



Marketing Plans and Customer Satisfaction of Shah Sports

A case study of a leading sports and fitness store in Bangladesh

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Marketing plans and customer satisfaction of Shah Sports, a case study of a leading sport and fitness store in Bangladesh

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Abstract

The thesis focuses on the marketing strategies and customer satisfaction of Shah Sports, being one of the leading sports and fitness retail stores in Bangladesh. Its targets are to identify the impact of these approaches on the improvement of client satisfaction, commitment, and market outcomes. The research adopts quantitative research with the use of secondary data review. It analyses various strategic marketing tools such as product differentiation, product pricing, promotion, and management of the client interface and metrics that are important in determining customer satisfaction, such as quality, price, service encounter satisfaction, and perceived brand image.

Thus, customer satisfaction has significantly been increased by different marketing techniques that the company known as Shah Sports has practiced, such as product quality and differentiation. Technological elements, such as digital promotion and online shops, increase market access and enrich customers' purchases. Some of the challenges are limited product variations, competition from online retailers, and retailers who offer end-to-end comprehensive service. Some of the recommendations include diversification of products, the extension of technology features, and direct marketing and rewarding of the customers.

Lastly, by balancing customer-centric strategies with profitability, the research advances knowledge of successful marketing tactics in sports retail and offers Shah Sports and other company's practical insights to sustain growth and customer happiness in cutthroat markets.

Keywords/tags (subjects)

Consumer, brand loyalty, digital marketing, strategy, service, relationship management

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1 Introduction

Marketing tactics and techniques play a crucial part in helping firms achieve their strategic goals in this dynamic and stressful global sports and fitness sector. This is the capability that is included into marketing plans and approaches to future client retention; in this way, business growth is enabled. As there is an introduction of the real-life aspect and implementation of the concept of an ideal marketing plan in today's world at the time of presentation, 'Shah Sports', one of the leading and renowned sports and fitness retail stores in Bangladesh, is the pleasant opportunity to decrypt the strategically intertwined concept of an ideal sustainable marketing plan and customer satisfaction scenario in this competitive sector.

Therefore, Shah Sports has presently positioned itself as one of the most sought-after brands in the Bangladesh Sports and Fitness Product Market, which comprises apparel, accessories, equipment, and nutrients for fitness and health. Hence, it has taken several strategic stands at the place, product, and customer level, which has enabled the store to gain more influence and reputation. Nevertheless, consumers' demand shifts and competition increased pressure on market activity and the constant search for methods to support and increase customer satisfaction.

This thesis primarily aims to investigate the following research topics in the spirit of examining the strategies employed in Shah Sports' marketing operations and the level of customer satisfaction these strategies have produced: It is to provide a clear understanding of the ways in which the notion of "individual marketing communication" might influence customers' capacity to make particular purchases, their opinion of your offering, and their degree of satisfaction—all of which are highly significant. Understanding Shah Sports' situation will enable this study to offer some generalization ideas and suggestions that might be useful for other businesses in Bangladesh's and other nations' sports and fitness industry.

The market for sports and fitness products in Bangladesh has also been on the rise in the of late a decade for the reasons such as awareness regarding health, increase in the number of middle-class people and percentage of expenditure per head. This growth has also seen the competition from local and international brands interspersed in the market place. Shah Sports is one of the prominent entrepreneurs successfully operating in this market with it a product portfolio and customer-centric services. So, for the continuity of the customer satisfaction in Shah Sports, there is a

need to focus upon the market trends, the consumer behavior, and mark fruitful marketing policies. This study will seek to fill the gap where many scholarly theories are developed in the abstract understanding of the marketing principles without much relevance in the practical implementation in any business operations: The experience of Shah Sports will be put to task to reveal their strength and weaknesses and will be useful in proffering the framework for the success of similar business in terms of their marketing initiatives.

1.1 Research Objectives

- examine the marketing strategies that Shah Sports using currently.
- analysis the strategies performance in terms of gaining potential customers, managing current clients, and develop the market.
- determine possibilities and obstacles inside Shah Sport's marketing structure.

The thesis "Marketing Plans and Customer Satisfaction of Shah Sports: This research paper titled 'Marketing Insight of Shah Sports: A Case Study of a Leading Sport and Fitness Store in Bangladesh' will try to assess the adequacy of the marketing mix employed at Shah Sports and its impact on customers. This research will evaluate the promotional strategies, brand image, and advertising media that Shah Sports will use in order to attract consumers and customer loyalty. It will also look at the connections that exist between marketing communication efforts and customer responses, including perceived customer satisfaction and perceived customer trust. This study will seek to establish customer satisfaction determinant factors in the clothes and accessories retailing sport and fitness sector, including product quality, price, availability, and service quality. The research outcome will be a guideline on the right course of marketing for Shah Sports that will help the company increase customer satisfaction and gain sustainability.

1.2 Commissioner and Commissioning Company

Shah Sports is one of the most reputable stores dealing in sports wear and other accessories in the Bangladesh market. Created with the aim of enhancing fitness, it is a fitness centre for people of all ages, whether trainers, athletes, fitness freaks, or lovers of different games. It stocks all sorts of sporting wear and equipment, fitness accessories, and food supplements. Established in the capital of Bangladesh, Dhaka, Shah Sports works with the world's best-known companies to offer

the newest and most qualitative products so as to maintain its competitive superiority. It also strengthens the customer relationship as a reason for the store's high patronage by considering the customers' needs, satisfying them, and assisting customers in choosing the correct product. Customer relations at Shah Sports are actively preserved through marketing communication and community events, owing to which it has a leading position in Bangladesh's sports and fitness market.

Shawon Ahmed is the company's marketing executive and the commissioner of this thesis. He has almost ten years of expertise in the sports sector, he is committed to providing clients with the highest quality of service. In addition to using cutting-edge technology to boost sales, he has put together a passionate team of experts that are dedicated to providing the best experience for clients. He has a strong desire to develop company's marketing strategies that benefit both the business and improve consumer satisfaction.

1.3 Content of the Background

The thesis "Marketing Plans and Customer Satisfaction of Shah Sports: A Case Study of a Leading Sport and Fitness Store in Bangladesh" highlights the research on the growth of the sports and fitness retail sector for equipment and apparel worn for physical activity and sports. What we can see as the findings of the research relate to health consciousness, fitness trends, and the emergence in the market of new sport trends. Shah Sports is presented as a leading store in this industry by presenting its products, customers, and market place. The competitiveness of the market is explained, and the company's marketing promotions, brands, and customer relations at Shah Sports have been defined. Customer satisfaction is also covered, and Pass How has described it as an important component to business success, as satisfied customers will always come back for more and even refer both the product and business to others. As a result, the thesis identifies a research need and looks at how Shah Sports' marketing and consumer happiness are related.

2 Literature Review

2.1 Theoretical Framework of Marketing Strategies

Marketing strategies have democratized mainly due to changes in technology, globalization, and what customers tell us. The theoretical framework assists in conceptually defining and portraying the major elements of marketing strategies. This framework usually relies on several theories that describe how organizations in the business world define and satisfy their target markets' needs to attain their objectives. These theories include consumer behaviour, market segmentation, brand positioning strategy, and the marketing mix, among others. The following discussion identifies these components and reviews how they assist in the formulation of efficient marketing strategies.

Fundamental to any marketing interest is consumer behavior. This theory is centered on how the psychological, social, and cultural aspects presented in the market affect consumer behaviour in their buying processes. One of the seminal models in this domain is the Engel-Kollat-Blackwell (EKB) model, which describes the consumer decision-making process in five stages: These include identifying the problem, finding information, evaluating the options, making the purchase decision, and subsequent actions (Bray, 2008). This model is used by marketers to engage consumers at different times when they are making their decisions.

That is, during the information search stage, businesspeople may use search motor optimization (SEO) techniques to assure that when the customers type their problem-solution-seeking keywords, only the businessman's product appears on the first page of the search results. Likewise, while evaluating the alternatives, the marketers can utilize the targeted advertisements along with the charts comparing the merits of the targeted product as superior to the others (Kotler & Keller, 2016).

Consumer motivation is also another essential component to understand in the consumer behavior pattern. Some of the key concepts that are most frequently used in marketing theorization and analysis are based on Abraham Maslow's Hierarchy of Needs, where marketers can easily under-

stand the needs of buyers that start from physical need to self-actualization and influence the purchase behavior of buyers. If marketing messages can be linked to these needs, then companies can better position their messages with the target audience. (Schiffman & Wisenblit, 2015).

Market segmentation is a strategic element of any marketing plan that aims at dividing a highly inaccurate market into homogeneous subgroups based on particular attributes. Wendell R. Smith (1956) is known for introducing the idea of market segmentation into narrower segments because marketing communication can be more effective if it addresses itself to a variety of segments of a market instead of the entire market.

Other types of segmentation criteria include geographical, demographic, psychographic, and behavioral. Geographic segmentation categorizes the market according to geographical locations, while demographic segmentation categorizes the market based on characteristics such as age, gender, and income, among others. Psychographic segmentation takes into consideration the psychological characteristic by focusing on the consumer's lifestyle, personality, as well as values, while behavioral segmentation focuses on considering consumers based on their level of awareness, attitude, as well as their usage of a product (Kotler & Armstrong, 2018).

The usefulness of segmentation strategy is that it makes it possible for companies to develop unique marketing mix for different segments. For example, a company that sells expensive products for beauty might decide to segment its markets by demography, psychographic characteristics of the consumers, and behaviors by attracting women with high income, those with high self-actualization, and heavy consumers of beauty products accordingly. In this way, the business guarantees that the marketing and advertising campaigns have a heavy impact on the targets of the campaign (Weinstein, 2014).

Understanding market segments means that a company needs to understand how it wants to be perceived in those segments. That is why it is possible to talk about the positioning here. This means that positioning means the location that a product or a brand holds in the mind maps of consumers compared to competitors (Ries & Trout, 2001). Positioning involves setting a product on a competitive platform and stressing on features that make clients favour that product over the others.

Usually, the positioning process is illustrated by the so-called perceptual map that compares competitive products by some criteria such as price, quality, or geographical accessibility. For instance, in the automobile industry, we can have Mercedes-Benz and BMW at a different place on the map from Toyota and Honda since they are perceived to be of higher standing in terms of status and quality by consumers (Kotler and Keller, 2016).

A common characteristic of positioning strategy is that a communication strategy is usually created in the form of a unique selling proposition (USP) message. This is then followed by consistent use of this USP in all marketing communications through the totality of the advertisement and public relations, the product packages, and the customer care services. It is also pivotal with regard to the creation and sustaining of a coherent brand image since mixed signals tend to confuse the consumer and dilute the brand (Aaker, 1996).

Marketing Mix (4 Ps) Theory: The marketing mix, sometimes known as the "4 Ps"—product, pricing, place, and promotion—is one of the most widely used conceptual tools in marketing. E. Jerome McCarthy first put forth this idea in 1960, and it provides marketers with a framework for handling all of the factors that influence customer purchase decisions.

Product: Refers to what a company deals in; that is, the products or services that a company deals in. Product decisions include choice of particular product designs, functions, and quality, as well as its packaging, extension, and innovation (Lamb, Hair, and McDaniel, 2018).

Price: This element has to do with its identification of the right price that can be charged given market demand whilst maintaining good profitability. Pricing tactics are discount, value-based, and penetration pricing (Nagle & Müller, 2017).

Place (Distribution): Place strategies deal with where and how products are taken to the customers. Some of them are choosing the distribution networks, controlling the distribution processes, and seeing to it that the right products are made available at the right places (Christopher, 2016).

Promotion: More specifically, promotion is a set or all those communication equipment businesses employ when targeting their market. Repeat what you conducted in the previous lesson

with this Catherine G. about the marketing tools: They include advertisement, promotions for sales, public relationship, and personal selling, as pointed out by Kotler & Armstrong in their publication of 2018.

Through customization of the 4 Ps, the marketers are able to perform a detailed plan that addresses and maintains the customers. Further advancement of the marketing mix in the contemporary environment triggered some theorists to generalize the 4 Ps into the 7 Ps when adding more relevancy, people, process, and physical evidence addressing service marketers (Booms & Bitner, 1981).

Relationship Marketing Theory: Ever since the goals of economic and technological liberalization, relationship marketing as a theoretical perspective has become significant with the use of new media technologies. This theory stresses the development of durable bonds with customers instead of individual sales transactions. The aim of CRM is to create multiple sales from a single customer to reduce the costs common with getting new clients (Grönroos, 1994).

Some of the "firms that develop customer-specific strategies that become the driving force behind relationship marketing" include customer relationship management (CRM) systems that employ customer data processing to offer tailored marketing. For instance, in an e-tail business such as Amazon, CRM is used in making recommendations on products based on previous purchases and alternative searches in a way that improves customer experience and increases loyalty (Peppers and Rogers, 2016).

Moreover, it has also extended its impact on relationship marketing as social media has given companies access to engagement in real-time. Using Facebook, Instagram, and Twitter, brands can engage with their customers, solve their issues or requests, and build communities and followers around the particular brand (Mangold & Faulds, 2009).

Brand equity, However, is the value that a brand adds to a product in addition to its functional aspects. According to Aaker (1991), brand equity is built on four main dimensions: brand recognition, brand image, perceived quality, and brand personality. Consequently, the development of

strong brand equity can generate a series of competitive benefits, such as the ability to charge a higher price, a loyal customer base, and immunity to competitor communication attacks.

There is another point to pay attention to when developing the brand equity: consumers have to be emotionally charged. It can be done through speaking in a single voice, telling a compelling story, and championing beliefs that are relevant to the target market (Keller, 2003). For instance, Nike was able to establish brand equity when they associated their shoes with themes such as political standing for human rights by athletes (Fournier, 1998).

