



CONSUMER SATISFACTION TOWARDS DECATHLON PRODUCTS WITH REFERENCE TO SHIVAMOGGA CITY

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ABSTRACT

Decathlon is a recognised sporting goods buy observed for its wide selection of high-quality and reasonably priced sports and outdoors gear. Decathlon, which has a global presence, offers a wide range of athletic gear, clothes, and equipment for a variety of activities such as cycling, running, swimming, hiking, and more. Their dedication to creativity and design guarantees that their goods appeal to both novice and experienced athletes. The in-house brands of Decathlon, include Quechua, Kalenji, and Domyos, are well-known for their durability and performance. Furthermore, the company's emphasis on durability and affordability make it an attractive option for anyone looking for eco-friendly and cost-effective solutions in the realm of athletic activities and outdoor leisure. This paper focuses on consumer satisfaction based on factors such as product quality, functionality, durability and performance in Shivamogga city. The focus of the study is to know impact of factors such as pricing, availability and customer service.

KEYWORDS: Consumer service, Decathlon, price, and quality are some of the keywords.

INTRODUCTION ABOUT THE STUDY

Decathlon, a renowned global sports retail giant, has consistently strived to be the ultimate destination for sports enthusiasts, offering an extensive range of high-quality sports and outdoor products. One of the key measures of their success lies in their unwavering commitment to customer satisfaction. Decathlon understands that happy consumers are not just shoppers they are athletes, adventurers, and fitness enthusiasts who rely on their products to enhance their sporting experiences. This dedication to customer satisfaction is evident in the meticulous design, rigorous testing, and affordability of their products. Decathlon's relentless pursuit of innovation and their emphasis on customer feedback and needs have cultivated a loyal following of individuals who not only appreciate the value they offer but also trust in the brand's ability to elevate their sporting journeys. In this era of ever-evolving sports retail, Decathlon stands out as a beacon of consumer-centricity, continually setting the benchmark for satisfaction in the industry.

REVIEW OF LITERATURE

1. Dr.S. Purushothaman et al., (2023) described that “A study on customer satisfaction towards decathlon products”. The motive of this survey is to become aware how happy consumers in company of Decathlon's offerings. The study will examine variables such product quality, cost, design, and customer service that affect consumer satisfaction. Study indicate that buyers considered product quality, cost, and variety to be the most crucial reasons for choosing Decathlon, how crucial it is to satisfy the requirements of various customers groups, including those based on age, income, and employment.
2. Rishabh Singh Bharaj et al., (2018) attempt to focus on “A Study of Customer Perception towards Decathlon Road Cycles” According to the survey, Decathlon must actively improve its marketing, layout, and communities to boost foot traffic and cut stock. A kind of Decathlon that is mostly unexplored and that may be much improved is social media marketing. Additionally, it is essential to develop communities that will serve as brand ambassadors and aid in boosting B twin Cycles sales.
3. M. Ramya (2019) described that “A Study on the Impact of Brand Image on Consumer Decision Making at Decathlon”. This research will examine if brand image has a substantial bearing on how consumers make decisions. Primary and secondary data



were gathered for this aim. This survey demonstrates with other things, brand image plays a big part in how people decide what to buy. It was shown that brand image and customer choice were significantly correlated. The research showed that customers rely their choices on brand image as well.

4. Mrs . Grace Hemalatha et al.,(2018) “A study on digital marketing impact of consumer buying behavior at decathlon”. knowing of the marketing landscape. Through the study's investigation of consumer purchasing According to the study, increasing the number of features that online portals offer will encourage customers to purchase the product. Customers should also be properly informed about the portals, and customer service should be improved in online marketing to boost sales and satisfy customers, various digital marketing methods, promotional initiatives, and services offered both online and offline is beneficial. It also gives one practical patterns, we can gain a lot of insight into what consumers think about when they purchase online.
5. Dr. A. Jayanthi et al.,(2023) “A Study on Factors Influencing the Buying Decision of Customers at Decathlon”. This survey helps a prototype for measuring consumers happy at Decathlon supermarkets by analyzing the elements that affected shoppers' pleasure. As a result of the research done on the elements influencing consumers' purchasing decisions at Decathlon, it is demonstrated that each market segment's customers have different demands, wants, and work styles.

OBJECTIVES OF THE STUDY

1. To study consumer satisfaction towards Decathlon products with reference towards Shivamogga city.
2. To measure consumer satisfaction based on factors such as product quality, functionality, durability, and performance.
3. To determine the extent to which Decathlon products meet consumer expectations and fulfill their needs.
4. To assess the impact of factors such as pricing, availability and customer services.
5. To compare consumer satisfaction levels across different product categories offered by Decathlon with another sports store.

