

A Study on Factors Influencing the Buying Decision of Customers at Decathlon

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Abstract: *The main purpose of this article is to find out the factors influencing the buying decision of customers at decathlon. Decathlon is the house of sports accessories and equipment. They also provide different services like playing games using their play area with their accessories for a particular duration with a pay per hour. These factors commonly influence many people to visit Decathlon often, still there are so many factors that are influencing the buying decision of customers at decathlon. To find those factors, a sample of 110 respondents was approached for a survey using a structured questionnaire. The results initial study indicates the respondent's demographic information followed by all other objective oriented questions those includes, to understand the buying decision of consumers towards sports accessories. To find out the factors influencing the buying decision at Decathlon. To understand the satisfaction level in shopping at Decathlon. This research will adopt a quantitative approach and results showed that some of the most classical influential factors such as product features, price consciousness and family recommendations and social media influencers have a significant effect on the buying behavior of customers, However, the results indicate the influence of computer literacy, peer and social influence and social media identity on the purchasing decision of customers. The results of this study can be utilized to assist in predicting potential consumer adoption behavior and in designing favorable shopping environments that are compatible with these specific consumer traits*

Keywords: Customers, Sports accessories, Decathlon, Social media, Influence

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