Digital Marketing Theories: Coming to digital marketing, it has provided new theoretical frameworks governing online marketing practices. Of them, the one that is widely used is the digital marketing funnel—an extension of the traditional concept of the funnel with an awareness-interest-desire-action model, transferred to the digital environment (Chaffey & Ellis-Chadwick, 2019). A lot of the time in digital marketing, a brand can reach consumers through direct advertising, social media, email, and content marketing at each funnel stage.

Also, in the current world, the idea of omnichannel marketing has emerged as another important practice among the company strategies. Marketing across all these touchpoints creates a consistent shopper journey whereby shoppers can shop via the internet, physical stores, or mobile applications (Verhoef, Kannan & Inman, 2015). Big data coupled with AI has complemented digital marketing tools, thereby made segmentation and targeted more precise and promotional communication quicker and timelier to consumer actions and responses (Wedel & Kannan, 2016).

2.2 Retail Customer Satisfaction Models

Customer satisfaction has been cited as a key competitive weapon in the modern retail environment because customers who are satisfied with the products, they have bought from a particular retailer are likely to return to the retailer's store in the future and also would recommend others to follow their suit (Anderson & Srinivasan, 2003). Several theoretical frameworks have been advanced and formulated to tailor and quantify customer satisfaction, taking into consideration different aspects that may affect a customer while shopping (Fornell et al., 1996). This paper seeks to analyze major customer satisfaction models, distinguishing their principles and key applications with relevance to the retail sector. Customer satisfaction is therefore an essential factor in the

level of customer loyalty, revisit intentions, and favorable referrals. This directly connects with customer loyalty and lifetime customer value, which are central attention areas for retailers. In a study by Anderson, Fornell, and Lehmann (1994), discovered that customer satisfaction has the potential to enhance the market share and profitability of retailing organizations. Outsourcing combined with knowledge of these factors enables retailers to optimize their services and, in turn, their offering portfolio. Some key retail customer satisfaction models are given below:

2.2.1 The Expectation-Disconfirmation Model

The Expectation-Disconfirmation Model (EDM), which was proposed by Oliver in 1980, is one of the more popular models that are used in the evaluation of customer satisfaction. This suggests that the gap between the customer's perceived expectations and the execution of the product or service is what is meant by satisfaction. A state of customer satisfaction results if performance matches or goes beyond the expectation levels, or if performance fails to meet the expected levels, then a state of customer dissatisfaction results. In retail contexts, this model assists in categorizing products or services in relation to consumer anticipation, which 'helps sell the dream' and ensure expectations are well managed and met in regards to product. (Oliver, 1980).

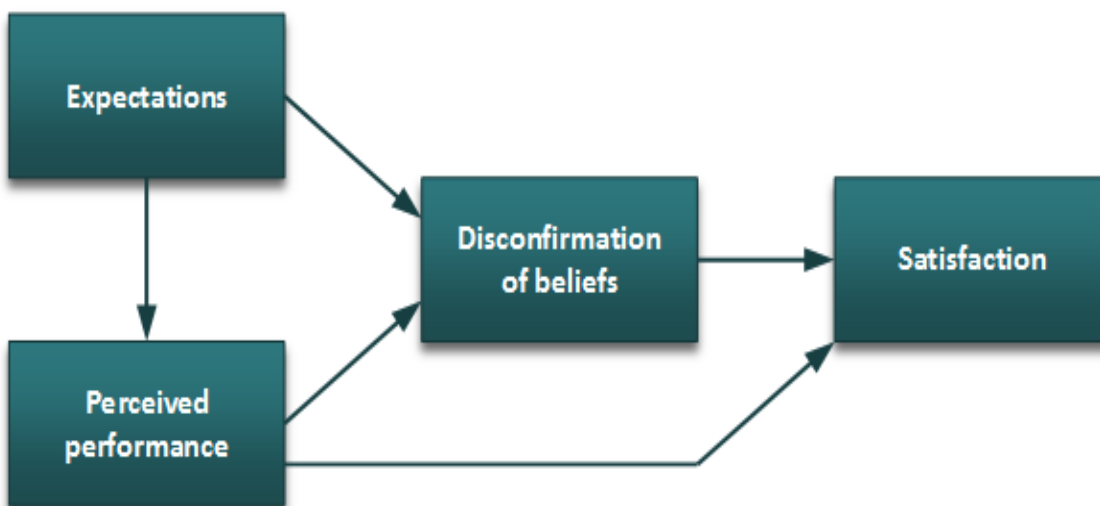


Figure 1: The Expectation-Disconfirmation Model

2.2.2 SERVQUAL Model

The SERVQUAL model, developed by Parasuraman, Zeithaml, and Berry in 1985, measures customer satisfaction by focusing on five key dimensions: the dimensions of online service quality, including tangible, reliability, responsiveness, assurance, and empathy. It presupposes that the perceived service quality is the difference between the total perceived service quality and the total actual service quality in terms of service delivery to the customer. Hardware elements are those physical facilities and soft commodities. Improvement in reliability means the ability to do what they are supposed to do and get it right. Improvement in responsiveness means the concern shown by the employee to the customer. Improvement in assurance. RS involves the power of information possessed by the employee. Improvement in empathy. RS means dignity and courtesy while handling the customer. As for the context of application, the SERVQUAL model is most suitable for the retailers offering a blend of goods and services, supermarkets, department stores, and online retail stores. There are the five areas that possible retailers may use to assess the customer perceptions regarding the service quality and subsequently work towards closing the satisfaction gap (Parasuraman et al., 1988).



Figure 2: SERVQUAL Model

2.2.3 The Kano Model

The Kano Model, developed by Professor Noriaki Kano in the 1980s, categorizes customer preferences into five groups: The five broad classes of human needs are first, second, third, fourth, and fifth needs. Chairman Basic needs are predicted and do not raise satisfaction, while performance needs offer higher levels of satisfaction in proportion with their achievement. Emotional excitement goes beyond need and delivers the customer into a state of shock or awe. The Kano Model can help retailers more sharply focus on elements for enhancing customer satisfaction, whether a quick, easy checkout or recommended products (Kano, 1984).

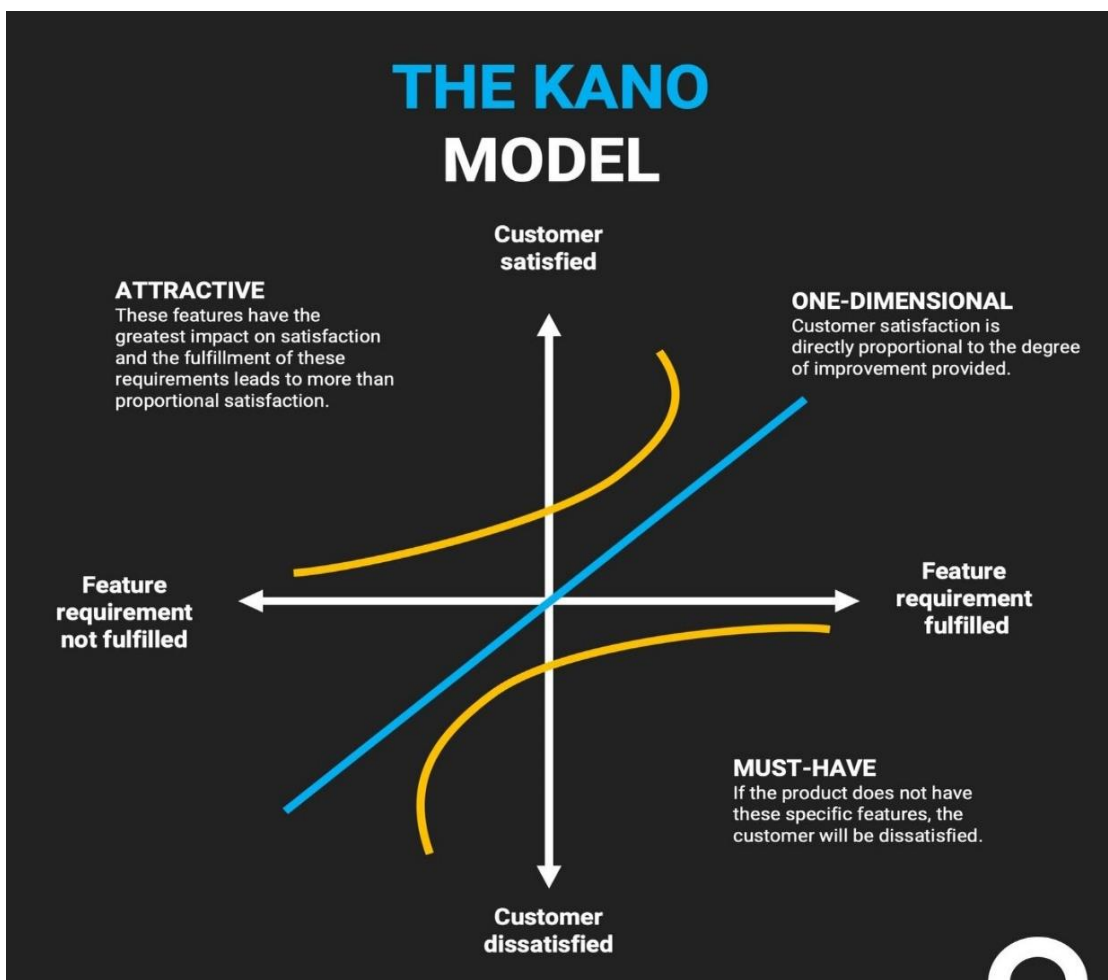


Figure 3: The Kano Model

2.2.4 The American Customer Satisfaction Index (ACSI)

Another index that is part of the research is the American Customer Satisfaction Index (ACSI); it is a national economic indicator that evaluates CS in such sectors as retail. It has a cause-and-effect relation model used to determine the impact of certain factors on satisfaction and loyalty. It is possible for retailers to use ACSI models to compare to or contrast with industry players and participants and find out areas of strength and weakness concerning key drivers to satisfaction like quality and value (Fornell et al., 1996).

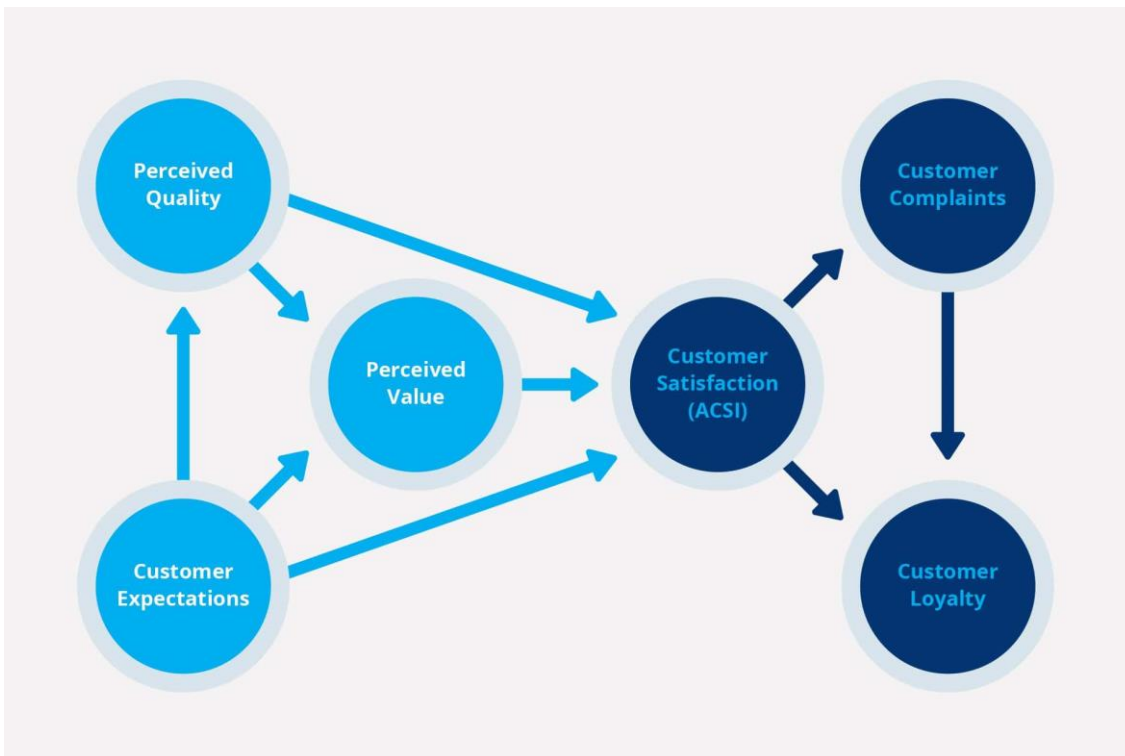


Figure 4: ACSI Model

2.2.5 Factors Influencing Customer Satisfaction in Retail

This paper assesses the effects of different factors on customer satisfaction in the retail sector. It therefore goes without saying that customer satisfaction is highly keyed to the quality of the product. Customers expect the products to meet the intended performance and need the product description given to them. According to Zeithaml (1988), retailers who consistently offered high-quality products stand more chances of satisfying their customers. On the other hand, when a

product is faulty, low quality, or perceived as such, the consumer experiences dissatisfaction and is likely to preach the same to other people.

Price is another determinate of customer satisfaction to which a great deal of attention should be paid. But that is where the actual difference lies: the price and perceived value are two different things. Customers find that the quality and reliability of the product or service that they obtained correspond to the price that they have paid, and then customers are satisfied. In contrast, if they consider a price as too high in relation to the quality of a given product or service, they will end up being dissatisfied (Monroe, 1990).

Other components of the research relate to service quality as determined by SERVQUAL to reflect on customers' satisfaction. According to Bitner et al. (1990), customers want friendly, efficient service providers, particularly when they experience problems or have a question about a product. The study proves that there exists a positive relationship between investment in employee training and customer service technology and the resultant quality of service and customer satisfaction among retailers.