STATEMENT OF THE PROBLEM

Decathlon being a well-known sports company with a large selection of items, The goal of a survey is to know the happy consumers are with Decathlon's products and what variables contribute to that satisfaction in the Shivamogga city. A renowned sports retail business, Decathlon offers a broad selection of athletic products and equipment to meet the demands of various customers. Despite its widespread use and wide range of available products, maintaining a competitive edge in the market requires an awareness of the elements that affect customer satisfaction. So that to raise customer satisfaction levels, it is important to comprehend the elements that lead to consumer discontent and identify opportunities for development.

NEED OF THE STUDY

This research is to assess consumer happiness levels and pinpoint areas for development to improve customers' overall experiences with the company, a research of consumer satisfaction with Decathlon products in Shivamogga city is essential.

Both quantitative and qualitative analysis are used to understand how happy consumers are with Decathlon's products. To acquire information on consumer experiences, opinions, and impressions of Decathlon products, this may entail surveys, interviews, and other techniques. The information may then take to determine Decathlon's strengths and opportunities for development.

Type of research

Descriptive research is a survey method that focuses on describing and documenting the characteristics, behaviors, patterns, and trends of a particular phenomenon or subject of interest. The primary goal of descriptive analysis is to come up with a detailed and accurate snapshot of the existing situation, without attempting to manipulate or control variables.

Sources of Data collection

Primary data

The primary data are collected with a specific goal in mind, to evaluate customer purchasing behavior. Through the structured questionnaire was sent to respondents in Shivamogga so that to get first-hand information. The firsthand information were possessed from respondents of consumers who visit the store.

Secondary data

Secondary data is information that is easily accessible from a variety of sources, such as websites, journals, papers, magazines, etc.



Sampling method

Random sampling was made based on accessibility and availability by sending a questionnaire using Google Forms at our convenient level. Random sampling was employed from the population; it is done when a customer randomly visits the decathlon outlet.

Population and sampling units

In order to understand consumer’s satisfaction towards product of the decathlon and services, research and survey activities for people of Shivamogga are conducted.

Sampling units- Research was done on both male and female candidates who have purchased products in decathlon.

Sample size

Sample size is the amount of sampling units chosen from population of customers who visit Decathlon store for purchasing the sports goods; here the sample size is 250. As much we desire the respondents up to expectation is performed the quantity is appropriate According to its limitations 250 respondents are chosen as sample size for the study. there will around 50-100 people visiting Decathlon store in the weekends , the response was taken by 30-40 people in weekends the response of 250 people was covered within 10 days . Due time constraint, survey will be done only for 250 sample size.

DATA ANALYSIS

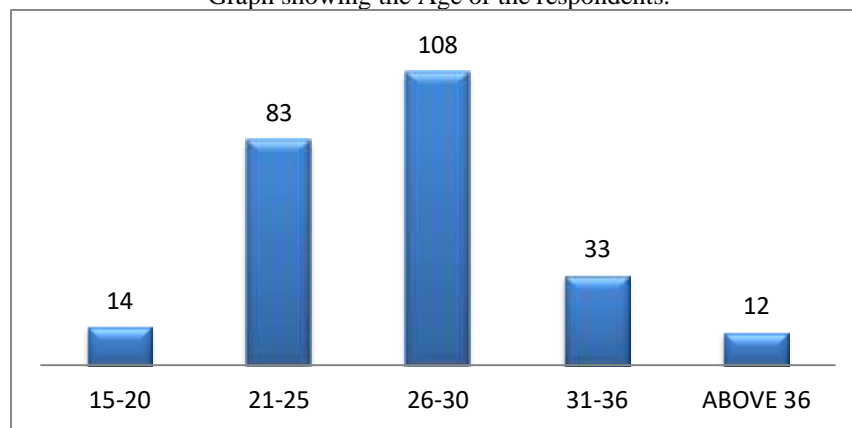
Table 1
Table showing the age of respondents

Age	No of respondents	Percentage of respondents
15-20	14	5.6%
21-25	83	33.2%
26-30	108	43.2%
31-36	33	13.2%
Above 36	12	4.8%
Total	250	100%

Analysis

From the above table it is known that out of 250 respondents, 43.2% of respondents are 26 - 30 years, 33.2% of respondents are between 21 - 25 years, 13.2% of respondents are between 31 - 36 years and 5.6 % of respondents are 15-20years and 4.8% are above 36.

Graph No 1
Graph showing the Age of the respondents.



