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The Negative Effect of COVID 19 Pandemic on Sports Leisure Recreation Retailers, and its Solutions

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Abstract

Purpose: The sports industry is a major form of leisure and entertainment, but the industry was tremendously affected by the Covid-19 pandemic. This study gives solutions for sports leisure retail stores to the effects of the Covid-19 crisis on consumers' sports products purchasing habits and then gives a logical conclusion regarding the findings of the topic. **Research design, data and methodology:** Scant research is available to feedback for owners and managers of sports leisure retail stores which elements could be considered to recover their business prior to the pandemic. For achieving this, this study investigated total 284 responses in the retail stores and conducted the ANOVA analysis to compare the level of intensity on the impact Covid 19 pandemic. **Results:** Our findings suggest that there was a statistically recognizable difference at the significance level of probability between the mean value of the impact index of Covid 19 pandemic and key recovery strategies, indicating the high degree of Covid 19 impact can be reducing by four solutions. **Conclusions:** Finally, this study concludes the specific entertainment elements that influence the purchasing behavior of consumers will ensure that the Sports industry deals with its internal problems first without necessarily looking at the outside factors such as the pandemic.

Keywords : Covid 19 Pandemic, Leisure Recreation Retail Store., Distribution Management, Customer Satisfaction

JEL Classification Codes : L81, J53, D30

1. Introduction

The covid-19 pandemic is a crisis that has affected the world, triggering regulations and laws by governments in an attempt to protect their citizens. The social distancing and lockdown measures have tremendously disrupted consumer habits in every sector of the economy (Jung & Jeon, 2021). Consumers are shifting to new habits with a focus on improvising an adaptation for the crisis (Funk, Alexandris, & McDonald, 2008). The sports industry is a major form of leisure and entertainment, but the industry was tremendously

affected by the Covid-19 pandemic. Sports being a key contributor to social and economic development, its alteration by Coronavirus essentially affects consumer purchasing power and, ultimately, GDPs of countries globally. The sports industry contributes to youth and women empowerment, communities and individuals, education, and health. This paper aims at presenting the effects of the Covid-19 pandemic on the sport's leisure purchasing power of consumers.

There are numerous questions regarding consumers' purchasing power regarding sport leisure purchasing trends.

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Have consumers adapted to new purchasing habits? Or have they retained their old purchasing habits? The sports industry has been affected due to the lockdown measures and prohibition of sporting events and tournaments (Valaskova, Durana, & Adamko, 2021). The regulations have caused boredom and monotony of repeating similar home activities such as sleeping, cooking, or watching. The integration of sports, tourism, and culture is the major source of leisure (Laato, Islam, Farooq, & Dhir, 2020). Covid-19 pandemic has, however, shifted entertainment towards sports for leisure at home. Due to the Covid-19 pandemic, government regulations have restricted consumers' choice and location for shopping sports for leisure products. The shortage in choice and location has consequently led to a decline in consumer purchasing habits. Mobility shifting and shortage have been experienced through the continued uncertainty of the timeline for the Covid-19 pandemic to end. The sports activities for leisure have all been shifted to home environments since recreational and venues for leisure sports are closed until further notice when the situation can effectively be controlled or eliminated. However, there is more flexibility regarding time schedules because consumers do not have to follow routines while undertaking activities at home. All family members stay at home, i.e., parents work remotely from home, and children learn remotely through online learning. The shortage of enough space at home creates conflicts and dilemmas on which activity should be done where, when, and by whom. Sports for leisure are limited, hence the tremendous decline in consumers' purchasing power for leisure sports products during this Covid-19 crisis (Sheth, 2020). Human beings' nature of being *Homo sapiens* triggers their territorial trait involving privacy, convenience, and space. Such traits are observed in the current consumption habits regarding sports leisure products whose purchase is affected by social distancing, lockdown, and lack of enough space to use the products at home.

