



# Consumer attitude towards sports rental concept in tourism

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## Abstract

The sports rental concept in tourism has gained popularity in recent years as it offers consumers the opportunity to rent sports equipment rather than purchase it, saving both money and storage space. This study aims to investigate consumer attitudes towards this concept, focusing on the sports rental industry within the tourism sector. The study uses a mixed-methods approach, combining a quantitative survey with qualitative interviews of consumers who have used sports rental services. The survey results indicate that the majority of respondents view sports rental as a convenient and cost-effective option. Furthermore, consumers were found to be more likely to rent sports equipment when traveling, particularly for sports they don't typically participate in at home. The qualitative interviews provide further insight into the factors that influence consumer attitudes towards sports rental, including the quality and variety of equipment available, rental prices, and ease of use. Overall, this study highlights the potential benefits of sports rental for both consumers and the tourism industry, while also identifying areas where improvements can be made to better meet consumer needs and preferences.

## Keywords

Sports rental, Tourism, Consumer attitude, Equipment quality, Convenience Availability, Cost Perceived, value Satisfaction, Outdoor activities

## Introduction

### Background of study

The concept of renting sports equipment in the tourism industry has gained significant attention in recent years. With an increasing number of people traveling for sports and outdoor activities, the need for affordable and convenient rental services has grown. Sports rental services provide a cost-effective option for travelers who do not want to purchase expensive sports equipment, which they may only use once or twice during their trip. This concept also provides a solution for the issue of

storage, as travelers do not have to worry about carrying bulky equipment with them on their travels.

According to a report by Allied Market Research, the global sports equipment rental market was valued at \$1.1 billion in 2019 and is projected to reach \$2.2 billion by 2027. The growth in this market is attributed to the increasing popularity of adventure sports and outdoor activities among tourists, as well as the rising trend of renting rather than owning goods.

Studies have shown that consumer attitudes towards the sports rental concept are generally positive. A study by PwC found that 59% of consumers prefer to rent equipment for outdoor activities, while only 18% prefer to buy. Convenience and cost-effectiveness were cited as the main reasons for this preference. Additionally, a study by the Outdoor Industry Association found that 25% of outdoor participants rented equipment in 2017, with the majority of renters being first-time users.

However, there are also some concerns among consumers regarding the quality and variety of equipment available for rent, as well as the ease of use and availability of rental services in certain locations. These factors can significantly influence consumer attitudes towards sports rental services and impact their decision to rent equipment.

Overall, understanding consumer attitudes towards the sports rental concept in tourism is essential for the growth and development of this market. By identifying consumer preferences and concerns, rental service providers can better tailor their services to meet the needs of consumers and improve their overall experience.

## Research Questions

1. What are the factors that influence consumer attitudes towards sports rental services in the tourism industry?
2. How does the cost-effectiveness of sports rental services impact consumer attitudes towards them?
3. To what extent does the convenience of sports rental services affect consumer attitudes towards them?
4. How do the quality and variety of sports equipment available for rent impact consumer attitudes towards sports rental services?
5. What are the main concerns of consumers when it comes to using sports rental services, and how do these concerns affect their attitudes towards them?

## Need For Study

There are several reasons why a study on consumer attitudes towards sports rental services in tourism is necessary. Firstly, the sports rental market is rapidly growing, and understanding consumer preferences and concerns is crucial for the development of this industry. By identifying the factors that influence consumer attitudes towards sports rental services, rental service providers can tailor their services to meet the needs of consumers, resulting in higher customer satisfaction and increased business.

Secondly, the tourism industry is becoming increasingly focused on sustainability, and sports rental services offer an environmentally friendly alternative to the traditional model of purchasing and disposing of sports equipment. By promoting the use of sports rental services, the tourism industry can reduce its carbon footprint and contribute to a more sustainable future.

Thirdly, the cost-effectiveness of sports rental services makes them an attractive option for budget-conscious travelers. By offering affordable rental services, rental service providers can attract a wider range of consumers and increase their customer base.

Finally, by understanding consumer attitudes towards sports rental services, the tourism industry can identify areas for improvement and develop strategies to increase awareness and promote the

benefits of sports rental services. This can ultimately lead to increased consumer adoption and usage of sports rental services, resulting in a more robust and profitable sports rental market.

