



**COLLEGE OF NATURAL AND COMPUTATIONAL SCIENCES
DEPARTMENT OF SPORT SCIENCE**

**THE PRACTICES AND CHALLENGES OF SPORTS
EQUIPMENT MARKET IN SIDAMA REGION, ETHIOPIA**

MSc THESIS

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**THE PRACTICES AND CHALLENGES OF SPORTS EQUIPMENT
MARKET IN SIDAMA REGION, ETHIOPIA**

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**A THESIS SUBMITTED TO DEPARTMENT OF SPORT SCIENCE,
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DECLARATION

I declare that this thesis entitled “*The practices and challenges of sports equipment market in Sidama region, Ethiopia*” is my own work. It has not been submitted for any degree or examination at any other university and all the sources I have used or quoted have been indicated and fully acknowledged as complete references.

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ABBREVIATION

| | |
|--------------|--|
| CAGR: | Compound Annual Growth Rate |
| IOT: | Internet of Things |
| PLC: | Private Limited Company |
| SWOT: | Strengths, Weaknesses, Opportunities, and Traits |
| SPSS: | Statistical Package for Social Science |
| USD: | United States Dollars |

ABSTRACT

Sports Equipment Market has become one of the leading industries in the world that improves social, economic, cultural and mental development of individuals and the society as a whole. Descriptive survey method was used to conduct this study. Both qualitative and quantitative approach implemented. From the total of 320 subjects, a sample of 48 individuals was selected as subjects of the study. Simple random and purposive sampling techniques were used. The data gathering instruments such as questionnaire, structured interview and observation was used to collect data from respondents. Frequency distribution, percentage, and the mean value were used to organize data in tables. The major results of the study revealed that the current sports equipment market practice was very weak. Some of the major challenges were, lack of product distribution challenges confirmed by 66.7% of respondents, 90% of respondents replied that the price of sport equipment was not affordable, 75% of athletes and 100% of coaches confirmed there was shortage of shopping centers, 100% of respondents replied there was lack of local manufacturers or whole sellers, 83.3% replied quality of sport equipment was low, 100% of respondents replied sport equipment were inaccessible in all areas of the region, 83.3% of respondents confirmed there existed mismatch of demand and supply, majority of respondents confirmed that stakeholders were not involved actively in the market. On the basis of the results of the study, the researcher concluded that there has been a shortage of sports equipment because of limited number of retailers in the region, the products were not easily accessible for all ball games, most equipment were only for football players with low quality, the price of the products was expensive for customers and have led them not to purchase frequently, the shortage of whole sellers or manufacturers had been one of the challenges for adequate distribution of sports equipment in the region. Finally, recommendations were forwarded by the researcher based on the major results of the study so that the sport industry could be improved through the market accessibility of sports equipment in Sidama region and the country as well. For example: supplying and supporting local manufacturers. Noticing brand cost, durability and quality. All stakeholders should work for the availability of sports equipment, improvement of marketing strategies and opportunities.

Key Words: Practices, challenges, Sports Equipment Market, quality of sport equipment, shopping centers.

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CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

Sports industry is growing to be biggest in the world as more and more people are increasingly taking up sports and recreational activities to increase health awareness and stress management. Sport has gained importance both as an active and passive source of entertainment. Consumers are progressively spending more on sports-wear with a large share of the expense constituting athletic clothing and accessories. Sport in the 21st century is a market full of extremes. With markets throughout the world becoming increasingly more competitive, market research is now on the main idea of marketing sports goods and accessories. The global sports equipment and accessory market is growing robustly and is characterized by swift adaption of newer technologies and openness to changing trends. The industry is thriving immensely on e-commerce, which is a popular retail medium now days, that also offers consumers the benefit to compare all the available brands of sports equipment. It is a one-stop shop for all sports accessories and equipment which in turn enhances salability in the global sports equipment market. Sports equipment and accessories market is highly competitive owing to many established market players in retail, e-commerce, sports stores and whole sale and many new start-ups joining frequently. It also faces negative competition with counterfeit sporting equipment and accessories with cheaper, low-quality variants. (Allied Market Research, 2023).

Sports equipment market generated a revenue of US \$89,292.0Mn in 2022 worldwide. The demands for sports equipment will accelerate, with a top market player holding in prominent share of the sports equipment market in 2022. The global market for sports equipment is expected to reach US \$170,508.2Mn by 2033. The market for sport equipment is expanding on a global scale because of ongoing innovations and quick technological progress to keep up with shifting consumer tastes. The demand for such equipment is being further boosted by raising a healthy lifestyle and the value of participating in sports and fitness activities. Many more unique growth factors have been analyzed in detail, while a comprehensive assessment of some of the key challenges for sport equipment have also been discussed in [persistentmarketresearch.com](https://www.persistentmarketresearch.com). The market analysis from 2017-2022 shows demand for sport equipment recorded 29% rise. The prevalence of lifestyle related health problem like stress and obesity is pushing more individuals to participate in outdoor and fitness activities which

is increasing demand for types of sports and fitness equipment. Technologies are being used in a variety of ways to give sports players and coaches more information about player performance and techniques. Promotional strategies such as non-personal communication through the media and sales promotions such as discounts, stamp redemption, free samples and membership for encouraging customers are some of tools that are significantly boosting the market (Persistence Market Research, 2022).

Sport marketing managers develop marketing campaigns to engage fans and attract business sponsors. They support the revenue goals of sporting arenas, university sports teams, leagues and other sports related organizations (Gladden J. et al, 2005).

The result of this study helps in understanding the practices and challenges of sports equipment market preference for the regional based sport business and how and why these preferences have failed to prevail. The study tried to address the gap that is viewed as very low practice in sports equipment market to promote this business industry, which is essentially operating in other developed countries. This concept builds upon the various insights that have been undertaken by many researchers in sport science field. It bridges the gap in strategic implementation of practice of sports equipment market for the development of sport to gain competitive advantage in this country. The aim is also to indicate the key challenges for the effective management of sports equipment market in Sidama region. In this study, popularity of sport disciplines, existing provision of sports products or goods have been described (Masterman G., 2014).

1.2. Statement of the Problem

The availability of sports facility and equipment has a huge impact on the development and popularity of a specific sport. Sport facilities and equipment are the largest of all factors that affect the development of sport marketing (David and Karen, 2005).

There is a shortage of athletics sports products because of limited number of distributors in the market. The products are not easily accessible. Also imported low quality sports products from Asian countries caused injury to the athletes. The heavy tax caused the raise of price on products weakening the customers' ability to afford the products. The financial limitation that most of the consumers have, also led them to be price sensitive and incapable of making a frequent purchase of the products (Marta G., 2014).

In Ethiopia, millions of people have access to sport activities and that out of figure, most of the population is based in local areas. The region/local based sport does not have immediate

access to sports equipment market as the stakeholders are not doing well in the area. Thus, to develop sports equipment market, sport administrators, sport business owners, athletes, sport science professionals and other concerned bodies should be able to implement different systems that are competitively superior to provide sports equipment in sufficient amount to consumers. They should establish the areas with income earners, technological advancement and educated professionals in sport business. The study therefore is intended to assess the practices and challenges of sports equipment market in Sidama region.

The availability of sport equipment market in the region is of paramount importance. Well planned and effective sports equipment market helps to understand the customer and market place. However, the experience of the researcher shows that the importance of sport equipment market in practice has not been exercised in Sidama region. Consequently, in this study the researcher tries to assess practices and challenges of sports equipment market in Sidama region and attempts to find answers for the following basic research questions.

1.3. Research Questions

- What is the current sports equipment market practice in Sidama region?
- What are the major challenges that hinder the development of sports equipment market?
- Are there enough market opportunities for sports equipment in the region?
- Are there marketing strategies in the region that can help improve sports equipment market?

1.4. Objectives of the Study

1.4.1. General Objective

The general objective of the study is to assess the practices and challenges of sports equipment market in Sidama region.

1.4.2. Specific Objectives

- ✓ To assess the actual sports equipment market practice in Sidama region
- ✓ To describe the challenges for the development of sports equipment market
- ✓ To identify market opportunities for sports equipment in the region
- ✓ To find out the market strategies that can help to improve sports equipment market

1.5. Significance of the Study

There had been only few researches conducted regarding sports equipment market in Ethiopian context. So, this study is expected to have the following important contributions. First, it increases awareness of the researcher as well as the whole sport community. It would be useful to fill some knowledge gaps about the practices and challenges of sports equipment market. It would also be a contribution and serve as a source for scholars who are interested to conduct studies in the future concerning this area. Moreover, it would have social, economic, cultural and informational benefits for all sports stakeholders that take part in sports marketing.

1.6. Scope of the Study

Although sport has been one of the leading industries in the world, the issue of sports equipment market is being questionable in Ethiopia. Therefore, the study was delimited to selected government organizations in Sidama region because the Economic and political factors of the country wouldn't allow the researcher to widen the scope. The subjects of the study were 320 target population that includes sports administrators, coaches, athletes, purchasers, sports science professionals and sports equipment retailers from city administrations and woredas in this region. Among these, 48 participants were selected as a sample size using simple random probability sampling technique and judgmental non-probability sampling technique. The researcher used the above techniques to give all units of the target population an equal chance to be selected.

1.7. Limitations of the Study

The study has got some limitations. Primarily limited to ball game equipment that are found in retailer shops in Hawassa city. So, it was difficult to generalize that the findings of this study represent the reality of all game's equipment in the regional context. Therefore, it calls for further and intensive investigation. The other problem was that it was very challenging and time taking to find and convince volunteer respondents for data collection. The study also took more time than it was intended. Moreover, the term was new and only few studies have been made around the practice and challenges of sports equipment market in Ethiopian context.

1.8. Operational Definition of Terms

Sport marketing: it is a marketing strategy that is aimed at promoting sporting events, equipment or products and services using an athlete or a team (Kanishk Rana, 2023).

Sports equipment: are the tools, materials, apparel, and gear used to compete in a sport and varies depending on the sport.

Sport management: it is the field of business dealing with sports and recreation.

Sports administrators: are people who manage administrative tasks for sports clubs.

1.9. Organization of the Study

The study was organized in five chapters. Chapter one deals with background of the study, statement of the problem, research questions, objectives of the study, significance of the study, scope of the study, limitations of the study and definitions of operational terms. Chapter two discusses review of related literature. Chapter three deals with materials and methods of the study. Some of the contents in this chapter were research designed methodology that comprises subjects of the study, sampling procedures, data collection tools and methods of data analysis. Chapter four discusses data presentation, analysis and interpretation. Chapter five includes summary, conclusions and recommendations.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

Introduction

In this chapter the researcher reviewed related literature on the practices and challenges of sports equipment market in different levels to enable and enhance our understanding of the research work so that the intended objectives of the research can be met. It includes benefits of sport, sport equipment and its quality, technology and sport equipment, implementation and control of sport marketing, the role of sport administration in sport marketing, sport equipment market growth and trends and sport sectors and their contribution to sport equipment marketing.

2.1. Benefits of Sport

People participate in sports for a whole variety of reasons and the choice is theirs. It may be for competition, relaxation, enjoyment, to get away from everything else and for social reasons. Certainly, anyone involved in sports should be given a significant understanding of the benefits available and what they need to do to promote them to non-participants. There is also a need for all administrators involved in sports to work hard and promote the benefits and to equally counter any perceived disadvantages (Persistence Market Research, 2022).

Sport is subject to constant changes resulting from the ongoing social and economic changes in the modern world. It also has an increasing impact on the surrounding reality and becomes the subject of interest for many scientific disciplines (Baker R. & Esherick C., 2013)..

In developed countries, sport has become a kind of common good satisfying the basic needs related to the need of movement but also to experiencing emotions. So, today it is available in various forms, places, facilities and can be drawn in various disciplines. Sport can also be treated as one of the main factors shaping health and personality, developing habits and pro health attitudes, and can be a valuable form of spending time (private and business). It is also a form of promotion of cities and all entities involved in its development on various markets (Masterman G., 2014).

The involvement of city administration is essential for the development of sport. Especially in amateur sport which is focused on the sporting activity of residents, local governments build the construction of sport facilities, sport to the organization of large sport events on the launching of targeting subsidies for sports. Attractive and effective sport management requires

techniques and tools used in other areas of socioeconomic life. Therefore, strategic planning should be based on sports development strategies in the city, which should include objectives and tasks included in time, ways to achieve them, responsible in situations and people as well as financial method (Michael P., 2009).

Modern sport is developing in many directions. It can be treated as a certain lifestyle of broad social groups which aims, among others, to improve mental and physical health, but also sport as an economic phenomenon subject to professionalization and commercialization (Sznajder A., 2015).

Cielikowski (2015) examined in his study that sport due to the financial resources and economic goals implemented can be treated as the product of an organization as well as public administration. Economic importance of sport for the region is noticeable in many aspects of social and economic life of individuals and other market players.

