Marketing

CONSUMER BUYING BEHAVIOUR PATTERN TOWARDS LULU HYPERMARKET AND ITS IMPACT ON LOCAL RETAILERS WITH REFERENCE TO COIMBATORE CITY.

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ABSTRACT This article dives into a perceptive investigation of consumer purchasing behavior, concentrating on the interactions between customers and the well-known retail giant Lulu Hypermarket in Coimbatore. We examine the relationship between consumer choices, buying habits, and the effects these have on neighborhood businesses within the retail sector through extensive research. Our research, which combines quantitative and qualitative methods, throws light on the complex interactions between convenience, price, and perceived value to reveal what influences consumers' decisions between Lulu Hypermarket and nearby businesses.

KEYWORDS : Lulu Hypermarket, Customer buying behavior and customer satisfaction.

INTRODUCTION:
The retail scene in Coimbatore, a vibrant metropolis where business and consumer choice meet, is undergoing a significant transformation. This study explores the complex web of customer behavior and their recurring wants and needs. concentrating on the trends that emerge in the world of retail behemoths such as Lulu Hypermarket. While Lulu's glistening aisles entice customers with an abundance of options, the effects of their purchases spread far beyond the store's boundaries, impacting on larger effects in Coimbatore. This study attempts to study the actual buying behavior of the customer and its wide spread impact on local retailers.

OBJECTIVES:
• To study the consumer buying pattern towards Lulu Hypermarket.
• To provide insight on Lulu Hypermarkets impact on local retailers

SCOPE OF THE STUDY:
• Analyzing the variables, such as product variety, quality, and brand impression, that affect consumers' decisions between Lulu Hypermarket and neighborhood stores.
• Examining how consumer preferences are affected by the entire shopping experience, which includes elements like ambience, customer service, and facility.

RESEARCH METHODOLOGY:
• **Area of study:** Marketing
• **Type of Research:** Descriptive Research
• **Population:** All the visitors of Lulu hypermarket.
• **Type of Sampling:** Non-Probability – Convenient Sampling
• **Sample Size:** 149
• **Tools used:** Simple frequency, Chi-square tests, Annova and Ranking method.

REVIEW OF LITERATURE:
Dr. S Hariharan and Mr. N Selvakumar, Dec 2014, "A Study on Consumer Satisfaction Towards Supermarkets with Reference to Coimbatore". This study shows that, there is no significant relationship between the demographic variable and the level of satisfaction in location & ambience, the level of satisfaction in Quality & Merchandise, the level of satisfaction in Sales Personnel Attributes and the level of satisfaction in Services.

Mr. Nesamudheem and Mr. Ibrahim K P, 2013 "A Study on "Consumer buying behavior" towards lulu hypermarket at Edappally, Kochi. This study shows that the variety of choices in Lulu Hyper Market is a good motivating factor for the customers to purchase from Lulu. The customers who were mainly between the age of 21-40 years are shopping at Lulu Hyper Market. As per most customers agree that they get good products with reasonable price.

R. Saravana Kumar, Mrs. A. Sangeetha Priya,2023 "Customer Preference and Satisfaction towards Day-to-Day Supermarket with Reference towards Coimbatore City". This study shows that the

hypermarkets/Supermarkets may adopt policy of discount card and gift to customer while purchasing the product. Most of the customer belong to 20-30 years, so, company has to concentrate more on those people to enhance the sales.

Jay Pee D. De Villa, Katrin I. De Villa, Darlene U. Banaera & Raul R. Agaran,2022 "Effects of Waltermart Supermarket on Small Retail Business", This study assessed the effects of Waltermart Supermarket on small retail businesses in Candelaria, Quezon, Philippines. When it comes to the effects of Waltermart Supermarket, findings revealed that retailers are moderately affected by the presence of Waltermart Supermarket on customer attraction and retention product movement and sales and revenue.