The major factors that influence consumers' response to the covid-19 pandemic are a decline in leisure activities, changes in purchase of consumer goods, decline in frequent shopping habits, stockpiling, avoidance from physical stores, planned vs. impulse purchasing, and presumption habits (Sheth, 2020; Sudaryanto, Subagio, & Mellana, 2021). This study highlights the impacts of Covid-19 on the Consumers' buying Habits towards sports leisure products and further gives the solutions to those effects. During the pandemic, unusual purchasing habits such as hoarding of products, pent-up demand, and improvisation emerged as new habits or escalated for existing ones. Global consumers concentrated on purchasing essential products such as food during the Covid-19 pandemic and declined their leisure activities and products expenditure (Popp, Shapiro, Walsh, McEvoy, Simmons, & Howell, 2018). The decline in the purchase of leisure sports products is contributed by the

suspension or termination of major sports events and tournaments and the closure of sports centers due to lockdown and Covid-19 related regulations. This study begins by reviewing past scholarly articles with information relating to the current topic. Furthermore, the article gives solutions to the effects of the Covid-19 crisis on consumers' sports products purchasing habits based on our statistical findings and then gives a logical conclusion regarding the findings of the topic.

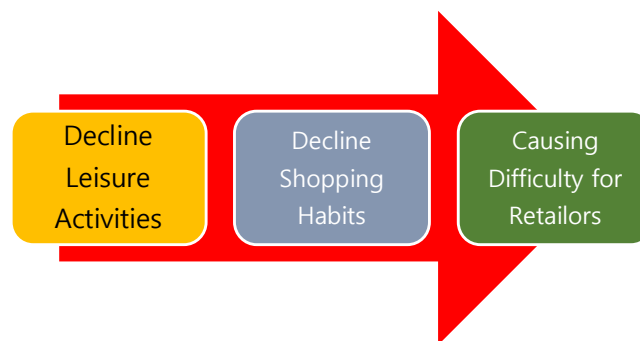


Figure 1: Emerging Issue from Covid 19 Pandemic

2. Literature Review

The field of literature is not in a deficit of the effects that the virus has caused on the purchasing behavior of consumers of sports products. The results that the virus has brought to the sports industry, especially regarding the purchase behavior of individuals, have intrigued many researchers. The researchers have gone a long way to establish the specific ways the pandemic has affected the sports industry and have come up with some results, which we shall compare in this section.

The other body of literature that addresses the impacts that the pandemic has had on the consumers of sports products addresses the effects on “Retail companies’ mistakes to handle their marketing for their sports leisure products. However, despite the many findings that we believe the researchers have come up with, the study still sees a gap. This study does not aim at negating or diminishing the beautiful works that the various literature researchers have been able to determine. However, it seeks to strengthen them by filling the gaps that still exist (Dubbelink, Herrando Soria, & Constantinides, 2021). One of the gaps that the study has identified from a thorough analysis of the literature sources is that the studies have not solved the dilemmas that the covid-19 virus has caused to the sports industry. We have acknowledged that most studies only offer the difficulties that the pandemic has caused.

In contrast, not many studies have solved the specific problems that the industry faces from the pandemic. These

solutions are both for the effects that the pandemic has caused to the purchasing behavior of consumers with regards to sports leisure products and the impact on the retail companies with regards to marketing their leisure products (Font & McCabe, 2017). After analyzing the research findings on the subject, the study shall be careful to note the various contributions of the multiple pieces of literature on our topic of interest (Alemu, 2021).

One of the research pieces of literature that have been done on the subject is one that Jill E. Hobbs carried out. The researcher aimed to determine the impacts that the covid-19 pandemic has had on the food supply chains (Hobbs, 2020). The paper wanted to give some early assessments of the pandemic's effects on the resilience of supply chains and the state of food supply chains in general. The researcher discussed the pandemic's impact on the shocks of demand that have come upon consumers as a result of the pandemic (von Felbert & Breuer, 2020). The paper also observed that the pandemic has dramatically affected the purchasing behavior of most consumers and hence negatively affecting the food supply chains. The study found out that the pandemic has affected the consumers by making them have panic behaviors when purchasing some products. The other effect that the pandemic has had on the consumers is that it has led them to have shifted in their consumption patterns during these covid-19 times (Foroughi, Nikbin, Hyun, & Iranmanesh, 2016). The study found out that the pandemic situation has disrupted the consumption patterns within the service sectors. It has also disrupted the foods that get to be consumed at home. According to the study, the overall effect is that there has been a significant disruption on the supply side of the whole process of production and consumption of foods. Hence, many businesses have been affected as they are forced to adjust to the saddening realities of reduced food supplies (Hobbs, 2021).

