

# An Analysis On The Customer Satisfaction Towards The Decathlon Sports Equipment With Reference To Coimbatore City

Ms.N.Kavishree<sup>1</sup>, Mr.J.Jeyaselvan<sup>2</sup>

<sup>1,2</sup>Dept of commerce

<sup>1,2</sup>Sri Krishna Adithya College of Arts and Science, Coimbatore.

**Abstract-** Different people have different interests in sports but the action is the same in all sports. Sports are becoming big channels to make more capital/money day by day and the number of people is also increasing. By playing sports even at a young age you can also be better and free from some diseases. By playing sports lung function also improves and becomes healthy because more oxygen is supplied. Sports also improves bone strength even in old age Sporting equipment can be used as protective gear or a tool used to help the athletes play the sport. Over time, sporting equipment has evolved because sports have started to require more protective gear to prevent injuries. Sporting equipment may be found in any department store or specific sporting equipment shops.

## I. INTRODUCTION

Sports are a crucial part of a student's growth and development. They help in the development of mental health and physical fitness of the body. Through participation in sports and games, a student gains various skills, experience and confidence that are helpful for developing their personality. It also improves the personality of people. Sports keep our allorgans alert and our hearts become stronger by regularly playing some kind of sports. Sports has always given priority from old ages and nowadays it has become more fascinating. Due to the physical activity blood pressure also remains healthy, and blood vessels remain clean. Sugar level also reduces and cholesterol comes down by daily activity.

## STATEMENT OF THE PROBLEMS:

SPORTS is now days importance in our routine life to lead a healthy and wealthy needs. People with intellectual disabilities (ID) have high prevalence of physical inactivity and high rates of preventable health conditions, including obesity and cardiovascular disease. Increased participation in fitness and wellness activities can improve their overall health and well-being. However, many fitness and wellness organizations do not know how to effectively serve this population nor how to fitness and wellness organizations do

not know how to effectively serve this population nor how to support their inclusion into their programs.

## OBJECTIVE

- To Analyse the social economic background of the customer.
- To study the consumer perception towards Decathlon sports.

## II. REVIEW OF LITERATURE

**Achrol (1991)** Focusing on the impact of expanding ecological disturbance on Marketing association, contends that a more significant level of hierarchical adaptability is required and proposes two perfect structures that he alludes to as the promoting trade organization and the Marketing alliance organization.

**Moore and Till (1994)** traditionally sport marketing has been viewed as: "the application of marketing concepts to sport products and services also encompassing the marketing of non-sport related products through some association with sport.

**Schlossberg (1996)** states that "sports has become a marketing medium in and of itself with the ability to target, segment, promote, and cast products and services in heroic lights." He also opines that quite a large number of companies, which are not associated with sports in any manner, use sports as one of the vital ingredients of their promotional mix.

**Stotlar's study (1996)** Pitts and is the first study where the impact of price, place (i.e., distribution) and promotion—the traditional three P-s of marketing mix are explored in the domain of sports marketing.

## SCOPE:

This project was done to find out the consumer preference towards Decathlon products and varieties of

products available and no such study was conducted in Decathlon products. So, the investigator was interested in conducting this study. The researcher used convenience sampling to collect the data. This research study is descriptive in nature. The collected details were analysed, tabulated and interpreted. Various suggestions of consumers were shortlisted and provided for improving sales.

### III. METHODOLOGY USED IN THIS STUDY

#### RESEARCH DESIGN:

This Research was aimed at analysing the problems and prospectus of an analysis on the customer satisfaction towards the decathlon sports equipment with reference to Coimbatore city. In this method questionnaires are asked directly to the sports person and public.

#### SAMPLE SIZE:

The sample size is 123 respondents

#### AREA OF THE STUDY:

This study is conducted in the Coimbatore city.

#### DATA COLLECTION:

Data are facts may be derived from several source. Data is of two types Primary and Secondary.

#### PRIMARY DATA:

Primary data consist of face-to-face interaction, Searching something for Creative information about particular research or project.

#### SECONDARY DATA:

Secondary data was collected with help of internet, newspaper, magazines, research paper, journals, books and respective websites were also used to gather the data and information.

#### LIMITATION OF THE STUDY:

- The sample group was restricted to Coimbatore city only.
- The sample size was limited to 123 respondents only.
- This study conducted relating to Decathlon Sports so the results which we gather is only applicable for the Decathlon buying customers

**TABLE: Simple percentage analysis**

*Showing Personal factors and problems faced.*

Factors	Options	No. of Respondents	Percent age
Gender	Male	49	39.8
	Female	74	60.2
Age	1-18	28	22.8
	18-28	91	74
	29-39	2	1.6
	40-60	2	1.6
Educational qualification	School	22	17.9
	Diploma	6	4.9
	Under graduate	82	66.7
	Post graduate	13	10.6
Residence	Rural	63	51.2
	Urban	38	30.9
	Semi-Urban	22	17.9
Type of family	<b>Nuclear</b>	<b>78</b>	<b>63.9</b>
	<b>Joint</b>	<b>44</b>	<b>36.1</b>
Know about decathlon	<b>Yes</b>	<b>93</b>	<b>75.6</b>
	<b>No</b>	<b>30</b>	<b>24.4</b>
Sports practice	<b>Football</b>	<b>44</b>	<b>35.8</b>
	<b>Cricket</b>	<b>21</b>	<b>17.1</b>
	<b>Badminton</b>	<b>22</b>	<b>17.9</b>
	<b>Running</b>	<b>16</b>	<b>13</b>
	<b>Others</b>	<b>20</b>	<b>16.3</b>
Aware of decathlon	<b>Friends</b>	<b>74</b>	<b>60.2</b>
	<b>Advertisement</b>	<b>19</b>	<b>15.4</b>
	<b>Relation</b>	<b>10</b>	<b>8.1</b>
	<b>Social media</b>	<b>20</b>	<b>16.3</b>
Prefer decathlon sports to others	Yes	102	82.9
	No	21	17.1
Suggesting to buy decathlon products	Yes	106	86.2
	No	17	13.8
High demand of sports equipment	Yes	98	79.7
	No	25	20.3

