

CHAPTER-1

INTRODUCTION

The role of aesthetic taste in consumer behaviour towards decathlon

INTRODUCTION

The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how

- The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products);
- The the psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
- The behaviour of consumers while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Consumer behaviour involves the study of how people--either individually or in groups--acquire, use, experience, discard, and make decisions about goods, services, or even lifestyle practices such as socially responsible and healthy eating. As an evolving phenomenon, one should not be overly dogmatic about this definition. Numerous alternatives, each taking a slightly different angle and emphasizing different aspects. However, the scope presented here suggests that:

- The heavier occurs either for the individual, or in the context of a group (e.g., friends influence what kinds of clothes a person wears, or family tradition influences which brand of laundry detergent is bought).
- Consumer behaviour involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal (e.g., motor oil being sent into sewage systems to save the recycling fee, or garbage piling up at landfills) this is also an area of interest.
- Consumer behaviour involves services and ideas as well as tangible products.
- The impact of consumer behaviour on society is also of relevance. For example, aggressive marketing of high fat foods, or aggressive marketing of easy credit, may have serious repercussions for the national health and economy.

There are four main applications of consumer behaviour:

- The most obvious is for *marketing strategy*—i.e., for making better marketing campaigns. For example, by understanding that consumers are more receptive to food

advertising when they are hungry, we learn to schedule snack advertisements late in the afternoon. By understanding that new products are usually initially adopted by a few consumers and only spread later, and then only gradually, to the rest of the population, we learn that (1) companies that introduce new products must be well financed so that they can stay afloat until their products become a commercial success and (2) it is important to please initial customers, since they will in turn influence many subsequent customers' brand choices.

- A second application is *public policy*. In the 1980s, Accutane, a near miracle cure for acne, was introduced. Unfortunately, Accutane resulted in severe birth defects if taken by pregnant women. Although physicians were instructed to warn their female patients of this, a number still became pregnant while taking the drug. To get consumers' attention, the Federal Drug Administration (FDA) took the step of requiring that very graphic pictures of deformed babies be shown on the medicine containers.
- *Social marketing* involves getting ideas across to consumers rather than selling something. Marty Fishbein, a marketing professor, went on sabbatical to work for the Centres for Disease Control trying to reduce the incidence of transmission of diseases through illegal drug use. The best solution, obviously, would be if we could get illegal drug users to stop. This, however, was deemed to be infeasible. It was also determined that the practice of sharing needles was too ingrained in the drug culture to be stopped. As a result, using knowledge of consumer attitudes, Dr. Fishbein created a campaign that encouraged the cleaning of needles in bleach before sharing them, a goal that was believed to be more realistic.
- As a final benefit, studying consumer behaviour should make us better consumers. Common sense suggests, for example, that if you buy a 64 liquid ounce bottle of laundry detergent, you should pay less per ounce than if you bought two 32 ounce bottles. In practice, however, you often pay a *size premium* by buying the larger quantity. In other words, in this case, knowing this fact will sensitize you to the need to check the unit cost labels to determine if you are *really* getting a bargain.

There are several units in the market that can be analysed. Our main thrust in this course is the *consumer*. However, we will also need to analyse our own firm's strengths and weaknesses and those of *competing firms*. Suppose, for example, that we make a product aimed at older consumers, a growing segment. A competing firm that targets babies, a shrinking market, is likely to consider repositioning toward our market. To assess a competing firm's potential threat, we need to examine its assets (e.g., technology, patents, market knowledge, and awareness of its brands) against pressures it faces from the market. Finally, we need to assess conditions (the marketing environment). For example, although we may have developed a product that offers great appeal for consumers, a recession may cut demand dramatically

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DEFINITION

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine—which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers.

CHAPTER-2

PROFILE OF THE SELECTED ORGANIZATION

INDUSTRY PROFILE

The sports market globally consists of various aspects such as infrastructure, events, training and manufacturing and sports retails.

The retail sporting goods globally holds opportunities for sporting goods suppliers due to strong demand for the product in their market categories.

Such as athletic and apparel, footwear and equipment total growth market for retail sporting product is forecast to reach and estimated of 265\$ billion with compound aggregate growth rate of 4%.

The sports goods industry consists of basically engaged in various processes.

Listed below:

- Manufacturing
- Retailing
- Marketing'

The various product categories are as follows:

- Exercise
- Camping equipment
- Fitness equipment
- Athletic uniforms
- Specialty sports foot wear
- Apparel
- Accessories

The major Players in the market are as follows:

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- Nike
- Addidas
- Dicks sporting goods
- Decathlon

The combination of factors such as demographics and consumer spending impacts the market dynamic significantly.

Market of sports Industry in India:

The India has great passion for sports, the Indian sports industry is nearly 100 years old and it consists of skilled man power.

The Indian sports industry is a labour incentive industry, Indian sports industry provides jobs to around or more than 500000 people.

The Indian sports industry is majorly concentrated in the states such as

- Punjab
- Haryana
- Uttar Pradesh

Jalandhar in the state of Punjab and Meerut in the state of Uttar Pradesh consists nearly 75% of the total production.

Jalandhar and Meerut consist of 3000 manufacturing units and 130 exports.

India's improving economic condition, increase in disposable income and fitness orientation, has increased the demand for the sporting goods and services.

Government initiative for India's sports industry development.

Government has taken initiative and paid attention at developing the Indian sports industry.

Government is planning to provide job opportunities via increasing foreign investment in sports sector.

And also developing the sports talent of the country.

In 2018-20 the union government has funding a 262\$ million (1756 crore) budget to a government initiative named Khelo India program.

Global overview of the sports industry

The global sports market consist of infrastructure, events, training, manufacturing and retail of sports products is around INR 37.8-44.2 lakh core, it is equivalent to 1% of the world's GDP.

Market size of various diversifications

Segment	Market size (2015)
Sports event	INR 5.1 Lakh core
Sports apparel, equipment and footwear	INR 19.7 Lakh core
Sports club (fitness health and sports training)	INR 6.7 Lakh core
Infrastructure construction, food and beverages and betting	INR 12.7 Lakh core
TOTAL	INR 37.8 - 44.2 Lakh core

Key trends driving the market

- Viewership

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- Sponsorship
- Broadcasting
- Performance

Key organizations managing sports in India

- Ministry of youth affairs and sports (MYAS)
- Sports authority of India (SAI)
- Indian Olympic association
- National sports federation

Reasons for growth of Indian sports Industry

- Large unsaturated markets
- Positive and high growth of GDP
- Growing middle class and young population
- India is organizing major sporting events from 2008.
- Growing health and fitness awareness and brand awareness
- Sourcing by foreign retailers
- Conductive policy changes

Overview of sports industry in India

- Retail market comprise of 2.72%
- Organized retail market sale 10%
- Growth of manufacturing of sports products is around 10% to 12%
- India stands 3rd among in the sports goods manufacturing in Asia 🌂 Sports retailing got a J curve since 1995.
- Developing of sports culture.
- Increasing in private participation

Retail regulation in India

- FDI is not allowed in multi brand retailing
- 100% FDI is allowed cash and carry wholesale trading
- Since 2006 FDI up to 51% allowed in single brand retailing (FIPB approval)
- Only single brand product should be sold
- Product should be sold under the same brand internationally
- It should only cover products which are branded during manufacturing

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- Any addition to the products categories to be sold under the “single brand” would require fresh approval from the government.
- FDI up to 100% with FIPB approval is allowed for trading of items sourced from the following
 - Small scale sector
 - Test marketing
 - Trading of items for social sectors
 - Domestic sourcing of product for export subjected to EXIM policy
 - FDI up to 100% is permitted for E-commerce activity B to B activity
 - FDI up to 100% is allowed in manufacturing wholly owned subsidiaries can have retail outlets
 - 100% FDI in franchise and commission agent services (RBI approval)

MAJOR RETAILERS IN INDIA

🚗 PANTALOON RETAIL INDIA LIMITED

Pantaloon is one of the biggest retailers in India with more than 450 stores across the country. Headquartered in Mumbai, Pantaloon Retail added 2.26 million square feet (sq. ft) of retail space during the fiscal 2011 and booked over 9 million sq.ft of retail space to fructify its expansion plans in future. In 2001, Pantaloon launched country's first hypermarket “Big Bazaar” It has the following retail segments:

- Food & Grocery: Big Bazaar, Food Bazaar

- Home Solutions: Hometown, Furniture Bazaar, Collection
- Consumer Electronics: e-zone
- Shoes: Shoe Factory
- Books, Music & Gifts: Depot
- Health & Beauty Care: Star&Sitara
- E-tailing: Futurebazaar.com
- Entertainment: Bowli9ng Co.

◆ TATA GROUP

Tata group is another major player in Indian retail industry with its subsidiary Trent, which operates Westside and Star India Bazaar. Established in 1998, it also acquired the largest book and music retailer in India “Landmark “in 2005. Trent owns over 4 lakh sq.

ft retail space across the country.

◆ RPG GROUP

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RPG Group is one of the earlier entrants in the Indian retail market, when It came into food & grocery retailing in 1996 with its retail food world stores. Later it also opened the Pharmacy and beauty outlets “Health & Glow”.

❖ RELIANCE

Reliance is one of the biggest players in Indian retail industry. More than 300 Reliance Fresh stores and Reliance Mart are quite popular in the Indian retail market.

❖ AVBIRLA

AV Birla group has strong presence in Indian apparel retailing. The brands like Louis Philippe, Allen Solly, Van Heusen, Peter England are quite popular. It's also investing in other segments of retail.

RETAIL FORMATS IN INDIA

- **Hyper marts/supermarkets:** large self-servicing outlets offering products from a variety of categories.
- **Mom-and-pop stores:** they are family owned business catering to small sections; they are individually handled retail outlets and have a personals touch.
- **Departmental stores:** are general retail merchandisers offering quality products and services.

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- **Convenience stores:** are located in residential area with slightly higher prices goods due to the convenience offered.
- **Shopping malls:** the biggest form the retail in India, malls offers customers a mix of all Types of products and services including entertainment and food under a single roof.
- **E-trailers:** are retailers providing online buying and selling of products and services.
- **Discount stores:** these are factory outlets that give discount on the **MRP**.
- **Vending:** it is a relatively new entry, in the retail sector. Here beverages snacks and other small items can be bought via vending machine.
- **Category killers:** small specialty stores that offer a variety of categories. They are known as category killer as they focus on specific categories, such as electronics and sporting goods.
This is also known as Multi Brand Outlets or MBO's
- **Specialty stores:** are retail chains dealing in specific categories and provide deep assortment
Mumbai's Crossword Book Store and RPG's World are examples.

