

A STUDY ON PUBLIC PERCEPTION ON SPORTS ARENA IN CHENNAI

Submitted in partial fulfilment of the requirements for the award of

Bachelors of Business Administration

By

K.T.GIRISHANKAR

38280038



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119

April – 2021



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Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119

www.sathyabama.ac.in

SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **K.T.GIRI SHANKAR (38280038)** who have done the Project work entitled **A STUDY ON PUBLIC PERCEPTION ON SPORTS ARENA IN CHENNAI** under my supervision from January 2021 to March 2021

Internal Guide

(KUMARASWAMY.P)

Dr. BHUVANESWARI G.

Dean – School of Business Administration

Submitted for Viva voce Examination held on _____.

Internal Examiner

(Name in Capital Letters

with signature)

External Examiner

(Name in Capital Letters

with signature)

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K.T.GIRI SHANKAR

DECLARATION

I K.T.GIRI SHANKAR (38280038) hereby declare that the Project Report entitled A STUDY ON PUBLIC PERCEPTION ON SPORTS ARENA IN CHENNAI done by me under the guidance of DR.P.KUMARASWAMY is submitted in partial fulfilment of the requirements for the award of Bachelors of Business Administration degree.

DATE:

PLACE:

SIGNATURE OF THE CANDIDAT

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ABSTRACT

Customer experience as a contemporary strategic tool in marketing has its importance because marketing is more challenging than ever due fragmented media, cleaver and articulated consumers, and the rise of the freely thinking consumer.

Now—a-days many organizations putting focus on customer and customer experience. Some organization used customer experience as tool to create their customer forum. Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company.

Direct contact generally occurs in the course of purchase, use, service and usually initiated by the customer. Indirect contact most often involves unplanned encounters with representations of a company's products, services, or brands and takes the form of word-of-mouth recommendations or criticisms, advertising, news reports, reviews, and so forth.

Customer experience is became a strategy to increase number of customer, gaining more profit and to create good position in market. With help of this tool, organization can analyse its customer and understand their demand.

If organization is able to understand its customer then it is easy to understand consumption in the market. This paper highlights the importance of customer experience as a new marketing strategy. This study will help to understand customer, their consumption and their loyalty towards the organization.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

A study on Public Perception on Sports Arena in Chennai

Surveys are a great way to find out what people are thinking about sports arena.

Surveys provide valuable data that allow your sports arena to make well-informed data-driven decisions that revolve around your members.

Surveys and questionnaires can be a useful and powerful tool in business. In an industry that revolves around people, asking the right questions can reveal what your members actually think.

Sport pertains to any form of competitive physical activity or game that aims to use, maintain or improve physical ability and skills while providing enjoyment to participants and, in some cases, entertainment to spectators. Sports can, through casual or organized participation, improve one's physical health. Hundreds of sports exist, from those between single contestants, through to those with hundreds of simultaneous participants, either in teams or competing as individuals. In certain sports such as racing, many contestants may compete, simultaneously or consecutively, with one winner; in others, the contest (a *match*) is between two sides, each attempting to exceed the other. Some sports allow a "tie" or "draw", in which there is no single winner; others provide tie-breaking methods to ensure one winner and one loser. A number of contests may be arranged in a tournament producing a champion. Many sports leagues make an annual champion by arranging games in a regular sports season, followed in some cases by playoffs.

Sport is generally recognised as system of activities based in physical athleticism or physical dexterity, with major competitions such as the Olympic Games admitting only sports meeting this definition.^[3] Other organisations, such as the Council of Europe, preclude activities without a physical element from classification as sports.^[2] However, a number of competitive, but non-physical, activities claim recognition as mind sports. The International Olympic Committee (through ARISF) recognises both chess and bridge as *bona fide* sports, and Sport Accord, the international sports federation association, recognises five non-physical sports: bridge, chess, draughts (checkers), Go and limits the number of mind games which can be admitted as sports

Records of performance are often kept, and for popular sports, this information may be widely announced or reported in sport news. Sport is also a major source of entertainment for non-participants, with spectator sport drawing large crowds to sport venues, and reaching wider audiences through broadcasting. Sport betting is in some cases severely regulated, and in some cases is central to the sport.

According to A.T. Kearney, a consultancy, the global sporting industry is worth up to \$620 billion as of 2013.^[6] The world's most accessible and practised sport is running, while association football is the most popular spectator sport

1.2 INDUSTRY PROFILE

Surveys can help gauge the representativeness of individual views and experiences. When done well, surveys provide hard numbers on people's opinions and behaviors, which used to make important decisions.

Surveys are useful in describing the characteristics of a large population. No other research method can provide this broad capability, which ensures a more accurate sample to gather targeted results in which to draw conclusions and make important decisions

The sports business means many different things to different people. This is a truly global industry, and sports stir up deep passion within spectators and players alike in countries around the world. To one person, sports are a venue for gambling; to another, they are a mode of personal recreation and fitness, be it skiing, cycling, running or playing tennis. To business people, sports provide a lucrative and continually growing marketplace worthy of immense investment. To athletes, sports may lead to high levels of personal achievement, and to professionals, sports can bring fame and fortune, facilities developers and local governments, sports are a way to build revenue from tourists and local fans. Sports are deeply ingrained in education, from elementary through university levels. we cannot state with confidence that sports enrich the lives of all of us, but they certainly entertain a huge swath of the world's population. In addition to economic impact, the largest single effect that sports create is that of gripping entertainment: hundreds of millions of fans around the globe follow sports daily, whether via radio, television, printed publications, online or in person, as spectators or participants. Sports are big business.

The sports business industry is made up of establishments and the employees of corporations who are primarily concerned with aspects of sports having to do with management, marketing, economics, and finance, amongst other venues. The sports

business industry focuses on the sports themselves, as well as the place of sports in society, and the principles that support the sporting industry. The sports business industry is involved in the merger between sports and business, and how these fields work interactively for mutual benefits and profitability.

The sports business industry is interdisciplinary and may involved planning sporting events and effectively marketing for sports, as well as working with accounting, communications, law, and psychology skills. Careers in this industry may include, but are not limited to, sports managers, sports agents, and/or publicists. The sports business industry tackles the development of risk management plans for any legal issues that may occur, the negotiations of contracts for players in the industry, and/or strategies for effective media relations.

The sports business industry endures competition within itself, from major sports business corporations, to smaller companies, to individual businesses. It is imperative that each establishment and employee must strive to market himself or herself in the sports world to garner business and clients. Demand in this industry is linked to personal consumer income, as attendance at sporting events depends upon admission fees, ticket sales, and sporting paraphernalia retailing.

1.3 NEED FOR THE STUDY:

- A Sports Arena survey is very important because it helps to understand the basic and fundamental requirements of the public.
- The type of Sport which is preferable from the Public
- Their views and suggestions in a sports arena and how conscious they are about their fitness and healthy lifestyle.
- It is helpful for choosing the exact sport which is needed for the public
- The preference of the type of sports differ from individuals, this survey can be helpful to choose the majority selection of sports, which can be implied in the sports arena for the public.
- The suggestion using a survey or study can be used for the future development of the sports arena.
- It can be used to finalize the sports arena and opening of clubs for various sports.

1.4 SCOPE OF THE STUDY:

The present research work is conducted within the district of Chennai. According to 2011 census, Chennai district have a population of 4,110,956. At a population growth rate of 13.39%, the district has a population density of 1,158 inhabitants per square kilometre. The census statistics also indicates a sex ratio of 1096 females for every 1000 males and a literacy rate of 93.55% in this district.

1.5 OBJECTIVES OF STUDY:

- **PRIMARY OBJECTIVE:**

- To study the Public Perception on Sports Arena in Chennai.

- **SECONDARY OBJECTIVE:**

- To Analyze the Public satisfaction towards the Sports Arena
- To Analyze the needs and suggestions of the clients
- To understand Public satisfaction towards various sports
- To study the Public views on Sports Arena
- To do a comparison on the various types of sports
- To study about the health consciousness of the Public

CHAPTER 2

REVIEW OF LITREATURE

2.1 INTRODUCTION

In this Chapter, the researcher has made attempt to study and understand the complex concepts of Customer experience. This attempt includes, understanding the basic concepts of Customer experience, analysing research studies made by earlier researchers in respect of Customer experience in automotive Industry, in this, the researcher has used various books, research Journals and websites. The detailed list had elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of Customer experience in respect of Sports Arena

2.2 LIST OF REVIEW

Bogar (2012) studied the trends in the construction and design of recreational sports facilities in the colleges in the U.S. He feels that many new and renovated facilities have equal or same importance of campus functions such as academics, health, wellness and sport. These recreational sports facilities also involve unique features such as gymnasium, swimming pools, climbing walls, rooftop playing fields, food service, counselling centres, convenience stores, and campus police stations.

Robert (2012) conducted a research on the impact of campus recreational sports facilities and programmes on recruitment and retention among male and female African American students. This study showed that 60% of the male students reported that the availability of recreational sports was important/very important in deciding to attend the college and 68% of the men reported that the availability of recreational sports was important/very important in deciding to continue attending the college. Men scored higher than women did when it came to importance of the availability of recreational facilities and programs in deciding to attend the school, how important sports and fitness activities will be to them after graduation, and the total times per week, they participate in active recreational sports pursuits.

Anton (2011) carried out a study “How construction trends of Universities sport facilities will be affected by financial crisis”. The results of the study showed that a high percentage of the respondents agreed the use, construction and renewal of sport facilities in Spanish Universities would continue increasing for the next three years. They analysed that with respect to the architectural trends, the wellness and recreational centres would be more

successful than other options such as climbing walls or centres integrating sports and arts. They further observed that these trends are more affected by cultural and social factors than by the economy.

