

# 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

## I. INTRODUCTION

Sports market is a global market which has been growing annually. Due to strong competition, brands are very dynamic. They constantly seek better positioning and new ways of gaining market shares. In order to do this, these brands put more and more emphasis on innovation. Following decades of domination by the major international brands and a permanent status quo between manufacturers on one side (i.e. Nike, Adidas,...) and specialized retailers on the others, since the late 1990s, the industry has undergone a significant change. Its structure has been transformed; new balances and new actors 'statuses have appeared. Sports goods manufacturers become retailers by developing their own stores networks and retailers become sports goods manufacturers through the creation of sub-brands under their control. Especially dynamic, these retailers create brand models that compete with the manufacturers, and through innovation they are able to provide consumers with technical and high-performance goods at affordable prices. But how do these companies, whose basic trade is distribution, manage to generate innovations considered as difficult and expensive In this paper we are going to make a study on the factors influencing the consumers buying decision at Decathlon, which has a constellation of own brands named "passionbrands". This strategy led to a dual system of innovation management, and finally, to a form of "variable geometry" management. This original organization finds its explanation in the fact that, beside its principal activity of retailer of sports articles, from now on, Decathlon Group has chosen to manufacturer's strategy with the announced ambition to make its very innovating passion-brands to achieve in the eyes of the consumer.

### 1.1 STATEMENT OF THE PROBLEM

The statement of the problem is 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. The results of this study can be utilized to assist in predicting potential customer buying decision and in designing favorable shopping environments that are compatible with these specific consumer traits.

### 1.2 OBJECTIVE OF THE STUDY

- 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.

### 1.3 RESEARCH METHODOLOGY

The research methodology involves a systematic and structured approach to collect, analyze, and interpret data for the purpose of answering research questions or testing hypotheses.

#### A. Research Plan Data Source

Primary Research Approach : Survey method

Research Instrument : Questionnaire

Contact method :E-mails, Social media

#### B. Research Design

Research which is used here is “Descriptive research”. This study uses Survey methods with closed ended question.

#### C. Sample Size

Sample size of the study is 110. Sample size procedure was used to get optimum and reasonable information. The Survey method is used to collect data from the random sports players irrespective to gender and ages, and a structured questionnaire is designed 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..

#### D. Sampling Method

This Study uses simple random sampling methods which uses to selecting a small random group of people from the large population.

### 1.4 METHOD OF COLLECTION

This study uses both primary data and as well as secondary data.

#### A. Primary Data

Primary data refers to original data collected firsthand by a researcher for a specific research purpose. This study using various questionnaire through surveys, it was responded from random sports players irrespective to gender and ages.

#### B. Secondary Data

Secondary data, which means data that was collected by secondary sources namely websites, journal articles and magazines.

### 1.5 STATISTICAL TOOLS USED FOR ANALYSIS

This study uses Percentage Analysis as a tool to find the factors influencing level of customers buying decision at decathlon.

### 1.6 SCOPE OF THE STUDY

The scope of the study would be to investigate the factors influencing the buying decision of customers in particular to decathlon. And to understand the buying decision of consumers towards sports accessories also to find out the factors influencing the buying decision at Decathlon and finally to understand the satisfaction level in shopping at Decathlon.

### 1.7 LIMITATION OF THE STUDY

- The sample size is very small among the large population, where it is one of the major limitations for the study.
- There is a limited timeframe; the study may be conducted within a limited time frame, which may not allow for the observation in long term.
- It is impossible to understand the upcoming factors of influencing and changing perception of consumers buying behavior.

## II. REVIEW OF THE LITERATURE

Literature review is a critical evaluation and synthesis of published research studies, theories, and scholarly articles related to a specific research topic.

**(Guo, June 2011)** Chinese sports industry has developed rapidly since 2008 Beijing Olympic Games. Under this good circumstance, how will Chinese sports industry grow in the future, how to satisfy the needs of domestic huge sporting goods, that become the social hot points. This paper takes Shanghai Decathlon supermarkets as the object of study. This paper analysed the factors influenced Decathlon supermarkets customer satisfaction, and constructed its customer satisfaction measurement model the results of this paper is valuable to Chinese sports professional supermarkets.

