

A Study on Impact of Social Media Marketing of Decathlon on Young Adults

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Abstract: At the point when organizations choose to begin a business, the principle objective is to make benefit and achieve an effective development; consequently, they utilize diverse procedures to move items and additionally benefits they offer. Organizations endeavour to make, advance and move items or administrations that could fulfil their objective clients. Showcasing is huge to all organizations since it is a procedure that can influence a business to develop and in this manner turn out to be all the more ground-breaking. Today countless social media stages have been produced that smooth the advancement of sharing data and age of substance in an online setting. There are various internet based life that encourage these exercises, for example, Wikipedia, Facebook, YouTube furthermore, Twitter. People apply diverse web based life apparatuses, to collaborate with different clients on the web.

Keywords: decathlon, young adults and social media

1. Introduction

For any company involved in sales, the concept of marketing is very important as it can be the means of difference between success and failure. Marketing is a wide concept that relates to forward looking strategies helping understand the needs of the customer, influence the customer's perception, and identify how an organization can capitalize on that. Therefore it is based on thinking about the business in terms of customer needs and their satisfaction and developing a demand for a product. Building a brand identity is one of the key aspects of marketing strategies which varies from company to company. Effective marketing makes sales a far easier job for the company. Social media marketing refers to the process of internet marketing that involves creating and sharing content via social media. Social media marketing includes activities like posting text and image updates, videos, and other contents that drives audience engagement, as well as paid social media advertising. So basically social media marketing is where the companies use the social networking sites as a marketing tool and platform.

Social media marketing became more common with the increased popularity of websites such as Twitter, Facebook, MySpace, LinkedIn, and YouTube. The interactive parts of social media give audience the opportunity to ask questions or voice complaints and feel they are being heard. It thereby helps a company increase brand exposure and broadens customer reach. These days more than 90% of the young adults use social networking sites which make them the largest audience when it

comes to social media marketing. Therefore this study seeks to understand the impact Social media marketing has on the young adults who are exposed to it.

2. Review of literature

- *The paper Targeting Young Adults: The Effectiveness of Social Media Use for Local Business* (2016) by Amy L. Bitner and Pia A. Albinsson examined the young adults' use of social media use and increased purchase intentions were found to be affected by the frequency of using social media.
- The paper *Influence of social media marketing communications on young consumers' attitude* (2017) by Rodney Graeme Duffett talks about how companies and their brands should consider using their strategies based on the declining impact of social media marketing communication.
- *The paper Understanding generation Y and their use of social media: A review and research agenda* (2013) by Ruth N Bolton, A parsu Parasuraman, Ankie Hoefnagels, Nanne Migchels, SertanKabadayi, Thorsten Gruber and YuliyaKomarova talks about Generation Y's use of social media , its antecedents and consequences and to access the implications for individuals ,firms and society
- *The paper Social media: marketing public relations' new best friend* (2012) by Loanna Papaso lomou and Yioula Melanthiou shows how use of internet is essential for the long term success of an organisations promotional campaigns and their integration of marketing communication.
- The paper *Social media: the new hybrid element of the promotional mix* by W. Glynn Mangold and David J Faulds argues that social media is a hybrid element of the promotional mix because it enables the companies to talk to their consumers as well as consumers to talk to other consumers.

3. Statement of the problem

Young adults are characterized by exposure to technology at an early age leading to their excess social network use. These young adults are becoming more difficult for companies and

marketers to reach as they avoid traditional forms of marketing due to the high amount of advertising messages they are surrounded by daily. For this reason majority of social media users today think that companies should have a presence on social media and use it to interact with their consumers. This research examines the impact social media marketing of Decathlon has on its young consumers. It specifically examines the consumers between the age of 17 to 25. The question that guides this research is: does social media marketing impact young adults and affect their purchase behavior.

A. Scope of the study

The scope of the study is to identify if social media marketing has an impact on young adults and in what way it affects their purchase behavior. The study is conducted by approaching the millennial customers of Decathlon in a few selected countries.

B. Objectives

- To understand the concept of social media marketing.
- To study the impact of social media marketing on young adults.
- To provide suggestions based on the findings.

C. Operational definition

- *Brand identity*: Brand identity is how a business presents itself to, and wants to be perceived by, its consumers.
- *Social media*: they are interactive computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks
- *Young adults*: people in their teens and early twenties.
- *Consumer behavior*: it is the study of how people make decisions about what they want to buy and where they want to buy it

D. Hypothesis

- H0: Social media marketing of Decathlon has NO significant impact on the purchase behavior of young adults
- H1: Social media marketing of Decathlon has a significant impact on the purchase behavior of young adults.

4. Research methodology

A. Research design

This study will be both descriptive and empirical in nature mainly based on survey methods by using target population, sampling techniques, and sample size in order to obtain results with reference to research problem.

Data collection: The present study incorporates the collection of both primary and secondary data for an in depth investigation. Primary data has been gathered through structured unbiased questionnaire.

Secondary data was gathered through, the information received from the journals and online sources.

Data analysis: percentage analysis and chi square depending on the suitability of the tool.

