

A STUDY ON DIGITAL MARKETING IMPACT OF CONSUMER BUYING BEHAVIOR AT DECATHLON, BANGLORE

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ABSTRACT

The purchasing behavior of buyer is changing at a quicker rate in the clients situated market condition. Purchases conduct contrast when it's gone to the items, value , place , advancements, highlight, bundling, purchasing conduct, status , age , age of the client and so forth not with standing. Youth is the most confounding gathering to compare with the changing indications of the current day youth influences the purchasing behavior since their fore the most part follows the beat by design and the taste as indicated by the evolving time. In this way advertisers spends crores of Rupees and contributes a lot of time on statistical surveying each year it distinguish and foresee the changing youth conduct .

Key words : consumer buying behaviour , Digital marketing , Advertising

Introduction

Company's needs to generate effective marketing strategies to deal with emerging global completion. Ever changing customer needs tends to marketer have to update their marketing strategies so as to reach their potential buyers.

Examining a company's competitive advantage digital marketing It has been discovered that digital marketing is business transactions that are simpler, faster, and more efficient In order to progress, countries like India, digital marketing provide significant room for expansion.

Digital media is unpreventable so much that customers approach information at any time and in any place spot they need it. Those were the days when people received messages about your items or organizations came from you and contained all of the information you required them to have. Automated The media is a continually establishing a source of redirection; news, shopping, and social networking association, and buyer are as of now introduced not only to what your organization says about your picture, notwithstanding what the media, partners, relatives, peers, etc, are saying as well. Likewise, they will undoubtedly trust they are more important than you. People need brands they can rely on, associations they are familiar with, trades that are tweaked and huge, and offers hand crafted to their requirements and tendencies.

Digital marketing it is also known as online marketing. It is a catch-all phrase for designated, estimated and intelligent promoting of labor and products utilizing accessible most recent computerized innovations to venture and change over lead into clients. The principle objective of advanced showcasing is to advance brands, building inclination and expanding deals. It is typified by a broad segment of items, administrations and advertising strategies that primarily make use of web as a center special medium, in addition to portable and traditional TV radio.

Objectives

- To study the marketing strategies adopted by Decathlon.
- To understand the digital marketing tools adopted by Decathlon.
- To study the customer preference towards digital marketing.
- To analyze the impact of Digital marketing on consumer buying behavior.

Literature review

1. **Holly Paquette(2013)** : Describes social broadcasting marketing as “the link among brand and consumer while presenting products. Personal channels & currency, user-centric networking & social contact.” Today technology – driven global and social networking websites have emerged as where stores can broaden their advertising and marketing campaigns toward different types of consumers.

2. **Shuliangli (2018)** : This paper gives an internet primarily based hybrid understanding automation system, referred to as net virtual for formulating virtual advertising and marketing techniques within this machine, various digital advertising and marketing method models are computerized , adopted and extended.

3. **Geraint Holliman(2014)**: The purpose of this article is to draw people’s attention to the emerging business to-business (B2B) digital gratified marketing phenomenon, provide a series of perceptions and reproductions on good practices, and help to understand the role of digital content in marketing.

Research methodology

In this the data is collected is of two types one is primary data and other is secondary data, the data collected as first hand is primary data and collected used data is secondary data.

The data relating to the digital marketing are collected and presented in table. In this study most of the part dependent on primary data compare to secondary data. The primary date will be collected by interacting with customers and workers of Decathlon by using group discussions, Questionnaires, personal interviews. This study depends on the descriptive research method of study.

Sampling

The sample size consists of 59 respondents. This study involves simple random sampling technique as the sampling tool. The respondents will be the online customers of Decathlon stores, Bangalore.

Source of the Data:-

The information was gathered from both the primary and secondary source.

