



A STUDY ON IMPACT OF LULU HYPERMARKET IN COIMBATORE CITY

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INTRODUCTION TO LULU HYPERMARKET COIMBATORE

Lulu Hypermarket, a flagship retail brand of the renowned Lulu Group International, has marked its indelible presence in Coimbatore, Tamil Nadu, with the opening of its expansive hypermarket. This strategic expansion into the heart of one of South India's bustling metropolises is a testament to Lulu Group's commitment to bringing a world-class shopping experience to the Indian consumer. Coimbatore, known for its rich cultural heritage, burgeoning industrial landscape, and educational hubs, offers a fertile ground for retail giants like Lulu Hypermarket to thrive and cater to the diverse needs of its cosmopolitan populace.

Statement of the problem

The opening of a major hypermarket like LuLu can have several potential impacts on the retail industry in Coimbatore. The main purpose of the study is to identify the impact of Lulu hypermarket in coimbatore. Though it is a very big retail store opinions of customers will be both positive and negative. The motive of our study is also to bring out such customer behaviour.

Scope of the study

The scope of the study on the impact of Lulu Hypermarket in Coimbatore will include assessing its influence on local consumer behaviour, market dynamics, competition, employment opportunities, and economic growth. Additionally, it may investigate customer satisfaction, purchasing patterns, and the overall socio-economic impact on the surrounding community.

Objectives of the study

- To understand consumer buying behaviour in Lulu hyper market.
- To understand the purchasing capacity of the customers.
- To evaluate the purchase interval of the customers.
- To evaluate the problems faced by the customer in Lulu hypermarket.

Research Methodology

Research methodology refers to the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge to ensure the research's integrity and validity. **Primary Data**

Data which is collected directly from the respondents through structured questionnaire methods.

Secondary Data

Data that has previously been gathered from primary sources and made easily accessible for researchers to use for their own research is known as secondary data.

Area of Study

Lulu Hypermarket in Coimbatore is a prominent addition to the retail landscape of this vibrant city in Tamil Nadu, India. As part of the Lulu Group International, which is renowned for establishing hypermarket chains across the globe, the Coimbatore branch underscores the group's commitment to expanding its footprint in India, offering a comprehensive shopping experience that caters to the diverse needs of the local population.

Sampling

This step involves determining who or what will be included in the study. Sampling methods can be probabilistic (random) or non-probabilistic (non-random), each with its subtypes and considerations.

Sampling Technique

The Technique Used in the Study is Convenient Sampling Technique Methods.

Tools for analysis Descriptive analysis

Descriptive analysis is a statistical technique aimed at summarizing and describing the main features of a dataset. It provides simple, straightforward summaries of the sample and themeasures.

Limitations of the study

- Sample Representativeness
- Response Bias
- Limited Geographical Scope
- Temporal Limitations

Review of literature

Richard Feinberg and Jennifer Meoli(1999)⁴ in their paper “ Brief History of the Mall” highlights the emergence of shopping malls with the concept of shop entrainment.

Richard Michon, et, al (2001)⁵.in their research paper “The Influence of a Mall Environment on Female Fashion Shoppers value and behaviour”(2001) explore how the shopping mall environment influences the shopping experience and approach behaviour of female shoppers.

