LITERATURE REVIEWS

Brettman (2012) studied on Wholesale sales on sporting goods, apparel, footwear, fitness equipment and licensed merchandise which reached $77.3 billion in 2011. That's a 4.2% increase over 2010's wholesale sales of $74.2 billion, the association said in its "State of the Industry Report" for 2012 after downward trends in 2008 and 2009. The wholesale uptick showed that, at the retail level, consumers were willing to make more purchases that they may have put off for a year or two. A lot of people work out on a regular basis, & they realize if they don't have their health, they have nothing. In this SGMA report, it highlighted that of those consumers who spent money on the former, nearly 25% of those consumers said they spent more in 2011 than in 2010 and more than 22% of those consumers, spent more in 2011 than in 2010. "It's not surprising that team sports had a big jump in spending because it means that parents are making the athletic needs of their children a high priority," said SGMA President Tom Cove. As a percentage of overall sporting goods industry sales in the U.S., e-commerce sales continue to play a bigger role. The percentages have continued to increase every year since 2006 – rising from 3.6% in 2006 to 6.2% in 2011". The future of the entire sports, fitness, and recreation industry in the U.S. is filled with optimism based on the input from industry leaders.

Rosandich (2000) throws light on how technology is changing the nature of sport and sports equipment. There was a time when technology and equipment had very little impact on sport, even in the Olympics. But in the Olympics of the modern era, technology applied to sport has played an important role both in training and in competition. These advances in technology, as with all other walks of life, have had a marked impact in most aspects of sports few examples has been cited related to this. Unfortunately, the use of technology in enhancing sports facilities and equipment is generally an expensive proposition thus benefits derived at least initially tend to be limited to the upper end of the sports hierarchy. In the meantime, technological development as applied to sports equipment continues with the next generation of the "newest and the best" being developed. The benefits of technological advances applied to sports accrue most greatly to those who can afford the price. They concluded that application of IT to sports management has dramatically changed the way that we do business. The bottom line is that 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 social inclusion in sport and recreational activity and for the profession as a whole.

Kasen (2011) studied on sales of sporting goods in U.S. He states that after slipping over 2% in 2009, U.S. retail sales of sporting goods (footwear, clothing, and equipment) rose over 5% in 2010 according to the NSGA report "The Sporting Goods Market in 2011." For 2010, sporting goods sales reached $53.7 billion and is forecast to rise 2% to $54.7 billion for 2011. Athletic and sports equipment, which accounted for $26.01 billion in sales, showed a 5.4% increase. This Association forecasted a 2% increase in equipment sales for 2011. In 2010, athletic and sport footwear rose to $17.48 billion, which is a 2% increase and forecasted 1% increase in footwear sales for 2011. Athletic and sport clothing showed a 10% increase to $10.17 billion and forecasted 5% increase in clothing sales for 2011. Among equipment categories with sales of more than $1 billion in 2010, camping showed the greatest percentage increase. Sales of camping equipment rose 14% to $1.7 billion. Sport optics rose 11% to $1.3 billion and sales of fishing tackle rose 10% to $2.1 billion from $1.9 billion. In the largest equipment category surveyed by NSGA, exercise equipment rose just 1% to $5.4 billion. Treadmills, which dominate the category, rose 1% in units and 2% in dollars. Among other equipment categories with sales of more than $1 billion, Golf equipment sales rose 9% to $3.2 billion from $2.9 billion. Hunting and firearms rose 3% to $5.3 billion. Although they were in equipment categories with sales under $1 billion in 2010, double-digit increases were seen in Lacrosse which rose 28% to $41.1 million from $32.2 million. Baseball and softball rose 17% to $447.1 million while tennis rose 13% to $416.7 million. Only three of the twenty-four equipment categories surveyed by the Association last year showed a decrease in sales. Those decreases were less than 10%. Retail store sales of sporting goods in Canada showed little change in the first quarter of 2011 with a 0.1% drop according to Statistics Canada. This follows a 2.3% fall in the fourth quarter of 2010 and a 5.8% drop in 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 tough, new rivals like Nike and Reebok, Sara Chambers’ yoga business is suddenly getting stressful. Sara Chambers knew yoga before it was chic. These days, however, life as a yoga entrepreneur is no longer quite so mellow. Mega-brands Nike and Reebok have rolled out their own yoga products. With the crash of the Internet, there's a real
back-to-basics for people and yoga is a natural fit with that, says Eastern Mountain Sports, which carries a full line of yoga products, all of them by Hugger Mugger. The growth curve is very steep right now. With two sewing machines and a roll of synthetic mats imported from Germany, Chambers, then 33, began making custom-sized shorts and yoga mats, selling them community of teachers. Noticing that traditional mats lost their stickiness after heavy use, she began formulating her own, higher-quality mats. They innovate and design more specifically for yoga users. They have their eye on what's going to work for people." Other yogis apparently agreed, and sales at Hugger Mugger had begun to grow 50% annually. The company moved three times to bigger, more industrial spaces and grew to 30 employees. Unexpected things began to happen. Orders for shorts and mats came in from celebrities and products appeared on various TV episodes. Hugger Mugger entered the mass retail market with a new, lower-cost brand called Yoga Basics which accounts for 20% of the company's annual sales. Chambers and Chamberlain hired 50 independent sales reps and increased the company's marketing budget by 30%. They've also increased the frequency of catalog mailings to four times a year and changed their look often dedicating whole pages to artful, serene photographs of yogis in mid-pose. But striking the balance between serving the new mass-market crowd and Hugger Mugger's traditional, hard-core yogi constituency hasn't been easy. Company is focusing on longevity rather than taking advantage of the yoga craze.