2.2. Sports Equipment

On a global level, the market for sports equipment is moderately competitive, with many producers competing for market supremacy. Sports equipment have experienced a number of expansion strategies used by business rivals during the past few years including: accusations, mergers, and partnerships. Manufacturers are also using sustainability as a strategy to expand their market share. As more customers choose business with a green label and charitable understandings, marketing strategies and brand habits are anticipated to change in favor of eco-friendly goods, boosting product sales. For instance: Adidas recently announced that it would only use recycled plastics in its products, warehouses, retail stores, and offices by 2024. Harrow Sports Inc. focuses on strengthening the distribution network. It has presence in more than 50 countries across the globe. The company engages with regional distributors to sale its products. This helps cater to last mile customers (UK Essays, 2022).

2.2.1. Quality of Sports Equipment

Sport equipment is used to improve physical conditions. Stable performance, excellent quality and secure sports equipment not only enhance the public's interest in sports but also improve the level of peoples' movement to some extent. There are several important considerations to the quality of goods in comparison to services. There are eight elements of quality to physical goods. These are, features of the product (secondary aspects that add extra function for goods), performance (how well the product carries out its main function), conformity (whether the goods meet the design standards of manufactures), reliability (how

consistently the product performs), durability (how long the product will last), serviceability (how quickly and conveniently the product can be serviced if there are problems), aesthetic design (whether the design of the product looks to be of high quality), perceived quality (overall opinion of the customer towards the product) (Quality Gurus Inc., 2023).

2.3. Technology and Sports Equipment

Sports equipment and technology is an issue for developing countries and will continue to restrict participation and performance in sport. Some adaptive equipment is required for some athletes to participate in sport. In developing countries, athletes lack access to basic sporting equipment. This creates problems to host large sporting events on local and national governments. Some organizations focus on providing much needed equipment to people with disabilities in developing countries. Technology has influence in clothing and personal equipment. Every element is being considered now, when people look to improve sporting performance. There has been a range of clothing produced to try and improve athletes' sporting performance. The materials have been endorsed by many clubs. Nike and Adidas have created clothing that will be used depending on the weather conditions. Recent development in technology such as the creation and adaption of new and social media have also attracted sport marketing and attending with ample literature exploring the new element of the marketing mix (Sport and Development, 2023).

2.4. Implementation and Control of Sport Marketing

Implementing a sport strategy means putting the plans in to action. Implementation success enhanced through the use of implementation tools such as leadership and commitment, communication and delegation, teamwork and projects, rewards and reinforcements, control and feedback. Controlling a sport marketing strategy means keeping it on track, making sure that it is achieving what it is set out to and making changes to correct variations and problems, the control process involves six steps: set performance measures, define critical success factors, measure performance, compare results, identify variations and make corrections. To match sport marketing behavior: a) the buyer and seller must be fully informed as to what is being purchased and what is being paid in exchange; b) neither the buyer nor the seller is compelled or coerced in their choices; c) Both buyer and seller capable of making a rational decision concerning a transaction (Smith A., 2008).

2.5. Sport Market

It is a special form of business. A standard marketing approach does not always work in sport. So, sport marketers must understand the special feature of sport market. Sport can elicit an emotional response in its consumers that is rarely found in other businesses. It can stimulate immense loyalty and also strong attachments to club traditions. Sport organizations measure their success both on and off the field of play. On field success refers to achievement with sport competition, off field success refers to financial stability and profitability.

2.6. Sport Marketing

It is the process of planning how a sport brand is positioned and how the delivery of its products or services is to be implemented in order to establish relationship between sport brands and consumers. It has two angles. One is the marketing of sport products and services, while the other is marketing through sport and its philosophy is to satisfy the needs of sport consumers (Smith A., 2008).

2.6.1. Demand and Supply Relationship in Sport Marketing

Demand refers to the amount of a sport product that is needed by the market at a certain price. Usually, the higher the price for a product, the fewer the goods and services consumers want. Supply represents the quantity of a product that is available in the market at a certain price. In principle, the higher the price of a product, the greater the returns. Consequently, when the price is higher for goods, other organizations may become interested in trying to produce a similar product. In other words, a higher product price usually leads to a greater amount of the product being supplied to the market. There will be market equilibrium when the quantity of the product that is produced by suppliers is the same as the quantity demanded by consumers (Smith A., 2008).

2.6.2. Sport Marketing Opportunities

The first step in identifying sport marketing opportunities is to analyze the internal and external environment using the tools of **SWOT** analysis and competitor analysis. The second step is to conduct analysis of an organization. This requires mission statement, vision statement, organization objectives and stakeholder analysis. The third step involves acquiring information about the sport market and consumers. The fourth step is introducing a new or modified product or service that meets unfulfilled sport consumer needs (Constant Contact, 2023).

2.6.3. Sport Marketing Strategy

The second stage of the sport marketing framework is to develop a sport marketing strategy. This requires two steps: a) to develop a strategic marketing direction which involves constructing marketing objectives and setting performance measures and b) to develop sport marketing position which involves three steps: market segmentation, market positioning tactics, and devising the marketing mix (Constant Contact, 2023).

2.6.4. Sport Marketing Mix

After a sport organization has divided the total market into sub-groups, chosen a segment(s) and identified a positioning strategy for that segment, they must then develop a marketing mix for each segment. The marketing mix is a set of strategies and activities that cover product, price, promotion and place (distribution). These are commonly referred to as 'The Four Ps'. The fact that these four elements are grouped into a set, or a 'mix', is important, because they should be coordinated together in an integrated fashion (Alexandru L., 2013).

Sport product

The centerpiece of a marketing mix is the product. A product is anything that satisfies a need or wish and is acquired to do so. In relation to sport, two important concepts have implications for sport marketing. The first is the core product, defined as the actual game, over which the sport marketer has no control. The sport marketer must be very careful not to over promise in terms of how good the game will be or how well specific athletes may perform. The second concept is the importance of product extensions to the overall marketing effort. It is here that the marketer can ensure that acceptable levels of quality are achieved. It is easy to think of the word product as referring to a physical, manufactured item. However, the term product can also refer to services, people, places, ideas and the benefits that a sport organization offers consumers. Many sport organizations offer a service, such as a form of physical activity, entertainment or an experience. There is often no physical product to take away, but a sport organization might offer some intangible benefits such as a lifestyle, a social group or even a belief system. The product can also include design, packaging and merchandize (Alexandru L., 2013).

The product (including the service) is the basis of all marketing. It is the unit of exchange with the client or customer. If it offers customers satisfaction, they may continue to buy it. Sport and products are opportunities for customers and they can be of different types, including tangible and intangible elements. Sport goods maybe differentiated from services

on the basis of four factors: tangibility, consistency, perishability and separability. A sport product is a complete package of benefits presented to a sport consumer in the form of physical goods, services and ideas or a combination of these to produce sport experience (Mullin & Sutton, 2007).

Sport pricing

The price of a product represents what a consumer relinquishes in exchange for a sporting good or service. A price should also reflect the value of a product. Generally, price is thought of in financial terms, but may include other things that a customer has to give up in order to obtain the product, such as time (e.g., waiting in a queue) or social costs (e.g., being in an aerobics class with others instead of a one-on-one instruction). (Alexandru L., 2013).

It communicates an important symbolic positioning message to consumers about a sport product. The price of a product is the amount of money a consumer must give up in exchange for good or service. However, price also represents the value of a product. Revenue is the price that consumers pay for a product multiplied by the number of units sold. Profit is revenue minus the costs of producing and selling the product (Alexandru L., 2013).

Sport pricing is complex and critical to the success of the marketing plan. However, price is one aspect of the marketing plan that may be readily changed (i.e., increased or decreased slightly). For example, sport organizations often alter their prices to attract different consumers (e.g., students may pay a different price for event tickets than the general public pays). Sport organizations may also change prices according to the market environment (e.g., lowering prices during a recession or economic downturn) or the team's performance. In the final analysis, sport marketers must determine how consumers perceive the value of the product compared with all competing products and use that information to set an appropriate price. Additionally, sport marketers should seek to offer consumers a satisfying experience with perceived benefits that surpass the personal and financial costs that consumers incur (Alexandru L., 2013).

Sport distribution

Place is the process of getting the sport product to the consumer. It is also called distribution: distributing the sport product to the consumer. The sport marketer will analyze the types of distribution method available and select those that will deliver the product to the right place. The right place means: where the consumers, Shop, or will travel. Place refers to the location of the sport product (stadium, arena), the point of origin for distributing the product (ticket

sales at the stadium), the geographic location of the target markets (global, national, regional, cities), and other channels that are important to consider regarding whether target audiences may access the product (such as time, 21 day, season or month in which a product is offered, as well as the media distribution outlets consumers may use to receive the product experience) (Alexandru L., 2013).

It is an organized service of organizations or individuals that pass a product from the producer to the final consumer. There are direct and indirect distributions. A direct distribution channel is short where the producer sells the product directly to the consumer. An indirect distribution is a long channel where there are a number of intermediaries involved along the way.

Sport promotion

Promotion is the way that sport marketers communicate with consumers to inform, persuade them about the features and benefit describes by a sport products' positioning. The promotion mix consists of advertising, personal selling, sales promotion and public relations.

The aim of promotion is to encourage consumers to develop favorable opinion about a sport product which is aligned to a predetermined positioning strategy and to stimulate consumers to try the sport product. Promotion concentrates on selling the product. The elements of sport promotion (also known as the sport promotional mix) includes: advertisement, sponsorship, public relations, licensing, personal contact, sales promotion and incentives (Alexandru L., 2013).

Sport sponsorship

Sponsorship is another significant element of the marketing mix. Sponsorship of a major event ensures consistent exposure across the world. Sponsorship can vary enormously from contributions of millions of pounds from a multinational company for national sports to the donation of a cup or prize by a small sports shop to a locally run competition. Sponsorship is conventionally seen as a transaction. It creates interest, stimulates media coverage, and consequently increases attendance number. The owner of sport property and the sponsor have a clear understanding of the objectives of a sponsorship agreement. By understanding the benefits, a sponsor seeks the sport property is in a better position to sale the idea of the sponsorship and to ensure that they can provide what the sponsor needs (Smith A., 2008).

Sport consumer

A sport consumer is someone who generally uses sport products or services. A sport customer is someone who pays for the use of a specific product or service. Sport consumers can come in many forms including spectators, participants, serious fans and business sponsors. There is no simple formula to describe how and why sport consumers behave as they do. For example, some sport fans may use teams and players to help them construct a sense of self, but others may only follow sport to fill in their spare time with a pleasurable form of entertainment. Sport consumers can be remarkably loyal, but they can also be fickle and critical (Muniz A.M. & O'Guinn T.C. , 2001).

Sport consumer is a person who uses and pays for sport products or services. Sport consumers are divided into four categories.

- i. **Sporting goods consumers:** buy sport products including equipment, apparel, books, magazines, nutritional and health supplements. They purchase physical product that has a sport related aspect or purpose.
- ii. **Sports service consumers:** these consumers utilize a sport related services or experience including specialized coaching, education, watching live transmission, medical services, gymnasiums and leisure centers (Smith A., 2008).
- iii. **Sport participants and volunteers:** they are engaged in sports as participants who support organizational roles.
- iv. **Supporters, spectators and fans:** these consumers have active interest in the performance of sports but not confined in athletic or professional level. Their roles include attending live sport or watching sport on T.V or on the internet (Smith A., 2008).

2.6.5. Marketing Challenge in Sport Sectors

Corruption has always been a part of sport. It is believed to be a growing threat for the sport industry, and one that is changing to control, contain or conquer the sport marketing sector. One other challenge the sports industry faces is keeping up with the pace of technological advancements. For instance, many fans connect with their favorite teams through social media, Not having Wi-Fi can be a major turn off for fans who want to stay connected throughout the game. Thus, if teams are not proactive with social media and do not have the capability of enticing fans with modern technology, fans will simply not follow them, nor go to games in person (Sports Management Degree Guide, 2023).

2.7. The role of Sport Administration in Sport Marketing

Sport administration is the business side of sports, and sport managers deal with all of the business aspects surrounding sport organizations and sporting events such as leadership, organizational behavior, marketing, finance, law, facility management, fundraising, event management, multimedia, sponsorships, and promotion. Sport marketing, on the other hand, is the process of designing and implementing activities for the production, pricing, promotion, and distribution of a sport product or service to satisfy the needs or desires of consumers and to achieve the company's objectives. The role of sport administration in sport marketing is to provide the necessary support and resources to ensure that the marketing strategies are effective and successful. This includes developing marketing plans, identifying target markets, conducting market research, analyzing consumer behavior, and evaluating the effectiveness of marketing campaigns. By working together, sport administration and sport marketing can create a successful and profitable sports organization (Zeck C., 2022).

Following the growing professionalism in sports, there is an increased demand for jobs in sports administration. Sport administrators:

- Manage and promote sporting clubs, fitness centers and sporting facilities
- Manage marketing sports programs, sales for sporting goods and manufacturers
- Organize practice schedule and hire staff
- Control administrative tasks and health clubs
- Manage budget and sport development

Sport administrators have opportunities in the management of professional sports. To manage the sport marketing and to become sport administrator, the following skills are required:

- ✓ Interest in sport and recreation
- ✓ Good communication
- ✓ Interpersonal skills
- ✓ A sound business ability

Many career paths in sports administration will require a degree in business or marketing. Sport administrators have a similar range of responsibilities to other fields but usually focus on ongoing events and running sports facilities. They also respond to users, fund raise, work with budget, and deal with supply chain management.

