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“A Study on Consumer Perception and Shopping Behaviour Towards Major Sports Retailers in Karnataka”

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Abstract

Purpose: The sporting field is one of the most lucrative industries that most producers would want to share and drive-in sales towards its direction. The purpose of the present study is to evaluate how sports psychology has become a useful discipline in enhancing consumer purchase intentions. Research design, data, and methodology: This study employs a qualitative coding method to analyze and interpret the data obtained with a PRISMA declaration for analytical purposes. Using Web QDA (Qualitative Data Analysis) online tools, the current study coded the data obtained. Results: According to the prior studies, marketers should go the extra mile of looking for what sports customers are looking for. They understand that one way to increase the customers' willingness to purchase their products is by looking into the specific things that the customers look for and enjoy in sports.

Introduction

Consumer buying behaviour towards Sports Retailers is a topic of great importance for businesses operating in the retail industry. Understanding how consumers make purchasing decisions and what influences their choices can provide valuable insights for to effectively market their products and services.

By studying consumer buying behaviour, Sports Retailers can identify consumer preferences, needs, and expectations. This knowledge can help them tailor their offerings to meet consumer demands, improve customer satisfaction, and ultimately increase sales and profitability.

The study of consumer buying behaviour towards Sports Retailers involves examining various factors that influence consumer decision making. This includes understanding the role of personal preferences, such as brand loyalty or product quality, as well as external factors like pricing strategies, promotions, and store layout.

By analyzing these factors, Sports Retailers can gain a deeper understanding of what drives consumers to choose one Sports Retailers over another. Moreover, studying consumer buying behaviour can also provide insights into the effectiveness of marketing and advertising strategies. By understanding how consumers perceive and respond to different marketing messages, Sports Retailers can refine their marketing efforts to better resonate with their target audience.

Overall, the study of consumer buying behavior towards Sports Retailers is essential for Sports Retailers to stay competitive in the retail industry. By understanding consumer preferences and behaviour, Sports Retailers can adapt their strategies to meet changing consumer demands, improve customer satisfaction, and ultimately drive business success.

Consumer behaviour (Profile of area of the study)

Consumer behavior refers to the study of how individuals, groups, or organizations make decisions about purchasing, using, and disposing of goods, services, ideas, or experiences. It involves understanding the psychological, social, and cultural factors that influence consumer decision-making.

Consumer behavior is influenced by a variety of factors, including personal preferences, social influences, cultural norms, economic factors, and marketing stimuli. These factors can affect consumers' attitudes, perceptions, motivations, and behaviour toward products and services.

Understanding consumer behavior is important for businesses as it helps them identify and understand their target market, develop effective marketing strategies, and create products and services that meet consumer needs and wants.

By understanding consumer behavior, businesses can also predict and anticipate consumer trends and preferences, which can help them stay ahead of their competitors. understand their target market, develop effective marketing strategies, and create products and services that meet consumer needs and wants. By understanding consumer behavior, businesses can also predict and anticipate consumer trends and preferences, which can help them stay ahead of their competitors.

The study is designed to conduct in Karnataka. Therefore, the preference of Sports Retailers for the survey were selected are Decathlon, Nike, Reebok, Puma Sports stores were selected as the area of study. Though the duration of the study is less but the data prevailed during the short period is highly focused.

Review of literature

Dr.S. Purushothaman et al., (2023)

Described that “A study on customer satisfaction towards decathlon products”. The motive of this survey is to become aware how happy consumers in company of Decathlon's offerings. The study will examine variables such product quality, cost, design, and customer service that affect consumer satisfaction. Study indicate that buyers considered product quality, cost, and variety to be the most crucial reasons for choosing Decathlon, how crucial it is to satisfy the requirements of various customers groups, including those based on age, income, and employment.

Rishabh Singh Bharaj et al., (2018)

Attempt to focus on “A Study of Customer Perception towards Decathlon Road Cycles” According to the survey, Decathlon must actively improve its marketing, layout, and communities to boost foot traffic and cut stock. A kind of Decathlon that is mostly unexplored and that may be much improved is social media marketing. Additionally, it is essential to develop communities that will serve as brand ambassadors and aid in boosting B twin Cycles sales.