Inference

From the above graph, it is conclude that large number of consumers are from the age group 26-30 years. This suggests that middle-aged consumers are more when compared to other age group because of their interest in new arrivals of products and want to use them.



Table 2

Table showing the income of the respondents

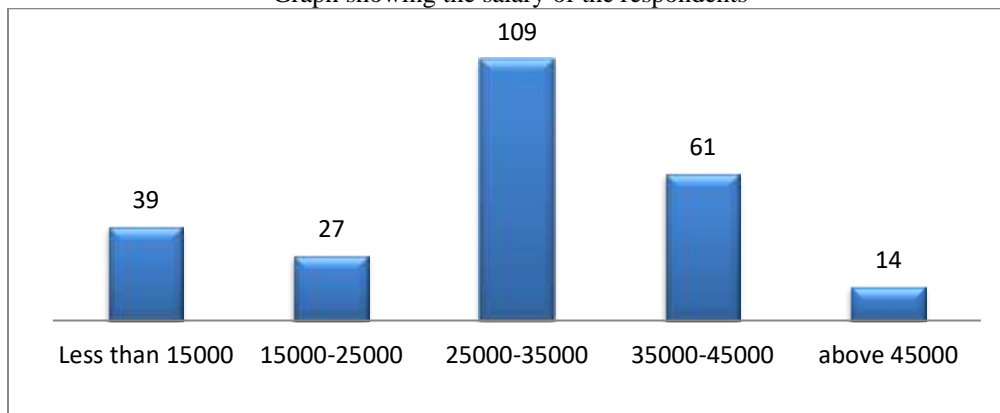
Income	No of respondents	Percentage of respondents
Less than 15000	39	15.6%
15000-25000	27	10.8%
25000-35000	109	43.6%
35000-45000	61	24.4%
Above 45000	14	5.6%
Total	250	100%

Analysis

From the above list it is known that out of 250 respondents 43.6% of them having income between 25000-35000, 24.4% having income less than 35000-45000, 15.6% of them having income between less than 15000,10.8% of them having income between 15000-25000, and 5.6% of them having income above 45000.

Graph 2

Graph showing the salary of the respondents



Inference

From the above graph, it is inferred that out of 250 respondent’s customers having income between 25000-35000. This suggests that consumers having income 25000-35000 per month are more than compared to other respondents.

Table 3

Table showing the usage of products from respondent

Usage	No of respondents	Percentage of respondents
Yes	200	80%
No	50	20%
Total	250	100%

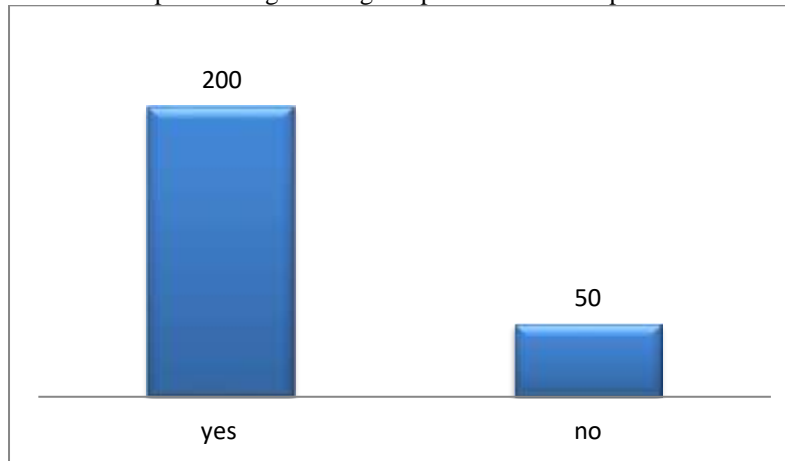
Analysis

From the above list, it is known that out of 200 respondents there are 98.5% are using the decathlon products.1.5% of the respondents are not using the products from the decathlon.



Graph 3

Graph showing the usage of products from respondent



Inference

From the above graph it is inferred that 80% of the people are using the decathlon products out of 200 respondents. This recommends that high number of the consumers are aware of the decathlon brand and the products which are offering by them based on their experience.