ANALYSIS
Simple Frequency Test:

| Age			
Sl.no	Particulars	No of Respondents	Percentage
1	18-25	84	56.4
2	26-35	42	28.2
3	36-45	18	12.1
4	Above 45	5	3.4
5	Total	149	100.0
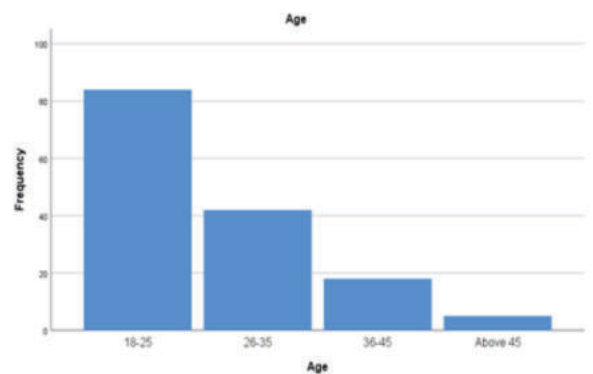
Interpretation:
The above table shows the factor considered by age, 56.4% of the respondents are of age between 18-25 , 28.2% of the respondents are of age between 26-35,12.1% of the respondents are of age between 36-45 and 3.4% of the respondents are of age above 45.It concludes that most of respondents are of age between 18-25 years.

Chi-square Test-hypothesis Between Age And Before Lulu Where Were They Buying Groceries
H_0: There is no association between age and before lulu where were they buying groceries
H_1: There is an association between age and before lulu where were they buying groceries

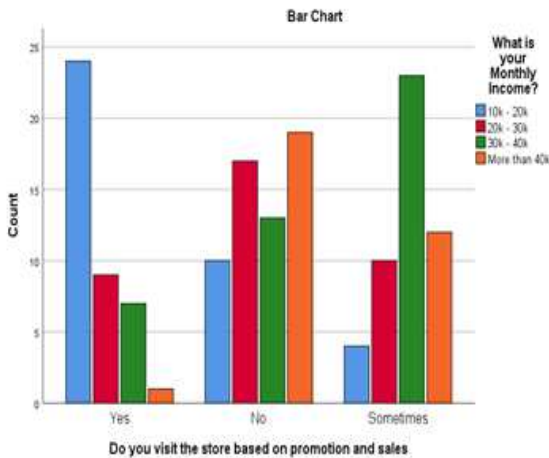| Age*Before lulu where were they buying groceries				
	Value	df	Asymptotic Significance (2-sided)	Result
Pearson Chi-Square	8.479[a]	9	.487	Association

Bar Chart
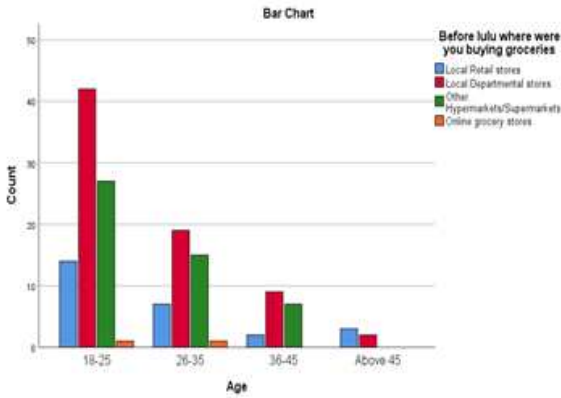
Inference:
The significant value is greater than 0.050. Hence, we accept the null hypothesis. It is concluded that there is no association between age and before lulu where were they buying groceries. Before lulu majority of the people of age between 18-45 were buying groceries in Local departmental stores and people of age above 45 were buying in local retail stores.

Chi Square Test - Hypothesis Between Monthly Income And Visiting Store Based On Promotion And Sales.
H_0: There is no association between monthly income and visiting store based on promotion and sales.
H_1: There is an association between monthly income and visiting the store based on promotion and sales.

| Monthly Income* visiting store based on promotion and sales				
	Value	df	Asymptotic Significance (2-sided)	Result
Pearson Chi-Square	44.672[a]	6	.000	Association

Bar Chart

Inference:
The significant value is less than 0.050. Hence, we reject the null hypothesis. It is concluded that there is an association between monthly income and do they visit the store based on promotion and sales. Majority of the people who earn 10k – 20k a month are visiting store based on promotion and sales ,people of category who earn more than 15kms doesn't visit lulu based on promotion and sales and people who earn between 30k – 40 k visit lulu sometimes based on promotion and sales

Chi Square Test - Hypothesis Between Distance And Before Lulu Were Where They Buying Groceries:
H_0: There is no association between distance and before lulu were where they buying groceries
H_1: There is an association between distance and before lulu were where they buying groceries