Zhou (2010) conducted a study the relationship between college sports facilities and mass sports. He observed that industrialization of college sports facilities is a crucial problem that should be solved in Post-Olympic Era. He again suggests that college sports facilities should be open to the public to solve the following problems: to relieve the scarcity of sports facilities, to favour the development on mass sports, to be aware of the characteristic of college sports resources, to clear the relationship between the college sports resources and the development on mass sports, to strengthen the awareness on establishment of the society with its resources shared by the public, to service the public with the abundant resources in college, to establish a new cultural community of the public and the college.

Barghchi (2010) studied on sports facilities construction in Malaysia. He observed that sports and sports facilities development have improved rapidly over the past years in Malaysia but feel that such improvement is inadequate compared to the overall development of sports at international level. Their study used the expert opinions of town planners, as key players in decision making in the Malaysian context. The findings of the study from the research revealed that although, in Ninth Malaysia Plan (2006-2010) emphasis is placed on creating a sports culture among Malaysian, sports facilities have not gained new role as the global trends.

Arslan (2010) conducted a research for recommendations to improve sports facilities in the University. He found that there were very little sports facilities in the University. In the university lack of proper sports facilities, well trained coaches, separate place for female sports and sports budget etc. Feng and Humphreys (2008) examined the economic impact on residential housing values. Results show that sports facilities have a “significant positive effect on the value of surrounding houses and this positive effect decreases as the distance from the facilities increases. They further add that a new sports facility constructed in the core of a large city as part of an urban re-development programme might possibly cause residential property values within one mile of the facility to increase hundreds of millions of dollars. A new sports facility constructed outside of the center of a large city and unrelated to an urban redevelopment programme will cause residential property values around the facility to increase tens of millions of dollars.

Sardhara (2004) conducted a research work on physical education colleges, universities and departments of the Gujarat state for the purpose of to find out the programme, facilities and personal service in the physical education college, university and departments of Gujarat state. The response received from different principals of various physical education colleges and director of physical education of universities were

converted in the percentage and range for the purpose of analysis, he recommended that:

1. The Government should make full efforts for receiving extra grants for sports and sports facilities to the university departments of physical education from University Grants Commission and State/Central Government.
2. in the curriculum of schools and colleges physical education subject included as a compulsory subject.

Jeon (1999) state that conducted a study to evaluate the sports education programme in selected high school boys in the Republic of Korea. A modified version of N.P. Neilson scores card for evaluating high school boys of physical education programmes used for the evaluation instrument. For this study, only 20 schools were selected. Questionnaire was used to collect the certain information. Five areas of evaluation in the study were instruction staff, facilities, programme (organization), programme (activities) and professional assistance.

Chal (1998) state that studied to evaluate the sports education programmes of thirty universities in the Republic of Korea selected by a panel of experts. When identifying the sample, the following factors were considered: the selection of a representative sample from a variety of schools should be marking, the sample should be identified by a recognized geographical area and the sample universities should be representative of all the universities with sports education programmes. Each programme was evaluated by the modified N.P. Nelson scorecard, which assessed the universities. However, good evaluations were indicated in the specific areas of instructions staff, professional assistance, facilities, organization, programme and activity.

Sa MM et al. (2012) state that this study aims to create awareness, both within the scientific community and among providers of sports facilities, for individuals with impaired or reduced mobility, promoting the development of technical solutions that allow greater autonomy and social integration of people with disabilities. The results obtained from the checklist showed the compliances and non-compliances of the respective sports facilities, proving that many barriers preventing the participation of people with reduced mobility still exist. Besides wellbeing, they also mentioned social interaction, a way of occupying their time and an escape from the routine as the main motives for which they would like to take up physical exercise.

Autran et al. (2012) states that built environment can influence sports practice. The objective of this study was to examine the association between proximity (< 500m) to sports facilities and participation in sports. We evaluated 1,175 13-year-olds (54% girls) enrolled in public and private schools in Porto, Portugal. Sports activity was assessed using a self-completed questionnaire. No statistically significant differences were found in participation in sports based on proximity to facilities (< 500m vs. > 500m); the proportions were 44% vs. 38% ($p = 0.414$) in girls and 72% vs. 61% ($p = 0.094$) in boys.

In conclusion, proximity to sports facilities was not significantly associated with participation in sports.

Noyes et al. (2013) state that the purpose of this study was to determine if a sports-specific anterior cruciate ligament injury prevention training program could improve neuromuscular and performance indices in female high school soccer players. We combined components from a published knee ligament intervention program for jump and strength training with other exercises and drills to improve speed, agility, overall strength, and aerobic fitness. We hypothesized that this program would significantly improve neuromuscular and athletic performance indices in high school female soccer players. This is the first study we are aware of that demonstrated the effectiveness of a knee ligament injury prevention training program in improving athletic performance indices in high school female soccer players. Future studies will determine if these findings improve athlete compliance and team participation in knee ligament injury intervention training.

Prins et al. (2012) states that the aim of this study is to explore whether availability of sports facilities, parks, and neighborhood social capital (NSC) and their interaction are associated with leisure time sports participation among Dutch adolescents. Adolescents (n = 852) completed a questionnaire asking for sports participation, perceived NSC and demographics. Eco metric methods were used to aggregate perceived NSC to zip code level. Availability of sports facilities and availability of parks were not associated with sports participation. A significant interaction between NSC and density of parks within the neighborhood area (OR: 1.22 (90%CI: 1.01; 1.34) was found. The results of this study indicate that leisure time sports participation is associated with levels of NSC, but not with availability of parks or sports facilities. Hence, availability of parks appears only to be important for leisure time sports participation when NSC is high.

Niclasen et al. (2012) state that the aim of this study was to examine how vigorous physical activity (recreational physical activity) (VPA) and moderate to vigorous physical activity as a part of daily life (MVPA) is associated with structural characteristics (availability of sports facilities and sports clubs with child members) in Greenlandic adolescents. Data from the 2006 Health Behaviour in School-aged Children survey including 2,430 children aged 11-17 years was used. High VPA increased with access to indoor facilities, while high MVPA was less likely (odds ratio (OR) 0.54 (0.42-0.70)) if indoor sports facilities were present, both unadjusted and adjusted. Access to a local sports club increased OR for high VPA both unadjusted and adjusted to about 2.3 for five or more clubs, while access to sports clubs was not associated with unadjusted MVPA, negatively associated if adjusted for age, gender and FAS but positively associated if also adjusted for indoor sports facilities. Access to indoor sports facilities itself had a positive association with high VPA, but was persistently negatively associated with high MVPA. Presence of sports clubs with child members was positively associated with high VPA

while the association with high MVPA was more complex. The findings have implications for public health planning.

Wong et al. (2014) state that this study examined the longitudinal association of the perceived availability of neighborhood sport facilities with leisure-time PA, and the potential moderating effects of age, past PA behaviour, and weight status in adolescents. Among 20,933 follow-up subjects (60.9% of 34,369 baseline subjects), 9993 from 32 Hong Kong secondary schools were successfully matched with baseline (mean duration 16 months; SD 1.7) and had complete information. At baseline and follow-up, respondents reported their leisure-time PA, weight, height, and the presence of sport facilities in the neighborhood. Increased perceived availability of sport facilities from baseline to follow-up predicted more leisure-time PA at follow-up ($\beta = 1.029$; 95% CI: 1.0111.047) overall. Increasing awareness of neighborhood sport facilities or building more such facilities may help active adolescents maintain or increase their leisure-time PA. However, more comprehensive multilevel interventions that aim at enhancing potential social, personal, and environmental PA-related factors may be needed to motivate inactive adolescents.

Hamann and Peek (2013) state that the objective of this study was to evaluate the effect of bicycle-specific roadway facilities (e.g., signage and bicycle lanes) in reducing bicycle crashes. We conducted a case site-control site study of 147 bicycle crash-sites identified from the Iowa Department of Transportation crash database from 2007 to 2010 and 147 matched non-crash sites. Control sites were randomly selected from intersections matched to case sites on neighborhood (census block group) and road classification (arterial, feeder, collector, etc.). We examined crash risk by any on-road bicycle facility present and by facility type (pavement markings--bicycle lanes and shared lane arrows, bicycle-specific signage, and the combination of markings and signage), controlling for bicycle volume, motor vehicle volume, street width, sidewalks, and traffic controls. A total of 11.6% of case sites and 15.0% of controls had an on-road bicycle facility. Investments in bicycle-specific pavement markings and signage have been shown to be beneficial to traffic flow, and our results suggest that they may also reduce the number of bicycle-motor vehicle crashes and subsequent injuries and fatalities.

Geidne, Quennerstedt and Eriksson (2013) the aims of this review is to compile and identify key issues in international research about youth sports clubs as health-promoting settings, and then discuss the results of the review in terms of a framework for the youth sports club as a health-promoting setting. The method used is the integrated review. Inclusion criteria were, first, that the studies concerned sports clubs for young people, not professional clubs; second, that it be a question of voluntary participation in some sort of ongoing organized athletics outside of the regular school curricula; third, that the studies consider issues about youth sports clubs in terms of health-promoting settings as described by WHO. The final sample for the review consists of 44 publications. The youth

sports club needs to be a supportive and healthy environment with activities designed for and adapted to the specific age group or stage of development of the youth. To become a health-promoting setting, a youth sports club needs to take a comprehensive approach to its activities, aims, and purposes.

Vanhegan et al. (2013) states that The London 2012 Summer Olympic Games involved 10568 elite athletes representing 204 competing nations. This work aims to summarize the usage of the Polyclinic by competing athletes and the facilities available to them. All Polyclinic encounters were entered into a database from which data were exported for the period 28 July-12 August 2012, inclusive to cover the first to last full day of competition. Only Polyclinic data involving accredited athletes were analysed. All types of encounters were collected for analysis, not just sports-related issues. There were 3220 encounters within the Polyclinic. Peak usage of all facilities was seen around days 9 and 10 of competition, reflecting the busiest time of the competition and the largest number of athletes in the village. The Polyclinic managed a wide variety of both sports-related and non-sports-related injuries and illnesses. We would recommend a similar structure of facilities and available expertise in one clinic when planning future mass participation sporting events.

