

# Advanced challenges in Retailing of Sports Products from Mysuru, Karnataka State

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## Abstract

The sporting products industry's primary challenge is arranging and estimating to guarantee enough stock to fulfil need, without holding such a large number of products. Achievement requires understanding and dealing with the rhythmic movement of market request with the flow and ebb. It addition requires knowing the best channels for items, how to work with retailers and distributors for the most effective outcomes, and how to deal with item request designs, conveyance plans, stock turns and receipts.

Amazing power drives the world toward a meeting shared trait and that compel is innovation. It has proletarianized correspondence, transport and travel. It has made disengaged puts and ruined people groups energetic for innovation's allurements. Nearly everybody wherever needs every one of the things they have found out about, seen or experienced by means of the new technology.

This paper examines the performance of sports products retailers in Mysuru and throws light on the current patterns of consumers purchasing the sports products, identifies a range of potential responses to the main opportunities and challenges emerging in sports products retail market in Mysuru region. Researcher has outlined the "retail realities" in sports products of Mysuru region that could potentially have an impact on retailers.

Achievement will probably be moulded by a few variables, weaved together in an adaptable, versatile, and coordinated model. The retailers must use innovation movements further bolstering their good fortune and transform business knowledge and information into noteworthy understanding to develop and profit the business. Driving retailers must adjust their temper on store arrangements and rate of return. The effective retailer, by epitomizing these and different achievement variables can deal with the intricacy and decent variety of retailing in the area.

**Keywords:** Sports products, Ebb, Retailers, Technology.

## Introduction

Retail originates from the Old French word tailler, which signifies "to cut off, cut, pare, isolate" in terms of tailoring (1365). It was first recorded as a thing with the importance of a "Sales in small quantity" in 1433 (from the Middle French retail, "piece cut off, shred, scrap, paring"). Retailer buys merchandise in huge amounts and pitches littler amounts to buyer for a benefit. New pattern in retailing is likewise done utilizing on the web sites, electronic instalment at that point conveyed by means of a messenger or some other administrations since

2000's. Internet retailing, a kind of e - trade utilized for business-to-purchaser (B2P) exchanges and mail request is a type of non-shop retailing. In India, sports merchandise retail business is as yet commanded by little family-run stores, however this market is progressively being taken over by huge retail chains. The vast majority of these stores are called high road stores. Progressively high road stores are being re-assembled at one area called Malls. These are progressively characterized and arranged spaces for retail locations and Brands.

Game merchandise retailing is itself an in business and it implies a wide range of things to various individuals. Sports products fabricating industry is a really worldwide industry as critical bits of the workforce in India depend on this industry for their employments. Additionally sports work up profound energy inside observers and players around the world. To representatives, sports give a rewarding and constantly developing commercial center deserving of tremendous speculations with surprising assortment of games merchandise. Advancing advancements and designs immense affect offers of outdoor supplies inside explicit areas as makers present new moulds, new hues and new styles yearly with an end goal to get buyers to purchase new or purchase up, attempting to make purposes behind buyers to purchase new hardware and embrace new advances with incredible accomplishment when they become accessible.

### **Organization and Structure**

The sports products showcase is to a great extent regular in Mysuru. As wide scope of games items is accessible, numerous retailers in Mysuru spent significant time in giving gear to specific exercises managing group hardware for instructive and different foundations. In Mysuru, numerous games merchandise retailers had concentrated their business towards explicit gear well known in the district, Because of consistent fast change all through the games business, as purchasers' preferences and makers' product offerings develop, buyers of games merchandise need to play, however they need to do as such at sensible expense from retail advertise. Driving retailers have aggressive development anticipates the table and the expanding enthusiasm of games marks in dealing with their very own business tasks is conveying another new measurement to the market. Sports merchandise online retail advertise supported in beginning of this decade because of gigantic development in games interest especially among ladies and more youthful grown-ups, which was an appreciated antithesis to the proceeding with press on dispensable salaries that has constrained numerous individuals to conserve on recreation spending.

### **Background and Development**

In this decade sports products retail market in Mysuru embarked rapid consolidation. Wholesalers/Dealers of sporting products were in a relatively weakened position compared to

Manufacturers, so instead of competing with their prices, they opted to emphasize value-added services not offered by manufacturers to regain a larger portion of the market. Primarily youth oriented, extreme sports derived their appeal largely from marketing campaigns advertising a general lifestyle, rather than health or sportsmanship. Moreover, the industry grew increasingly diversified, with the development of sporting products tailored to ever-more specific lifestyles. Of particular concern to wholesalers, however, was the growth in the

retailers' strength in the industry, which afforded retailers greater leverage in demanding services and concessions.

