

A STUDY ON CUSTOMER SATISFACTION TOWARDS THE LEGEND SPORTS IN CHENNAI

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ABSTRACT

There was a time when technology and equipment had very little impact on sport, even in the Olympics. As you may recall, the athletes who participated in ancient Olympic Games did so in the nude using implements such as discii that were both “off the rack” and shared among the competitors. So it is safe to say in this instance, there was no real advantage that accrued to any participant as a result of the application of “technology” in-so-far as equipment or personal gear was concerned.

But it is equally safe to say that in the Olympics of the modern era, technology applied to sport has played an important role both in training and in competition. This has manifested itself in a variety of ways that range from the creation of new sports, to facilities used to accommodate them, to the equipment used by the athletes in competition to the training support used by teams to prepare the athletes for competition. Moreover, the processes employed in the adoption of technology and technological methods to enhance sport and recreation have accelerated with each successive Olympiad. These advances in technology, as with all other walks of life, have had a marked impact in most aspects of sports.

Key Words: Sports, Customer, Perception

INTRODUCTION

The process or set of processes that links the producers, customers, and end users to the marketer through information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyses the results, and communicates the findings and their implications.

It is the systematic gathering, recording, and analysis of qualitative and quantitative data about issues relating to marketing products and services. The goal of marketing research is to identify and assess how changing elements of the marketing mix impacts customer behaviour. The term is commonly interchanged with market research; however, expert practitioners may wish to draw a distinction, in that *market* research is concerned specifically with markets, while *marketing* research is concerned specifically about marketing processes.

STATEMENT OF PROBLEM

With the emergence of smart phones, social media, the internet and video games, childhood inactivity and obesity have become national epidemics. Less than one-third of middle and high school students take part in interscholastic athletics, and participation in intramural athletics is even lower. Beyond physical and mental health issues caused by inactivity, youths who are not enrolled in after-school programs are 50% more likely to experiment with drugs and alcohol, according to the Afterschool Alliance, a national non-profit organization.

Reason that sports was no longer fun. According to the study, “Today, adult led competition dominates. Tryout-based, multi-season regional travel teams form as early as age 6, siphoning players and support from community based recreational leagues striving to serve all kids. Nation-wide, the trend is to prioritize performance over participation well before kids’ bodies, minds, and interests mature. The risks for the children are unnecessary and harmful stress, overuse injuries, and burnout.” The effects of these trends, and other pressures faced by our youth are evident in the 2014 Metro West Adolescent Health Survey. The survey is administered every other year to middle and high school students in our Metro West region.

OBJECTIVES OF THE STUDY

- I. To know the customer preference towards “The legend sports”
- II. To examine the frequency of vesting the legend sports in kottivakkam
- III. To analysis the personal behavior of the people

AREA OF THE STUDY:

Kottivakkam is a locality in the south of Chennai District in the Indian State of Tamilnadu. Kottivakkam is included with the Chennai Corporation. This study is based on the Kottivakkam area.

SAMPLE SIZE

There are total 73 questionnaires distributed where all the questionnaires have been responded by the respondents

.LIMITATIONS OF STUDY

- I. Sport for development has been proven to be effective for solving social issues.

- II. These limitations create hurdles for those who want to run sports programmes in certain contexts; however, most will cause a stumble rather than a fall.
- III. I have taken only 73 respondents which may or may not represent the whole population

REVIEW OF LITERATURE

Gray and McEvoy(2005): “Sports has become a marketing medium in and of itself with the ability to target, segment, promote, and cast products and services in heroic lights.” He also opines that quite a large number of companies, which are not associated with sports in any manner, use sports as one of the vital ingredients of their promotional mix.

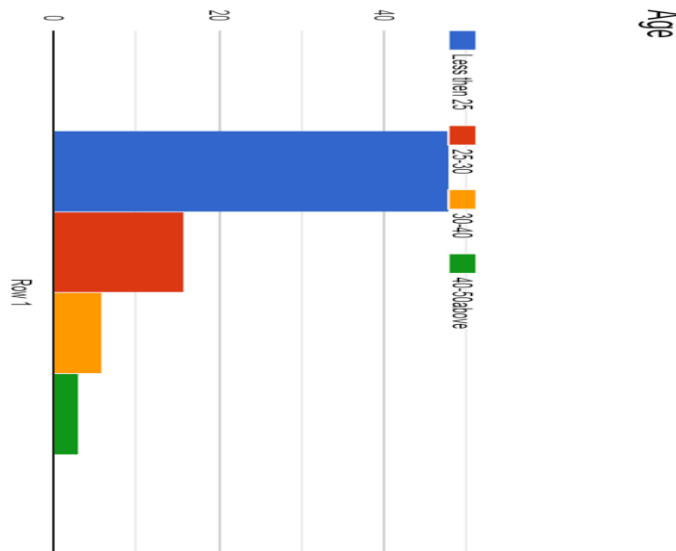
Merz (2005): These nonsports related products with players, sporting events and teams, marketers cater to the needs of customer segments that have “personal investment”

Fullerton (2007): In his study tried to identify new dimensions of Sports marketing but had to finally agree to the previous classifications i.e. “marketing through sports” and “marketing of sports”. This classification is valid even today. A related area of sports marketing is “sports promotions”.