## Problem Statement

While the sports rental concept has gained popularity in recent years as a cost-effective and convenient option for travelers, there is limited research on consumer attitudes towards these services within the tourism industry. Additionally, there are concerns among consumers regarding the quality and variety of equipment available for rent, as well as the ease of use and availability of rental services in certain locations. These concerns can significantly impact consumer attitudes towards sports rental services and affect their decision to rent equipment. Therefore, there is a need for a comprehensive study on consumer attitudes towards sports rental services in the tourism industry, which can identify the factors that influence consumer preferences and concerns and provide insights for rental service providers to improve their services and enhance consumer satisfaction.

## Review of literature

Fuchs and Reichel (2011) examined the factors that influence the consumer's decision to rent sports equipment in tourism. They found that convenience, cost, quality, and availability were the primary factors that influenced consumer behavior. Convenience was identified as the most critical factor in the decision-making process, followed by equipment quality and availability. Furthermore, the study revealed that consumers were willing to pay higher prices for better equipment quality and convenience.

In another study, Li and Li (2017) explored the relationship between tourist attitudes towards renting sports equipment and their perceived value of the rental service. The study found that tourists' attitudes towards renting sports equipment were positively influenced by their perceived value of the rental service, including the equipment quality, variety, and convenience of the rental process. Furthermore, tourists who rented sports equipment were more likely to engage in sports activities during their trip and were more satisfied with their overall experience.

A study by Kim, Jang, and Lee (2016) examined the influence of the perceived risk of renting sports equipment on tourists' behavior. They found that perceived risk negatively affected tourists' intentions to rent sports equipment. However, the study also found that the perceived benefit of renting sports equipment outweighed the perceived risk, which resulted in a positive attitude towards the sports rental concept.

A study by Huang and Lee (2016) explored the relationship between environmental attitudes and the intention to rent sports equipment in ecotourism. The study found that tourists with positive environmental attitudes were more likely to rent sports equipment, and they perceived the rental service as a responsible and sustainable way to engage in sports activities during their trip.

The literature review highlights the importance of convenience, cost, quality, availability, and perceived value in shaping consumer attitudes towards the sports rental concept in tourism. Furthermore, the review suggests that perceived benefits outweigh perceived risks, and tourists with positive environmental attitudes are more likely to rent sports equipment. These findings can be valuable for destinations that offer sports rental services to better understand consumer behaviour and to design marketing strategies that appeal to consumers' preferences and attitudes.

## Research Methodology

We will use a mixed-approaches strategy that blends quantitative and qualitative research methods to reach our study aims. First, we will survey to collect quantitative data on how tourists use sports rental services. The poll will be sent online to travellers who have used sports rental services while travelling. The survey form will ask about rental frequency, rental choices, the rental process, and overall satisfaction with the rental experience. We will pick survey participants using a convenient selection technique, with a sample size of at least 500 respondents.

## Survey Phase

A sample of travellers who have used sports rental services while travelling will be given a structured survey in the study's initial phase. Quantitative information on usage patterns, preferred rental options, and general satisfaction with the sports rental experience will be gathered through the survey. The poll will be distributed online through travel-related websites and social media channels.

## Sampling Phase

A non-probability sampling technique, specifically purposive sampling, will choose survey participants. The participants will be selected based on their use of sports rental services while travelling. The sample will include travellers of all ages, genders, and nationalities who have used sports rental services in various tourist destinations.

## Data collection

An online survey form will be used to collect data. A survey of the literature on sports rental and tourism will be used to design the questionnaire. The questionnaire will be composed of closed-ended questions and should take 10-15 minutes to complete. The questionnaire will be pretested with a sample of tourists who have utilised sports rental services to confirm its validity and reliability.

## Data Analysis

The data collected through the survey will be analysed using descriptive statistics and inferential statistics. Descriptive statistics will describe the frequency of use, rental preferences, and overall satisfaction with the sports rental experience. Inferential statistics will be used to determine the relationship between the variables and to identify any significant differences in the responses based on the demographic characteristics of the participants.

## Focus Group Phase

A survey questionnaire will be used to collect data. The questionnaire will be created based on a sports rental and tourism literature survey. The questionnaire will consist of closed-ended questions and take roughly 10-15 minutes to complete. The questionnaire will be pretested with a sample of tourists who have used sports rental services to confirm its validity and reliability. We'll have focus group interviews with travellers renting sporting equipment while travelling. The purpose of the focus group talks is to collect comprehensive qualitative information on consumers' perceptions of sports rental services. We will choose participants with various demographics and travel interests using purposive sampling. Focus group talks will examine why participants rent sporting equipment, how they feel about the rental process and any suggestions they have for improving it.

## Sampling Techniques

Participants for the focus group talks will be chosen using purposive sampling. Participants will be selected based on their use of sports rental services while travelling. The sample will comprise travellers of all ages, genders, and nationalities who have used sports rental services in various tourist destinations.

