METHODOLOGY

Market research is a systematic process of collecting, recording and analyzing of data about customers, competitors and market places. After going through the studies conducted by the research scholar in the field of sports goods retail market related to its achievements and its relations with the marketing of sports goods, researcher got the guidelines for selecting the methodology for conducting the present study. The problem selected for the study was “Status of Sports Goods Retail Market of Vidarbha.”

Data Collection

In the survey method, a major source of data collection was from retailers of sports goods and consumers of sports goods. Also views and opinions were collected from the players and coaches outside the regions as they came to participate in tournaments of sports in the region. In this study the scholar tried to collect maximum data from each every respondents who are the consumers of sports goods irrespective of age, caste, creed and the level their game. Also interviews, personal observations along with the questionnaire were tools for collecting data. Qualitative method and Quantitative method were also used for collecting data.

Data Analysis

Following data collection, all of the events that the students recorded were classified into meaningful categories. Once the student responses were classified, the major and subcategories were analyzed with descriptive statistics and reported by rank, frequency and percentage. The presentation of the collected data will be stated in the following chapter.