Additionally, the study revealed that the pandemic had affected the transportation sector by causing severe inconveniences to the transportation networks across the various nations of the world (Hobbs, 2021). It has thickened certain borders and hence restricting movements that once used to be so smooth. The nature of food supply chains, therefore, according to the study, will perhaps be affected for a very long time. This study is so relevant to our subject of discussion. It gives the constraints and difficulties that the pandemic has caused to the marketing of various products worldwide. It is undeniable that even the supply of sports predicted by the related retail companies has been affected. Many mistakes have arisen regarding the marketing and supply of these products because of the various disruptions that the pandemic has caused in the transportation sector and the supply chains (Lyu & Han, 2016).

The outbreak of Coronavirus forced people worldwide to remain isolated at their homes. The lockdown and isolation

measures triggered the closure of public fitness venues, sports and tournament venues, large-scale sports exhibitions and events, and cultural and other leisure activities restrictions. According to Ling (2020), Leisure sports products and their consumers' purchasing power has declined due to the covid-19 pandemic. Ling interpreted that home leisure sports products increased in sells but the general leisure sports products faced a decline. The decline is associated with a shift in purchasing habits, Coronavirus regulations and restrictions by the Chinese government, increased purchase of home essential goods and a reduction in leisure expenditures (Di Crosta, Ceccato, Marchetti, La Malva, Maiella, Cannito, & Di Domenico, 2021). The author highlights that the Covid-19 crisis has spawned consumers to adapt to new habits for leisure sports. Most store business that focus on selling leisure sports products have laid off or closed down adhering to the government regulations that attempt to contain the spread of Coronavirus (van Niekerk & van Gent, 2021). The modern services regarding leisure sports products have significantly declined and consumers have replaced the services to e-purchasing of goods due to fear of contacting Covid-19 virus. Despite the tremendous decline in purchasing power of consumers towards leisure sports products, home-based leisure sports products is a phenomenon that has gratified during the Coronavirus Pandemic (Ling, 2020). The leisure sports products are purchased through e-sports, live TV and networks, e-bay and online fitness platforms. The consumption of digitalized sports products have escalated despite the reduction in the sports leisure industry. Travel Restrictions vary from country to country and thus, leading to people spending more time at home than work. The relaxation mood at home causes lack of physical activity. Inability to perform physical activities while self-isolating or under a lockdown led to decline in expenses related to purchase of leisure sports activities. Ling concludes that leisure sports products are essential for physical activities and human metabolism which reduce stress, boredom and cardiovascular diseases. Leisure sports products furthermore are sources of entertainment and education to children. The article is logical with unbiased information concerning the effects of Covid-19 crisis on consumers' purchasing power of leisure sports products.

The sports industry plays a key role in social and economic development. An alteration of the leisure sports industry by Coronavirus essentially affects consumer purchasing power and, ultimately, the GDPs of countries globally. According to prior study, UN conducted a study on the impact of Covid-19 on social development, physical activity, and consumers' purchasing power regarding leisure sports products. The sports industry is recognized by the Political Declaration, an agenda-based report for 2030 (Popp, Simmons, Shapiro, Greenwell, & McEvoy, 2020). The industry contributes to youth and women empowerment,

communities and individuals, education, and health. Through the department of social affairs and economic development, United Nations focused on highlighting the challenges that Covid-19 has imposed on consumers' behaviors. International, national, and regional sports events and tournaments were postponed or canceled due to the Covid-19 outbreak. The closure of leisure sports centers and events led to the tremendous decline of consumers' leisure sports purchasing power (Stanciu, Radu, Sapira, Bratoveanu, & Florea, 2020).

