CHAPTER II

REVIEWS OF LITERATURES

Brettman (2012) conducted a study on bulk sales related to sports goods, hosiery, shoes, fitness and health equipments and other branded sports products and stated that the sales reached $77.3 billion in 2011. There was an increase of 4.2% when compared with 2010's wholesale sales which was $74.2 billion which was quoted in 2012 in "State of the Industry Report" of the association after downward trends in 2008 and 2009. The report states that the wholesale sports goods shows upward trend uptick showed that, at the retail level as the sports goods consumers were making more purchases which had slowed down in previous two years. A lot of people work out on a regular basis, & they realize if they don't have their health, they have nothing. In Sports Goods Manufacturing Association report, it highlighted that the consumers who spent money previously on purchases of sports products formerly they spent nearly 25% more in 2011 than in 2010. It's not surprising that team sports had a big jump in spending but also parents on high priority are fulfilling the needs of their children related to sports products said SGMA President Tom Cove. As sales percentage of overall sporting goods industry grew in the U.S., e-commerce sales continue to play a bigger role. The percentages from 3.6% in 2006 to 6.2% in 2011 have continued to increase every year. The future of the entire sports, health and fitness, recreation industry in the U.S. is filled with optimism based on the input from industry leaders.

Rosandich (2000) throws light on importance of technology in manufacturing sports products which have changed the nature of sport and sports equipment. Previously there was a little impact of technology in the manufacturing sector of sports equipment and in sports field that too in the Olympics. But in the
modern era in Olympics too, use technology applied to sport has played a significant role both in completion and training. Use of advanced technology in sports goods sector has great impact in almost every aspect of sports. Unfortunately, the use of technology is an expensive proposition in the upliftment and upgrading of sports facilities and equipment and generally it is beneficial to the upper end of the sports hierarchy who can afford it. Also technological development when applied in the sector of sports equipment continues with the next generation of the "newest and the best" being developed and benefits to those sports players who can afford to purchase. They concluded that application of IT to sports management sector had dramatically changed the way of doing business. As these IT tools are rapidly becoming a necessity for the sports administrator at whatever level in the sports hierarchy they are working as they are a powerful force for the whole profession.

Kasen (2011) studied on sales of sporting goods in U.S. He states that in 2009, the sale shows a downward trend of 2% in U.S. The sales of sporting goods in retail segment in 2010, which includes equipment, hosiery and footwear rose over 5% as stated in the NSGA report "The Sporting Goods Market in 2011. In 2010, a sale of sporting goods touched $53.7 billion and forecast to rise 2% to $54.7 billion for 2011. Athletic and sports equipment showed a 5.4% increase which accounted for $26.01 billion in sales. The report forecast that there will be 2% increase in equipment sales for 2011. In 2010, athletic and sport footwear sales showed 2% increase resulting gross revenue of $17.48 billion and quoted that the sales of sports footwear will show 1% increase in sales for 2011. Sports hosiery sales increased to 10% increase to $10.17 billion and forecasted that there will be a rise of 5% in sports hosiery sales for 2011. Relates to sports equipments segment showed the greatest percentage increase in sales of more than $1 billion in 2010.
Campng equipment sales significantly rose to 14% generating revenue of $1.7 billion. Similarly there were a large scale sales of Sport optics and sales of fishing tackle. Sales related to equipment category surveyed by NSGA, sales of health and fitness equipment raised just 1% to $5.4 billion in this segment as the sales of Treadmills dominate the category whose sales rise by 1% in units and 2% in dollars. In other equipment categories segment Golf equipment sales rose 9% to $3.2 billion from $2.9 billion generating revenue of more than $1 billion. Also there was considerable increase in other sporting equipment categories accounting for sales under $1 billion in 2010; but sales of branded Lacrosse products showed a double-digit increase which rose up to 28% generating revenue of $41.1 million as compared to $32.2 million in previous year. Sales of Softball and Baseball equipments also rose by 17% and generated revenue of $447.1 million while sales of tennis equipments rose by 13% to generate revenue of $416.7 million. As twenty-four equipment categories surveyed by the Association only three types of sporting equipments showed a marginal decrease of less than 10% in sales as compared to last year sales and revenue. In Canada, Retail store sales of sporting goods showed a little change in the first quarter of 2011 with a 0.1% drop according to Statistics Canada which was due to drop in sales of 2.3% in the fourth quarter of 2010 and a 5.8% drop in sales of the third quarter of last year. Sales for Q1 of 2011 were $807.7 million (Canadian) versus $808.3 million in the same quarter of 2010.

