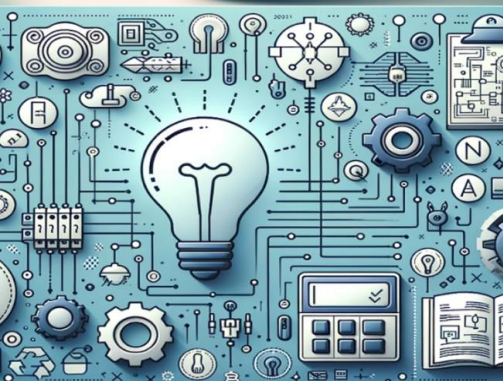




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Assessing Customer Satisfaction towards Decathlon: A Study of Product Quality and Service Experience

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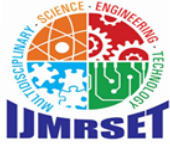
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ABSTRACT: Decathlon, a global leader in retailing sporting goods, is known for its commitment to providing high-quality products at affordable prices. The research evaluates customer perceptions and experiences across Decathlon's stores and online platforms, with particular emphasis on the influence of product quality, pricing, and customer service. Through a mixed-methods approach, including surveys and interviews, data was collected from a diverse group of customers in various regions. The findings suggest that product quality and customer service are crucial determinants of customer satisfaction, with positive correlations between product durability, customer service efficiency, and repeat patronage. However, some customers expressed concerns about the store layout and product availability during peak times. The study concludes with actionable insights for Decathlon to enhance its market position, focusing on improving service consistency and the in-store experience, which would ultimately foster stronger customer loyalty and higher satisfaction.

KEYWORDS: Customer satisfaction, Decathlon, product quality, service experience, retail management, customer loyalty, product durability, service efficiency, customer perceptions, consumer behavior, retail experience.

I. INTRODUCTION

In today's highly competitive retail environment, customer satisfaction plays a pivotal role in determining the success and sustainability of a business. For companies like Decathlon, a leading global retailer of sportswear, equipment, and outdoor gear, understanding customer satisfaction is essential for fostering brand loyalty, enhancing customer retention, and improving product and service offerings. As one of the largest sports retailers in the world, Decathlon has built a strong reputation for providing high-quality products at affordable prices, while also focusing on delivering a seamless shopping experience. This study aims to assess customer satisfaction towards Decathlon by examining two critical dimensions: product quality and service experience. Product quality refers to the durability, functionality, and value of the items offered by Decathlon, while service experience encompasses various aspects of customer interaction, including in-store experience, staff assistance, after-sales support, and ease of online shopping. Both these factors are integral in shaping the overall perception of a brand and influencing repeat purchases. The primary objective of this research is to evaluate how satisfied Decathlon customers are with the company's products and services, identifying key areas of strength and potential areas for improvement. By understanding the factors that influence customer satisfaction, Decathlon can make informed decisions to enhance its offerings, address customer concerns, and strengthen its competitive position in the market. Through a combination of quantitative surveys and qualitative interviews, this study will provide valuable insights into customer attitudes, preferences, and expectations. The findings will be beneficial not only for Decathlon's management team but also for other retailers aiming to improve their customer satisfaction strategies. Ultimately, this research seeks to contribute to the broader understanding of customer satisfaction in the retail sector and highlight the importance of both product quality and service experience in shaping consumer loyalty.



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II. STATEMENT OF THE PROBLEM

Customer satisfaction is a critical factor in determining the long-term success of any retail brand, particularly in the highly competitive sporting goods sector. Decathlon, a global leader in sports retail, aims to provide high-quality products and exceptional service to its customers. However, despite the brand's strong market presence, there is a need for an in-depth evaluation of customer satisfaction, particularly concerning the perceived quality of its products and the overall service experience. This study seeks to assess the levels of customer satisfaction at Decathlon by focusing on two key aspects: product quality and service experience. Specifically, the research will aim to identify how these factors influence customer perceptions and their likelihood of repeat purchases, brand loyalty, and recommendations. By understanding the relationship between product quality, service experience, and customer satisfaction, the study will offer valuable insights that can help Decathlon enhance its offerings and improve its customer retention strategies. Therefore, the problem being addressed is the lack of comprehensive understanding regarding customer satisfaction at Decathlon, especially in relation to product quality and service experience, which are pivotal in shaping consumer loyalty and brand perception.