The leisure sports industry is approximated to be 120 billion US Dollars annually; hence, its disruption caused recess in sporting services and leisure sports product retailing. The decline in consumption of leisure sports products is also related to the closure of physical education systems (Young, 2020). The education sector comprises major stakeholders who invest in purchasing leisure sports products to enable children's involvement in sports during physical education and leisure time at schools. United Nations concluded that the Covid-19 Pandemic had caused a rise in consumer anxiety due to the timeline containing Covid-19 effects. The article also gives various recommendations to offset the impacts of the Covid-19 crisis on the purchase of leisure sports products. The report was resourceful during research and provided logical and unbiased information.

3. Suggested Directions in the Existing Literature

Just as we argued in the introduction part of the literature review of this study, the significant gap that this study seeks to fill is offering practical solutions that can help curb the covid-19 situation (Mason, Narcum, & Mason, 2021). The solutions aim towards making sure that the declining purchasing behavior of consumers is addressed. Also, the challenge with regards to marketing is among the retailers of Sports leisure products is handled. In this section, we shall discuss and focus on some specific strategies that, if put in place, will well address these challenges and offer solutions to the devastating effects that the pandemic has brought to the sports industry (Chen, Jai, & Yuan, 2017).

3.1. Using the Online Platform for Selling the Sports Leisure Products

One of the severe challenges that we have observed is the effect that the pandemic has brought to the sports sector. Most consumers have reduced their consumption of sports products because of the risks they have sensed in acquiring products by accessing those (Buser, Woratschek, & Schönberner, 2020). Fear and panic have characterized the lives of many individuals because of the dangers of getting

the virus. However, these challenges, just like many other challenges, can be solved. Conducting sales through online platforms will ensure that the consumers feel safer and trust that the sports industry is concerned about the pandemic's impacts on their lives (Zhang, Zhang, & Guo, 2018). We have also seen that the pandemic has led to significant worries and anxieties in most families. Such fears will then reduce to the minimum level possible. The health security of the consumers must be a matter of great concern to the retailers.

Additionally, the online platform will enable the retailers to observe more closely the behaviors of the consumers and hear out their complaints. The retailers and the sports industry, in general, will be better placed to know the exact challenges that the consumers go through. After learning their challenges and hearing them out, they will offer their products to understand the kind of people they are serving (Tomazic, 2017). The online platform will also provide the retailers and the industry a chance to increase their sales base. With the greater use of online platforms that have characterized our generation, every business done online will have a higher probability of thriving. The other advantage that selling the product through the online platform will bring is reducing the cost of doing business. It will reduce the cost of having to carry goods to particular places for consumers to buy. The online platforms will only require that the retailers place the products online, and then the consumer would order and pay for the costs of shipment. By reducing the costs of transportation and other related expenses, the retailers will be able to regain the losses that they have suffered due to the reduced consumption rates that the pandemic has brought over the past months.

3.2. Advertising

The other possible way of dealing with the effects that the pandemic has had on the behavior of consumers is by increasing the advertisement rates that the sports have. The industry can have more channels for advertising to ensure that they gain a more extensive reach for the consumers. They can use such challenges to ensure that the consumers are reached with the information about their products. Having multiple advertisement platforms will enable the industry and even the retailers to increase their sales. The promotions will also ensure that the areas that still lag with the sports and leisure products are attended to in time (Rasmussen, Dufur, Cope, & Pierce, 2021). Actually, as at the moment, it is perhaps advertising that is one of the most reliable strategies that will ensure that the industry gets a remedy for the covid-19 situation. Advertising will ensure that the hope that has already been lost in the sector is regained. Advertisement will bring new life to the products that most consumers have not preferred these days because

of the pandemic's effects on them. When retailers create appropriate channels, the old stock of the leisure and sports products will no longer stay in the warehouses. However, it will quickly reach the consumers because they will be made aware that there are still ways to acquire the products even during these times (Lindsay, Thomas, Lewis, Westberg, Moodie, & Jones, 2013). Advertising is the only efforts option that will make the retailers and the industry significant make the consumers change their minds about the view they have had concerning their products (Grant-Braham & Britton, 2011). They will have a shift in behavior with regards to the products. Because of the convincing nature of the advertising, the retailers will be better placed to have a change in the trend of the behavior of the consumers (Hing, Sproston, Brook, & Brading, 2016).