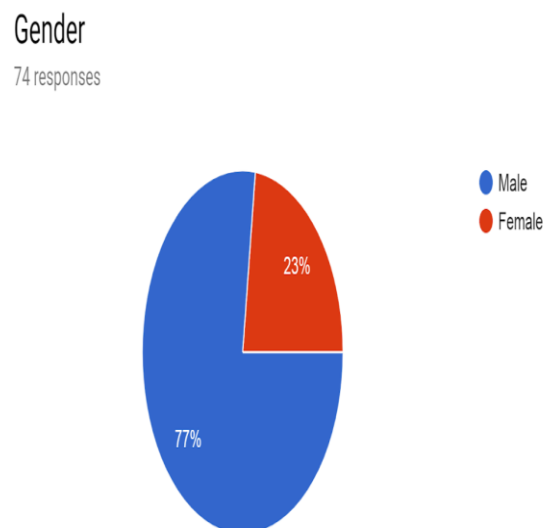
Armstrong (2003): Investigate whether the applicability of “sports promotion” to sponsorship deals and questions whether it is limited to an advertisement with a generic sport theme. They explore the exclusivity of the domain of “sports promotion” and argue whether promotion can be considered as useful to create sports coverage that fits the context of “marketing through sports”. They also cite that the concept of sports marketing not only integrates the dimensions of “thrusters” as proposed by Mullin et al. (2000) but cover issues apart from advertising and public relations also. An alternate view of Sports marketing. He defines Sports marketing as the “specific application of marketing principles and processes to sports products and to the marketing of non-sports products through association with sports”. Summarizing it can be said that “Marketing through sports” is related to the products or services which have no relation with sports whatsoever (non-sports products). On the other hand, “marketing of sports” is related to the products or services which are associated with a sport in some way or the other (sports products)

Fullerton and Merz (2008): Identify spectator sports as those sporting activities which people go to watch by purchasing tickets. Football, cricket and tennis are some of the examples of the recognized spectator sports

Blann (2010): One key marketing objective for any sport marketer across any level of sports is that of selling tickets for the sporting events. However, in the eyes of a sport marketer, individuals who buy tickets to attend a sporting event are equally important as the followers of the sports event through various media. Hence, sports marketers must try to ensure an increased audience of the sporting event using a variety of broadcasting media as well (Fullerton). This set of various broadcasting media includes television, radio, internet streaming (audio/video), mobile technology and podcasts.

DATA ANALYSIS AND INTERPRETATION**CHART: 1 AGE OF THE RESPONDENT**

The above bar chart represents that of 73 percentage 48% are of less than 25, 16% are of 25-30, 6% are of 30-40 and 3% are of 40-50

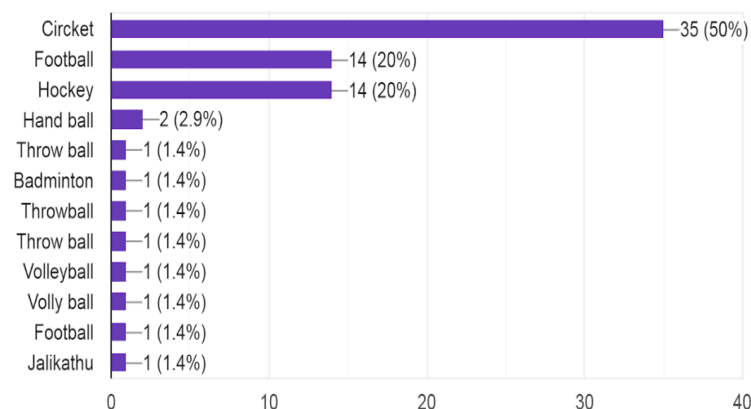
CHART:2 SEX OF THE RESPONDENTS

The pie chart represents that out of 74 respondents 77% are of male and 23% are of female

CHART 3: PREFERENCE OF THE CUSTOMER

which sports game do you like?