COMPANY PROFILE

Industry	Retail
Founded	1976
Headquarters	Villeneuve d'Ascq, France
Products	Clothing, Sportswear, Sports equipment
Revenue	11 Billion Euros as per 2017
Number of employees	82,171 as per 2017
Subsidiaries	Kalenji, Quechua, Simond etc.
Website	www.decathlon.com

Decathlon is a major French sporting goods chain store, with stores located throughout the world. It started with a shop near Lille, France in 1976. It expanded to Germany in 1986, Spain in 1992 and the United Kingdom in 1999. It entered the American market by purchasing the New England 20-Stores MVP Sports chain in 1999, rebranding them as Decathlon USA. A restructuring led to all but four Massachusetts locations closing in 2003. In September 2006, Decathlon announced its decision to exit the US altogether by year's ends,

The retailer stocks a wide range of sporting goods, from tennis racquets to advanced scuba diving equipment, usually in large superstores. Decathlon Group also owns the Toboggan and Decat stores, the former sells sporting goods at discount prices, whilst the latter is a smaller high street sized version of the larger Decathlon superstores. In 2007 the group is the worldwide larger sporting goods reseller with a turnover of USD 6,123.000

PRODUCT PROFILE

The chain develops and sells its own brands. Each group of activities has a separate brand name:

1. APTONIA - Nutrition and health care
2. ARTENGO - Racket sports
3. BTWIN - Cycling
4. CAPERLAN- Fishing
5. DOMYOS –Fitness, dance, martial arts and contact sports
6. FLX - Cricket
7. FOUGANZA - Horse riding
8. GEOLOGIC - Outdoor sports, archery, and darts
9. GEONAUTE - Sports & Electronics
10. INESIS - Golf
11. KALENJI - Running
12. KIPSTA - Team sports
13. NABAIJI - Swimming
14. NEWFEEL - Walking
15. OXELO - Roller, skate and ice sports
16. QUECHUAN - Mountain and outdoor sports
17. ROCKRIDER - Mountain biking
18. SIMOND - Mountaineering

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- 19. SOLOGBNAC - Hunting
- 20. TRIBORD - Water sports
- 21. WED'ZE - Skiing, snowboarding
- 22. MYSPORTEEZY - Event organization (birthday, corporate day...)

Decathlon has also developed brands for components which provide technical support for the products of its passion brands:

- 1. EQUAREA – Clothing designed for the active removal of sweat
- 2. ESSENSOLE – Shoe soles and insoles
- 3. NOVADRY -- Waterproof and breathable clothes
- 4. OUTCHOC – Sport protection
- 5. STRATERMIC – Warm and light clothes
- 6. STRENFIT - Light and Robust Synthetic fabrics (non-garment)
- 7. SUPPORTIV – Support and compression

Vision Statement

Make the pleasure and benefits of sport accessible to all.

Mission statement

To provide sports products and facilities with high quality but low prices

At Decathlon we love sports, all sports and all those who play and practice sports. We offer sports Enthusiasts' products and solutions to reach of their level, their rhythms and their demands.

We believe that the pleasure and benefits of sports contribute to the good health, balanced education, Social integration and sustainable development the world over. In India it is our aim to do our best to help more and more Indians play more by paying less for their sports equipment.

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DEPARTMENT

- ✓ Production Department
- ✓ Operations Department
- ✓ Logistic Department
- ✓ Finance Department
- ✓ Human resource Department
- ✓ IT Department

Company details

Parent company	DECATHLON
Category	Sporting goods retail
Sector	Life style & retail
Tagline / slogan	Sports for all for sports, better gear better off
Usp	Everything in sports in affordable price

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STP

Segment	Style and quality
Target group	Middle class and upper middle class
Positioning	Quality sports goods in affordable

SWOT Analysis

Strength	<ol style="list-style-type: none">1. Stores located throughout the world with 800 stores all over.2. Group is largest sporting good reseller in domestic market.3. large variety of sports goods in affordable pricing for all classed of consumers4. Own private label brands to get high brand recall.5. Strong and innovative marketing since years have created a strong brand retention in the mind of customers
Weakness	<ol style="list-style-type: none">1. Limited global presence as compared to leading global companies2. E-retailing is gaining importance but still company has limited presence on the same
Opportunity	<ol style="list-style-type: none">1. Brand building by tie-up with emerging clubs/teams/players2. company has opportunity to innovate on technology front to design new products3. Creation high brand awareness by exploring advertising media tactically

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Threats	<ol style="list-style-type: none">1. High inflation doesn't give opportunity of cost advantage in competitive environment2. High competition from global and domestic players3. Threats from other brands who provide goods at lower price
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Economic Review

Its success has greatly contributed to the decline in selling prices in France and the concentration of the sector. While its own brands more innovative start sometime great difficulties of traditional manufactures. As for Wal-Mart in food distribution. Some manufactures and not others are referred in global supply distributor. In 2008, the brand Decathlon beat all its competitors on three points: margin, market share, highest turnover per square meter of retail space. It is up to the third at a world level. A 2008 survey of 774 catchment areas at the request of the Ministry of

Economy and Finance shows that "for sporting goods, Decathlon is dominant in 92.8% of zones" This hegemonic position has the dual effect of marginalizing its commercial competitors including independent retailers, and ruin or pushing the relocation of industrial sector.

Range of products and services.

- **Workshop:** sporting goods customization, maintenance and repair of cycles, skiing/snowboarding, tennis, fitness, rollerblading, embroidery, marking.
- **Mountain:** hiking, vertical sports, skiing.
- **Cycle:** bike, bicycle accessories, cycle equipment, spare parts.
- **Roller:** roller skates, inline skating, quad, skate and scooter.
- **Form:** fitness equipment, fitness for men and fitness for women, junior fitness, baby combat sports, judo karate, gym and dance
- **Nature:** hunting, fishing, precision sports.

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- **Team sports:** football, rugby, basketball, handball, volleyball.
- **Running:** running, walking.
- **Water:** swimming, slide sports, boating, diving.
- **Racket sports / golf:** tennis equipment, tennis shoes, clothes for racket sports, golf table tennis, badminton and squash.
- **Health / discovery:** health, discovery

VALUES

All over the world, we share a strong and unique company culture reinforced by our four values: vitality, sincerity, Responsibility and Generosity.

VITALITY:

Vitality is Life, intense activity, energy, drive and vigor. Our employees are full of vitality as they are first and foremost positive and full of energy. They are enthusiastic, they love creating and innovating, and relentlessly strive to improve and make things around them change.

SINCERITY:

Sincerity is transparency in our actions, amongst ourselves, with our customers and with our suppliers, we want there to be a great deal of coherence between ‘what we say’ and ‘what we do’.

RESPONSIBILITY:

Being responsible is about making decisions and making sure they are acted upon. Our employees assume the consequences of their decision, both in terms of their team and their customers. Responsibility is also about anticipating the challenges facing society and orienting our actions towards sustainable development. And it is also our responsibility to guarantee the safety of our customers and employees all over the world

GENEROSITY:

Generosity is closely related to Responsibility. Within a group, supporting, helping and listening to each other without necessarily expecting anything in return. This mind-set leads us to be demanding and make the best choices when designing our products.

VISION OF DECATHLON IN 2026

- Do what we love.
- Co creates unique products.
- Store is an amazing experience.
- Be where we are needed.
- Preserve our planet and its people to protect our purpose.

CHAPTER 3

REVIEW OF LITERATURE

Nowadays, product range and developing technology in all sectors influence all decisions of the consumers. People work through many product types in market because they want to provide maximum benefits from the product which they intend to purchase. In other words, consumers want to buy privileged and outstanding products or services. That is to say, products must be different and special in comparison with alternative or similar products. One of the most effective ways of differentiating is using aesthetics. In this context, a visual design element is one of the significance factors that influence consumer perceptions (Van Rompay et al., 2012). People begin to include aesthetic components in every aspect of life therefore; the term of aesthetics takes part in many peoples' daily life (Weggeman et al., 2007; Venkatesh and Meamber, 2008). For this reason, companies and managers try to differentiate their products by using aesthetics to be successful. Research on aesthetics began in the 18th century. Alexander Gottlieb Baumgarten, who is regarded as founder of the

aesthetic section as a different branch of philosophical thought system, defined aesthetics as a theory of beauty and theory of sensitive knowledge (Wessell, 1972). Studies on the aesthetics in marketing research began in the second half of the 20th century. Holbrook (1980) pointed out that a theoretical framework was necessary to discuss aesthetic consumption while Beardsley (1969) stated that aesthetics experiences and aesthetic values are connected with emotional reactions. Charters (2006) made a distinction between aesthetic consumption and aesthetic products. Besides, Veryzer (1995) explained that product design is related to the aesthetics components. Aesthetics, one of the most significant way to make world special, is the art of creating reactions that without words and communicate by way of sense (Newkirk and Crainer, 2003). In today's world, many people take care of symbolic value of product more in detail (Goldsmith et al., 2010). Consumers' aesthetic appraisal of products is related to whether a product design includes certain design properties such as color, shape, etc. (Blijlevens et al., 2012). An aesthetic response has affective and cognitive dimensions as well as sensory such as involuntary physical response (Wagner, 1999). Bloch (1995) explained that the form of product generate psychological reactions which include cognitive and emotional contents. These psychological reactions also cause behavioral responses which indirectly lead to behavioral responses. Therefore, marketers use product aesthetics as a tool for competitive differentiation (Cox and Cox, 2002). Aesthetics concept contributes to success of companies and brands (Rompay & Pruyn, 2011). In terms of strategic pricing, it enables companies to gain higher profits by letting them determine higher prices (Kristensen et al. 2012). In this context this study investigates the relationship between visual product aesthetics and price sensitivity. Price sensitivity is an important concept for marketers in the real world. Price sensitivity offers new ways for managers about how they should approach the consumer (Goldsmith et al, 2010). The concept of price sensitivity refers to the variations of consumer demand in case of price fluctuations (Low et al., 2013). Social and hedonic conditions may cause consumers to be less price sensitive than non-social and functional ones (Wakefield & Inman, 2003) Aesthetics of product is a valuable element because many consumers purchase not only a product but also value and experience. Consumers' inferring of product design is mainly related to how they are in an interaction with the product. The concept of visual product aesthetics usually plays a basic role for ideas about the sensorial character of the products (Workman and Caldwell, 2007). Furthermore, visual aesthetics is a one of the most important factors affecting consumer perception in many ways. An outstanding product design helps to distinguish products from its competitors and enables to make a difference in the market (Bloch et al., 2003). Besides, product design can affect people's quality of life positively (Crilly et al., 2004). Visual aesthetics has a symbolic role that can affect evaluation of product. While processing product selection, visual consumers may outweigh aesthetic factors higher than other consumers (Workman and Caldwell, 2007)

CHAPTER 4

RESEARCH METHODOLOGY

NEED OF STUDY

In today's world, due to renewed and changing consumer demands and the rapidly developing technological factors, companies and managers are in search of new strategies to make a difference in their products and services. As competition increased marketers started to focus on new approaches and product innovations to attract consumers' perception and attention. One of the most effective ways of differentiating is using aesthetics. Visual aesthetics of products creates value for consumers. Visual aesthetics create significant

Value for product and makes it more special. Also, level of price sensitivity of consumer decreases when the product is more unique and prestigious.

OBJECTIVE OF THE STUDY

The main objectives of the study are listed below:

To know the role of aesthetic taste in consumer behavior

To know the preference value of decathlon.

To know how aesthetic taste helps in customer

SCOPE OF THE STUDY:

By doing this study I would like to find out that does aesthetic play any important role in customers purchase behaviour, whether customers are showing any important towards the display of the items so this study brings out the customers behaviour towards aesthetics.