## Data Collection

Semi-structured interviews with a trained moderator will be used for data gathering. The focus group discussions will take place in a suitable location and will last around 90 minutes. The meetings will be audio-recorded, and field notes will be made to capture nonverbal answers and observations.

## Data Analysis

Thematic analysis will examine the information collected from the focus groups. The audio recordings will be classified per the themes from the data and transcribed verbatim. The codes will be categorized into groups, and those groups will then be arranged into themes.

## Conclusion

The mixed-methods research approach used in this study will give researchers a thorough grasp of consumer views on sports rentals in the travel sector. The study's conclusions will guide future research in this field and help sports rental businesses in the tourism industry establish efficient marketing strategies.

## Data analysis

Through the market study done it has been founded out that there is a split between people who want to carry sports equipments and people who do not. There is a majority that if given the choice they would like rent out the equipments instead of taking it from their houses. This could be due to various reasons like: -

- availability of resources
- not enough space
- utilising the opportunity given

Through the study it is also known that 70% of people only sports gear at a maximum of 5 times, this can lead to the meaning that either they buy very durable products or ask their friend, neighbour for the help required.

Badminton has come out as the sport which is played by the most people in the targeted segment. This targeted segment is people who go out on adventures or family trips and then require gear. Badminton comes out on the top as it is easy to play, does not require a lot of equipment and can be played anywhere.

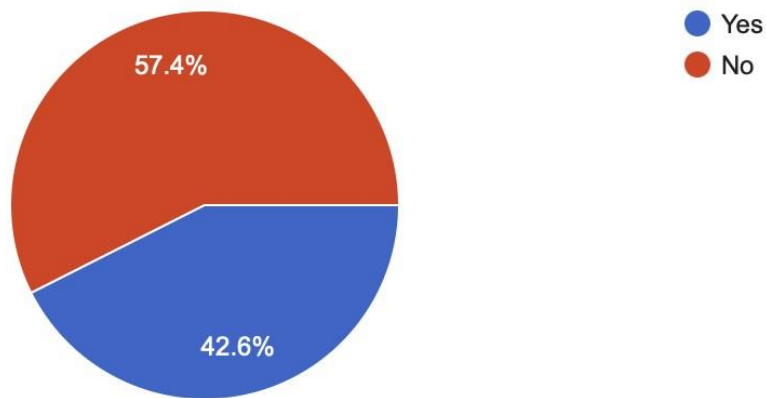
Given the answer that if a person does go on a vacation, they do play any one kind of a sport. On an average if family of five travels 50kms for a small Sunday picnic they would not want to put in the effort to carry the equipment as they want to go there for a good time and not be in the problem of forgetting stuff or come there with missing items. To give an example of badminton the father remembers to carry the racquets but forgets the shuttlecock and they have now reached a place where it will be difficult to buy one, this is where renting comes into the picture and as it is easy and accessible.

Through the research it was known that 75% of people buy equipment's and then stop using it due to lack of time, lack of players or any other abstract reason. Renting again becomes the preferred option as use the equipment till you like and then give it back as a person normally does not require it for a long period of time.

Lastly is the option of repair as maintenance is very difficult and can also be expensive this is again when renting fits the picture as the person renting the equipment will not have to care about the condition he/she puts the equipment as they do not own the equipment.

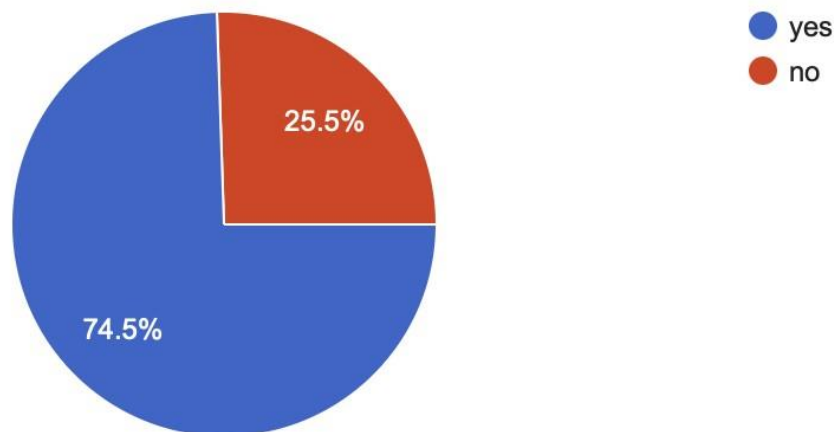
### Do you find carrying your sport equipment with you convenient?