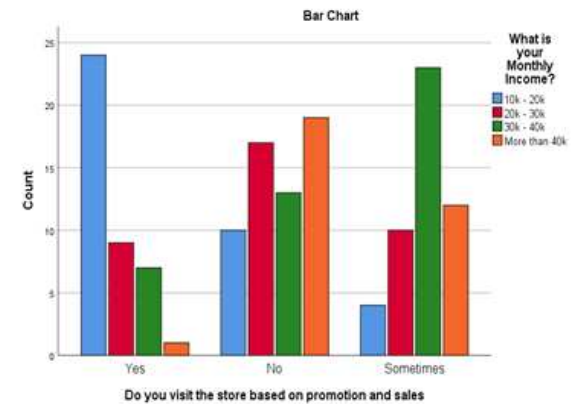| Distance*Before lulu where were they buying groceries				
	Value	df	Asymptotic Significance (2-sided)	Result
Pearson Chi-Square	49.330[a]	9	.000	Association
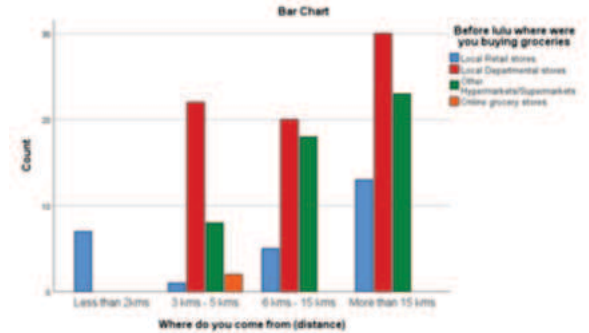
Bar Chart

Inference:
The significant value is less than 0.050. Hence, we reject the null hypothesis. It is concluded that there is an association between distance and before lulu were where they buying groceries. Before lulu majority of the people from 3kms to more than 15kms were purchasing groceries in Local departmental stores and people from less than 2 kms purchase in local departmental store.

Chi Square Test-hypothesis Between Monthly Income And Visiting Store Based On Promotion And Sales.
H_0: There is no association between monthly income and visiting store based on promotion and sales.
H_1: There is an association between monthly income and visiting the store based on promotion and sales.

| Monthly Income* visiting store based on promotion and sales				
	Value	df	Asymptotic Significance (2-sided)	Result
Pearson Chi-Square	44.672[a]	6	.000	Association

Bar Chart

Inference:
The significant value is less than 0.050. Hence, we reject the null hypothesis. It is concluded that there is an association between monthly income and do they visit the store based on promotion and sales.Majority of the people who earn 10k – 20k a month are visiting store based on promotion and sales ,people of category who earn more than 15kms doesn't visit lulu based on promotion and sales and people who earn between 30k – 40 k visit lulu sometimes based on promotion and sales

Chi Square Test - Hypothesis Between Age And Visiting Store Based On Promotion And Sales
H_0: There is no association between age and visiting store based on promotion and sales.
H_1: There is an association between age and visiting store based on promotion and sales.

Age* visiting store based on promotion and sales				
	Value	df	Asymptotic Significance (2-sided)	Result
Pearson Chi-Square	17.175[a]	6	.009	Association
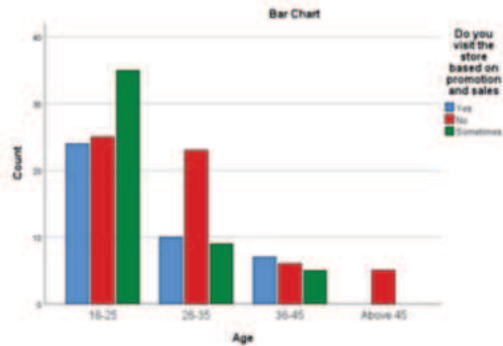
Bar Chart

Inference:
The significant value is less than 0.050. Hence, we reject the null hypothesis. It is concluded that there is an association between age and do they visit the store based on promotion and sales.Majority of the respondents between age of 18-25 visit sometimes based on promotion and sales and people between age of 26-35 doesn't visit store based on promotion and sales.