Schaefer (2012) explores the importance of IP protection from the perspective of the sporting goods industry. The sporting goods of the 21st century symbolize sport, lifestyle and fashion. A study by management consultants A.T. Kearny estimates that the global sports industry is worth as much as US$620 billion. Sporting goods companies, large and small, spend millions of dollars each year developing new and improved products to benefit not only elite athletes, but also amateurs and those who enjoy wearing sportswear on a day-to-day basis. The IP system and the protection it affords play a key role in enabling sporting goods manufacturers to continue to invest in researching and developing ever more effective and affordable equipment for the athletes of today and tomorrow. Natural materials (wood, twine, rubber) used to make the equipment of yesteryear have 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 allowed around the world to minimize injury and to push the boundaries of their performance. Today, leading sporting goods spend more than one percent of
their annual global turnover on R&D. In high-tech (and tightly guarded) test labs equipped with very latest technology to develops equipment for optimal performance exists. Some even have purpose-built facilities to develop and test equipment under varying conditions. Technology convergence and smart sportswear are the latest buzz in sporting goods innovation. Leading manufacturers of consumer electronics are working closely with top sports brands to develop new sports-related technologies (and new revenue streams). Product design, whether it is retro or forward-looking, is pivotal to a product’s commercial success. Periodic attempts are made by some sports governing bodies to limit such exposure by reducing the size and visibility of logos on sports apparel or equipment. As the global interest in sport grows, the business relationships that characterize the industry will become more complex. Strategic and effective IP asset management is a critical factor in forging fruitful intra-industry cooperation and fair trade.

Arnott (2012) reveals significant growth in the number of people purchasing sporting goods online. Online purchases of sporting goods, in particular footwear and apparel, are higher than purchases in other consumer merchandise categories. 11.5% of respondents purchased footwear online, with 6.8% of those purchases made through international retailers. 7.6% purchased sports clothing online. The research also revealed that shoppers are becoming more accustomed to online purchasing and more willing to purchase goods from an online retailer. This report adds weight to the anecdotal reports from retailers that online sales of sporting goods, in particular footwear and apparel, are around the 15% mark. It’s pleasing that sports retailers are ahead of the game and recognise that there is opportunity for domestic online retailers. Regardless of the outcome, the message for retailers in the sports industry is to move quickly to take advantage of the increasing numbers of customers diverting their spend to the online channel, particularly in the sporting goods category.

Wood (2012) highlighted that global retail sporting goods market holds substantial opportunities for sporting goods suppliers due to strong product demand in the three market segments: athletic apparel, athletic footwear, and equipment. Asia and Rest of World represent good growth market for retail sporting goods industry over the forecast period. The market is forecast to reach an estimated $266 billion in 2017 with a CAGR of 4% over the next six years (2012-2017). Sporting goods industry engaged in manufacturing and retailing of sporting goods, such as sports equipments, exercise and fitness equipments, kits, sports footwear, apparel, and
accessories. As global retail sporting goods industry is highly fragmented, North America currently dominates this market. The report highlights annual trends for the past six years and forecasts for the next six years helping executives plan for inventory and resource management, among other crucial business activities as in a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition.