47 responses



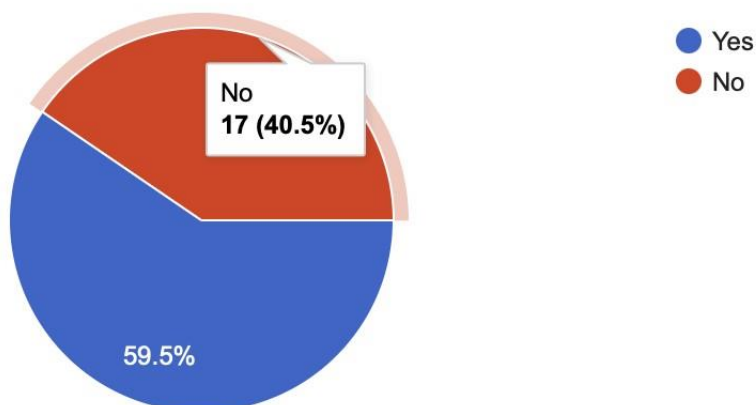
### Are you a sports person?

47 responses



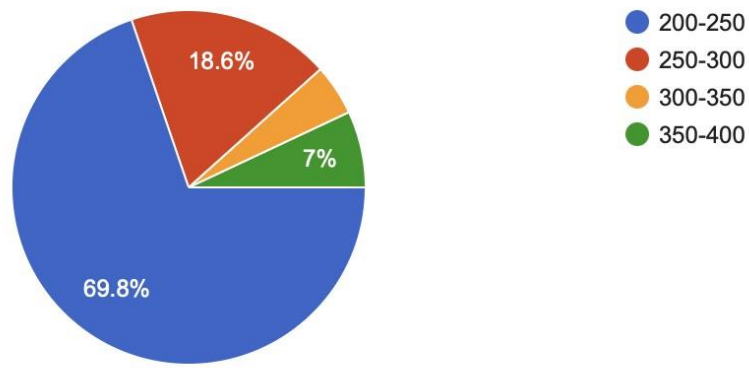
### If no would you like to rent them out for hourly basis?

42 responses



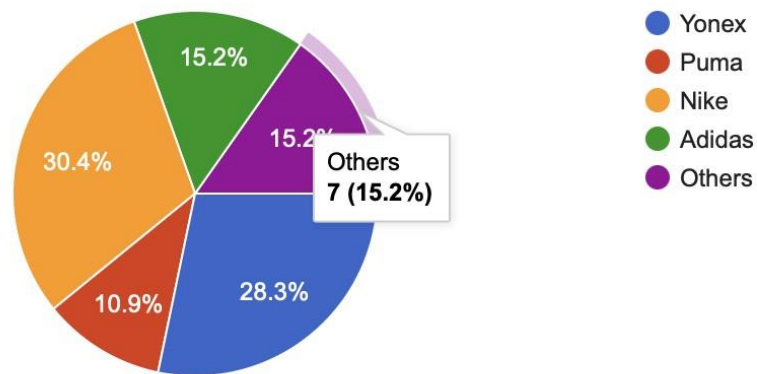
### How much would you prefer spending on the rent for the sport equipment per hour?

43 responses



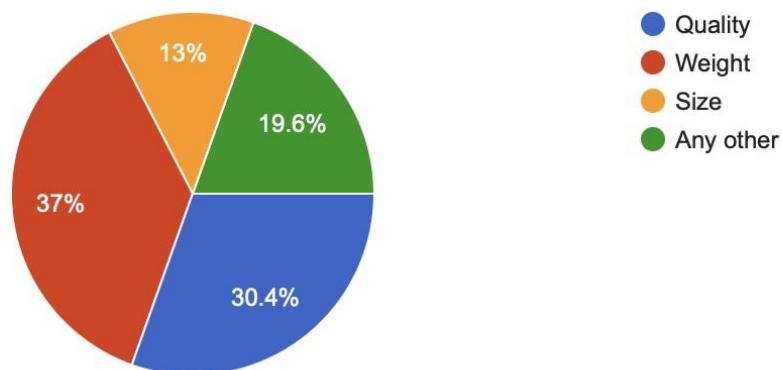
### What brand of sports equipment you generally prefer ?