3.3. Adaptation of Alternative Distribution channels

Adapting alternative distribution channels is a key strategy to help retail companies offset the losses and trigger a positive consumers' purchasing power towards leisure sports products (Lagoarde-Segot, 2020). Many retail outlets have either reduced their selling services or closed due to lockdown measures and financial constraints caused by decreased purchasing power of leisure sports products (Zhang, Wu, Huang, & Zhang, 2021). The social distancing regulations and fears for contracting coronavirus have forced businesses to shift from traditional methods and old habits and replace the distribution methods to offering online services (Notteboom, Pallis, & Rodrigue, 2021). Retail companies have partnered or formed mergers with transportation companies that provide services involving delivering goods to deliver leisure sports products. Companies dealing in leisure sports products can offer to deliver the products to their customers without charging the delivery fee to incentivize consumers to shift their purchasing power positively (Li, Xie, & Lin, 2021).

Distribution methods are key strategies to help adapt to the covid-19 pandemic and ultimately offset the decline in consumers' purchasing power. Many consumers are not able or are afraid of going to stores to physical purchase goods and services; therefore, the enhancement of alternative distribution channels would improve the purchase of leisure sports products. The consumers referred to as base-of-the-pyramid may be reluctant to make their orders through e-commerce due to the inefficiency of the technology or connectivity to internet services; therefore, a distribution channel that uses telephone calls to complete orders and deliver for free would spur the sale of leisure sports products (Chueca Vergara, & Ferruz Agudo, 2021). Retail companies can also offer free internet services and mobile calls to their customers to entice them to make a higher purchase of the

leisure sports products hence; enhancing an adaptation to alternative channels of distribution. Companies can leverage existing technology-based distribution channels to boost goods delivery services, positively influencing consumers' purchasing power of leisure sports products.

The major tech-based distribution platform includes e-sports business that entails linking up with a network of low-income product delivery drivers that can easily deliver leisure sports products at every customer's doorstep at the community levels. The distributors can also have some cards or a packet of facemasks that have writings warning against risks of Covid-19 and stay safe message as an incentive gift from retail companies to their loyal customers. The other strategy that could help adapt alternative distribution channels is reorienting grassroots and community-based staff to enhance reachability to community-based customers (Li et al., 2021). In response to the Covid-19 crisis, companies dealing in sports products should adapt to new distribution strategies focusing on deploying their employees to deliver products at the community level after consumers have ordered their preferred products through online ordering platforms or telephone call centers. A shift in the distribution channel can go a long way to positively impact consumers' purchasing power towards leisure sports products.

3.4. Adjustment of payment models and pricing strategy

The covid-19 pandemic has tremendously affected consumer behaviors and spurred low wages and laying off of workers (Quansah, Frick, Lang, & Maguire, 2021). The financial setbacks that the covid-19 crisis has imposed on the economy have triggered a shift in the consumption habits of consumers (Nichifor, Lixândriou, Sumedrea, Chițu, & Brătucu, 2021). Most consumers prioritize spree spending on essential goods and services such as healthcare and food necessities and significantly decline their purchasing power for leisure sports products. Retail companies are, therefore, experiencing losses due to the negative impact on consumers' purchasing power (Bevolo & Amati, 2020). However, the retailers can rejuvenate their businesses and leisure sports products sales by effectively adjusting the pricing strategies and payment models. The livelihoods of most low-income people have taken a negative direction due to the regulations and laws set by the government to restrict physical contact and interactions hence; the closure of most store businesses. To effectively boost continuity and consumers' purchasing power, most leisure sports products companies should adjust prices to the lower levels to encourage consumers to purchase leisure sports products that can be used at home to raise metabolic activities, regulate boredom and monotony and embark on physical exercises.