M. Ramya (2019)

Described that “A Study on the Impact of Brand Image on Consumer Decision Making at Decathlon”. This research will examine if brand image has a substantial bearing on how consumers make decisions. Primary and secondary data were gathered for this aim. This survey demonstrates with other things, brand image plays a big part in how people decide what to buy. It was shown that brand image and customer choice were significantly correlated. The research showed that customers rely their choices on brand image as well.

Mrs . Grace Hemalatha et al.,(2018)

“A study on digital marketing impact of consumer buying behavior at decathlon”. knowing of the marketing landscape. Through the study's investigation of consumer purchasing According to the study, increasing the number of features that online portals offer will encourage customers to purchase the product. Customers should also be properly informed about the portals, and customer service should be improved in online marketing to boost sales and satisfy customers, various digital marketing methods, promotional initiatives, and services offered both online and offline is beneficial. It also gives one practical patterns, we can gain a lot of insight into what consumers think about when they purchase online.

Dr. A. Jayanthi et al.,(2023)

“A Study on Factors Influencing the Buying Decision of Customers at Decathlon”. This survey helps a prototype for measuring consumers happy at Decathlon supermarkets by analyzing the elements that affected shoppers' pleasure. As a result of the research done on the elements influencing consumers' purchasing decisions at Decathlon, it is demonstrated that each market segment's customers have different demands, wants, and work styles.

Sharif Memon (2006)

The researcher in the research article focused on “The buying behavior of Indian shoppers in the organized market. The study deducted that the producers brand clout will diminish I future and the producers have to face rivalry from Retailers’ private brands as shoppers would be attracted towards private brands.”

Dave (2011)

The author pointed out that retail stores in Indian settings and found that all of the in-store measures taken by the retailer affects the impulse stimuli of the customers and therefore contributes towards conversion, but overall, the promotional mix can act as base for differentiating a store from others and attracting customers to it.

Ching, G. S., & Luong, T.H. (2014)

The study revealed that Consumers share corresponding disposition to indulge in impulsive buying behaviour since surroundings like atmosphere, layouts, and promotions, friendly and persuasive salespersons can positively affect consumers’ emotion and induce them to visit more aisles and areas in supermarkets, thus triggering consumers to buy

Hemalatha (2019)

The study expressed that the factors indirect the cross purchasing attitude of customers as well as customers attributes towards specific store.

Garretson, Fisher (2002)

The researchers found that consumer attitudes have some specific characteristics. The consumer’s purchasing intention decided by the consumers attitude.

Akshay Diwate, Dr.Binod sinha and Dr.Vimal Bhatt. (2020).

The study revealed that Customers age occupation and gender were significant factors induce buying behaviour of customers.

Dullar Anushree (2018)

The study explained the relationship between customer and Management as a result of the details about various type of customers attitudes and behaviours, choice of the store and buying decision.

Statistical Tools And Techniques:

Collected data tabulated, analysed and interpreted by using various statistical tools and techniques like charts, graphs and tables.

Objectives Of The Study

1. To identify the factors influencing consumer choice of select sports retailers
2. To analyze consumer perception towards 4ps offered by select sports retailers
3. To examine the role of customer service & staff behavior on customer satisfaction & retention
4. To explore the influence of digital marketing on consumer behavior & preferences of select sports retailers.
5. To access the significance of store environment and location on the shopping experience of the consumers.

Need & Significance Of The Study

India is having an enormous customer base having alternative options and behaviour. To persuade their need is a different piece of work. Different Sports Retailers are proffering different strategies and promotional schemes.

Consumer perception directly impacts buying behavior. Hence this study helps in order to know the shopping behaviour & pattern of consumers It also helps to influence consumer attitudes, purchase decisions, and brand choices.

Positive consumer perceptions can drive purchase intent, increase brand loyalty, and lead to repeat purchases.

Hence, a study is being regulate to know the effective marketing strategies entail to fascinate modern customers.

Research methodology

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem.