Any discount on decathlon products	Yes	93	75.6
	No	30	24.4
	Sometime	25	20.8
Satisfaction of decathlon sports product service	Highly satisfied	56	45.9
	Satisfied	49	40.2
	Neutral	13	10.7
	Dissatisfied	2	1.6
	Highly dissatisfied	2	1.6
How far visit decathlon products	5 km	31	25.2
	5-10 km	31	25.2
	10-15 km	21	17.1
	More than 15km	40	32.5

#### INTERPRETATION

The respondents of sports people and public 60.2% are female respondent. So, it is shown that female are more satisfied with decathlon sports. 74% of the respondent belong to the age group of 18-28 years. 89.4% of the respondent are unmarried. Majority 66.7% of the respondent are chosen as under graduates. Majority 51.2% of the respondent are rural. Majority 63.9% of the respondent are nuclear family. 75.6% of the response are yes about decathlon. The sport everyone prefers 35.8% of the response belongs to football. Majority 60.2% of the response are friends. Majority 58.5% of the response spend apparel and equipment on Rs.1000 to Rs. 4000. Majority 33.3% of the response prefer puma brand. 52.9% of the response prefer better quality. Majority 57.7% of the response prefer test quality. Majority 45.5% of the response are sports material. Majority 32.5% of the response are monthly visitors of decathlon sports. Majority 25.2% of 5 km and 5 to 10 km of the response visit decathlon to travel. Majority 82.9% of the response are preferring decathlon sports to others. Majority 86.2% of the response as good value of money in decathlon. 37.4% of the response prefer online shopping. Majority 47.2% of the response highly satisfied with decathlon product. Majority 45.9% of the response are highly satisfied with decathlon sports service. 86.2% of the response prefer high demand for sports equipment, 75.6% of the response has high majority on discount on their product.

#### IV. FINDINGS

- 60.2% are female respondent. So, it is shown that female are more satisfied with decathlon sports.
- 74% of the respondent belong to the age group of 18-28 years.
- 89.4% of the respondent are unmarried.
- Majority 66.7% of the respondent are chosen as under graduates.
- Majority 51.2% of the respondent are rural.
- Majority 63.9% of the respondent are nuclear family.
- 75.6% of the response are yes about decathlon.
- The sport everyone prefers 35.8% of the response belongs to football.
- Majority 60.2% of the response are friends.
- Majority 58.5% of the response spend apparel and equipment on Rs.1000 to Rs. 4000.
- Majority 33.3% of the response prefer puma brand.
- 52.9% of the response prefer better quality.
- Majority 57.7% of the response prefer test quality.
- Majority 45.5% of the response are sports material.
- Majority 32.5% of the response are monthly visitors of decathlon sports.
- Majority 25.2% of 5 km and 5 to 10 km of the response visit decathlon to travel.
- Majority 82.9% of the response are preferring decathlon sports to others.
- Majority 86.2% of the response as good value of money in decathlon.
- 37.4% of the response prefer online shopping.
- Majority 47.2% of the response highly satisfied with decathlon product.
- Majority 45.9% of the response are highly satisfied with decathlon sports service.
- 86.2% of the response prefer high demand for sports equipment.
- 75.6% of the response has high majority on discount on their product.

#### V. SUGGESTIONS

- They can become partners with E-commerce company.
- There should be free fair justified and honest competition among the various sports shop.
- The brand should concentrate more on social media advertisements and marketing strategies.

#### VI. CONCLUSION

We can easily assume that how much of the people are aware of the foreign brands and that will help the foreign

company to promote themselves. But here in the case of decathlon we have seen that they do not spent much money on any kind of the promotion. They just use to promote the product inside their store only. But the best part is that they have the best team for each sport to explain to the users. If we see in India now a days the people are getting knowledge of decathlon and there brands.

### REFERENCES

- [1] Johnson, M. D. and Fornell, C 1991 ; —A ramework for Comparing Customer Satisfaction across Individuals and Product Categories.
- [2] Anderson J C and Gerbing W1988 ; — tructural Equation Modeling In Practice: A Review And Recommended Two-Step Approach.
- [3] Jim Armstrong (1999); the Syndicated Loan Market: Developments in the North American Context.
- [4] Robert M. Wiseman and CatanachCatanachJr (2003); A Longitudinal Disaggregation of Operational Risk under Changing Regulations: Evidence From the Savings and Loan Industry.
- [5] <https://inrdeals.com/dealer/decathlon-cycle/tamil-nadu>.
- [6] <https://www.decathlon.com/>
- [7] <https://www.decathlon-united.com/en/about>
- [8] <https://www.decathlon.in/>
- [9] <https://www.decathlon.co.uk/>