



A STUDY ON SERVICE MARKETING MIX IN SPORTS ACCESSORY MANUFACTURERS

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ABSTRACT:

The marketing mix is a business tool used in marketing and by marketers. The marketing mix is often crucial when determining a product or brand's offer, and is often associated with the eight P's: Price, Product, Promotion, Place, Process, People and Physical evidence .

Due to the fast growing competition, Sports accessory manufacturers find it difficult to meet their targets in selling the Sports accessories & equipments. Due to this slow growth in the recent months, sales executives find it difficult to sell the Sports accessories & equipments to their previous records set by them. So management of Sports accessory manufacturers has proposed a detailed study all the 7 Ps of marketing mix. Through this study, the researcher tries to identify the key areas to be enhanced to in the overall expanded marketing mix of Sports accessory manufacturers. This will help the management of Sports accessory manufacturers to identify the gaps in the expectations of the client and the final product delivered. Through aggressive marketing efforts, the company can meet or exceed the expectations of all its Sports accessories & equipments clients.

INTRODUCTION:

Services are radically different from products and need to be marketed very differently. So the classical 4 P structure of the Marketing Mix needs to be modified suitably to incorporate the 7P's for services marketing Services can range from financial services provided by the banks to technology services provided by the IT Company or hospitality services provided by hotels and restaurants or even a blog where an author provides a service (information presentation, interesting reading etc.,) to his audience. Services marketing are dominated by the 7 Ps of marketing namely Product, Price, Place, Promotion, People, Process and Physical evidence. To know more in details about the classical 7 Ps of services marketing do visit our article on The 7 Ps of services marketing. India's sports goods industry is nearly a century old and has flourished, driven by a skilled workforce. Being labour-Eur. Chem. Bull. 2023,12(Special Issue 7), 7722-7730

intensive in nature, the industry provides employment to more than 500,000 people. India's sporting goods are popular around the world and have made a mark in the global sports goods market. The domestic industry exports nearly 60 per cent of its total output. In marketing mix, the four Ps of marketing mix (Price, Product, Promotion, Place) are expanded to the 7 P's to address the different nature of services. It includes Process, People and Physical evidence. Through this study, the researcher tries to identify the key areas to be enhanced to in the overall expanded marketing mix of sports accessory manufacturers. This will help the management of sports accessory manufacturers to identify the gaps in the expectations of the client and the final product delivered. Through aggressive marketing efforts, the company can meet or exceed the expectations of all its Sports accessories & equipment buyers.

LIMITATIONS OF THE STUDY

For anything there should be some limitations like that my project also have certain limitations. The following are some limitations what I faced:

1. The information provided by majority of the respondents could also be biased or inaccurate. No independent verification of the data was possible.
2. Time is one major constraint, which limits the effective data collection.
3. Non-availability of data collection from all clients of sports accessory manufacturers.
4. The sample size is only 120 clients of sports accessory manufacturers so the sample may not be truly representative of the total population.
5. Liability and accuracy of the analysis depends on the respondents' openness and truthfulness towards each question in the questionnaire.

OBJECTIVE OF THE STUDY

Primary Objective

Secondary Objective

PRIMARY OBJECTIVE

To study the 7 P's of marketing mix in SPORTS ACCESSORY MANUFACTURERS

SECONDARY OBJECTIVE

1. To study the client's opinion on the basic marketing mix (4p's) of sports accessory manufacturers
2. To study the client's opinion on the extended marketing mix (5-7p's) of sports accessory manufacturers
3. To understand the most appealing promotional strategy used by sports accessory manufacturers

Based on the objectives the following hypothesis have been framed

H1: There is no significance difference between age wise classification of the respondents.

H2: There is no significance difference in gender

H3: There is no significance difference in technology used by the sports accessory manufactures.

H4: There is no significance difference in promotional strategy used by sports accessory manufactures.

The research will adopt a quantitative approach, using surveys as the primary data collection method. A sample of sportsmen from various sports disciplines has been selected, and their brand awareness, preferences, and purchasing behaviors regarding sports wear was assessed through a structured questionnaire. The sample is randomly selected from different sports person and the the sample size is 110. Simple statistical tools are used, Anova and Chi square test., will be conducted to examine the hypotheses and identify significant relationships.