The sampling technique adopted is convenience sampling

The primary data are usually collected from where the data originally originates from and are regarded as the best kind of data in research.

In this study, the questionnaires have been proposed to be used to collect primary data. The secondary data is expected to be collected through few research papers, other websites and the feedbacks of the people.

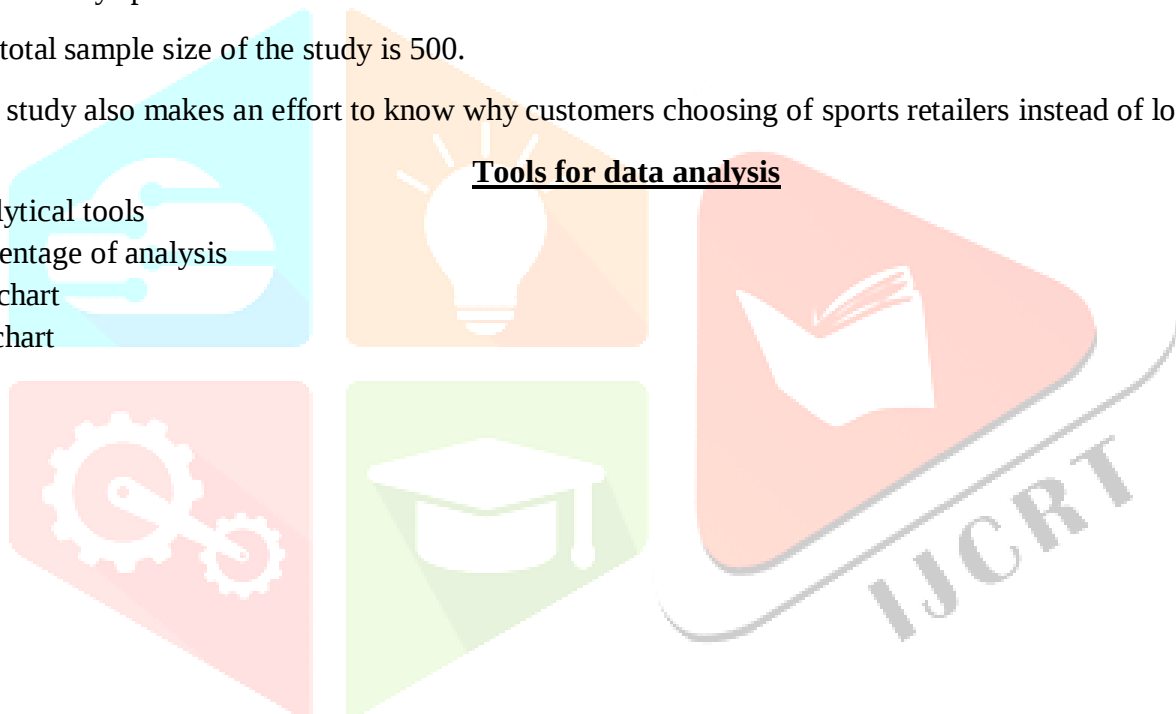
A sample of 500 respondents is expected to be taken in to consideration for the study along with the required data.

Scope Of The Study

1. The study is confined to only Karnataka state.
2. The study is based on the respondents across all the income groups, occupation, gender etc.
3. The study involves ascertaining the customer perception towards various sports retailers.
4. The study covers the areas of supermarkets like various products, price of products, place & Promotional tools used by sports retailers.
5. The total sample size of the study is 500.
6. This study also makes an effort to know why customers choosing of sports retailers instead of local stores.

Tools for data analysis

- Analytical tools
- Percentage of analysis
- Bar chart
- Pie chart



Key factor	Summary
1: Product Attributes	* The product attributes influence positively to consumers and involve assessing the sports product in terms of its use, the material used to make the product,
2: Leading positive consumption	* Social influences determine an individual's choice and the decision that an individual is likely to make in purchasing.
3: Mmultisensory experience	* Consumers interact more with peers, and such an interaction is more likely to influence the choice of a sports product
4. Buyers' psychological constructs	*It includes individual values, attitude to brand/product, customers' expectations, and experience from past purchases Therefore, consumers may choose to purchase or not to purchase a product(s) from a particular company based on their psychological construct.