**(Ramya, February-2019)** This paper aims to analyze if the brand image has significant impact on the consumer decision making process. For this purpose primary and secondary data was collected. The data analysis was done through the help of spss software. It was found that there was a significant relationship between brand image and consumer decision making. The findings revealed that the consumers make their decision also based on the brand image. It is suggested that the company should work more on the marketing department in order make the brand familiar. The paper also suggests directions for future research related to consumer decision making.

**(Deshpande, 2020)** Today due to growth in the economy, fitness trends, and evolving lifestyles, Sportswear has seen significant growth in India. Brand name and sports participation is not the only factor that drives consumers to purchase Sportswear. Athleisure or Casual sportswear is the new market for the Sportswear industry. The objective of this study was to identify brand awareness, preference, and factors that affect the purchasing of sports Apparel and Footwear among Indian men and women. The study helps to identify awareness about sportswear brands in India and the factors that lead to preferences of one brand over the other.

**(Mehra, 2017)** This study offers and validates a comprehensive approach to explain factors influencing the attitude of respondents towards various characteristics of branded sports shoes. It was however; found that brand loyalists preferred buying shoes of their fancied companies whereas innovators preferred shoes with the latest state-of-the-art trends and technologies. Consumers desired sports shoes to be colourful and stylish and happened to relate traits of shoes to their personality.

**(Michael, 2018)** In today's world, sports have taken a significant position in the entertainment sector. Sports Accessories have taken this as an opportunity to diversify their product lines to reach out to a wider market of consumers. Sportswear has become a fashion statement amongst the younger generation and their loyalty towards every brand differs based on factors like design, price, brand image, etc. This study therefore, focuses on understanding the brand loyalty of the students towards sports Accessories, their buying behavior and the factors that influence these decisions.

**(Gupta, 2022)** This research was carried out on a few selected sports accessories showrooms in Bangalore Shopping malls. The sampling techniques used in this analysis were convenience sampling. The survey questionnaire was used to collect data in this study. Descriptive and predictive approaches were used to analyse the data obtained. Descriptive analysis was used to assess the gender, age group, Occupation, and Income. The frequency is used to get the results.

The influence of the independent and dependent variables, namely creative ads and social media members (consumer) acceptance, was determined using multiple linear regressions.

**(Pinning, 2017)** The purpose of this study aims to investigate online shopping behavior of Thai female consumers who live in Bangkok area and the factors affecting female consumers' purchase intention through online shopping in sport apparel. This research also aims to examine the relation between Thai female decision making process and purchase intention. The age range of respondents will be focused on Thai female customer's age between 18-40 years to see their purchasing behavior and intention in sport apparel through online channel.

**(Lina Wu, 2017)** Based on previous research, this paper makes an empirical study of outdoor products from the perspective of purchasing behavior. Firstly, based on the theory of consumer purchasing behavior, this paper constructs a research model of conduction path from the purchase intention to purchase decision by consumers. Then, under this model, follow the "sports participation - outdoor tendency degree - outdoor brand evaluation standard to purchase decision" progressive step by step analysis of logic, using empirical analysis methods, analysis the influence of the relationship between variables, the research of transmission mechanism, and three conclusions.

**(Alain d'Astous, 2002)** This article reports the results of an experimental study in which four factors were manipulated in the context of an evaluation of two sports garments by 172 consumers: t-shirts and athletic shoes. These factors were intended usage situation (sport versus pleasure), brand name (national versus private brand), price (discount versus no discount), and store name (sports shop versus department store). The results of the study are discussed in light of the existing marketing literature and the implications for sports marketing practice.

**(Pabalkar Vanishree, 2020)** Consumers are highly influenced by their marketing decisions and heavily dependent on it. Factors such as Brand, products' guarantee, stores from where the purchase is made, loyalty points, free gift with purchase, bargains, prices, service by personnel are the key drivers for arriving at a buying decision. The loyalty among consumers is assessed based on the motional perspective. Consumer loyalty is built by repeat purchases from same store. The current study aims at analysing the consumer behaviour towards purchase of Sports Kits and apparels and understanding the influence of store loyalty when purchasing sportswear Products.