A sport administrator may be responsible for the market aspects of a professional team. This may include developing promotion, press releases, websites, and advertising aimed at

attracting fans to the team's games. A marketing sports administrator will more than likely conduct market research for specific area, develop marketing strategies specific to that audience and is responsible for maintenance of the athletic fields, courts and equipment, (Practical Adult Insights, 2023).

2.8. Sports Equipment Market Growth and Trends

The global sports equipment market is expected to reach USD 578.9 billion by 2030. The market is expected to expand at a CAGR of 6.4% from 2022 to 2030. Rising awareness regarding general health and fitness is one of the primary factors driving the market. Also, constant improvements in materials used for manufacturing sports equipment are helping enhance product performance, thereby boosting the adoption rate. For instance, with advancements in sensor technologies, customers are constantly demanding equipment that can provide them with relevant insights into performance. Moreover, various research and development programs have been introduced by manufacturers to improve quality of sports equipment. (Grand View Research Inc., 2022).

The online retail segment is expected to witness substantial gains in the coming years on account of rising customer spending, increasing usage of smart phones, rising penetration of internet to browse and shop online for products. The market is consolidated in nature with the presence of a large number of international and regional players. (Grand View Research Inc., 2022).

2.8.1. Sports Equipment Market Segmentation

Grand View Research, 2022 has segmented the global sports equipment market on the basis of product, distribution channel and region.

Sports equipment product outlook (2017-2030)

- ball over net games - fitness /strength equipment - others
- ball games - athletic training equipment

Sports equipment distribution channel outlook (2017-2030)

- online retail department and discount stores
- specialty and sports shops

Sports equipment regional outlook

- North America: U.S - Central and South America: Brazil, Mexico
- Europe: Germany: UK, France - Middle East and Africa
- Asia Pacific: China, India, Japan, Australia, New Zealand

List of key players of sports equipment market

- Adidas AG - Yonex Co.,Ltd.
- Amer Sports - Sumitomo Rubber Industries Limited
- Callaway Golf Co. - Mizuno Corporation
- Nike Inc. - Sports Direct International PLC
- Puma SE - Under Armour

2.8.2. Smart Sports Equipment Market in Ethiopia

The global smart sports equipment market is set to enjoy a valuation of USD 1,261.7 Million, in 2022 and further expand at a CAGR of 2.8% to reach USD 1,655.1 Million by the end of 2032. Europe market for smart sports equipment market is estimated to value at USD 369.7 million in 2020. Sport is considered to be an important economic sector in Europe. The indispensable integration of digital technology and innovation is driving the evolution of the sport industry. The rapidly changing lifestyle of the population which is powered by technology is helping to uplift the overall sell of smart sports equipment. Establishment of various professional sport leagues has opened incremental opportunities for the sales of the target product. Changing consumer preform towards online shopping increases in cross-border e-commerce trade will play a major role in driving market share revenue for sports equipment in North America (Fact MR, 2022).

According to (Lucintel, 2020), the future of the smart sports equipment market in Ethiopia looks promising with opportunities in the supermarkets, sports shops and e-retailers market. The major drivers for this market are a greater number of populations participating in sports activities as player, coach or school sports trainer and increasing demand of equipment for tracking fitness and measuring athletics performance and its IOT based new and advanced features.

The study indicated trends and forecast for the smart sports equipment market in Ethiopia by product type, end user and distribution channels as follows.

| | |
|--|--|
| By product type (\$ million Shipment Analysis from 2015-2020): | <ul style="list-style-type: none"> • smart balls • smart hockey sticks • smart golf sticks • smart rackets and bats and others |
| By end user: | <ul style="list-style-type: none"> • men • women |
| By distribution channel: | <ul style="list-style-type: none"> • supermarkets/Hypermarkets • specialty/sports shop • e-retailers and others |

2.8.2.1. Features of Smart Sports Equipment Market in Ethiopia

According to Lucintel, 2020, the features of Smart Sports Equipment Market in Ethiopia have been described as stated below.

Market Size Estimates: Smart Sports Equipment Market size estimation in terms of value (\$M) shipment

Trend and Forecast Analysis: Market trends (2015-2020) and Forecast (2021-2026) by various segments.

Segmentation Analysis: smart sports equipment market by various segments, such as product type, end user and distribution channel in terms of value.

Growth Opportunities: Analysis growth opportunities in different product type, end user, and distribution channel for the smart sports equipment market in Ethiopia.

Benefits

- Assessing growth potential, opportunities, demand drivers, challenges on the market.
- To make important strategic decisions safely and with confluence.
- To receive professional expertise on the market and everything important connected with its development.
- To empower sport marketing, branding, strategy, product and business development, consumption, and supply functions with valuable market insights.
- To build investment strategy by assessing market or company attractiveness.

Users

- Product developers - Product marketers and strategists
- Marketing professionals - Business development professionals
- Product managers - Industry strategists
- Suppliers - Directors
- Traders

2.8.3. Five Strategies for Sports Equipment Markets

According to Constant Contact, 2023, there are five essential strategies for sports equipment marketing.

- Targeting a specific audience:** consider the characteristics of the audience: -
 - location - level of athleticism - income
 - interests - lifestyle - age
- Creating engaging content:** consider using contented marketing in terms of: -
 - creating YouTube videos - developing press releases
 - starting a blog - getting started on Twitter
- Timing your content perfectly:** consider the most effective time to post your content. For example,
 - ride the wave of pre-game buzz using effective event marketing strategies
 - jump on opportunities to congratulate championship teams when everyone is watching
 - keep a close beat on celebrity athletes and time content when they are most visible during the season or when fans miss them in the off-season.
- Building brand partnerships and sponsorships:** considering: -
 - using promotional contests because they can draw interest to your company and attract new followers to engage with social media platforms.
 - developing brand partnerships- whether through a promotion or not, brand partnerships are a foundational part of sports marketing
 - securing sponsorships- it is a way to generate brand visibility. Consider the times when people have noticed a brand logo on jerseys in stadiums, on the court, on helmets. Connecting with sponsors can mean gaining massive amounts of exposure.

- E. **Using social media:** social media is an excellent way to boost brand awareness. It is the modern cornerstone of sports marketing because of many fans' deep connection with social media as a tool to enhance their game-watching experience.

2.8.4. Sports Wear Market in Ethiopia

Ethiopia is a country that loves football. Ethiopian fans have a deep love for their home teams in addition to the top leagues in Europe. The Ethiopian sports market accounted for \$xx Billion in 2021 and is anticipated to reach \$xx Billion by 2030x registering a CAGR of xx% from 2022 to 2030, driven by factors such as rising disposable incomes, increasing urbanization, and growing health and fitness consciousness among the population. The market is dominated by imported brands but there is a growing demand for locally produced sportswear.

Rising Disposable Incomes: Ethiopia's economy has been growing steadily in recent years, leading to rising disposable incomes among the population. This has resulted in increased spending on consumer goods, including sportswear.

Increasing Urbanization: Ethiopia is experiencing rapid urbanization, with more and more people moving to cities. This concentration of people has created a larger market for sportswear, as urban dwellers are more likely to participate in sports and fitness activities.

Growing Health and Fitness Consciousness: There is a growing awareness of the importance of health and fitness among Ethiopians. This is leading to increased participation in sports and fitness activities, which is driving demand for sportswear.

Growing Demand for Locally Produced Sportswear: There is a growing demand for locally produced sportswear in Ethiopia. This is due to a number of factors, including a preference for Ethiopian brands, lower prices, and a desire to support local businesses.

Increasing Popularity of Sports and Fitness Tourism: Ethiopia is becoming increasingly popular as a destination for sports and fitness tourism. This is creating new opportunities for sportswear companies to sell their products to tourists.

Expanding Retail Network: Ethiopia is expanding its retail network, with new malls and shopping centers opening up across the country. This is creating new opportunities for sportswear companies to reach more consumers.

Dominance of Imported Brands: The Ethiopian sportswear market is dominated by imported brands. This makes it difficult for local companies to compete (Mobility foresights, 2023).

Lack of Infrastructure and Technology: Ethiopia lacks the infrastructure and technology that are necessary to produce high-quality sportswear. This makes it difficult for local companies to compete with international brands.

Counterfeit Products: Counterfeit sportswear products are a major problem in Ethiopia. This can damage the reputation of local brands and make it difficult for them to compete.

Overall, the Ethiopian sportswear market is expected to grow at a healthy rate over the next few years. Companies that can successfully address the challenges in the market will be well-positioned for success.

Market Dynamics

Gofere sports is an Ethiopian Sports company that provides professional and amateur sports organizations with variety of clothing, it was founded five years ago, and like other entrepreneur success stories, it began with the identification and solution of a significant issue in Ethiopian football. Additionally, in the past some of the teams would get their jerseys from any retailer, which created major problems like a lack of quality and uniformity. They chose the name 'Gofere' for their company because of the profound significance of the word. It signifies power, bravery, beauty and strength in Ethiopia across many civilizations. Five sewing machines were Gofere's initial fleet. They currently employ more than 150 people in Ethiopia, have a daily production capacity of 3,000 products, and also have sales teams in Uganda and South Sudan with their company profile (Constant Contact, 2023).

2.9. Sport Sectors

2.9.1. Government Sport Sector

It is also called the public sector including national, regional and local government as well as combined government institutions and agencies that are involved in the development of sport. Government involved in sports because of its potential for social, economic and political benefits. Government formulates policies to influence sports in order to provide funding and facilities to sport. Government is involved in the development of sport by training institutes and elite testing facilities. It delivers programs for physical activities and takes responsibilities for aspects of sport complain like anti-doping. Government delivers goods and services rather than generating profit (Ferrand A. & McCarty S., 2009).

Government employs marketing principles to support sport objectives and spend lot of money on promoting the benefits of sport. For example, large cities are used to attract marketing through sporting events. It also employs marketing to promote social, economic and health benefits. It also maintains the legal and social framework to define and enforce property rights, establish a monetary system (Pittes B. & Stotlar D., 2007).

2.9.2. Non-profit Sport Sector

This sector plays a critical role in developing society, improving communities, and promoting citizen participation. It does not have any commercial interest. It is an organization that is generally formed independent of government. It is typically non-profit entity and active in humanitarianism on the social sciences. It also provides services to members and others. In the western world, it is generally accepted that all sport products and services cannot be provided by the government. The emergence of non-profit sport organizations fills the gaps in between profit oriented business and government (Ferrand A. & McCarty S., 2009).

2.9.3. Corporate Sport Sector

It is the professional sport sector that focuses comprising professional clubs, leagues and major events. This group includes a vast number of corporations which have financial interest in sports such as equipment and apparel manufacturers, sport retailers, broadcasting companies, telecommunication providers and sponsors. The primary purpose of this sector is to make profits. It produces sport products or equipment for fans, builds facilities and support local clubs, provides revenues through sponsorship or other associations (Pittes B. & Stotlar D., 2007).

CHAPTER THREE

3. MATERIALS AND METHODS

3.1. Study Area

The study was conducted in selected sport organizations, sports equipment shops, educational institutions, sport arenas and clubs that are found in Sidama region. Sidama National Regional state is located in the south-central part of Ethiopia. Relatively, the Sidama region is bordered with Oromia in the north, northeast, east, southeast, southwest, northwest, and with southern Ethiopia Region in the central south (Gedeo Zone) and west (Wolayitta Zone). Geographically speaking, the Sidama region extends roughly from $6^{\circ}14'54''$ to $7^{\circ}15'10''$ North latitudes and $37^{\circ}10'05''$ to $39^{\circ}15'01''$ East longitudes. The land area of the Sidama region is about $10,000 \text{ km}^2$. The region is divided into 37 woredas. Hawassa is the capital city of the region which is located 273 km south of the country's capital, Addis Ababa.

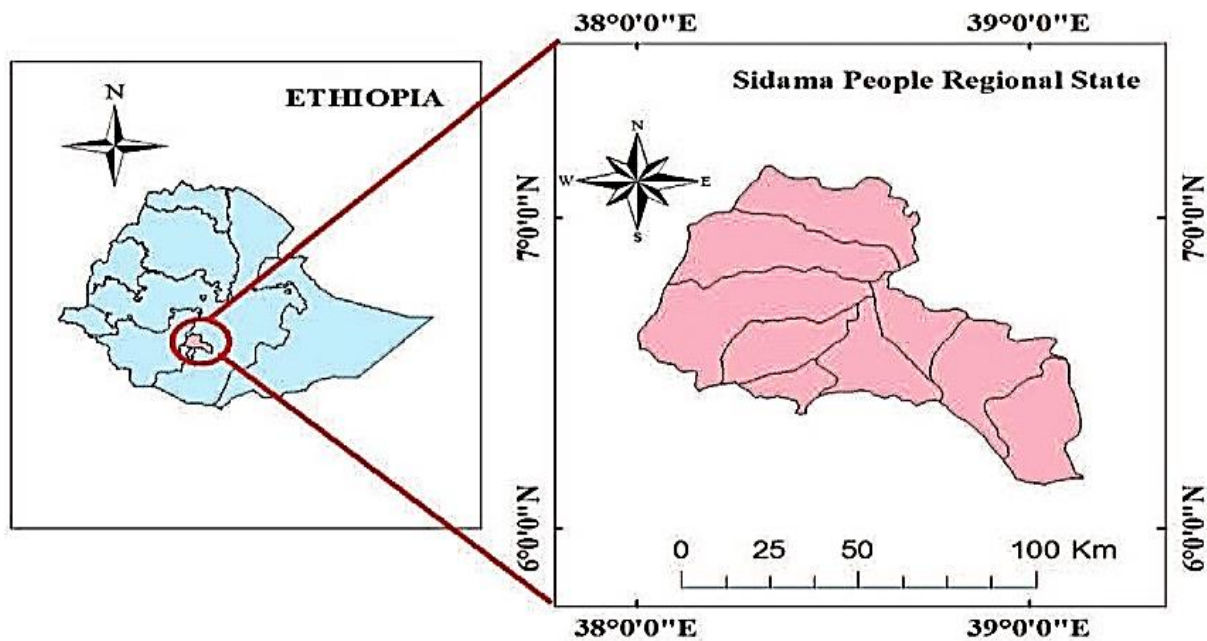


Figure 1: Administrative map of Sidama People Regional State.