Basically, the accessibility of shopping contact points—whether offline or in the physical world—has an impact on consumer satisfaction. Customers work under the assumption that a site must have simple navigational structures, efficient checkout procedures, and readily available customer assistance. Thus, for example, an easy-to-use website, a short delivery time, and a simple return process increase satisfaction in the case of online retail (Chiu et al., 2009).

This shows that personalisation has slowly gained relevance in retail. Consumers have a positive attitude towards specific product suggestions as well as specific promotions and specific attention. From the research by Lovelock and Wirtz (2011), it is highly probable that if retailers employ customer data to feature personalisation strategies, then satisfaction and loyalty will be enhanced.

2.2.6 Strategies to Improve Customer Satisfaction

Retailers can adopt several strategies to enhance customer satisfaction: In essence, enhanced product quality remains the key approach to customer satisfaction improvement. This entails

providing goods and services to customers in accordance with their specifications without running, to customers, a gauntlet of quality-related issues. The outlets can also refocus and invest in procuring good-quality raw materials while exercising even standardisation. Additionally, the pricing strategies used by the retailers should actually reflect the value perception of the customer. Having a firm price advantage together with additional services makes customers more satisfied. This also explains why the perception of value may increase when there are sales and possible discounts along with a loyalty program and special offer.

Investing in Customer Service: It is highly recommended that retailers should train their staff in regards to how they should treat their customers. Employees to be professionals are expected to be friendly and quick to attend to the needs of the customer. Technology solutions, such as employing a chatbot, AI customer support, and good complaint handling systems, will enhance the shopping experience for the target customers (Lovelock & Wirtz, 2011). Also, with today's consumer being technologically savvy, technology should be embraced by retailers in the current retail markets. This entails a design of easy-to-use websites and mobile applications, self-order services, and quick delivery. To further increase customers' level of satisfaction, more flexibility in the return policies and more than one method of payment should be provided. Information feedback systems make it possible for the retailers to capture the views of the customers and view the weaknesses of their systems. What stands out in the connection process is the ability of retailers to gain insight and respond swiftly to any drivers or pains that customers have. This feedback and improvement cycle is important to sustain superior customer satisfaction (Homburg and Giering, 2001).

2.3 Sports Stores Marketing and Customer Satisfaction

Nowadays, understanding how to satisfy consumers is not enough to run a sports store successfully in the intensely competitive market environment. The marketing communication initiative therefore outlines the way the organization can relate with its customers, improve its performance in delivering the expected standard, and ensure customer loyalty. Many and diverse factors have been found in prior studies, including product selection, service delivery, price level, store atmosphere, and electronic images. This paper aims to give an insight into the different aspects of constructing long-lasting advertising techniques among sports store businesses (Kotler & Keller, 2016).

Customer satisfaction is one of the most important goals of companies, especially for the companies that deal with sports stores because the consumption is not only the products. This makes customers come back for more goods, buy again, and spread word to their acquaintances, hence high long-run profitability. Sports stores must please the sensitiveness and specific wants of the customers; creating awareness of that product identification, friendly service, and affordable prices help to create repeat business by customers (Jones & Sasser, 1995). The scope of differentiation of products in sports stores is one of the goals, because customers' needs are often specific products for a particular sport or physical exercise. Being able to identify the target market makes it easy to attract a different clientele. This is because they stock appropriate products, sometimes specialty or a more varied line of products when compared to competitors. According to Oliver (1999), loyal customers are more likely to be obtained due to consistent patronage based on satisfaction elicited by persistence or recurrent needs met out of rich and broad-based stocks of the sporting goods stores.

2.3.1 Marketing Strategies in Sports Stores

Through research, it has been identified that various marketing techniques are used by sports stores in order to lure consumers. Some of these strategies include promotion incentives, internet communication and selling, and event selling and communication with customers, respectively, to improve customer satisfaction. The best-sought-after promotional strategy used by sporting stores is developments; these may include reduced merchandise prices, single-day sale information, and customer-rewarding strategies. Such incentives not only encourage a customer to make a purchase but also improve customer loyalty by providing them incentives to shop more often (Kotler et al., 2017). Some of these strategies include discounts, coupons, and membership clubs, which work well, for instance, through providing patrons with privileges like early access to new product catalogs. In the framework of marketer-consumer communication, Blattberg, Malthouse, and Neslin (2009) point out that this type of effort yields positive results for consumers, allowing an enhancement in customer retention rates.

At the same time, it is possible to mention that promotional marketing can become one of the tools to create a competitive advantage for sports stores competing with competitors. This causes people to make quick decisions about purchasing because they think they will not get the same

offer again. However, stores should see that such promotions do not negatively affect the perceived quality of products, since excessive discounts could lead to low brand equity (Ailawa-di, Lehmann & Neslin 2003). However, the analysis shows that well-calibrated promotions that match customer expectations do not negatively affect satisfaction and therefore profitability.

Digital Marketing and E-commerce Integration: Thus, thanks to advanced technology, various sports stores run an extensive online marketing campaign while appealing to young consumers. Email marketing and social media marketing are some of the techniques used by stores to enhance their presence to potential customers and search engine optimisation (SEO), among others (Chaffey & Ellis-Chadwick, 2019). These benefits help to engage the intended target consumer base, offer targeted deals, and emphasise both the number of items available at the sports stores through online advertisements and catalogues.

Another factor is that the integration of e-commerce into the business environment has become mandatory, as consumers who previously visited the sports stores buy online or at least read the information about the products on the Internet before making their decision in the physical shop. Minimizing web usability problems such as lack of product details and reviews and hard-to-use search functions can greatly enhance the overall customer experience. Kim and Kim (2021) state that consumers often these days prefer to shop online as they know they can get all the information, which will gladly help them in making the right decision. Additional service offerings such as click-and-collect or free return also contribute towards better defining the customer experience and thus increasing customer retention.

Experiential Marketing and In-Store Experience: Indeed, the exposure of sports products inside shops is very important in the overall marketing mix for these products, especially for those consumers who like testing products before purchasing. Experiential marketing is the development of an appealing shopping environment that is aligned with the brand and the customers' needs and preferences, as proposed by Schmitt dealing with brand identity. For instance, most sports shops display touch-screen displays and assign live demonstrations of fitness activities or other product demonstrations that let the customers get a feel of the actual experience of the brand. It not only benefits the customers, but the views also allow the creation of a deeply emotional connection with the brand at hand.

This is another area where store layout and design mold the perceptions of their clients in one way or another. A study by Turley and Milliman (2000) shows that factors like lighting, music, and store layout may help alter current customer mood and subsequent behavior. Since customers are likely to perceive a well-organized store environment as one that offers the products or services they want more easily, satisfaction is always boosted. In addition, having professional employees that are capable of recommending suitable sports equipment or fitness is simply adding value to the shopping experience and leaving a memorable impression on the clients.

2.3.2 Factors Affecting Customer Satisfaction in Sports Stores

Some of them are key variables that determine customer satisfaction for stores that sell sports-orientated merchandise. It is axiomatic that superior products that are equal to or even marginally superior to the customers' specifications are our customers. Sport shops should ensure that they have many famous brands and equipment for beginners, intermediates, and professional clients (Kotler & Keller, 2016). For example, having equipment for athletes and equipment for the normal gym visitor may help expand the store. Moreover, making sure that customers find what they are looking for routinely averts customer aggravation and dissatisfaction.

Customer Service: Service quality is the other important driver of customer satisfaction. The clerk, the promoters, and the security guards can all significantly alter the shopping experience by giving advice to the consumer or assisting the consumer in choosing an appropriate product. In the view of Parasuraman, Zeithaml, and Berry (1988), authors have stated that service quality plays a direct role in customers' perception and satisfaction. Specifically, firms operating in the sports stores' industry will experience elevated levels of customer loyalty in case they train their employees to provide exceptional customer service.

Pricing Strategy: Pricing strategy is another factor that enables a business enterprise to capture the markets sensitive to prices. Yet, price cannot be set too low since this will affect the perception consumers have about the products the company is selling. Most of the sports stores apply a quality-based pricing approach. They make sure that the customers get value for their money (Monroe, 1990). Another aspect of price determination is that a true price reflecting its real value and not a low price with hidden additional costs means subpar quality is truly free of misleading or destructive tactics and strategies.

Technology and Innovation: Technology continues to find its place in the improvement of the customer experience, firstly in terms of payment solutions, applications, as well as individual targeting. Most of these retailers have developed compatible applications for mobile platforms through which customers can access the stores, order products, and track the status of their orders. Additional technology enablers include virtual fitting rooms or augmented reality displays that would appeal to the digitally empowered consumers and thus improve satisfaction (Verhoef et al., 2017).

2.4 Overview of Shah Sports

Shah Sports is a leading manufacturer of sporting equipment that has gained popularity internationally with ideals of quality, innovation, and social responsibility. It is a premier sports phenomenon originating from Sialkot in Pakistan that has carved a niche for itself in exporting quality sports equipment all associated with the game of cricket, football, hockey, or tennis. It was established in the early fifties of 1953 and started as just a small local sportswear manufacturing company. It has emerged on the international map as a famous brand among athletes, sports teams, and also other sports-related organizations. The following paper reviews developmental and historical accounts of Shah Sports, as well as the company's major achievements in transforming from a local manufacturer to a global supplier of sports goods while preserving the essence of craftsmanship inherited from generations of skilled artisans.

Shah Sports is famous for manufacturing sports equipment of international quality for clients both local and abroad. The company deals in product ranges like cricket bats, football, sportswear, and trappings, which are specifically designed as per the requirements of these active sport personalities and athletic individuals (Ahmed & Islam, 2021). Thanks to offering long-lasting and high-quality products to the consumer, it has been a popular brand among the professional players and sports teams, as well as schools and academies in Bangladesh.

The strength of Shah Sports is that although it provides quality products, it focuses on a way in which it can make them affordable to as many customers as possible. Such a balance of quality and price has enabled the company to expand its operations both regionally as well as in the global markets. Maintenance is also the key area of focus, with Shah Sports constantly developing new products to add to its range to incorporate the newest technologies available in the market.

In this way, the company is guaranteed that its products are affordable on the global market and meet the needs of athletes in Bangladesh (Rahman, 2022).

Also, the company has worked hard on sustainability as well as ethical production thus improving its reputation. High levels of environmentally sustainable production and compliance with labour rights make Shah Sports popular and recognised as an organisation that is working to benefit society (Hasan, 2020). These initiatives are in line with comparable trends across the globe in the best practices by corporations, thus placing Shah Sports at the vanguard of production quality and sustainable business practices.

2.4.1 Shah Sports' Development and History

Shah Sports was established in 1953 under the proprietorship of Muhammad Shah, a master Cobbler of Sialkot. The term Sialkot is very popular in the sports goods manufacturing circle of the world because the city has been traditionally involved in the export of sports goods. From the start, it was Shah's idea to focus on using local artisans married with a global image of quality, which proved to be a driving force of success during the beginning years of the company. Shah Sports firstly used to deal only in cricket bats, which indeed is a sport that is very popular in Pakistan and all over South Asian states. A range of the company's first products was well received by clients with regard to quality and performance characteristics as the basis for its subsequent development (Khan, 2022).

Later, in the 1960s and 1970s, Shah Sports started diversifying their products, starting with footballs and hockey sticks, and many other requirements were met. This was the period when the company was given the opportunity to grow the more as Pakistan was slowly becoming known as the country that produces quality sports goods. It focused on training local artisans and building on that; the company improved on its quality of production to ensure that it competed fiercely with the other production companies. In the late seventies, Shah Sports was well positioned as a regional manufacturer, and its products were gradually finding market in the international market.

The expansion occurred in the 1980s to a considerable degree regarding Shah Sports. As a result of understanding opportunities in the global market, the company started exporting products to European, Middle Eastern, and North American markets. This expansion was due to Shah Sports.

Partnering with these big brands in the world of sports thus the ability to add the brand name to their products, thus increasing the market to whom the products are marketed (Ahmad, 2020). By the early nineties, there was a comprehensive establishment of Shah Sports in more than sixty countries and it had become a recognized brand in the world sports equipment industry.

Among the important changes that indicated the global success of the company was the ability to meet its clients (athletes and sports organizations) new needs. Throughout the period, Shah Sports also actively developed its production technologies and actively used new materials to improve the performance of the product. For example, the company was the first to introduce lightweight materials in making cricket bats and footballs. The company also sought to enhance the functionality and lifespan of these items. Such novelties ensured that the organization continued to operate effectively in the international market while making its products appealing to athletes (Khan, 2022).

Besides technological innovation, Shah Sports also focused on research and development (R&D) activities. The organization created its own independent R&D division that engages in the creation of new products as well as the modification of existing commodities as well as conducting a vigorous test of the products. This commitment brought the dream of having high-quality equipment that has met international standards to actualize the needs of professional athletes.

Diversification and Technological Advancements (2000s-Present): As for Shah Sports, moving into the early 2000s, the company remained in the process of its expansion and diversification. The company continued to offer cricket and football as major sporting products but added tennis, badminton, and basketball equipment to its portfolio. This diversification was occasioned by the increasing global market for multi-sport points of contact as well as the rising trend in fitness that augmented the need for athletic wear and products (Verma, 2019).

As technology evolved, Shah Sports was able to start integrating such high technologies as computer-aided design, or CADs, for the enhancement of precision and minimization of waste amid the production process. These developments enabled the creation of more consistent and highly accurate equipment standards, which resulted in good overall performance and very high product

reliability (Malik, 2021). There is also increased efficiency, better control of stocks and inventories, and a much-improved capacity to immediately adapt to changing circumstances of the business.

