

REDEFINING MARKETING STRATEGIES OF SPORT EQUIPMENT POST COVID-19 IN INDIA

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Abstract: Redefining of marketing strategy will help an individual Marketer and buyer to review their plan and goal, identify the opportunity and threat from this pandemic, update his market mix and fulfill market the gap. The pandemic will also create the new customer opportunity for the sports equipment in Bangalore from a stay at home many people start indoor sport at home rather than in an open field.

The updated market strategy is a must to control the new situation in the market environment, Regulation the Buyer's behavior, and supporting the economy from sports equipment. The complexity of the pandemic is simplified by having a redefined marketing strategy for specific products for sport Activity. Knowing the current market nature and prepare the current solution can make all marketers competent.

The variation and gap that occur by COVID-19 in business sports Equipment can be solved by knowing the key customer with an appropriate marketing channel. Money research has been conducted on the impact and market strategy to overcome new situation occur due to COVID-19.

Redefining marketing is not only helps to have a new customer but also builds a competitive business environment in our city. Having a redefined market strategy also updates customer loyalty with a harsh COVID-19 environment.

The COVID-19 has a significant impact on 4P (Production, Price, Promotion, and Place) of sports equipment by shifting the economic scenario before. The crisis became more adverse if not ready by updating change economic environment. This research important to bring new and updated strategies for new marketing scenarios.

Keywords: 4P (Production, Price, Promotion, and place) , COVID-19 (Corona Virus Disease 2019) .

1. INTRODUCTION

This report was conducted on redefining the marketing strategy of sports equipment post-covid-19 in India. This focuses on the review of the market mix strategy under covid-19 in India. The sports equipment selected specifically for this research title, it affected by this pandemic in different ways than other most products. This negatively affects the public and mass sport, several locals, national and international sport festival schedules were canceled due to this pandemic period. The other important thing for the indoor sports equipment is that most the governmental, non-governmental, school, college, and other institution is closed this changed lifestyle of the individual, who closing style is suit and follow the protocol of their institution and company during pre-covid-19 by most Individual use sport close frequently for staying at home, On the other hand, COVID-19 pandemic came with several challenges and devastating transformations to the sports business. There is no business sector of work that seems unaffected by this pandemic Luck confidence has come due to covid-19 led affecting over the entire sector. From this, sport the most devastating economic section. Social distancing preventing public gathering festivals which make a direct impact on customer buying situation. Socio-

economic activities are highly affected by COVID-19. A planned goal and distorted new situation need a strategy for marketing. Changes market mix of equipment. Pricing strategy, promotion, place, and production may vary from Pre all pressure review redefining' update The update will help an individual Marketer their plan goal, identify opportunity threat pandemic, market, fulfill the gaps. Also, create in Bangalore stay at home many people start indoors rather than in open fields. Updated must control environment, Regulation Buyer behavior, supporting economy complexity simplified having redefined specific products Activity Knowing current nature prepare solution can marketers competent. Variation gap occurs to Equipment solved knowing key appropriate channel. Money research has been conducted to overcome not only helps but builds the competitive environment of our city. Having updated loyalty environment. Production, Price, Promotion, Place, shifting scenario before. The crisis became adverse, not ready and updating change this brings strategies scenarios India.

STATEMENT OF THE RESEARCH PROBLEM

Factors, that influence the marketing strategy, are internal and external. Internal ones are those that your organization can control. External ones are those that your can't control. Both play a big role in the success of your marketing plan, as well as that of your organization. when it comes to internal factors, an organization can take control of them in ways they can improve the marketing strategy.

The research has a goal to identify the challenges the come with pandemic and address the strategic solution to overcome the crisis of the economy that will affect the sports equipment business sector in India.

All relationships have an emotional component and that holds for the connection between people and brands. Your business's relationship with customers is built over time, nourished by experiences along with many online and physical touch points in their journey, grounded in expectations, and confirmed through repeated interactions.

In times of crisis, people want to be seen and understood, and they are extremely sensitive to tone and motive. For example, as all retail businesses in China had been shut down due to the coronavirus, people were craving their usual comforts, including hot pot dining traditionally a communal experience in restaurants. So a restaurant chain began delivering the ingredients for the cherished meal to individual apartments, with no physical contact, enabling people to have their comfort food and deepening its bond with customers.

In the time of COVID-19, it's no longer good enough to just make those experiences simple and efficient. You must be more human across those virtual channels, too, because people can't get that touch in other ways. So think about how you can embed human interactions, be honest with your customers about what's changed, and surprise them with unexpected, caring gestures.

Ultimately, COVID-19 will teach us a great deal about the true nature of interaction and collaboration: that they will lead to a deeper appreciation of putting people first, that brands will have had the opportunity to show their true colors (positively or negatively), and that companies, brands, workers, and consumers are capable of adapting in a positive way to a change that is imposed upon all of us, and emerging, together, in a better place.

2. REVIEW OF LITERATURE

According to WSL's 2019 How America Shops study, 73% U.S. population engaged in some aspect of living well, healthier meditation stress reduction fitness. "Even before the pandemic, many people around were beginning to dabble proactive preventative practices,"

Jemma Shin, insight strategist trend forecasting firm WGSN, rise effect making "well-care" all. "Going forward, opportunities continue to emerge telehealth, putting increased well-being," she told "More services democratized through digitized affordable models." coronavirus challenge demands an organization-wide, honest conversation enables truth speak about corporate response challenge. Think strategic initiatives facing huge execution challenges. require senior management to get best they can barriers execution, requires commitment. That comes when everyone organization knows wants hear lower levels might include leadership. Challenge, any crisis, pro vides develop trust-based culture rapidly or, conversely, if not handled organization-wide conversation, undermine ability years come.

