

A Study on buying preferences of Sports Equipment

Introduction:

Sporting equipment, also called **sporting goods**, has various forms depending on the sport, but it is essential to complete the sport. The equipment ranges from balls, to nets, and to protective gear like helmets. Sporting equipment can be used as protective gear or as tool used to help the athletes play the sport. Over time, sporting equipment has evolved because sports have started to require more protective gear to prevent injuries.

Historically many sports have developed their sporting equipment over time. For instance, the use of a football dates back to ancient China, between 225 BC and 220 AD. As football remains the most popular sport in the 21st century, the material of the ball has completely changed over the centuries; from being made out of animal skin, to being lined with multiple layers of polyester or cotton.

As the sporting equipment industry improves, so does the athletes performance. This is due to the fact that the equipment is more efficient, lighter and stronger it is forming a bio-mechanical system, interacting with the athlete.

Since the massive adoption of wearable, new sport equipment tends to be electronics and connected to deliver data performances.

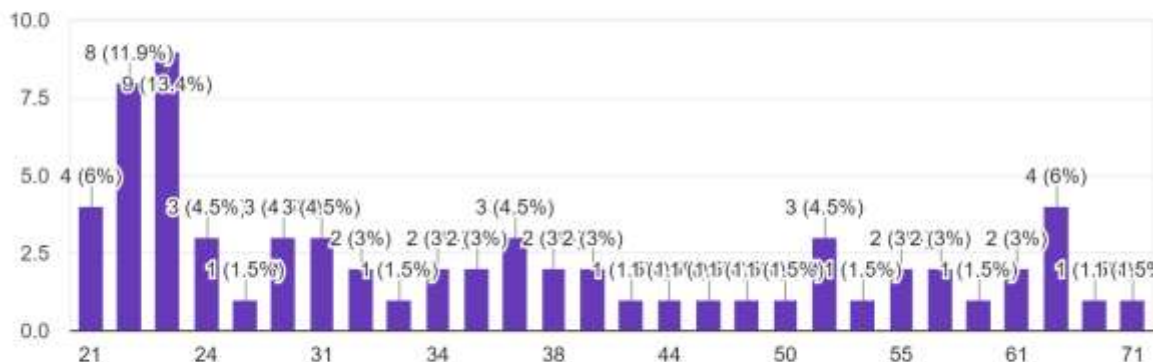
Purchasing of sports equipment can be done via online platforms or by physically going to stores.

Objective:

- 1) To study the buying behaviour of sports equipment among customers
- 2) To study the factors influencing their decisions

Age

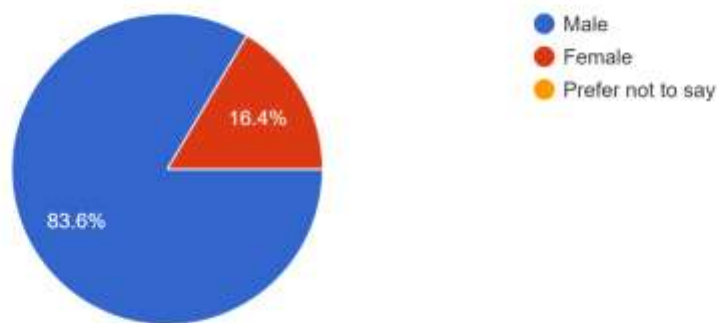
67 responses



Based on the above graph we can see that sport is something that isn't bound by age. The youngest respondent is 21 and the oldest being 71.

Gender

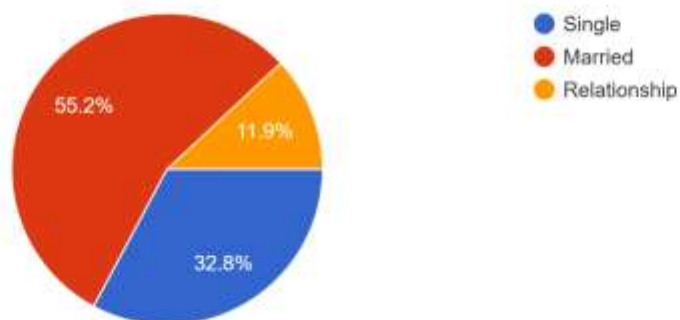
67 responses



The majority of the respondents were male, with females making up less than a quarter.