It is for this reason that Shah Sports has in the recent past also ventured into digital marketing and e-shopping. Potential: The current experience has shown that through the application of online outlets, the company has a direct consumer base, targeting them with specific product advice. Many businesses have used social media marketing and influencer marketing strategies for the purpose of marketing and increasing customer sales (Chaffey & Ellis-Chadwick, 2019). Having incorporated digital multimedia in its marketing channels, global retailer of sporting equipment Shah Sports has survived modern retail market changes.

Sustainability and ethical sourcing and production are other unique aspects of Shah Sports' business framework. This market pressure has come due to increasing awareness by the global consumer on the social and environmental cost of the products he/she uses, which has forced 'Shah Sports' among other organizations to factor this aspect. To ensure that the manufacturing takes a natural angle that does not harm society or the environment, the measures have been implemented by the company (Verma, 2019).

Reduction of carbon footprint: Programs regarding this have been incorporated with the company with the intention of minimizing waste as well as effecting power conservation. It has also incorporated environmentally friendly material in its products and also in packaging in compliance with global ratings for environmentally friendly products (Malik, 2021). For the matter of social responsibility, the company this report is assessing, Shah Sports, is famous for implementing good progressive labor relations practices whereby workers are well paid and toiled in safe environments. For this commitment towards ethical manufacturing, the company has been awarded intentional certifications, adding to its global brand image.

2.4.2 Product and Service Offerings of Shah Sports

Shah Sports is an international reputable manufacturer of sports equipment that offers numerous standard products for various sports activities. This company provides a wide-range product that includes cricket equipment, football, hockey, and tennis, among others. Thus, over the course of

many years, Shah Sports has become a true legend on the market due to its inventiveness, professionalism, and strict adherence to the highest standards in the industry, which make it a hallmark of leading sport performers beginning from the amateur level to the top-flight professionals.

Cricket Equipment: Shah is more famous for the cricket products that it used to sell in its stores. Other products include bats, balls, protective gloves, and apparel such as helmets, pads, and chest protectors. All the products are unique creations with due consideration given to their performance, which fits international standards of products' longevity. For instance, the cricket bats are fully crafted from premium Grade English Willow that is perfectly proportioned to balance power, control, cage, and weight that will suit even beginners, let alone professional players (Ahmad & Khan, 2020).

Football Equipment: Shah Sports, for instance, offers football as another flagship product line for their company. A company in the production of quality footballs that conforms to standards prescribed by international bodies such as FIFA. These footballs are built to last, and some include aspects that facilitate lift and drag and overall control. Apart from footballs, Shah Sports also produces shin guards, goalie gloves, and training equipment for both professional football leagues and football development at the community level (Rahman, 2021).

Field Hockey Equipment: Shah Sports also has prominent expertise in the manufacturing of field hockey accessories, including hockey sticks, balls, and shields. The company's hockey stick is made using modern materials like carbon fiber composites for optimal strength, and the lightweight features of the same have made them a favorite with professional hockey players across the globe (Hossain, 2019).

Sportswear and Accessories: For instance, besides selling equipment, Shah Sports has also ventured into the sale of sportswear and accessories. They manufacture sportswear, including t-shirts, shorts, and tracksuits that are intended for different sporting activities for respective teams and groups. Shah Sports also endeavors to produce accessories like bags, caps, and water bottles so that the athletes and other sports lovers in society can have all they need from one place (Hasan & Malik, 2020).

Custom-Made Equipment: Customization of sports equipment is among the major services provided by Shah Sports. From cricket equipment like bats favored by a definite weight and balance or footballs emblazoned for a certain championship, the company of Shah Sports provides a personalized solution to ensure that athletes get equipment that will suit them. This service has ensured that the company is close to professional teams and leagues since these are usually in need of team and player-sized kits, etc. (Ahmad & Khan, 2020).

Team Sponsorship and Partnerships: Shah Sports does not only seek sponsorships and partnerships with sports teams, leagues, and events. In choosing to sponsor teams and athletes, the company is in a position to sell the brand and contribute to developing sports from the grass root level upwards. These sponsorships often come with the supplies of team uniforms and equipment, thus adding more brand recognition to Shah Sports within the international sports market place (Rahman, 2021).

After-Sales Support: As another value-added service, Shah Sports has got after-sales support for the products it is marketing. This is a process where damaged equipment is repaired, defective items replaced, and there is always follow-up care in a situation where athletes or teams feel they are going to have complaints with their gear. This has strengthened the company's position as a reliable brand in the market due to the regular aim to maintain good relations with customers (Hossain, 2019).

2.5 Marketing Strategies of Shah Sports

Shah Sports, a company established a long time ago that specializes in the manufacturing of superior-quality sports equipment, has adopted several marketing techniques that have helped the firm improve its market position and consequently increase market share in the sporting equipment market. It is the set of established and emerging strategies that seeks to establish brand image, facilitate consumer interaction, and consummate sales.

One of the main marketing activities exploited by Shah Sports in their marketing is brand differentiation. The company has adopted on its products a strategic marketing approach that offers long-term, high-quality sports items in contrast to lower-completed products. Through placing an em-

phasis on quality, Shah Sports targets the working athletes as well as other committed sports enthusiasts who will be ready to pay the extra price for the excellent performing equipment. Differentiation has been a key factor when it comes to market segmentation, especially when the industry is flooded with competitors offering a cheaper product (Kotler & Keller, 2016).

In the same regard, researchers have identified two more objectives of Shah Sports' marketing strategy: product differentiation and product innovation are two essential strategies for Shah Sports. The company invests a lot of money in research and development to ensure that the company develops new products in the sporting goods industry. For example, Shah Sports launched production of a new line of environmentally friendly sportswear that satisfies the needs of customers interested in environmentally friendly products in today's world (Grewal & Levy, 2018). New industrial product development helps Shah Sports adapt to the ever-changing market and meet customer needs.

Here, sponsorship and endorsements are used by Shah Sports as some of the primary ways of soliciting business. Sponsorship with athletic professionals and teams and events allows the brand to receive exposure from a wider demographic. Ideally, this can be compliments from most preferred athletes in the sporting activity that improve brand endorsement. Such collaborations make buyers trust more in a brand because it is associated with something they already know and use (Belch & Belch, 2020). Using the example of endorsement, Shah Sports links its products with famous sportsmen to capture their followers' market for its products and conform to the pattern consumers have for these figures.

The last important marketing strategy is digital and social media promotion. Instagram, Facebook accounts, and even YouTube are some of the platforms that Shah Sports has adopted to target its clients. With interesting content, celebrity endorsements, and special marketing initiatives, the company targets a younger generation with greater facility in the digital platform. Social media also helps Shah Sports directly interact with consumers, taking their feedback, addressing their concerns, and creating brand loyalty around the Hanson's sporting goods store (Chaffey & Smith, 2017). This two-way communication increases customer patronage towards the products manufactured by the company and also enables the company to adapt easily to market developments.

Retail associations as well as distribution also stand out as key promotional angles of Shah Sports. Some of the realities are that many different sporting goods stores are stocked with the products through both the Internet and conventional merchants. This shows that partnerships with e-commerce increase the market for Shah Sports accessibility and convenience to customers. Three distribution strategies are accompanied by promotion schemes whereby customers buy products at lower prices for certain periods.

Finally, the company seeks to incorporate marketing with corporate social responsibility (CSR) bearing the name Shah Sports. The company's sponsorship in community programs, youth sports development, and charitable causes boosts the organization's image of Shah Sports. CSR activities do not only enhance the image of the company but also make the company have the right values for the current and emerging consumer, who is very sensitive about the image of a company that is involved in CSR (Crane et al., 2019).

Shah Sports uses brand differentiation, product differentiation, sponsorships, Internet advertising, merchandising and linkage with sport retail companies, and last but not least, corporate and social responsibility to create a solid market base. These strategies are attained and interfaced to establish the company as a leading brand in the sports goods industry to secure long-term market and consumer retention.

2.5.1 Marketing Mix (4Ps) Analysis

The marketing mix, also known as the 4Ps, is a seminal communication grid employed by organizations to formulate and execute cooperative promotional strategies. The 4Ps are product, price, place, and promotion, which create customer value, make products more recognizable, and help place a product in the right category to compete with other similar products (Kotler & Keller, 2016). In this way, all these elements may be balanced so that the companies can offer their products and services in compliance with the demand on the market.

Product: The product means the offering intended to fulfil consumers' wants by a firm. This element comprises the shape, functions, durability, and name that any product embodies. A part of product strategy is product differentiation, in which companies strive to offer goods that would not look similar to their counterparts that are offered by other companies. These can be created

through innovation and design, along with product differentiation through delivering a higher-quality product. Product development is also paramount; this entails the development of some products while gradually disposing of others to adapt to market change (Grewal & Levy, 2018). For example, without fail, Apple iPhone success can simply be attributable to the upgrade and release of new models of the phone with more features that appeal to existing and potential users. The size and type of product also determine matters like warranty, packaging, and even service required to add value to the product.

Price: Price is acknowledged as the money consumers spend on a product. This is important in defining the strategic location of a product in the market as well as the general viability of an organization. In terms of pricing strategies, it is also crucial to understand that it can depend on the chosen target segment and competitor activity, as well as the type of product. There are a number of pricing options, among which cost-plus pricing, penetration pricing, and skimming pricing. For example, in skimming strategy, companies fix a high initial price to a product that is unique so as to get high returns before rivals can enter the market. On the other hand, penetration pricing specializes in the offering of low prices to gain market share very fast (Kotler & Keller, 2016). There is the pressure of always setting the right price that will meet the customer's perceived value and at the same time offer profitability to the organization.

Place: Distribution channels, also known as place, are the avenues through which a product is transported to the target market. It means endeavoring to make the product available at the right place and at the right time for the customers. This element covers choices of employing middlemen, outlets, portals, and distribution. Firms therefore need to find out how to access their consumers through physical outlets or online requirement fulfillment. E-commerce is the most influential type of distribution in the contemporary world, and organizations such as Amazon are incredibly efficient in boasting of online businesses where customers can order products at any time and from any location (Chaffey & Smith, 2017). Aim and place strategies are important when it comes to convenience or the ability for the target public to access your communications.

Promotion: Communication activities refer to the process through which customer awareness is created, persuaded, and reminded regarding a product. This encompasses such areas as advertising, sale promotions, public relations, direct marketing, and personal selling. Overall, organizations

employ mass uncertain communication tools to facilitate the communication of brands in order to sell products. For instance, the Coca-Cola Company employs the concept of integrated marketing communications, where the company incorporates traditional advertising, digital media, and sponsorship to continue to be relevant in the global market, as indicated by Belch and Belch (2020). Promotions should be appropriate for the target market, especially because the communication attained should be straightforward and persuasive for consumers.

2.5.2 Customer Relationship Management

Customer Relationship Management (CRM) encompasses the processes, tools, and systems used by organizations for the acquisition, analysis, management, and utilization of customer information across the customer life cycle. CRM stands for customer relationship management, and it's meant to optimize business or commercial intercourse, customer satisfaction, and customer loyalty. Through the implementation of CRM systems, companies are thus able to cut costs, enhance customer care, and support and encourage sales (Payne & Frow, 2013).

CRM is important in business because it aids in sustaining the competitiveness of a business by effectively handling customer relations. This way, the customers' data accumulated and analyzed by a business, the customers' preferences, requirements, and patterns can be discovered, and thus, the businesses can provide more suitable products or services. This level of personalization always goes a long way in improving the customer's experience, thus making them loyal customers. For instance, Amazon uses a CRM system in order to track customers' purchase behavior and suggest products that will tempt them into repurchasing from the company (Buttle & Maklan 2019).

Additionally, through the use of CRM systems, organizations are also able to track customer relationships through emails, phone calls, social media, as well as one-on-one meetings. This means that the customer will continue to feel that they are receiving a uniform service touchpoint, no matter the platform. Linking these touchpoints makes it easier to monitor customer interactions, thus offering a consistent and coherent customer experience (Peppers & Rogers, 2016). There are three primary components of CRM: operational, analytical, and collaborative CRM.

Operational CRM refers to the management of customer sales, marketing, and support via account servicing. This in turn makes it possible for companies to reduce their internal inefficiencies

and therefore become more efficient. For instance, the sales personnel can use the CRM to keep track of leads, case and pipeline management, and auto-generation of follow-up messages. Likewise, marketing departments are able to use data to segment customers and develop campaigns (Payne & Frow, 2013).

Analytical CRM involves the processing of customer data with the aim of getting information that will be useful in decision-making. Through analytics, various trends of customers can be analyzed for use in marketing, product development, and customer relations. Analytical CRM provides the ability to forecast future demand from the customer, facilitating improved opportunities to offer additional products related to existing ones or identically from the same company.

Integrated CRM concentrates on the strategic interaction between various departments of an organization in order to satisfy the customer's requirements. For instance, when sales inform customer service that a particular customer prefers to use a certain type of gift cards, the whole company is more equipped to satisfy the client. This internal alignment is beneficial in the sense that it speeds up the solving of customer problems, and overall, their satisfaction levels (Peppers & Rogers, 2016).

As for the advantages of CRM systems, there are numerous and they may group as follows: Customer service, Sales, Productivity. Ultimately, it enables organizations to interact with its sealers more efficiently and store significant customer data to provide quick and memorable answers to the customer 's expectations. This creates or enhances value and appreciation from the customers hence increasing on the issue of loyalty and retention.

Increased sales: Some important benefits CRM brings to salesmen include the following. Automating work and following up sales opportunities, CRM has the potential to increase the conversion rates and organizational revenue growth rates as noted by Payne and Frow, (2013).

Enhanced efficiency: Could be widened by showing how CRM systems can be used to streamline activity, and getting rid of paper-based work. This allows cost and time efficiency while freeing up staff time for strategic activities such as customer relations and complaints handling (Buttle & Maklan, 2019).