Source: <https://www.researchgate.net/publication/346065442/figure/fig1>.

3.2. Study Design

The study used mainly a mixed approach that includes descriptive research design with both qualitative and quantitative research approaches to collect, organize, present and analyze data on variables that were specified in this study.

3.3. Study Population

From the total number of 320 target populations, 48 sample populations comprised of 6 sport administrators, 4 coaches, 8 athletes, 10 purchasers, 8 sport science professionals and 12 retailers that consume sport marketing products were selected.

3.4. Sample Size and Sampling Techniques

After defining the population that was intended to be included in the study, the researcher decided to select 48 sample individuals out of 320 target population. After deciding the sample size, from these subjects, sports equipment retailers were selected through non-probability judgment sampling technique due to their limited number. All the rest sample populations were selected using probability simple random sampling technique so that all participants could have equal chance to be selected.

3.5. Data Collection Instruments

The required data for this study was collected through questionnaire, interview and observation.

3.5.1. Questionnaire

The researcher used 33 close-ended questions (which were all self-made) to collect data from the primary sources. The tool helped the researcher to collect data from large group of individuals within short period of time. The researcher used two sets of sample questionnaire, one for sport administrators and purchasers, and the other for athletes, coaches and retailers. The Amharic version was used so that respondents could understand the questions easily.

3.5.2. Interview

With this tool, the researcher collected data from different participants in the study. To facilitate the communication between the researcher and interviewees, structured interview that comprised 4 open-ended questions was conducted to collect data from 8 volunteer sport science professionals. This tool helped the researcher to get detailed information about the problem of the study.

3.5.3. Observation

This was the main tool to pick up detailed and firsthand information about the actual implementation of public administration in sport marketing. Participant observation along with observation checklist was used for this purpose. 14 close-ended questions were used to

collect data by the researcher. The relevant information about the existing situation inside and outside of sport organizations about sport marketing was revealed during observation.

3.6. Method of Data Collection

In this process of data collection, the researcher used procedures which elicited relevant data, because the quality of any research depends largely on the quality of collected data and procedures, so all the necessary ethical procedure were followed by the researcher. First the researcher was showing data collection tools to the adviser to be revised based on the comment s that was given by the adviser. Then the selection of samples was carried out and each data collection instrument was used to collect data. For example, the questionnaire was distributed for the participants who were selected from the total number of 320 target population using simple random sampling technique. All respondents were convinced and asked to fill the questionnaire honestly. After collecting the data through the questionnaire, the other volunteer respondents were selected for structured interview and the researcher and the interviewees were scheduling the time and place for the interview. After completing the interview, the researcher prepared observation checklist to collect data. Then, the observation was conducted inside and outside sport organizations. Finally, the collected data was organized, analyzed and interpreted

3.7. Method of Data Analysis

The collected data from respondents through data collection instruments such as observation, questionnaire and interview was organized, analyzed and tallied in tables and the pie chart, using descriptive data analysis method. Qualitative and quantitative techniques of data analysis were used. Measure of frequency, percentage, and the average value (mean) were used to organize and describe the data in tables.

3.8. Ethical Consideration

The researcher had ethical considerations in mind during the study. The main focus was providing respondents with information regarding the purpose of the study and the issue of confidentiality. For example, the respondents of the study were informed about the nature of the study and they were asked for their willingness to participate in the study. They were free from any bias. Psychological and physical freedom of the respondents was kept. There was very nice communication between the researcher and other participants before, during and after collecting all necessary data.

3.9. Pilot Test

The pilot test was carried out before the actual test. The objective was to check clarity and relevance of the questionnaire that were designed to collect data for the study. The primary benefit of pilot testing was to identify problems before implementing the full survey. Pilot testing looks to examine the validity of each question. Accordingly, to make sure the relevance of the questionnaire purposively 10 respondents were selected and questionnaires were distributed in which sport administrators, coaches, purchasers, athletes, sports science professionals and sports equipment retailers were included. Then, the actual questionnaire prepared based on the feedback of the pilot test.

CHAPTER FOUR

4. RESULT AND DISCUSSION

4.1. Introduction

In this chapter, the results of the study are presented and discussed in detail to address the three objectives of the research. Quantitative data collected through questionnaire was analyzed by applying frequency distribution, mean, percentile, table and pie chart followed by respective discussions. Qualitative data collected through interview was discussed and presented in textual form.

The chapter is divided into six sub-sections. These are demographic characteristics of the survey respondents, analysis of data from sport administrators, analysis of data from purchasers, analysis of data from athletes and coaches, analysis of data from retailers, and analysis of data from interview followed by detailed discussions.

4.2. Demographic Characteristics of Respondents

Table 1: Demographic Characteristics of Survey Respondents

| Demographic Characteristics | | Frequency | Percentage |
|-----------------------------|------------------|-----------|------------|
| Sex of respondents | Male | 33 | 68.8 |
| | Female | 15 | 31.2 |
| Age of respondents | 18-30 | 13 | 27.1 |
| | 31-40 | 21 | 43.8 |
| | 41-50 | 9 | 18.7 |
| | Above 50 | 5 | 10.4 |
| Education level | Secondary school | 6 | 12.5 |
| | Diploma | 10 | 20.8 |
| | Degree | 18 | 37.5 |
| | Master and above | 14 | 29.2 |
| Experience in years | <1 year | 3 | 6.3 |
| | 1-5 years | 12 | 25.0 |
| | 6-10 years | 17 | 35.4 |
| | >10 years | 16 | 33.3 |

Source: Field survey, 2022/23.

In this sub section, the demographic profile of survey respondents has been assessed and discussed by using descriptive statistics. Respondents were asked about age, sex, educational background, occupation, and year work of experience.

Concerning the sex of respondents in this study, 33(68.8%) were males and 15(31.2%) were females. This indicates that the majority of survey respondents were males. Regarding the respondents' age distribution, it was found that 21(43.8%) of respondents were between the ages of 31 and 40, 13(27.1%) were between the ages of 18 and 30, 9(18.7%) were between the ages of 41 and 50, and 5(10.4%) were above the age 50(Table 1). According to the result, majority of the respondents' average age fell between 31 and 40 years old. This suggests that the majority of the respondents were in their highest productive and reproductive age group, which suggests that they were carrying out a heavy workload and were supposed to be capable of providing reliable information regarding the discourse of this study.

Concerning the education level, the results revealed that 18(37.5%) of respondents were first degree, followed by master degree and above made up 14(29.2%), diploma accounted for 10(20.8%) and 6(12.5%) were secondary school. The result indicates majority 66.7% of respondents were first degree and master degree holders. Regarding the respondents work experience, it was found that 17(35.4%) had work experience 6-10 years, followed by 16(33.3%) who had more than 10 years of work experience. The remaining 12(25%) and 3(6.3%) of respondents had 1-5 years and less than 1 year of work experience respectively (Table 1). The result indicates that majority 68.7% of respondents had 6 and more years of work experience. This could help the researcher get valid and reliable information.

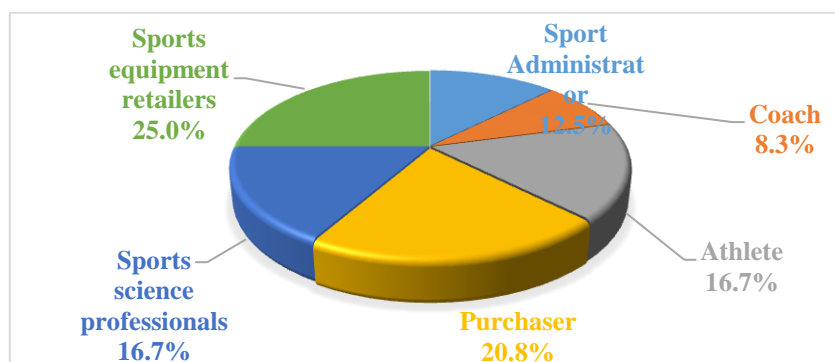


Figure 2: Occupation category of the survey respondents.

Regarding the occupation of survey respondents, the result of analysis revealed that 6(12.5%) of respondents were sport administrators, 4(8.3%) of were coaches, 8(16.7%) were Athletes, 10(20.8%) of respondents were purchaser, 8(16.7%) were sports science professionals, and sports equipment retailers accounted for 12(25.0%) of the total respondents (Figure 1).

4.3. Analysis of Data from Sport Administrators

Table 2: Availability of sports equipment, status of sport marketing in the study area.

| No | Item | SD | | D | | N | | A | | SA | | Mean |
|----|--|----|------|---|------|---|---|---|------|----|---|------|
| | | N | % | N | % | N | % | N | % | N | % | |
| 1. | There are enough retailers of sports equipment in the region. | 1 | 16.7 | 5 | 83.3 | 0 | 0 | 0 | 0 | 0 | 0 | 1.83 |
| 2. | There are many distribution channels of sports equipment in the area. | 1 | 16.7 | 4 | 66.6 | 0 | 0 | 1 | 16.7 | 0 | 0 | 2.17 |
| 3. | There are sports equipment manufacturers in the region. | 2 | 33.3 | 4 | 66.7 | 0 | 0 | 0 | 0 | 0 | 0 | 1.67 |
| 4. | There are various sale channels for sports equipment in Sidama region | 1 | 16.7 | 4 | 66.6 | 0 | 0 | 1 | 16.7 | 0 | 0 | 2.17 |
| 5. | There are companies that provide their products in Sidama region. | 0 | 0 | 5 | 83.3 | 0 | 0 | 1 | 16.7 | 0 | 0 | 2.33 |
| 6. | The quality of sports equipment available in the market in sidama region is improving. | 1 | 16.7 | 4 | 66.6 | 0 | 0 | 1 | 16.7 | 0 | 0 | 2.17 |
| 7. | Innovation is important in the sports equipment industry. | 1 | 16.7 | 1 | 16.7 | 0 | 0 | 4 | 66.6 | 0 | 0 | 3.17 |
| 8. | There are market opportunities for sports equipment market in Sidama region. | 0 | 0 | 5 | 83.3 | 0 | 0 | 1 | 16.7 | 0 | 0 | 2.33 |
| 9. | Seminar or training concerning sports equipment market has been provided in Sidama region. | 2 | 33.3 | 4 | 66.7 | 0 | 0 | 0 | 0 | 0 | 0 | 1.67 |

Source: Field survey, 2022/23.

To examine the practices and challenges of the sports equipment market in the Sidama region, a sample of six sport administrators were given several questions. On a scale of 1–5 (strongly disagree, disagree, neutral, agree, strongly agree), the respondents were asked to indicate how much they agreed with the statement. In accordance with their responses showed that 5 (83.3%) of respondents disagreed that there had been enough retailers of sports equipment in the region, and 1 (16.7%) of respondents strongly disagreed towards this point with 1.83 average response rate (Table 2).

Regarding the distribution of sport equipment, majority (66.7%) of respondents disagreed towards the presence of many distribution channels of sports equipment in the region and 16.7% strongly disagreed. The remaining 16.7% agreed. Similarly, 66.6% of respondents disagreed on the presence of various sale channels for sports equipment in Sidama region with mean of 2.17 response rate. From the analysis of result, the researcher identified that majority of respondents confirmed there has not been many distribution channels and sales channels for sport equipment in the region.

Hake Sports has been the most known manufacturer of sports equipment and apparel for Ethiopian market for over Thirty years. All Hake Sport's equipment and apparel like Balls, Garments & Weaving, Table Tennis Board and Basket Ball Board, Collapsible gates and Chains are manufactured in Ethiopia and distributed almost throughout the country. Concerning the manufacturing of sport equipment, 4(66.7%) and 2(33.3%) of respondents disagreed and strongly disagreed towards the presence of sport equipment manufacturers in the region with mean of 1.67 response rate. Respondents also pointed that there had not been various sales channels for sports equipment in Sidama region, because 4 (66.6%) of them disagreed, 1 (16.7%) strongly disagreed and only 1 (16.7%) agreed to the question that asked if there were various sales channels for sports equipment in the region. The average response rate was 2.17.