Relationship status

67 responses



More than half of the respondents are married

Employment

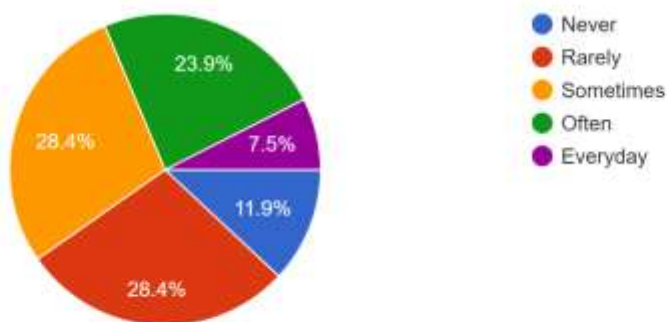
67 responses



The majority of the respondents are working. There are also a significant number of students.

How often do you play sports in a week?

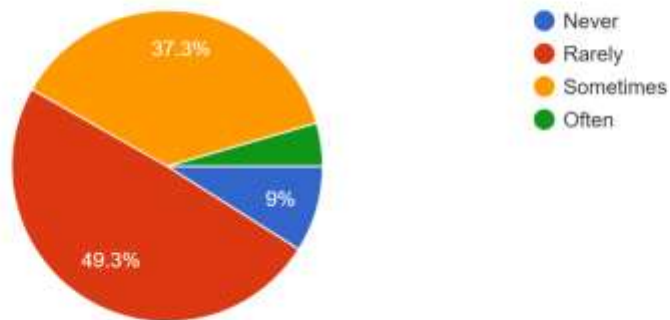
67 responses



Based on the graph above we can say that people, about 80.7% play sports in some capacity (rarely, sometimes or often).

How often do you shop for sports goods/equipment?

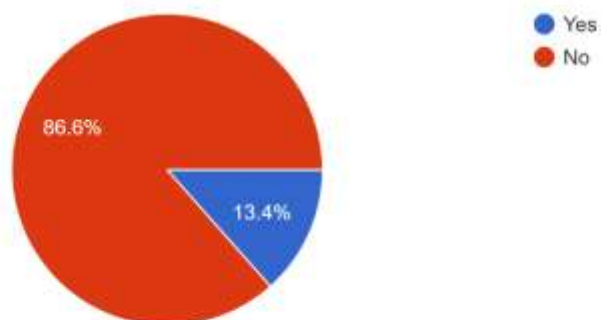
67 responses



Most people rarely shop for sports equipment. This indicates that they play sports for leisure and recreational purposes more than professionally.

Do you play sports professionally?

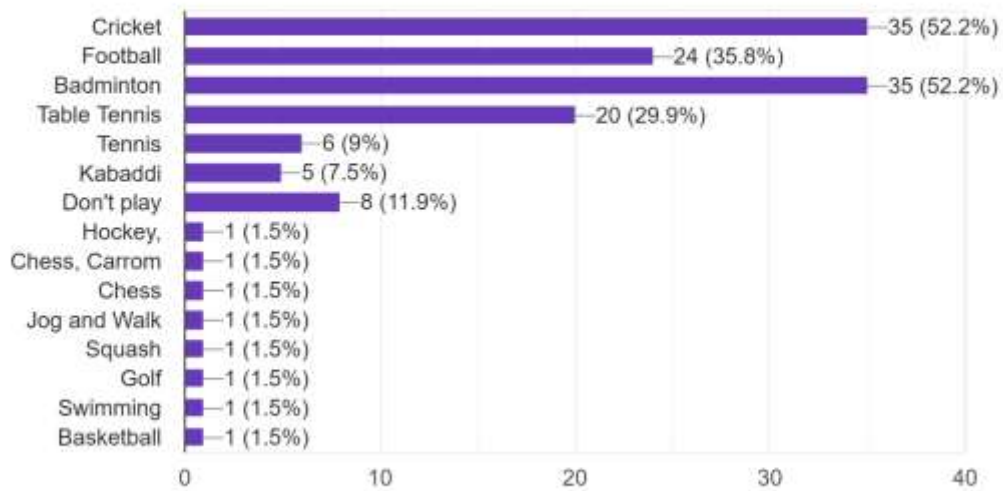
67 responses



A very small percentage of people play sports professionally. The rest seem to play it for exercise or recreational purposes.

What are the sports you play? Select all that apply.

