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A STUDY ON CUSTOMER PERCEPTION TOWARDS LULU MALL IN COIMBATORE CITY

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ABSTRACT:

A shopping center is defined as a group of retail stores and other service-providing establishments usually dedicated to supporting and serving a particular neighborhood or community. Shopping centers are not just places to buy products or service. They provide numerous advantages to the community they are located in. Shopping centers provide a one-stop shop for all your needs. This not only saves time and money for the consumers but also supports local businesses. This study reveals that the customer perception towards lulu hypermarket and to give suggestion to improve the satisfaction level of lulu hypermarket in Coimbatore city.

INTRODUCTION:**MARKETING:**

The term “Marketing” describes the actions a business takes to encourage the purchase or sale of a good or service. Selling, delivering and advertising goods to customers or other companies are all included in marketing. Affiliates market a corporation on its behalf in certain situations. Product, selling, marketing, production and society are the five primary marketing concepts. Business apply these five ideas to their product, pricing, distribution and marketing strategies.

CUSTOMER:

A Customer is a person or organization that buys products or services from another business. The customer is regarded as the supreme authority in the business. The firm bases every choice it makes on the needs of its customers. The main source of income for the company is its customers. Businesses cannot exist without their customers.

CUSTOMER PERCEPTION:

Customer perception refers to the thoughts, emotions and convictions that consumers have toward a brand. It is crucial for increasing brand recognition and awareness as well as customer loyalty and retention. The process of gathering information about a product and interpreting it to create a meaningful impression of it is known as customer perception. A customer’s perception of a product is shaped by what they see including promotions, advertisement, customer reviews, comments on social media etc.

HYPERMARKET:

A Hypermarket is type of retail establishment that combines a grocery shop and department store. Hypermarket which are frequently large businesses provide a huge range of goods including groceries, clothes and appliances etc. Hypermarket provide customers with one-stop shop of convenience shopping experience.

OBJECTIVE:

- To understand the customer perception towards lulu hypermarket in Coimbatore city.

STATEMENT OF THE PROBLEM:

The present study under the title “Customer perception towards lulu hypermarket in Coimbatore city”. The study of customer perception examines how people choose which consumption related products to invest their limited resources (time, money and effort). It covers what people purchase, why they purchase it, when they purchase it, where they purchase it, how frequently they purchase it and how frequently they use it. This study

is aimed to know the customer perception towards product and service offered by Lulu Hypermarket in Coimbatore city.

NEED OF THE STUDY:

In today's market environment the customer perception is crucial to growth and development. The study is to determine how customers feel about the lulu hypermarket. Recently, Coimbatore has seen a sharp rise in the number of shopping centers. People typically favor upscale settings and several stores housing a large number of global brands. It has made it possible for shopping centers to be built. In India, the idea of shopping malls is becoming more and more popular since they draw customers with their superior ambiance, style and elegance which might make them want to shop and enjoy the experience as well. This study focuses mainly Customer perception towards lulu mall in Coimbatore city.

SCOPE OF THE STUDY:

- This study covered only the area of Coimbatore city. So, the information from the study is only relevant to this area alone.
- Study covers the Customer perception towards lulu mall.
- Price, quality of products, perception and overall satisfaction of consumer are also studied in this research.

REVIEW OF LITERATURE:

- **Siby Linson & Jitha Thomas (2017) Published a Paper title “Customer’s Satisfaction towards Shopping Malls in Thrissur District”.** This Study aimed to analyze the Satisfaction of Customers of Shopping Malls in Thrissur District. The data were collected based on the Judgement Sampling technique. The data collection was based on the Primary data through structured questionnaire collected from 50 respondents. Weighted Average Score Method, Percentages Method was applied for the analysis. The Study concludes that since shopping malls offer a handy location to purchase anything one wants, the bulk of patrons do indeed favor to shop there. Factors influencing mall shopping behavior were also identified by the study. A mall's capacity to accept credit cards, offer a wide range of high-quality, branded products and be open on convenient days has been found to be its key influencing elements.
- **K. Girija, G. Ravi (2019) A Study under the title “Customer Perception towards Shopping Malls in Chennai”.** This Study aimed to examine the Perception of Customers towards Shopping Malls. The data was collected based on the Convenience Sampling technique. The data collection was based on the Primary data through structured questionnaire collected from 250 respondents.

