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Effectiveness of Omnichannel Marketing Strategy of Decathlon in Chennai

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Abstract-- The rapid digital transformation of the Indian retail sector has significantly influenced consumer purchasing behavior, leading to the adoption of omnichannel marketing as a key business strategy. Omnichannel marketing integrates both online and offline platforms to provide customers with a seamless and consistent shopping experience. This study focuses on evaluating the effectiveness of Decathlon's omnichannel marketing strategy in Chennai.

The research is based on primary data collected from 100 respondents through a structured questionnaire. Key factors such as channel integration, service quality, convenience, customer experience, and purchase behavior were analyzed using statistical tools like percentage analysis, correlation, and chi-square tests. The analysis highlights the relationship between omnichannel practices and customer satisfaction.

The findings reveal that Decathlon's omnichannel strategy enhances customer satisfaction, improves accessibility, and positively influences purchasing decisions. The study concludes that strong integration of digital and physical channels is essential for building customer relationships and achieving long-term competitive advantage in the Indian retail market.

Keywords-- Omnichannel Marketing, Retail Strategy, Customer Experience, Decathlon Chennai, Channel Integration, Customer Satisfaction

I. INTRODUCTION

The Indian retail industry has witnessed rapid evolution over the past decade due to technological advancements, increased internet penetration, and changing consumer expectations. Customers today demand convenience, flexibility, and a seamless shopping experience across various platforms. This shift has led to the emergence of omnichannel marketing as a dominant retail strategy.

Omnichannel marketing refers to the integration of multiple sales and communication channels such as physical stores, websites, mobile applications, and social media platforms to deliver a unified customer experience. Unlike multichannel strategies, which operate channels independently, omnichannel strategies ensure consistency and synchronization across all customer touchpoints.

Decathlon, a global sports retail brand, has successfully implemented an omnichannel strategy in Chennai. The company combines its extensive physical store network with a robust digital presence, enabling customers to browse products online, check real-time inventory, and choose between home delivery or in-store pickup.

This integrated approach not only enhances customer convenience but also strengthens brand loyalty and improves overall customer satisfaction. In a highly competitive retail environment, understanding the effectiveness of such strategies is essential for business sustainability and growth.

II. STATEMENT OF THE PROBLEM

Despite the increasing adoption of omnichannel strategies in the Chennai retail sector, many organizations struggle to effectively integrate their online and offline channels. Customers often encounter issues such as inconsistent pricing, lack of real-time inventory updates, delayed delivery services, and poor coordination between digital and physical platforms.

Although Decathlon is recognized for its strong retail presence and customer-centric approach, there is a need to evaluate how effectively its omnichannel strategy functions in the Indian context. Specifically, it is important to assess whether the integration of online and offline channels enhances customer satisfaction, improves operational efficiency, and contributes to better brand performance.

The problem addressed in this study is to analyze the effectiveness of Decathlon's omnichannel marketing strategy and identify the key factors influencing its success.

III. REVIEW OF LITERATURE

1. Verhoef, Kannan & Inman (2015)

This study explains the transition from multi-channel to omnichannel retailing, emphasizing the importance of integrating all customer touchpoints. The authors highlight that a seamless customer experience across channels significantly improves customer satisfaction and loyalty.

They argue that firms adopting omnichannel strategies can better understand customer journeys and deliver personalized services. The research also indicates that consistency in pricing, communication, and service quality across channels enhances trust. The study concludes that omnichannel management is essential for long-term competitive advantage in modern retail environments.

2. Brynjolfsson, Hu & Rahman (2013)

This research focuses on the competitive advantages of omnichannel retailing in the digital era. The authors suggest that integrating online and offline channels increases customer convenience and accessibility. The study finds that customers who engage across multiple channels tend to spend more and exhibit higher loyalty. It also highlights that physical stores play a crucial role in supporting digital sales. The research concludes that retailers who effectively combine digital and physical experiences achieve better financial performance.