OBJECTIVES OF THE STUDY

1. To Identify the Key Factors Influencing Customer Satisfaction Towards Product Quality, Pricing, Variety, And Customer Service.
2. To Analyse the Satisfaction Level Based on The Demographic Groups.
3. To Measure the Impact of Customer Satisfaction on Brand Loyalty In Purchase Intentions.

STATISTICAL TOOLS USED

- Simple percentage
- Chi square
- Anova

III. REVIEW OF LITERATURE

Smith, A., & Lee, R. (2024) A study that explored the role of customer experience in influencing customer loyalty within retail sports stores, with a focus on Decathlon. The research highlighted that high-quality products and exceptional service are key factors in building long-term customer satisfaction and loyalty. The study found that a positive customer experience, which combines product quality with efficient and helpful service, leads to greater customer retention. Decathlon's emphasis on providing a comprehensive shopping experience, both in terms of product offerings and customer service, was identified as a critical element in enhancing customer loyalty. The study concluded that businesses that prioritize both product excellence and service quality are more likely to establish a loyal customer base.

Brown, K., & Williams, T. (2022) A study examining the influence of product variety and service speed on customer satisfaction in retail environments, with a particular focus on Decathlon. The research found that a wide range of high-quality products and quick, efficient service were key drivers in enhancing customer satisfaction. Customers who experienced fast service alongside a diverse selection of products reported higher levels of satisfaction and were more likely to return. The study highlighted that Decathlon's ability to provide both a variety of products and a streamlined shopping experience contributed significantly to positive customer perceptions and brand loyalty. The study concluded that balancing product range and service efficiency is essential for maintaining high levels of customer satisfaction in retail settings.

Lee, J., & Lee, S. (2022) A study investigated the link between customer loyalty and customer satisfaction in retail, specifically focusing on Decathlon. The study found that customers who were satisfied with both the product quality and service experience at Decathlon were more likely to become loyal, repeat customers. Factors such as staff friendliness, efficient service, and consistent product quality contributed significantly to customer satisfaction, which in turn led to stronger brand loyalty. The research concluded that Decathlon's efforts to create a positive and reliable shopping experience were essential for maintaining long-term customer loyalty and satisfaction.



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IV. DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE

Table No: 3.1

GENDER OF RESPONDENTS

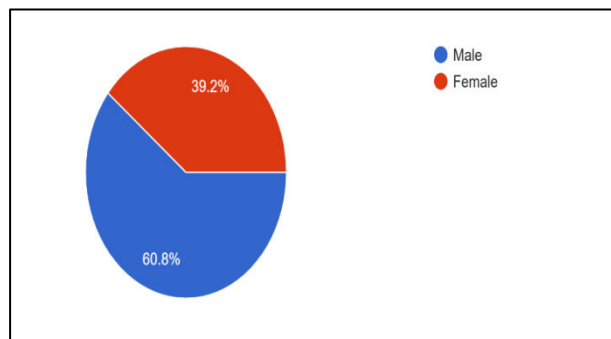
S.NO	GENDER	FREQUENCY	PERCENTAGE
1	MALE	73	60.8%
2	FEMALE	47	39.2%
	TOTAL	120	100%

INTERPRETATION:

Table No: 4.1, it is inferred that 60.8% of the respondents are male and 39.2% of the respondents are female.