Table 4

Table showing satisfaction level of each factor

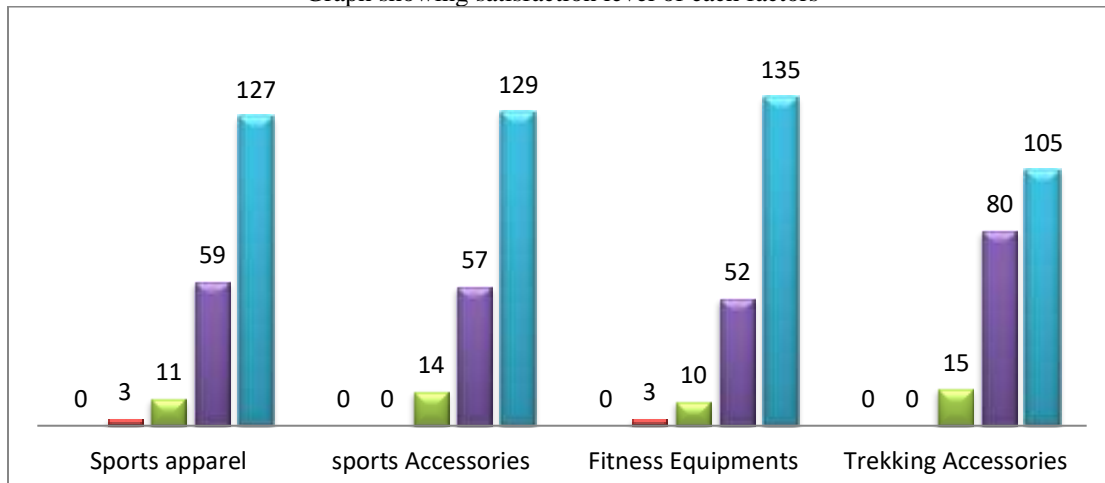
Factors	Extremely Dissatisfied	Dissatisfied	Neutral	Satisfied	Extremely satisfied
Sports Apparel	0	3	11	59	127
Sports Accessories	0	0	14	57	129
Fitness Equipment's	0	3	10	52	135
Trekking Accessories	0	0	15	80	105

Analysis

From the above list, it is seen that more number of the consumers are extremely satisfied with the sports apparel, Sports accessories, Fitness equipments and trekking Accessories followed by satisfied and neutral out of overall respondents.

Graph 4

Graph showing satisfaction level of each factors





Inference

From the above chart, it is conclude that more number of consumers is highly satisfied with the sports apparel, sports accessories, fitness equipments and trekking accessories .This suggests that the consumers are high satisfied with products that they used from the decathlon and the products have reached the expectation of the consumers and satisfied the needs of customers.

HYPOTHESIS OF THE STUDY

H0- There is no significant relation between income and usage of the individual

H1- There is a significant relation between income and usage of the individual.

This Hypothesis is tested using Chi-square test.

The Chi-square test is performed to compare the actual findings to what was anticipated. Here, income is seen as a consequence, and as usage of the individual which gap from each other, this test is done to determine the relationship between income and usage of the individual

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
INCOME * HAVE YOU USED ANY PRODUCTS FROM DECATHLON?	250	100.0%	0	.0%	250	100.0%

INCOME * HAVE YOU USED ANY PRODUCTS FROM DECATHLON? Crosstabulation

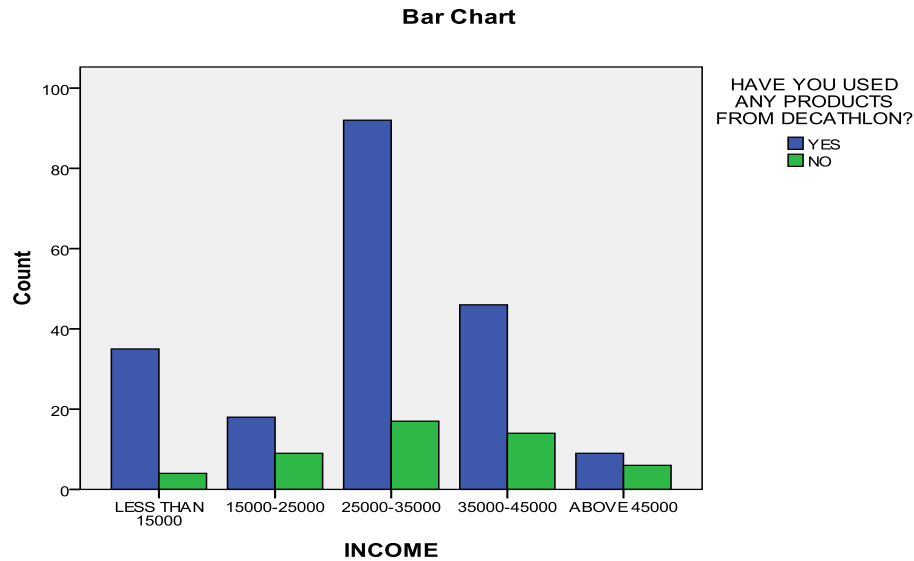
Count

	HAVE YOU USED ANY PRODUCTS FROM DECATHLON?		Total
	YES	NO	
INCOME LESS THAN 15000	35	4	39
15000-25000	18	9	27
25000-35000	92	17	109
35000-45000	46	14	60
ABOVE 45000	9	6	15
Total	200	50	250

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.802 ^a	4	.029
Likelihood Ratio	10.278	4	.036
Linear-by-Linear Association	2.967	1	.085
N of Valid Cases	250		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.00.