70 responses

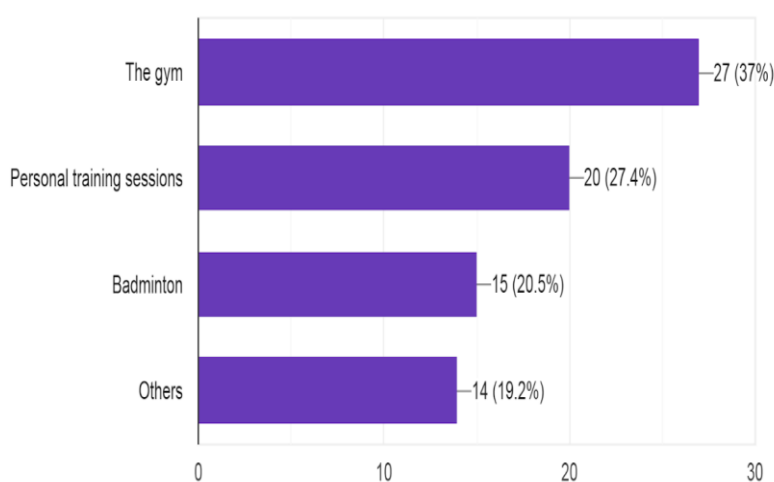


The above bar chart represents that out of 70 respondents 50% are of cricket and 20% are of football, 20% are of hockey, 2.9% are of hand ball, 4.2% are of throw ball, 1.4% are of badminton, 2.8% are of volley ball, 1.4% are of jallikattu.

CHART:4 FACILITIES AND SERVICE

Which of our facilities /services do you like?

73 responses

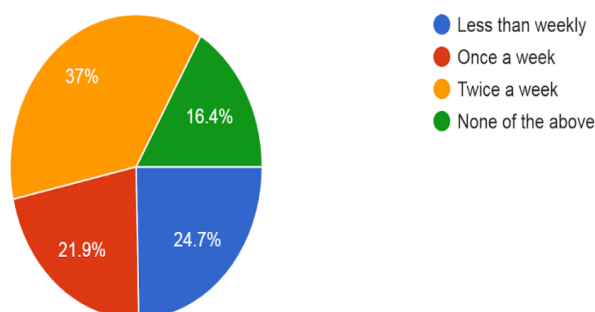


The above bar chart represents that out of 73 respondents 37% are of the gym, 27.4% are of personal training, 20.5% are of badminton and 19.1% are of others

CHART 5 USE OF SPORTS AND FITNESS CENTER

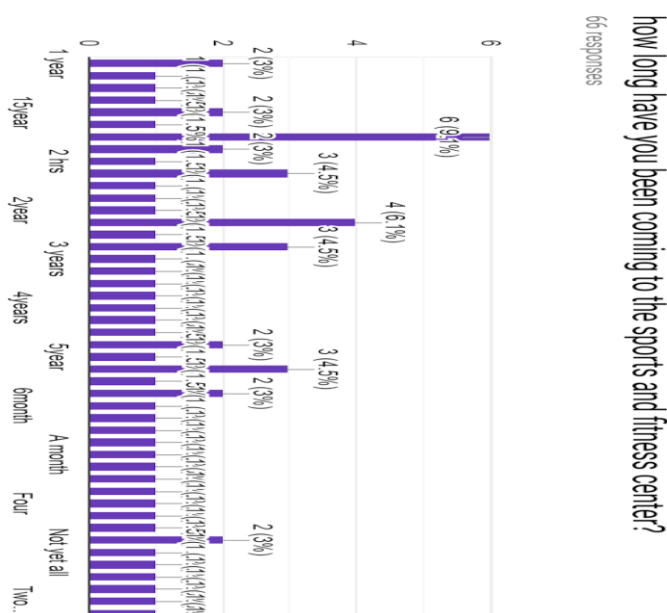
how often do you use the sports and fitness center?

73 responses



The above bar chart represents that out of 73 respondents 37% are of the using twice a week, followed that 24.7% are of less than week, 21.9% are of once in a week and 16.4% are of none of the all.

CHART: 6 FREQUENCY OF VIST TO FITNESS CENTER

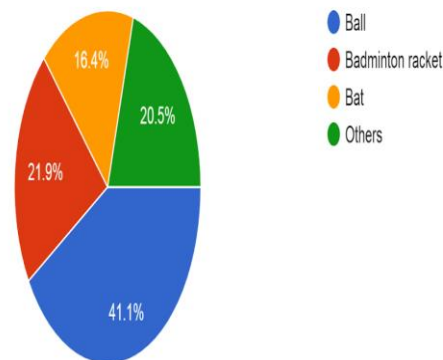


The above bar chart represents that out of 100 percentage 37.5% are of month-6 month, 34.6% are of 1st year-2nd year and 27.9% are of 3rd year - 5th year

CHART 7 PREFERENCE OF PURCHASED

which product do you purchased more in sports shop?