46 responses



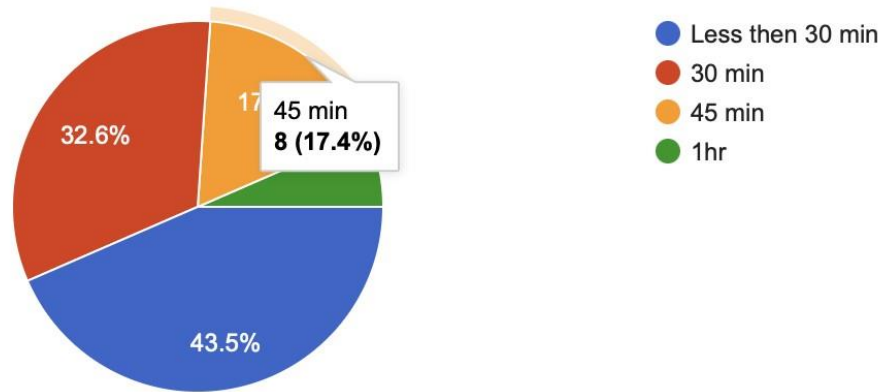
### What problems have you encountered competing in your chosen sport(s) equipment?

46 responses



### What is the expected time would you prefer to deliver the sports equipment?

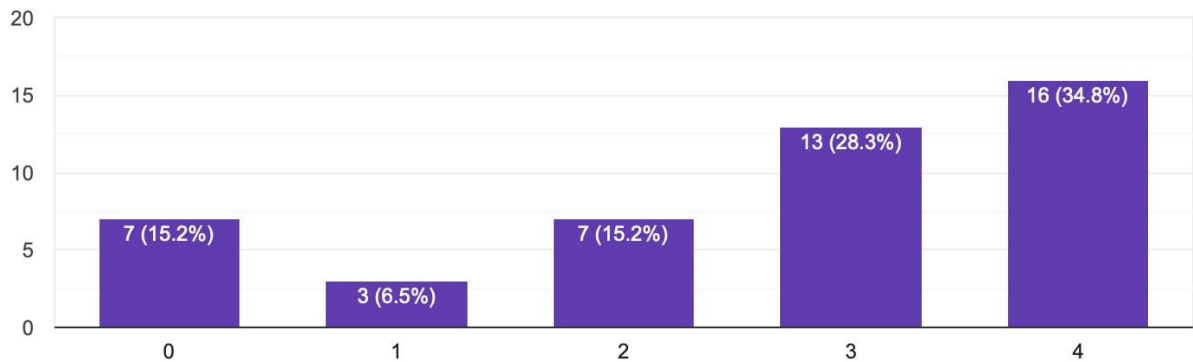
46 responses



### What do you think of the future prospect of renting a sports equipment business?

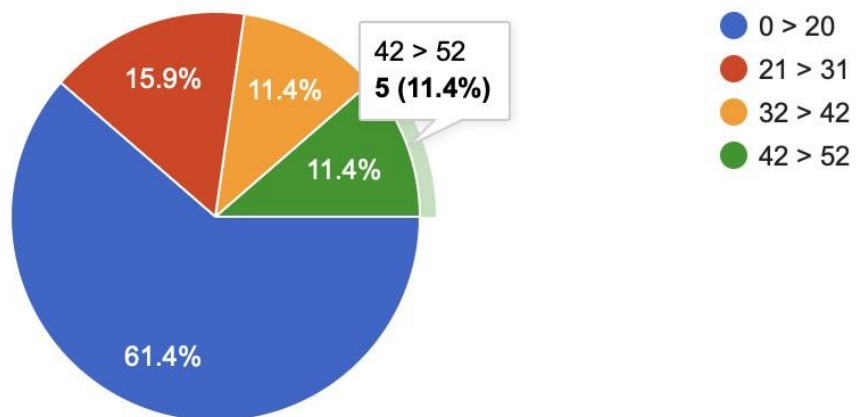
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46 responses