Kasen (2012) studied on sales of sporting goods in U.S Sporting Goods Stores. He states that Sporting goods store sales rose 9.4% in February according to the Monthly Retail Trade Survey prepared by the U.S. Census Bureau. The rise in December compares to 4.0% increase from the same month in 2011 and follows a 3.4% increase in January. For the most recent reporting month (February) sales were $2.8 billion (preliminary). Sales for 2011 were $40.9 billion, up 1.7% for the year. That compares to the 6.6% jump in 2010 when sales were $40.2 billion. Sales for 2009 were $37.7 billion, up 1.6% for the year. Sales for 2008 were $37.1 billion, up 2.3% from the 2007 sales of $36.3 billion. 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." The U.S. Census Bureau estimates are based on data from the Monthly Retail Trade Survey, Annual Retail Trade Survey, and administrative records.

Prashar (2011) studied that India has developed sports goods sourcing hub. Sports goods industry has been growing at an average annual rate of around 10-12 per cent in the past five years. The focus of this industry has been on exports. India is hosting a series of international sporting events which is likely to boost the industry and increase sports awareness. Also, sports promotion, exports of sports goods are now the focus areas of the government. As a result, in the past ten years sports retailing has seen a miraculous growth in India due to the change in consumers' preferences. With the growth of modern retailing, foreign brands have entered the Indian market. Due to the fast growing Indian retail market, consistently high GDP, rising per capita income, large consumer base among others are the factors which have attracted foreign retailers to India. For 3 consecutive years, (2005 to 2007), India ranked first among 30 emerging markets for foreign retailers. In 2008, it was ranked second after Vietnam but in 2009 it again regained the first position. Since sports retailing involves working with government, federation,
sports clubs, etc. and is depended on government policies not only in the retail sector but also in allied sectors like sports sector, manufacturing, etc., sections of the survey discussed the governance structure and policies that regulate and its implications for sport retailing in India. Some of the important stepping stones that have carried forward the sports goods manufacturing industry in India are a highly innovative approach to production combined with a sense of social responsibility in the larger interest of the society. There are several manufacturing-cum-marketing collaborations in the arena that have matured to yield desired fruits across certain non-traditional disciplines. A number of others are now taking shape with the help and strategic support rendered by some of the renowned leaders in the sports world.

Smith (2012) studied that during the past two decades, the arena for sporting goods retailers has changed, with industry players evolving into national chains that have considerable buying power. The rise in national sporting chain numbers has effectively created an opportunity for department stores and mass merchandisers to enter the market and aim for a share of the sporting pie. Despite the rise in competition, sporting goods retailers have continued to benefit from their ability to offer consumers specific brands and specialized services. The arena for sporting goods has changed, with players evolving into national chains. Sporting goods stores in the United States have been flexing their retail muscles over the five years to 2012. Driven by rising consumer awareness of good health and participation in sports, revenue is expected to increase at an average annual rate of 0.6% over the five years from 2007. From 2011 to 2012, revenue is estimated to rise 3.0% to total $39.8 billion. Historically, sporting goods stores were small, family-owned businesses that serviced the needs of the local community. Wholesalers were the primary suppliers of merchandise, and operators had little or no competition from other retailers because of their high level of specialization. During the past two decades, the arena for sporting goods retailers has changed, with industry players evolving into national chains that have considerable buying power. The rise in national sporting chain numbers has effectively created an opportunity for department stores and mass merchandisers to enter the market and aim for a share of the sporting pie. The entry of these external players has led to increased levels of competition in an already tightening retail market. Over the five years to 2012, the industry is expected to contract to 36,528 enterprises at an annualized rate of 1.4%. Despite the rise in competition, sporting goods retailers have continued to benefit from their ability to offer consumers specific brands, specialized service and extra services like rock climbing walls and
putting greens to test out equipment before it is purchased. In the five years to 2017, growth will return, stimulated by a recovery in consumer sentiment and increased disposable income. Revenue is forecast to grow through 2017.