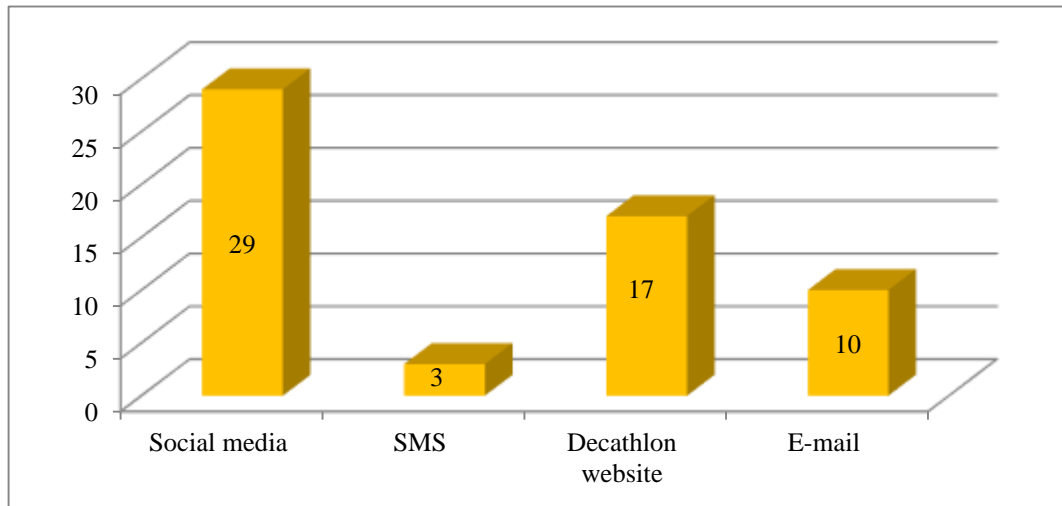
Data analysis and Interpretation

Table showing that mode of online promotional activities by decathlon

Attributes	Respondents	Percentage
Social media	29	49
SMS	3	5
Decathlon website	17	29
E-mail	10	24
Total	59	100

Analysis : From the above analysis it can be interpreted that above 45% of respondents are knew decathlon website as the promotional activity undertaken by decathlon.

Graph showing mode of online promotional activities by decathlon



Interpretation: -

Out of 59 respondents, 29 respondents knew social media as one of the online promotional activity undertaken by decathlon, 3 respondents knew SMS mode, 17 respondents knew decathlon website as a mode and 10 respondents knew E-mail as one of the promotional activity by decathlon

HYPOTHESES TESTING

Hypothesis 1:

Null hypothesis (H0) : There is no significant relationship between the monthly income of respondents

Alternate hypothesis (H1) : There is a significant relationship between the Monthly income of the respondents

SL.NO	CHARACTERISTICS (n)	%OF RESPONDENTS (O)	O-E	(O-E) ²	(O-E) ² /E
1	Below 35000	28	13.25	175.56	11.90
2	35000-55000	11	-3.75	14.06	0.95
3	55000-75000	15	0.25	0.06	0.004
4	75000 above	05	-9.75	95.06	6.44
	Total	59		284.74	19.30

$$E = 59/n$$

$$= 59/4 = 14.75$$

$$\text{Degree of freedom} = (n-1)$$

$$= 4-1 = 3$$

Critical values of the Chi-square distribution with d degrees of freedom							
Probability of exceeding the critical value							
d	0.05	0.01	0.001	d	0.05	0.01	0.001
1	3.841	6.635	10.828	11	19.675	24.725	31.264
2	5.991	9.210	13.816	12	21.026	26.217	32.910
3	7.815	11.345	16.266	13	22.362	27.688	34.528
4	9.488	13.277	18.467	14	23.685	29.141	36.123
5	11.070	15.086	20.515	15	24.996	30.578	37.697
6	12.592	16.812	22.458	16	26.296	32.000	39.252
7	14.067	18.475	24.322	17	27.587	33.409	40.790
8	15.507	20.090	26.125	18	28.869	34.805	42.312
9	16.919	21.666	27.877	19	30.144	36.191	43.820
10	18.307	23.209	29.588	20	31.410	37.566	45.315

For 5% degree of freedom, the value from the above table at degree of freedom 3 is 7.815 and the value calculated is 19.30. In this case, the calculated value is greater than the table value. As a result, the null hypothesis is rejected.

Conclusion

- From the study it is observed that by adding more features in online portals that influence the customers to buy the product and also proper information should be given to the customers about the portals and should increase the customer service in online marketing to improve sales and makes customer delight.
- The research title “A study on impact of digital marketing on consumer buying behaviour at decathlon” conducted is helpful to know and understand different digital marketing strategies, promotional activities and services provided by online as well as offline and also it provides practical knowledge about marketing environment.
- Through the study is based on consumer buying behaviour analysis with the serves a great idea regarding consumer perception when the customers go for the online shopping.

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