goods as and when necessary.

8. Sports goods retailers should adopt modern media for advertising in the region.

9. Maximum display of sports should be made by the retailers and branded sports goods should be preferred.

10. Sports retailers should deal with reputed sports goods manufacturers / whole sellers so that consumers feel safe in transactions.

11. Sports goods retailers should be aware of the Innovations and technical details of the sports goods.

12. Diversification is extremely important for any Sports goods retailers so maximum branded sports goods should be kept in the outlets.
13. Packaging style of sports goods should be improved so that extent of damage to sports goods can be minimized.

14. Retailers need frequently to vary displays and reposition stock to make the retail outlet look “fresh”.

15. Depending on the geographic location of the region, packaging style of sports goods should be such that sports goods may give maximum durability.

16. Technical details of latest innovated sports goods should be known to retailers.

17. There is a vast competition from International brands in India as popularity of International brands is more amongst Indian consumers.

18. Consumers should be given written assurance from the retailers regarding after sales, service, repair and maintenance for particular sports goods.

19. Retailers must keep sports goods of big brands even if they are higher priced as today’s generation of consumers perceive value and are ready to pay for it.

20. The retailers should implement effective credit policy to control and avoid bad debts and timely recovery of debts.

21. Consumers are unable to adapt quickly to rapid changes in product designs and slowly they Shift from traditional sports equipment to high tech equipments which affects their performance.
22. Video recording of correct techniques should be made available for demonstration and also for use of certain types of latest sports equipments available. Training for new equipments should also be provided, especially for latest sports products.

24. There should be strict policy for checking the duplicate sports goods particular in the branded sector, as their use may cause injuries to the participants of various sporting events.

23. Wide gap exists between the business researches on sports goods market related to Physical Education graduates which is necessary as per the needs of the industry, because there has been a total lack of relevant retail business research in the field of sports goods industry relation with Physical Education graduates.

24. After completing a course in physical education, many graduates apart from being a professional player, they can opt to become a manager of sport and leisure clubs, sports administrator, managers of sports goods retailer’s firm, etc.

25. Production of low-cost sports equipments and proper policy needs to be framed towards development of sports industry in Vidarbha.

26. Physical Education Research and Training Centre, Placement Cell an autonomous department should be establish in every colleges of physical education and University Departments of Physical Education.
28. Short term innovative job-oriented technical courses in manufacturing sports goods, health equipments and apparels should be designed and marketing courses included in the curriculum as per the requirement of the market. This would provide promote self-employment to physical education graduates.

29. Implement new and creative ways to teach physical education in the process of reviewing market requirements. Numerous educational jurisdictions now refer to change the present physical education curriculum. It is the need of an hour to develop and implement a positive attitude toward physical education curriculum for increasing employment rates of graduates in this field. Well-structured physical education curriculacan enhance and improve the chances for employments in present market scenario.

30. Universities must work extensively with sports goods manufacturers on a range of R&D activity, as well as providing hubs for spin-outs for the next generation of entrepreneurs. Their action plan must be focused on placements of graduates, implement employer-approved courses and employability skills across all courses in Physical education curricula and commit to making the vision of work-ready students a reality.

31. Universities must be keener than ever to engage constructively with business to ensure that they are delivering students with not only the high level degree qualifications needed by industry, but also with the
employability skills needed to get a job and succeed in the workplace in ensuring that when students leave their institutions they are equipped for the world of work – with the soft skills valued by employers as well the academic and technical skills and trained physical education graduates so that they are able to demonstrate and communicate their value to employers as per their demand.

32. The major challenge comes from sports goods consumer behavior changing patterns during crucial times of crisis. Brand loyalty for sports goods declines as consumers are attracted by cheaper sports products, leaving far behind some of the leading brands in sports goods. Recently even the rich brands are attracted to bargains, as there is vast availability of foreign sports goods in India, which are low priced and easily available. The main problem is how to discount the sporting goods without sacrificing the company’s ability and policy framed to continue operating is a question of great concern.

33. Flexible and Low taxation policies by Government should be given to retailers of sports goods of Vidarbha.

34. Maximum physical education graduates must be employed in Vidarbha region.

35. Sports goods retailers in Vidarbha region must appoint more qualified employers in their outlet.

36. The experiential areas of the curriculum, which often require specific teaching expertise, present the greatest challenge to physical education teachers, is perhaps most problematic.
37. Sports goods consumers of age groups 18-25 yrs visits retailers outlet. Maximum effort must be taken by retailers to increase the footprints of consumers of other age groups.

38. Timely and proper decisions must be taken for the survival of Physical Education graduates.

39. Permanent type of employment is preferred among talented and skilled businesses, which employ part-time, temporary and contract employment to talented and skilled people in the sports retail market sectors.

40. Employers are increasingly demanding higher skills. There is a lack of talented and skilled people in the sports retail market sectors and suitable local qualified candidates does not have that proficiency also there is low search of career seekers in this sector with relevant and appropriate skills.

**Recommendations for further study**

1) The same type of study can also be conducted in other regions, different state wise, etc.

2) The same type of study can also be conducted on particular indoor and outdoor activities in the region.

3) The same type of study can also be undertaken on purchases done by various Government Departments, Institutions, Clubs, etc. receiving Government Grants/Aids for purchase of sports goods.
4) The same type of study can also be conducted considering the syllabi for physical education graduation.

Also, many more studies can be conducted on similar type of subjects as scholars need help, patience and perseverance if the professionals working in this field sincerely give stress for implementing and updating the curriculum in physical education, a day will come when Indian sports goods market will enjoy a high status around the globe and huge employment opportunity and new trends will be generated in this sector.