### How many times a year do you participate in your sport(s)?

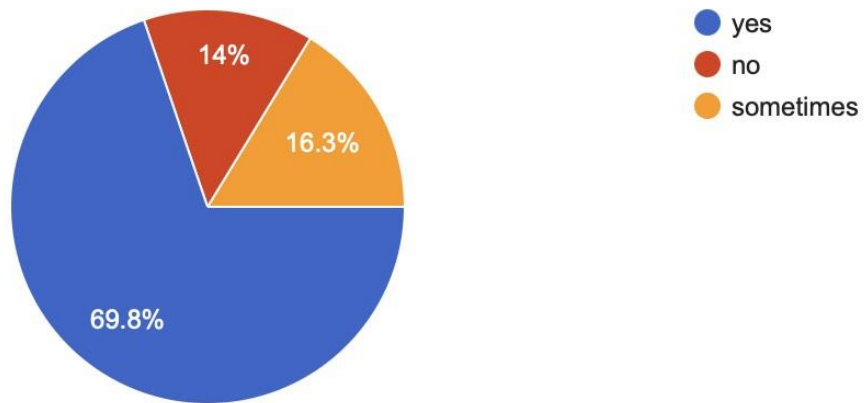
44 responses





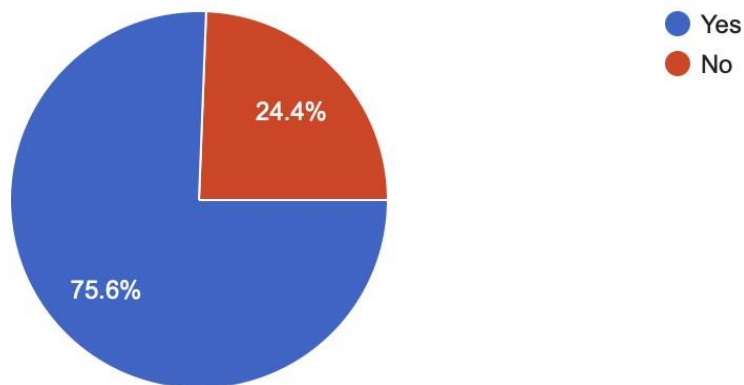
### do you like to play if you went on a vacation anywhere?

43 responses



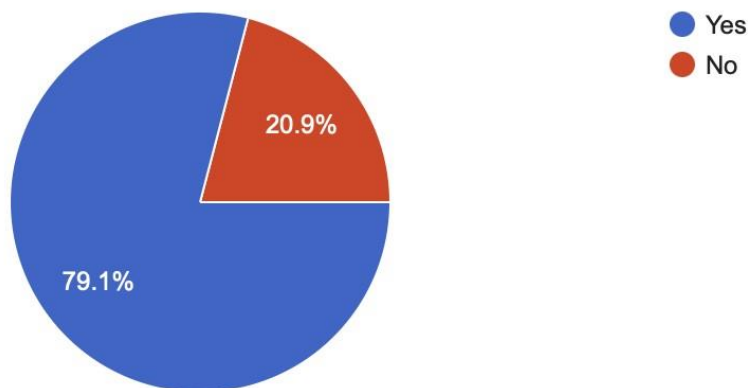
### do you ever buy sports equipment and use them for a while and later forget to use them?

41 responses



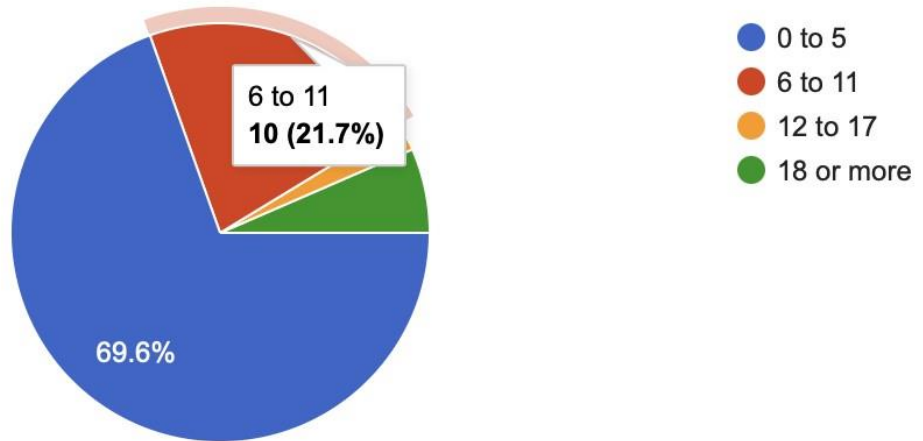
### do you find it difficult to manage and repair sports equipment from time to time?