Gull (2003) stated that with the new entrants and new rivals like Nike and Reebok, Sara Chambers’ yoga business is suddenly getting tough and stressful. Sara Chambers was aware of sales of yoga products before it was chic. Recently, these days, however, life as a yoga entrepreneur is no longer quite and mellow. Mega-sporting brands Nike and Reebok have winded up their own yoga products.
In the age of digital technology people have realized the importance of Yoga and the frequent crash of the Internet time to time, people opted yoga which is a natural fit says Eastern Mountain Sports, which manufactures all types of yoga products, all of them by Hugger Mugger. The sales of yoga equipments are very high in such market conditions. Sara Chambers’ yoga business began making custom-sized shorts and yoga mats having only two sewing machines and a roll of synthetic mats imported from Germany, they sold their products to teacher’s community. As their traditional mats lost their stickiness after heavy use, they opted to formulating their own higher-quality mats which they innovate and design more for yoga users specifically. They have close watch on the customer necessity and requirements related to their products in the market. Resulting sales at Hugger Mugger had gradually grown by 50% annually. By fulfilling consumers demand and desire for the products the order for mats came in from celebrities as products appeared on various TV episodes as per the marketing plan. The company moved to three time’s industrial space and raised employee’s headcounts. Hugger Mugger entered the mass retail market and launched a new lower-cost brand named Yoga Basics which shares nearly 20% annual sales of the company's. With the increased order and sales rising day to day manufacturing Company hired 50 independent sales representatives and increased the company's marketing budget by more than 30%. The frequency of catalogue mailings also increased to four times a year and their look changed often dedicating whole pages to artful, serene photographs of yogis in mid-pose. Balance between serving the new mass-market crowd and Hugger Mugger's traditional, hard-core yogi constituency was not easy. Company is focusing on longevity rather than taking advantage of the yoga craze.

Schaefer (2012) stated the importance of IP protection in the sporting goods industry. As sporting goods of 21st century symbolize that sports goods must be
have all characteristics in the present lifestyle and fashion trends. A.T. Kearny a management consultants estimated that the global sports industry is worth as much as US$620 billion. Millions of dollars each year are spend by the Sporting goods manufacturing companies, irrespective of its size in terms of turnover, revenue spend on various marketing strategies for developing new and improved innovated sports products to benefit not only elite athletes, but also amateurs on a day-to-day basis. The IP system plays a key role in enabling the manufacturers to continue to invest in R and D, effectively for designing the affordable sporting equipments for the upcoming and present sporting players. In manufacturing various sports equipments / products use of natural materials i.e. wood, twine, rubber, etc. has been progressively replaced by a wide range of highly sophisticated, man-made materials, including alloys and polymers. Equipment made from these lighter, more durable materials has helped the players’ world to minimize injury and can enhance their performance. Today, the budget allocation for R & D by leading sporting goods manufacturers is slightly more than one percent of their annual global turnover. In high-tech testing labs of sporting goods which is tightly guarded and equipped with very latest technology to develops and manufacture sporting equipment for optimal performance of the competitors exists. Some labs even have purpose-built facilities to develop and test equipment under varying conditions. The latest buzz in sporting goods innovation is the technology convergence and smart sportswear. Leading manufacturers of consumer electronics are helping and working closely with leading sports goods manufacturers of branded sports goods for developing new sports-related technologies and even new way to generate revenue. The design of sports product whether it is outdated or up to date in look is the key to a product's commercial success. All necessary attempts are made by recognized sports associations to limit the size and visibility of logos on sports hosiery and sports equipment and reduce it size. But due to growing
global interest in various sporting events the business relationships that characterize the industry may become more complex. Effective and Strategic IP asset management is a critical factor which may help in forging intra-industry cooperation and fair trade.