DATA COLLECTION TOOLS:

The present study was undertaken to understand The role of aesthetic taste in consumer behaviour towards decathlon and to know the factors which influences the consumer behaviour. The data required for the study were collected from the sample respondents of decathlon customers and public by personal interview method using well-structured questionnaire.

Data is collected through Primary and Secondary sources.

SOURCES OF DATA

Data collection is a key in marketing research. The design of the data collection method is the back bone of the research design; normally the sources of data are classified in two types:

1. Primary data
2. Secondary data

PRIMARY DATA

The primary data are the first hand data collection from the field and therefore consists of original information gathered for a specific purpose. The primary data has been collected by means of questionnaires.

SECONDARY DATA

The secondary data have been collected from various public sources such as Books, Journal, project Reports, Magazines, Newspapers, and various Websites retention.

To know how preference value helps in customer acquisition and to know the positioning of decathlon.

LIMITATIONS OF THE STUDY

Sample size: The number of the units of analysis you use in your study is dictated by the type of research problem you are investigating.

Lack of available and/or reliable data.

Time is a major limitation.

This research is only limited to particular geographical area

CHAPTER-5

DATA ANALYSIS AND INTERPRETATION

The role of aesthetic taste in consumer behaviour towards decathlon

1) Have you ever visited decathlon?

Table 5.1

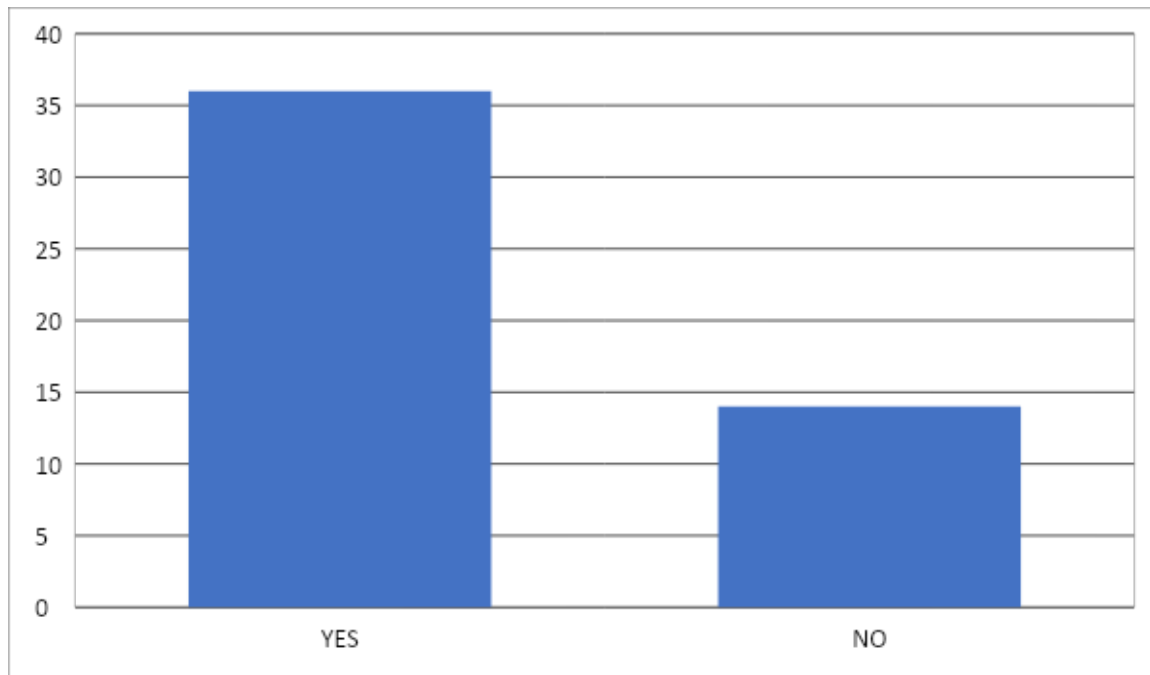
<i>CATEGORY</i>	<i>RESPONSES</i>	<i>PERCENTAGE</i>
<i>YES</i>	<i>36</i>	<i>72%</i>
<i>NO</i>	<i>14</i>	<i>28%</i>

Data Analysis:

Most of the people in the data collected is of 25-30 age group in which 36 response where yes and 14 response where No

Chart 5.1

The role of aesthetic taste in consumer behaviour towards decathlon



INTERPRETATION

The above graph shows percentage of people who have visited decathlon. In which 72% of people have visited decathlon, only 28% of people did not visited

2 What kind of product do you prefer to buy from decathlon?

Table 5.2

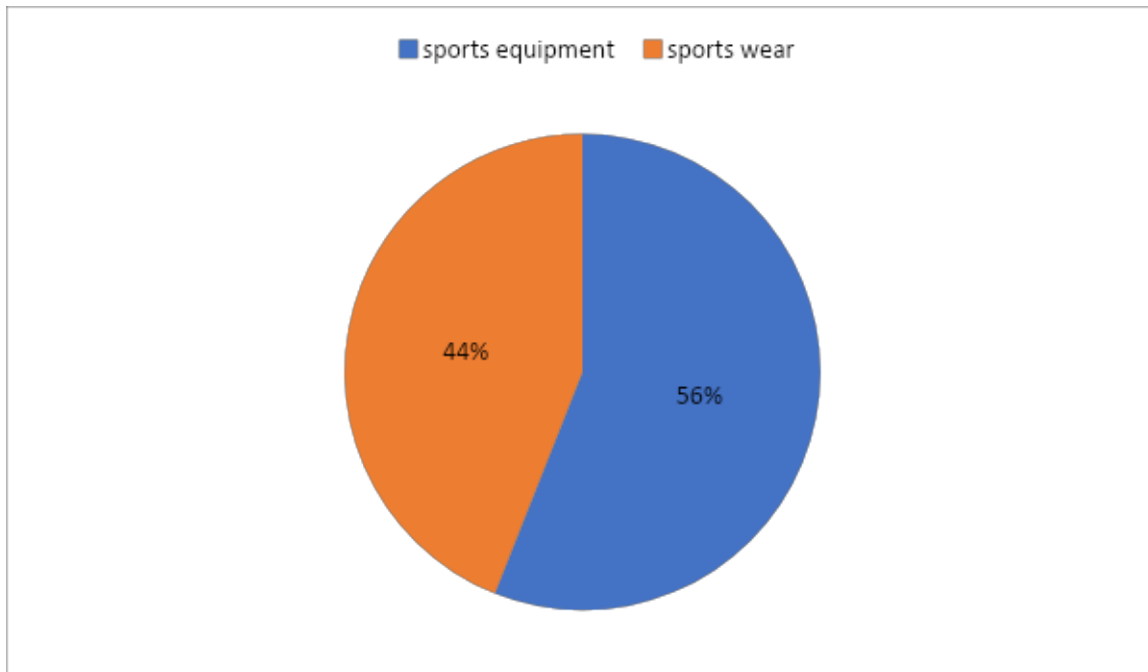
CATEGORY	RESPONSE	PECENTAGE
Sports Equipment	28	56%
Sports wear	22	44%

Data Analysis:

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In this survey I have conducted, as shown in the above table out of 50 response form the people in which 56% prefer to buy Sports Equipment and 44% prefer to buy sportswear.

Chart 5.2



INTERPERTATION

Most of people prefer to buy sports equipment's from the store

3) For what purpose do you visit decathlon?

Table 5.3

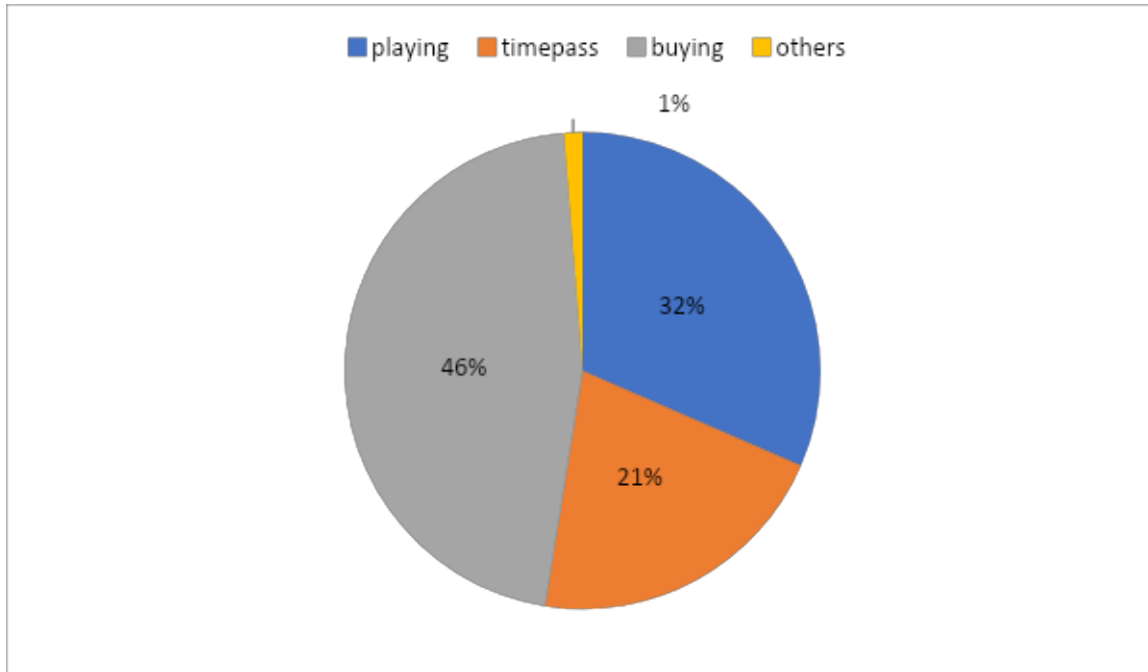
CATEGORY	RESPONSE	PERCENTANGE
playing	15	30
time pass	10	20
Buying	22	44
others	3	6

Data Analysis:

The above table shows that purpose of visit decathlon playing 30%, time pass 20%, buying 44% others 6%

The role of aesthetic taste in consumer behaviour towards decathlon

Chart 5.3



INTERPERTATION

The above chart shows that most of the people visit decathlon for buying

The above chart shows that purpose of visit decathlon playing 30%, time pass 20%, buying 44% others 6% therefore most of people visit decathlon for buying

4) Which brand of product for football is promoted in decathlon?