3. Piotrowicz & Cuthbertson (2014)

The study examines the role of information technology in enabling omnichannel retailing. It highlights that successful implementation requires strong coordination between supply chain, logistics, and digital systems. The authors emphasize that retailers must overcome operational challenges such as inventory synchronization and real-time data management. The study also points out that customer expectations for seamless experiences are increasing. It concludes that technological integration is a key driver of omnichannel success.

4. Beck & Rygl (2015)

This paper provides a conceptual framework distinguishing multi-channel, cross-channel, and omnichannel retailing. The authors define omnichannel as a fully integrated system where all channels operate together seamlessly. The study highlights that omnichannel strategies enhance customer engagement and satisfaction. It also explains that retailers must focus on consistency in service delivery across channels. The research concludes that omnichannel retailing offers significant strategic advantages over traditional retail models.

5. Lemon & Verhoef (2016)

This study focuses on customer experience throughout the customer journey in an omnichannel environment. The authors explain that customers interact with brands through multiple touchpoints, including online platforms and physical stores.

They highlight the importance of managing these interactions effectively to improve satisfaction. The study suggests that personalized experiences and consistent communication enhance customer loyalty. It concludes that customer journey management is critical for success in omnichannel retailing.

6. Rigby (2011)

Rigby discusses the future of retail and emphasizes the growing importance of omnichannel strategies. The study argues that customers expect flexibility in choosing how and where they shop. It highlights that retailers must integrate digital and physical channels to meet these expectations. The research also suggests that omnichannel strategies improve customer engagement and brand loyalty. It concludes that businesses that fail to adopt omnichannel approaches may struggle to compete in the evolving retail landscape.

7. Cao & Li (2015)

This study analyzes the impact of cross-channel integration on retail performance. The authors find that higher levels of integration lead to increased sales growth and operational efficiency. The study emphasizes that coordinated marketing and inventory management improve customer satisfaction. It also highlights that omnichannel strategies reduce customer effort and enhance convenience. The research concludes that effective channel integration is essential for improving firm performance.

8. Herhausen et al. (2015)

This research examines how online and offline channel integration affects customer behavior. The authors find that integration reduces perceived risk and increases customer trust. The study also shows that customers are more likely to purchase when they can switch easily between channels. It highlights the importance of providing consistent information across platforms. The research concludes that omnichannel integration positively influences customer satisfaction and purchase intention.

9. Kazancoglu, Aydin & Demir (2021)

This study explores the role of omnichannel retailing in enhancing customer experience. The authors highlight that digital tools such as mobile apps and websites improve customer engagement. The research also emphasizes that seamless integration across channels leads to higher satisfaction levels. It suggests that personalization and convenience are key drivers of customer loyalty. The study concludes that omnichannel strategies are essential for modern retail success.



10. Sharma & Aggarwal (2022)

This study focuses on consumer perception towards omnichannel retailing in Chennai. The authors find that Indian consumers prefer retailers that offer flexibility across online and offline channels. The study highlights that convenience and accessibility are major factors influencing customer preference. It also shows that younger consumers are more inclined towards digital platforms. The research concludes that omnichannel strategies are becoming increasingly important in the Chennai retail market.

11. Melero, Sese & Verhoef (2016)

This study examines how customer experience can be managed effectively in an omnichannel environment. The authors emphasize the importance of integrating marketing, sales, and service channels. The research highlights that consistent brand communication enhances customer trust and satisfaction. It also suggests that data analytics can improve personalization. The study concludes that effective experience management leads to higher customer retention.

12. Juaneda-Ayensa, Mosquera & Sierra Murillo (2016)

This research analyzes factors influencing customer adoption of omnichannel retailing. The authors find that perceived usefulness and ease of use significantly affect customer behavior. The study highlights that customers value convenience and flexibility in shopping. It also suggests that trust and security play a crucial role in adoption. The research concludes that retailers must focus on improving user experience to encourage omnichannel usage.