2.6 Customer Satisfaction at Shah Sports

One of the important facades that shapes the future of companies like Shah Sports, a sports goods manufacturing company, is customer satisfaction. The customer concern of the company represents a quantitative feature of the products offered by the brand's organization and organizational image, whether it fulfils the gap needs or requirements of the customer and after sale also. Thus, it becomes extremely important for any organization to analyses and practice consumer satisfaction, as they play a pivotal role in creating the name of the firm in the markets along with new consumers and profitability.

At Shah Sports, customer satisfaction is of the utmost importance because happy customers tend to become repeat buyers and advocates. In turn, this fuels positivity-driven word-of-mouth—an incredibly potent market-driving instrument (especially within the arena of sports goods where adoption intentions among consumers are predominantly dependent upon their peers' recommendations before purchase) (Grewal & Levy, 2018). Empirical studies found that companies with the highest proportions of their customer base satisfied tend to enjoy leading sales and market share in their sector (Anderson et al. 1994).

Furthermore, these customers are less price-sensitive since they experience higher value in the product being sold. This enables Shah Sports to keep charging a premium price for his quality sports goods and not lose out customers to competition on pricing. Shah Sports has customers who are retained as a result of continuous meeting or exceeding customer expectations, and even if they still have some new customers, attracting them is much cheaper for Shah Sports (Homburg et al., 2005).

Customer satisfaction is one of the major factors prominent at Shah Sports, and they have made consistent efforts in these aspects. Such as product quality, customer service, assistance after the sale, and engaging consumers. The quality of the products is among the key ways through which Shah Sports seeks to meet and satisfy its customers. The company has also branded itself as that of manufacturing long-lasting, compact, and efficient sporting equipment. Whether it is cricket bats, footballs, or fitness equipment, Shah Sports makes it a point to bring in the best of products available with superior quality material. To achieve high product quality, ensure customers get

satisfied, and at the same time establish Shah Sports as a trustworthy sports goods company in the competitive market (Belch & Belch, 2020).

As economics teaches us, users seek to get maximum output for the least input, especially when it comes to an activity as important as sport, where performance is the key to success. Shah Sports appreciates this desire and has put effort into research and development (R&D) to ensure that its product portfolio is constantly refreshed. Eco-technology products have been warmly welcomed by customers and are gaining more and more attention due to their sustainability and new technologies in sportswear products for customers (Grewal and Levy, 2018).

Customer Service: Relative to products, customer service responses directly impact the customer experience and hence need equal importance. To achieve this, I am recommending that every CSR in Shah Sports undergo training on how to handle inquiries, complaints, and feedback professionally. Whether a customer is buying products online or in physical stores, Shah Sports ensures it offers the best experience to the customer. Also, the company has implemented a supportive online helpdesk as well as the customer service section for receiving requests whenever the client feels like doing so. Shah Sports also considers it of high value to solve problems as fast as possible since it has negative impacts on customer satisfaction (Homburg et al., 2005).

After-Sales Support: Another factor of guarantee of customer satisfaction in Shah Sports is after-sales support services. The company realizes that with the nature of the product it deals with, most of the customer relations do not stop when the purchase is complete. Most products in Shah Sports come with warranties to ensure the buyer there is a deposit on the durability of the products sold to them. This not only makes customers feel safe but also improves their confidence when using the particular brands.

Besides, the return and exchange policy of Shah Sports is pretty liberal, so customers would not hesitate when making orders. The convenient returns policy as well as free communication concerning the warranty period creates a timeless impression, showing the customers that their satisfaction is important even after they have made a purchase (Kotler & Keller, 2016).

Customer Engagement: Building and sustaining a long-term relationship with customers is vital in every business, and Shah Sports has built measures to improve the communication channel with the customers. The firm is well represented on social media channels such as Instagram, Facebook, and Twitter, through which it replies to customers' complaints and notifies its consumers of new products. This two-way communication leads to the development of community feeling among the Shah Sports customer base, hence increasing their loyalty. In addition to website promotions, Shah Sports communicates to its customers by email newsletters and loyalty programs informing the clients on new products in the market, promotions, or events. From the findings of the above literature, customers' perceptions of brand involvement led to either positive word-of-mouth or brand loyalty, which in turn increases satisfaction levels among customers (Grewal and Levy 2018).

2.6.1 Measuring Customer Satisfaction

Measuring customer satisfaction is crucial for Shah Sports, as it enables the company to evaluate how well it meets customer expectations and identify areas for improvement. Using both qualitative and quantitative methods, Shah Sports is confident of determining the overall satisfaction levels of its customers. It ensures a high retention of customers, an increase in the quality-of-service provision as well as developments in its products.

Customer surveys are probably one of the most important tools used by Shah Sports when it comes to customer feedback. These are questionnaires given to customers after they have made a purchase or engaged a service provider to enable them to give feedback on their experience. These surveys usually quantify areas such as product/service quality, customer service, convenience of purchase, and satisfaction. Shah Sports collects both the quantitative data as well as insights by using the rating scales and the open questions; thus, the company can get a more complete picture of customers' satisfaction (Kotler & Keller, 2016).

Net promoter score (NPS) is another measure that Shah Sports uses; customers are asked the following question: 'How likely is it that you would recommend Shah Sports to others?' The NPS measures the potential of the customers to recommend Shah Sports to other potential buyers and therefore serves as a great measure of both brand affinity and customer satisfaction levels. The

interpretation of a high Net Promoter Score is that customers are satisfied and willing to recommend brands that will eventually create the demand for a product in the market through word of mouth (Reichheld, 2003). Shah Sports employs this to capture both sides, the promoters as well as the detractors, so that the firm can fix what leads to the other side.

Shah Sports also measures the Customer Satisfaction Score, more commonly referred to as CSAT. This is normally measured on a 'one time, one rate' basis, with clients asked about their satisfaction level on a scale (for instance, 1–5). CSAT offers information on specific areas that contribute to Shah Sports' ability to satisfy customers' needs, for instance in the area of product delivery or support services (Homburg et al., 2005). Apart from these direct indicators, Shah Sports also keeps tracking evaluation on different social media platforms and online reviews as well. Thanks to the conversations held on Instagram and Facebook, the company is able to capture the unsaid and raw impressions of the customers about the brand and its products. It also helps to eliminate measures taken from the market by the customers and makes it possible for Shah Sports to meet the customers' concerns effectively and enhance the function.

3 Research Methodology

Research methodology is a scientific and orderly procedure for obtaining information as well as analyzing and evaluating the acquired knowledge using specific tools. The given study will incorporate the use of quantitative data collection methods. In this case, the quantitative research method will be conducted to collect data through a survey. A survey of Shah Sports customers will be conducted to evaluate satisfaction levels and perceptions of the store's marketing efforts and initiatives.

3.1 Research Methods

Quantitative research is data obtained through counting or measurement and can be used to examine ideas, attitudes, or occurrences. These methods are widely applied in the social sciences, psychology, anthropology, educational activities, and other branches of health sciences. It is to provide some notion of how people may come to construct understandings of their experiences and/or the world more broadly when dealing with complex matters having to do with behaviours and emotions (Merriam & Tisdell, 2015).

Quantitative is a type of research that focuses on information that can be measured using numbers and then analysed statistically. Questionnaires are most effective in collecting large amounts of standardised data with the help of several queries. It is important when analysing behaviour, patterns, and attitudes in numerous disciplines such as health, business, and policies. There is orderliness in surveys, and they are based on numerical values and come with formal layouts (Babbie, 2020). For the purpose of easy quantification, both researchers employ closed-ended questions like multiple choices or Likert scales. Also, survey research is extendable, meaning that it can be conducted on a large population basis, and thereby the results achieved can be generalized. Online surveys can also engage numerous respondents within a very short time, thus considered economic (Groves et al., 2009).

3.2 Data Collection

Data gathering procedures can be a method to meet one of the basic needs of the research, which is data and information. Data collection, in this context, is broadly categorized into two classes,

which are recognized as the main class and the other class of data collection methods. The procedure of the key information gathering is typical in the fact of the personal observations with regard to the purpose of the information collection on a personal basis.

Surveys are cross-cutting instruments employed in different disciplines, such as business and commerce, medicine and health, education, social studies, and technology and commerce. They can be used to know the customer trends, satisfaction levels, and buying habits, to assess the level of patient satisfaction and the trends in public health, to measure student performance, and to evaluate the effectiveness of educational interventions. The implementation of technology can of course improve surveys; offering incentives can increase response rates; translating surveys into different languages; and revising over the questions and methods used will always be the main concept for surveys.

Although there are pitfalls such as response bias and low response rate, they should be dealt with during the design and administering of the questionnaire. Surveys will remain one of the most essential instruments of collecting evidence-based information and/or decision-making while using and overcoming the mentioned limitations due to the application of technology. As a result, secondary set of data were collected through survey. It is for such information that an online survey has been conducted on a particular date. However, secondary data is collected by looking at the pieces of information gathered by other people that are accessible to the public (Muzari et al. 2022, 14-20).

3.3 Data Analysis

As defined by the context of the present study, data analysis may therefore be referred to as the process that entails reviewing the data and information that have been gathered. To say the least, the analysis of the qualitative data is quite different from the analysis of quantitative data. On the other hand, the quantitative data set is processed using statistical analysis, in which several tests are performed on the database to process the quantitative data and information theoretically. These theoretical data analyses comprise thematic data analyses, content data analyses, meta analyses, and systematic reviews, among others. In the current study, data analysis has been done theoretically in the research work (Bryman, 2016). This is because one of the opportunities that

this analysis holds very strongly is the help it provides in the advancement of specific themes according to the goals and purposes of the study.

Surveys are a way to collect data from a large population of respondents within a short period, usually via the internet. They are effective; they minimise variation due to differences in how people interpret those data (Fowler, 2014). The data collected during a survey can be generalised to the population, and therefore, the survey results are ideal for policy and decision-making. Surveys are portable; it is possible to survey a small group or an entire nation (Lindgren et al., 2020, 1-20).

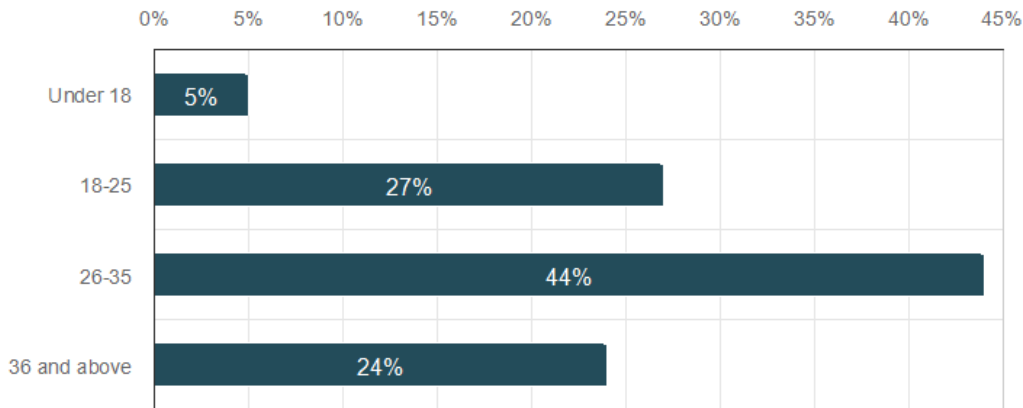
3.4 Ethicality

The ethical guidelines that were followed during the thesis project are covered in this chapter. The author prepared and signed a thesis agreement, followed a proper data management plan, and obtained a research permit from Shah Sports Commissioner. In order to ensure that the ethics of writing literature reviews would also be observed, the author continued with the review by taking part in the library training. The author complied with Jamk's reporting guidelines and suggestions. In the references and in-text citations, all authors and the year of publication of the used material were listed in accordance with APA style. Every quotation was surrounded by quote marks and only used when it made sense. In order to prevent plagiarism, the author additionally used his unique method for researching and communicating literary content.

Participants were informed about the study's topic, goal, and research permit using an anonymous survey that included only pertinent questions and did not collect any private or sensitive information. A consent form that asked for authorization for data analysis, storage, and potential re-use by Jamk was the first question in the survey. Every participant received the same treatment, and all data was examined and shared openly. The significance of ethical behavior in research is emphasized throughout the chapter.

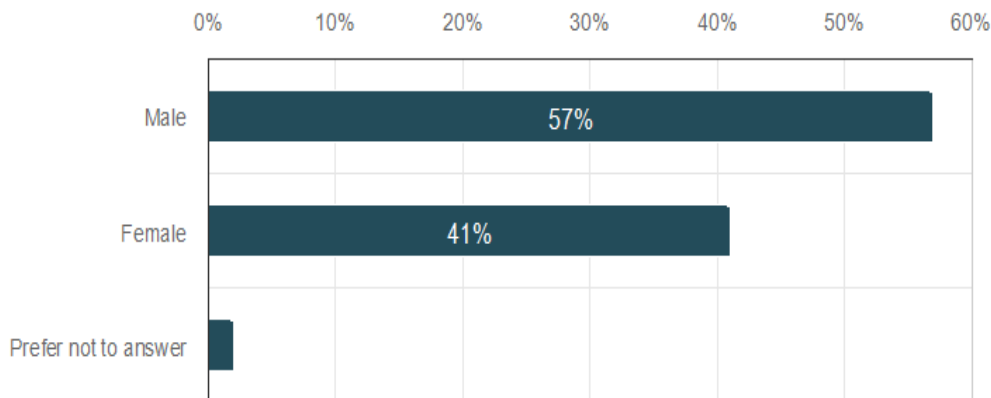
4 Results and Analysis

1. What is your age group?



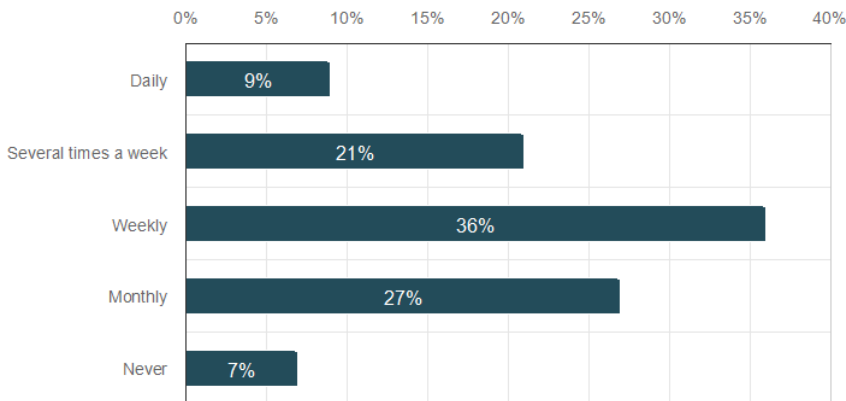
Majority of the respondents are 26-35 years (44.6%), followed by 18-25 (26.7%) and above 36 years (23.8%), and only a few below 18 years (4.9%).