DATA ANALYSIS AND MAJOR FINDINGS

One-way ANOVA test

H1: There is no significance difference between age wise classification of the respondents.

Particular	No of Respondents	Percentage
21 -30 years	34	28
31 - 40	46	39
41-50	22	18
Above 50	18	15
Total	120	100

Inference:

From the above table it is inferred that 39% of the respondents are belongs to the age group of 31-40 years, and 18% of the respondents are belongs to the age group of 41-50 years. Thus, Majority of the respondents are belongs to the age group of 31-40 years of age.

One-way ANOVA test

Particular	No of Respondents	Percentage
Male	73	61
Female	47	39
Total	120	100

H2: There is no significance difference in gender

Inference:

From the above table it is inferred that 61% of the respondents are Male, and 39% of the respondents are Female. Thus, Majority of the respondents are Male.

Chi-squared test

H3: There is no significance difference in technology used by the sports accessory manufactures.

Particular	No of Respondents	Percentage
Strongly agree	84	74
Agree	14	12
Neutral	5	4
Disagree	14	12
Strongly Disagree	2	2
Total	120	100

Inference:

From the above table it is inferred that 70% of the respondents are strongly agree that the product used by sports accessory manufacturers gives a good warranty for the sports accessories & equipment's purchased by the client, and 2% of the respondents are strongly disagree that the product: design, technology used by sports accessory manufacturers does not gives a good warranty for the sports accessories & equipment's purchased by the client. Thus, majority of the respondents are strongly agree that the product: design, technology used by sports accessory manufacturers gives a good warranty for the sports accessories & equipment's purchased by the client

Chi-squared test

H4: There is no significance difference in promotional strategy used by sports accessory manufactures.

Particular	No of Respondents	Percentage
Paper Ads	32	26
Internet Ads	33	28
Hoardings	2	2
Friends/ Relatives	29	24
Direct call	24	20
Total	120	100

Inference:

From the above table it is inferred that 28% of the respondents say internet ads is the most appealing promotional strategy used by sports accessory manufacturers, and 2% of the respondents say hoardings is the most appealing promotional strategy used by sports accessory manufacturers. Thus, majority of the respondents say internet ads is the most appealing promotional strategy used by sports accessory manufacturers.

MAJOR FINDINGS

- Majority of the respondents are male.
- Majority of the respondents earn the monthly income of Rs. 25,001-50,000
- Majority of the respondents say that they have purchased the Sports accessories & equipments from sports accessory manufacturers.
- Majority of the respondents strongly agree that the marketing mix is an integral tool in building an effective marketing strategy and implementing the tactics for an Sports accessories & equipments company.
- Majority of the respondents say good about the Price of Sports Accessory Manufacturers.
- Majority of the respondents say excellent about the Process of extended marketing mix (5-7P's) of sports accessory manufacturers.
- Majority of the respondents are strongly agree that the Product: Design, & Technology used by sports accessory manufacturers gives a good warranty for the Sports accessories & equipments' purchased by the client
- Majority of the respondents say Internet Ads is the most appealing promotional strategy used by sports accessory manufacturers.
- Majority of the respondents agree that the sports accessory manufacturers provides offers good value for money & credit facilities to facilitate the buying of Sports accessories & equipments.
- Majority of the respondents strongly Agree that the sports accessory manufacturers offers a choice of Sports accessories & equipments in all leading technologies.

CONCLUSION

In the current scenario, a Sports accessories & equipments company has to focus on all the aspect of the marketing mix. Identifying the service gap in all the 7 P's of marketing mix is a part of the strategy of sports accessory manufacturersto improve its overall service to the clients who buy the Sports accessories & equipments from their company.

This study has been undertaken to understand the overall effectiveness of the 7 P's of marketing mix done by sports accessory manufacturers. For this purpose, responses from the clients have been collected and analyzed. Based upon the findings out of the research, few valuable suggestions have been given to the management of sports accessory manufacturers to improve the overall marketing mix of sports accessory manufacturers to its valuable clients.

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