Arnott (2012) studied that there was significant growth in the number of purchase of online sporting goods by consumers. Hosiery and footwear purchases online of sporting goods particularly are leading as compare to the purchases in other sports products by consumers. In this study researcher found that online purchase of footwear was 11.5% and 6.8% of this purchases was made through international retailers. Sports apparels purchase made online was 7.6%. The research also investigated that consumers are becoming more willing to purchase online and that too from an online retailer who provide this service. This report gains weight to the anecdotal reports from retailers which states that around 15% online sales of sporting goods particularly in hosiery and footwear category are done by consumers. It’s a good sign for retailers of sports goods that sports retailers recognize that there are vast opportunities for domestic online retailers and are ahead in use of the technology innovated which has great impact on their sales. Irrespective of the results the retailers in the sports industry must move quickly to take advantage of the technology and can increase the numbers of their customers who are diverting their spending in the sporting goods category by purchasing the sports products through online channel.

Wood (2012) studied that globally retail sector for sporting goods market has vast opportunities for sporting goods suppliers because of the increase demand in sports goods particularly in hosiery, sports equipments and footwear segment. Worldwide there is a good demand for sporting goods and this sector must encash
this opportunity. The forecast is that market is to touch an estimated $266 billion in 2017 with a CAGR of 4% over the next six years (2012-2017) which is good news for sporting goods industry involved in manufacturing and retailing of sporting goods. Recently, North America currently dominates this market and beyond this the global retail sporting goods industry is highly fragmented. The report throws light on the annual trends of previous six years and it forecast the market trend for the next six years which may be helpful for the manufacturers and retailers to plan for inventories and other resources. To stay ahead in business activities and in a fast-paced ever-changing world, business leaders take every advantage available in a timely manner to drive change and lead in the market.

Kasen (2012) studied on sales of sporting goods in U.S Sporting Goods Stores. He stated that sales of sporting goods from retail outlets rose by 9.4% in February as per the Monthly Retail Trade Survey prepared by the U.S. Census Bureau. The rise was 4.0% in December as compare to the sales in the same month in 2011 which was followed by an increase of 3.4% in January. The sale for the reporting month February was $2.8 billion (preliminary). Total sales for 2011 were $40.9 billion which show an increase of 1.7% for the year when compared with 2010 there was a jump of 6.6%. The sales for 2009 were $37.7 billion which shows an increase of 1.6% for the year. Comparatively the sales were up by 2.3% for 2008 with revenue of $37.1 billion as compared to sales of $36.3 billion in 2007. This U.S. Census Bureau estimates are based on data from the Monthly Retail Trade Survey, Annual Retail Trade Survey, and administrative records. The annual sales estimate for sporting goods stores in the U.S. Census Bureau Monthly Retail Trade survey is consistent with sporting goods sales reported in the NSGA study "The Sporting Goods Market 2011."
Prashar (2011) studied that India is developing a sports goods sourcing hub. There has been an average annual growth rate of 10-12% in past five years of sports goods industry. Major growth is achieved due to the Export of sporting products which is the main focus of this industry. Also, series of major sporting events are hosted in India which helps to flourish and given a boost to this sector and helps in increasing sports awareness. Also, Indian Government has started focusing on sports promotion and exports of sports goods, resulting, in the past few decades the retailing of sports goods has seen a miraculous growth in India and has helped to change the consumers' preferences. Grasping the changes foreign branded sports goods have entered and penetrated in Indian market because of the growth and changes adopted by consumers in the sector of sports goods modern retailing. Also sports goods foreign retailers are attracted by the fast growing Indian retail market, consistently high GDP, rising per capita income, large consumer base among others factors which have attracted them. India ranked first among 30 emerging markets for foreign retailers for 3 consecutive years, (2005 to 2007). Indian market regained their position in 2009 when it was ranked second after Vietnam in 2008. Totally depended on various government policies the sports retailing involves working with government organizations, sports federation/ clubs, etc. not only in the retail sector but also in allied sectors like manufacturing, etc., Few sections of the survey discussed the governance policies and norms laid that regulate and are implemented in sports goods retailing in India. Highly innovative approach related to related to manufacturing of sports goods are few important stepping stones that have carried forward the sports goods manufacturing industry in India combined with a sense of social responsibility in the larger interest of the society. To yield desired fruits across certain non-traditional disciplines there are several manufacturing-cum-marketing collaborations in the arena that have matured. With the help and strategic support numbers of others are now taking
shape rendered by some of the renowned sports personalities in the field of sports worldwide.