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) studied the dimensions of brand image, focusing on the functions or value of the brand as perceived by consumers, 4 categories of functions were identified: guarantee, personal identification, social identification and status. By way of questions, they have proposed that these functions have a positive 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) studied that protection of the consumers through law and policies is a soothing feature of contemporary commercial transactions. Advanced economies of the world have long responded to the social and economic feelings generated by consumerism by enacting laws, fashioning out policies and putting in place suitable regulatory measures to guide against the oppression, nay intimidation of the consumers in their daily interaction with the producers of goods and services. Most of these advanced economies are heavily policed and
regulated thus making it susceptible to control measures that ensure succor for the consumers. The same can hardly be said of the economies of the developing and third world countries that are left to the vagaries of the market system with its imperfections and consequent suffocating effects on the consumers of goods and services. The paper considers the various laws and institutions through which the consumers are protected and concludes that even though considerable progress has been made in recent years to protect the vast consuming public, consumer protection largely remains a farce. The paper therefore recommends a more regulated consumer protection regime by way of a comprehensive consumer code where the rights and remedies of the consumers are well articulated. This will guide against the somewhat 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 essential for meeting this challenge to improve the sustainable competitiveness of the sporting goods production industry. This approach starts from setting up a coherent conceptual and analytical framework covering different aspects, including profitability capability, debt paying capability, and operation capability. In their paper, 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) highlighted on the impact of the Internet on retail marketing has been anecdotal, offering exaggerated speculative forecasts of its future potential. One view contends that the Internet will become a major new retail format, replacing the traditional dominance of fixed location stores. However, little academic research exists to either disprove or support the claims of Internet penetration by retailers, seeks to redress the balance by presenting a comprehensive and rigorous review of UK retailer Internet activities. A sampling frame of 1,099 UK retail multiples was used, and each Web site individually inspected to categories the range of marketing functions and services offered. The findings indicated that, despite the hype, the
majority of retail organisations surveyed have not yet registered a Web site address. Moreover, of those retail organisations that have developed a Web site, the vast majority are using it primarily as a communication tool to promote corporate or product information to Internet users, rather than to support direct sales. They concluded the implications of these current levels of Internet activity for the future of retail marketing.

Sharma et.al. (2011) discussed the relevant processes and strategies related with Experiential Marketing and observed two concepts of experiential marketing, viz; Experience Providers and Strategic Experiential Modules (SEMs). 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 is a focus on customer experiences and on consumption as a holistic experience, the use of drivers/eclectic methods and tools and the beliefs that customers are rational and emotional. 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 and thus, the quality of the relationship with customers. An understanding of the effect of after-sales services in satisfaction and post behavioural intentions is important to services marketing managers because it allows them to differentiate their offering substantially, in a way that strengths the relationship with their clientele in the short, as well as in the long run. The purpose of this paper is to investigate the effect of after-sales services on customers’ satisfaction as well as on their behavioural intentions, namely “repurchase intention” and “word-of mouth” (WOM). The study conducted was targeted at customers of a large retail chain marketing home appliances in Iran and 302 usable responses were utilised. Findings show that after-sales service quality, affect satisfaction, which in turn affects behavioural intentions.

Davies (2002) explored the implications of the findings for policy makers and managers of sport and leisure services and suggested a review of methods used to calculate consumer spending on sport is required in the near future. The paper presented the findings of a consumer survey carried out in 1996-97 to demonstrate that spending on sport-related goods and services in
the UK has been underestimated. It argues that consumers’ expenditure on sport by residents in Sheffield, UK was greater than anticipated from national estimates, largely due to methodological reasons rather than increased spending. The paper illustrate that conventional approaches, which use published data sources to measure sport-related expenditure are firstly, not a valid measure of sports spending and secondly, have omitted several items of sport-related expenditure from current estimates.

Brad (2008) studied the economic scope of the sports industry in the United States. Drawing on a variety of data sources, we investigate the economic size of sport participation, sports viewing, and the supply and demand side of the sports market in the United States. Estimates of the size of the sports industry based on aggregate demand and aggregate supply range from $44 to $73 billion in 2005. In addition, participation in sports and the opportunity time cost of attending sporting events are important, but hard to value, components of the industry.

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. A number of factors are driving India's retail market. These includes increase in the young working population, hefty pay-packets, nuclear families in urban areas, increasing working-women population, increase in disposable income and customer aspiration, increase in expenditure for luxury items, and low share of organized retailing. 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 join the retail industry at lower salaries, get some much-needed experience and then move on to better jobs or back to education.