The payment methods should also be adjusted to embrace

technology and boost electronic payment models to eliminate consumers' fear of contracting and spreading the coronavirus. Companies can also waive normal charges for distribution, financial transactions, telephone calls, internet services, additional retail fees, and any form of insurance for sports products. Furthermore, companies can entice consumers by deferring monthly interest payments for goods taken under high purchase or loan packages. Such a step would increase consumers' pocket money, hence, the urge to spend more on leisure sports products (Marques, Chimenti, & Mendes-da-Silva, 2021). Finally, companies with benefits engagements with customers in the value chain can reshape the engagement to soften the income shocks and ensure resilience and capacity of the value chain partnership.

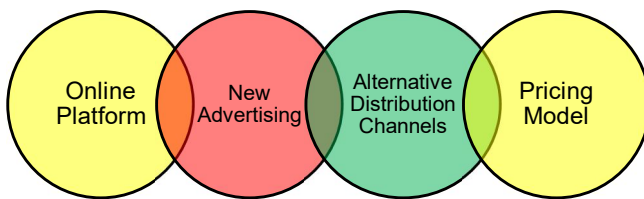


Figure 2: Suggetions for Overcoming Pandemic Tragedy

4. Methodology and Findings

4.1. Research model and hypotheses

As already stated, we split four strategies based on key previous studies to suggest adequate solutions for overcoming emerging pandemic issues. Four strategies were presented in the below figure 3 and indicate the following:

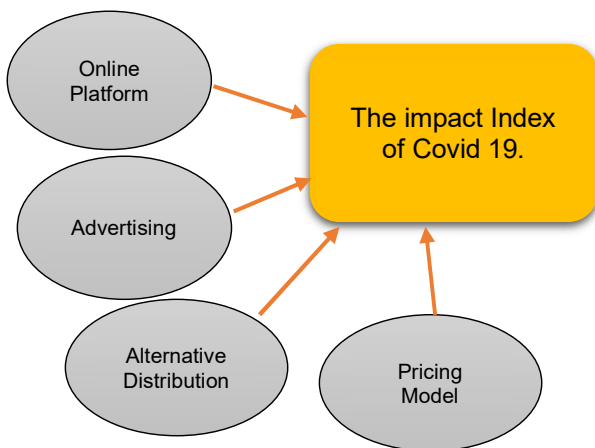


Figure 3: Research Model of the Study

(1) Using strategic online platform (2) Developing new advertising channels (3) Adaptation of alternative distribution channels (4) Adjustment of payment models. The figure 3 shows our research model and four strategies to provide solutions which come from the prior literature. Therefore, the hypotheses related to the research model should be the following:

H1: Using strategic online platform is associated positively with the impact index of Covid 19.

H2: Developing new advertising channels are associated positively with the impact index of Covid 19.

H3: Adaptation of alternative distribution channels is associated positively with the impact index of Covid 19.

H4: Adjustment of payment models. is associated positively with the impact index of Covid 19.

4.2. Variables

Every question of our instrument consisted of total 18 items. Specifically, the survey contained 4 items regarding 'Using strategic online platform' and 4 items regarding 'Developing new advertising channels'. The questionnaire also included the 3 items about 'Adaptation of alternative distribution channels' and 3 items of Adjustment of payment models. Lastly, the dependent variable (The impact Index of Covid 19) for this research was chosen by two prior studies including four items To measure the reliability and validity of the instrument easily, the current authors decided to use the 'Likert scale' ranging from 1 to 5 (1=Strongly disagree, 5=Strongly agree). Four independent variables were both created by present authors and borrowed directly from previous researches. Dependent variable (Impact Index of Covid 19) was entirely created by the present authors. The table 1 shows specific information about our survey instrument.

Table 1: Used Variables for this research

Factors	Question #	Resources
Online Platform	4	Buser et al., 2020; Zhang et al., 2020; Tomazic, 2017
Advertising Channels	4	Rasmussen et al., 2021; Lindsay et al., 2013
Alternative Distribution	3	Lagoarde-Segot, 2020; Notteboom et al., 2021
Pricing Model	3	Bevolo & Amati, 2020
The impact Index of Covid 19.	4	Created by the present authors

4.3. Data Collection Procedure

This study obtained total 284 Korean workers and managers in the retail stores of sports leisure products between August 1, 2021, and August 25, 2021, using an online survey system and in person. Even though total 350 survey paper distributed out to the participants, the usable dataset which returned to the authors was only 311 responses. However, we discarded 27 returned questionnaires because these questionnaires did not answer more than 20 percent in survey paper and responded items illogically. For this reason, final collected datasets revealed 284 responses, showing valid response rate. The table 2 presents the procedure of collecting dataset and table 3 indicated specific demographic information.