Michael Beer Cahners-Rabb Professor Business Administration, Emeritus, co-founder director True Point Partners, Center Higher Ambition Leadership. rapid spread reminds us how our wellbeing interconnected, flurry heartwarming responses exhibited face crisis reveals tremendous willingness help one another. Truths persist and go back to normal.

Forward-thinking leaders run better organizations creating conditions that allow customers helpful. When service provision true partnership is pitching in, employees productive, outcomes are improved, and experiences enhanced involved.

Ryan W. Buell Finnegan Family Associate Professor of Business Administration Technology Operations Management Unit. I've been studying remote work for years now, but under very different conditions—not a crisis like this. We recalibrate minds

To end, "All kinds 'functional wellnesses added homes," McGroarty said, reflecting consumers' interest protection electromagnetic pollution cell phones circadian lighting." Home has turned sanctuary," said Shin. "It's wellness hub, where build routines find simple joy everyday lives." All sports leagues including professional amateur were canceled in March 2020 due to COVID-19. Stoppage events hugely affect sponsorship broadcasting fees. In addition, fan athletes resulted in significant disruption of daily lives. Some affected than others college basketball United States being able Madness series. Restrictions social gatherings some recommence seasons without fans. Meant global pandemic, COVID-19 has halted ripple COVID-19 aspects of society. Response health policymakers initiated program flattening curve. Country state borders closed put to place. Countries Australia, mandatory two-week quarantine period travelers overseas introduced. As a result of this dramatic decrease in tourism hotels restaurants were significantly affected. Unnecessary imposed meaning individuals On 24, International Olympic Committee postponed event 2021. Viruses spreading mainly person-to-person contact via respiratory droplets occur sneezing, coughing touching surface containing the virus. spread proper hand hygiene advocated. Regular disinfection surfaces are needed. industry, distancing change the way games are played. Social refers to keeping physical space between avoiding mass gatherings. sports played spectators reduction contact. thrive competition activity mental effects. These psychological removal support systems particularly evident in team sports. created anxiety, sadness stress athletes. placed gyms fitness centers, ways to train. Traumatic feeling frustrated lack appropriate training venues.

Whilst maintaining interactions teammates encouraged does same Euro football tournament Formula One Grand Prix Melbourne, Australia following. Financial burden clubs rely on source income. gravity reductions income yet fully understood. used main contain the disease. The food sector impacted panic buying stockpiling. strain supply chain products services. As the result, there increase long life online delivery. Concentrated lockdown ability sport. Increased competitive leisure form. Within very short dramatically changed. Triggered need stop activities because of public concerns. caused severe limitations private Just every type one another. Therefore, the crisis represents challenge needs apply entrepreneurial strategies order adjust. Entrepreneurship enables acting to emerge helps deal with uncertainty crisis. types entities adapt business models changing environmental conditions. Bringing unintended unknown change. A stronger sense of solidarity emerged pandemic economic upheaval. Progressive implementation limit ventures intensive sanitation required. Despite academic managerial relevance entrepreneurship sport, no previous studies incorporated a management approach. Existing literature tended broadly

OBJECTIVE OF THE STUDY

To identify the behavioral change of customers for sports material during the time of the pandemic.

To know and identify the main Important Marketing channel post-covid-19 for sports equipment.

To identify the trend difference between before and after pandemic for sports material demand.

3. RESEARCH METHODS

This research used both qualitative and quantitative data to review and redefine the marketing strategy of sports equipment in Bangalore. This helps analyze the new situation under COVID-19 the theoretical approach was used to establish theories from in-depth interviews. These theories have been tested by collecting and analyzing survey data. Data support the hypothesis is proved by the collection of survey data, further information-processing overload confounds product availability, enhancing benefits to be gained from alternate segment heuristics, such as impulse purchasing. The paper focus to identify customer perception during period COVID-19 for the sports equipment and redefine the marketing strategy of sports equipment to buy under pandemic. The covid-19 makes an impact by affecting the 4P of marketing strategy. The impact of market Mix affects all the marketing strategies of the marketer due to this covid-19.

4. FINDING AND CONCLUSION

The marketing of the product is negatively affected due to this pandemic. The marketing of sports equipment is highly affected by lowering the demand for most outdoor sports equipment. All the marketing mix is affected by COVID-19 in India and this causes a marketing crisis. To solve and overcome the factor of COVID-19, redefining the marketing strategy of the sports equipment is a must.

The COVID-19 pandemic has created an unfamiliar situation for Indian and Bangalore as well. In the Indian context, it elaborates upon how transformations of the sports equipment business development can be introduced to adapt to the changing situations from the pandemic. Adapt to the new normal. Bangalore sports equipment marketing center now needs to review their strategy ready for a new business environment. Accommodation to the post-COVID-19 new situation would only be possible if the marketing strategy of the sports equipment comes with adaptive techniques.

The future of marketing strategy will be the focus on the come with new pricing, promotion, product and placing strategy for their customer. The marketer also has to know well their customer for sports equipment in Bangalore in the period of COVID-19.

The sports equipment wall sellers and retailers in Bangalore have to change this new pandemic situation by review or redefine the marketing strategy they followed before COVID-19 to be effective during this pandemic period.

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