Table 5.4

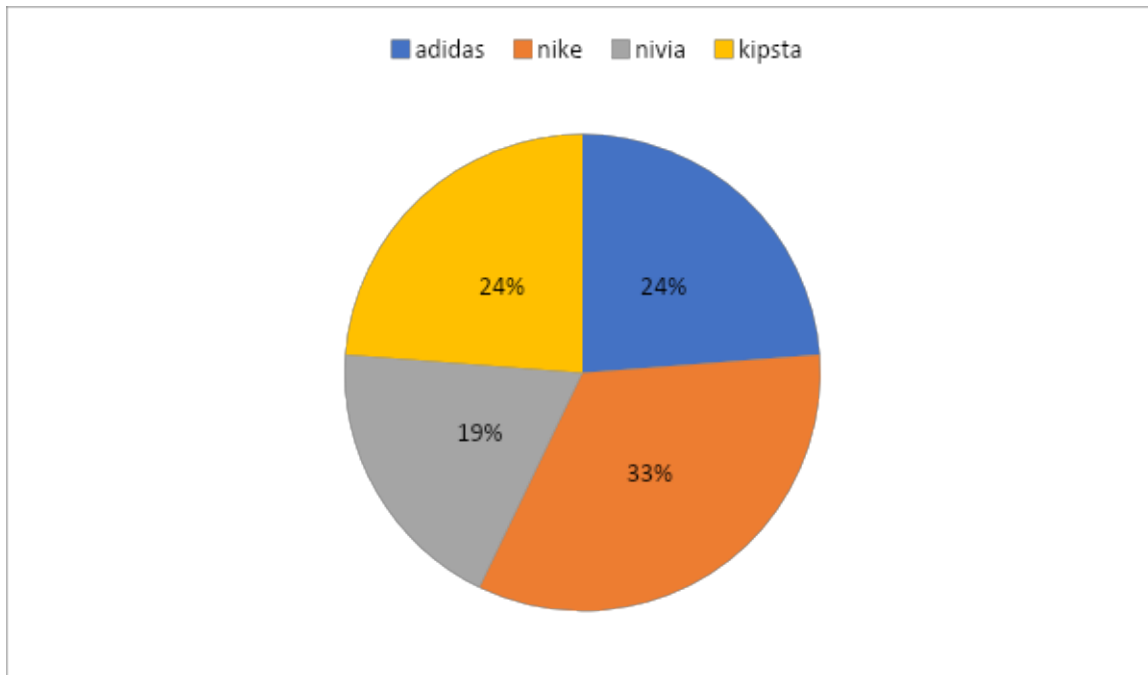
CATEGORY	RESPONSE	PERCENTAGE
adidas	7	14%
nike	8	16%
nivia	8	16%
kipsta	27	54%

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Data Analysis:

The above data shows that brand of product for football in promoted in decathlon 14% of people says adidas, Nike 16% Nivea 16% and kipsta54%.

Chart 5.4



INTERPERTATION

The most of the percentage of people says brand of product for football in promoted in decathlon is kipsta,

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5) Which game do you like in decathlon?

Table 5.5

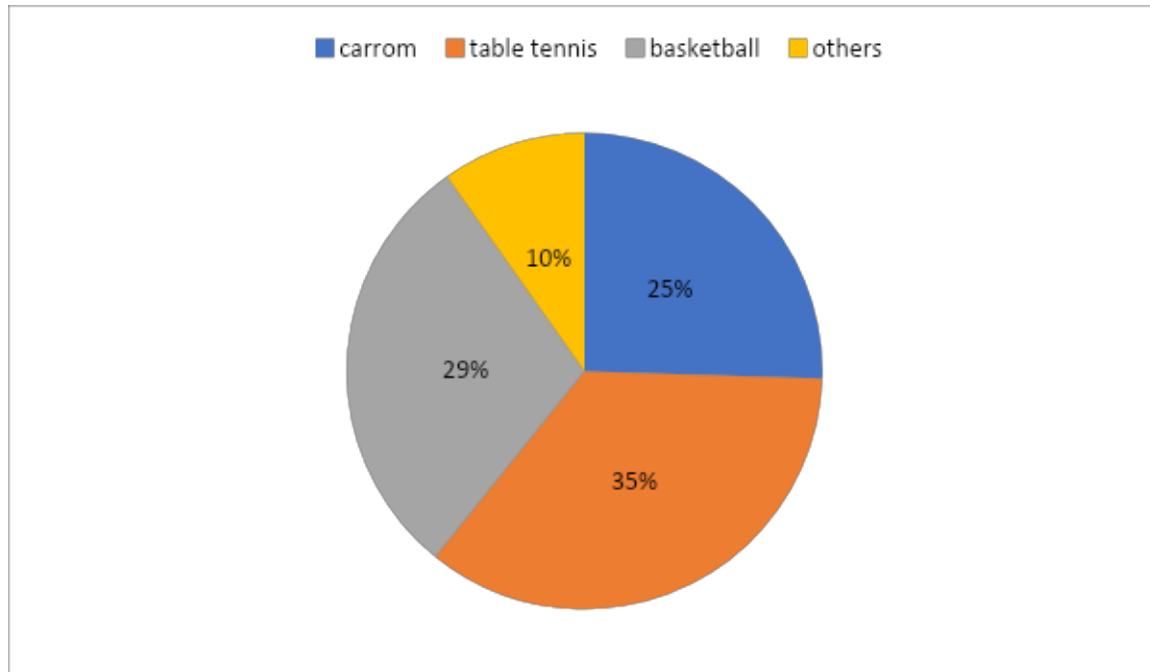
CATEGORY	RESPONSE	PERCENTANGE
carrom	13	26%
Table tennis	18	36%
basketball	15	30%
others	4	10%

Data Analysis:

The study shows that 26% of customers like to play carrom, 36% of customer's table tennis, 30%, basketball 10%others

Chart4.5

The role of aesthetic taste in consumer behaviour towards decathlon



INTERPRETATION

The chart shows most of the people like to play table tennis,

6) Decathlon is mainly for kids and youth.

Table 5.6

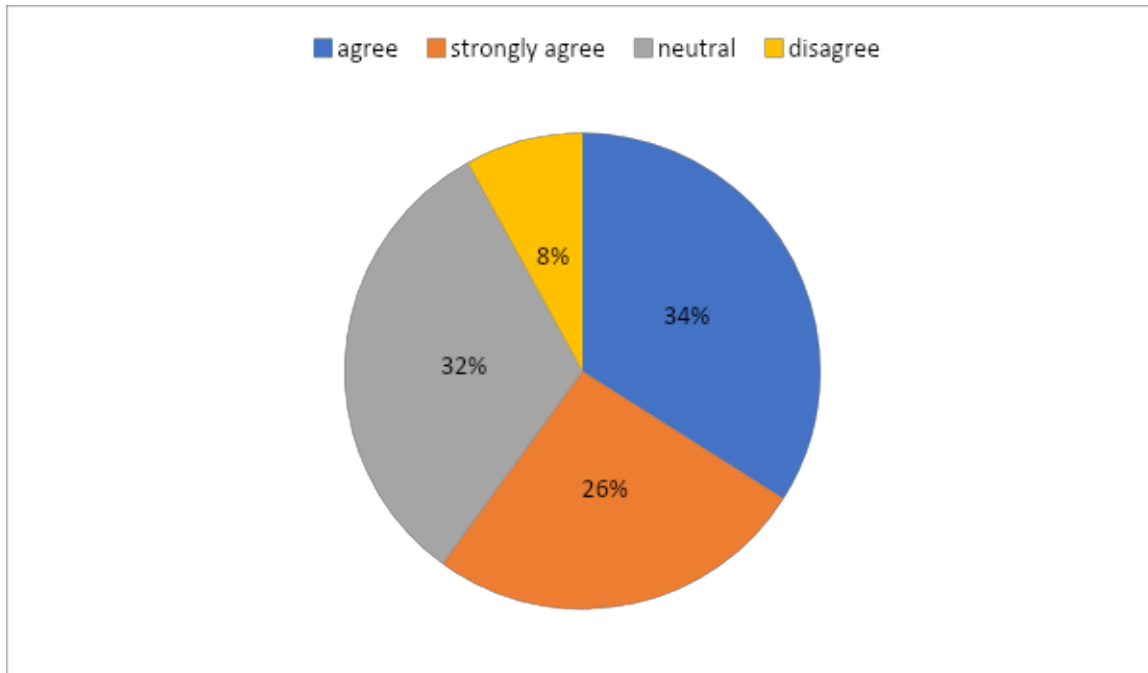
CATEGORY	RESPONSE	PERCENTANGE
Agree	17	34%
Strongly agree	13	26%
Neutral	16	32%
Disagree	4	8%

Data Analysis:

The role of aesthetic taste in consumer behaviour towards decathlon

The graph showing that 34% of the customers agree, 26% of customers are strongly agree, 32% of customers are neutral and 8% of customers are disagree.

Chart 5.6



INTERPRETATION

60% of people are agree with Decathlon is mainly for kids and youth.

7) Presence of aesthetic of products will influence you while purchasing the products?

Table 5.7

CATEGORY	RESPONSE	PERCENTANGE
----------	----------	-------------

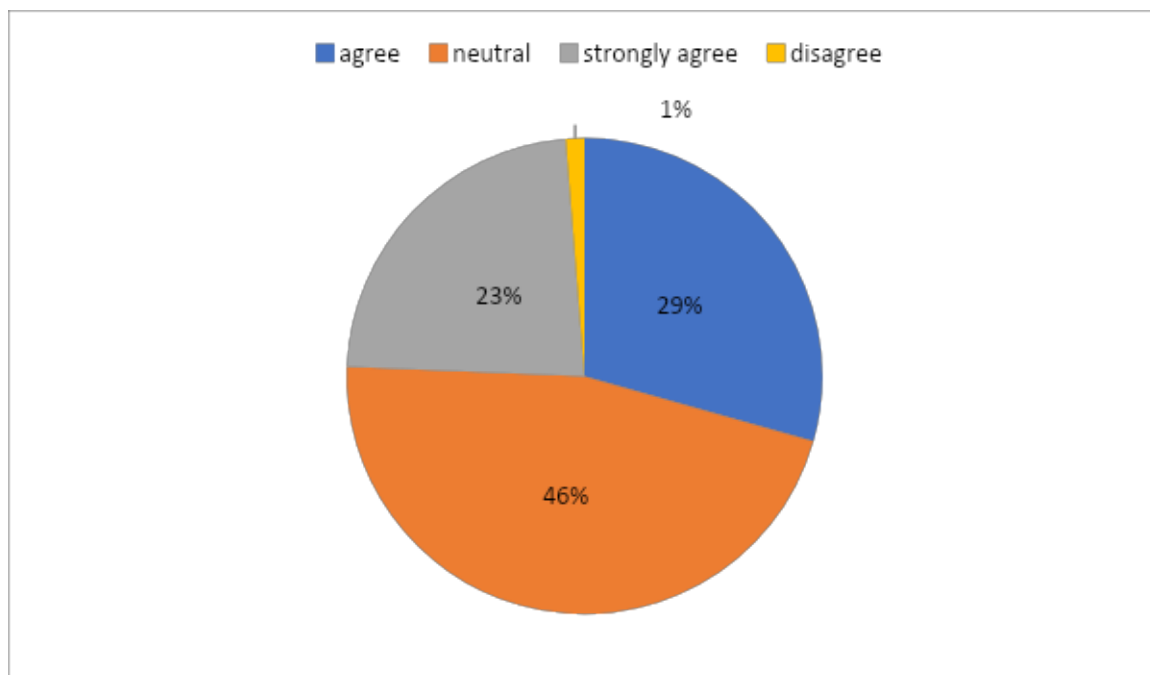
The role of aesthetic taste in consumer behaviour towards decathlon

agree	14	28%
neutral	22	44%
Strongly agree	11	22%
disagree	13	26%

Data Analysis:

In this survey I have conducted, as shown in the chart that 44% responds are neutral, 28% of customer is agree, 22% of customer strongly agree and 26% is disagree with the statement Presence of aesthetic of products will influence you while purchasing the products

Chart 5.7



INTERPRETATION

Most of the people

The role of aesthetic taste in consumer behaviour towards decathlon

8) How do you rate the return & exchange policies of decathlon?

