

## **SPORTS EQUIPMENT PURCHASING CHOICES AMONG INDIAN ATHLETES: AN EXPLORATIVE STUDY W.R.T INDIAN SHOOTERS**

*Syed Fisal Niyazi<sup>1</sup> & Dr. Mohan Venkatesh Palani<sup>2</sup>*

*<sup>1</sup>Research Scholar, Department of MBA, KLH Global Business School, Kothaguda, Hyderabad, Telangana, 500084, India*

*<sup>2</sup>Assistant Professor, Department of MBA, KLH Global Business School, Kothaguda, Hyderabad, Telangana, 500084,  
India*

### **ABSTRACT**

*The purchase decisions of Indian athletes are multifaceted and influenced by a combination of performance-related factors, brand perception, cost considerations, accessibility, and social influences. Manufacturers and marketers need to consider these factors to effectively meet the needs of Indian athletes. Additionally, policymakers should focus on making quality sports equipment more accessible and affordable to support the development of sports in the country*

**KEYWORDS:** *Sports Equipment Purchasing*

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