D' Ath, Thomson and Wilson (2013) state that to describe the organization of the eye clinic at London 2012 over a 4-week period and provide outline audit data. The clinic employed multidisciplinary eye care professionals and utilized state-of-the-art instrumentation to provide the highest level of eye care. A 1406 patients from 154 countries attended the clinic over the Olympic Games, of which, 276 were competitors. All individuals received a comprehensive refractive and ocular health examination. Minor ocular injuries, glaucoma, diabetic retinopathy and macular degeneration were among the conditions detected and managed. Most patients attended the clinic to have their refractive status checked: 973 spectacles and 50 pairs of contact lenses were dispensed. It is hoped that this account of the provision of eye care at London 2012 will assist with the planning of this service at future events.

Gray et al. (2013) state that this paper describes the development and optimization of the Football Fans in Training (FFIT) programme, which aims to help overweight men (many of them football supporters) lose weight through becoming more active and adopting healthier eating habits. The MRC Framework for the design and evaluation of complex interventions was used to guide programme development in two phases. Programme session observations identified examples of good practice and problems/issues with delivery. Together, these findings informed redevelopment of the optimized programme (FFIT), whose components were mapped onto specific behaviour change techniques using an evidence-based taxonomy. The Football Fans in Training programme is highly acceptable to participants and SPL coaches, and is appropriate for evaluation in a randomized controlled trial.

Bragaru et al. (2013) state that to identify the barriers and facilitators that influence participation in sports for individuals with lower limb amputation. Twenty-six individuals with lower limb amputation, all originating from the Dutch provinces of Groningen and Drenthe, of which 13 athletes. Semi-structured interviews were used to gather information. Following thematic analysis, emerging themes were organized in three categories Technical, Social and Personal. Remarkably, while all athletes were successful prosthetic users, the majority chose to participate in sports for which prosthesis was neither required nor needed. Each individual with lower limb amputation needs to be counselled according to the barriers and facilitators he/she personally experiences. Athletes appeared to be more proactive in searching for a solution and appeared less discouraged by failing.

Kelly et al. (2014) children's high participation in organized sport in Australia makes sport an ideal setting for health promotion. This study aimed to generate consensus on priority health promotion objectives for community sports clubs, based on informed expert judgments. Delphi survey using three structured questionnaires. Forty-six health promotion, nutrition, physical activity and sport management/delivery professionals were approached to participate in the survey. Questionnaires used an iterative process to determine aspects of sports clubs deemed necessary for developing healthy sporting environments for children. 26 professionals completed round 1, 21 completed round two, and 18 completed round three. Identifying and prioritising health promotion areas that are relevant to children's sports clubs assists in focusing public health efforts and may guide future engagement of sports clubs. Approaches for providing informational and financial support to clubs to operationalise these standards are proposed.

Karusini et al. (2013) states that the aim of this study was to investigate the associations between the spatial accessibility to specific types of sports facilities and the practice of the corresponding sports after carefully controlling for various individual socio-demographic characteristics and neighbourhood socioeconomic variables. Data from the record study involving 7290 participants recruited in 2007-2008, aged 30--79 years, and residing in the Paris metropolitan area were analysed. Four categories of sports were studied: team sports, racket sports, swimming and related activities, and fitness. The spatial accessibility to facilities was not related to the practice of other sports. High neighbourhood income was associated with the practice of a racket sport and fitness. Our work supports the evidence that strategies to increase participation in sport activities should improve the spatial and financial access to specific facilities, but also address educational disparities in sport practice.

Jaarsma et al. (2013) state that the purpose of this study was to gain insight in barriers and facilitators of sports in Paralympic athletes. An online questionnaire was distributed through the Netherlands Olympic Committee and National Sports Confederation to determine personal and environmental barriers and facilitators of sports participation.

Seventy-six Dutch Paralympic athletes completed the questionnaire (51% response rate). Most frequently mentioned personal facilitators to initiate sports participation were fun (78%), health (61%), and competition (53%). Most frequently mentioned environmental facilitator was social support (40%). This study indicated that barriers of sport were mostly environmental, while facilitators were usually personal factors. Attitude and subjective norm were considered the most important components for intention to participation in sports. The facilitators outweighed the barriers and kept the athletes being active in sports. Coughlan,

Fullen and McCarthy (2014) state that the aim of this study was to evaluate the status of medical personnel, facilities and equipment in Rugby Union clubs in Ireland. A nationwide cross sectional survey of affiliated clubs in Ireland was undertaken at the beginning of the 2011-2012. Clubs were surveyed on a range of variables including their medical personnel, facilities, equipment, policies and concussion. 47.7 % of those surveyed responded. This survey provided key information on the current medical status of clubs in Ireland to the governing body. Many clubs have adequate medical resources in place, however a large number do not have medical professionals working with them or own basic medical equipment. The results of this study have led to the development and implementation of a rugby specific injury prevention and management programme for medical and non-medical personnel at all levels of the game in Ireland. Burke,

Meyer and Pearce (2013) state that this review summarizes the National Nutrition Programs involved with the 2012 London Olympic Games preparation of the Australian, British and American sports systems from the viewpoints of three key agencies: the Australian Institute of Sport, the English Institute of Sport and the United States Olympic Committee. Aspects include development of a nutrition network involving appropriately qualified sports dietitians/nutritionists within a multi-disciplinary team, recognition of continual updates in sports nutrition knowledge, and a systematic approach to service delivery, education and research within the athlete's daily training environment. Issues of clinical nutrition support must often be integrated into the performance nutrition matrix. Food service plays an important role in the achievement of nutrition goals during the Olympic Games, both through the efforts of the Athlete Dining Hall and catering activities of the host Olympic Games Organizing Committees as well as adjunct facilities often provided by National Olympic Committees for their own athletes.

Pascal et al. (2013) state that to evaluate whether the availability of sports facilities helps explain the differences in physical inactivity according to the economic context of the neighbourhood. 6607 participants representative of the population aged 16-74 years, resident in Madrid (Spain) in 2005, were analysed. Using ORs calculated by multilevel logistic regression, the association between per capita income of the neighbourhood of residence and physical inactivity was estimated, after adjusting for age, population density, individual socioeconomic characteristics and the availability of green spaces.

Residents in the neighbourhood's with the lowest per capita income had the highest or for the prevalence of physical inactivity. In participants aged 16-49 years, after adjusting for the availability of sports facilities, the magnitude of the OR in the poorest neighbourhoods with respect to the richest neighbourhoods increased in men (from 2.22 to 2.35) and declined by 13% in women (from 2.13 to 1.98). The availability of sports facilities explains an important part of this excess prevalence in participants aged 50-74 years, but not in younger individuals.

Wilson, Thomson and D' Ath (2013) states that the provision of eye care services for competitors and support teams is integral to the modern Olympic Games. The eye clinic for the London 2012 Paralympic Games employed a multidisciplinary team of eye care professionals using state-of-the-art instrumentation to provide the highest level of eye care. The detailed organization of the eye care clinic at London 2012 is described in a companion paper, which summarizes the eye care clinic during the London 2012 Olympic Games. No serious ocular injuries resulted from competitor injury in the field of play during the Paralympic Games, although seven patients were referred urgently to hospital eye services for conditions including orbital cellulitis, retinal detachment, exudative macular degeneration, corneal ulcer, Stevens-Johnson syndrome and macular oedema. A 749 spectacles, 14 pairs of contact lenses and 7 low vision aids were dispensed. By combining excellent facilities and equipment with a multidisciplinary team of eye care professionals, we feel we provided the highest level of eye care, providing a legacy for future Games.

Downward, Lera-Lopez and Rasciute (2014) states that this paper investigates the correlates of sports participation. In addition to examining standard socio-demographic, economic and lifestyle factors, the paper also focuses on the impact of motivational factors, the availability of sports infrastructure and government support, for the first time collectively at the European level. A further contribution of the paper is that it simultaneously investigates both the decision to participate in sport and the frequency of sports participation in this context. The results show that the decision to participate in sports and the frequency of sports participation of males and females are affected by different factors, therefore distinct government policies should be applied to attract new, and retain the existing, participants. However, the number of adults and the number of children in the household reduce the probability of sports participation by females. Therefore, higher provision of childcare may be important if female participation is to be increased.

2.3 CONCLUSIONS The purpose of this review was to view the trends in composition studies within the past forty years and see how commentary on student writing has changed and is still changing. It is clear from the research reviewed that evaluative commentary is very immersed and widely practiced throughout composition programs in today's universities. Along with this, it is also clear that the field of composition studies just in regards to the types of commentary that students receive on their writing is varied and continues to be studied and analysed in order to most benefit composition students and society. Corrective vs. evaluative commentary is still being debated, though, and continues to be problematic in the discourse community of college composition and even high school writing as seen in Bar dine et al.'s study. This field of inquiry is very important, as at its center is a concern with helping students become better writers. Helping students become better writers and getting students to see the importance in growing as independent writers is also extremely important in our current society with declining school budgets and liberal arts losing popularity and funding.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN:

- Type of research: Survey
- Sampling area: Chennai
- Sample Size : (95)
- Sampling method: Google Forms
- Data collection method used for study
- Primary data : Collected directly from the respondent with the help of a google form (questionnaire)
- Secondary data: References from article and other surveys
- Tools used for Analysis: Google Forms

3.2 DESCRIPTIVE RESEARCH:

Design descriptive research is a study designed to depict the participants in an accurate way .more simply put, descriptive research is all about describing people who take part in the study

3.3 SOURCE OF THE DATA

Data collection is the term used to describe a process of preparing and collecting data

Primary data- questionnaire given to 100 respondents

Secondary data – websites and online journals , published reports & review of literature from published articles

3.4 STRUCTURE OF QUESTIONNAIRE

Questionnaire was the part contained the respondents of opinions about customer preference