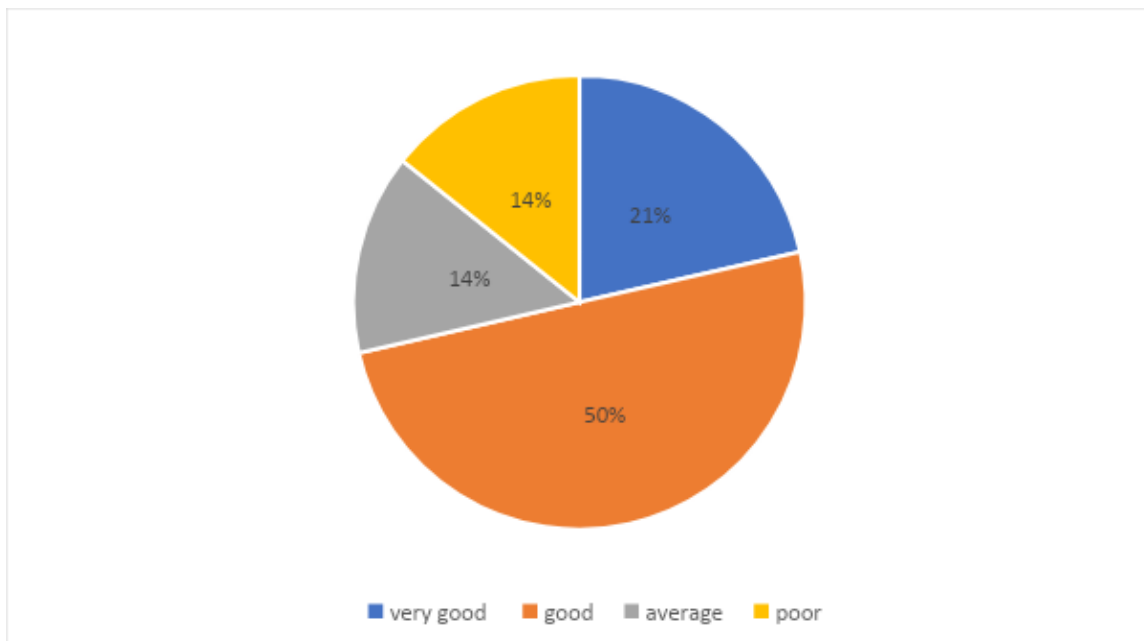
Table 5.8

CATEGORY	RESPONSE	PERCENTANGE
excellent	6	12%
Very good	14	28%
good	22	44%
Average	4	8%
poor	4	8%

Data Analysis:

The table shows the rathing of customers in which 12% rate_excellent 28% Very good 44%good 8% Average 8% poor.

Chart 5.8



The role of aesthetic taste in consumer behaviour towards decathlon

INTERPRETATION

Most of the people like return & exchange policies of decathlon.

9) Which aspect appeals you the most while buying product?

Table 5.9

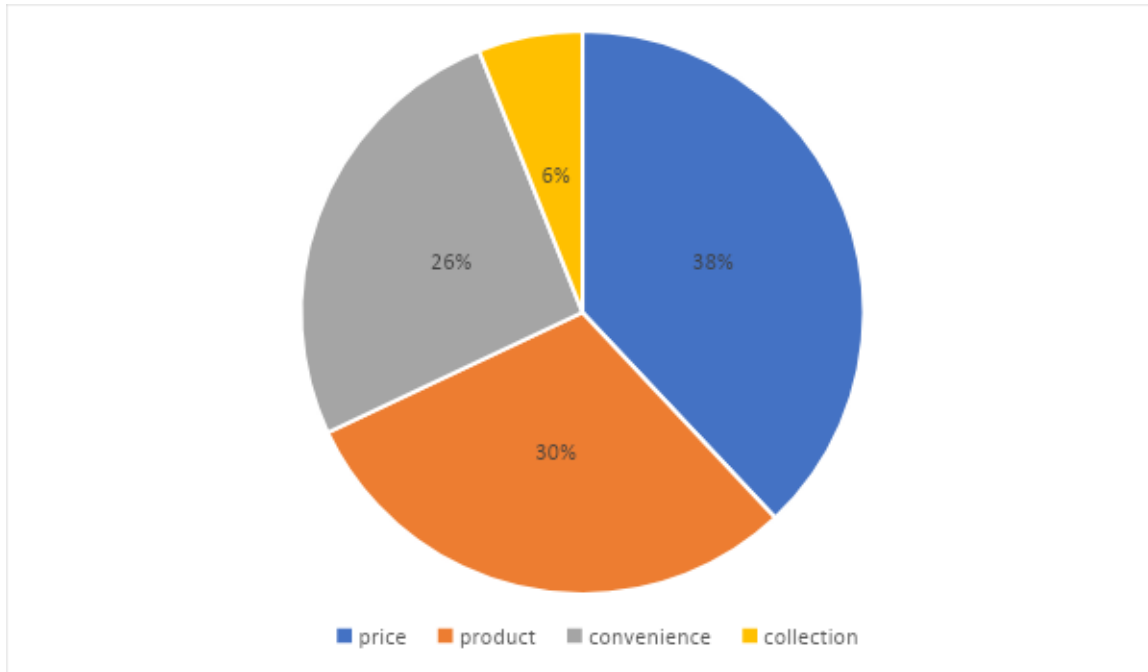
CATEGORY	RESPONSE	PERCENTANGE
price	19	38%
product	15	30%
convenience	13	26%
collection	3	6%

Data Analysis:

According to the survey the people considered while buying is 38% price, 30% is product, 26% is convenience and 6% of people considered collection.

The role of aesthetic taste in consumer behaviour towards decathlon

Chart 5.9



INTERPRETATION

The most of people considers price while buying product

10) How often do you visit decathlon?

Table 5.10

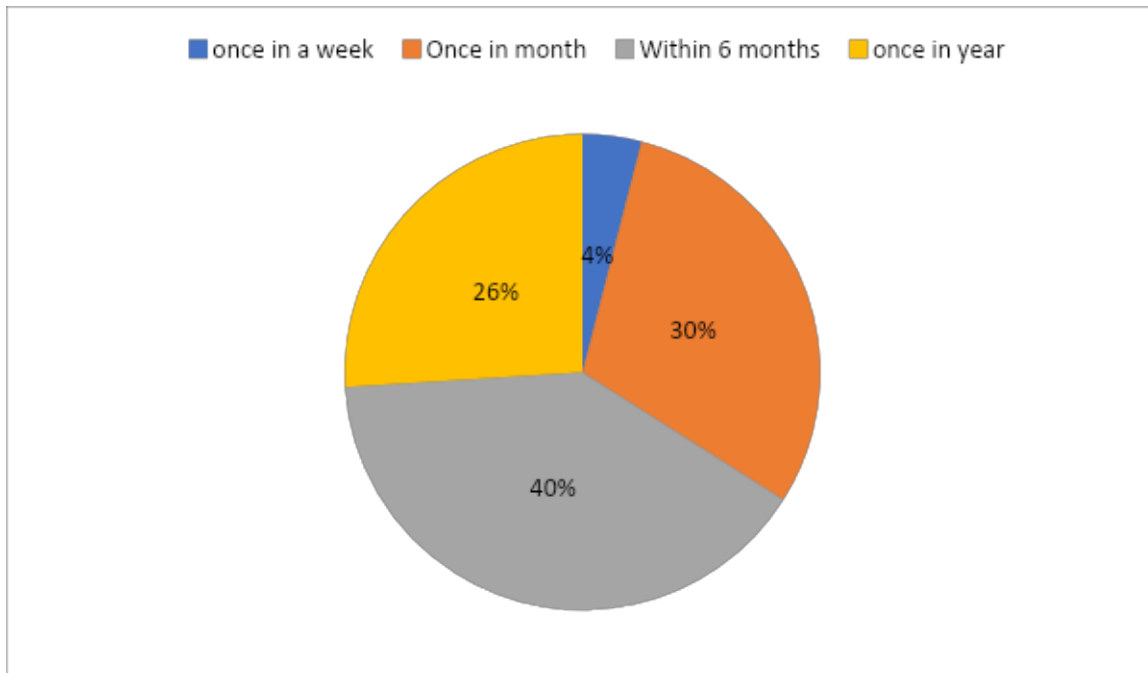
CATEGORY	RESPONSE	PERCENTANGE
Once in a week	2	4%
Once in month	15	30%
Within 6 months	20	40%
Once in year	13	26%

The role of aesthetic taste in consumer behaviour towards decathlon

Data Analysis:

shown As in the above data people visit decathlon once in a week 4%, Once in month 30%, Within 6 months 40%, once in year 26%.

Chart 5.10



Chart

INTERPRETATION

Most of people visit decathlon within 6 months.

11) What aspects will influence you while purchasing a product from DECATHALON?

Table 5.11

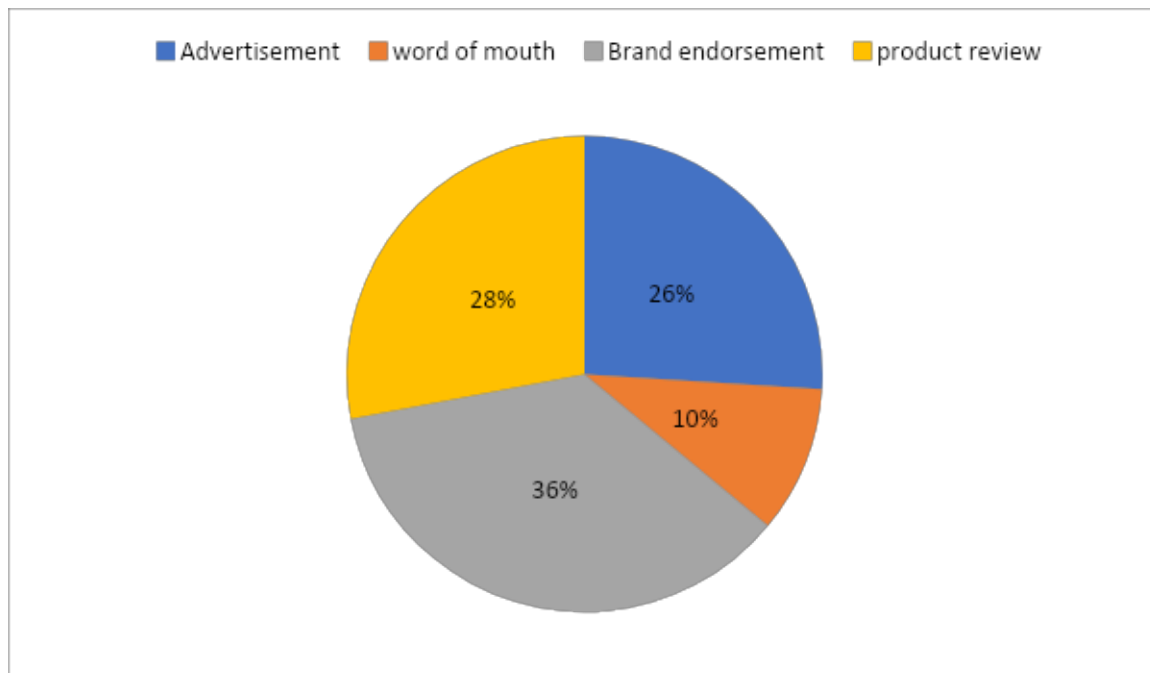
The role of aesthetic taste in consumer behaviour towards decathlon

CATEGORY	RESPONSE	PERCENTANGE
Advertisement	13	26%
Word of mouth	5	10%
Brand endorsement	18	36%
Product review	14	28%

Data Analysis:

From the above graph it is inferred that aspects which influence people while purchasing a product advertisement 26%, word of mouth 10%, Brand endorsement 36%, and product review is 28%

Chart 5.11



INTERPRETATION

The chart showing as compared to other that aspects which influence people while purchasing a product Brand endorsement 36%, is more.