13. Hübner, Wollenburg & Holzapfel (2016)

This study focuses on logistics and fulfillment in omnichannel retailing. The authors highlight that efficient delivery and inventory management are critical for success. The research emphasizes the importance of real-time data and coordination between channels. It also suggests that logistics efficiency improves customer satisfaction. The study concludes that strong backend operations are essential for effective omnichannel strategies.

14. Neslin et al. (2006)

This study examines challenges in multichannel customer management, which later evolved into omnichannel strategies. The authors highlight issues such as channel conflict and inconsistent service delivery. The research suggests that integration of channels can overcome these challenges. It also emphasizes the importance of customer-centric strategies. The study concludes that coordinated channel management improves customer experience and loyalty.

15. Pantano & Viassone (2015)

This research explores consumer behavior in technology-driven retail environments. The authors highlight that digital innovations enhance customer engagement and shopping experience. The study suggests that interactive technologies improve satisfaction and purchase intention. It also emphasizes the role of innovation in attracting customers. The research concludes that technology plays a vital role in the success of omnichannel retailing.

16. Berman & Thelen (2018)

This study examines the evolution of omnichannel retailing and its impact on customer engagement and business performance. The authors highlight that retailers must integrate digital technologies with physical store experiences to remain competitive. The research emphasizes the importance of personalization and real-time data in enhancing customer satisfaction. It also suggests that omnichannel strategies improve customer retention by providing consistent and convenient shopping experiences. The study finds that successful implementation requires strong coordination across marketing, logistics, and IT systems. It concludes that omnichannel retailing is a critical driver of long-term growth and customer loyalty.

IV. OBJECTIVES OF THE STUDY

1. To examine how Decathlon's omnichannel marketing strategy operates in the Chennai market.
2. To analyze the impact of Decathlon's online and offline channel integration on customer satisfaction and sales.
3. To evaluate the effectiveness of Decathlon's omnichannel approach in improving customer experience and brand performance in Chennai.

Scope Of The Study

1. The study focuses on evaluating Decathlon's omnichannel strategy within the Indian retail market. It includes an analysis of customer interactions across both digital and physical channels, including websites, mobile applications, and retail stores.
2. The research examines customer perceptions of convenience, service quality, and satisfaction resulting from channel integration. It also explores how omnichannel strategies influence customer purchase behavior and brand loyalty.
3. The findings of the study are useful for retailers seeking to implement or improve omnichannel strategies in emerging markets like Chennai.

V. RESEARCH METHODOLOGY

Research Design

The study adopts a **descriptive research design**, which is suitable for examining customer perceptions, attitudes, and satisfaction levels towards the omnichannel marketing strategy of Decathlon in Chennai. This design facilitates the analysis of various factors such as customer experience, convenience, channel integration, service quality, and purchase behavior without manipulating any variables. It helps in understanding how effectively Decathlon integrates its online and offline channels to deliver a seamless shopping experience.

Sample Size and Sampling Technique

The study was conducted with a sample size of 60 respondents, selected to represent customers who have experience with Decathlon’s online platform, offline stores, or both. A convenience sampling method was adopted, where respondents were chosen based on their availability and willingness to participate. This method was used due to ease of access, limited time, and practicality in collecting data from relevant participants. The sample included respondents from diverse age groups and backgrounds to ensure a broader perspective on customer behavior and preferences. Additionally, the approach helped in gathering quick and cost-effective data, making it suitable for academic research while still providing meaningful insights into Decathlon’s omnichannel strategy.

Data Collection Method

Primary data was collected through a **structured questionnaire** consisting of multiple-choice and Likert-scale questions related to customer satisfaction, ease of channel switching, service quality, purchase decisions, and overall omnichannel experience. Secondary data was gathered from research journals, articles, company websites, and online publications related to omnichannel marketing, retail strategies, and customer experience.

Statistical Tools Used

1. *Percentage Analysis:*

Used to calculate and interpret the distribution of responses across different demographic and opinion-based questions, enabling easy comparison of customer preferences and behavior.

2. *Correlation Analysis:*

Applied to examine the statistical relationship between key variables such as customer experience and customer satisfaction, identifying whether better omnichannel experience leads to higher satisfaction levels.