Influencing consumers to purchase sporting products

Scholars have identified that various aspects influence consumers' ability to purchase sporting products ([Widyastuti & Said, 2017](#)). A product's attributes are also a major aspect that influences consumers' purchase intentions. The attributes involve assessing the sports product in terms of its use, the material used to make the product, and its design. Besides, the fit and aesthetics of apparel is also a major factor in driving consumer purchase. When such attributes match the consumer's need, the purchase intention is likely to grow, and the consumer is also expected to purchase the product from the given store selling such products. Besides the product attributes, it is also important to understand the demographic and situational factors that may influence consumer choice. The demographic composition is more likely to influence a given sports gear's purchase at a particular place and time ([Widyastuti & Said, 2017](#)). For instance, consumer purchase intention is most likely low in a population composed of individuals less interested in sports activities. Retail stores are thus unlikely to realize the sales of sporting products they sell; such may be the opposite case in a population full of sports enthusiasts.

Sporting products are so often seen as fashion products as they usually follow fashion trends. Hence, they are highly influenced by diverse social factors. An individual seeking identity is likely to choose a brand product that would fit the identity that they are in search of. For instance, the wearer is likely to choose a brand color that would match their identity, the brand of the product. Also, the place the product is sold becomes fulfilling, enhancing satisfaction as they feel recognized by a given team ([Aghekyan-Simonian, Forsythe, Kwon, & Chattaraman, 2012](#)). Consumers who are more interested in sports often take more time to check the trending sports fashion. The consumers are more likely to spend most of their time searching more about their preferred

sports products, and such individuals are likely to be susceptible to the informational social influence. The extensive research on product fashion enables them to acquire sufficient information on trending, thereby being able to purchase a product after the acquisition of enough resource information to enhance purchase. Similarly, consumers who are less interested in sports are less likely to fall for informational social influences. Such a category of consumers who are less interested in sporting activities spends little to no amounts of time seeking information about a sports product and stores offering such products, thereby reducing their capacity to purchase the product since they have limited purchase intentions.

From this discussion, it is possible to draw the various key factors that influence the purchase decisions of sporting products. First, consumers are influenced by the name of the brand and the store. Most consumers are aware of the pricing strategies of each brand, the quality and quantity of the products offered by each brand, the type of the environment provided by each brand, and the marketing style for each brand (Comwell, 2017). Therefore, these factors either attract consumers to purchase the brand's product or repel consumers from purchasing the brand's product. Second, customers assess the risk involved in purchasing products from a particular company (Zaharia, Biscaia, Gray & Stotlar, 2016). For example, customers prefer buying products from firms that warrant their products to avoid the risk of total loss in case the product fails to serve the intended purpose (Khoa, 2020).

Factors that lead positive consumption

Various factors often influence consumers interested in gaining more information about their preferred sporting product. One notable factor is the athletes that such consumers are interested in and are ardent admirers or supporters. Consumers may tend to purchase sports apparel associated with their preferred athlete, which positively influences the purchase of a product. The trend is more familiar with males as compared to females. Generally, male consumers are the ones who are most interested in sporting activities as compared to female consumers, explaining why most male sports actions are usually popular as compared to females. Most television networks often air men's leagues compared to female leagues, which has also influenced the level of sponsorship and marketing deals targeted towards attracting men compared to females. Notable and popular athletes are often used as brand ambassadors by most stores dealing in sportswear apparel. The endorsement of a brand or a retail store by a celebrity athlete either by word-of-mouth or as a brand ambassador has a positive influence on the consumption of a product affiliated to the online store. The positive consumption is more common with consumers who would like to identify with the celebrity. Thus, the stores using the athletes can positively utilize psychology in influencing the trajectory of consumer purchase intention.

