

AN ANALYSIS OF CUSTOMERS PERCEPTION ON MARKETING STRATEGIES OF LULU HYPERMARKET IN COIMBATORE CITY

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INTRODUCTION

FACTORS INFLUENCING CUSTOMERS PERCEPTION:

Customers' perception is brought by both indirect and direct communication with the company or with its trades. Important factors like Google review, social media like LinkedIn and Facebook, quality of the concern product, price of the product are major factors governing customers' perception. We may control some important factors like quality of the service and product, rate, and customers' great experience. But some external factors like Google reviews and comments in social media is based on our quality of the product and service only, so based on it only, we can get a good review by the customers.

Customers' perception always very important since it will play a major role on the business. If customers become unhappy in our product or service, surely it will impact our business and there are no second thought on it. We may think that if one or two customers gone from us, it will not affect our business but surely it will impact our business since they will provide bad review in Google or social media and it will change more customer's perception about our company product and service. As a company, we need to concentrate on quality of the product and service from the beginning.

1.1.2 HYPERMARKET – AN OVERVIEW:

A hypermarket, sometimes known as a hyper store, is a facility created to satisfy a customer's daily shopping needs in a single visit. A hypermarket is a type of retail establishment that combines grocery stores with department stores. It often refers to a very large facility that offers a variety of goods, including food, clothes, appliances, and other items, all in one location. In Portland, Oregon, USA, Fred G. Meyer established the first hypermarket, known as "Fred Meyer," in 1922. So, it is being known that hypermarkets were first started 100 years ago. Big-box stores, which are physically massive retail locations, are comparable to hypermarkets. The 'big-box' word was received since it has very big appearance of the space covered by the hypermarket.

There are some notable distinctions between supermarkets and hypermarkets, despite the common assumptions that they are the same. More goods are kept in storage at a hypermarket than in a supermarket. A hypermarket's pricing is also significantly less than those of a supermarket. Whereas the hypermarket will primarily resemble a warehouse, the supermarket would be adorned to draw in customers. Since they have a greater number of products on display than other stores, hypermarkets tend to be larger than supermarkets. It can have exclusive section for every product department like electronics and appliances. Thus, the hypermarkets require larger display areas.

1.2 SCOPE OF THE STUDY

The scope of the study for examining the customers' perception of market strategies employed by lulu hypermarket is a comprehensive investigation aimed at understanding the factors that influence consumers' perceptions, preferences, and behaviours in the hypermarket retail environment. This study will encompass a range of dimensions, including but not limited to differentiation strategy, cost leadership strategies, promotional activities, store layout and design, distribution channels, and overall shopping experience. By delving into these aspects, the project seeks to uncover how customers perceive and respond to various market strategies implemented by hypermarkets.

The geographical scope of the study will be defined to focus on a specific region or market where hypermarkets are prevalent, allowing for a complete understanding of regional variations in customer preferences. Additionally, the study may consider demographic factors such as age, income, and shopping habits to capture diverse perspectives within the customer base.

1.3 STATEMENT OF THE PROBLEM

The retail landscape, particularly within the hypermarket sector, is undergoing dynamic changes, influenced by evolving customer preferences and intensified market competition. Despite the significance of market strategies employed by lulu hypermarket in shaping customer experiences, there exists a gap in our understanding of how customers perceive and respond to these strategies. This study seeks to address the following key issues: Firstly, it aims to investigate the impact of lulu hypermarket's market strategies, including product assortment, pricing, promotions, store layout, and customer service on customers' perception. Secondly, it aims to explore the variations in customers' perception across different demographic segments and geographical locations. Thirdly, it aims to identify potential areas of improvement in market strategies to enhance customer satisfaction and loyalty by lulu hypermarket. By addressing these issues, the study aims to contribute valuable insights that can inform lulu hypermarket marketers in tailoring their strategies to better align with the diverse and evolving expectations of their customer base.

