

# 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

## I. INTRODUCTION

Customer satisfaction is essential in the competitive retail industry, where meeting evolving consumer expectations is key. This study examines customer satisfaction at Decathlon Sports India, a major player in the sports market since entering India in 2009. Known for its unique model of designing, manufacturing, and selling its own products, Decathlon offers quality sporting goods at competitive prices. The research explores factors driving customer satisfaction and brand loyalty within Decathlon's Indian market.

## II. OBJECTIVES

- To Analyze Consumer Behaviour Towards Decathlon
- To Examine Decathlon's Customer Engagement Tactics
- To Measure Brand Loyalty Among Decathlon Customers
- To Investigate How Customer Engagement Affects Brand Loyalty

## III. LITERATURE REVIEW

**Reinola (2015)**, The fact that the market and demand are currently relatively limited compared to the competition is the area's business's largest issue. To continue having a consistent stream of consumers, all of the stores must offer the finest experience and service possible to their clients. While the store itself has relatively little authority over marketing and advertising, they are important factors in attracting more customers. Stadium Lielahiti could be improved by doing these things

**Ursulla (2016)**, The results show that a customer's in-store experience has a significant influence on their degree of contentment with the sports store and their propensity to recommend it to others. There exists a clear correlation between customers' satisfaction levels with the retailer and the degree to which they find the shop. Additionally, the social reactions of participants in the service encounter, such as interactions with personnel, have a big impact on how clients are affected when they visit a store

**S.Karmugil(2018)**, Customer happiness is widely acknowledged as a major factor in determining customers' intentions to make future purchases. Clients that express satisfaction with a product or service are more inclined to recommend it

to others and spread the word about it. The goal of the current study is to examine consumer satisfaction in organized retail outlets in the Indian state of Tamil Nadu city of Tiruchirappalli

**Dechamma (2019)**, The study's findings demonstrate that the best approach to engage with the target audience of young adults is via social media marketing. According to the research, social media marketing is the best approach to engage youngsters. Young folks' Buying decisions are heavily impacted by social media marketing. The modern era prefers social media and internet marketing over conventional marketing because of the amount of time spent online. Teenager are more likely should dedicate extra time each day on social media and are exposed to social media marketing. Instagram and Facebook are where Decathlon places the majority of its social media marketing, which is advantageous for them.

#### IV. RESEARCH METHODOLOGY

Descriptive research was employed, and a structured survey was administered to sample of 128 employees.

##### SAMPLING

Stratified random sampling was used while collecting data from 128 respondents.

##### STATISTICAL TOOLS

MS Excel, SPSS

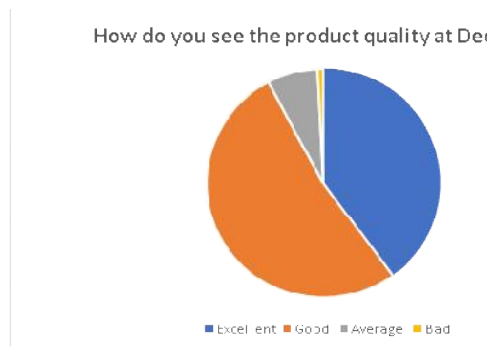
Using a 5-point Likert scale, rate the perception about organized retailing as 1 being strongly disagree and 5 being strongly agree.

Ranking scale was also used to rank the various variables which includes to find out the preference, satisfaction level of the respondents towards Decathlon products

##### ANALYSIS

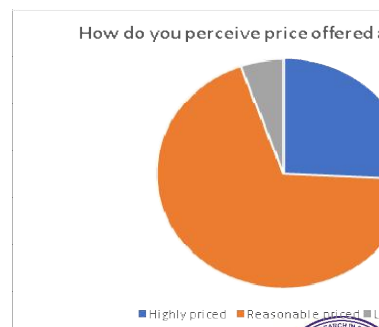
##### How do you see the product quality at Decathlon

		Frequency	Percent
Valid	Excellent	51	39.8
	Good	67	52.3
	Average	9	7.0
	Bad	1	.8
	Total	128	100.0



