Hypothesis

For this study following Hypothesis are made.

H1 : Display of sports goods by retailers in outlet has great impact on sales.

H2 : Different incentives offered to consumers and Influence of technology and innovation effectiveness of sports goods plays an important role in sales of sports goods.

H3 : Geographic location of the region plays an important role in sales of sports goods from retail outlets.

H4 : Prices of sports goods plays an important role in sales of sports goods in the region.

H5 : Maximum Qualified persons from sports background are appointed by retailers.

H6 : Quality of sports goods has great impact on sales.

H7 : Packaging of sports goods plays an important role in sales of sports goods.

H8 : Branding of sports goods has great impact on sales of sports goods.

H9 : Government policies in the region had great impact on sales of sports goods.