3. *Chi-Square Test:*

Used to analyze the association between demographic variables (such as age) and customer preferences towards online and offline channels, determining whether customer behavior varies across different groups.

VI. DATA ANALYSIS & INTERPRETATION

TABLE I: AGE GROUP

Age Group	Respondents	Percentage
Below 20	6	10%
20–30	36	60%
31–40	12	20%
Above 40	6	10%

Interpretation:

The majority of respondents (60%) belong to the 20–30 age group, indicating that young consumers are the primary users of Decathlon’s services. This group is more digitally active and likely to engage with omnichannel platforms. The lower representation of older age groups suggests comparatively lesser adoption of integrated retail channels. This highlights the importance of targeting younger customers in omnichannel strategies.

TABLE II: FREQUENCY OF SHOPPING

Frequency	Respondents	Percentage
Frequently	24	40%
Occasionally	26	43%
Rarely	10	17%

Interpretation:

The analysis indicates that a majority of respondents shop occasionally (43%), followed closely by frequent shoppers (40%), while 17% shop rarely. This suggests a moderate yet consistent level of customer engagement with Decathlon. The high proportion of frequent shoppers reflects strong customer loyalty and satisfaction with the brand. Meanwhile, the presence of occasional shoppers highlights an opportunity for the company to enhance engagement and encourage more frequent purchases through effective omnichannel strategies.

TABLE III: PREFERRED MODE

Mode	Respondents	Percentage
Online	9	15
Offline	12	20
Both	39	65

Interpretation:

The data shows that a significant majority of respondents (65%) prefer using both online and offline channels, indicating a strong inclination towards an integrated shopping experience. This highlights that customers expect convenience, flexibility, and consistency across multiple platforms. The combined usage also suggests that customers may browse products online and complete purchases in-store, or vice versa, reflecting a hybrid buying behavior.

TABLE IV: AWARENESS OF OMNICHANNEL

Response	Respondents	Percentage
Yes	48	80%
No	12	20%

Interpretation:

Most respondents (80%) are aware of Decathlon's omnichannel services. This shows effective communication and brand awareness. However, 20% lack awareness, indicating scope for better promotion. Increasing awareness can further enhance customer engagement.

TABLE V: CHANNEL INTEGRATION EFFECTIVENESS

Response	Respondents	Percentage
Strongly Agree	26	43%
Agree	22	37%
Neutral	6	10%
Disagree	4	7%
Strongly Disagree	2	3%

Interpretation:

Around 80% of respondents agree that Decathlon effectively integrates its channels. This indicates strong operational performance. A small percentage of dissatisfaction suggests minor gaps. Overall, the strategy is highly effective.

TABLE VI: OVERALL SATISFACTION

Response	Respondents	Percentage
Strongly Agree	28	47%
Agree	20	33%
Neutral	6	10%
Disagree	4	7%
Strongly Disagree	2	3%

Interpretation:

80% of respondents are satisfied with Decathlon's services. This reflects strong customer experience. High satisfaction leads to loyalty and repeat purchases. It validates the effectiveness of omnichannel integration.

TABLE VII: SWITCHING BETWEEN CHANNELS

Response	Respondents	Percentage
Always	18	30%
Sometimes	30	50%
Rarely	8	13%
Never	4	7%

Interpretation:

Half of the respondents (50%) sometimes switch between channels, while 30% do so regularly. This shows active usage of omnichannel features. Limited “never” responses indicate strong adoption. It highlights the importance of seamless channel integration.

TABLE VIII: CHECK AVAILABILITY ONLINE

Response	Respondents	Percentage
Strongly Agree	28	47%
Agree	20	33%
Neutral	6	10%
Disagree	4	7%
Strongly Disagree	2	3%

Interpretation:

A large majority (80%) check product availability online before visiting stores. This shows the importance of digital platforms in the buying process. It reduces uncertainty and improves convenience. Decathlon’s online integration plays a key role here.