3.5 SAMPLING TECHNIQUE:

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach

3.6 PERIOD OF STUDY:

The duration of study is from january 2021 to march 2021 which is three months of study

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

TABLE 4.1.1 AGE OF THE RESPONDENTS

S.NO	PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
1	18-28	88	59%
2	29-38	33	22.1%
3	39-49	19	12.75%
4	50 AND ABOVE	9	6.15%
TOTAL		149	100%

SOURCE: Primary data

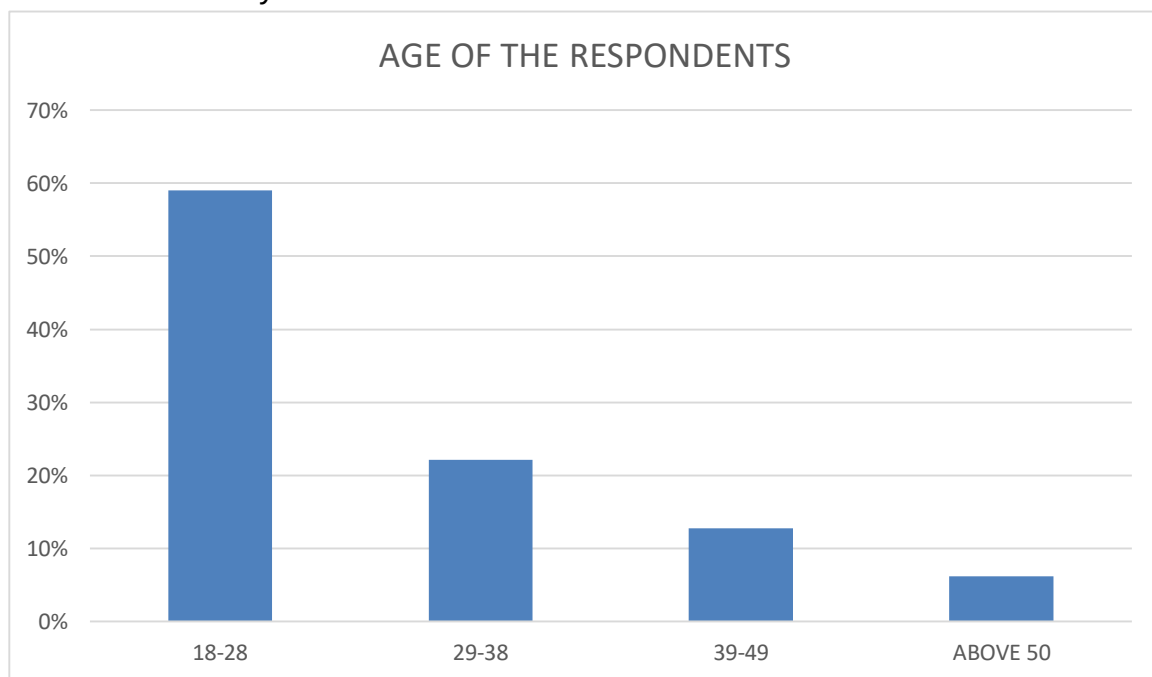


CHART 4.1.1: 4.1.1 AGE OF THE RESPONDENTS

INTERPRETATION: From the above table it is interpreted that the number of respondent between 18-28 age are 59%, between 29-38 age are 22.1%, between 39-49 age are 12.75%, above 50 are 6.15%.

INFERENCE: Majority (59%) of the respondents are between 18-28 ages.

TABLE 4.1.2 GENDER OF THE RESPONDENTS

S.NO	PARTICULARS	NUMBER OF RESPONDENT	PERCENTAGE
1	MALE	113	75.83%
2	FEMALE	36	24.17%
TOTAL		149	100%

SOURCE: Primary data

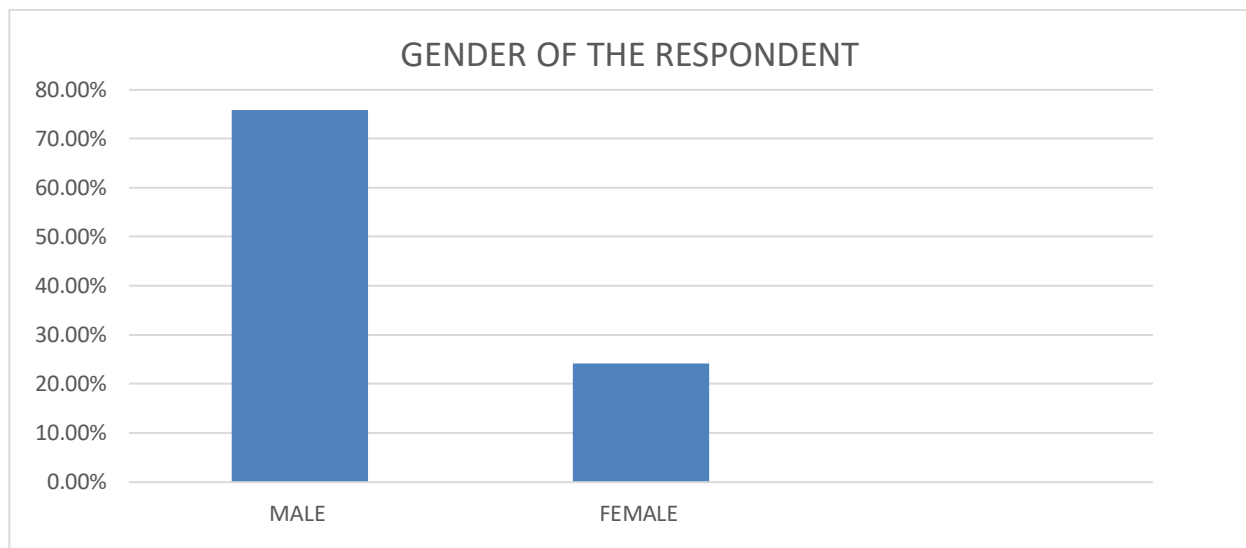


CHART 4.1.2: GENDER OF THE RESPONDENTS

INTERPRETATION: From the above table it is interpreted that the 75.83% of the respondents are Male and 24.13% of the respondents are female.

INFERENCE: Majority (75.83%) of the respondent are male.

TABLE 4.1.3 MARITAL STATUS OF THE RESPONDENT

S.NO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1	MARRIED	95	63.75%
2	UN MARRIED	54	36.25%
TOTAL		149	100%

SOURCE: primary data

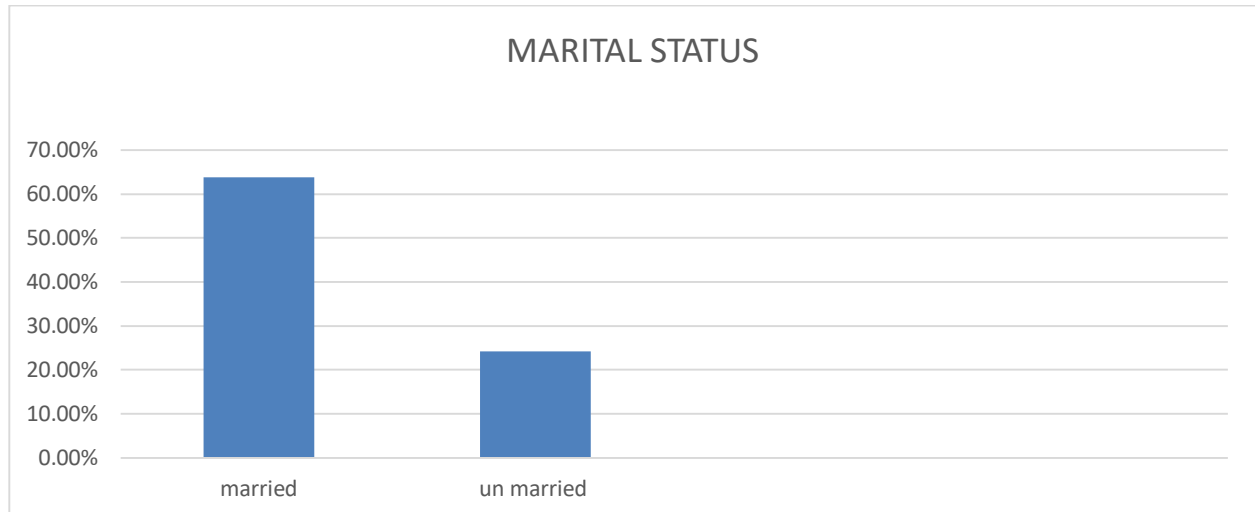


CHART 4.1.3 MARITAL STATUS OF THE RESPONDENT

INTERPRETATION: From the above table it is interpreted that 63.75% of the respondent are married and 24.25% of the respondent are un married.

INFERENCE: Majority (63.75) of the respondents are married

TABLE 4.1.4: FAVOURITE SPORT OF THE RESPONDENT

S.NO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1	CRICKET	52	34.89%
2	FOOT BALL	25	16.77%
3	VOLLEY BALL	15	10.06%
4	BASKET BALL	16	10.73%
5	KABBADI	15	10.06%
6	HOCKEY	13	8.72%
7	HANDBALL	7	4.69%
8	OTHERS	6	4.02%
TOTAL		149	100%

Source: primary data

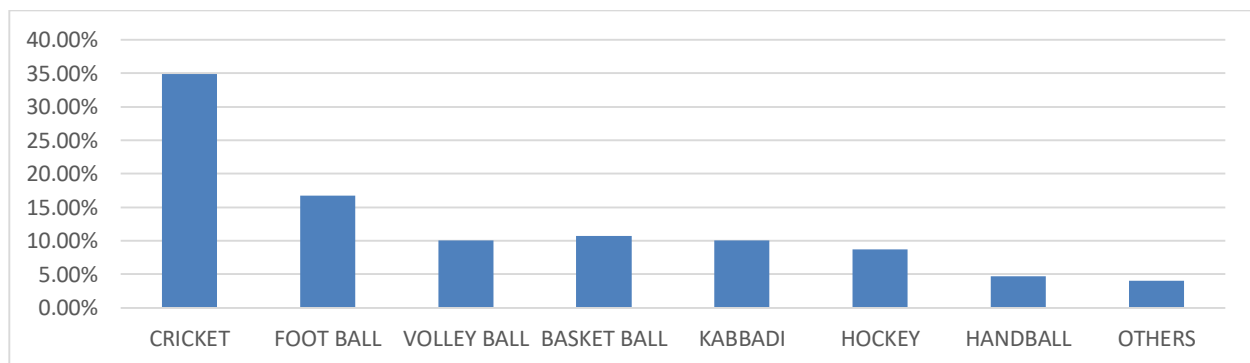


CHART 4.1.4 FAVOURITE SPORT OF THE RESPONDENT

INTERPRETATION: From the above table it is interpreted that favourite sport of the respondent's cricket 34.89%, football 16.77%,volley ball 10.06%,basketball 10.73%,kabbadi 10.06%, hockey 8.72%, hand ball 4.69%, other 4.02%.