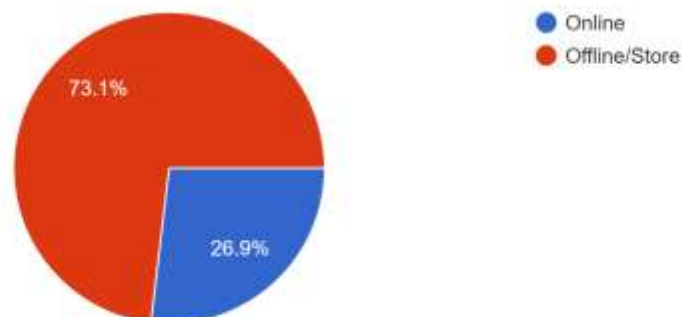
67 responses



Cricket and Football seem to be the most popular sports played.

Do you prefer shopping for sports goods/equipment online or by physically going to a store?

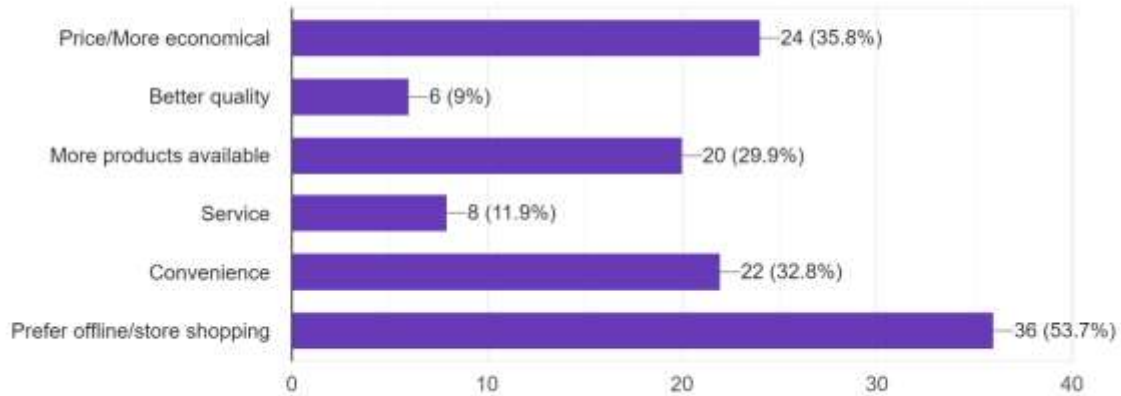
67 responses



Despite there being a huge influx of technology in recent years, people still prefer going to a store to make purchases.

Prefer online shopping for sports goods/equipment because (Select all that apply)

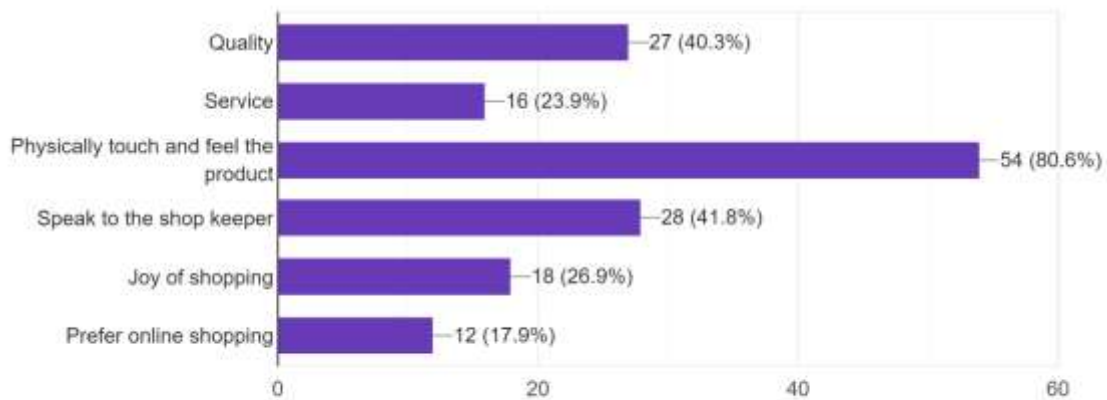
67 responses



As mentioned already (and as can be seen above) people prefer offline over online shopping. But their reason of shopping online is because they get better deals and greater convenience.

Prefer offline/store shopping for sports goods/equipment because (Select all that apply)

67 responses



People prefer visiting a store because they can physically touch and feel the product before purchasing it.

Conclusion:

Based on the responses collected, all in the form of primary data, we can conclude that the majority of the people prefer physically going to a store and purchasing their desired sports equipment/goods rather than making the purchases via online platforms.