Smith (2012) stated that the arena for sporting goods retailers has completely changed during the past two decades, with industry players evolving into national chains that have considerable revenues and buying power. With the unprecedented increase in national sporting chain outlets this sector aims for a share of the sporting pie that has effectively created an opportunity for department stores and mass merchandisers to enter the market. Sporting goods retailers have continued to benefit from their ability despite the rise in competition and offer to their consumer’s specific brands and specialized services. As, arena for sporting goods has changed, with major retail players evolving into national chains the sporting goods stores in the United States have been flexing their muscles in this sector from last few years. As consumer awareness of good health and participation in sports is on rise, revenue is expected to increase at an average annual rate of 0.6% over the five years from 2007. Revenue is estimated to rise 3.0% to total $39.8 billion from 2011 to 2012. Historically, selling of sporting goods was the family-owned businesses from small outlets which fulfill the needs of the local consumers. Primary suppliers of sports goods were wholesalers and there was negligible competition from other retailers because of their high level of specialization. But the playing field for sporting goods retailers has completely changed during past few decades as the major players in this sector are evolving themselves into national chains and have considerable purchasing power and sufficient revenue. The unprecedented rise in chain of national sporting outlets has effectively created an opportunity for various types of stores to enter the market and to achieve their aim for a share of the sporting pie. This has led to increased levels of competition in highly competitive retail market of sports goods because of the entry of these
external players. In a highly competitive market of sporting goods, retailers should show their excellence and continued to transfer benefit and must offer consumers specific brands, specialized service and extra services. Researcher quotes that up to 2017 i.e. in last five years, return on investment and growth of sports goods sector will be good as new consumers are likely to enter the market and the existing one will return and consumer sentiment will be positive due to increase in disposable income.

Fuentes (2012) highlighted the cultural turn in retail studies by offering an overview of the interdisciplinary field of socio-cultural retailing and, based on this introduction, draw out and discuss what this body of work can contribute to the field of retail marketing. The paper reviews work clearly shows that retailing and shopping practices are anchored in and also work to reproduce wider social and cultural processes. Retailing does not exist part from socio-cultural processes of identity and meaning construction but is intrinsically interlinked with these processes. Therefore, to understand why some store concepts, marketing practices and products work and others fail; it is important to understand the socio-cultural processes underlying the practices of retailing, shopping and consumption. In addition, accepting that retailing practices and spaces are not only linked to socio-cultural processes but also actively work to reproduce these processes means acknowledging the political role of retailing. From this perspective, retail practices and spaces are actively involved in the construction of identities, meanings and worldviews; they shape, to some extent, the way we view the world and ourselves.

Sadeghi et al. (2012) focused on the functions and value of brands, various dimensions of brand image as perceived by consumers. Researchers identified four important categories of functions i.e a) Personal Identification; b) Social
Identification; c) guarantee and d) status. They studied that these functions have a great influence on the consumer's willingness to recommend the brand, pay a price premium for it and accept brand extensions. The results obtained confirm the convenience of analyzing brand associations separately and enable the ascertaining of the brand associations that are the most relevant in order to attain certain consumer responses.

Akomolede et al. (2006) highlighted that consumer’s protection through various policies and law is the soothing feature of contemporary commercial transactions. In the world advanced economies related to the social and economic feelings have responded positively which was generated by consumerism i.e. by enacting laws, fashioning out policies and putting in place suitable regulatory measures to guide against the oppression, intimidation of the consumers in their daily interaction with the producers of goods and services. Due to advances in economies that are heavily policed and regulated makes it susceptible to control measures that may ensure success for consumers. The third world countries that are left to the vagaries of the market system the same economies of the developing countries with its imperfections and consequent suffocating have affected the consumers. Researchers studied that there are various laws for consumers protection and concludes that even though considerable progress has been made in recent years to protect them, consumer protection largely remains a farce. They recommended that more regulated consumer protection regime by way of a comprehensive consumer code where the rights and remedies of the consumers must be articulated which can guide against the laissez faire system that holds sway presently and one that has made the consumers to remain as pawns in the hands of the sellers in the today’s markets largely controlled and dominated by the sellers or producers of goods and services.
Ran et al. (2011) studied that sporting goods listed enterprises faces more severe financial challenges in the global financial crisis. An effective approach for evaluating the financial competitiveness level is necessary to meet the challenge for improving the sustainable competitiveness of the sporting goods production industry. This approach starts from setting up a coherent conceptual and analytical framework to cover all essential aspects that includes profitability capability, debt paying capability, and operation capability. Researchers presented an evaluation system for the integrated index competitiveness evaluation system (IICE) is presented and aimed at studying the financial competitiveness of the sporting goods listed enterprises. The findings lead to suggestions for further study into investigating effective business strategies for improving the financial competitiveness for sporting goods listed enterprises in China.