73 responses

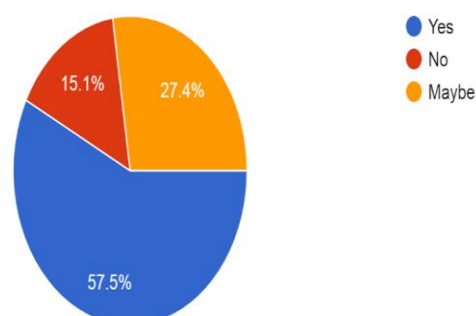


The above pie chart represents that out of 73 respondents 41.1% are of ball, 21.9% are of badminton and 16.4% are of bat and 20.5% are of others

CHART: 8 SERVICE

Whether the shop give good service to customer?

73 responses

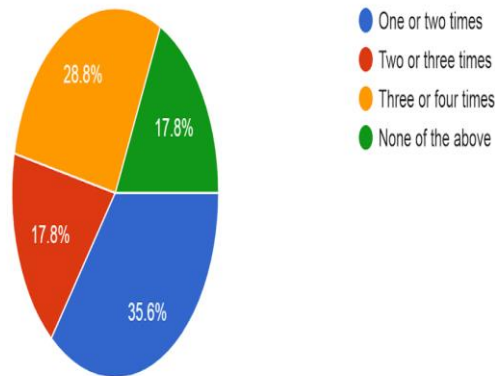


The chart represents that out of 73 respondents 57.5% are of yes, 15.1% are of no and 27.4% are of may be

CHART: 9 FREQUENCEY OF VISTING OF SHOP

You visit how many times in a week?

73 responses

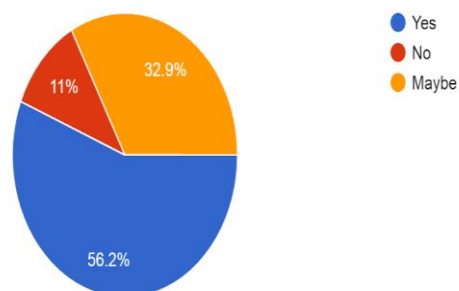


The above table and pie chart represents that out of 73 respondents 35.6% are of 1 or 2 times, 17.8% are of 2 or 3 times and 28.8% are of 3 or 4 times and 17.8% are of none of the above

CHART:10 FEEDBACK

Do you visit again to this shop?

73 responses



The above pie chart represents that out of 73 respondents 56.2% are of yes, 11% are of no and 32.9% are of maybe

FINDINGS OF THE STUDY

- The majority of respondents of age is below 25
- The respondents accordance with gender male is said to be majority
- The majority game liked by persons among 8 plays is cricket
- The facility services liked in majority is gym
- The visit to the fitness centre is said to twice a week in majority
- The majority of days person attended is said to be 6 months
- The majority of products purchased for sports is ball
- The shop rendered majority services to its customers
- Feed back on visiting again the shop for further purchase is said to be in high

SUGGESSTIONS

- As per survey the range on volley ball remains low as to be advertised in more number welcoming new players
- As the review says the usage of fitness centre is low the more positivity on usage is to be determined along with the previous experience they met
- Purchase of badminton in the shop is accounted less so as the improvement mad in new quality mad e on product is said to be useful on development
- As the shop faces low amount of lack In service it may be developed by knowing the lack in their requirements
- Second time review for the shop may be little reduced to the level of grade expected by customers

CONCLUSION

This study attempts to evaluate sport activities from an economic point of view. It is essential that performance institutions and individuals have to concentrate on the type of decisions made by the m, the nature of strategies adopted by the competing participants with reference to their competitors, the pricing technique adopted for distributing different resources (split into cost and benefit items) and the nature of marketing strategies adopted towards popularisation of different sport activities. The economic evaluation would enable adoption of most efficient management techniques to achieve cost effectiveness and future strengthening of structure and support services of sport activities under given situations. Competitive sports affect young children in many different ways, some have positive effects, whilst some have negative effects. I always knew that competition can have both advantages and disadvantages. Competition is a great way of pushing yourself to be the best that you can, and provide positive motivation for you to excel. Competitive sports is also a great way to improve social and leadership skills. You make so many new friendships and create closer bonds between friends and family just by participating in a sport.

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