Sample design:

Sample size: 100 respondents

Sampling technique: stratified sampling and purposive sampling

Sample selection:

Inclusion criteria: consumers between the age of 17 to 26 who shop in Decathlon will be included.

Exclusion criteria: non customers of decathlon and the people who don't fall in the category of young adults will not be included.

B. Limitations

- The study is restricted to the sample size of 100 respondents
- The research is limited to selected Decathlon outlets.
- Time of study is short.

5. Data analysis and interpretation

Table 1
 Showing the Demographic profile of the respondents

Demographics	Category	Percentage (%)
Gender	Male	47
	Female	53
Age group	17 to 19 years	22
	20 to 22 years	40
	23 to 25 years	38
Qualification	P.U.C.	15
	U.G.	35
	P.G.	40
	Professional	8
	Others	2
Employment status	Student	49
	Employed	37
	Unemployed	9
	Part time employed	5
Marital status	Married	9
	Unmarried	91

The above table shows the classification of respondents based on the demographic profile. Among 100 respondents 47% were male and 53% were female. Majority of the respondents belonged to the age group of 20 to 22 years followed by 23 to 25 and least were between 17 to 19 years. Most of the respondents that is 40% had a qualification up to post graduation and about 35% were graduates. 49% were students as the sample belongs to the young adult category and 37 were employed personnel's and 9 unemployed. Only 9% of the respondents are married while a whopping 91% are unmarried, again this is because they belong to the young adult category.

A. Hypothesis

- H0: Social media marketing of Decathlon has NO significant impact on the purchase behavior of young adults.

Table 2
Showing case processing summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Does Decathlons' social media marketing have an impact on your purchase decision? * On a scale of 1 to 5 how successful were the Social media advertisements of Decathlon in making you interested in buying their products?(5 being highest)	100	100.0%	0	0%	100	100.0%

Table 3
showing cross tabulation of Decathlons' social media marketing having an impact on purchase decision? * on a scale of 1 to 5 how successful were the social media advertisements of decathlon in making you interested in buying their products? (5 being highest)

			On a scale of 1 to 5 how successful were the Social media advertisements of Decathlon in making you interested in buying their products?(5 being highest)					Total
			1	2	3	4	5	
Does Decathlons' social media marketing have an impact on your purchase decision?	Maybe	Count	0	1	15	5	2	23
		Expected Count	1.2	2.3	9.0	8.0	2.5	23.0
		Residual	-1.2	-1.3	6.0	-3.1	-.5	
	No	Count	4	7	10	3	3	27
		Expected Count	1.4	2.7	10.5	9.4	3.0	27.0
		Residual	2.6	4.3	-.5	-6.4	.0	
	Yes	Count	1	2	14	27	6	50
		Expected Count	2.5	5.0	19.5	17.5	5.5	50.0
		Residual	-1.5	-3.0	-5.5	9.5	.5	
Total	Count	5	10	39	35	11	100	
	Expected Count	5.0	10.0	39.0	35.0	11.0	100.0	

Table 4
Showing chi-square tests on the impact of social media marketing of decathlon on young adults

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.138 ^a	8	.000
Likelihood Ratio	31.911	8	.000
N of Valid Cases	100		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is 1.15.

- H1: Social media marketing of Decathlon has a significant impact on the purchase behavior of young adults
- The Chi-Square test states that if the value is more than 0.05 there is no association between social media marketing of decathlon and purchase behavior of young adults.
- Most of the teenagers use social media for more number of hours on a daily basis and have high exposure to social media marketing.
- Decathlons maximum social media advertisements are on instagram and facebook with is beneficial for them as these both are the most used social media platform by young adults.

6. Analysis and interpretation

The key result in the chi-square test table is the Pearson chi-square. The value of the test statistic is 33.138. The corresponding p value of the test statistic is p=0.000.

Since the p value is lesser than the chosen significance level (0.05) we do not accept the null hypothesis, rather we accept the alternate hypothesis and conclude that the social media marketing of Decathlon does have a significant effect on the purchase behavior of young adults.

A. Findings

- The study shows that social media marketing is the best mode to reach the teenagers
- The young adults purchase decision is highly influenced by social media marketing
- Modern generation prefer social media and online marketing more than traditional marketing due to the amount of time spent online.

B. Suggestions

- Decathlon should try to exploit other social media platforms like snapchat and Pinterest.
- They should come up with better content in their social media advertisements and social media profiles
- Make their online advertisements more attractive to grab the attention of more and more youngsters and have them retain the information.
- Come up with more traditional advertisements as well to reach out to the older and adult section of the society.

7. Conclusion

This study shows that social media marketing is the best platform to reach the target audience who belong to the young adult category. Youngsters most preferred means of marketing these days is social media and other online marketing compared to traditional marketing and as such the social media marketing

of Decathlon sports brand has an impact on these young adults purchase behaviour. Due to the amount of time the millennial spend on the internet and on social media they are highly exposed to advertisements on such platforms and thus the study concludes that in order to reach this category of customers having an online presence of advertisements is essential and impactful.

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