Hart et al. (2000) studied that there was a great impact of the Internet in retail marketing sector of sports goods and is anecdotal, as the forecasts given is speculative for future potential. It forecasted that the traditional sports goods retail outlet at various fixed location may be replaced as Internet use is increasing and major new retail format will come in existence. Only few academic researches discarded or supported the claims of Internet penetration and seek to redress the balance and presented a rigorous review of Internet activities in UK retailer sector. Sample of 1,099 UK retail multiples was taken and individually inspected by each Web site to study various categories of marketing functions and services offered by them. Researchers found that majority of retail organizations surveyed the retailers have not yet registered a Web site address and those retail organizations have developed a Web site, majority of them use it as a communication tool for promoting the product information to Internet users, rather
than to support direct sales. Researchers concluded various implications of Internet activity for sports goods retail marketing in future.

Sharma et.al. (2011) discussed the relevant processes and strategies related with Experiential Marketing and observed two concepts of experiential marketing, which were Strategic Experiential Modules (SEMs) and Experience Providers. An attempt has been taken to elaborate these concepts and some live cases have also been added at the end to justify relevance of the experiential marketing. Since last few decades marketing trends have been significantly transforming at lightening pace and marketer has had to cope up with the drivers of the change. Every facet of marketing scenario observed by the marketers is significant and needed to be given a separate focus on the contemporary marketing mix. The consumer’s perception and attractiveness changes gradually with the availability of ample substitute goods and services in the market. Many proactive companies which are engaged in ATL Activities, that the agency receives a income from the media company and BTL Activities in the promotional mix activities develop a new trend of TTL Advertising for reaching the consumers at all touch points. This development in marketing leads to the generation of a new distinct and contemporary marketing process i.e. Experiential Marketing. Experiential marketing itself means to focus on various experiences of consumers and on their experience, use of eclectic methods because the belief is that consumers are emotional and rational. This new marketing mix is trying to bring brands (goods and services) to life through experience.

Agarwal et al. (2012) suggested that Small scale industries are the main employment provider in any developing country. Most of the micro, small and medium (MSME) scale industries development is due to the efforts of individual
entrepreneurs. These entrepreneurs lack the knowledge of various technical and legal aspects. Many times, due to the lack of information, these individual entrepreneurs do not know latest development in the technology and market dynamics. They lack the knowledge of the availability of funds required to establish the industry. A single point information centre called common facilitation centre (CFC) can resolve these issues. CFC can help in changing, not only the development of the industry, but the whole society. They have presented an overview of a sports goods MSMEs cluster in Meerut city, India. It covers the various aspects of problems and how CFC can help in resolving these issues.

Muhammad et al. (2011) identify the challenges and issues faced by Pakistan Football Industry and provide some suggestion to improve its performance. Pakistan Football Industry is the one of the promising secondary industries of the country. For a long period, industry enjoyed leadership status in international market, but, during last decade, it not only lost its leadership status—there is also considerable decline in the market share. The research found that social compliance issues, lack of technology, lower productivity, old production techniques, poor management and non-extent marketing skills and uncertain political and business environment are the major reasons behind the poor performance of this industry. This paper contributes by highlighting the importance of football industry for Pakistan economy, which has, so far, been neglected by the policy makers resulting in grave consequences for overall economy. The limitation of this paper is the heavy dependence on secondary data and its focus on football producers’ prospective. Future research can look at this problem from the prospective of other stakeholders, as well as, conduct an empirical investigation to explore these issues and challenges more deeply.
Fazlzadeh et al. (2011) highlighted how after-sales services affect the overall offering to consumers and helps to maintain the quality of the relationship with them. An understanding of the effect of after-sales services in satisfaction and post behavioral intentions is of great importance to services marketing managers as it helps them to differentiate their offering substantially, and helps to strengthen the relationship with their customers in long run. Researchers tried to investigate the customers’ satisfaction after the effect of after-sales services as well as consumers behavioural intentions, and their desire for repurchase intention. They conducted study on customers of a large retail chain marketing home appliances in Iran with the sample size of 302 usable responses were utilised. Findings indicates that after-sales service quality, consumers are satisfied and in turn affects their behavioural intentions.