Table 2: Data Collection Procedure

	Total	Percentage (%)
Questionnaires Distributed	350	100
Uncollected Questionnaires	39	22
Collected Questionnaires	311	78
Discarded Questionnaires	27	7
Usable Questionnaires	284	71

Table 3: Demographic Characteristics of Respondents

Profile	Frequency	Percentage (%)
Gender		
Male	155	64.7
Female	129	35.3
Job level		
Non-Managerial	203	58.8
Managerial	64	51.2
Age distribution		
20s	45	17
30s	99	43
40s	74	24
50sOver 50s	49	18

4.4. Statistical Results

4.4.1. Internal Consistency

To gauge the reliability of each construct, we obtained the ‘Cronbach Alpha’ (CA) values. Numerous previous studies have recommended that the CA value at least should be higher than 0.6 to guarantee the internal consistency of variables for each construct. As shown by table 4, all factors of the present research indicated that their CA values are higher than 0.6 so that we could conclude that all variables have an internal consistency, recognizing strong associations in sub-factors.

Table 4: Results of Reliability Analysis

	Question #	CA Value
Online Platform	350	100
Advertising Channels	39	22
Pricing Model	311	78
The impact Index of Covid 19	27	7

4.4.2. ANOVA Analysis

To measure whether there exists a statical difference an Covid impact index depending on four independent variables, we conducted the ANOVA (Analysis of Variance) analysis and used a third quartile (G(i)) methodology to compare the level of intensity among four independent variables after grouping survey participants into fourth quartile (G(i), i=1,2,3, 4). Finally, we were able to confirm statistically that there is a significant gap on dependent construct (The impact Index of Covid 19) among four independent constructs (Online Platform, Advertising Channels, Alternative Distribution, and Pricing Model). That means that we figured out there exists a significant mean difference of Covid 19 pandemic on four independence constructs among four separated groups (G(i), i=1,2,3, 4).

Table 5: Statistical Findings of ANOVA Analysis

Factors	Average	N	Standard Deviation	F-Value	P-Value	Duncan Test
G(1)	3.97	46	1.00	31.572	0.041	{G(1)}
G(2)	3.64	98	0.77			{G(2)}
G(3)	3.31	122	0.73			{G(3)}
G(4)	2.98	267	0.83			{G(4)}

After testing the ANOVA analysis, we checked the result of the ‘Duncan test’ (Post-test) as a next step in the current research model to double-check the differences of four groups values on ‘Index of Covid 19’. Our statistical results pointed out that the mean values of Covid 19 impact index for four constructs (Groups) were (G1) 3.97, (G2) 3.64, G(3) 3.31, and G4 (2.98) and as a results, we could figure out that a high intensity of four independent constructs (Online Platform, Advertising Channels, Alternative Distribution, and Pricing Model) may lead a low degree of Covid 19 pandemic impacts, increasing the possibility of customer satisfaction in sports leisure retail stores. For that reason, we could accept all four hypotheses for the present research.

5. Discussion

The results that we have found out have presented the general argument that the covid-19 pandemic has had considerable effects on consumers' purchasing behaviors. The results have clearly outlined that the pandemic has

disrupted and negatively influenced the ability of consumers to purchase leisure activity products. The results have also revealed that the pandemic has caused effects to the related industries and, more specifically, the retail sectors that deal with sports or leisure products. We have seen from the study that over the Covid-19 pandemic period, there has been a general reduction in the ability of consumers to purchase leisure and sports-related products (Mackreth & Bond, 2021). One of the effects that the virus has had on the consumer ranges from the impacts on their psychological lives to their financial lives. All these puts together have a way of influencing their purchasing abilities. As for the sports leisure products industries, the virus has caused significant disruptions in their marketing challenges. It has affected the chains that the industries used to have and, as a result reducing their marketing potentials. Therefore, the pandemic effects have caused significant implications in the manner in which the policies in the industries ought to be made. It has indicated that policies be put in place that favors the well-being of the consumers. At the same time, the guidelines ensure that the retail industries and the sports industries, in general, do not continue losing much in terms of profits.