2. What is your gender?



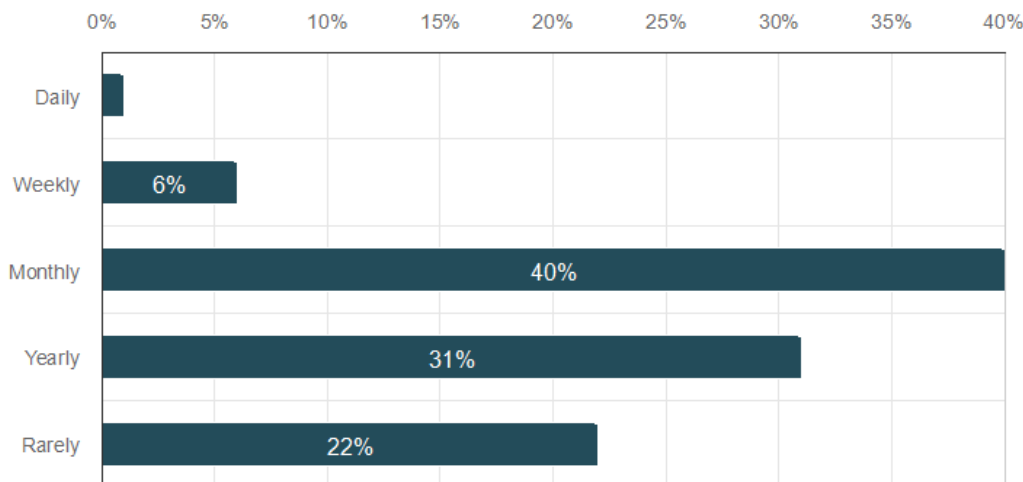
The results established a direct survey gender bias towards male (56.7%) while female 41.2%, and others (2.1% gender not stated) considerably point out that Shah Sports has a broad reach of male sales market.

3. How often do you participate in fitness activities?



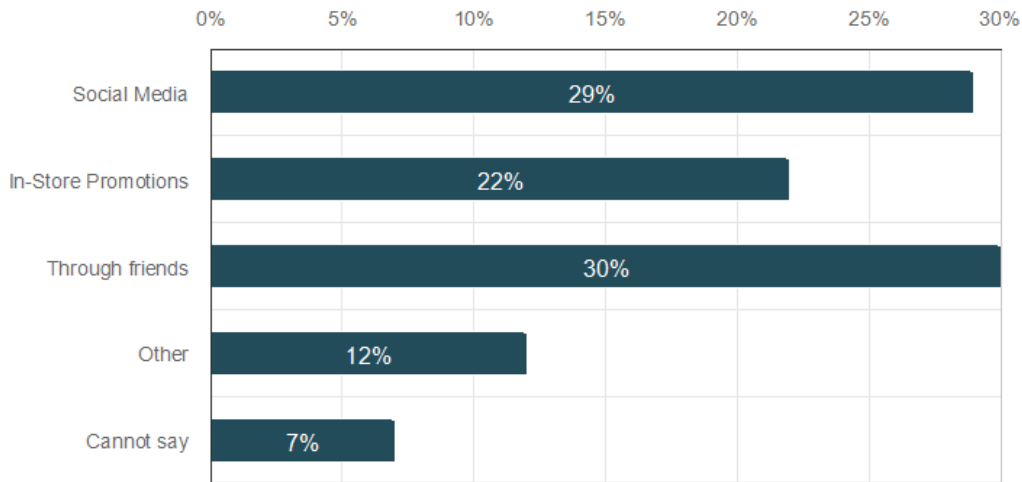
About half of the respondents enjoy fitness activities on a weekly basis (36.7%) and on a monthly basis (26.7%); the rest, 20.8%, exercise multiple times a week. A bigger number does exercise, though infrequently: 8.9% exercise daily, while 6.9% reported never exercising, meaning that customers' fitness commitment ranges from regular to no exercise.

4. How frequently do you purchase sports equipment from Shah Sports?



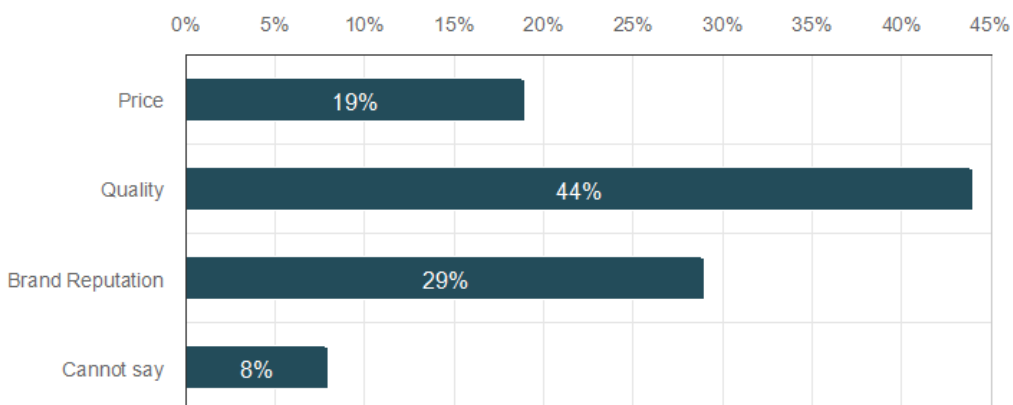
Frequency of purchase is again in this sequence: monthly purchases are the most frequent (40.6%), while yearly and rarely purchased purchases are the least (30.7%) and (21.8%), respectively. Few customers buy equipment daily (1% of total customers) or weekly (5.9%) hence, most of the customers are not often or impulsive buyers.

5. How do you first learn about new products at Shah Sports?



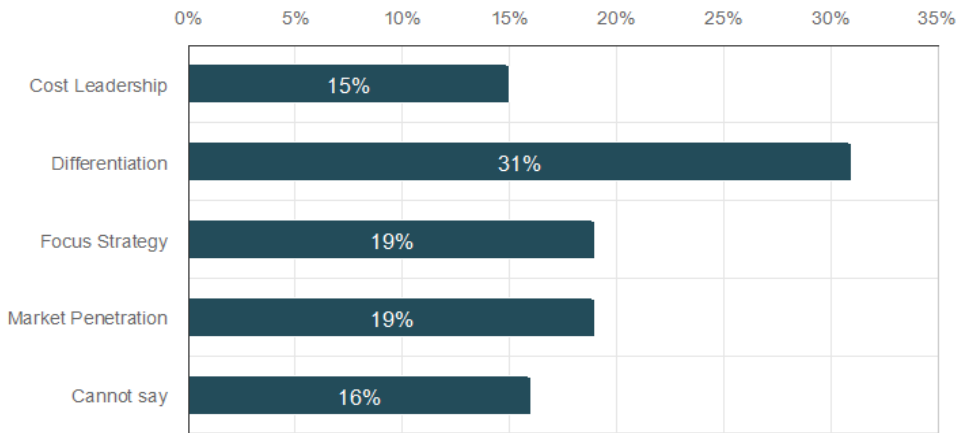
Word of mouth (30%) and social networking sites (29%) remain highly important in creating awareness of the product, while in-store promotions account for only 22%. Other sources account for 12%, while the uncertain responses represent another 7% with regard to discovery channels.

6. What factors influence your decision to purchase from Shah Sports?



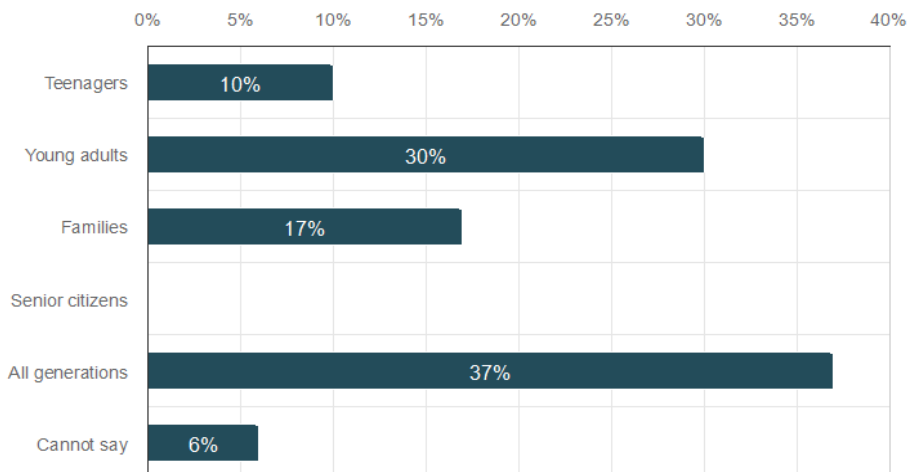
Quality is by far the biggest consideration for the customers at 44%, followed by the brand reputation at 29% and price at 19%. This indicates that the customers of Shah Sports are more concerned with obtaining quality and reputable products than going for cheaper products.

7. Which marketing approach do you find most effective in enhancing your satisfaction with Shah Sports?



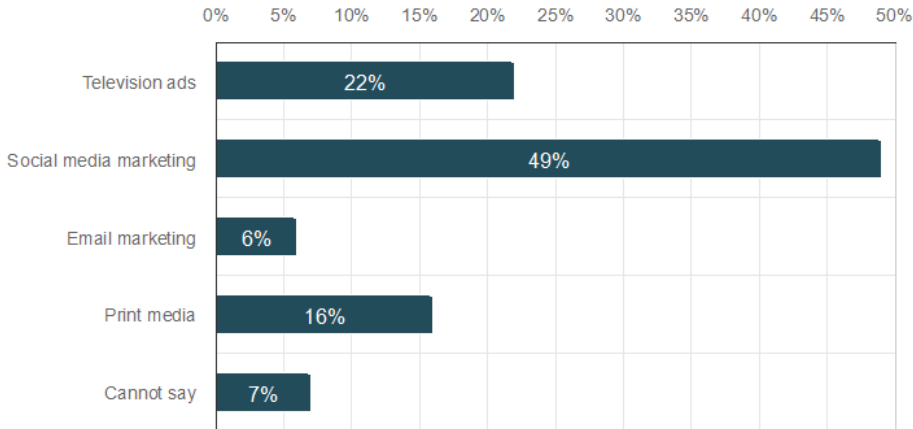
The chart shows that differentiation (31.7%) is the most preferred marketing approach for satisfaction, while cost leadership (14.9%) is found less attractive. Indeed, market penetration and focus strategy each have 18.8%, implying that the respondent has no preference for either market penetration or focus strategy.

8. What age group do you think Shah Sports primarily targets based on your experience?



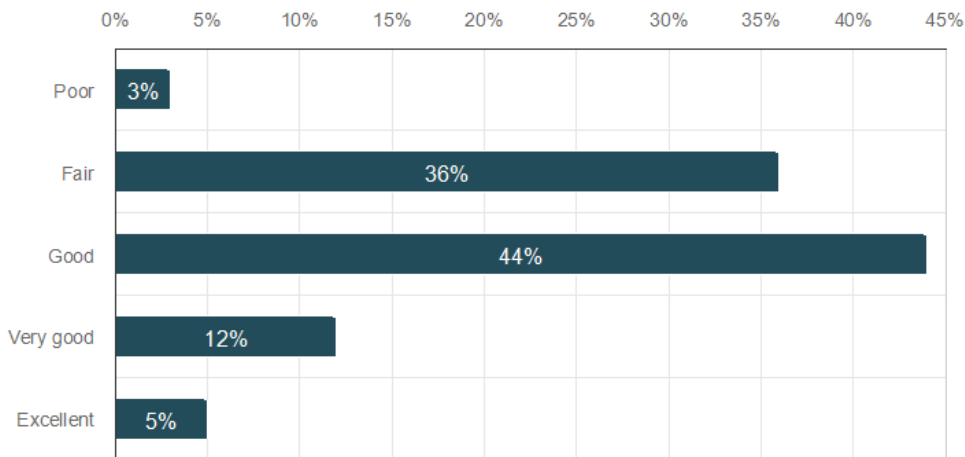
This makes the primary audiences for Shah Sports respondents feel they are for all generations (37%) through young adults (30%) and less so for families (17%) or teenagers (10%).