INFERENCE: Majority (34.89%) of the respondent is choose cricket.

TABLE 4.1.5 PARTISIPECITON OF SPORTS ACTIVITY BY RESPONDENT

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	DAILY	41	27.51
2	WEEKLY	57	38.25
3	MONTHLY	27	18.12
4	YEARLY	14	9.41
5	NEVER	10	6.71
TOTAL		149	100

SOURCE: primary data

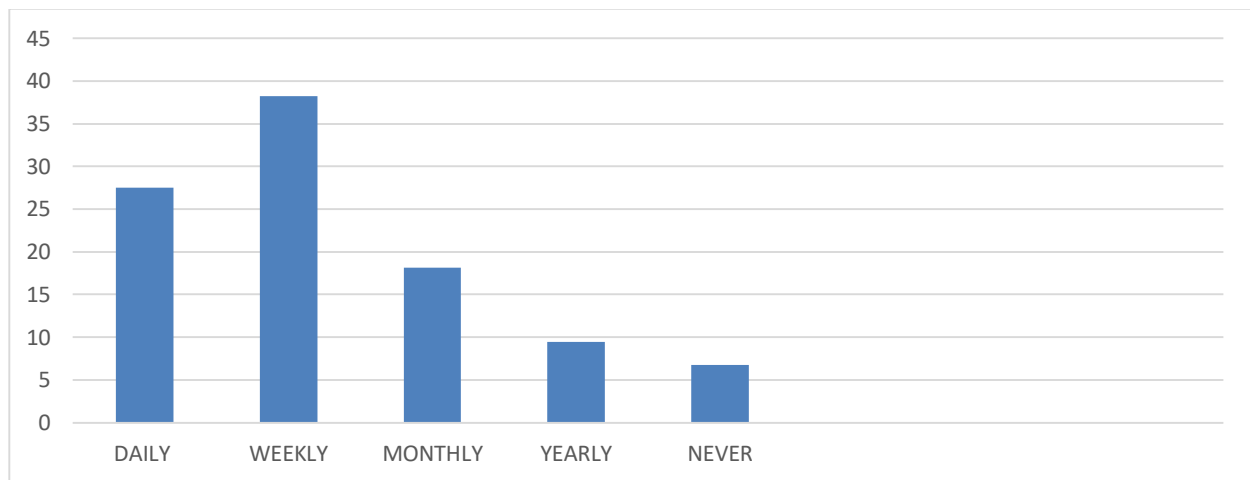


CHART 4.1.5 PARTISIPECITON OF SPORTS ACTIVITY BY RESPONDENT

INTERPRETATION: From the above table it is interpreted that respondents who play daily 27.51%, weekly 38.25%, monthly 18.12%, yearly 9.41%, never 6.71%.

INFERENCE: Majority (38.25%) of the respondents play weekly.

TABLE 4.1.6: AVERAGE PRACTICE TIME OF RESPONDENT

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	1-2 HOURS	50	34.0%
2	2-3HOURS	51	34.7%
3	4+HOURS	30	20.4%
4	NOT APPILICABLE	18	10.9%
TOTAL		149	100%

SOURCE: primary data

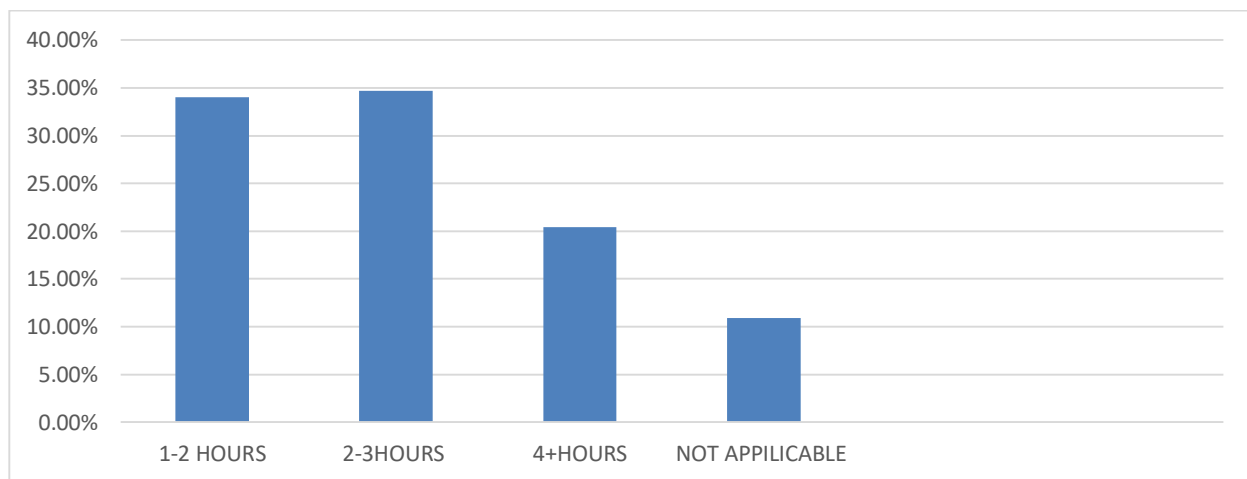


CHART 4.1.6: AVERAGE PRACTICE TIME OF RESPONDENT

INTERPRETATION: From the above table it is interpreted that the respondents who are practice average time of 1-2 hours is 34%, 2-3 hours 34.7%, 4+ hours 20.4% not applicable is 10.9%.

INFERENCE: Majority (34.7%) of the respondents are practice 2-3 hours.

TABLE 4.1.7: RESPONDENT INTREST ON OUR SPORTS ARENA

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	YES	100	69.4%
2	MAY BE	29	20.1%
3	NO	20	13.4%
TOTAL		100	100%

SOURCE: primary data

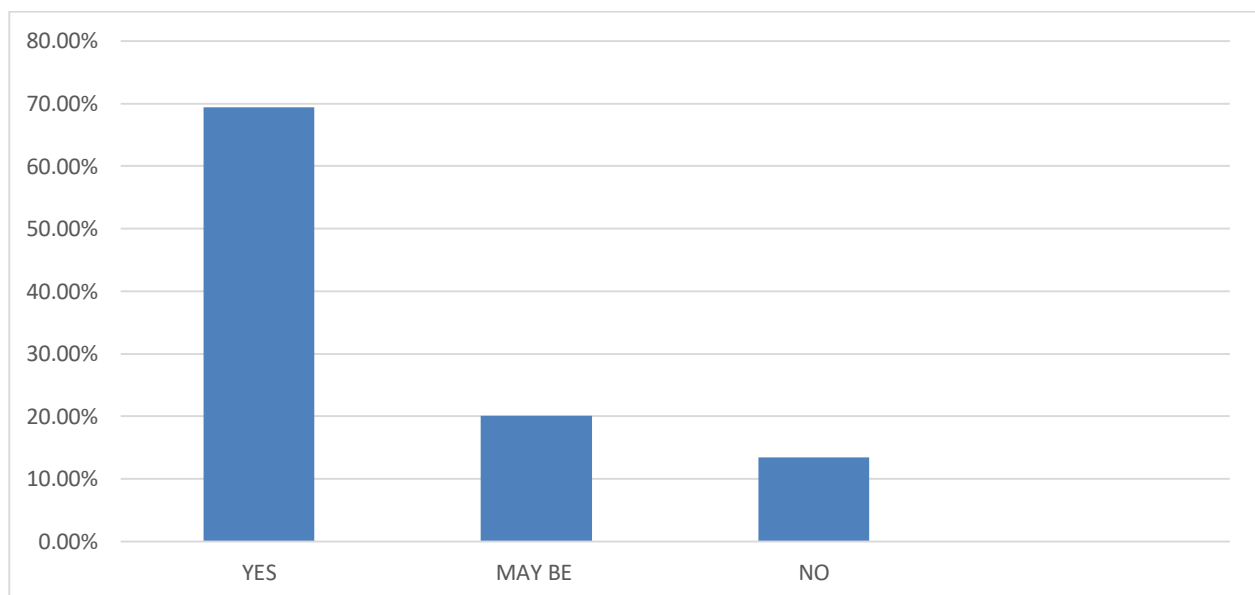


CHART 4.1.7: RESPONDENT INTREST ON OUR SPORTS ARENA

INTERPRETATION: from the above table it is interpreted that the respondent who is willing to play in our sports arena is YES 69.4%, MAY BE 20.1%, NO 13.4%.

INFERENCE: Majority (69.4%) is willing to play in our sports arena.

TABLE 4.1.8: RESPONDENTS REPRESENTING CLUB.

