



International Journal of Innovative Research in Science Engineering and Technology (IJIRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.699

Volume 14, Issue 3, March 2025

A Study on Customer Satisfaction Preference, Awareness of Lulu Hyper Market with Special Reference to Coimbatore City

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ABSTRACT: Customer satisfaction, preference, and awareness of Lulu Hypermarket in Coimbatore City are the subject of this study. As organized retail gains popularity, it is essential to know the behavior and satisfaction of customers so that retailers can have a strong market foothold. Lulu Hypermarket, one of the leading retail companies, has been in the limelight for its range of products, good pricing, and quality service. This study aims to measure the determinants of customer satisfaction, including product quality, price, store environment, and service. The study also examines consumer awareness of the brand and its promotional activities. The study conducts a structured survey among frequent shoppers of Lulu Hypermarket and attempts to measure customer preferences and determine the primary determinants of satisfaction. The results will offer useful information on how Lulu Hypermarket can improve its services, retain customers, and plan its marketing strategy to appeal better to the demands of consumers in Coimbatore.

I. INTRODUCTION

Lulu Hypermarket, an internationally renowned retail chain, has increased its presence in Coimbatore City with a variety of products and services. Retail companies, particularly hypermarkets, are instrumental in influencing customer experiences because of their competitive pricing and wide variety of products. This research attempts to investigate customer satisfaction, choice, and knowledge about Lulu Hypermarket in Coimbatore. Major drivers like product assortment, price, quality, customer service, store environment, and promotion are analyzed to determine consumer satisfaction drivers. Customers' preferences and product awareness are also studied to know what they perceive about the products offered by the brand. Information is gathered with the help of surveys and interviews of frequent shoppers of Lulu Hypermarket to determine consumer attitudes and expectations. The study aims to provide valuable insights that can help Lulu Hypermarket enhance its customer engagement, improve the shopping experience, and strengthen its market position, ensuring continued success in the competitive retail sector in Coimbatore.

OBJECTIVES

1. To measure the overall satisfaction levels of customers who shop at Lulu Hypermarket in Coimbatore.
2. To analyze customer preferences about products, Services, and facilities provided by Lulu Hyper market
3. To measure how much brand awareness and loyalty exist among the customers
4. To determine factors that affect Customer Purchasing decisions (Price, quality, Promotions, etc.)
5. To understand the level of Satisfaction of Customers in Lulu Hyper market.

SCOPE OF THE STUDY

The customer satisfaction, preference, and awareness study of Lulu Hypermarket in Coimbatore is characterized by some important factors. Geographically, it is customer-centred on the people who shop at the Coimbatore Lulu Hypermarket. Demographically, the study covers a broad range of occupation, income, and age segments to cover multiple customer viewpoints. The research investigates three core ideas: customer satisfaction, which analyzes the shopping experience, quality of service, pricing, product availability, ambiance, and staff attitude; customer preference,

which considers issues such as variety of brands, discounts, loyalty schemes, and product quality; and customer awareness, which evaluates knowledge about Lulu's products, offers, and services. Methodologically, both primary data (interviews, questionnaires, surveys) and secondary data (market reports, research studies, previous studies) will be utilized, and a sampling procedure can be either random or stratified sampling. The research study will be for a specific period of time (six months), and it will investigate the competitive positioning of Lulu Hypermarket in Coimbatore's retail industry.

LIMITATION OF THE STUDY

1. **Geographic Limitation:** The research is confined to Coimbatore, which might not be representative of the overall effect of Lulu Hypermarket's online marketing in other areas.
2. **Sample Size and Bias:** Limited sample size and possible bias from the respondents may influence the validity and generalizability of the findings.
3. **Time Constraints:** A limited study duration might not be able to capture shifting customer tastes or seasonal fluctuations.

II. REVIEW OF LITERATURE

Kotler & Keller (2016)

This study defines customer satisfaction as the gap between customer expectations and the perceived performance of a product or service. When customers' expectations are met or exceeded, they are more likely to feel satisfied, leading to increased loyalty and repeat business. Conversely, if expectations are not met, dissatisfaction may arise, potentially leading to customer churn. The key to sustaining customer satisfaction is delivering consistent high-quality experiences that meet or exceed customer expectations, building long-term relationships and favorable word-of-mouth for the brand. Customer satisfaction, therefore, has an important role to play in business growth and retention.