Factor Analysis, Linear Multiple Regression Analysis was applied for the analysis. The Study concludes that the factors influencing mall patrons directly determine and identify the seven primary determinants of customer perception. The mall's atmosphere, the customers way of life, their belief that they should be satisfied, the physically attractive facilities, their shopping experience, the ease of identifying merchandise and convenience are all connected to the mall's customer bases demographics and background.

RESEARCH METHODOLOGY:

Research methodology is an organized scientific process for obtaining, evaluating and interpreting qualitative or quantitative data in order to answer research questions or test hypotheses. A research technique acts as a sort of research strategy that keeps researchers on task by limiting the study's scope. Understanding the present and forecasting the future aided by this study.

SOURCES OF DATA:

This study is based on primary data and secondary data. The primary data for the study have been collected through structured questionnaire. The secondary data are collected from articles and websites.

AREA OF THE STUDY:

The research was to study the customer perception towards lulu hypermarket in Coimbatore city.

SAMPLING DESIGN:

Sampling is the process of choosing specific individuals or a subset of the population in order to estimate the characteristics of entire population and draw statistical conclusions from them. Sample size – 100 respondents has been taken for study. The study adopted simple random sampling.

TOOL USED:

The primary data were analyzed with the help of Garrett Ranking.

LIMITATIONS OF THE STUDY:

- The sample size was restricted to 100 respondents.
- The study was confined to the consumers in Coimbatore city only.
- The data given by the respondents may be limited to their own perceptions and also it might change in future.

FINDINGS OF THE STUDY:**FACTORS INFLUENCING CUSTOMERS TO VISIT LULU MALL**

| FACTORS | 1 | 2 | 3 | 4 | 5 | Rank Score | Rank |
|----------------------------|-----------|-----------|-----------|-----------|-----------|-------------------|-------------|
| Atmosphere | 76 | 61 | 50 | 40 | 25 | | |
| | 34 | 17 | 26 | 17 | 8 | | |
| | 2584 | 1037 | 1300 | 680 | 200 | 5801 | 2 |
| Time Saving | 28 | 24 | 34 | 10 | 7 | | |
| | 2128 | 1464 | 1700 | 400 | 175 | 5867 | 1 |
| Cost Saving | 31 | 21 | 28 | 13 | 8 | | |
| | 2356 | 1281 | 1400 | 520 | 200 | 5757 | 3 |
| Variety of products | 37 | 15 | 20 | 12 | 17 | | |
| | 2812 | 915 | 1000 | 480 | 425 | 5632 | 5 |
| Customer Service | 26 | 29 | 25 | 12 | 11 | | |
| | 1976 | 1769 | 1250 | 480 | 275 | 5750 | 4 |

SOURCE: Computed

Mean score of 76 was given the first rank for Time saving in case of LULU MALL.

From the above table, it is observed that under the factors affecting lulu mall “Time saving” is ranked 1 by the respondents. “Atmosphere” is ranked 2 by the respondents “Cost saving is ranked 3 by the respondents. “Customer service” is ranked 4 by the respondents. “Variety of Products” is ranked 5 by the respondents.

CONCLUSION:

The conclusion of the study is that shopping is an essential part of life. Shopping centers is to attract customers by providing sufficient time, variety of products, variety of stores and enjoyable shopping experience. According to the customers they expect that the mall should be one place where the customer can buy and satisfy all their needs. Next, the customer expect that the quality of the retailers at mall should sell high quality product. Another expectation is the customer service at mall should be responsive and friendly, the mall should maintain clean and give reward in the form of offers and discounts.

REFERENCE LINKS

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