Davies (2002) explored the implications of the findings for managers of sport and leisure services and policy makers and suggested a review of methods used for calculating consumer spending on sport which may be required in future. Researchers carried out survey in 1996-97 to demonstrate that spending on sport-related goods and services in the UK and the findings of consumer has been underestimated. In Sheffield, UK Consumers’ expenditure on sport was more than expected from national estimates, which was due to methodological reasons rather than increased spending. The paper highlighted that conventional approaches, used to published data sources to measure sport-related expenditure are not a valid measure of estimating expenditure related to sports and from current estimates has omitted several items of related to sports expenditure.
Brad (2008) studied on the economic scope of the sports industry in U. S. Analyzing on various varieties of data sources, researcher investigated the economic size of sports viewing, sport participation, and in U. S. estimate the demand and the supply of the sports market. Researcher concluded that in 2005 the size of the sports industry based on aggregate demand and aggregate supply ranged from $44 to $73 billion. Also considering the various components of this industry participation in sports and the actually viewing various sporting events are important, but hard to value.

Bisen et al. (2011) highlighted the various reasons why employees leave the job and suggest recommendation for employees’ retention in retail sector. Retail is India's largest industry and there are several factors that are driving India's retail market. Major factors includes hefty salaries given to employees, increase in working women employees, rise in nuclear families in urban areas, increase in working population by youngsters, high customer aspiration and increased disposable income, desire for luxury items and affordability and major factor is share of retailing sector is poorly organized. The retail industry faces the difficult and costly challenge of recruiting and retaining the best talent. There are many factors that may limit the ability of retailers to keep valued employees, and it is essential to understand what employees’ value, that can cause them to stay and perform well. The rapid growth of retail sector is the major concern of employee’s retention problem because employees now have immense opportunity in their service period. Youngsters are employed in retail industry at lower salaries and they too need experience for seeking better jobs or join back to continue their education.
Thibault (2009) highlighted the various that affects the sport management field and issues involved in the globalization of sport. Researcher presented four major issues which are stated as, lack of skilled labor forces to manufacture sportswear and sport equipment at international level where transnational corporations are drawing attentions of developing countries; mass participation in various sporting events irrespective of the players origin and place are no longer a limitation where they participates and competes; increased involvement of global media in sport sector; and impact of sport on the environment. The impact of these issues on sport management and inconvenient truths was convinced.

Douvis et al. (2012) studied that in U.S. sports industry is huge and is expanding fast with an estimate revenue of $320 billion. Coverage given by the print and electronic media has significantly increased in Sports field, and unbelievable competition related to prices amongst different sport products has transformed the sports market into a multi segment industry. Various organizations are striving hard for the consumer’s of sport related to their money and time. Recently, consumers are becoming more complex for their needs. There is a social demand for achieving a better understanding of sport consumers needs and improve the quality of satisfying their needs and to justify sport marketing field as an academic discipline. Today there is total lack of the theoretical foundations in sport marketing as compare to other academic disciplines. To achieve academic vigorousness researchers in this field there is a need to develop a practical sense to target phenomena of their interest and change the current research trend, in order to satisfy the needs for academic and practical significance and should be acquainted of all the new principles and trends in their area. There is also the need to update and inform the latest developments and trends in the concerned areas from where they can derive their needs for theoretical inputs. Sport consumer behavior
emotional approach is also needed to be investigated by researchers in the field of
sport marketing and satisfaction and involvement of sport consumers. Researchers
in the field of sport marketing must examine the multiplicity of variables that
interact between each other causing various results as interest in this field is
dynamic and sport industry is working in highly uncertain environment. These
studies must be tried to determine the value from an experiential point of view and
not only concentrate on sport activity. Very few researches are done on sports
industries which is a multibillion dollar industry. Also very limited research is there
in the area of sport products licensing and merchandising companies and on small
entrepreneurial sports organizations that sell a variety of sport related products.
Finally sport marketing researchers need to broaden their field and include in their
studies all various aspects that constitute the sports industry.