S.NO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1	YES	49	24.22%
2	NO	100	74.77%
TOTAL		149	100%

SOURCE: Primary data

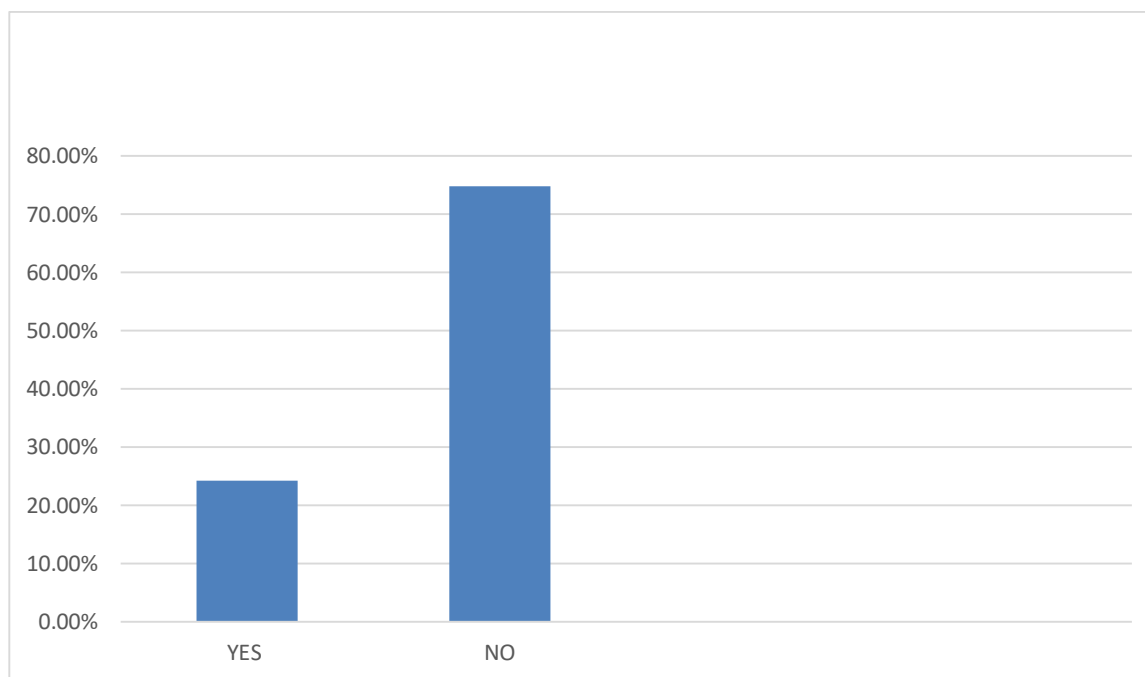


CHART 4.1.8: RESPONDENT REPRESENTING CLUBS.

INTERPRETATION: From the above table it is interpreted that respondents who is representing clubs yes 24.22% no 74.78%.

INFERENCE: Majority (74.78%) of the respondent is not representing any clubs.

TABLE 4.1.9: FIVE SPORTS SUGGESTED BY RESPONDENT

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	CRICKET	50	33.55%
2	FOOTBALL	35	23.48%
3	BASKETBALL	25	16.77%
4	HOCKEY	25	16.77%
5	KABBADI	14	9.39%
TOTAL		149	100%

SOURCE: primary data

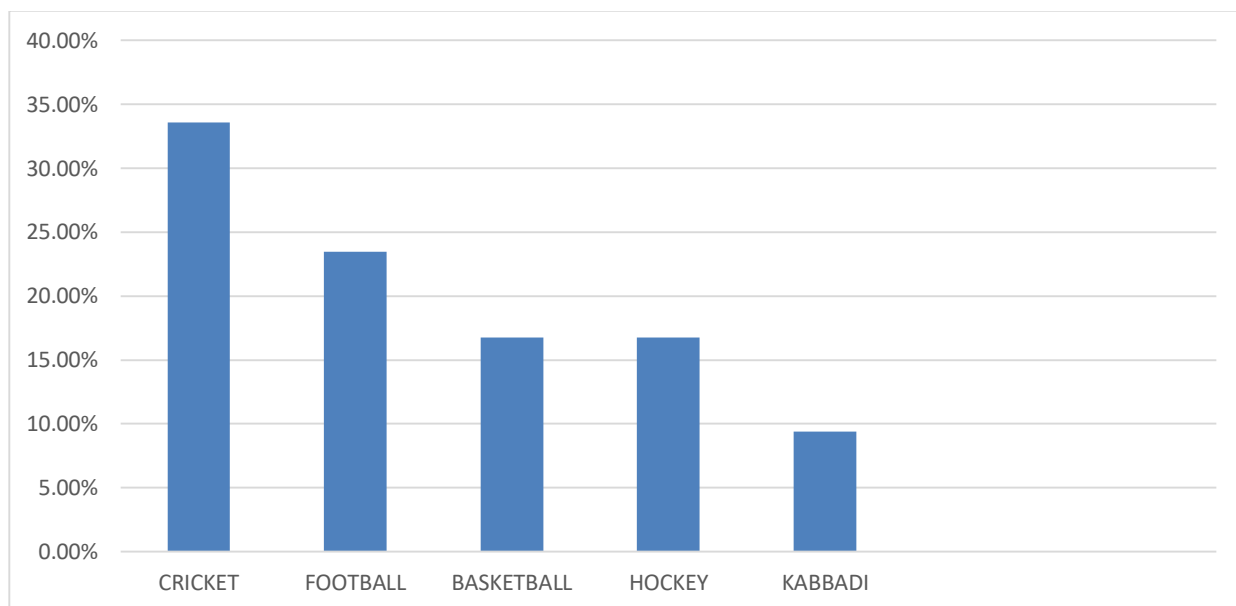


CHART 4.1.9: FIVE SPORTS SUGGESTED BY RESPONDENT

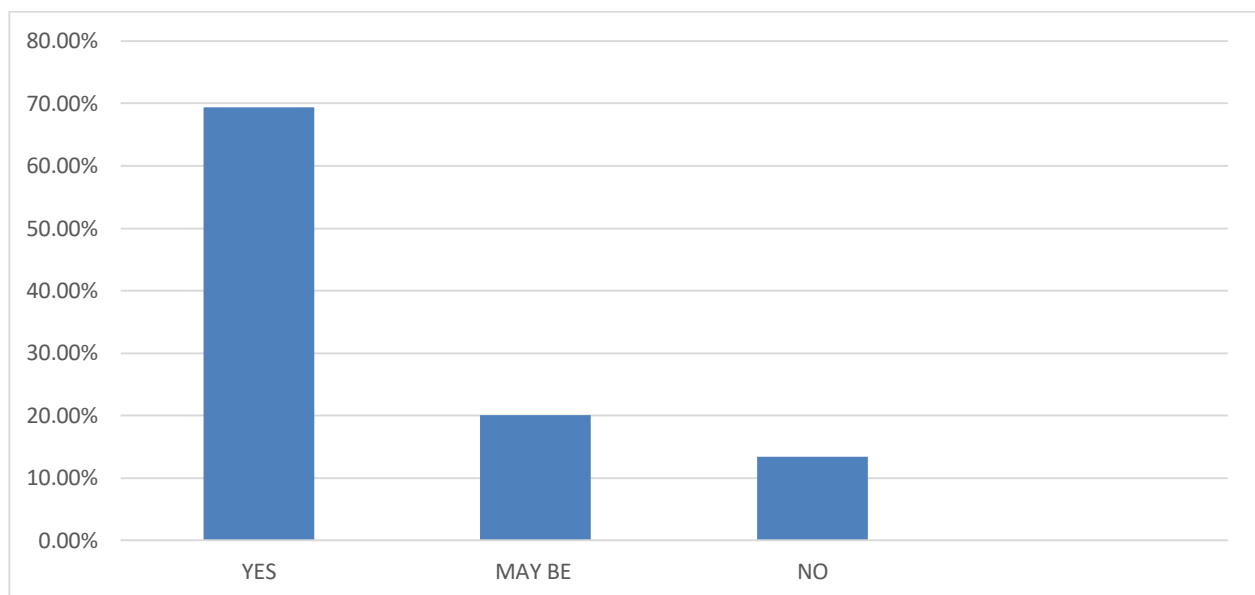
INTERPRETATION: From the above table it is interpreted that respondents who selected the major five sports they are cricket 33.55%, football 23.48%, basketball and hockey both are 16.77% and kabbadi is 9.39%.

INFERENCE: Majority (33.55%) of the respondent is selected cricket.

TABLE 4.1.10: RENTING OF OUR SPORTS ARENA FOR PRIVATE COCHING

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	YES	100	69.4%
2	MAY BE	29	20.1%
3	NO	20	13.4%
TOTAL		149	100%

SOURCE: primary data.



CHARTY4.1.10: RENTING OF OUR SPORTS ARENA FOR PRIVATE COCHING

INTERPRETATION: from the above table it is interpreted that the respondent who is willing to rent our sports arena for private event is YES 69.4%, MAY BE 20.1%, NO 13.4%.

INFERENCE: Majority (69.4%) is willing to rent our sports arena for private event.

TABLE 4.1.11: 24/7 SERVICE IN OUR SPORTS ARENA.

S.NO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1	YES	101	69.2%
2	MAY BE	19	12.8%
3	NO	29	18.0%
TOTAL		149	100%

SOURCE: primary data.

