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### Sporting Goods Store in North Carolina

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North Carolina is known for sporting activities where teams and sporting activities take place often, and teams compete at every level of competition in the United States. North Carolina sporting sector comprises of minor leagues but multiple ones which are managed initially as organizations. Colleges and universities attend sporting activities in the state of North Carolina from a collection of divisions (Chandran et al., 2020). The significant number of indoor games comprise of soccer, basketball, table tennis, ice hockey. Notably, amateur games held in the United States get hosted in North Carolina each year. Athletes also utilize most sporting grounds in North Carolina to exercise for competitions that are participated globally.

In terms of geographic location, North Carolina hosts sporting stadiums like the Grand Park, North Myrtle Beach Park and Sports Complex, Citizen Park, Founders Park and many others (Dahana & Ebisuya, 2018). The location of North Carolina has first stadiums and baseball facilities in America. Besides, North Carolina is the home for three major leagues in the United States. The associations include Carolina Panthers of the National football, Charlotte Homes and Carolina Hurricanes.

The population in North Carolina leads a sporty lifestyle where their environment comprises stadiums, athletes, colleges and universities which value sporting activities. The lifestyle calls for a high demand for sportswear and facilities that involve games and sporting. For instance, sportswear includes shoes, tracksuits, and vests among others. Also, games facilities are in high demand because most minor leagues in the United States kick off in North Carolina. Normally, minor leagues involve many people as compared to professional associations. Therefore, a sporting goods store would serve the area better since North Carolina people have adopted sporting life. Notably, many sporting activities take place in that state.

Leading a sporting life attracts residents of North Carolina to shops that sell sportswear. Especially during the hot season, people in the United States require more pairs of sportswear. Furthermore, during summer, people are engaged in different sporting activities. Thus sporting equipment has a significant demand (Dahana & Ebisuya, 2018). The buying pattern that North Carolina people adopt is a habitual one based on weather conditions. Additionally, sporting seasons call for a higher demand for the essentials required to succeed in the leagues and tournaments in the state.

Psychographic factors show that North Carolina population is used to sporting activities and values sports as part of their daily life. For instance, there are many sporting clubs, leagues and grounds where sports are held. Sporting shops are also many; hence, they have adopted a sporting lifestyle. They also believe in sports and host the most dominant leagues in the United States of America.

Buying sensitivity of North Carolina citizens has sporting activities attracted to them; thus, they prefer buying in larger quantities to suit all members of the family. For that reason, the sporting culture creates significant demand for such goods and services from sports shops.

The market size and trending of the sporting goods in North Carolina comprises many sporting companies which are approximately 64 showing the high demand that is registered in the country. Trends in the sporting industry hence prove that most people in North Carolina believe in fitness and competitions when tournaments and leagues emerge. Since there are more than 50 companies in North Carolina those deal with sporting activities, it is evident that the larger part of the population will be retailers from the companies (Chandran et al., 2020). Thus, having a sporting goods store will ensure that the supply of goods to companies will be done

right. Also, the distribution of sporting materials will be justified due to the presence of a store that distributes the items.

## References

- <sup>2</sup> Dahana, W. D., Kobayashi, T., & Ebisuya, A. (2018). Empirical Study of Heterogeneous Behavior at the Base of the Pyramid: The Influence of Demographic and Psychographic Factors. *Journal of International Consumer Marketing*, 30(3), 173-191.
- <sup>1</sup> Chandran, A., Kerr, Z. Y., Roby, P. R., Nedimyer, A. K., Arakkal, A., Pierpoint, L. A., & Zuckerman, S. L. (2020). Concussion symptom characteristics and resolution in 20 United States high school sports, 2013/14-2017/18 academic years. *Neurosurgery*.

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