Interpretation

Asymp (P value)=0.029

Level of significance= 0.05(5%)

(P value 0.029 < LOS 0.05%)

- The null hypothesis H₀ is rejected and the alternative hypothesis H₁ is accepted since the level of significance is smaller than the P value.
- Therefore, income is related to the use of the consumers.
- Hence, there is a significant relation between the income of the customers and the use of the individual.

FINDINGS

1. It is said that out of 250 respondents, 5.6% of people are 15 - 20 years, 33.2% of people are between 21 - 25 years, 43.2% of respondents are between 26- 30 years and 13.2 % of people are 31-36 years and above 36 are 4.8%.
2. It is said that that out of 250 people 23.6% of the people are students 18% are sports persons, housewife are around 4.8 % and retired are 4.4% and majority of the consumers are employed around 49.2%.
3. It is said that out of 200 respondents it is known that 30% of respondents like to choose based on factors of Quality, 18.5% choose based on Brand,15.5% of choose based on Availability ,14% of them choose based on Price,12.5% of them choose based on every factors, 5.5% of them choose based on Product design and 4% of them choose based on customer service.
4. It is said that out of 200 respondents 38% of the respondent's visit the stores once in a month, 30.5% of them visit when there is need, 27% of them visit often to the stores and 4.5% of them visits once in a week.
5. It is stated that out of 200 respondents 70% of people are satisfied, 21% of people are highly satisfied, 8% of people are Neutral and 1% of people are most dissatisfied with decathlon after sales.
6. It is said that that more number of respondents rated as excellent for product design, price, Quality, customer service and online shopping out of overall respondents.
7. It is said that more number of the consumers are extremely fulfilled with the sports apparel, Sports accessories, Fitness equipment's and trekking Accessories followed by satisfied and neutral out of overall respondents.
8. It is said that 55% responded as Satisfied, 23% responded as Extremely Satisfied and 22% responded as Neutral with the overall satisfaction about the decathlon out of 200 respondents
9. It is said that out of 200 respondents 15.5% visits Puma store, 20.5% visits Adidas store,25% visits Nike store,22.5% visits Normal sports store,7.5% visits All the above stores and 9% of them doesn't visit any other stores other than the decathlon.
10. It is said that out of 200 respondents 47% Agree, 41% Neutral, 8.5 % having strongly agreed, 3% Disagree and 0.5% strongly disagree about the satisfaction towards the price of the products offered by decathlon.



CONCLUSIONS

This study helped to decide how consumers are happy with Decathlon's products in Shivamogga city by asking them about broad aspects of their visit to the store. The results show that Decathlon has succeeded in gaining a firm existence in market and winning favor with a wide variety of clients. Notably, a number of elements, including product quality, pricing, popularity, customer service, or availability, work together to persuade buyers to buy Decathlon items. A sizable majority of respondents expressed satisfaction across sectors, demonstrating the company's commitment to catering to the demands of various age groups, marital situations, educational levels, and jobs. Customers' preferences for desired items within the store's inventory have come to light as a crucial factor affecting satisfaction levels. Furthermore, a sizable majority of 200 participants gave Decathlon favorable comments for their dedication to providing items that fulfill or exceed expectations. This is consistent with their track record of upholding high standards across a range of product categories, including sportswear, equipment, gym supplies, and hiking gear in Shivamogga decathlon store.

SUGGESTIONS

The sports retail industry completely depends on the consumers for their existence. Therefore, they have to commit to a few suggestions for improvements, whose turn leads to efficiency, in order to keep and preserve relationships with their consumers. They must to make an effort to please consumers. The store must have to give preferences to all products availability and store must try extend the needs of the consumers to excellent level by analyzing the needs of the customers. Decathlon has to fix the fair rates for their products as other sports retail it will give consumers value for their money. Store must provide more variety of products for the customers. Therefore they can buy the other products from different category when needed. Stores have to take more consideration towards the loyalty to their customers by conducting a loyalty programs and events so that customers can repeat the purchase. Discounts must be provided for the loyal customers those who repeat the purchase from the decathlon. If the store provides unique products and services the consumers will be check out the different category products. Service from the decathlon Stores have to provide good customer support before and after the purchasing of the products that consumers can repeat the purchasing from the decathlon.

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