Zeithaml, Bitner, & Gremler (2018)

This research highlights the fact that in-store experience and service quality are the most important drivers of customer satisfaction within retail settings. They contend that offering good service, and a pleasant, interactive shopping environment, is an important facet in determining customers' overall satisfaction. In the retail age of the present day, where e-commerce and digital marketing are fast emerging, these features are still important in developing customer loyalty. A smooth integration of great service and a fun in-store experience can build customer impressions, leading to higher satisfaction and ultimately driving business success both in physical stores and online."

SAMPLE SIZE

For this research on customer satisfaction and preference of Lulu Hyper Market in Coimbatore city, a sample size of 110 customers is calculated. This sample size is adequate to represent the population of Lulu Hyper Market customers in Coimbatore city. The sample will be chosen by a systematic random sampling technique to provide reliability and generalizability of the findings. This sample size shall offer a 5% margin of error and 95% confidence level.

RESEARCH METHODOLOGY

This research work on Customer Satisfaction, Preference, and Awareness of Lulu Hypermarket with Special Reference to Coimbatore City adopts a descriptive research approach to examine the perceptions and actions of customers. Primary data are to be gathered through structured questionnaires administered among customers of Lulu Hypermarket in Coimbatore employing a convenience sampling technique. Target samples will consist of respondents of different demographics in order to cover the customer experiences comprehensively. Also, secondary data will be obtained from company reports, industry journals, and prior research report.

PRIMARY DATA

Primary data is used for the purpose of collecting responses from the customers through google form questionnaire.

SECONDARY DATA

Secondary data was Collected from books, journals, company reports, websites, and previous research studies on retail and customer behaviour.

AREA OF STUDY

The aim of this study is customer satisfaction, preference, and awareness of Lulu Hyper Market in Coimbatore city. Particularly, the field of study involves the study of demographic details of customers, shopping behaviour, and preferences. The study further examines the factors affecting customer satisfaction, including store atmosphere, customer service, and product quality. Further, the research examines the customer awareness and efficiency of Lulu Hyper Market's marketing efforts, loyalty schemes, and promotions in Coimbatore city. The research will offer insights into customers' shopping habits, interests, and requirements in Coimbatore city, which will help Lulu Hyper Market personalize its marketing efforts and enhance customer satisfaction. The results of the research will benefit the literature covering retail management as well as customers' behaviour.

TOOLS AND TECHNIQUES OF ANALYSIS:

This research on customer satisfaction and preference of Lulu Hyper Market in Coimbatore city utilizes different tools and techniques of analysis. Descriptive statistics and inferential statistics, including mean, standard deviation, and correlation analysis, are utilized to examine the data. Factor analysis is also utilized to determine the underlying factors that affect customer satisfaction. Chi-square test and ANOVA are utilized to test the hypotheses and investigate the differences among groups. SPSS software is utilized in the analysis of data, giving valid and accurate results to substantiate the findings.

STATISTICAL TOOLS USED FOR STUDY:

The following statistical tools have been used to analyse the primary data

- Simple Percentage Analysis
- Chi-Square
- Anova Analysis

DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE:

EXHIBITS

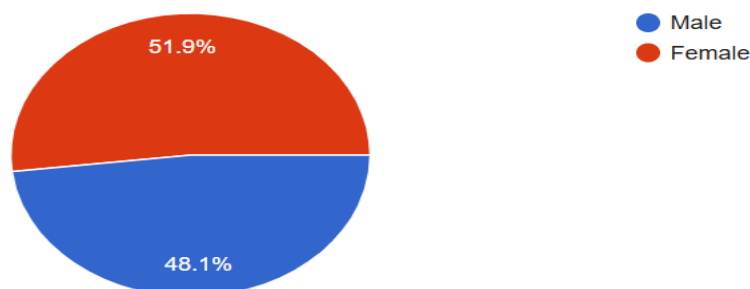
TABLE SHOWING GENDER OF THE RESPONDENTS

S.NO	GENDER	NO OF RESPONDENCE	PERCENTAGE
1.	MALE	52	48.1%
2.	FEMALE	56	51.9%
	TOTAL	108	100%

(Source Primary data)

CHART 4.1.1

CHART SHOWING GENDER OF THE RESPONDENTS



(Source: primary Data)

INTERPRETATION:

From the above table it shows that 48.1% of the respondents are Female. 51.9% of the respondents are female

INFERENCE:

Majority (51.9%) of the respondents are Female.