Al-Shishani et al. (2012) investigated the effect of quality Physical education
curriculum that needs to meet the standards of (ACSM) personal trainer certificate
related to the academic reputation of Physical education graduates in Jordan in the
health fitness job market. Owners and managers of 14 first class health fitness clubs
in Jordan including fitness clubs in 5 star hotels were the sample for the study.
Researcher concluded that Hashemite University is regarded as the best source of
Physical education graduates qualified to work in the fitness club industry as
compared to the rest of colleges in Jordan which served as sample of the health
fitness job market. This is the only university in Jordan who adopted the content of
(ACSM) personal trainer certificate study package and proved that the academic
knowledge and skills of Physical education graduates is better than other factors
such as history, size, and research activity contributing to academic reputation.
Ruddick (2012) highlighted on the prospect on Sunday longer trading hours being made permanent which has been dampened after sales declined during the extended trading hours when survey. During London 2012, temporary new rules allowed large shops in the UK to keep open between 10am and 6pm for maximum six hours that they are normally restricted to. This relaxation of rules was designed to help retail shops on the Olympic event and support retailers across the country. However, the only impact was that large supermarkets took sales away from smaller shops. Large stores enjoyed a 2pc year-on-year rise in sales during the month. “This may well reflect the suspension of Sunday trading laws during the Olympics period, allowing larger stores normally subject to greater restrictions, to have opened for longer.” The retail sector is split on the merits of extending trading hours permanently. The retail sales figures also showed the biggest drop in online sales figures. Non-store retail sales by volume fell 6-7%. Sales declined as consumers watched the Olympics instead of shopping online when feedback was received from online retailers. However, the Olympics did boost sales of sporting goods and toys. Companies such as John Lewis, Adidas and Sports Direct have all reported a growth in sports-related sales because of London 2012 as the British public snapped up Team GB kit. Feedback from these stores suggests that there was an increase in sales of football shirts at the start of the new season and the European Championships but sales has also from increased due to the Olympic Games.

Goodchild et al. (2000) highlights the size of the sports industry and in their report stated how it has changed since 1996. The direct impact was not clearly visible or quantifiable in the sports sector in New Zealand. But participation and spectating sport was a major part of the recreation culture. The sales and purchases are not recorded separately in New Zealand economy, hence official figures of
estimates has been made. As sales and purchases come from a range of other industries such as the manufacture of sports clothing, the operation of sports facilities and venues and the services provided by sports professionals. Real gross output in 1999 was $1,973m which shows a growth of 2.5% p.a. since 1996, largest contributor was from manufacture of sports clothing sector. Real value added having the main impact in the physical leisure industry was $886m, up $10m, from manufacture of yachts and other pleasure craft. The main growth sector between 1996 and 1999 was coaching services rendered by coaches and clubs (41.4% p.a.). Total expenditure increased by 16.6% p.a. over this period. As compared to 3.5% p.a. for total New Zealand exports, growth rate of 14.6% p.a. was achieved by physical leisure exports. However, imports of physical leisure goods grew at a rate of 4.2% p.a., which was slower than the national total of 8.6% p.a. employment in this sector grew by 2.6% p.a. since 1996, which was more than the national average of 1.2% p.a.

Bird (2012) stated that, the retailers are disciplined and most innovative on the planet. It is not the role of retailer but because of the branded goods supplied by the sports goods manufacturer. In the 21st the biggest changes to retail sector is due to the steep rise of branded goods market. Considering the factual position that Nike retail works by adopting a pyramid framework which has enable them to reach new heights and achieve new levels with their flagship store concept at the peak, and keeping maximum varieties of their products for consumers in their outlets at the base level. Also there are many mixed and various types of marketing formats such as pure branded goods for all types of sporting available in the Nike showrooms. The showrooms locations selected by Nike are the most prominent and expensive real estate locations worldwide having sufficient floor area, glossy look and impressive interiors. The sports goods are having features from running tracks
to Nike iD studios, which enables the consumers to design their own running shoes. These exclusive outlets is designed to appeal to niche groups and early adopters and mostly focused on their brand statements as the flagships. All over the world Nike has an leading edge against their competitors like Reebok, Dick’s, etc. related to apparel, shoes, sporting goods and its accessories because “Retail is the place where we come face-to-face with consumers and tell them our story directly and unfiltered, whether it’s a brick-and-mortar store or a digital store.” Other sporting showrooms have slightly different centers in terms of their product offerings, but they share a common ethos around performance, youthful energy and all things that are Nike. For all types of retailers it the need of an hour to learn from Nike and take the message straight to consumers of sports goods for which it requires a shift in attitude and positive attitude.