1.4 OBJECTIVE OF THE STUDY

1. To study the customers' perception about lulu hypermarket
2. To examine market strategies of lulu hypermarket
3. To identify the frequency of purchase of the customers in lulu hypermarket
4. To study the nature and trends in buying patterns of customers
5. To study the reasons for buying from lulu Hypermarket

1.5.5 TOOLS USED:

- Percentage Analysis
- Ranking Analysis:
- Weighted Average Method
- Chi Square Test

REVIEW OF LITERATURE

1. G.Yogeshwaran, S.Hemalatha, A.Rohini and V.Anandhi (2022) found that hypermarket's brand image is the key factor that help them to engage with customers and influence their buying behaviors. The brand image is playing big role for their market penetration in the field also if compare with intense competitions in the market.
2. Ms.Shobika and Dr.R.Guna Sundari (2021) analyzed customer satisfaction towards hypermarket with special reference Dmart and stated some people are satisfied with price, some people about product variety therefore, customer's preference vary from person to person. According to the survey's authors, Dmart hypermarket offers a great selection of goods under one roof, together with excellent goods, services and parking facilities. The findings of the survey demonstrate that hypermarket has become a shopping destination, particularly for middle-class consumers. Therefore, most of the customers are satisfied with the services, there are certain areas which need special attention, Managers must see to it, so the problems faced by the customer are solved.

MARKETING STRATEGIES OF LULU HYPERMARKET, COIMBATORE

1. DIFFERENTIATION STRATEGY:

Lulu promises to deliver the best quality products to its customer, in order to deliver on the same promise, Lulu needs an efficient global supply chain network and top – notch suppliers quality. Their second value proposition is their best prices, which they get by purchasing goods in bulk, enabling them to provide a product discount. Al Tayeb Cold Stores and Y International are the global supplier of Lulu hypermarket worldwide; the former is responsible for the purchasing and distribution of cold storage goods such as meat, fish, and poultry and the latter focus on the Import and export of items like consumer durable and other household related products.

There are plenty of goods in the hypermarket. Consumers can find almost anything at lulu hypermarket including food, drinks, gadgets, clothing and cosmetics, Lulu stocks every essential item you can demand. Regarding the service aspect, they facilitate customers' online buying by using their enlarged retail network to deliver the things to their consumers. They also provide 24*7 support to their customers.

With a primary goal of providing customers with everything they need under one roof and the greatest possible pricing and quality; Lulu seeks to enhance the shopping experience for its customers. Lulu also equally focuses on online shopping model and provide online shopping services to its customers, as everything is available in Lulu Hypermarket, they aim to satisfy every shopping need.

2. COST LEADERSHIP STRATEGY:

Adhering to it's a tagline, "where the world comes to shop," Lulu is committed to providing its customers with high-quality goods at reasonable costs anywhere in the world. The company has always put the needs of its customers first, and product prices are set after a thorough analysis of customer demand. Due to detailed customer study, Lulu aims to provide greater value of products for a lower price.

3. KEY SUPPLIER STRATEGY:

Lulu takes advantages of its worldwide distribution Handlers Y International and Al Tayeb Cold Stores in its own way, While one concentrates on customer durables like clothing, cosmetics, electronics and other common household associated products, one is exclusively focused on the import and export of perishable and cold chain linked items meat, vegetables, daily and poultry products.

Al Tayeb is a cold supply chain provider that sources fish, poultry and meat products from top manufactures worldwide. Through its 14 branches, it supplies and upholds international food standards Y international focuses on sourcing and exporting consumer durable goods to the whole of India stores of Lulu with over 100 plus employees it manages to cater to all and India. Thus, as they make bulk purchase from these two worldwide giants of suppliers it will be cost effective for the Lulu group of companies in turn, they can provide the products at lower cost to the customers there by increasing their market penetration.

4. CUSTOMER RELATIONSHIP STRATEGY:

Lulu uses sophisticated technologies to monitor the customer purchasing pattern and has categorized its discounts and offers based on a thorough analysis of each customer's demands and makes a concerted effort to recommend the appropriate product to the customers by combining their online services with their in - person shop activity.