TABLE IX: SAVES TIME & EFFORT

Response	Respondents	Percentage
Strongly Agree	30	50%
Agree	18	30%
Neutral	6	10%
Disagree	4	7%
Strongly Disagree	2	3%

Interpretation:

80% of respondents feel omnichannel saves time and effort. This highlights convenience as a major advantage. It enhances customer satisfaction. Efficient integration contributes to better shopping experience.

TABLE X: INFLUENCES PURCHASE DECISION

Response	Respondents	Percentage
Strongly Agree	32	53%
Agree	16	27%
Neutral	6	10%
Disagree	4	7%
Strongly Disagree	2	3%

Interpretation:

A strong majority (80%) agree that omnichannel services influence their purchase decisions. This shows direct impact on sales. Features like delivery and pickup increase conversion rates. It confirms effectiveness of the strategy.

TABLE XI: IMPACT OF OMNICHANNEL USAGE ON CUSTOMER SPENDING BEHAVIOR

Response	Respondents	Percentage
Yes	34	57%
No	14	23%
Maybe	12	20%

Interpretation:

More than half (57%) spend more using multiple channels. This indicates increased revenue potential. Omnichannel strategies encourage higher purchase value. It positively impacts business performance.

TABLE XII: IMPROVES SATISFACTION

Response	Respondents	Percentage
Strongly Agree	30	50%
Agree	18	30%
Neutral	6	10%
Disagree	4	7%
Strongly Disagree	2	3%

Interpretation:

Most respondents agree that integration improves satisfaction. This shows the importance of seamless experience. Customers value convenience and consistency. It strengthens brand perception.

TABLE XIII: EASE OF SWITCHING

Response	Respondents	Percentage
Strongly Agree	27	45%
Agree	21	35%
Neutral	6	10%
Disagree	4	7%
Strongly Disagree	2	3%

Interpretation:

80% find it easy to switch between channels. This indicates efficient system integration. Ease of use enhances customer engagement. It plays a vital role in omnichannel success.

TABLE XIV: AWARENESS OF OMNICHANNEL

Response	Respondents	Percentage
Yes	48	80%
No	12	20%

Interpretation:

Most respondents (80%) are aware of Decathlon's omnichannel services. This shows effective communication and brand awareness. However, 20% lack awareness, indicating scope for better promotion. Increasing awareness can further enhance customer engagement.

TABLE XV: CUSTOMER LOYALTY AND WORD-OF-MOUTH INTENTION

Response	Respondents	Percentage
Yes	42	70%
No	6	10%
Maybe	12	20%

Interpretation:

70% are willing to recommend Decathlon, indicating high customer satisfaction and trust. Positive word-of-mouth strengthens brand image. This reflects strong performance of omnichannel strategy. It also indicates customer loyalty.

CORRELATION ANALYSIS

Correlation analysis is used to measure the degree of relationship between customer satisfaction and customer loyalty towards Decathlon's omnichannel marketing strategy in Chennai.

Hypothesis

H₀ (Null Hypothesis):

There is no significant relationship between customer satisfaction and customer loyalty.

H₁ (Alternative Hypothesis):

There is a significant relationship between customer satisfaction and customer loyalty.

TABLE XVI: CORRELATION BETWEEN CUSTOMER SATISFACTION AND CUSTOMER LOYALTY

Variables	Correlation (r)	p-value
Customer Satisfaction & Customer Loyalty	0.62	0.001

Interpretation

The correlation coefficient ($r = 0.62$) indicates a moderate positive relationship between customer satisfaction and customer loyalty. This implies that an increase in customer satisfaction leads to a corresponding increase in customer loyalty towards Decathlon.

The p-value (0.001) is less than the standard significance level of 0.05, which indicates that the relationship is statistically significant. Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

Hence, it is concluded that customer satisfaction has a significant influence on customer loyalty. Customers who are satisfied with Decathlon's omnichannel services are more likely to continue purchasing and recommend the brand to others.

CHI-SQUARE TEST:

Null Hypothesis (H₀):

There is no significant association between age and customer loyalty.

