

Consumer Behaviour and Brand Loyalty: A Study on Decathlon's Customer Engagement Tactics

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Abstract: *This study investigates customer satisfaction and brand loyalty with a focus on Decathlon Sports India, located on Mysore Road, Bangalore. As the Indian economy evolves alongside global markets, Decathlon has established itself as a prominent seller of athletic products. Established in 1976 in France, Decathlon expanded internationally over the following decades and now offers 20 diverse brands, including Domyos, Quechua, and Nabaji. During an internship, data was collected from 128 respondents via observation and structured questionnaires, revealing that Decathlon products are perceived as high-quality but relatively expensive. The study recommends strategies for reducing shrinkage and enhancing productivity to support Decathlon's growth and competitiveness in India.*

Keywords: Customer Satisfaction, Brand Loyalty, Consumer Behavior, Retail Strategy