Respondents were asked about the existence of companies that provide their equipment in Sidama region. Accordingly, it was found that 5(83.3%) of respondents disagreed towards this. Only 1(16.7%) of respondents agreed that there were companies that provide their products in Sidama region with average of 2.33 response rate (Table 2).

Relating to the availability of quality sports equipment in the market in study region, majority 66.6% of respondents disagreed and 16.7% strongly disagreed that it has been improving and only 16.7% agreed towards this with 2.17 mean response rate. In general, majority 83.3% of

respondents confirmed that the quality of sports equipment available in the market in region has not been improving (Table 2).

Innovation and entrepreneurship are needed in sport not only to deal with uncertainties but also to integrate new societal advancements (Andersen S. & Ronglan L., 2015). Sport innovation requires a system approach due to the need to get input from multiple stakeholders. Increasingly, sport innovation requires the feedback from different entities in order to gain acceptance in the marketplace (Ratten V., 2019). Respondents were asked about the importance of innovation in the sports equipment industry. Accordingly, the result of analysis revealed that 4(66.6%) of respondents agreed, 1(16.7%) disagreed and 1(16.7%) strongly disagreed towards this concern with 3.17 mean response rate (Table 2). The result indicates that innovation has been important in the sports equipment industry in the region.

The future of the sports technology market in Ethiopia looks promising with opportunities in the soccer, baseball, basketball, American football/rugby, tennis, cricket, and golf market. The major drivers for this market are rising adoption of latest technologies, such as the internet of things (IOT), data analytics, along with social media integration across various sports and increasing sports events, online. Concerning the presence of market opportunities for sports equipment market in study region, the result shows 5(83.3%) of respondents disagreed and only 1(16.7%) of them agreed with 2.33 average response rate. This indicates there was almost no market opportunity for sports equipment market in Sidama region.

In order to gain a sizable market, share globally and strengthen their position, manufacturers are pursuing expansion strategies such as current developments, mergers and acquisitions, product innovations, collaborations and partnerships, and joint ventures. These strategies include providing seminars or training for marketing managers and sport administrators regarding the sports equipment market. 4 (66.7%) and 2 (33.3%) of the respondents disagreed and strongly disagreed, respectively, that a seminar or training on the sports equipment industry had been offered in the Sidama region with mean response rate of 1.67. The findings showed that there had not been any seminars or training about the market for sporting goods provided in the Sidama region.

4.4. Purchasers' Response

Table 3: Analysis of Questionnaire for Purchasers

| No | Item | SD | | D | | N | | A | | SA | | Mean |
|----|--|----|----|---|----|---|---|---|----|----|----|------|
| | | N | % | N | % | N | % | N | % | N | % | |
| 1. | The price of sports equipment is affordable for customers. | 2 | 20 | 7 | 70 | 0 | 0 | 1 | 10 | 0 | 0 | 2.0 |
| 2. | All kinds of Sports equipment are available in the market. | 1 | 10 | 9 | 90 | 0 | 0 | 0 | 0 | 0 | 0 | 1.9 |
| 3. | The local sports equipment market is in a good condition. | 3 | 30 | 6 | 60 | 0 | 0 | 1 | 10 | 0 | 0 | 1.9 |
| 4. | Secondhand sports equipment is available in the region market. | 0 | 0 | 7 | 70 | 0 | 0 | 3 | 30 | 0 | 0 | 2.6 |
| 5. | Sports equipment for your team/organization are purchased regularly. | 1 | 10 | 7 | 70 | 0 | 0 | 2 | 20 | 0 | 0 | 2.3 |
| 6. | There are problems related to quantity and quality of sports equipment you have purchased. | 0 | 0 | 1 | 10 | 0 | 0 | 8 | 80 | 1 | 10 | 3.3 |

Source: Field survey, 2022/23.

In 2021, Ethiopia imported \$4.9M in Sports Equipment, becoming the 124th largest importer of Sports Equipment in the world. At the same year, Sports Equipment was the 278th most imported product in Ethiopia. Ethiopia imports sport equipment primarily from: China (\$2.84M), Italy (\$455k), Chinese Taipei (\$268k), Germany (\$235k), and Netherlands (\$151k). Regarding the price of sports equipment, the result shows 7(70%) of purchasers disagreed and 2(20%) of them strongly disagreed on that the price of sport equipment was affordable for customers. Only 1(10%) of respondents agreed towards this, Table 3. In general, majority of respondents confirmed that the price of sports equipment has not been affordable for customers with 2.0 mean response rate.

Concerning the availability of all kinds of Sports equipment in the market, 9(90%) and 1(10%) of respondents disagreed and strongly disagreed respectively with 1.9 average response rate. This shows that all kinds of Sports equipment were not available in the market. Regarding local sports equipment market, 6(60%) and 3(30%) disagreed and strongly disagreed respectively on that the market was in good condition. Only 1(10%) of purchasers agreed towards this issue with mean of 1.9 response rate. Regarding the availability of secondhand sports equipment in the region market, 7(70%) of respondents disagreed and

3(30%) of respondents agreed with mean of 2.60 response rate (Table 3). Additionally, customers were questioned about whether or not their club or organization often purchases sports equipment. As a consequence, the analysis's findings indicate that 7 (or 70%) and 1 (10%) of the respondents, respectively, disagreed and strongly disagreed with this. Only 2 (or 20%) of them received consensus. The mean response rate towards this item was 2.3. According to the findings, 80% of respondents rejected this item.

In relation to quantity and quality of sports equipment they purchased the result shows, 8(80%) and 1(10%) respectively agreed and strongly agreed that there were problems related to quantity and quality of sports equipment they had purchased with 3.30 mean response rate. And only 1(10%) disagreed towards this concern (Table 3).

4.5. Analysis of Data from Athletes and Coaches

Table 4: Analysis of Questionnaire for athletes and coaches

| N | Item | | SD | | D | | N | | A | | SA | | Mean |
|-----|--|---------|----|------|---|------|---|---|---|------|----|------|------|
| | | | N | % | N | % | N | % | N | % | N | % | |
| 1. | Athletes have good awareness about quality of sports equipment. | Athlete | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 87.5 | 1 | 12.5 | 4.1 |
| | | Coach | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 75 | 1 | 25 | 4.5 |
| 2. | Sports equipment is accessible to the end users in your local area. | Athlete | 1 | 12.5 | 7 | 87.5 | 0 | 0 | 0 | 0 | 0 | 0 | 1.9 |
| | | Coach | 0 | 0 | 4 | 100 | 0 | 0 | 0 | 0 | 0 | 0 | 2.0 |
| 3. | A variety of products are provided by retailers. | Athlete | 0 | 0 | 3 | 37.5 | 0 | 0 | 5 | 62.5 | 0 | 0 | 3.3 |
| | | Coach | 0 | 0 | 3 | 75 | 0 | 0 | 1 | 25 | 0 | 0 | 2.5 |
| 4. | Sports equipment develop athletes' performance. | Athlete | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 75 | 2 | 25 | 4.3 |
| | | Coach | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 100 | 0 | 0 | 4.0 |
| 5. | Sport clubs deliver sufficient sport equipment for their athletes and fans. | Athlete | 0 | 0 | 8 | 100 | 0 | 0 | 0 | 0 | 0 | 0 | 2.0 |
| | | Coach | 0 | 0 | 4 | 100 | 0 | 0 | 0 | 0 | 0 | 0 | 2.0 |
| 6. | There is high quality equipment in sporting shops. | Athlete | 0 | 0 | 6 | 75 | 0 | 0 | 1 | 12.5 | 1 | 12.5 | 2.6 |
| | | Coach | 0 | 0 | 4 | 100 | 0 | 0 | 0 | 0 | 0 | 0 | 2.0 |
| 7. | Sports equipment marketing activities are being promoted by different sectors. | Athlete | 3 | 37.5 | 5 | 62.5 | 0 | 0 | 0 | 0 | 0 | 0 | 1.6 |
| | | Coach | 0 | 0 | 3 | 75 | 0 | 0 | 1 | 25 | 0 | 0 | 2.5 |
| 8. | There are specific sports equipment brands that you would like to see more in Sidama region. | Athlete | 0 | 0 | 6 | 75 | 0 | 0 | 2 | 25 | 0 | 0 | 2.5 |
| | | Coach | 0 | 0 | 3 | 75 | 0 | 0 | 1 | 25 | 0 | 0 | 2.5 |
| 9. | The availability of sports equipment is adequate in the local market in region. | Athlete | 0 | 0 | 8 | 100 | 0 | 0 | 0 | 0 | 0 | 0 | 2.0 |
| | | Coach | 0 | 0 | 4 | 100 | 0 | 0 | 0 | 0 | 0 | 0 | 2.0 |
| 10. | Most of the time you purchase sports equipment for personal use. | Athlete | 1 | 12.5 | 4 | 50 | 0 | 0 | 3 | 37.5 | 0 | 0 | 2.7 |
| | | Coach | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 75 | 1 | 25 | 4.3 |

Source: Field survey, 2022/23.

Eight athletes and four coaches were asked ten questions regarding the practice and challenges of sport equipment market in Sidama region. Concerning their awareness about quality of sports equipment, 7(87.5%) of athletes and 3(75%) of coaches agreed, and 1(12.5%) of athletes and 1(25%) of coaches strongly agreed on that Athletes had good awareness about quality of sports equipment. The mean response rate of Athletes and coaches is 4.1 and 4.5 respectively. In general, all respondents agreed and strongly agreed that athletes had good awareness about quality of sports equipment.

Concerning the accessibility of sport equipment, 7(87.5%) of athletes and 4(100%) of coaches disagreed and 1(12.5%) of athletes strongly disagreed that sports equipment was accessible to the end users in their local area. The mean response rate of Athletes and coaches is 1.9 and 2.0 respectively. The result indicates almost all athletes and coaches confirmed that sport equipment was not accessible to the end users in their local area.

With respect to the variety of products, 5(62.5%) of athletes and 1(25%) of coaches agreed whereas 3(37.5%) of athletes and 3(75%) of coaches disagreed that a variety of products were provided by retailers. The result of analysis revealed that majority of athletes agreed and majority of coaches disagreed. The mean response rate of Athletes and coaches is 3.3 and 2.5 respectively. This indicates that there was variation among the response of athletes and coaches regarding this concern.

Regarding athletes' performance due to sport equipment, 6(75%) of athletes and 4(100%) of coach agreed, and 2(25%) of athletes strongly agreed that sports equipment develop athletes' performance. Also 8(100%) of athletes and 4 (100%) of coaches disagreed that sport clubs deliver sufficient sport equipment for their athletes and fans. The mean response rate of Athletes and coaches is 4.3 and 4.0 respectively. The result of analysis indicates clubs did not deliver sufficient sport equipment for their athletes and fans.

About the question that whether sport clubs delivered sufficient sport equipment for their athletes and fans, all 8 athletes (100%) and 4 coaches (100%) disagreed towards. The mean response rate of Athletes and coaches is 2.0 and 2.0 respectively. This confirms that sport clubs did not deliver sufficient sport equipment for their athletes and fans.

Respondents were asked whether there was high quality equipment in sporting shops. Regarding this, 6(75%) of athletes and 4(100%) of coaches disagreed. Remaining 2(25%) of athletes agreed and strongly agreed towards this item. The overall result indicates that

majority of respondents (athletes and coaches) disagreed on the existence of high-quality equipment in sporting shops with mean response rate of 2.6 and 2.0 respectively.

Concerning sports equipment marketing activities, the result of analysis indicates that 5(62.5%) of athletes and 3(75%) of coaches disagreed that sports equipment marketing activities were being promoted by different sectors in the study region. Also 3(37.5%) of athletes strongly disagreed towards this. Only 1(25%) of the coaches agreed. The mean response rate of Athletes and coaches is 1.6 and 2.5 respectively.

In relation to the availability of specific sports equipment brands that they would like to see more in Sidama region, majority 6(75%) of athletes and 3(75%) of coaches disagreed and the remaining 2(25%) of athletes and 1(25%) of coaches agreed towards this item. The mean response rate of Athletes and coaches is 2.5 and 2.5 respectively. Moreover, concerning the availability of sport equipment, 8(100%) of athletes and 4(100%) of coaches disagreed that availability of sports equipment was adequate in the local market in Sidama region.

Respondents were asked if they purchased sports equipment for personal use and the result showed that 4 athletes (50%) disagreed, 1 athlete (12.5%) strongly disagreed, 3 athletes (37.5%) and 2 coaches (75%) agreed, and 1 coach (25%) strongly agreed towards it with mean response rate of 2.7 and 4.3 respectively. It shows somewhat mixed findings.