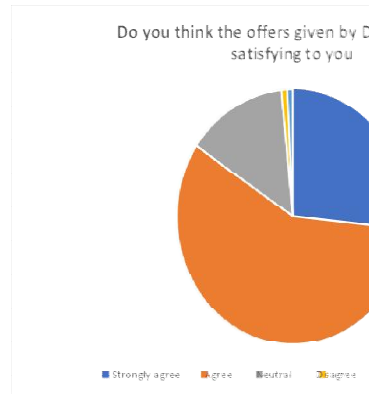
##### How do you perceive price offered at Decathlon

		Frequency	Percent
Valid	Highly priced	33	25.8
	Reasonable priced	88	68.8
	Low priced	7	5.5
	Total	128	100.0



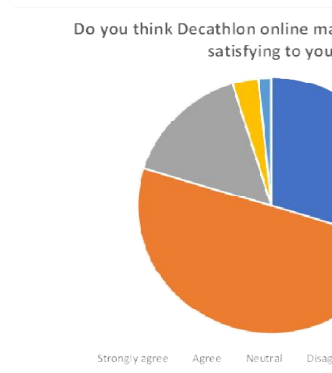
**Do you think the offers given by decathlon are satisfying to you**

		Frequency	Percent
Valid	Strongly agree	34	26.6
	Agree	74	57.8
	Neutral	18	14.1
	Disagree	1	.8
	Strongly disagree	1	.8
	Total	128	100.0



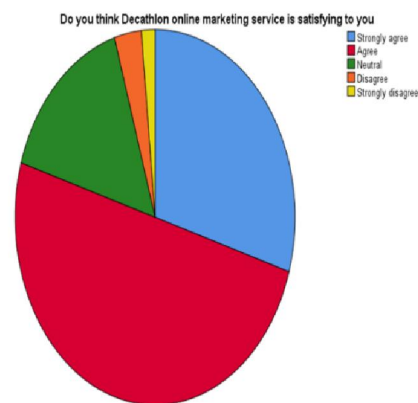
**Do you think Decathlon online marketing service is satisfying to you**

		Frequency	Percent
Valid	Strongly agree	38	29.7
	Agree	64	50.0
	Neutral	20	15.6
	Disagree	4	3.1
	Strongly disagree	2	1.6
	Total	128	100.0



**What level of satisfaction do you feel we offer**

		Frequency	Percent
Valid	Excellent	41	32.0
	Good	72	56.3
	Average	12	9.4
	Bad	1	.8
	Worst	2	1.6
	Total	128	100.0



## V. DISCUSSION AND RESULTS

The use of descriptive statistics, provides insight into. Here, key findings and implications are discussed in more detail.

### KEY FINDINGS

- **Product Quality and Satisfaction:** A majority (90%) of respondents rated Decathlon's product quality as excellent, with over 80% expressing overall satisfaction with the products.
- **Pricing and Offers:** Around 68.8% of respondents consider Decathlon's prices reasonable, and 84% are satisfied with the promotional offers provided by the store.
- **Customer Service and Store Experience:** Customer service received a positive rating from 88% of respondents, while the billing and parking systems were rated well by 77.3% and 76.6% respectively.
- **Information and Online Marketing:** Approximately 80.5% believe that product information is systematic and complete, and 79% have a positive view of Decathlon's online marketing efforts.
- **Customer Demographics:** Male customers visit Decathlon more frequently than females, with UG students making up the largest demographic group, accounting for 37% of the respondents.

## VI. CONCLUSION

In conclusion, Decathlon faces challenges in adapting its high-tech, imported products to better suit the Indian market's needs and price expectations. Despite these obstacles, my experience provided valuable insights into sales, customer engagement, and relationship management. I learned the importance of highlighting a product's unique features to attract customers and saw how essential quality service is to driving sales. Although I faced initial setbacks, this experience helped me build confidence and develop effective communication skills, preparing me to meet consumer needs and exceed expectations in a competitive environment.

## VII. LIMITATIONS

- The study is confined to a particular store i.e. Gokul Road, Hubli.
- Because to timing constraints only conducted 128 samples

## REFERENCES

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