Studies define informational influences as an individual's ability to accept information from other sources or people and accept them as a reality. For instance, when consumers are likely to purchase a product from a given retail store, they are likely to use other individuals' responses about a particular store and its products. Informational influence as a social influence has become more common with the increased use of the internet where possible previous consumers of the products are leaving behind reviews and ratings of a product. The review and rating given are most likely to influence the consumer's choice of purchasing the given product.

normative social influences have been defined as accepting or conforming to another individual's positive expectations. Such a social influence is often driven towards impressing other individuals and not the self. For instance, a consumer is likely to be influenced by others or a group to purchase a given sports product to meet the group's requirements. Therefore, a person may buy such a product to enhance identity and proudly associate with the group. Similarly, an individual may also like to enhance their self-image amongst the group, which also influences their purchase intentions.

One of the most cited factors is excitement (Comwell, 2017). According to Comwell (2017), prominent sporting activities, such as the World Cup Football and the Champions League, cause a lot of excitement to fans, hence triggering them to buy certain products affiliated to the winners of the competition. Therefore, many consumers buy certain sporting products affiliated to the winner of a particular competition to identify with the winners. Another common cited contributor of consumption of sporting products is social class and peer pressure (Walker & Hills, 2017). It is a common phenomenon that people of a particular social class tend to consume a particular sporting product. Perhaps, the habit to consume a common product within a certain class of people is triggered by peer influence. For instance, each member of the social class would want to buy a sporting product because most of the members are using that product; and they fear to look old one outs.

Consumer's multisensory experience

Several studies also show that sports psychology's social skills have been more important in enhancing consumption behavior (Sa'ait, Kanyan & Nazrin, 2016). Sports products are fashionable wears that are often conspicuous and susceptible to other people's judgment. Individuals often seek a positive judgment for different reasons, including enhancing their self-esteem. Therefore, an individual is likely to use the most fashionable sportswear or even purchase a product from the most fashionable retail store. Similarly, the brand name also plays an important factor in consumer choice of fashion (Kudeshia & Kumar, 2017). Consumers interact more with their peers, and such an interaction is more likely to influence the choice of a product, including a brand name, especially in a cohesive group.

Sports attract emotions and involve emotional attachments. Various consumers are mostly governed to purchase given sportswear in the stores that are more concerned about their favorite teams or even athletes (Bae, 2011). Such has attracted the attention of stores to consider satisfying the emotional attachments of most consumers. Physical retail stores have taken a competitive advantage over the online stores by ensuring a good customer relationship by enhancing the consumer experience. The offline stores are in physical communication with the consumers making them more appealing than the online stores. The offline retail stores ensure that they enhance a consumer's multisensory brand experience at the point of sale, where the consumers become more satisfied with the physical purchase. This is opposed to the experience they would get in the online stores where a purchase is mainly made virtually (Chiu, Kim & Won, 2018). The better consumer experience ensures that the consumers give referrals to their friends and other potential customers to purchase from a given retail store. The employees' social encounters also enhance consumer experiences and ensure that such stores have loyal consumers who tend to be satisfied as they benefit more due to the social attractions and the consumer experience.

Results

Sports Psychology has a lot of roles to play in the realization of the nation's sporting objectives. The following are some of the roles which Sports Psychology can play in enhancing performance. Since the totality of the athlete's personality is involved on the playing field, one of the sports psychologist's primary roles is in the behavioral control of the athlete. This could be used for performance enhancement through the modification of undesirable attitudes. A sports psychologist works on each individual's emotional conflict and the individual athlete's needs, making him take decisions crucial to success or failure during play (Güllü, 2018). Athletes and consumers must be treated as unique individuals by realizing their differences; hence, one person's needs must be separated from those of another person from a different background. Sports Psychologist is also involved in crisis intervention. A crisis is viewed as an acute situation with emotional responses that interfere with or mar an athlete's ability to perform excellently—ensuring high-class athletes' performance under competition pressure by applying various psychological principles before, during, and after competitions (Gilmore, Wagstaff, & Smith, 2018).

Conclusions: After all, the present study concludes that most marketers need to apply the concepts of sports psychology to understand consumer purchase intentions in particular retail stores. Consumers are likely to be influenced by their peers or groups to make decisions driven towards purchasing given sports apparel and the retail store to purchase a product.

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