43 responses



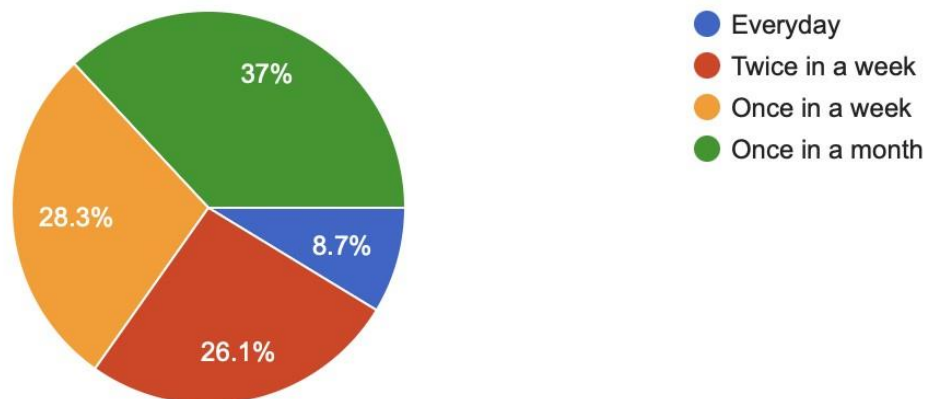
## How many times a year does you buy equipment for your sport(s)?

46 responses



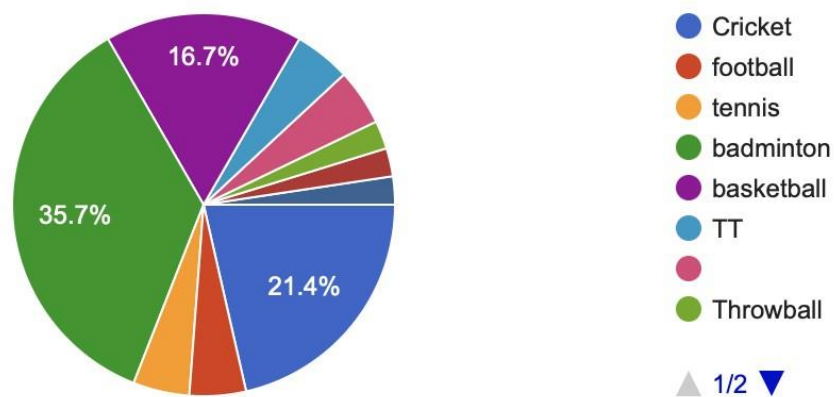
## How frequently you play the sports?

46 responses



## If yes which sport?

42 responses



## Findings

Several studies have been conducted on consumer attitudes towards sports rental services in the tourism industry, and the findings indicate that overall, consumer attitudes are positive. The cost-effectiveness and convenience of sports rental services were cited as the primary reasons for choosing them over purchasing sports equipment. Consumers also appreciate the ability to avoid the hassle of carrying bulky equipment with them on their travels.

However, there are concerns regarding the quality and variety of equipment available for rent, as well as the ease of use and availability of rental services in certain locations. These factors can significantly influence consumer attitudes towards sports rental services and impact their decision to rent equipment.

Demographic factors such as age, gender, and income also appear to play a role in shaping consumer attitudes towards sports rental services. For example, younger consumers and those with lower incomes are more likely to rent equipment than older consumers and those with higher incomes.

The popularity of certain sports and outdoor activities also affects consumer attitudes towards sports rental services. Sports such as skiing and snowboarding, which require expensive equipment, are more likely to be rented than sports such as hiking, which require less expensive equipment.

Overall, the findings suggest that sports rental services have the potential to provide a cost-effective and convenient solution for travelers in the tourism industry. However, there is a need for rental service providers to address consumer concerns regarding the quality and availability of equipment and to better tailor their services to meet the needs and preferences of consumers.

## Implication Of Research

The research on consumer attitudes towards sports rental services in the tourism industry has several implications for rental service providers, tourism operators, and policymakers.

Firstly, the findings suggest that rental service providers need to focus on providing high-quality equipment that meets the needs and preferences of consumers. This can be achieved by conducting regular equipment maintenance, offering a variety of equipment options, and providing clear instructions on how to use the equipment.

Secondly, rental service providers should focus on improving the availability and accessibility of their services, especially in remote or less-traveled areas. This can be achieved by partnering with tourism operators and local businesses to expand the reach of their services.

Thirdly, policymakers can support the growth of the sports rental market by implementing regulations that promote sustainability and environmental stewardship. For example, policies that encourage the use of eco-friendly equipment or the adoption of circular economy principles in the sports rental market can help reduce waste and promote sustainable tourism.

Finally, tourism operators can use the findings to better understand consumer preferences and tailor their services to meet the needs of travelers who prefer to rent sports equipment. This can help attract more customers and improve customer satisfaction, leading to increased business and a more robust tourism industry.

## Suggestion and Recommendations

Based on the research findings on consumer attitudes towards sports rental services in the tourism industry, the following suggestions and recommendations are offered:

**Improve equipment quality:** Rental service providers should focus on providing high-quality equipment that meets the needs and preferences of consumers. This can be achieved through regular maintenance and upgrades of equipment.