Just as we have deduced from the study, Covid-19 has had so many effects on the behavior of consumers. The study has also concluded that the coronavirus has also affected retail companies. The pandemic has affected the retail companies by influencing or rather determining the mistakes they would make when it comes to handling their marketing for the sports leisure products. From the results and the conclusions that the study has come up with, there are various implications that the paper would have, especially for the rule-makers. The findings will affect multiple ways in which policies regarding purchasing are made. There will have to be some swifts in the policies and operations that regard sports products due to the pandemic's devastating effects on the sector. These effects on policies will range from removing some policies regarding purchasing and marketing and enacting some guidelines that can help contain the situation. One of the policies that will have to be passed to control the problem is necessity products. The retail industries that deal with sports products must consider those products that can be helpful to consumers during stressful times. They must tailor their supply and manufacturing towards those products that the consumers would love to use during their stressed state. We have seen from the study that the pandemic has caused a lot of emotional disturbances in the lives of most, if not all, consumers, including those in the sports industry. Adequate research must be conducted to find out those products that can satisfy the stressful situations of the consumers (Funk et al., 2008).

The other implication that the study will have on policies is paying close attention to the psychological lives of the consumers. Policies must be tailored towards addressing the

pandemic's impacts on the psychological orientation of the consumers. The retail industry and the sports industry at large must ensure that they pay closer attention to the psychological needs of the consumers. Paying more immediate attention to the psychological needs of the consumers of sports products may involve considering their financial situations. The policies can ensure that the prices of such products are a little bit reduced so that the consumers can at least enjoy the products without much more stress.

The other implication that the study has is the dire need for further research on the topic. The study believes that there still needs to be more studies that ought to be carried out on the subject that will help in gaining a greater understanding of the subject. Further studies will ensure that there are adequate strategies put in place in ensuring that the pandemic effects on consumer purchasing behaviors are something that no longer affects the sports industry (Ratten, 2020).

One of the areas that need further study is the other factors that may cause changes in the behaviors of consumers other than the pandemic. By establishing these other factors, there will be lighter on the general aspects of society that will continue influencing consumers' purchasing behavior rather than those related to the effects that the pandemic has brought. Additionally, there needs to be some further research on the entertainment logistics that influences the purchasing behavior of consumers. A study must be done on the aspects of entertainment that the consumers desire to be changed to increase their purchasing behavior. Surveying the specific entertainment elements that influence the purchasing behavior of consumers will ensure that the Sports industry deals with its internal problems first without necessarily looking at the outside factors such as the pandemic.

6. Limitation of the Research

This section of the current study involves the shortcomings or the hindrances experienced while conducting the study. The limitations encountered include, firstly, Limited access to past peer-reviewed literature. The literature review is a crucial part of research because it enables the identification of the scope of studies previously done in the specific area of research (Kang, 2021). The Covid-19 crisis is a new area that has not been thoroughly researched. The effects of Covid-19 on sports leisure products have limited research; thus, finding sources of information regarding the research topic was difficult. Secondly, the Covid-19 crisis is a complex and rampant problem globally, and thus researching the effects of the pandemic requires extensive research and time. The limited-time to conduct and write the paper was a hindrance. Thirdly, the data collection process was hindered due to the inability to collect primary data from respondents. The data collection

process is difficult because of the government restrictions regarding social distancing and limited travel.

Fourthly, the scope of discussion was also a major limitation because of the new developments of the Covid-19 pandemic. Research on the Covid-19 pandemic requires extensive research capabilities due to the scientific ideologies involved and the large sample size of respondents. The last limitation encountered during the research was on financial resources required to collect data and purchase some of the articles through online platforms such as Amazon and Google. The limitations were critically evaluated, and necessary remedies were done to help minimize the impacts of the limitations. The study is therefore logical and unbiased.

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