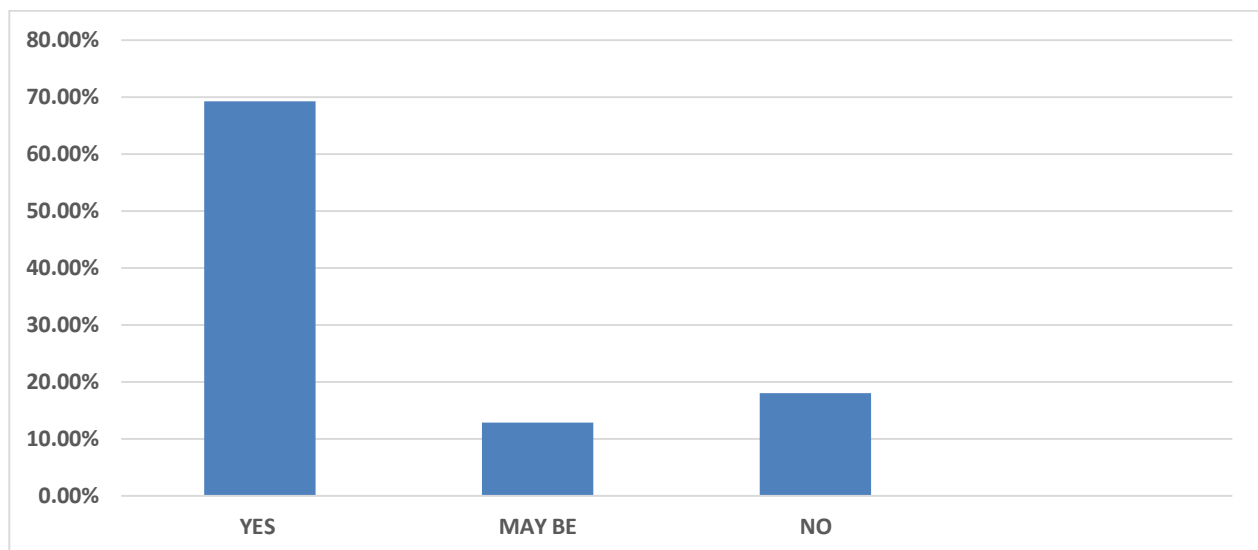


CHART 4.1.11: 24/7 SERVICE IN OUR SPORTS ARENA.

INTERPRETATION: from the above table it is interpreted that the respondent who is willing to have our sports arena 24/7 is YES 69.2%, MAY BE 12.8%, NO 18.0%.

INFERENCE: Majority (69.2%) is willing to have our sports arena. 24/7

4.1.12: REFRESHMENT SPOT IN OUR SPORTS ARENA.

S.NO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1	YES	105	70.46%
2	NO	30	20.13%
3	MAY BE	14	9.39%
TOTAL		149	100%

SOURCE: primary data.

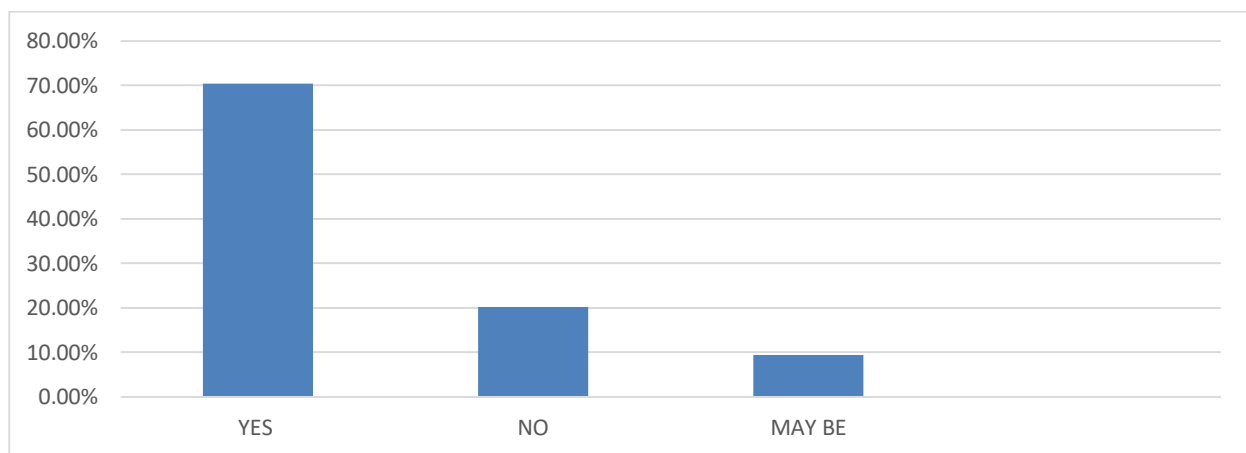


CHART 4.1.12: REFRESHMENT SPOT IN OUR SPORTS ARENA.

INTERPRETATION: from the above table it is interpreted that the respondent who is willing to have refreshment spot in our sports arena is YES 70.46%, MAY BE 20.13%, NO 9.39%.

INFERENCE: Majority (70.46%) is willing to have refreshment sport in our sports arena.

TABLE 4.1.13: LOCKER FACILITY IN OUR SPORTS ARENA.

S.NO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1	Yes	106	71.14%
2	No	18	12.08%
3	May be	25	16.77%
TOTAL		149	100%

SOURCE: primary data

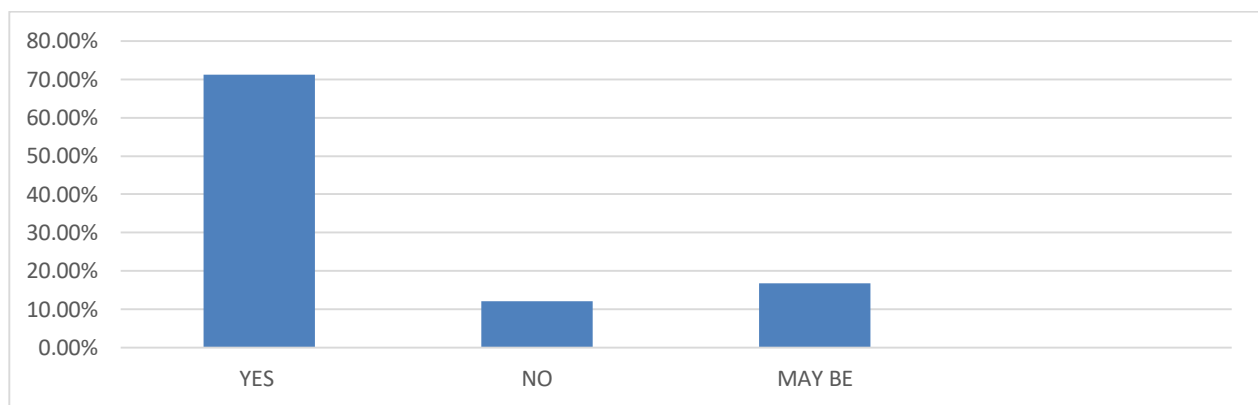


CHART 4.1.13: LOCKER FACILITY IN OUR SPORTS ARENA.

INTERPRETATION: from the above table it is interpreted that the respondent who is willing to have locker facility in our sports arena is YES 71.14%, MAY BE 16.77%, NO 12.08%.

INFERENCE: Majority (70.46%) is willing to have locker facility in our sports arena.

TABLE 4.1.14: TIMINGS PREFED FROM RESPONDENT.

S.NO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1	Early morning	57	40.4%
2	Afternoon	12	8.5%
3	Evening	54	38.3%
4	Night	7	5.0%
5	Mid night	18	10.2%
TOTAL		149	100%

SOURCE: primary data

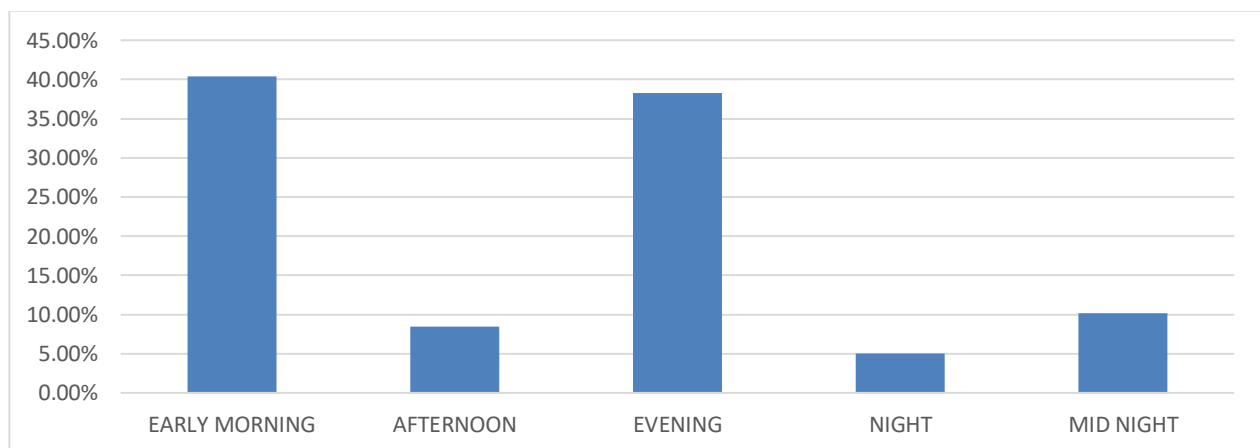


CHART 4.1.14: TIMINGS PREFED FROM RESPONDENT.

INTERPRETATION: from the above table it is interpreted that the respondent who is willing to play in early morning 40.4%, afternoon 8.5%, evening 38.3%, night 5.0%, mid night 10.2%.

INFERENCE: Majority (40.4%) is willing to play early morning in our sports arena.

TABLE 4.1.15: PRIMARY INTREST OF RESPONDENT.