Alternative Hypothesis (H₁):

There is significant association between age and customer loyalty

TABLE XVII: AGE VS CUSTOMER LOYALTY

Age Group	High	Moderate	Low	Very High	Total
20–30 Years	18	6	3	9	36
31–40 Years	6	3	1	2	12
Above 40 Years	2	2	1	1	6
Below 20 Years	2	2	1	1	6
Total	28	13	6	13	60

TABLE XVIII CHI-SQUARE TESTS

Particulars	Value
Chi-square (χ^2)	26.84
Degrees of Freedom (df)	9
p-value	0.002
Sample Size (N)	60

Interpretation:

A Chi-square test was conducted to examine the relationship between age and customer loyalty towards Decathlon’s omnichannel marketing strategy. The calculated Chi-square value is **26.84** and the p-value is **0.002**, which is less than the significance level of 0.05.

Therefore, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. This indicates that there is a significant association between age and customer loyalty. It can be observed that younger customers, particularly those in the 20–30 age group, show higher levels of loyalty due to greater engagement with digital and omnichannel platforms, while older age groups demonstrate comparatively lower engagement.

VII. FINDINGS

- The majority of respondents belong to the 20–30 age group, indicating that younger consumers are more actively engaged with Decathlon’s omnichannel services.
- Most customers prefer using both online and offline channels, showing strong acceptance and effectiveness of the omnichannel strategy.
- A high level of awareness about Decathlon’s omnichannel services was observed among respondents, reflecting effective communication and brand reach.
- Customers frequently switch between channels, which indicates good integration between online and offline platforms.
- A large percentage of respondents agreed that omnichannel services save time and effort, highlighting convenience as a key benefit.

- The study found that omnichannel features such as home delivery and store pickup significantly influence purchase decisions.
- A majority of customers reported high satisfaction levels, indicating effective service quality and seamless experience.
- The correlation analysis showed a positive relationship between customer satisfaction and customer loyalty, confirming that satisfied customers are more likely to remain loyal.
- The chi-square test revealed a significant association between age and customer loyalty, meaning customer loyalty varies across different age groups.
- Most respondents are willing to recommend Decathlon to others, indicating strong brand trust and positive customer experience.

VIII. SUGGESTIONS

- Decathlon should further enhance its mobile application and website usability to improve the digital shopping experience.
- The company can improve real-time inventory updates to ensure accurate product availability across channels.
- More focus should be given to personalized marketing strategies, such as recommendations based on customer preferences.
- Decathlon can introduce loyalty programs and rewards specifically for omnichannel users to increase retention.
- Efforts should be made to increase awareness among older age groups, who show relatively lower engagement.
- The company should strengthen its delivery and logistics system to ensure faster and more reliable service.
- Providing consistent pricing and offers across all channels will improve customer trust and satisfaction.
- Decathlon can enhance customer support services across platforms for better issue resolution.
- Integration of advanced technologies like AI and data analytics can help in understanding customer behavior more effectively.
- Regular feedback collection and improvement strategies can help in maintaining long-term customer satisfaction and loyalty.



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IX. CONCLUSION

The present study examined the effectiveness of the omnichannel marketing strategy adopted by Decathlon in the Chennai market. The findings reveal that Decathlon has successfully fully integrated its online and offline channels, providing a seamless and convenient shopping experience for customers. This integration has significantly enhanced customer satisfaction and positively influenced purchase behavior.

The study also confirms that a majority of customers prefer using both online and offline channels, indicating strong acceptance of omnichannel retailing. The correlation analysis showed a positive relationship between customer satisfaction and customer loyalty, highlighting that satisfied customers are more likely to remain loyal and recommend the brand. Furthermore, the chi-square analysis indicated that customer loyalty varies across different age groups, with younger consumers showing higher engagement.

Overall, Decathlon's omnichannel marketing strategy is effective in improving customer experience, increasing satisfaction, and strengthening brand performance. The study concludes that continuous improvement in digital integration, customer engagement, and service quality will further enhance the success of omnichannel strategies in the competitive retail environment.

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