### III. FINDINGS AND STUDY

#### 3.1 PERCENTAGE ANALYSIS

- Majority (55.5%) respondents are Male.
- Majority (40%) respondents are working.
- Majority (40.9%) respondents earn up to 30001 – 40000.
- Majority (42.7%) respondents have been playing for 8 years to 10 years.
- Majority (52.8%) respondents prefer indoor games.
- Majority (69.1%) respondents says Badminton is their favourite indoor sport.
- Majority (32.7%) respondents says cricket is their favourite outdoor sport.
- Majority (60%) respondents feels that using a proper accessory is more important while playing a sport.
- Majority (73.6%) respondents preferable place is Decathlon to shop their sport accessories.
- Majority (39.1%) respondents spend up to Rs.4000 - 6000 on purchasing sport accessories.
- Majority (18.2%) respondents keeps brand and design as a base while shopping sport accessories.
- Majority (37.3%) respondents says that their co-players are the major factors who influence in buying sports product,
- Majority (37.3%) respondents agree that advertisement creates an awareness about sports brands.
- Majority (37.3%) respondents says Yes for buying the same product repeatedly.
- Majority (40%) respondents visits decathlon often for shopping.
- Majority (61.8%) respondents are more influenced about decathlon.
- Majority (57.3%) respondents are more satisfied in buying products from decathlon,
- Majority (61.8%) respondents says that customer service is good.
- Majority (60%) respondents are more likely to suggest the product from decathlon.
- Majority (70%) respondents feels that location is a most lacking factor while coming to feedback.

**3.2 CHI – SQUARE ANALYSIS**

**Relationship between Gender and How much they spent on purchasing sports accessories ?**

**HYPOTHESIS TESTING:**

Null Hypothesis (Ho):

There is no significance relationship between Gender and How much they spent on purchasing sports accessories

Alternative Hypothesis(H1):

There is significance relationship between Gender and How much they spent on purchasing sports accessories

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * How much amount you spend on purchasing sport accessories?	110	100.0%	0	.0%	110	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.053(a)	4	.060
Likelihood Ratio	9.203	4	.056
N of Valid Cases	110		

3 cells (30.0%) have expected count less than 5. The minimum expected count is 2.23.

**INTERPRETATION:**

The above table of Chi square have 110 valid responses. The significant value of Pearson Chi-Square is 0.060, the significant value of likelihood ratio is 0.056 which is greater than 0.05. So, the null hypothesis is Accepted and alternate hypothesis is rejected.

**IV. SUGGESTION**

Based on the findings of the study made on factors influencing buying decision of customers at decathlon have significant implications for retailers and managers, suggesting that it is essential to deal with customer’s demands regarding technology and social behavior. It is also evident that the level of technology usage and social media usage and advertisement for the marketing of a product plays a significant role in shaping the customers purchasing experience. This could have a possible influence on their decision-making processes. Overall results suggest that both manufacturers and sellers should focus more on enhancing product features. Moreover, the respondents buying decision are more influenced by advertisers and co-players and also social media plays a vital role in creating a strong impact towards their buying decision. Psychologically customers use social media to make researches on trending products and services. Also, they make suggestions to their friends and family. They also make purchases directly from decathlon websites and they are satisfied on the purchase they made. Also, they tend to purchase repeatedly from decathlon and the only drawback is the location of decathlon, mostly decathlon is located in outer city particularly in Coimbatore.

**V. CONCLUSION**

In conclusion, the study made on the factors influencing the customers buying decision at decathlon, the customer segmentation of the market differs in their characteristics, needs, attributes and work style from each other. Now a days they are high in technically computer literate and primarily seek recommendations and concurrence of friends in



product purchases. Co-players, advertisement, and social media are the three main strategic information sources. Therefore, according to the results, advertisement and other social medias would be a beneficial platform for marketers to reach customers. Moreover, this generation customers tries hard to maintain and develop their self-esteem and personalities in front of social premises. To cater to their demands with a proper strategy, it is important to investigate the determinant factors of this buyer's characteristics and actions. Implications are provided to assist in predicting potential consumer adoption behavior and in designing favorable shopping environments that are compatible with these specific consumer traits

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