4.6. Analysis of Data from Retailers

Table 5: Analysis of Questionnaire for retailers

| No | Item | SD | | D | | N | | A | | SA | | Mean |
|----|---|----|-----|----|------|---|-----|----|------|----|------|------|
| | | N | % | N | % | N | % | N | % | N | % | |
| 1. | The demand for purchasing sports equipment is high in the region. | 1 | 8.3 | 9 | 75 | 0 | 0 | 2 | 16.7 | 0 | 0 | 2.25 |
| 2. | There are factors to be considered when selecting sports equipment to purchase. | 0 | 0 | 2 | 16.7 | 1 | 8.3 | 9 | 75 | 0 | 0 | 3.58 |
| 3. | There are marketing strategies to be followed to attract customers. | 0 | 0 | 2 | 16.7 | 0 | 0 | 8 | 66.6 | 2 | 16.7 | 3.83 |
| 4. | Sports equipment sales in Sidama region is increasing properly. | 0 | 0 | 4 | 33.3 | 0 | 0 | 5 | 41.7 | 3 | 25 | 3.58 |
| 5. | There are challenges that you face in sports equipment market. | 0 | 0 | 1 | 8.3 | 0 | 0 | 9 | 75 | 2 | 16.7 | 4.00 |
| 6. | The number of users for sports equipment is increasing. | 0 | 0 | 0 | 0 | 0 | 0 | 10 | 83.3 | 2 | 16.7 | 4.17 |
| 7. | There is imbalance in demand and supply of sports equipment. | 0 | 0 | 0 | 0 | 0 | 0 | 9 | 75 | 3 | 25 | 4.25 |
| 8. | There is cooperation between government and sports equipment retailers. | 1 | 8.3 | 11 | 91.7 | 0 | 0 | 0 | 0 | 0 | 0 | 1.92 |

Source: Field survey, 2022/23.

In order to evaluate the practices and difficulties of the sport equipment market in the Sidama region, the researcher used a questionnaire to gather information from 12 retailers. Eight distinct questions were posed, and a summary of the degree of agreement is shown in table 5 below. Accordingly, 9(75%) of retailers disagreed, and 1(8.3%) strongly disagreed that there was a large need for sports equipment in the area. However, just 2(16.7%) of the responders agreed with the item. In summary, the results showed that majority, 83.3% of respondents agreed that there was not a lot of demand for purchasing sports equipment in the research location. The mean response rate for this item is 2.25.

Concerning selection of sport equipment to purchase, majority 9(75%) of respondents confirmed that there were factors to be considered when selecting sports equipment to purchase. Whereas the remaining 2(16.7%) and 1(8.3%) of respondents disagreed and were neutral towards this item respectively with 3.58 mean response rate. From the result it is possible to conclude that there have been factors to be considered when selecting sports equipment to purchase in Sidama region.

Regarding marketing strategies, 8(66.6%) of respondents agreed, and 2(16.7%) strongly agreed that there were marketing strategies to be followed to attract customers. Remaining 2(16.7%) of respondents disagreed towards this issue with average response rate of 3.83. The overall result indicates that 10(83.3%) of retailers confirmed that there exist marketing strategies to be followed to attract customers in the market places of Sidama region.

With respect to the trends of sports equipment sales, 5(41.7%) of respondents agreed, 3(25%) of respondents strongly agreed that sports equipment sales in Sidama region have been increasing properly. Only the small proportion 4(33.3%) of respondents disagree towards this item. In general, majority 66.7% of respondents confirmed that sports equipment sales were increasing properly in Sidama region with mean response rate 3.58. Moreover, retailers were asked about challenges they faced in sports equipment market. Accordingly, 9(75%) of respondents agreed, 2(16.7%) strongly agreed that there were challenges that they faced in sports equipment market with mean 4.0 response rate. In terms of the trend in the number of users for sports equipment, 10(83.3%) of retailers agreed and 2(16.7%) strongly agreed that the number of users for sports equipment has been rising with average response rate of 4.17. According to the findings of the study, all respondents agreed that the number of people using sports equipment has been rising in the Sidama region.

In relation to demand and supply, 9(75%) of respondents agreed and 3(25%) strongly agreed that there was an imbalance in demand and supply of sports equipment with 4.25 mean response. This indicates all respondents tend to confirm there was imbalance in demand and supply of sports equipment in the study region. Concerning the existence of cooperation between government and sports equipment retailers, 11(91.7%) of respondents disagreed and 1(8.3%) strongly disagreed that there was cooperation between government and sports equipment retailers with mean 1.92 response rate. The result indicates that all respondents confirmed that there has been almost no cooperation between government and sport equipment retailers in the study area.

4.7. Analysis of Data from Interview

In this part of the study, the data obtained through structured interview with sport science professionals was analyzed, in order to complement the information obtained from sport administrators, purchasers, retailers, athletes and coaches, interviews also made with sports science professionals on the assessment of practices and challenges of sport equipment market of Sidama regional state.

4.7.1. The Practice of Sports Equipment Market (Interview)

The first question of the interview was about practices of sports equipment market and it was explained that it is fine but it needs improvement in terms of price and quality, there was mismatch in demand and supply, there were no alternatives in color and design, very expensive equipment, unavailability at all levels in all areas (cities and woredas) in the region. The equipment was limited in kind. Most of them were for football only, local manufacturers such as Gofere, Wanaw, and Omega PLC have been slightly participating.

The second question was based on the challenges of sports equipment market. The answers given were, low quality of products, limited opportunities to get sports equipment in Sidama region, expensive prices, lack of legal importers and suppliers in the region, lack of product distribution channels, lack of supervision from government body, inadequate number of retailers, specific type of sports equipment (not to their brand), absence of market opportunities, lack of original products, not provided in all areas, no local producers, absence of promotional and sponsorship activities, low income to afford sports products, dominance of football game in the area, and heavy tax to import sports equipment.

The third question was about the kinds of market opportunities for sports equipment. It was found that very limited opportunities to the market, very few retailers controlled the market,

there was no online market, no promotional opportunities, no advertising, hard to get brand quality equipment, and no market at woreda levels.

The fourth question was about the marketing strategies that could be used to improve sports equipment market. It was found that they included the following: prioritizing local producers and encouraging them to provide adequately and timely, not focusing only on shopping centers but also using market places, having branches in woredas, involving importers and whole sellers, implementing digital marketing and online banking systems, using bids, improving accessibility, involving investors, giving services based on customers' needs, considering durability and good design, creating job opportunities, encompassing competent providers, and considering a variety of equipment.

4.8. Analysis of data from Observation

The checklist was prepared by the researcher to collect the firsthand information about the actual practices and challenges of sports equipment market. The checklist had 14 items in two categories, practice and challenges of sports equipment market, with five-point Likert scale.

4.8.1. The practice of Sports Equipment Market (Observation)

Table 6: The practice of sports equipment market

| N | Item | SD | D | N | A | SA |
|----|---|----|---|---|---|----|
| 1. | There are sports equipment manufacturers in Sidama region. | | ✓ | | | |
| 2. | Various types of sports equipment are available in sporting shops. | | ✓ | | | |
| 3. | There are a lot of retailers for sports equipment in the region. | | ✓ | | | |
| 4. | Customers frequently purchase sports equipment for personal use. | | ✓ | | | |
| 5. | The retailers are licensed to deliver their products in the region. | | ✓ | | | |
| 6. | There is relationship between retailers and sport administrators. | | ✓ | | | |
| 7. | There are specific sports equipment brands in sporting shops. | | | | ✓ | |
| 8. | New sports equipment products are sufficiently available in the market. | | ✓ | | | |

Source: Field survey, 2022/23.

To assess the practice of sports equipment market in the study region the researcher has conducted observation checklist containing eight items. From the result the researcher agreed

up on specific sports equipment brands in sporting shops and identified that there were no sports equipment manufacturers in Sidama region, various types of sports equipment were not available in sporting shops, there were insufficient retailers for sports equipment in the region, the retailers have not been licensed to deliver their products in the region, there was no relationship between retailers and sport administrators, new sports equipment products have not been sufficiently available in the market. (Summarized in Table 6).

4.8.2. Challenges of Sports Equipment Market

Table 7: Challenges of sports equipment market

| No | Item | SD | D | N | A | SA |
|----|---|----|---|---|---|----|
| 1. | Retailers face some difficulties in their sports equipment market | | | | ✓ | |
| 2. | Government does not supply sports equipment for sport organizations. | | | | ✓ | |
| 3. | There are activities to maximize opportunities for sports equipment market. | | | | ✓ | |
| 4. | Government officials are engaged in purchasing sports equipment. | | | | ✓ | |
| 5. | Sport products are easily accessible in high quality and quantity. | | ✓ | | | |
| 6. | There are factors that hinder the development of sports equipment market. | | | | ✓ | |

Source: Field survey, 2022/23.

In order to examine the challenges of sports equipment market in Sidama region the researcher conducted observation checklist containing six items. The researcher disagreed that the sport products were easily accessible in high quality and quantity and agreed up on the remaining statements (Table 7).

The key findings regarding challenges of sport equipment market in Sidama region from observation checklist are: -

- Retailers face some difficulties in their sports equipment market.
- Government does not supply sports equipment for sport organizations.
- There are activities to maximize opportunities for sports equipment market.
- Government officials are engaged in purchasing sports equipment.
- There are factors that hinder the development of sports equipment market.

4.9. Discussion

This section deals with the finding of the research in the light of the statements of the problem, research questions and review of related literature in order to assess practices and challenges of sports equipment market in Sidama region and suggest possible recommendations. Hence, the discussion focused on availability of sport equipment, enough retailers of sports equipment, price and quality of sports equipment, significance of market opportunities for sports equipment, demand and supply of sports equipment and cooperation between government and sports equipment retailers.

According to the results of this research, there were not enough retailers of sports equipment, there have not been distribution channels of sports equipment and sports equipment manufacturers in the region. Also, there were no companies that provide their products and quality sports equipment were available in the market in study region. Factors that deter investors in the sports equipment industry include customer brand loyalty, potential lawsuits, and the seasonal nature of the industry. The sports equipment industry is characterized by high brand recognition and loyalty. Buyers of sports equipment often choose a product by brand instead of price or performance. In addition, consumers tend to develop their brand preferences and stick with them for extended periods of time. It is not easy for new brand names to change those preferences and win over consumers. Most sports equipment categories on the market have a very limited number of brand names that control the market share, which dissuades investors (Economy.com, 2004).

The result of this study identified innovation to be important in the sports equipment industry. Also, the price of sports equipment has not been affordable for customers in the study area. As consumers look for opportunities to buy quality products at cheaper prices, manufacturers look for ways to satisfy those needs where innovation plays an important role in there. The two most efficient ways that sports equipment manufacturers use to reduce costs, maximize profits and reach a larger target audience are through e-commerce and forming partnerships with retailers (U.S. Industry & Trade Outlook, 2000).

The study further found that there have been no significant market opportunities for sports equipment market in Sidama region. To expand sales through global sales, marketing and distribution network, rapidly develop and launch new and exciting products; continue to focus on keeping our cost base optimized, develop licensing opportunities for our brand in

non-core areas like sports apparel, and to pursue a focused acquisition program (Head.com., 2005).

Furthermore, this study found that there has been a lack of adequate sports equipment in the local market. This study further found that there was no relationship between retailers and sport administrators. These findings correlate with the study conducted by Marta Getaneh, 2014. The study further found that there was lack online market, promotional opportunities, advertising, difficulty to get brand quality sport equipment, marketing strategies and no market at woreda levels.

CHAPTER FIVE

5. SUMMARY, CONCLUSIONS AND RECOMMENDATION

5.1. Summary

The purpose of this study was to assess the Practices and Challenges of Sports Equipment Market in Sidama Region. The following four base questions were raised to conduct the study.

- What is the current sports equipment market in Sidama region?
- What are the major challenges that hinder the development of sports equipment market?
- Are there enough market opportunities for sports equipment in the region?
- Are there strategies that can help to improve sports equipment market?

Descriptive survey method was employed to get answer for these questions. Data was collected using close ended questionnaire, structured interview and observation. From the total of 320 target population, 48 (33 male and 15 female) were selected by Simple random and purposive sampling techniques to participate in the study. Then the collected data was organized, analyzed, discussed and interpreted using the mixed approach.

The major results are summarized as follows.

- Similar to other studies discussed in chapter two, the findings of the study indicate that sports equipment market has been playing greater role in the world for the development of sport industry. Stakeholders also had good knowledge and perception about the concept of sports equipment market. However, lack of administrative support, shortage of manufacturers and retailers' mismatch of demand and supply, accessibility, quality...were some of the challenges that affect the practice of sports equipment market specifically in ball games. The finding in this study also showed that the government was doing nothing to alleviate these challenges.
- From the analysis of result the researcher identified that majority (66.7%) of respondents confirmed there were not many distribution channels and sales channels for sport equipment in the region. Concerning the manufacturing of sport equipment, 4(66.7%) and 2(33.3%) of respondents disagreed and strongly disagreed about the presence of sport equipment manufacturers in the region.
- Majority (83.3%) of respondents confirmed that the quality of sports equipment available in the market in region has not been improving and there were no market opportunities

for sports equipment. Also, innovation is important in the sports equipment industry in the region, which is confirmed by 66.6% of the participants.