The role of aesthetic taste in consumer behaviour towards decathlon

12) Which mode of payment do you use to purchase?

Table 5.12

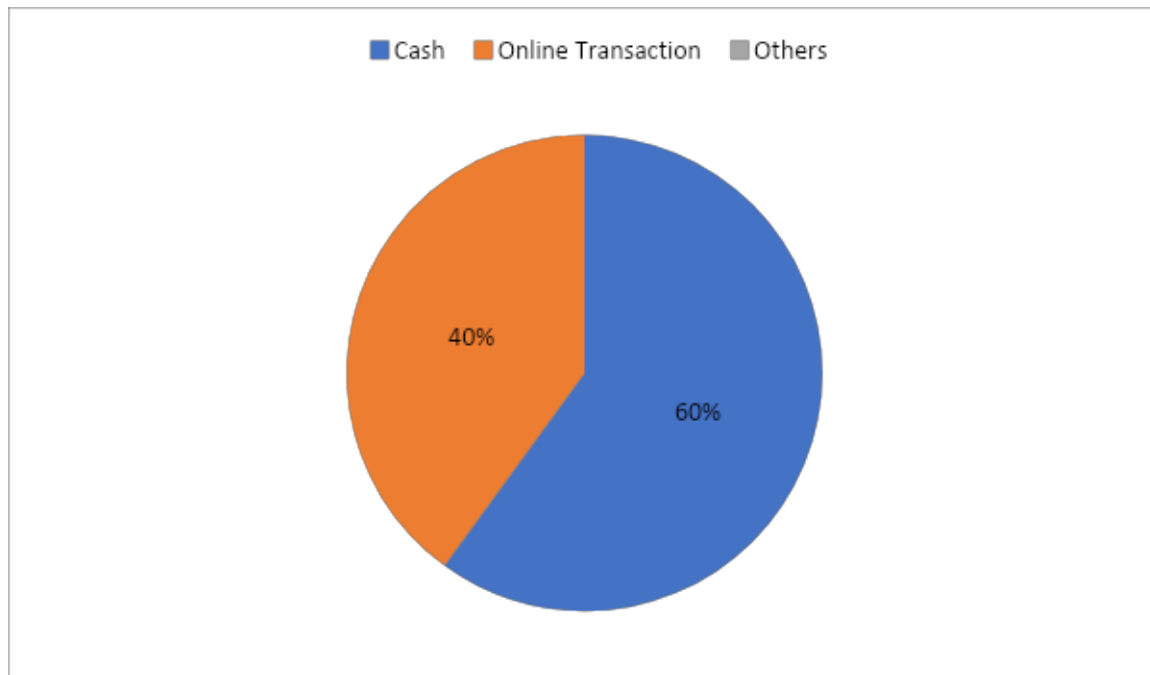
CATEGORY	RESPONSE	PERCENTANGE
cash	30	60%
Online transaction	20	40%
others	0	

Data Analysis:

The data shows mode of payment which customers use to purchase product from decathlon in which 60% is cash , 40% is online transaction, others no response.

Chart 5.12

The role of aesthetic taste in consumer behaviour towards decathlon



INTERPRETATION

The study shows that 60% of people do payment cash and online transaction 40%

13) To the people of what age group the product is being sold more in the store?

Table 4.13

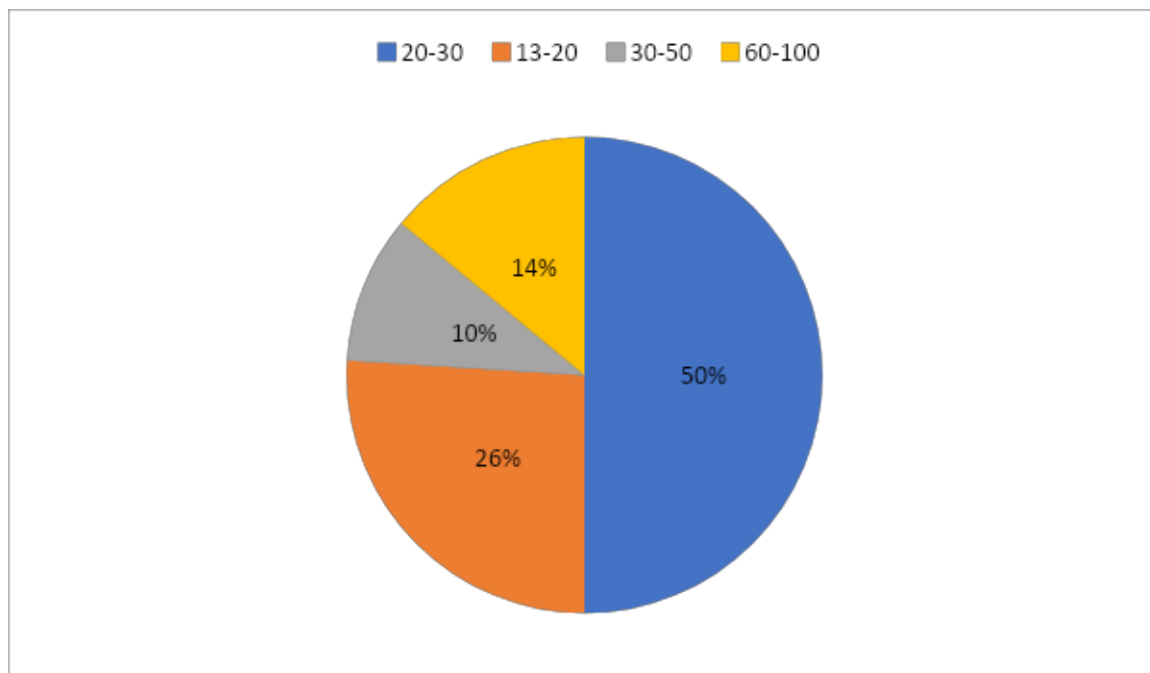
The role of aesthetic taste in consumer behaviour towards decathlon

CATEGORY	RESPONSE	PERCENTANGE
20-30	25	50%
10-20	13	26%
30-50	5	10%
60-100	7	14%

Data Analysis:

The above chart shows that 50% people belong to age group of 20-30, 10-20 age group people is 26%, people 10% is 30-50 age group, 14% of people is belong to 60-100 age group.

Chart 5.13



INTERPRETATION

As compared to age group of other customers 20-30 age group the product is being sold more in the store.

The role of aesthetic taste in consumer behaviour towards decathlon

14) Whether consume are buying products by its aesthetic appeal in the Store?

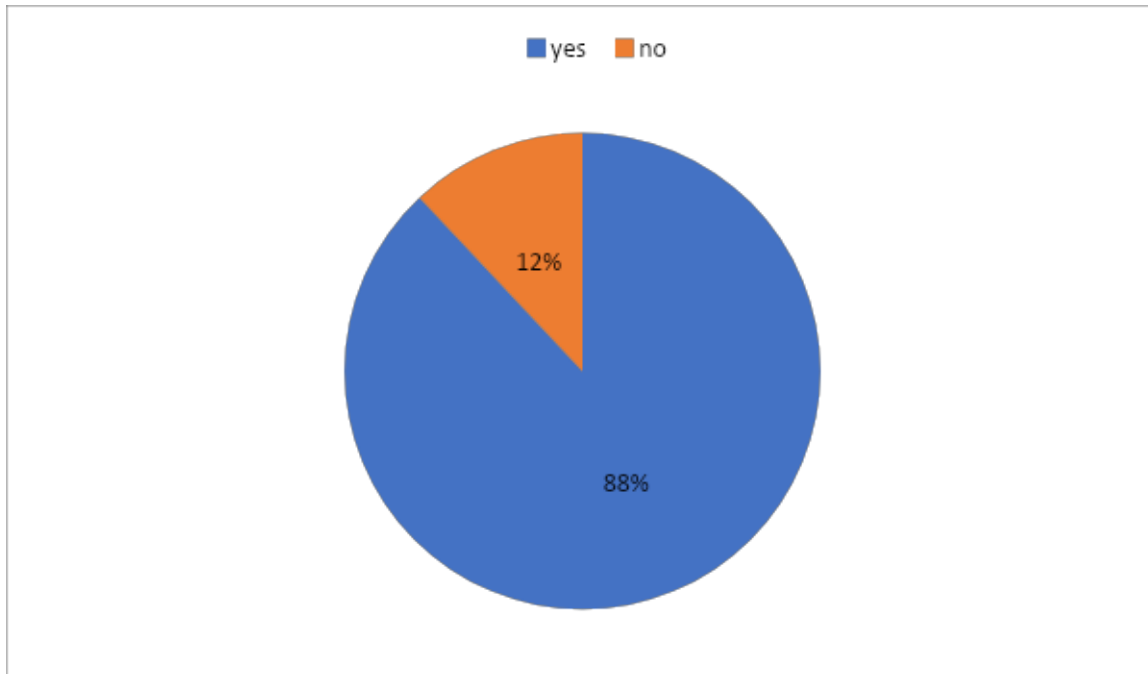
Table 5.14

CATEGORY	RESPONSE	PERCENTANGE
Yes	44	88%
No	6	12%

Data Analysis:

According to the survey whether consume are buying products by its aesthetic appeal in the Store 88% people responded yes and 12% is no.

Chart 5.14



INTERPRETATION

The chart clearly shows that 88% of consumer is buying products by its aesthetic appeal in the store, only 12% of says no.

15) Consumers are satisfied with the products purchased from decathlon?