Ranking Method:
The table showing rank of the ambience and facility in lulu:

Ambience and Facility				
	N	Minimum	Maximum	Mean
Rate the look and Ambience of lulu	149	3.00	5.00	4.5705
Rate the Parking facility in lulu	149	1.00	5.00	4.2550
Rate the Cleanliness of lulu	149	2.00	5.00	4.2349
Rate the product arrangement of lulu	149	1.00	5.00	4.2148

Interpretation:
From the above table it is inferred that by applying the ranking method for the rating of the ambience and facility in lulu,
1. Look and ambience of lulu is ranked I with the mean score of 4.57.
2. The parking facility in lulu is ranked II with the mean score of 4.25.
3. The Cleanliness maintained by lulu is ranked III with the mean score of 4.23
4. Product arrangement of lulu is ranked IV with the mean score of 4.21.

The Table Showing The Rank Of Satisfaction Level Of The Respondents:

Satisfaction level of the respondents				
	N	Minimum	Maximum	Mean
Rate the quality of products in lulu	149	3.00	5.00	4.3557
Rate the wide selection given by lulu	149	2.00	5.00	4.3289
Were the Associates helpful and Effective	149	2.00	5.00	4.2081
Were the cashier effective	149	1.00	5.00	4.1275
Were the checkout time reasonable	149	1.00	5.00	3.9530
Rate the pricing in lulu	149	1.00	5.00	3.6107

Interpretation:
From the above table it is inferred that by applying the ranking method for the rating of the satisfaction level of the respondents.
1. Quality of the products in lulu is ranked I with the mean value of 4.35.
2. Wide selection given by lulu ranked II with the mean score of 4.32.
3. Helpful associates and effective associates are ranked III with the mean score of 4.20
4. Effective cashier ranked IV with the mean score of 4.12.
5. Reasonable checkout time is ranked V with mean score of 3.95.
6. The pricing in lulu is ranked VI with the mean value of 3.61.

Findings:
1. Majority of the respondents are female and lies between the age of 18 - 25
2. Majority of the respondents visit lulu because of the Excitement and ambience.
3. Before lulu majority of the people from 3kms to more than 15kms were purchasing groceries in Local departmental stores

4. Majority of the people purchases groceries in lulu.
5. Majority of the people of age between 18 – 25 visit lulu based on promotion and sales.
6. Majority of the people ranked the ambience of lulu as I and product arrangement of lulu is ranked the least i.e. IV.
7. Majority of the people are satisfied with the Quality of products with rank I and majority of the people are dissatisfied with the pricing of lulu with the ranking of VI.

Understandings And Managerial Implications:
1. Lulu hypermarket in Coimbatore focuses more on the wide availability of the product and ambience / facility, but it doesn't focus more on the pricing of the products in lulu which is concern for most of the respondents. It also states that people who earn between 10k – 20k, comparatively low-income people purchase in lulu based on sales and promotion. It shows that people feels that the pricing in lulu is dissatisfying and the management must focus on pricing and must handle unique pricing strategies.
2. Mostly youngsters between the age of 18 – 25 sometimes visit lulu based on sales and promotion, meanwhile the people between the age of 26 – 35 doesn't visit lulu because of the reason. So lulu must focus on offers and specialized sales especially for the age between 26 – 35, it will be an added advantage for lulu, So regular buyers will be triggered to purchase also in sale days.
3. Before the entrance of lulu hypermarket in Coimbatore, most of the respondents were buying products in local departmental stores. The majority of the people don't bother the distance and they visit lulu from more than 15kms, it shows the wide spread impact of lulu. Most purchased category in lulu hypermarket is the groceries. Hence, lulu had gained the customers of local departmental stores. In order to tackle this situation local departmental stores must concentrate on retaining the loyal customers as the first step. Then the majority of the people are attracted by the wide availability of the products in lulu, so the departmental stores must focus on extending various segmentation of products under a single roof with reasonable price.

CONCLUSION:
In conclusion, we examined the Lulu Hypermarket shopping habits of Coimbatore residents in our study. It turns out that a lot of people truly enjoy the convenience and variety it provides. This study examines how consumer decisions impact neighborhood merchants in addition to buying patterns. In summary, this study demonstrates the importance of knowing what customers find appealing about both large and small retailers in order to maintain Coimbatore's shopping scene's diversity and relevance to the needs of the general public. It serves as a reminder to companies and decision-makers to adjust and ensure that the city's retail alternatives reflect the evolving preferences of its citizens.

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