**Increase availability and accessibility:** Rental service providers should expand their services to remote or less-traveled areas, partnering with tourism operators and local businesses to reach a wider customer base.

**Provide clear instructions:** Rental service providers should provide clear instructions on how to use the equipment, reducing any confusion or difficulty for consumers.

**Offer a variety of equipment options:** Rental service providers should offer a variety of equipment options to meet the needs and preferences of consumers.

**Promote sustainability:** Policies that promote sustainability and environmental stewardship should be implemented to encourage the use of eco-friendly equipment or the adoption of circular economy principles in the sports rental market.

**Conduct consumer research:** Rental service providers should conduct regular research on consumer attitudes towards sports rental services, identifying areas for improvement and tailoring their services to meet the needs of consumers.

**Collaborate with tourism operators:** Tourism operators can collaborate with rental service providers to offer package deals or discounts for travelers who rent sports equipment, increasing the attractiveness and affordability of these services.

Overall, the recommendations aim to improve consumer satisfaction and increase the adoption and usage of sports rental services in the tourism industry, resulting in a more robust and profitable sports rental market.

## Limitation Of Research

The subject "customer demeanor towards sports rental idea in the travel industry" additionally has an impediment that should be thought of:

**Restricted generalizability:** Exploration led on customer perspectives towards sports rental idea in the travel industry may not be generalizable to all sightseers. Factors like social contrasts, age, pay, and past involvement in athletic gear rental might impact shopper conduct diversely across various areas and populaces.

**Self-detailed information:** Most exploration on buyer mentalities towards sports rental idea in the travel industry depends on self-revealed information from studies and meetings, which might be dependent upon social attractiveness predisposition and errors in reviewing past ways of behaving.

**Restricted command over factors:** Leading examination on this theme in a genuine setting might include factors that are hard to control, like weather patterns, irregularity, and the travel industry foundation.

**Reliance on the travel industry:** The games rental idea in the travel industry is subject to the development and advancement of the travel industry, which can be impacted by worldwide occasions, monetary circumstances, and political shakiness.

Moral contemplations: The utilization of athletic gear rental in the travel industry might raise moral worries, like the effect on neighborhood networks and the climate. Thusly, research on these subject requirements to think about the possible moral ramifications of this idea.

By and large, while research on purchaser perspectives towards sports rental idea in the travel industry has critical potential, it is fundamental to recognize and address these restrictions to guarantee the legitimacy and pertinence of discoveries.

## Further Scope of Research

The future extent of the point "customer disposition towards sports rental idea in the travel industry" is very encouraging. With the developing interest in sports and experience exercises among vacationers, the games rental idea is probably going to turn out to be progressively famous before very long. As additional individuals look for exceptional and energizing encounters during their excursions, leasing athletic gear will offer a helpful and financially savvy method for partaking in these exercises without putting resources into costly hardware or transport it to their objective.

Besides, the continuous mechanical headways in the games rental industry, like the advancement of savvy gear, web based booking frameworks, and versatile applications, will improve the general client experience and make the rental cycle more consistent and proficient. Moreover, the business is probably going to observe an expansion in the range of athletic gear accessible for rental, taking special care of a more extensive scope of interests and inclinations.

Besides, there is a critical chance for research around here to investigate and figure out the elements that drive customer conduct towards sports rental in the travel industry. Future exploration can assist in distinguishing the elements that with persuading buyers to lease athletic gear, the kinds of hardware that are generally famous among shoppers, and the effect of the games rental idea on the travel industry. This exploration can likewise give important experiences to organizations in the games rental industry, assisting them with fitting their administrations to meet the changing necessities and inclinations of customers.

## Conclusion

All in all, the point "purchaser mentality towards sports rental idea in the travel industry" is a thrilling and promising area of examination that can possibly add to how we might interpret shopper conduct and inclinations in the travel industry. The rising interest in sports and experience exercises among sightseers, combined with the continuous mechanical progressions in the games rental industry, presents a huge chance for organizations in this field.

Notwithstanding, research in this space ought to likewise consider the constraints of this idea, including factors that might impact customer conduct distinctively across various locales and populaces, self-revealed information, restricted command over factors, reliance on the travel industry, and moral contemplations.

Future examination in this space ought to keep on investigating the variables that drive customer conduct towards sports rental in the travel industry, the kinds of hardware that are generally famous among buyers, and the effect of this idea on the travel industry. These experiences can assist organizations in the games rental industry with fitting their administrations to meet the changing requirements and inclinations of buyers and add to the feasible improvement of the travel industry.

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