9. Which promotional tool do you believe Shah Sports prioritizes in its marketing?



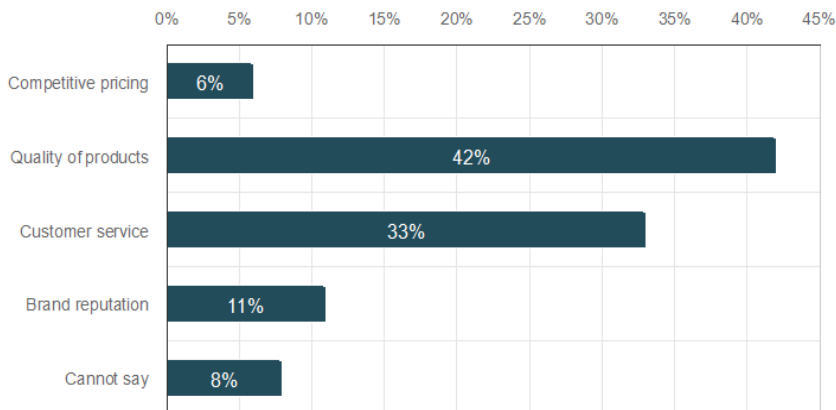
The respondents consider social media marketing as the most effective promotional method according to the top 5 list of promotional methods offered by the company, with 48.5%, while TV ads got 22.2%. Print and email marketing are less preferred, which target a very large digital marketing market.

10. How effective do you find Shah Sports' advertising campaigns?



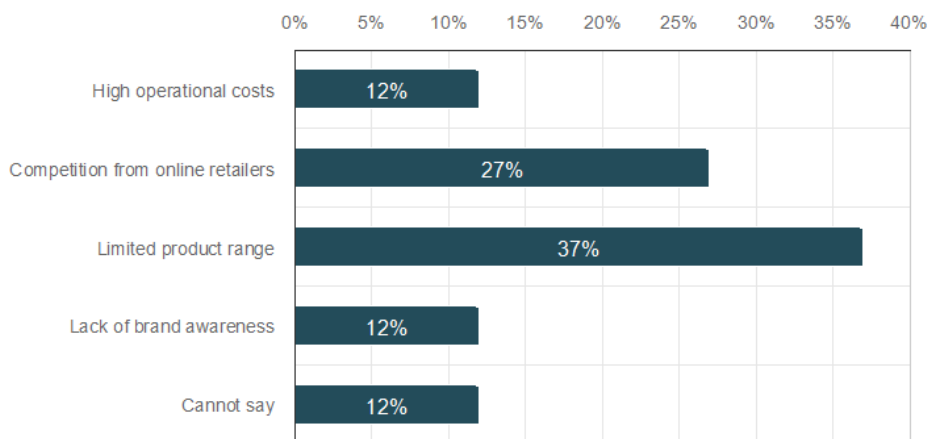
When asked to give an objective assessment of Shah Sports' advertising campaigns, more than half of the respondents claimed it was good (44%) or fair (36%), with a small percentage claiming the campaigns were very good (12%) or excellent (5%), essentially indicating overall they are quite effective but could be improved upon.

11. What factor is most likely to increase your loyalty to Shah Sports?



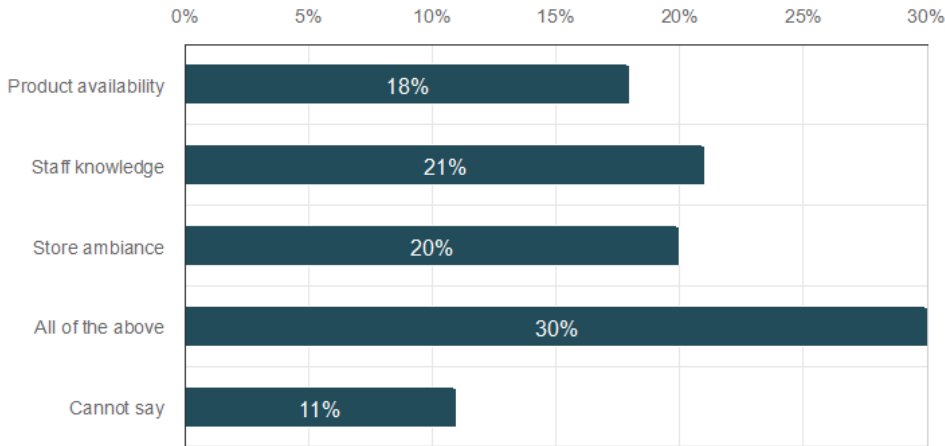
These results imply that product quality is the most important factor in customer loyalty, followed by customer service, where brand reputation is third and competitive price is fourth, indicating that service and quality are critical to customers.

12. In your opinion, what is the biggest marketing challenge Shah Sports faces?



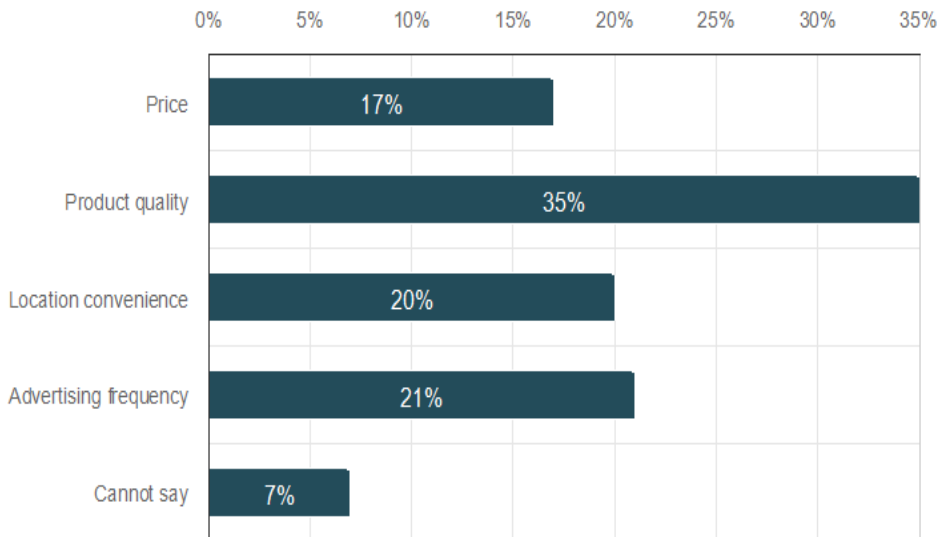
Restriction in product variety (36.4%) is considered a major problem for Shah Sports; competition from the online store (27.3%) and high operating expenses (12.1%) point to the expansion of the product line and direct competition with them.

13. Which of the following factors most influences your satisfaction as a customer of Shah Sports?



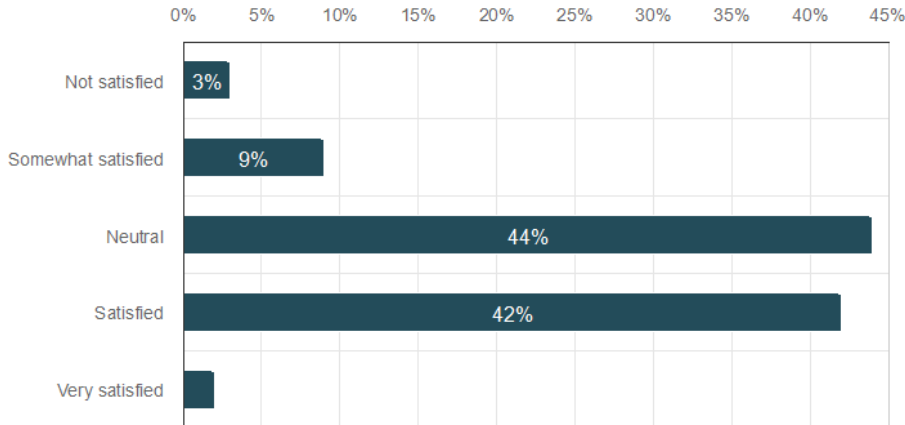
29.6% think all factors matter for satisfaction: product availability, staff knowledge, and store ambiance, and sub-sets are the importance of staff knowledge (20.4%) and store ambiance (20.4%).

14. Which factor contributes least to your satisfaction with Shah Sports?



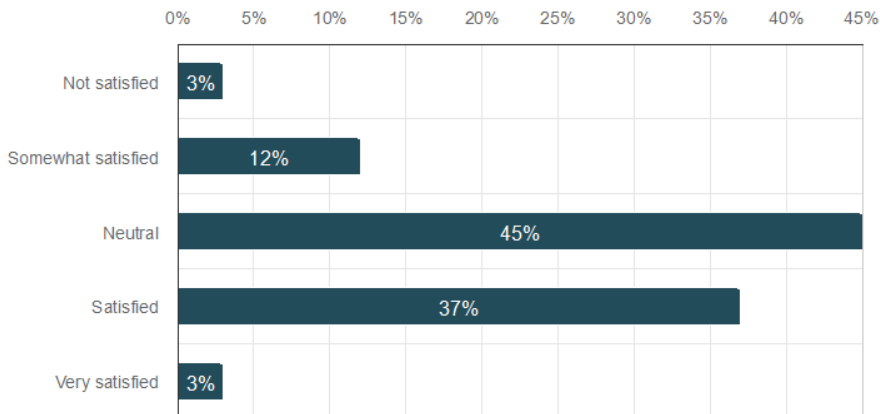
The least important factors include product quality (34.3%) and advertising frequency (21.2%); price is a less influential aspect and closely followed by its location convenience.

15. How satisfied are you with the variety of products offered at Shah Sports?



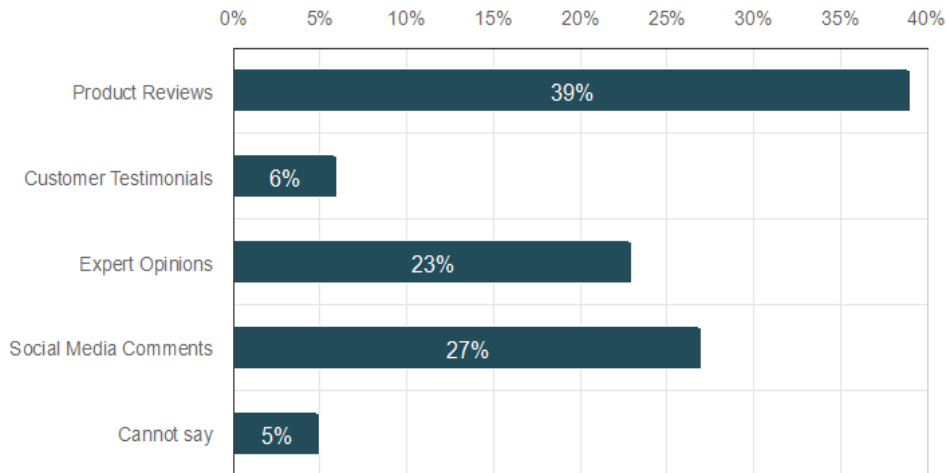
The perceived variety, thus, gives average/moderate satisfaction, with most of the respondents being somewhat neutral (43.3%) or satisfied (42.3%), very satisfied (2%), and a small number not satisfied (3.1%).

16. How satisfied are you with the after-sales service provided by Shah Sports?



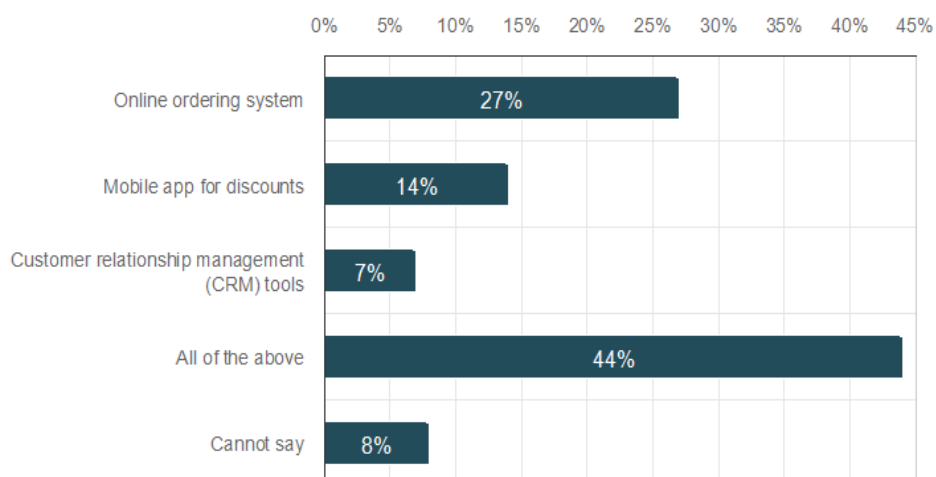
We can therefore conclude that the nation's population has mixed feelings about after-sales support, with a slightly heavier pull towards the inclined to neither side (45%) and inclined to be satisfied (37%) than towards highly satisfied (3%) or dissatisfied (3%).

17. Which type of customer feedback do you consider most valuable?



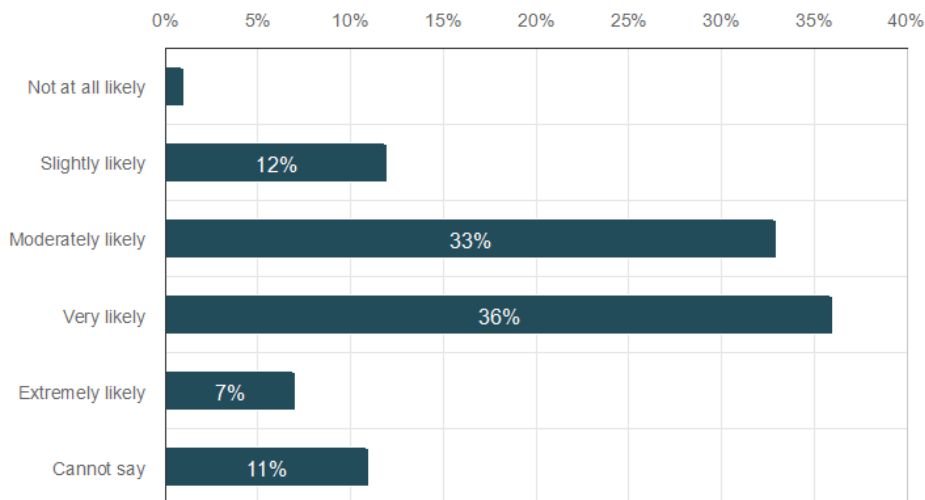
Among all sources, product reviews are ranked as the most effective ones (38.8%), followed by social media comments (26.5%), while customer testimonials have the lowest rating (6.1%) suggesting that public opinions matter.

