



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A Study on Consumer Buying behaviour towards Lulu Hypermarket in Coimbatore

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1.INTRODUCTION

Understanding consumer buying behaviour is critical for the success of modern retail businesses. Hypermarkets like Lulu have transformed the retail landscape by offering a wide range of products, attractive pricing, and enhanced shopping experiences.

Lulu Hypermarket in Coimbatore serves a diverse customer base, influenced by various socio-economic and cultural factors. This study aims to examine the key factors affecting consumer buying behaviour at Lulu Hypermarket in Coimbatore, including shopping preferences, frequency, satisfaction levels, and promotional impacts. The insights gained will help in formulating strategies to better align with consumer expectations and improve business performance.

2.STATEMENT OF PROBLEM

Lulu Hypermarket has become a popular shopping destination in Coimbatore, offering a wide variety of products and services. However, consumer buying behaviour is constantly evolving, influenced by factors such as price, quality, convenience, and promotions.

Despite its growing presence, there is limited understanding of what specifically drives customers in Coimbatore to shop at Lulu. Without this knowledge, it becomes difficult for the hypermarket to effectively meet customer needs and stay competitive.

This study aims to explore the key factors influencing consumer buying behaviour at Lulu Hypermarket in Coimbatore, and to identify areas where improvements can be made to enhance customer satisfaction and loyalty.

3.REVIEW OF LITERATURE

- **Kotler & Keller (2016)**

In their work *Marketing Management*, Kotler and Keller emphasize that consumer buying behaviour is influenced by cultural, social, personal, and psychological factors. Retailers must understand these variables to tailor marketing strategies that effectively attract and retain customers.

- **Schiffman & Kanuk (2010)**

According to their study on consumer behaviour, purchasing decisions are highly affected by the consumer's lifestyle, motivation, perception, and learning. This highlights the need for hypermarkets to create appealing store environments and product placements that resonate with consumer psychology.

- **Sivakumar & Saranya (2017)**

In their research on retail consumer behaviour in Tamil Nadu, they found that store ambiance, staff behaviour, product variety, and pricing play a critical role in influencing repeat purchases at large retail outlets such as hypermarkets.

- **Kumari & Rani (2018)**

Their study titled “*A Study on Customer Preference Towards Organized Retail Stores*” indicated that convenience, cleanliness, promotional offers, and product availability were key drivers of consumer preference in organized retail settings.

- **Ramesh & Divya (2019)**

This research focused on consumer behaviour in Coimbatore and found that brand image, customer service, and the availability of quality products greatly impact shopping decisions, particularly in urban retail environments like Lulu Hypermarket.

- **Thomas & Patel (2020)**

In their study on hypermarket shopping behaviour in India, the authors identified that digital marketing, loyalty programs, and in-store promotions significantly influence consumer engagement and drive purchase decisions among younger shoppers.

4. OBJECTIVE OF THE STUDY

1. To identify the key factors influencing consumer buying behaviour at Lulu Hypermarket in Coimbatore.
2. To analyze the impact of demographic factors on consumer purchasing decisions.
3. To evaluate customer satisfaction with Lulu's products, services, and shopping environment.
4. To study consumer shopping patterns and preferences at Lulu Hypermarket.
5. To provide recommendations for improving customer experience and marketing strategies.

5. RESEARCH METHODOLOGY

The primary data used in this study through questionnaire method. The secondary data were collected from various books, journals, magazines and website. The sample size has been taken among 150 respondents. The random sampling technique used in this study

STATISTICAL TOOL USED

Tools used for the study were the following:

- Percentage Analysis

6. LIMITATIONS OF THE STUDY

- The results and findings are confined to a limited area.
- The opinions of the respondents may be biased.
- Time and resource constraint.
- Since the data was collected using questionnaire, there is possibility of ambiguous replies or omission of replies altogether to certain items in the questionnaire.

