

A Study on Ethical Consideration in International Marketing Communication of Decathlon

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Abstract: *This research delves into the ethical challenges in international marketing, using Decathlon as a case study to explore how a global brand can balance business success with doing what's right. As Decathlon expands across diverse markets, it faces the complex task of ensuring its marketing strategies align with ethical values, such as transparency, cultural respect, and sustainability. The study examines how Decathlon tailors its marketing to local cultures, embraces sustainability in its practices, and relies on minimal traditional advertising—opting instead for genuine customer engagement. By focusing on social media and inclusivity, particularly in reaching diverse consumer segments, Decathlon demonstrates that ethical marketing can be both effective and responsible. Drawing insights from Decathlon's managers and employees, the research provides a closer look at how multinational companies can meet ethical standards while navigating global markets. The findings offer valuable recommendations for businesses striving to create strong, ethical, and culturally sensitive global brands.*

Keywords: Ethical marketing, Decathlon, transparency, International Business, Marketing Strategy, Marketing Challenges