With a trained staff, advanced technology, and forecasting of customer needs Lulu has successfully established a personal touch with its customer over the years, They have developed a friendly relationship with their customers by making shopping more enjoyable and simple, and as a result, the consumers will always choose to buy with Lulu hypermarket..

DATA ANALYSIS AND INTREPRETATION

In this chapter the analysis and interpretation of the data from an analysis of customers perception on marketing strategies of lulu hypermarket in Coimbatore city based on the information supplied by the sample of 175 respondents is shown. We have used the percentage analysis, ranking analysis, weighted average method and chi square test to analyse the obtained data.

4.1 PERCENTAGE ANALYSIS

TABLE 4.1.1 – AGE

CATEGORY	No. OF RESPONDENTS	PERCENTAGE
18 - 25	67	38.3
26 - 35	55	31.4
36 - 45	35	20
46 - 55	14	8
Above 55	4	2.3
Total	175	100

INTREPRETATION

From the above table, it is observed that 67 (38.3%) of the respondents are between the age group of 18-25, 55 (31.4%) of the respondents are between the age group of 26-35, 35 (20%) of the respondents are between age group of 36-45, 14 (8%) of respondents are between age group of 46-55, 4 (2.3%) respondents from the age group of above 55 years.

TABLE 4.1.2 – GENDER

CATEGORY	No. OF RESPONDENTS	PERCENTAGE
Male	122	69.7
Female	53	30.3
Total	175	100

INTREPRETATION

From the above table, it is observed that 122 (69.7%) of the respondents are male and 53 (30.3%) of the respondents are female.

TABLE 4.1.3 – EDUCATIONAL QUALIFICATION

CATEGORY	No. OF RESPONDENTS	PERCENTAGE
Upto 12 th Standard	8	4.6

Bachelor's Degree	94	53.7
Master's Degree	66	37.7
Others	7	4
Total	175	100

INTREPRETATION

From the above table, it is observed that the 8 (4.6%) of the respondents are in the category of up to 12th standard, 94 (53.7%) of the respondents are in the category of bachelor degree, 66 (37.7%) of the respondents are in the category of master degree and 7 (4%) respondents are in the category of others (Ph.D., CA, Diploma and PUC).

TABLE 4.1.4 – EMPLOYMENT STATUS

CATEGORY	No. OF RESPONDENTS	PERCENTAGE
Employed	119	68
Self Employed	16	9.1
Professional	9	5.1
Home Maker	7	4
Student	24	13.7
Total	175	100

INTREPRETATION

From the above table, it is observed that the 119 (68%) of the respondents are in category of employed, 16 (9.1%) of the respondents are in the category of self-employed, 9 (5.1%) of the respondents are in the category of professionals, 7 (4%) of the respondents are in the category of home maker and 24 (13.7%) of the respondents are in the category of student.

TABLE 4.1.5 – ANNUAL INCOME

CATEGORY	No. OF RESPONDENTS	PERCENTAGE
Below Rs.100000	51	29.1
Rs.100000 - Rs.300000	43	24.6
Rs.300001 – Rs.500000	28	16
Above Rs.500000	53	30.3

Total	175	100
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INTREPRETATION

From the above table, it is observed that the of the 51 (29.1%) of the respondents are in category of income below Rs.100000, 43 (24.6%) of the respondents are in the category of income between Rs.100000 – Rs.300000, 28 (16%) of the respondents are in the category of income between Rs.300001 – Rs.500000, 53 (30.3%) of the respondents are in the category of income Above 500000.

TABLE 4.1.6 – MARITAL STATUS

CATEGORY	No. OF RESPONDENTS	PERCENTAGE
Married	89	50.9
Unmarried	86	49.1
Total	175	100

INTREPRETATION

From the above table, it is observed that the 89 (50.9%) of the respondents are in the category of married and 86 (49.1%) of the respondents are in the category of unmarried.