### **Use of Technology**

Main considerations influencing the retailers incorporate expanded utilization of the Internet by purchasers of outdoor supplies. Favourable circumstances to retailers and shoppers incorporated the way that Internet has more 'rack space' than customary physical retail outlets and can offer different limits. Other pattern influencing this segment incorporates increasing expenses of transportation and inventories. In late twentieth century outdoor supplies merchants were putting forth customers PC frameworks that could follow their ideal products for procurement. This frameworks offered by organizations has a few one of a kind favourable circumstances and has turned into an indispensable piece of business in the present period for customers to shop. Retailers must utilize this data through Internet to encourage business-to-business web based business, for example, robotizing their stock, offering client administration, disseminating items, and using request achievements. By the mid-2000s, in any case, industry-explicit online stores confronted infringement from mass e-retailers offering brand names in an immense range of brandishing exercises. Likewise the impacts of innovation, for example, mobile phones, Internet, computer games and other innovation related patterns hampered the retail business in the locale. The outdoor supplies industry attempts to figure out how to take advantage of the cutting edge's innovative outlook.

### **Objectives of the Study**

1. Insight on the current patterns of consumers opts for purchasing sports products.
2. Examine the performance and marketing strategy of sports products retailers in Mysuru
3. Identify a scope of potential responses to the fundamental chances and challenges emerging in sports products retail market in Mysuru district.
4. To get acquainted with back ground of sports products retailers and find deficiency in the way sports products are showcased from their outlets.
5. To encourage retailers for use and application of ICT to become competent enough to face the new challenges in the current market position in the region.

### **Significance of the Study**

1. Determine the strength and weaknesses of sports products retailers in Mysuru.
2. To suggest measures for uplift of standards in the outlets.
3. The study may be useful guideline for the sports products manufacturers may be able to make suitable change in their marketing plan and policy to achieve better result.

### **Hypothesis**

H1: Sufficient stock is available with sports products retailers.

H2: Least utilization of innovation for marketing strategy is made by retailers in the region.

H3: Women consumers had great impact on sales of sports products in the region.

H4: Branded sports products are preferred by retailers in the region.

## Delimitations of The Study

- a) The study was delimited to various Sports products retailers of Mysuru region.
- b) The Study was delimited to the self-made questionnaire prepared with the help of marketing experts.

## Limitations of the Study

The study had the following limitations cited below:

- a. The person's reactions identified with certain nature of the inquiries may impact the disposition of respondents they embrace.
- b. The hesitation in presenting the fact by the respondents may also affect the results.
- c. The authenticity of the data lies on the honesty, experience and knowledge of the respondents.

## Tools for Collection of Data

The major source of the subjects was exclusively sports products retailers registered with sales tax department in Mysuru region. For gathering of information major Qualitative strategy and Quantitative technique were utilized, perspectives and sentiments were gathered from games products retailers. Specialist endeavoured to gather greatest information from each every respondent independent of age, rank, statement of faith and sexual orientation. Total response from 150 Sports products retailers from Mysuru district was collected.

## Reliability

The reliability is based on the reply of questionnaire received by the respondents. As Primary information has been gathered with the assistance of a pretested survey uniquely intended for the reason covering most extreme perspectives. Similarly, secondary information and data gathered from different sources and individual perceptions.

## Analysis of Data

The data were scrutinised, classified, compiled and analysed. The descriptive analysis of data was carried out. The analyst has sorted out and arranged survey for meetings and segmenting information dependent on the wellsprings of data and acquired to rate and afterward analyzed the result out of the outcome. The data was analysed to validate the information provided by the respondents. The Hypothesis applicable is being verified accordingly.

## Recommendations

1. Rise in notoriety of both gender, in different structures opened new market specialties driving in general industry development.
2. Renovations of outlets are fundamental for most extreme retailers of sports products in the district.

3. Consumers are becoming increasingly comfortable with using digital technology in the shopping environment and presumably will more frequently measure a retailer on how well it bolsters this change.
4. The test for retail organizations is the way well they can adjust, how admirably they can settle on spending choices on new innovation and how best they can utilize innovation to ceaselessly interface with their most prominent resource the customer.
5. Maximum utilization of current innovation ought to be made by retailers so as to build impressions of buyers and increment deals from their retail outlets

## **Conclusions**

1. Almost 79% [118 respondents] of the retailers purchased sports products closer to the selling season, instead of overloading items amid the off-season.
2. If a client needs to see a product on the web, buy it utilizing their handheld device and return it, they can do as such in a smooth and consistent way will be the anticipated promoting system of 69% [103 respondents] of the retailers.
3. Scholar explored that 60% [90 respondents] of the retailers reviewed as of now begun investing into embracing ICT, and other arrangement to do as such in the distant future.
4. Almost 80.19% [80 respondents] of the retailers reviewed expressed that Branded sports products have colossal opportunities in the district.
5. Almost 70.48% [120 respondents] of the retailers surveyed opined that exercise / health equipment sector was among the industry's saving graces in early 2000's as fitness products were particularly popular among individual consumers for use.
6. Currently no retailers are using social sites to monitor feedback and connect with customers for product suggestions and ideas.
7. In near future retailers will be taking big strides towards that number by adopting solutions such as PayTM, TEZ, Amazon pay, PayPal, Google Wallet, Square Wallet, Dwolla, and more.
8. Almost all retailers surveyed opined that due to rise in women's participation and interest because of increasing high-profile media coverage sale of sports products has increased.

**AFTER ANALYSIS OF DATA : ALL HYPOTHESES HAS BEEN PROVED POSITIVE IN NATURE → HENCE ACCEPTED.**

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