S.NO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1	To improve personal fitness and health	54	36.24%
2	To enjoy exercising	46	30.87%
3	Opportunity to get socialise with friends	29	19.46%
4	To improve your body image	21	14.09%
TOTAL		149	100%

SOURCE: primary data

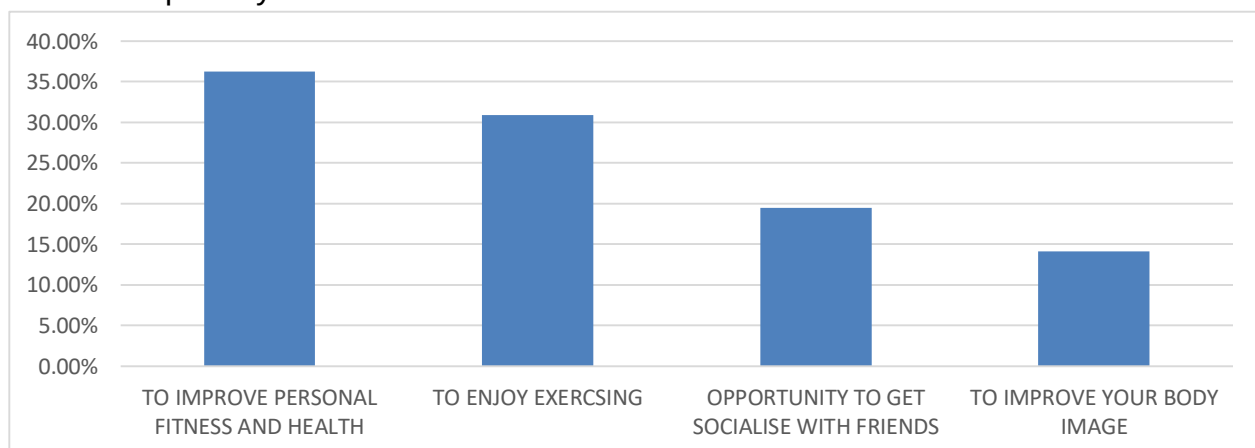


CHART 4.1.15: PRIMARY INTREST OF RESPONDENT.

INTERPRETATION: from the above table it is interpreted that the respondent who is willing to play in to improve personal fitness and health 36.24%, to enjoy exercising 30.87%, opportunity to get socialise with friends 19.46%, to improve your body image 14.90%.

INFERENCE: Majority (36.24%) is willing to play to improve personal fitness and health.

TABLE 4.1.16: INTERESED IN VOLUTEERING BY RESPONDENT.

S.NO	PARTICULARS	NO. OF RESPONDENT	PERCENTAGE
1	YES	104	69.79%
2	NO	21	14.09%
3	MAY BE	24	16.10%
TOTAL		149	100%

SOURCE: primary data

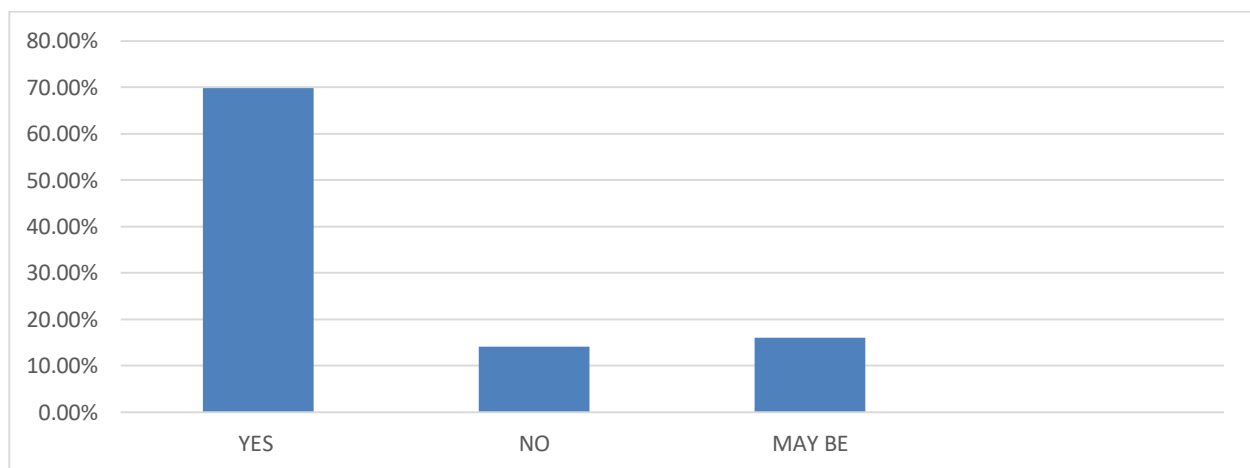


CHART 4.1.16: INTERESED IN VOLUTEERING BY RESPONDENT.

INTERPRETATION: from the above table it is interpreted that the respondent who is willing to volunteering in our sports arena is yes 69.79%, no 14.09%, may be 16.10%.

INFERENCE: Majority (39.79%) is willing to volunteering in our sports arena.

CHAPTER 5

FINDINGS:

- 1) Majority (59%) of the respondents are between 18-28 ages.
- 2) Majority (75.83%) of the respondent are male
- 3) Majority (63.75) of the respondents are married
- 4) Majority (34.89%) of the respondent is choose cricket.
- 5) Majority (38.25%) of the respondents play weekly
- 6) Majority (34.7%) of the respondents are practice 2-3 hours.
- 7) Majority (69.4%) is willing to play in our sports arena.
- 8) Majority (33.55%) of the respondent is selected cricket.
- 9) Majority (69.4%) is willing to rent our sports arena for private event.
- 10) Majority (69.2%) is willing to have our sports arena. 24/7
- 11) Majority (70.46%) is willing to have refreshment sport in our sports arena.
- 12) Majority (70.46%) is willing to have locker facility in our sports arena.
- 13) Majority (40.4%) is willing to play early morning in our sports arena
- 14) Majority (36.24%) is willing to play to improve personal fitness and health.
- 15) Majority (39.79%) is willing to volunteering in our sports arena.

SUGGESTION:

It is believed that the findings of this study will significantly contribute to the field of sport and other industries. The result of this investigation provides some interesting findings that further of knowledge in service evaluations, particularly in determine and analyse customer satisfaction such as re-use and recommended intention. Findings of this study indicate that the provider should focus on how to maintain and improve of their service quality delivered to the customers. It is believed that, these finding outcomes do have influence to the industry in order to boost customer satisfaction. Besides, through this study the providers tend to adapt and change a new concept and atmosphere in the field of sport facilities. In addition, the providers of sports arena can obtain useful information in deciding important decision by understanding their customers behaviour based on this study result. By examining the service quality factors that are most important for them, the researcher can deliver better direction in guiding the provider. From the findings of this study, it will help the provider to determine which part of their service at sports arena that should be focused on in order to boost the satisfaction as well as behaviour intention from their customers.

Customer satisfaction is based on the outstanding and successful services; it is a result of the rise and development of skills, knowledge, competence and efficiency of service providers. The findings of this study examine the importance of employees' competency in order to ensure the maximum level of satisfaction and behaviour intentions. As for staff competency as high predictor of influence, the development of staff positive attitude is essential in which it will contribute to the improvement of quality of service and directly turn to the customer satisfaction, and positive behaviour intentions. In the context of further study, the limitation of samples may limit the generalizability of the findings. Further research within a much broader sampling frame should further investigate differences related to socioeconomic, demographic (especially gender) and cultural factors.

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(APENDIX) QUESTIONNAIRE

1. NAME

- Your answer

2. AGE

- Your answer

3. GENDER

- ☐ Male
- ☐ Female
- ☐ Other:

4. MARITAL STATUS.

- ☐ Married
- ☐ Un married

5. WHAT IS YOUR FAVOURITE SPORT?

- ☐ Cricket
- ☐ Football
- ☐ Basketball
- ☐ Volleyball
- ☐ Handball
- ☐ Kabbadi
- ☐ Hockey
- ☐ Other

6. HOW OFTEN DO YOU PARTICIPATE IN SPORT ACTIVITIES?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Yearly
- ☐ Never

7. HOW MANY HOURS A WEEK, ON AVERAGE, DO YOU PARTICIPATE IN SPORT ACTIVITIES?

- ☐ 1-2 hours
- ☐ 2-3 hours
- ☐ 4+ hours
- ☐ not applicable

8. WOULD YOU LIKE TO PARTICIPATE IN SPORTS IN OUR SPORTS ARENA

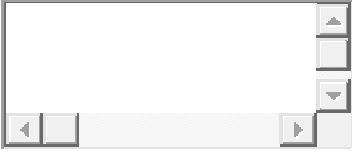
- ☐ Yes
- ☐ No
- ☐ Maybe

9. DO YOU CURRENTLY REPRESENT ANY SPORTS CLUB?

- ☐ Yes
- ☐ No

10. SUGGEST ANY FIVE SPORTS YOU WOULD LIKE TO PLAY IN OUR SPORTS ARENA?

• Your answer



11. WOULD YOU LIKE TO RENT OUR ARENA FOR ANYH EVENTS

- ☐ Yes
- ☐ No
- ☐ Maybe

12. WOULD YOU LIKE TO HAVE ANY KIND OF PRIVATE COACHING/TRAINING AT OUR PLACE?

- ☐ Yes
- ☐ No
- ☐ Maybe

13. IF YES, IN WHICH SPORT DO YOU NEED?



Your answer

14. WOULD YOU LIKE TO HAVE A 24/7 SERVICE IN OUR SPORTS ARENA

- ☐ Yes
- ☐ No
- ☐ Maybe

15. WOULD YOU PREFER A REFRESHMENT SPOT IN OUR SPORTS ARENA

- ☐ Yes
- ☐ No
- ☐ May

16. SHOULD WE HAVE A LOCKER FACILITY IN OUR ARENA

- ☐ Yes
- ☐ No
- ☐ Maybe

17. WHAT ARE THE SLOT TIMINGS YOU PREFER MAJORLY

- ☐ Early morning
- ☐ Afternoon
- ☐ Evening
- ☐ Night
- ☐ Midnight

18. WOULD YOU PREFER STUDENT / EMPLOYEES OFFERS FOR EVENTS AND OTHER FACILITIES

- ☐ Yes
- ☐ No

19. WHAT IS YOUR PRIMARY INTREST IN SPORTS RELATED ACTIVITY?

- ☐ To improve personal fitness and health
- ☐ You enjoy exercising
- ☐ Opportunity to socialise with friends
- ☐ To improve your body image

20. Would YOU BE INTERSTED IN VOLENTTERING OR COACHING?

- ☐ Yes
- ☐ No
- ☐ Maybe