Larson et al. (2011) highlighted that Sports leagues are struggling to maintain and grow in a highly competitive environment. For this many are creating satisfied customers and returning to marketing fundamentals offering better products and services directly in their undeveloped segments. By examining this strategic marketing focus is applied to a Major League Soccer product targeted at the yet-enigmatic American soccer sport market. Demographics of American sports fans and soccer fans, motivations, and their behavioral intentions of fans related to shirt sponsorships were examined by Researchers. Researchers concluded that these sponsorships made MLS clubs look more like prestigious international counterparts and are intriguing as respondents did not think that advertisement on the shirt were unprofessional but instead, they felt these. Researcher quotes that shirt sponsorships is helpful to connect sponsors and teams. But, non-fans denied believing that shirt sponsorships would spread beyond MLS followed by sports fans and soccer fans.
Matsuoka (2007) examined the importance and progress related to sports management in Japan, and provides information about current scenario of sport industries including participant sport and spectator sport in Japan. Researcher highlighted and discussed the various problems faced by sports industry in Japan and the importance and necessity of management principles in sports field. The author also throws light on the importance of education of sport management in academic research and its applicability in various universities and colleges. Sports industry in Japan is fast expanding and which has become burdensome for sport organizations, professional sport clubs, private health clubs and community sport clubs to have adequate updated knowledge and skills in the field of sport management. Due to this rapid expansion in the development of education and academic research related to sport management has brought academicians to keep update and latest knowledge which has brought fear in the mind of academicians. To satisfy sports consumer needs and to maintain good conditions of sport organizations, the organizations have to focus on elements of management, such as human resource management, marketing, accounting, and financing. As the needs for sport is increasing and becoming diverse.

Corbishley et al. (2011) investigated that there exists relationship between socio-demographic characteristics and in the evaluation of a Cause-related marketing (CRM) offer. They found that Cause-related marketing is a part of marketing strategy in which a company’s name, brand or service is partnered with a cause or a charity. This type of link has become increasingly popular throughout the world, presenting economic and social opportunities for businesses. Objectives of their study was to establish whether selected socio-demographic factors affect the evaluation of a CRM offer in the eThekweni region of South Africa. They
anticipated that their findings will be of assistance to marketers enabling them to make a more accurate identification as to the responsiveness of various groups to a CRM strategy.

Voigt et al. (2012) throws light on general conditions of the sporting goods industry, which is facing intense and dynamic competitive environment that have changed over the last years. For a long-term existence in this situation, the companies need to coordinate the innovation activities with these changing conditions. In this regard, the early identification of trends is important for satisfying the customers' needs as soon as possible, before the competition does. Due to the use of web-based applications that allow users to network and communicate in many ways, for some time now there have been many mechanisms available that allow the implementation of the customer integration in the context of innovation activities to be virtual as well. The research shows that the surveyed companies use the mechanisms for virtual customer integration as communities, innovation contests or toolkits only unsystematic and irregular. The identified potentials are exploited poorly thus far, but the surveyed companies are open to an intensification of the use of these mechanisms. Based on the theoretical and empirical results in the paper we derive strategic action recommendations, how companies in the sporting goods industry can optimise their innovation activities through a systematic implementation of virtual customer integration.

Veri et al. (2012) explore potential intersections between sport management and youth development in underserved communities. Most sport management programs focus on preparing students for employment in intercollegiate athletics and professional sport. While the management of agencies in underserved communities is receiving increased attention in the field, many programs do not
familiarize students with the key concepts and complexities involved in the successful administration of these physical activity-based agencies. They present a case for broadening the scope of sport management to include youth development perspectives and the administration of physical activity-based organizations in underserved communities. In consideration of this objective, they address characteristics of underserved communities, tenets of youth development, criteria for inclusive and holistic physical activity programs, value of critical pedagogy teaching approaches, and the importance of multicultural proficiency. Expanding the field in this manner can attract a greater number of students, develop a more engaged citizenry of future practitioners, and better assist underserved communities.