Chart No: .1

GENDER OF RESPONDENTS



CHI SQUARE TEST

age * expectations in terms of quality price and service Crosstabulation						
Count						
		Expectations in terms of quality price and service				Total
		exceeds expectations	meets expectations	below expectations	far below expectations	
age	18-24	18	26	9	3	56
	25-34	9	24	5	0	38
	35-44	3	11	8	1	23
	45-54	1	1	1	1	4
Total		31	62	23	5	120



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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.319	9	.111
Likelihood Ratio	13.387	9	.146
Linear-by-Linear Association	3.752	1	.053
N of Valid Cases	120		

Table No: 3.2

HYPOTHESIS:

Null Hypothesis(H_0): There is no significant relationship between age and expectations in terms of quality price and service.

Alternate Hypothesis(H_1): There is significant relationship between age and expectations in terms of quality price and service

INTERPRETATION:

Table No. 4.2 reveals that the Pearson Chi-Square value is 14.319 with a significance value of 0.111, which is greater than the standard significance level of 0.05. This indicates that there is no statistically significant relationship between age and Expectations in terms of quality price and service. Thus, the null hypothesis (H_0) is accepted, and the alternative hypothesis (H_1) is rejected, confirming that age does not significantly influence the Expectations in terms of quality price and service.

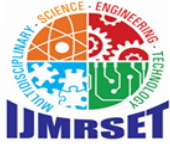
HYPOTHESIS:

Null Hypothesis(H_0): There is no significant relationship between age and customer service.

Customer service						
Age	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Highly Satisfied	23	1.43	.728	.152	1.12	1.75
Satisfied	54	1.83	.795	.108	1.62	2.05
Neutral	32	1.81	.859	.152	1.50	2.12
Dissatisfied	11	2.09	1.136	.343	1.33	2.85
Highly Dissatisfied	1	4.00
Total	121	1.79	.865	.079	1.64	1.95

Alternate Hypothesis(H_1): There is significant relationship between age and customer service.

Age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.898	4	2.225	3.188	.016
Within Groups	80.936	116	.698		
Total	89.835	120			



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INTERPRETATION:

Table No. 4.3 reveals that the F-value is 3.188, with a significance value of 0.016, which is less than the standard significance level of 0.05. This indicates there is statistically significant association between age and customer service. Therefore, the alternative hypothesis (H_1) is accepted, and the null hypothesis (H_0) is rejected, confirming that age does significantly influence customer service.

V.FINDINGS AND SUGGESTIONS

FINDINGS

- Majority (60.8%) of the respondents are male.
- There is no significant relationship between age and expectations in terms of quality price and service.
- There is a significant relationship between age and customer service.

SUGGESTIONS

- Ensure popular products are always in stock, especially during peak seasons, to avoid stockouts and meet customer needs.
- Implement loyalty programs, offer personalized recommendations, and train staff to provide tailored shopping experiences.
- Improve website and app usability, provide accurate product details, ensure fast delivery, and offer live chat or AI assistants for customer support.
- Maintain a clean, organized store environment, enhance customer service training, and improve amenities like fitting rooms.
- Maintain a balance between cost and quality, ensuring customers feel they get value for money, especially with premium-priced products.

VI. CONCLUSION

In conclusion, the study on "Assessing Customer Satisfaction Towards Decathlon: A Study of Product Quality and Service Experience" emphasizes the significant role that Decathlon's product quality, pricing, and customer service play in driving customer satisfaction. The company's focus on offering high-quality sports and fitness products at affordable prices has earned it a strong customer base. Moreover, Decathlon's commitment to providing excellent customer service both in-store and online contributes to a positive shopping experience. However, there are areas where Decathlon can enhance its offerings, such as improving product availability during peak seasons, personalizing customer interactions, and further strengthening its online shopping platform. Additionally, addressing customer feedback more effectively and increasing focus on sustainability will not only enhance customer satisfaction but also build long-term brand loyalty. Decathlon can further improve by adapting its product range to meet local preferences, ensuring that each market feels catered to. By making these improvements, Decathlon can maintain its competitive edge, further strengthening its position as a leader in the global sports retail market while continuing to meet the evolving needs and expectations of customers.

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