Table 5.15

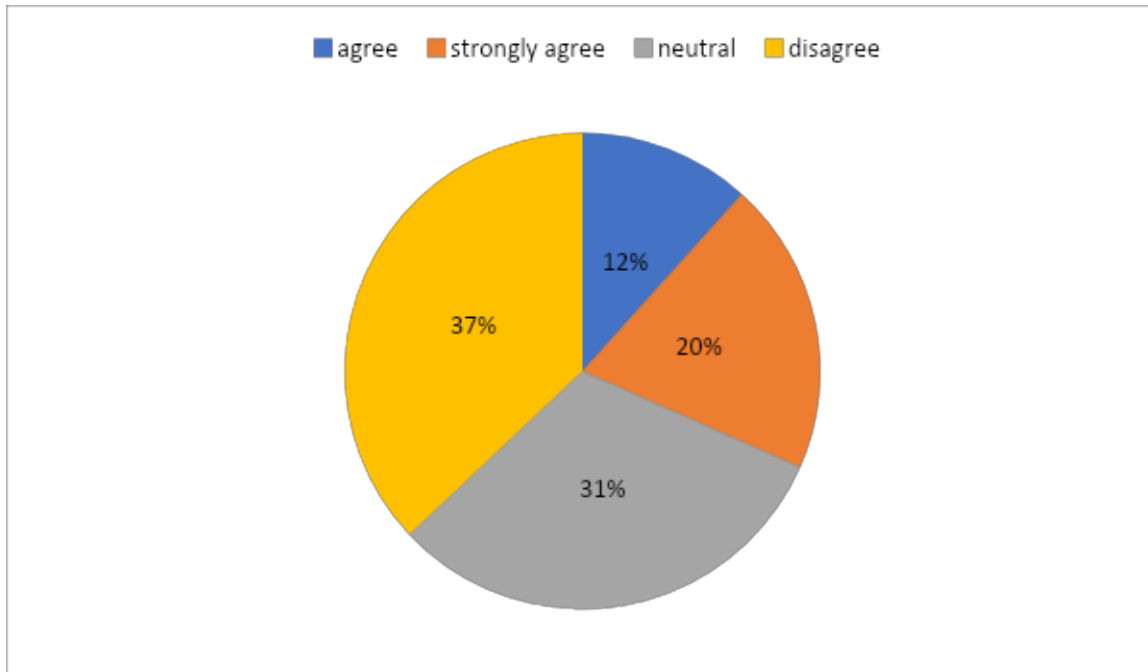
The role of aesthetic taste in consumer behaviour towards decathlon

CATEGORY	RESPONSE	PERCENTANGE
agree	19	38%
Strongly agree	7	14%
neutral	11	22%
disagree	13	26%

Data Analysis:

According to the survey 38% of customer are agree, 14% of customer strongly agree, 22% of customer is neutral and 26% of customer disagree with the statement Consumers are satisfied with the products purchased from decathlon

Chart 5.15



INTERPRETATION

The graph shows that 38% of customer are agree, 14% of customer strongly agree, 22% of customer is neutral and 26% of customer disagree, there should be some more improvement to be done in the product.

16) Does the interception by a guide make a change in consumer perception leading to the buying decision?

Table 5.16

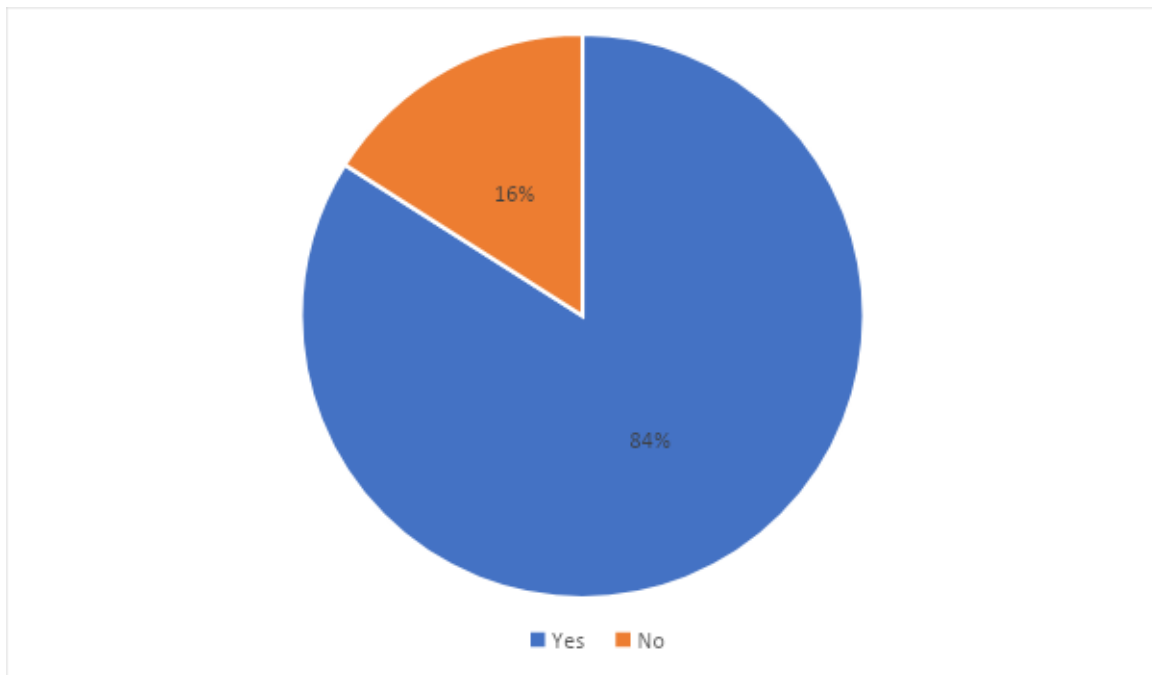
CATEGORY	RESPONSE	PERCENTANGE
yes	42	84%
no	6	16%

Data Analysis:

The role of aesthetic taste in consumer behaviour towards decathlon

The chart shows that 84% says that the interception by a guide make a change in consumer perception leading to the buying decision and only 16% of customer says no.

Chart 5.16



INTERPRETATION

The most of the people 84% says that the interception by a guide make a change in consumer perception leading to the buying decision .

17) Whether you can refer decathlon to any other person who desires to buy sports goods?

Table 5.17

CATEGORY	RESPONSE	PERCENTANGE
----------	----------	-------------

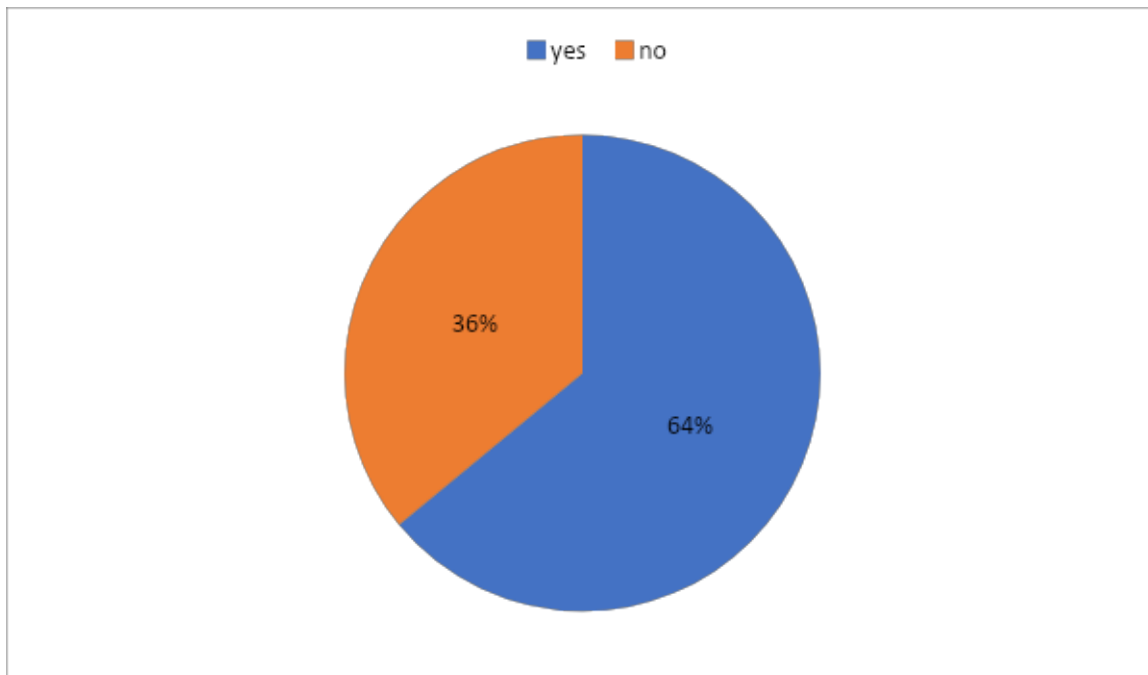
The role of aesthetic taste in consumer behaviour towards decathlon

yes	32	64%
No	18	36%

Data Analysis:

According to the survey whether you can refer decathlon to any other person who desires to buy sports goods 36% says no and 64% says yes.

Chart 5.17



INTERPRETATION

Whether you can refer decathlon to any other person who desires to buy sports goods 64% says yes.

18) Rates quoted by decathlon are competitive with respect to other players in the market.

Table 5.18

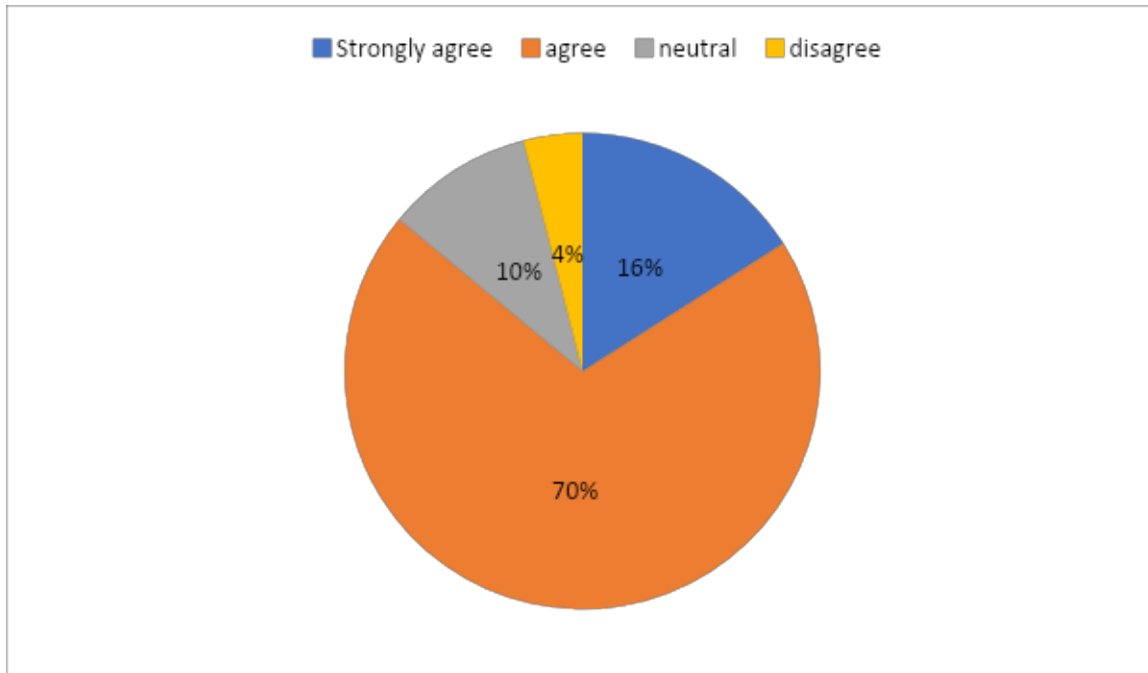
The role of aesthetic taste in consumer behaviour towards decathlon

CATEGORY	RESPONSE	PERCENTANGE
Strongly agree	8	16%
agree	35	70%
neutral	5	10%
disagree	2	4%

Data Analysis:

According to the survey Rates quoted by decathlon are competitive with respect to other players in the market. Strongly agree16%, agree70%, neutral10%, disagree4%.

