WHAT STIMULATES SPORTS CONSUMER? DESIGNING SUSTAINABLE MARKETING STRATEGIES

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ABSTRACT
The global sports industry has rapidly expanded its scope, and its domain has extended across the world. World sports events including the Olympics, FIFA World Cup, Wimbledon Tennis, Cricket World Cup, Tour de France Cycling and many other events have a far reach, a large audience as well as a wide range of participation. With its massive impact, the industry has become inexplorable today and the higher interest of consumers in sports persuades a need to understand the unique behaviour of sports consumers. The current research was conducted to identify the marketing factors that influence sports consumer behaviour. This study was focused on the population of young adults in Dera Ismail Khan, a division of Khyber Pakhtunkhwa (KP), Pakistan. A questionnaire encircling marketing factors was distributed among 220 respondents. The study was followed by a quantitative method and the participants' responses were analyzed through statistical inferences. The analyzed data indicated that six (06) marketing factors, such as product quality, price, product accessibility & reach, brand image, and sustainable manufacturing have a significant influence on sports consumer behaviour. These findings suggest that sports goods manufacturing companies in Pakistan should give due attention to consumer demands and devise relevant marketing strategies to grow their businesses and gain higher market shares.

Keywords: Sports Manufacturing; Sustainable Manufacturing; Consumer Behaviour; Sports Consumer; Sustainable Marketing Strategies.

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