- The majority of respondents disagreed and strongly disagreed about the availability of all sports equipment in the market, while 60% and 30% disagreed about the market's condition. The analysis revealed that 70% of respondents disagreed and strongly disagreed with the question of whether their club or organization frequently purchased sports equipment.
- Regarding the accessibility of sport equipment, 87.5% of athletes and 4(100%) of coaches disagreed and 1(12.5%) of athletes strongly disagreed that the sports equipment was accessible to the end users in their local area. With respect to the variety of products, 5(62.5%) of athletes and 1(25%) of coaches agreed whereas 3(37.5%) of athletes and 3(75%) of coaches disagreed that a variety of products are provided by retailers.
- In relation to the availability of specific sports equipment brands that they would like to see more in Sidama region, majority 6(75%) of athletes and 3(75%) of coaches disagreed and the remaining 2(25%) of athletes and 1(25%) of coaches agreed regarding this item.
- Regarding marketing strategies, 8(66.6%) of respondents agreed, and 2(16.7%) strongly agreed that there were marketing strategies to be followed to attract customers. With respect to the trends of sports equipment sales, 5(41.7%) of respondents agreed, 3(25%) of respondents strongly agreed that sports equipment sales in Sidama region has been increasing properly.
- In relation to demand and supply, 9(75%) of respondents agreed and 3(25%) strongly agreed that there was imbalance in demand and supply of sports equipment. This indicates all respondents tended to confirm that there was imbalance in demand and supply of sports equipment in the study region.
- Concerning the existence of cooperation between government and sports equipment retailers, 11(91.7%) of respondents disagreed and 1(8.3%) strongly disagreed that there has been cooperation between government and sports equipment retailers.
- Low quality of products, Limited opportunities to get sports equipment in Sidama region, expensive prices, lack of legal importers and suppliers in the region, lack of product distribution channels, lack of supervision from government body, inadequate number of retailers, specific type of sports equipment (not to their brand), absence of market opportunities, lack of original products were some of the challenges of sports equipment market.

5.2. Conclusions

On the basis of the results and discussions in the study, the following conclusions were made about the Practices and Challenges of Sports Equipment Market in Sidama Region.

- There is a shortage of sports equipment because of limited number of retailers in the region. The products are not easily accessible for all ball games. Most equipment is only for football players with low quality. The price of the products is expensive for customers and has led them not to purchase frequently. The shortage of whole sellers or manufacturers had been one of the challenges for adequate distribution of sports equipment in the region.
- The pricing of balls, jerseys, medals and shoes is very expensive.
- Sports shopping centers are very few in number and located merely in Hawassa city. Due to that, purchasers are obliged to buy from Hawassa or Addis Ababa.
- Local manufacturers such as ‘Omega’, located in Hawassa, ‘Gofere’ and ‘Wanaw’ in Addis Ababa, have been solving the problems of football players’ regarding to jerseys.
- The sports equipment market is dominated by football game equipment. There are no sufficient equipment for other games.

5.3. Recommendations

From the results of conclusions of the study, the following recommendations were forwarded.

- Sport administrators with concerned bodies like finance office and other stakeholders should follow up the actual practice of sports equipment market and support the retailers to be legal.
- Sports club administrators should create alternative market opportunities such as online marketing, which is mandatory in most woredas and city administrations to minimize shortage of ball game sport equipment supply.
- The retailers should spread the accessibility of sports products throughout the region
- Sports science professionals should share their professional experiences to improve the development of sports equipment market.
- The regional government should strive for the establishment of local sports equipment manufacturers.
- The marketing department should be established by the local government in order to supervise the quality and quantity of sports equipment in the market.

- Whole sellers and importers should participate in the regional sport market to maximize the availability of various sports equipment.
- Sport organizations and traders should consider quantity and quality of sports equipment.
- The regional and local government should consider the economic impact of sports equipment market on the development of the country and cooperate with retailers.
- Sport science professionals should conduct researches in related areas
- Retailers should thrive to create brand awareness alongside working for customer satisfaction and loyalty. They should also use various distribution channels, for example, online marketing.
- The local government should encourage local sports equipment producers (Gofere, Wanaw and Omega) in order to increase the accessibility of sports equipment and consider the price sensitivity.
- All stakeholders should create different market strategies and opportunities. For example, implementing digital marketing and online banking systems, using bids, providing customer-based services, expanding distribution channels, launching new products, collaborating with celebrities and so on.

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APPENDICES

Appendix I (English Version)

Appendix A

Questionnaire for Sport administrators and purchasers

Hawassa University

College of Natural and Computational Science

Department of Sport Science

Master of Science in Sport Management

Dear participant,

This questionnaire is designed to collect data that will be used to assess the practices and challenges of sports equipment market in Sidama region. The researcher would like to assure you that all the responses you give will be kept with great confidentiality and only be used for the purpose of this study. Thus, there is no need to write your name. Thank you in advance for your cooperation.

For more information, you can contact the researcher- cellphone (+251913541785), e-mail (mikogebre79@gmail.com)

I. Personal Information

Direction one: Please give your personal information. Put a tick (✓) mark in the appropriate box.

Sex: Female Male

Age: 18-30 31-40 41-50 Above 50

Occupation: Sport administrator Coach Athlete Purchaser

Sport science professionals Sports equipment retailers

Education level: Primary High school Diploma Degree Master/above

Work experience in years: <1 1-5 6-10 >10

Direction two: Items 1-17 have five options. Put a tick (✓) mark in the appropriate box.

Questionnaire for Sport Administrators

1. There are enough retailers of sports equipment in the region.

Strongly disagree Disagree Neutral Agree Strongly agree

2. There are many distribution channels of sports equipment in the area.

Strongly disagree Disagree Neutral Agree Strongly agree

3. There are sports equipment manufacturers in the region.
Strongly disagree Disagree Neutral Agree Strongly agree
4. There are various sale channels for sports equipment in Sidama region.
Strongly disagree Disagree Neutral Agree Strongly agree
5. There are companies that provide their products in Sidama region.
Strongly disagree Disagree Neutral Agree Strongly agree
6. The quality of sports equipment available in the market in sidama region is improving.
Strongly disagree Disagree Neutral Agree Strongly agree
7. Innovation is important in the sports equipment industry.
Strongly disagree Disagree Neutral Agree Strongly agree
8. There are market opportunities for sports equipment market in Sidama region.
Strongly disagree Disagree Neutral Agree Strongly agree
9. Seminar or training concerning sports equipment market has been provided in Sidama region.
Strongly disagree Disagree Neutral Agree Strongly agree

Questionnaire for Purchasers

10. The price of sports equipment is affordable for customers.
Strongly disagree Disagree Neutral Agree Strongly agree
11. All kinds of Sports equipment are available in the market.
Strongly disagree Disagree Neutral Agree Strongly agree
12. The local sports equipment market is in a good condition.
Strongly disagree Disagree Neutral Agree Strongly agree
13. Secondhand or used sports equipment are available in the region market.
Strongly disagree Disagree Neutral Agree Strongly agree
14. Sports equipment for your team/organization are purchased regularly.
Strongly disagree Disagree Neutral Agree Strongly agree
15. There are problems related to quantity and quality of sports equipment you have purchased.
Strongly disagree Disagree Neutral Agree Strongly agree

Appendix B

Questionnaire for athletes, coaches and retailers

Hawassa University
College of Natural and Computational Science
Department of Sport Science
Master of Science in Sport Management

Dear participant,

This questionnaire is designed to collect data that will be used to assess the practices and challenges of sports equipment market in Sidama region. The researcher would like to assure you that all the responses you give will be kept with great confidentiality and only be used for the purpose of this study. Thus, there is no need to write your name. Thank you in advance for your cooperation.

For more information, you can contact the researcher- cellphone (+251913541785), e-mail (mikogebre79@gmail.com)

I. Personal Information

Direction one: Please give your personal information. Put a tick (✓) mark in the appropriate box.

Sex: Female Male

Age: 18-30 31-40 41-50 Above 50

Occupation: Sport administrator Coach Athlete Purchaser
Sport science professionals Sports equipment retailers

Education level: Primary High school Diploma Degree Master/above

Work experience in years: <1 1-5 6-10 >10

Direction two: Items 18-32 have five options. Put a tick (✓) mark in the appropriate box.

Questionnaire for Athletes and Coaches

1. Athletes have good awareness about quality of sports equipment.

Strongly disagree Disagree Neutral Agree Strongly agree

2. Sports equipment is accessible to the end users in your local area.

Strongly disagree Disagree Neutral Agree Strongly agree

3. A variety of products are provided by retailers.

Strongly disagree Disagree Neutral Agree Strongly agree

4. Sports equipment develop athletes' performance.
Strongly disagree Disagree Neutral Agree Strongly agree
5. Sport clubs deliver sufficient sport equipment for their athletes and fans.
Strongly disagree Disagree Neutral Agree Strongly agree
6. There are high quality equipment in sporting shops.
Strongly disagree Disagree Neutral Agree Strongly agree
7. Sports equipment marketing activities are being promoted by different sectors.
Strongly disagree Disagree Neutral Agree Strongly agree
8. There are specific sports equipment brands that you would like to see more in Sidama region.
Strongly disagree Disagree Neutral Agree Strongly agree
9. The availability of sports equipment is adequate in the local market in Sidama region.
Strongly disagree Disagree Neutral Agree Strongly agree
10. Most of the time you purchase sports equipment for personal use.
Strongly disagree Disagree Neutral Agree Strongly agree

Questionnaire for Retailers

11. The demand for purchasing sports equipment is high in the region.
Strongly disagree Disagree Neutral Agree Strongly agree
12. There are factors to be considered when selecting sports equipment to purchase
Strongly disagree Disagree Neutral Agree Strongly agree
13. There are marketing strategies to be followed to attract customers.
Strongly disagree Disagree Neutral Agree Strongly agree
14. Sports equipment sales in Sidama region is increasing properly.
Strongly disagree Disagree Neutral Agree Strongly agree
15. There are challenges that you face in sports equipment market.
Strongly disagree Disagree Neutral Agree Strongly agree
16. The number of users for sports equipment is increasing.
Strongly disagree Disagree Neutral Agree Strongly agree
17. There is imbalance in demand and supply of sports equipment.
Strongly disagree Disagree Neutral Agree Strongly agree
18. There is cooperation between government and sports equipment retailers.
Strongly disagree Disagree Neutral Agree Strongly agree

Appendix C

Interview Questions for Sports Science Professionals

The interview questions are prepared to find out the practice of sports equipment market in Sidama region.

1. How do you evaluate the actual practice of sports equipment market?
2. What are the possible challenges for sports equipment market?
3. What kind of market opportunities are there for sports equipment?
4. What marketing strategies can be used to improve sports equipment market?

Appendix D

Observation Checklist

Place: _____

Observer's name: _____

Date: _____

Time: _____

Number of participants: _____

Direction: The following terms have five options. Put a tick (✓) mark in the appropriate box.

The practice of sports equipment market

1. There are sports equipment manufacturers in Sidama region.
Strongly disagree Disagree Neutral Agree Strongly agree
2. Various types of sports equipment are available in sporting shops.
Strongly disagree Disagree Neutral Agree Strongly agree
3. There are a lot of retailers for sports equipment in the region.
Strongly disagree Disagree Neutral Agree Strongly agree
4. Customers frequently purchase sports equipment for personal use.
Strongly disagree Disagree Neutral Agree Strongly agree
5. The retailers are licensed to deliver their products in the region.
Strongly disagree Disagree Neutral Agree Strongly agree
6. There is relationship between retailers and sport administrators.
Strongly disagree Disagree Neutral Agree Strongly agree
7. There are specific sports equipment brands in sporting shops.
Strongly disagree Disagree Neutral Agree Strongly agree
8. New sports equipment products are sufficiently available in the market.
Strongly disagree Disagree Neutral Agree Strongly agree

Challenges of sports equipment market

1. Retailers face some difficulties in their sports equipment market.
Strongly disagree Disagree Neutral Agree Strongly agree
2. Government does not supply sports equipment for sport organizations.
Strongly disagree Disagree Neutral Agree Strongly agree
3. There are activities to maximize opportunities for sports equipment market.
Strongly disagree Disagree Neutral Agree Strongly agree

4. Government officials are engaged in purchasing sports equipment.

Strongly disagree Disagree Neutral Agree Strongly agree

5. Sport products are easily accessible in high quality and quantity.

Strongly disagree Disagree Neutral Agree Strongly agree

6. There are factors that hinder the development of sports equipment market.

Strongly disagree Disagree Neutral Agree Strongly agree

Appendix II (Amharic version)

Appendix A

ስስጥርት አስተዳደር እና ዕቃ ገዢ ሰራተኛዎች የተዘጋጀ መጠይቅ

ሀዋላ ዲሸርሲቲ

የተፈጥሮ እና ቀመር ሳይንስ ኮሌጅ

የስጥርት ሳይንስ ትምህርት ክፍል የድህረ ምረቃ ፕሮግራም

ውድ ተሳታፊዎች

የዚህ መጠይቅ ዋና ዓላማ በሲዳሞ ብሄራዊ ክልል ያለውን የስጥርት ትጥቅ ገብይት ነባራዊ ሁኔታዎችን እና የሚገጥሙ ተገዳሮቶችን ለማወቅ መረጃ መሰብሰብ ነው። ይህ መረጃ የተፈለገው በሀዋላ ዲሸርሲቲ በተፈጥሮ እና ቀመር ሳይንስ ኮሌጅ የስጥርት ሳይንስ ትምህርት ክፍል በስጥርት አስተዳደር የድህረ ምረቃ ፕሮግራም ለማጠናቀቅ የሚያስፈልገውን የመመሪያ ጽሁፍ ለማዘጋጀት ሲሆን የሚሰጡት መረጃ ስጥናትና ምርምር ብቻ የሚወልድ ይሆናል። ስምዎን ለመጻፍ አይገደዱም። ስለትብብር ከወዲህ አመሰግናለሁ።