Chart 5.18



INTERPRETATION

The chart shows that Rates quoted by decathlon are competitive with respect to other players in the market most of the people agree

19) How much appealing is the hospitality offered by the Staff at DECATHALON?

Table 5.19

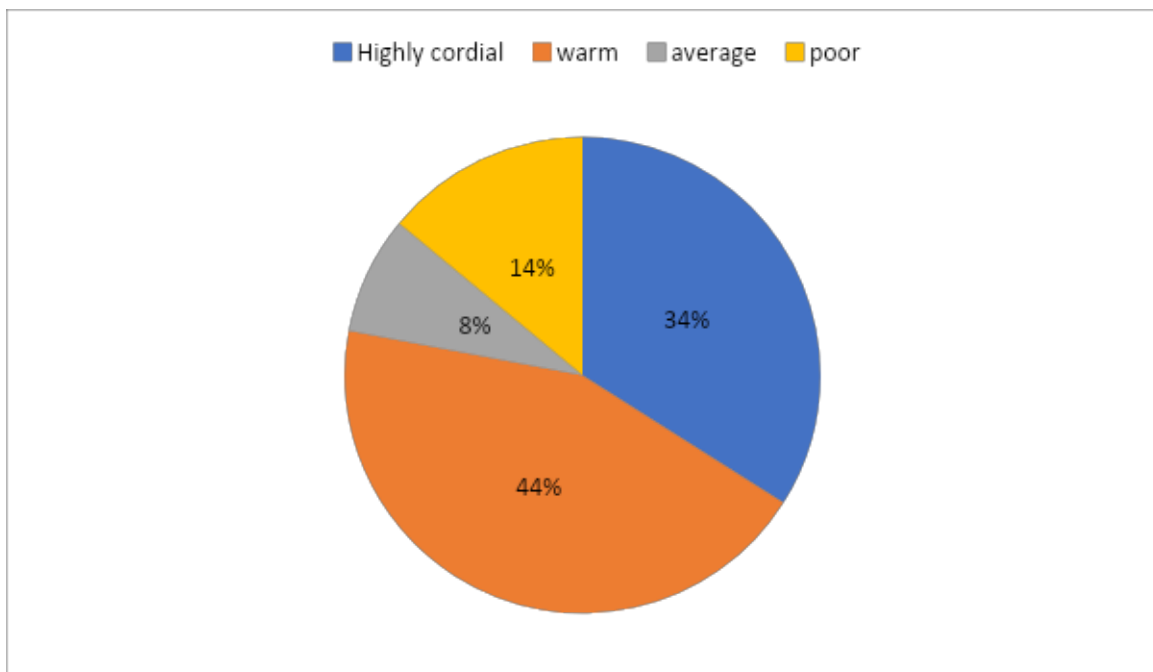
The role of aesthetic taste in consumer behaviour towards decathlon

CATEGORY	RESPONSE	PERCENTANGE
Highly cordial	17	34%
warm	22	44%
average	4	8%
poor	7	14%

Data Analysis:

According to the survey The appealing is the hospitality offered by the Staff at decathlon 34% is highly cordial, 44% says warm, 8% says average and 14% says poor.

Chart 5.19



INTERPRETATION

The study shows appealing is the hospitality offered by the Staff at decathlon

The role of aesthetic taste in consumer behaviour towards decathlon

most of says warm.

20) Will you remember decathlon when you need sports goods next time?

Table 5.20

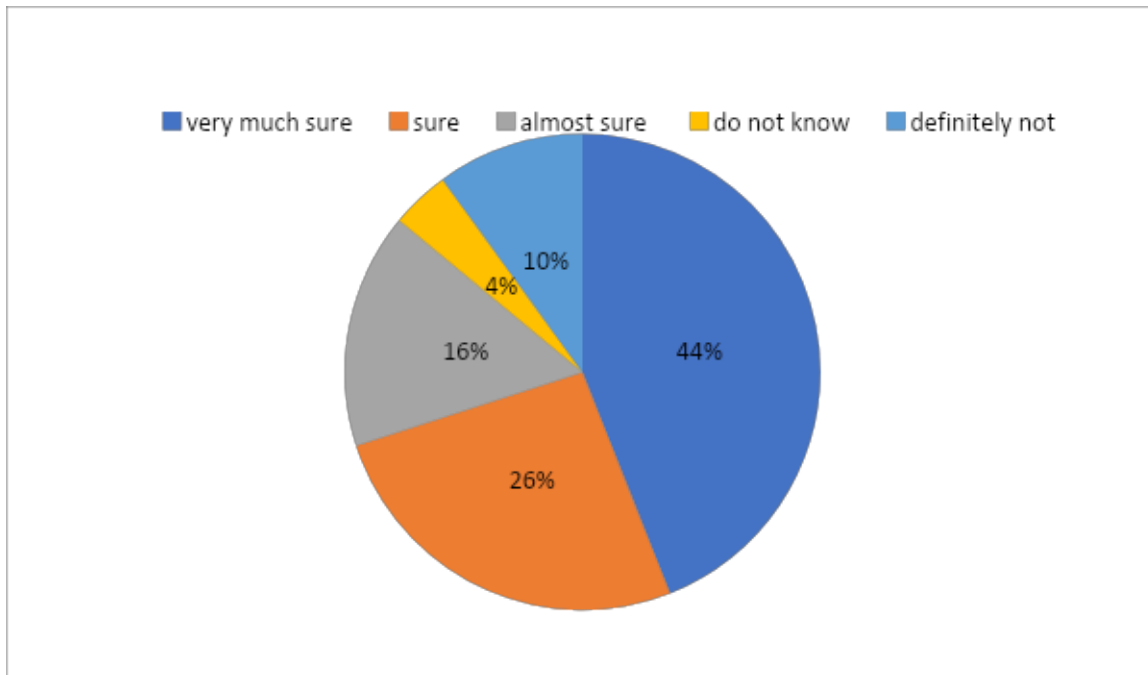
CATEGORY	RESPONSE	PERCENTANGE
Very much sure	22	44%
sure	13	26%
Almost sure	8	16%
Do not know	2	4%
Definitely not	5	10%

Data Analysis:

According to the survey weather the customers remember decathlon when they need sports goods next time .Very much sure 44%, Almost sure16%, do not know 4%, Definitely not 10% and 26% is sure.

The role of aesthetic taste in consumer behaviour towards decathlon

Chart 5.20



INTERPRETATION

Most of the people says that they Will you remember decathlon when you need sports goods next time.

The role of aesthetic taste in consumer behaviour towards decathlon

The role of aesthetic taste in consumer behaviour towards decathlon

CHAPTER- 5

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

Sizeable proportion of the people are aware of the brand "Decathlon" and visits the stores at least once

In six months. The Decathlon stores are perceived as a single stop shop for the sports and outdoor

Activity needs covering various sports, leisure games, physical activities including gym workouts, running

Walking, Yoga etc. The environment offered by decathlon which offers playing arena-for different

Sports, in store-product try out-aids the brand experience and association. This factor improves the

Buying decision of the customer as well. Decathlon as a parent brand also has its association linked to the sub brands it markets across its stores .This is validated by the interest shown in kipsta brand when compared to Nike /Adidas etc. .

The study provides data that the key segment which is mostly afflicted to Brand Decathlon are kids and

Youth-specifically in the age group of 20 to 30 years of Age. The customers are highly satisfied with

The product placement and the aesthetics-which influences for the repetitive visits and the purchase.

Price plays an important factor in the buying process, along with the factors such are product quality and convenience offered. Customers also valued the

Presence of interceptor in providing guidance and influence in arriving at a decision of buy/not to buy

Customers also value the brand effectiveness through the extend of brand advertisements and Endorsements. The product reviews and word of mouth spread shared by the customers also contribute

The role of aesthetic taste in consumer behaviour towards decathlon

Immensely for the peer customer influence Customers also value the competitiveness of the brand

Decathlon by means of the brand recall when compared to other retailers.

SUGESIONS

- The brand can conduct activities to improve the brand awareness among the less acquainted crowd .Segment Directed campaigns and increased advertising will help
- The brand can conduct many in-store events which can result in improving the repeat visits of the customers.
- Decathlon can include -Non Decathlon brands -which can also drive the sales lost due to non-decathlon brand affinity.
- Decathlon can also provide for brand partnership and association with sports teams/academies so as to improve the brand presence.

CONCLUSION

Even though involvement of people in sports activities has increased it is only for a short period of time in their life. Due to the paucity of time many people neglect sports activities after their school education. Unless a sustainable interest is developed by the people even after their school education a healthy future remains only an elusive dream. Decathlon can be a potential torch-bearer towards achieving the goal of continuous sports enthusiasm among the citizens within their maximum reach. In summary, aesthetic plays important role in buying products form decathlon.

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ANNEXTURE

Questionnaire

1) Have you ever visited decathlon?

Yes

No

2) What kind of product do you prefer to buy from decathlon?

The role of aesthetic taste in consumer behaviour towards decathlon

- Sports equipment's
- Sportswear
- 3) Which brand of product for football is promoted in decathlon?
 - Adidas
 - Nike
 - nivia
 - kipsta
- 4) What purpose do you visit decathlon?
 - Playing
 - Time pass
 - Buying
 - Others
- 5) Which game do you like in decathlon?
 - Carom
 - Table tennis
 - Basketball
 - Others
- 6) Decathlon is mainly for kids and youth.
 - Agree
 - Strongly agree
 - Neutral
 - Disagree
 - Strongly disagree
- 7) Presence of aesthetic of products will influence you while purchasing the products?
 - Agree
 - Strongly agree
 - Neutral
 - Disagree
 - Strongly disagree
- 8) How do you rate the return & exchange policies of decathlon?

The role of aesthetic taste in consumer behaviour towards decathlon

Excellent

Very good

Good

Average

Poor

9) Which aspect appeals you the most while buying product?

Price

Product

Convenience

Collections

10) How often do you visit decathlon?

Once in a week

Once in a month

Within 6 months

Once in year

11) What aspects will influence you while purchasing a product from decathlon?

Advertisement

Word of mouth

Brand endorsement

Product review

12) Which mode of payment do you use to purchase?

Cash

Online transaction

Others

13) To the people of what age group the product is being sold more in the store?

20-30

10-20

The role of aesthetic taste in consumer behaviour towards decathlon

30-50

60-100

14) Whether consumer are buying products by its aesthetic appeal in the store?

Yes

No

15) Consumers are satisfied with the products purchased from decathlon?

Agree

Strongly agree

Neutral

Disagree

16) Does the interception by a guide makes a change in consumer perception leading to the buying decision?

Yes

No

17) Whether you can refer decathlon to any other person who desires to buy sports goods?

Yes

No

18) Rates quoted by decathlon are competitive with respect to other players in the market.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree.

19) How much appealing is the hospitality offered by the staff at decathlon?

The role of aesthetic taste in consumer behaviour towards decathlon

Highly cordial

Warm

Average

Poor

20) Will you remember decathlon when you need sports goods next time?

Very much sure

Sure

Almost sure

Do not know

Definitely not