CHI – SQUARE ANALYSIS

Null Hypothesis(H₀): There is no significant relationship between gender and the overall shopping experience in lulu Hypermarket.

Alternative Hypothesis(H₁): There is a significant relationship between gender and the overall shopping experience in lulu Hypermarket.

EXHIBITS

THE OVERHALL SHOPPING EXPERIENCE IN LULU HYPERMARKET

CROSS TABULATION					
	OVERALL SHOPPING EXPERIENCE IN LULU HYPERMARKET				
GENDER	Excellent	Good	Average	poor	TOTAL
MALE	21	31	0	0	52
FEMALE	0	21	32	3	56
TOTAL	21	52	32	3	153
CHI-SQUARE TESTS					
	VALUE		DEGREE OF FREEDOM		ASYMPTOTIC SIGNIFICANCE
Pearson Chi – Square	57.854		3		.000
Likelihood ratio	79.419		3		.000
Linear by linear Association	54.236		1		.000
No valid Cases	108				
a.1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.44					

source: Primary Data

INTERPRETATION

The CHI – SQUARE ANALYSIS reveals that the Pearson Chi – Square value 57.854 with the significance value of .000 which is less than the standard significance value 0.05 This Indicates that there is a significant relationship Between the gender and the overall shopping experience in lulu Hypermarket.

ANOVA ANALYSIS

Null Hypothesis (H₀): Customer satisfaction and the visit frequency to Lulu Hypermarket in Coimbatore have no significant relationship.

Alternative Hypothesis (H₁): Customer satisfaction and the visit frequency to Lulu Hypermarket in Coimbatore have a significant relationship.

ANOVA					
HOW IMPORTANT IS PARKING AVAILABILITY IN LULU HYPER MARKET					
	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
BETWEEN GROUPS	.550	1	.550	.958	.330
WITHIN GROUPS	60.857	106	.574		
TOTAL	61.407	107			

INFERENCE

Inference: The ANOVA analysis indicates that the availability of parking at Lulu Hypermarket in Coimbatore does not have a statistically significant impact on customer behaviour or satisfaction. With a significance value (Sig.) of 0.330, which is higher than 0.05, the results suggest that variations in parking availability do not create meaningful differences among customer groups. Therefore, other factors may play a more crucial role in influencing customer experience and footfall at the hypermarket.

FINDINGS

- Majority (51.9%) of the respondents are Female
- Majority (77.8%) of the respondents are 18-25 age group
- Majority (54.7%) of the respondents are selected Product availability as to be developed in lulu hyper market.
- Most (47.2%) of the respondents are Satisfied with variety of products.
- Majority (51.9%) of the respondents are Satisfied with Satisfied level of Offers, Promotions and Discounts offered by lulu hypermarket.

SUGGESTIONS

- Provide a larger variety of products to suit various customer requirements, such as groceries, electronics, and clothing.
- Provide seasonal discounts or promotions during local festivals.
- Prioritize providing high-quality products, even if they are a little more expensive.
- Utilize technology for product recommendations based on individual preferences.
- Utilize technology to monitor customer preferences and recommend products based on their shopping behaviour.
- Improve the overall shopping experience through enhanced store cleanliness, lighting, and music to enhance customer satisfaction.

IV. CONCLUSION

Finally, the research on customer satisfaction, preference, and knowledge of Lulu Hypermarket in Coimbatore City indicates that the customers have a favorable attitude toward the store. Variety, product quality, and price competitiveness were cited as major drivers of customer satisfaction. A good number of customers know Lulu Hypermarket by word of mouth and advertising, although there is still scope for enhancing the visibility of the store. Customers like the convenience, new shopping experience, and variety of products available, but some issues with customer service and store layout were observed. Overall, Lulu Hypermarket has a good presence in Coimbatore, but emphasizing improving customer service and building their brand could enhance customer satisfaction and loyalty further. Customer satisfaction, choice, and awareness study of Lulu Hypermarket in Coimbatore City reveals that a majority of customers are satisfied with their shopping experience.

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WEBSITE

Lulu Hypermarket Official Website



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