18. How does Shah Sports utilize technology to improve customer satisfaction?



Players identify all technology tools used in Shah, with 44.3% acknowledging all possible technological solutions (online ordering, mobile application, CRM), showing gratitude for the integration of technological services.

19. How likely are you to recommend Shah Sports to a friend or colleague?



Several respondents are very likely with 35.4% and moderately likely with 33.3% to re-purchase the brand, whereas a few are extremely likely with only 7.1% and unlikely with 1%% implying that customers are generally content with the brand but have the potential to advocate for the brand at a higher level.

The Expectation-Disconfirmation Model (EDM), which was employed in a survey of customer satisfaction for thesis research conducted among the customers of Shah Sports, Customer satisfaction measurement proposed by Richard Oliver in 1980 explains satisfaction as a process of comparing the perceived performance with the expectations of the customers. If the perceived performance meets or is above the expectations, it results in satisfaction, while if the perceived performance is below the expectation levels, then the customer is dissatisfied. The survey began by establishing a benchmark by presenting the participants with questions regarding service quality, product quality, service assurance, price, and overall experience when shopping. Following this, customers were also touched via the same surveys as used previously to reflect on the degree to which Shah Sports fulfilled their expectations, such as product quality, service delivery, and after-sale service. This two-part measure made it easier for the study to provide an objective measure of the discrepancy between expectation and performance and to guarantee customer satisfaction.

The survey confirmed that customers evaluated the extent of disconfirmation with the company meeting or excelling expectation levels as positive. No confirmation reflected performance meeting the expectations for moderate satisfaction. Negative confirmation shows dissatisfaction, non-gains or loss of customer expectations, negative word of mouth, and ultimately churn. The survey also involved factors such as the customer's age, buying rate, and perception results to check future patterns and other groups of customers who may experience positive or negative confirmation.

In this survey, the use of the EDM method allowed for the determination of factors influencing satisfaction in the business, measuring and evaluating customer expectations and Shah Sports performance, and generating specific suggested improvements. This kind of broad analysis allowed identifying specific strong and weak points of Shah Sports to determine areas that require improvement. The following benefits showed that through the EDM, Shah Sports was able to understand its customers much better: better delivery of services; and long-term customer loyalty.

5 Conclusion

The thesis of this research is “Marketing Plans and Customer Satisfaction of Shah Sports,” a well-established sports and fitness retail store in Bangladesh, which examines the linkage between marketing strategies and customer satisfaction. This paper intends to use case analysis to show how effective marketing can change customers’ perceptions and satisfaction and keep them ahead in the growing global market. This paper utilizes theoretical research, customer contributions, and field studies for understanding the dynamics of customer satisfaction achieved by this firm known as Shah Sports amidst the prevailing market conditions. The findings of the thesis reveal the overall significance of dance for those diagnosed with breast cancer; both theoretically and practically, this work offers methodological and practical contributions, suggesting some best practices for future research into dance and cancer survivorship.

5.1 Reliability

The issues to consider when it comes to the reliability of a thesis include the methodological procedures, data sources, and the degree of exactitude in realizing its goals. In this thesis, "Market Analysis and a Comparative Study: A Case Study of a Leading Sport and Fitness Store in Bangladesh," the research adopts a survey-based quantitative method to enhance comparability of data collected and analyzed. However, reliability is attainable for survey research, and valid results could be compromised by inadequate and/or inconsistent survey questions or items. This means that the study also encompasses customers from different categories and, as such, offers diversity.

However, some bias may be experienced; for instance, age, gender, or certain ages may dominate the sample size. A better sample distribution could enhance the external validity of the study as well as increase its internal reliability. Sources of data also comprise primary and secondary data, where the reliability of the collected primary data depends on the fulfilment of the survey.

This secondary data is developed from similar models such as the SERVQUAL model and the Expectation-Disconfirmation Model (EDM). Several issues highlighted at present include recognition of the fact that Shah Sports has adopted the technology in enhancing customer satisfaction. The research goals and objectives are clearly stated in the thesis as follows: analyses the marketing

mix strategies for Shah Sports; assess the effect of the marketing mix on customers. The application of surveys and theoretical frameworks conforms to these objectives. There are, of course, limitations and biases, to the degree that surveys may not offer an accurate indication and arguments over scope and context, and the fact that the definition of after-sales satisfaction can be somewhat ambiguous.

Overall, the thesis reveals a high level of reliability because of the concise analysis following the customer satisfaction and marketing theories, the well-structured approach and methodology, as well as the utilization of the well-recognized models and actual case studies reflecting modern business practices. Nevertheless, the improvements may be made further, such as increasing the sample size; achieving a demographic sample; disclosing the key questions of the survey more deeply and the utilization of the statistical methods; and, finally, dealing with the mixed or vague results more systematically.

5.2 Summary of Key Findings

As one of many sports and fitness product retailers in Bangladesh, the company has achieved its destination of market positioning, for which it has adopted the customer-orientated strategy of Shah Sports. They use some approaches and tools of both earlier and modern marketing and emphasize product differentiation, high quality, and ethical position. This has been useful in creating a pool of a wide comparative customer base ranging from the normal gym goer in their daily exercise routine to the professional sportsmen and women. However, the research reveals some areas the company may focus more on with its marketing objectives, product divergence, and web marketing. Repeat patronage stands out as another vital key influence in the progress of the company, Shah Sports. Product quality that is perceived, customer service, after-sales support, and technology have all improved customer satisfaction. However, the analysis also reveals issues of sustaining this advantage, including emerging competition from online-based retailers, market consciousness, and consumer reach-out.

The survey reveals that the majority of respondents are aged 26-35 years (44.6%), followed by 18-25 (26.7%) and above 36 years (23.8%). The gender bias is towards male (56.7%), with females at 41.2%. The frequency of purchasing sports equipment from Shah Sports is highest at monthly

(40.6%), followed by yearly (30.7%) and rarely purchased (21.8%). Quality is the most important factor for customers at 44%, followed by brand reputation (29%) and price (19%). Differentiation (31.7%) is the most preferred marketing approach for satisfaction, while cost leadership (14.9%) is less attractive. Market penetration and focus strategy each have 18.8% of respondents' preferences. Shah Sports targets customers aged 37-35 years (37%), young adults (30%), families (17%), and teenagers (10%). Social media marketing is the most effective promotional method, followed by TV ads (22.2%). Print and email marketing are less preferred, targeting a large digital marketing market.

The most likely factor to increase customer loyalty to Shah Sports is product quality, followed by customer service, brand reputation, and competitive price. The biggest marketing challenge faced by Shah Sports is restriction in product variety (36.4%), competition from online stores (27.3%), and high operating expenses (12.1%). Factors influencing customer satisfaction include product availability, staff knowledge, and store ambiance, with staff knowledge and store ambiance being the most important. The least important factors include product quality (34.3%) and advertising frequency (21.2%), with price being less influential and location convenience being the most important. The perceived variety of products offered at Shah Sports gives average/moderate satisfaction, with most respondents being somewhat neutral (43.3%) or satisfied (42.3%), very satisfied (2%), and a small number not satisfied (3.1%). After-sales support is generally mixed, with a slightly heavier pull towards the inclined to neither side (45%) and inclined to be satisfied (37%) than highly satisfied (3%) or dissatisfied (3%). Customer feedback is considered most valuable, with product reviews ranking as the most effective (38.8%) followed by social media comments (26.5%). Technology integration is acknowledged by 44.3% of respondents, with 44.3% acknowledging all possible technological solutions used in Shah Sports.

Thus, there is a convinced experience in cooperation with the internet shops, which provide more conveniences and a more extensive choice of products; the rating of the concrete advertising campaigns is characterized as rather good but not remarkable. Shah Sports could improve its communication by adopting a marketing communication model and providing a resolution for potential customer questions and informative posts for its target customers. All in all, it can be concluded that the effective marketing mix at Shah Sports and the focus on the customers on the company's way to the successful marketing of products in the sphere of sports and fitness.

5.3 Recommendations, Limitations and Future Research for Shah Sports

In the future years, several problems are going to emerge in the sports retail industry. Today, we are seeing that retailers are looking at driving customer-centric initiatives, largely driven by digital and enabling ethical branding. They should diversify their product portfolio, launch new narrow specialties, develop after-sale services, and apply individual marketing approaches. They should also employ online search and website ads, social media advertisements, and influencer marketing to reach younger tech-savvy users. Also, events and sponsors, workshops, and sponsored projects that support the unity of the community should be promoted.

There are specified novelties that should be implemented operationally and technologically, starting with continuously developing the unification of offline and online purchasing points. With the help of AI and BD, one is able to forecast the customer demand and order the inventory. Sustainability should be included as a fundamental strategic theme in marketing communications, targeting socially responsible consumers. In developing markets, policymakers should ensure that necessary financial and human resources are made available for the construction of bridges for e-commerce initiatives needed for growth in the sector, provide policies that support sustainable development of the market through incentives and policies that foster the development of good policies that support development of the sports retail market, and encourage collaboration amongst players in the market. Through the above strategies, the retailers will be in a better position to countercheck the competitors and remain relevant in the competitive retail environment.

The thesis on Shah Sports' customer satisfaction may not fully capture the diversity of customer perspectives due to its specific sample size and geographical focus. Customer satisfaction and marketing are explored in the study; measures such as operational and financial performance are not. Ample future research could be made in terms of comparative studies and analyzing the trends that are more long-term and could involve the use of higher degrees of methodological tools to obtain enhanced customer insight. For example, future studies could compare other similar retail organizations in other markets and, utilizing machine learning, compare consumer satisfaction levels and marketing efficiency.

This thesis focuses on the aspects of customer satisfaction within the sports retail industry. As a leading sports and fitness retail organization in Bangladesh, Shah Sports has also been doing well in quality, innovation, and customers' needs satisfaction. However, this kind of environment brings new challenges to the company as the customer expects changes in the market and their proposed solutions as well. Following the suggestions made above and capitalizing on the strengths explored, Shah Sports has the potential of raising the levels of customer satisfaction and achieving stable growth as well as sustaining competitive advantage. It is hoped that the findings derived from this research provide useful knowledge for numerous other retail marketers as they attempt to decipher the marketing and customer relationship challenges within today's increasingly globalized economy. These research propositions indicate that future studies could include comparison of this research findings with those from other international sports retail stores or evaluate the extended marketing communication endeavors' effects on consumers' loyalty. Third, meaningful information about the future of retail could be gained from evaluating the level and ways in which digital transformation influenced the changes in customer engagement across different sectors. Given these pillars of customer focus and innovation, Shah Sports can sustain growth and assume its role to set the course for exemplary retail.

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Appendices

Appendix 1. Questionnaire survey for Shah Sports customers

1. What is your age group?

- a) Under 18
- b) 18-25
- c) 26-35
- d) 36 and above

2. What is your gender?

- Male
- Female
- Prefer not to answer

3. How often do you participate in fitness activities?

- Daily
- Several times a week
- Weekly
- Monthly
- Never

4. How frequently do you purchase sports equipment from Shah Sports?

- Daily
- Weekly
- Monthly
- Yearly
- Rarely

5. How do you first learn about new products at Shah Sports?

- social Media
- In-Store Promotions
- Through friends
- Other

Cannot say

6. What factors influence your decision to purchase from Shah Sports?

Price

Quality

Brand Reputation

Cannot say

7. Which marketing approach do you find most effective in enhancing your satisfaction with Shah Sports?

Cost Leadership

Differentiation

Focus Strategy

Market Penetration

Cannot say

8. What age group do you think Shah Sports primarily targets based on your experience?

Teenagers

Young adults

Families

Senior citizens

All generations

Cannot say

9. Which promotional tool do you believe Shah Sports prioritizes in its marketing?

Television ads

Social media marketing

Email marketing

Print media

Cannot say

10. How effective do you find Shah Sports' advertising campaigns?

Poor

Fair

Good

Very good

Excellent

11. What factor is most likely to increase your loyalty to Shah Sports?

Competitive pricing

Quality of products

Customer service

Brand reputation

Cannot say

12. In your opinion, what is the biggest marketing challenge Shah Sports faces?

High operational costs

Competition from online retailers

Limited product range

Lack of brand awareness

Cannot say

13. Which of the following factors most influences your satisfaction as a customer of Shah Sports?

Product availability

Staff knowledge

Store ambiance

All of the above

Cannot say

14. Which factor contributes least to your satisfaction with Shah Sports?

Price

Product quality

Location convenience

Advertising frequency

Cannot say

15. How satisfied are you with the variety of products offered at Shah Sports?

Not satisfied

Somewhat satisfied

Neutral

Satisfied

Very satisfied

16. How satisfied are you with the after-sales service provided by Shah Sports?

- Not satisfied
- Somewhat satisfied
- Neutral
- Satisfied
- Very satisfied

17. Which type of customer feedback do you consider most valuable?

- Product Reviews
- Customer Testimonials
- Expert Opinions
- Social Media Comments
- Cannot say

18. How does Shah Sports utilize technology to improve customer satisfaction?

- Online ordering system
- Mobile app for discounts
- Customer relationship management (CRM) tools
- All of the above
- Cannot say

19. How likely are you to recommend Shah Sports to a friend or colleague?

- Not at all likely
- Slightly likely
- Moderately likely
- Very likely
- Extremely likely
- Cannot say