7. ANALYSIS AND INTERPRETATION OF DATA

Table showing visiting frequency to lulu mall by the respondents

| HOW OFTEN DO YOU VISIT LULU HYPERMARKET? | FREQUENCY | PERCENTAGE |
|--|-----------|------------|
| WEEKLY | 16 | 11 |
| MONTHLY | 71 | 47 |
| OCCASIONALLY | 59 | 39 |
| NEVER | 4 | 3 |
| TOTAL | 150 | 100 |

INTERPRETATION

The above table portrays that 47% of respondents are visiting lulu monthly, 39% of respondents are visiting lulu occasionally, 11% of respondents are visiting lulu weekly and 3% of respondents are never visiting lulu

TABLE SHOWING TYPE OF PRODUCT BROUGHT AT LULU HYPER MARKET BY THE RESPONDENTS**INTERPRETATION**

| WHAT TYPE OF PRODUCT DO YOU PRIMARILY BUY AT LULU HYPERMARKET? | FREQUENCY | PERCENTAGE |
|--|-----------|------------|
| GROCERIES | 33 | 22 |
| ELECTRONICS | 24 | 16 |
| CLOTHING | 41 | 27 |
| HOME APPLIANCES | 24 | 16 |
| PERSONAL CARE | 22 | 15 |
| OTHER | 6 | 4 |
| TOTAL | 150 | 100 |

The above table shows that 27% of respondents brought clothing in lulu hypermarket, 22% of respondents brought groceries in lulu hypermarket, 16% of respondents brought electronics in lulu hypermarket, 16% of respondents brought home appliances in lulu hypermarket, 15% of respondents brought personal care in lulu hypermarket and 4% of respondents brought other products in lulu hypermarket

RANK ANALYSIS**Table showing the Retail experience of the respondents**

| Retail experience | R1 | R2 | R3 | R4 | R5 | Total | Rank |
|--------------------|----|----|----|----|----|-------|------|
| Store cleanliness | 1 | 4 | 17 | 44 | 84 | 656 | 1 |
| Staff behaviour | 1 | 6 | 28 | 91 | 23 | 576 | 2 |
| Product variety | 0 | 5 | 58 | 55 | 30 | 554 | 3 |
| Checkout speed | 4 | 11 | 46 | 59 | 28 | 540 | 5 |
| Overall experience | 9 | 10 | 32 | 66 | 31 | 544 | 4 |

Interpretation

The above table shows that store cleanliness ranks 1st in retail experience, and staff behaviour plays 2nd rank in retail experience, product variety plays 3rd rank in retail experience, checkout speed plays 4th rank in retail experience and overall experience takes place 5th rank in retail experience

8.FINDINGS OF THE TOPIC**RANK ANALYSIS**

- A ranking is a relationship among a set of items where any two can be compared as ranked higher, lower, or equal. In mathematics, this is called a *weak order* or *total preorder*, allowing ties between different items. While the rankings are totally ordered, the items themselves may share ranks. For example, materials can be preordered by hardness, while the hardness levels are totally ordered.
- Rankings reduce complex data into ordered levels, making evaluation easier. For instance, search engines rank web pages by relevance to help users find useful results quickly. Such ranked data is often analyzed using non-parametric statistics

9.SUGGESTION

- "Analyzing the Impact of Price Sensitivity on Consumer Buying Behavior at Lulu Hypermarket in Coimbatore."
- "Exploring the Role of Store Atmosphere in Shaping Consumer Preferences at Lulu Hypermarket in Coimbatore."
- "Investigating the Influence of Product Variety on Consumer Buying Decisions at Lulu Hypermarket in Coimbatore."
- "Examining the Effect of Promotional Offers on Consumer Purchasing Behavior at Lulu Hypermarket in Coimbatore."
- "A Study on the Role of Social Media Marketing in Shaping Consumer Behavior towards Lulu Hypermarket in Coimbatore."

10.CONCLUSION

This study on consumer buying behavior towards Lulu Hypermarket in Coimbatore reveals that factors such as price sensitivity, product variety, store atmosphere, and promotional strategies significantly influence consumer purchasing decisions. The findings suggest that Lulu Hypermarket has successfully created a compelling shopping experience through a combination of competitive pricing, diverse product offerings, and attractive

promotional campaigns. Additionally, consumer loyalty and brand perception play a crucial role in repeat purchases. Understanding these behavioural patterns can help Lulu Hypermarket further refine its strategies to enhance customer satisfaction and maintain a competitive edge in the retail market.