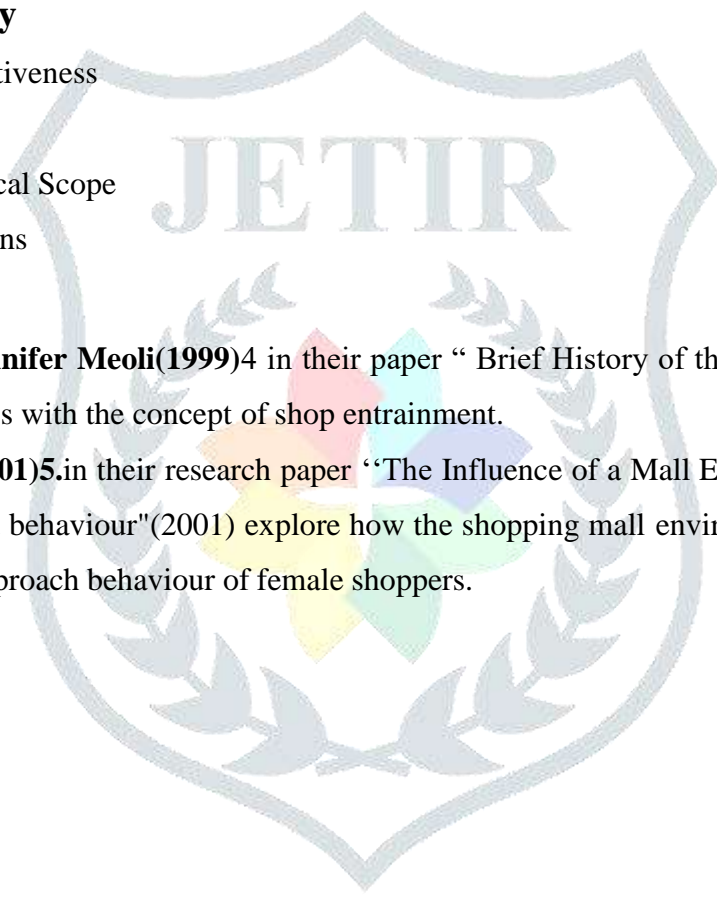


Table no. 1**Have you ever purchased on lulu market**

S. No	Purchase on lulu market	Number of Respondents	Percentage
1	Yes	149	87%
2	No	22	13%
Total		171	100%

Source: Primary Data

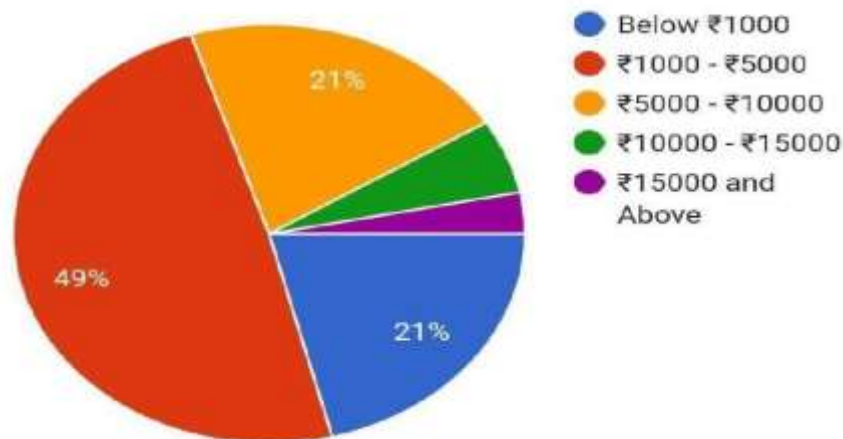
Interpretation

The above table shows that 87% of the respondents are have purchased and 17% of the respondents have not purchased any products from the lulu market.

Majority (87%) of the respondents have purchased products from the lulu market.

Exhibit no. 1**On average how much do you spend in the lulu market**

157 responses



Source: Primary Data

Interpretation

The above exhibit shows that 49% of the respondents spend, 21% of the respondents spend below Rs1000 and Rs 5000 - Rs 10000, 6% of the respondents spend Rs 10000 - 15000 and 3% of the respondents spend above Rs 15000.

Most (49%) of the respondents spend Rs 1000 - 5000.

Table no. 2**What motivates you to choose the Lulu market**

S.No	What motivates you	Number of Respondents	Percentage
1	Discounts and Offers	45	30%
2	Advertisements	31	21%
3	Variety of choices	60	40%
4	Need of product	13	9%
Total		149	100%

Source: Primary Data

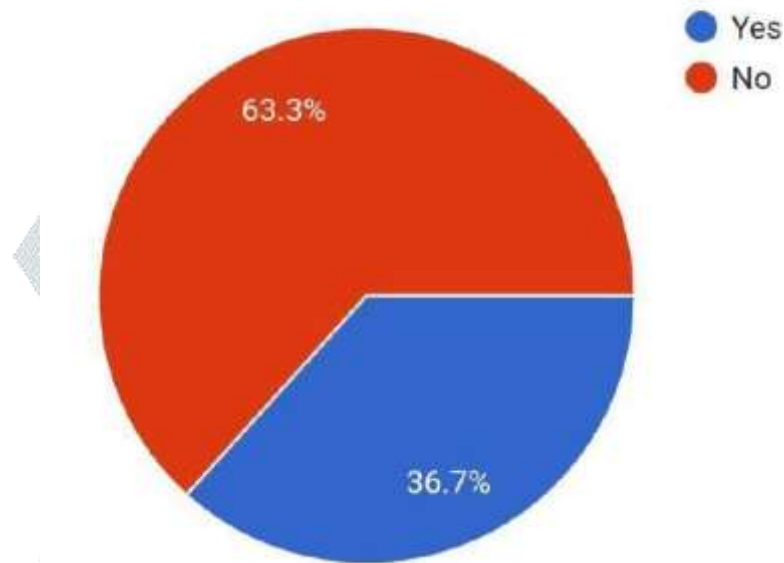
Interpretation

The above table shows that 40% of the respondents are attracted by the variety of choices, 30% of the respondents are attracted by the discounts and offers, 21% of the respondents are attracted by the advertisements and 9% of the respondents are motivated by the need of products.

Most (40%) of the respondents are attracted towards the variety of choices offered at lulu hypermarket.

Exhibit no. 2

158 responses

**Do you face any inconvenience****Source:** Primary Data**Interpretation**

The above exhibit shows that 100% of the respondents do not face any difficulties and 37% of the respondents face some kind of difficulties.

Majority (63%) of the respondents does not face any inconvenience.

FINDINGS

- Majority (87%) of the respondents have purchased products from the lulu market.
- Most (49%) of the respondents spend Rs 1000 - 5000.
- Most (40%) of the respondents are attracted towards the variety of choices offered at lulu hypermarket.
- Majority (63%) of the respondents does not face any inconvenience.

SUGGESTIONS

- Should appoint new sales personnels to guide the customers.
- More specifications are to be added to the electronic items.
- Direction signs is to be more attractive to the customers to identify their needed product.

- Provide more billing counters especially in the food counters.
- Cutlery should provide with food items.
- Should increase dinning space nearby food counters.

CONCLUSION

The research study entitled “Impact of Lulu hyper market” This study gives the information about the newly built LULU HYPERMARKET in Coimbatore. After few months of opening people from every area are rushing to the store. Rural area people also wish to visit the hypermarket at least one time. We undertook the study because many people face some difficulties while going to the hypermarket. One of difficulty we faced during the study was finding out the regular visitors to the lulu hypermarket and to gather information from them. We are highly satisfied in this research as we got relevant information from the customers. So this research study conclude that people are visiting the lulu hypermarket at least less often and some improvements and changes are to be made.

REFERENCES WEBSITES

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