የገልጻ መረጃ

መመሪያ 1: እባክዎን በመረጡት መልስ መስጫ ሳጥን ውስጥ የ (✓) ምልክት ያስቀምጡ።

ጾታ: ሴት ወንድ

እድሜ: 18-30 31-40 41-50 ክ50 በላይ

ስራ: ስጥርት አስተዳደር አሰልጣኝ ተጫዋች ገዢ ሰራተኛ

የስጥርት ሳይንስ ባለሙያ ነጋዴ

የትምህርት ደረጃ: 1ኛ ደረጃ 2ኛ ደረጃ ዲፕሎማ ዲግሪ

ማስትርስ/ክዚያ በላይ

የስራ ልምድ (በዓመት): <1 1-5 6-10 >10

መመሪያ 2: ከተራ ቁጥር 1-15 ሳስ ጥያቄዎች ክተሰጡት 5 አማራጮች ተገቢውን የመስማማት/ያለመስማማት መጠን በሚገለጸው መልስ ሳጥን ውስጥ የ (✓) ምልክት ያስቀምጡ።

ስስጥርት አስተዳዳሪዎች ብቻ የቀረቡ ጥያቄዎች

1. በሲዳሞ ክልል በበቂ መጠን የስጥርት ትጥቅ ነጋዴዎች ይገኛሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

2. በአካባቢያችሁ በብዙ መንገዶች የስጥርት ትጥቆች እየተሰራጩ ይገኛሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

3. በሲዳማ ክልል የስፐርት ትጥቅ አምራች አሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

4. የተሰደደ የሸድሜ መንገዶች በስፐርት ትጥቅ ገበያው ላይ አየተተገበሩ ይገኛሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

5. የተሰደደ የትጥቅ አምራች ድርጅቶች ምርቶቻቸውን በስፐርት ገበያ ላይ ያቀርባሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

6. ጥራታቸውን የጠበቁ የስፐርት ትጥቆች አቅርቦት አደግሞ መረ ይገኛል።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

7. በስፐርት ትጥቅ ሲንደስትሪ ውስጥ የፈጠራ ስራ ወሳኝ ሚና አለው።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

8. በክልሉ የስፐርት ትጥቅ ግብይት አማራጮች አሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

9. የስፐርት ትጥቅ ገበያን በተመለከተ የተሰደደ ስልጠናዎች ይሰጣሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

ስግግር ሰራተኞች ብቻ የቀረቡ ጥያቄዎች

10. ሰደንበኞች የሚቀርበው የስፐርት ትጥቅ ግዢ ዋጋ ተመጣጣኝ ነው።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

11. ሁሉም አይነት የስፐርት ትጥቆች በገበያ ላይ አሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

12. በአክባቢዎችሁ ያለው የስፐርት ትጥቅ ግብይት በጥሩ ሁኔታ ላይ ይገኛል።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

13. ያገለገሉ የስፐርት ትጥቆች በገበያ ላይ ይገኛሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

14. ለስፐርት ቡድንዎ ወይም ጽህፈት ቤትዎ የስፐርት ትጥቆችን በየጊዜው ይገዛሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

15. በገዛችኋቸው የስፐርት ትጥቆች ላይ ከመጠንና ጥራት ጋር የተገናኙ ችግሮች አሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

Appendix B

ስተጫዋቾች ፣ ስክሰልጣኞች እና ስነጋዴዎች የቀረቡ ጥያቄዎች

ሀዋሳ ዩኒቨርሲቲ

የተፈጥሮ እና ቀመር ሳይንስ ኮሌጅ

የስፖርት ሳይንስ ትምህርት ክፍል የድህረ ምረቃ ፕሮግራም

ውድ ተሳታፊዎች

የዚህ መጠይቅ ዋና ስላማ በሲዳማ ብሄራዊ ክልል ያለውን የስፖርት ትጥቅ ግብይት ነባራዊ ሁኔታዎችን እና የሚገጥሙ ተገዳሮቶችን ለማወቅ መረጃ መሰብሰብ ነው። ይህ መረጃ የተፈለገው በሀዋሳ ዩኒቨርሲቲ በተፈጥሮ እና ቀመር ሳይንስ ኮሌጅ የስፖርት ሳይንስ ትምህርት ክፍል በስፖርት ስስተዳደር የድህረ ምረቃ ፕሮግራም ለማጠናቀቅ የሚያስፈልገውን የመመረቂያ ጽሁፍ ለማዘጋጀት ሲሆን የሚሰጡት መረጃ ስፕላይትና ምርምር ብቻ የሚወልድ ይሆናል። ስምዎን ስመዳፍ ስይገደዱም። ስስትብብር ከወዲህ ስመሰገናሉ።

የግል መረጃ

መመሪያ 1: እባክዎን በመረጡት መልስ መስጫ ሳፕን ውስጥ የ (✓) ምልክት ያስቀምጡ።

ጾታ: ሴት ወንድ
እድሜ: 18-30 31-40 41-50 ክ50 በላይ
ስራ: ስፖርት ስስተዳደር ስክሰልጣኝ ተጫዋች ገዢ ሰራተኛ
የስፖርት ሳይንስ ባለሙያ ነጋዴ
የትምህርት ደረጃ: 1ኛ ደረጃ 2ኛ ደረጃ ዲፕሎማ ዲግሪ
ማስትርስ/ከዚያ በላይ
የስራ ልምድ (በዓመት): <1 1-5 6-10 >10

መመሪያ 2: ከተራ ቁጥር 1-18 ሳሉ ጥያቄዎች ክተሰጡት 5 አማራጮች ተገቢውን የመስማማት/ያስመስማማት መጠን በሚገልጸው መልስ ሳፕን ውስጥ የ (✓) ምልክት ያስቀምጡ።

ስተጫዋቾች እና ስክሰልጣኞች የቀረቡ ጥያቄዎች

- 1. ተጫዋቾች ስስተፖርት ትጥቅ ጥራት ያሳቸው መረዳት ጥሩ ነው።
በጣም አልስማማም አልስማማም ገሰልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ
- 2. በአካባቢያችሁ ሳሉ ተጠቃሚዎች የስፖርት ትጥቅ በበቂ ሁኔታ ተደራሽ ነው።
በጣም አልስማማም አልስማማም ገሰልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ
- 3. የተሰደዩ የስፖርት ትጥቆች በችርቻሪ ነጋዴዎች ይቀርባሉ።
በጣም አልስማማም አልስማማም ገሰልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

4. የስፐርት ትጥቅ በተጫዋቾች ብቃት ላይ ተፅዕኖ ይፈጥራል።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

5. የስፐርት ቡድኖች ስተጫዋቾችና ደጋፊዎች በቂ የስፐርት ትጥቆች ይቀርባሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

6. ከፍተኛ ጥራት ያላቸው የስፐርት ትጥቆች በመሸጫ ሱቆች ይገኛሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

7. የተሰደደ መስሪያ ቤቶች የስፐርት ትጥቅ ግብይትን ያስተዋውቃሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

8. በገበያው ላይ ማየት የምትፈልጓቸው የስፐርት ትጥቅ አይነቶች አሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

9. በክልሉ በቂ የስፐርት ትጥቅ አቅርቦት ይገኛል።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

10. ሰግል አገልግሎት የሚውሉ የስፐርት ትጥቆችን አዘውትረው ይገዛሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

ስነጋዴዎች ብቻ የቀረቡ ጥያቄዎች

11. በሲዳማ ክልል የስፐርት ትጥቆችን ለመግዛት ያለው ፍላጎት ከፍተኛ ነው።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

12. የስፐርት ትጥቅ በሚገዙበት ወቅት ከግምት የሚያስገቧቸው ጉዳዮች አሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

13. ደንበኞችን ለመሳብ የሚጠቀሙባቸው የተሰደደ የግብይት ዘዴዎች አሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

14. በክልሉ የስፐርት ትጥቅ ግብይት እየጨመረ ይገኛል።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

15. የስፐርት ትጥቅ ግብይት ላይ ዘርፈ ብዙ አክሎች ይገኛሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

16. የስፐርት ትጥቅ ተጠቃሚዎች ቁጥር ከግዜ ወደ ግዜ እየጨመረ ይገኛል።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

17. በክልሉ የስፐርት ትጥቅ አቅርቦትና ፍላጎት አስመመጣጠን ይስተዋላል።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

18. መንግስትና የስፐርት ትጥቅ ነጋዴዎች በትብብር ይሰራሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

Appendix C

ስስጥርት ሳይንስ ባስሙዎቻቸው የቀረቡ ቃስመጠይቅ

እነዚህ ጥያቄዎች የተዘጋጁት በሲዳሞ ክልል ያሰውን የስጥርት ትጥቅ ገበያ ነባራዊ ሁኔታና የሚያጋጥሙ ተግዳርቶችን ለማወቅ ነው

1. የስጥርት ትጥቅ ገበያ ነባራዊ ሁኔታን እንዴት ይገመግሙታል?
2. የስጥርት ትጥቅ ገበያ ሳይ የሚያጋጥሙ ችግሮች ምንድን ናቸው?
3. ስስጥርት ትጥቅ ያሉት የገበያ አማራጮች ምን ይመስላሉ?
4. የስጥርት ትጥቅ ገበያን ለማሳደግ ምን አይነት የግብይት ዘዴዎችን መጠቀም ይቻላል?

Appendix D
የምልክታ ፎክሊስት

ቦታ: _____

የተመልካች ስም: _____

ቀን: _____

ጊዜ: _____

የተሳታፊ ብዛት: _____

የስፖርት ትጥቅ ግብይት ነባራዊ ሁኔታዎች

1. በሲዳማ ክልል የስፖርት ትጥቅ ስምራቶች ይገኛሉ።

በጣም አልስማማም አልስማማም ገሰጠኝ ነኝ አስማማለሁ በጣም አስማማለሁ

2. የተሰደደ የስፖርት ትጥቆች በስፖርት ትጥቅ መሸጫ ሱቆች ይገኛሉ።

በጣም አልስማማም አልስማማም ገሰጠኝ ነኝ አስማማለሁ በጣም አስማማለሁ

3. የስፖርት ትጥቅ ነጋዴዎች በበቂ ሁኔታ ይገኛሉ።

በጣም አልስማማም አልስማማም ገሰጠኝ ነኝ አስማማለሁ በጣም አስማማለሁ

4. ደንበኞች የስፖርት ትጥቆችን አዘውትረው ይገዛሉ።

በጣም አልስማማም አልስማማም ገሰጠኝ ነኝ አስማማለሁ በጣም አስማማለሁ

5. የስፖርት ትጥቅ ነጋዴዎች የስራ ፈቃድ ያላቸው ናቸው።

በጣም አልስማማም አልስማማም ገሰጠኝ ነኝ አስማማለሁ በጣም አስማማለሁ

6. ነጋዴዎችና የስፖርት አስተዳደር አካላት በጥምረት ይሰራሉ።

በጣም አልስማማም አልስማማም ገሰጠኝ ነኝ አስማማለሁ በጣም አስማማለሁ

7. በስፖርት ትጥቅ መሸጫ ሱቆች ውስጥ ውስን የስፖርት ትጥቅ ምርት አይነቶች ይገኛሉ።

በጣም አልስማማም አልስማማም ገሰጠኝ ነኝ አስማማለሁ በጣም አስማማለሁ

8. አዳዲስ የስፖርት ትጥቅ ምርቶች በገበያው ላይ በበቂ ሁኔታ ይገኛሉ።

በጣም አልስማማም አልስማማም ገሰጠኝ ነኝ አስማማለሁ በጣም አስማማለሁ

የስፖርት ትጥቅ ገበያ ተግዳሮቶች

9. የስፖርት ትጥቅ ነጋዴዎች በገበያው ላይ አክሱች ይገጥሟቸዋል።

በጣም አልስማማም አልስማማም ገሰጠኝ ነኝ አስማማለሁ በጣም አስማማለሁ

10. መንግስት ለስፖርት ተቋማት የስፖርት ትጥቆችን አደቀቀብም።

በጣም አልስማማም አልስማማም ገሰጠኝ ነኝ አስማማለሁ በጣም አስማማለሁ

11. ለስፖርት ትጥቅ ገበያው አመቺ ሁኔታዎች ይፈጠራሉ።

በጣም አልስማማም አልስማማም ገሰጠኝ ነኝ አስማማለሁ በጣም አስማማለሁ

12. የመንግስት ባለስልጣናት በስፖርት ትጥቅ ግዢ ደሳተፏሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

13. የስፖርት ምርቶች በከፍተኛ ጥራትና ብዛት በገበያ ላይ ይገኛሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ

14. የስፖርት ትጥቅ ገበያውን አድገት የሚያደናቅፋ ሁኔታዎች አሉ።

በጣም አልስማማም አልስማማም ገለልተኛ ነኝ አስማማለሁ በጣም አስማማለሁ