TABLE 4.1.7 – AWARENESS OF LULU HYPERMARKET

CATEGORY	No. OF RESPONDENTS	PERCENTAGE
Television	17	9.7
Social Media	83	47.4
Newspaper	18	10.3
Friends or Colleagues	57	32.6
Total	175	100

INTREPRETATION

From the above table, it is observed that the 17 (9.7%) of the respondents first heard about lulu hypermarket in television, 83 (47.4%) of the respondents first heard about lulu hypermarket in social media, 18 (10.3%) of the respondents first heard about lulu hypermarket in newspaper, 57 (32.6%) of the respondents first heard about lulu hypermarket from friends and colleagues.

TABLE 4.1.8 – FACTORS INFLUENCED CUSTOMERS’ BUYING DECISION

CATEGORY	No. OF RESPONDENTS	PERCENTAGE
Variety of Products	74	42.3
Quality of Products	44	25.1
Price Promotions	26	14.9
Accessibility or Location	24	13.7
Service Delivered	7	4
Total	175	100

INTREPRETATION

From the above table, it is observed that the 74 (42.3%) of the respondents informed that variety of products influenced them to buy in lulu hypermarket, 44 (25.1%) of the respondents informed that quality of products influenced them to buy in lulu hypermarket, 26 (14.9%) of the respondents informed that price promotions influenced them to buy in lulu hypermarket, 24 (13.7%) of the respondents informed that accessibility or location influenced them to buy in lulu hypermarket, , 7 (4%) of the respondents informed that service delivered influenced them to buy in lulu hypermarket.

TABLE 4.1.9 – FREQUENCY OF VISIT TO LULU HYPERMARKET

CATEGORY	No. OF RESPONDENTS	PERCENTAGE
Daily	6	3.4
Weekly	16	9.1
Monthly	62	35.4
Rarely	77	44
Never	14	8
Total	175	100

INTREPRETATION

From the above table, it is observed that the 6 (3.4%) of the respondents visit lulu hypermarket daily, 16 (9.1%) of the respondents visit lulu hypermarket weekly, 62 (35.4%) of the respondents visit lulu hypermarket monthly, 77 (44%) of the respondents visit lulu hypermarket rarely and 14 (8%) of the respondents never visited lulu hypermarket.

TABLE 4.1.10 – EFFECTIVE PROMOTIONAL CHANNEL

CATEGORY	No. OF RESPONDENTS	PERCENTAGE
Social Media	119	68
Email Advertisement	17	9.7
In-store Signage	17	9.7
Mobile Apps	22	12.6
Total	175	100

INTREPRETATION

From the above table, it is observed that the 119 (68%) of the respondents informed that social media is the most effective channel for communicating offers of lulu hypermarket, 17 (9.7%) of the respondents informed that email advertisement is the most effective channel for communicating offers of lulu hypermarket, 17 (9.7%) of the respondents informed that in-store signage is the most effective channel for communicating offers of lulu hypermarket, 22 (12.6%) of the respondents informed that mobile apps is the most effective channel for communicating offers of lulu hypermarket.

TABLE 4.1.11 – PREFERRED CHANNEL FOR RECEIVING INFORMATION ABOUT NEW PRODUCTS OR SERVICES

CATEGORY	No. OF RESPONDENTS	PERCENTAGE
Email	17	9.7
SMS	43	24.6
Social Media	96	54.9
Flyers or Brochures	19	10.9
Total	175	100

INTREPRETATION

From the above table, it is observed that the 17 (9.7%) of the respondents informed that they prefer email to get informed about new products or services of lulu hypermarket, 43 (24.6%) of the respondents informed that they prefer SMS to get informed about new products or services of lulu hypermarket , 96 (54.9%) of the respondents informed that they prefer social media to get informed about new products or services of

lulu hypermarket, 19 (10.9%) of the respondents informed that they prefer flyers or brochures to get informed about new products or services of lulu hypermarket.

TABLE 4.1.12 – RECOMMENDATION OF THE LULU HYPERMARKET

CATEGORY	No. OF RESPONDENTS	PERCENTAGE
Yes	155	88.6
No	20	11.4
Total	175	100

INTREPRETATION

From the above table, it is observed that the 155 (88.6%) of the respondents recommended lulu hypermarket to their friends and colleagues, 20 (11.4%) of the respondents did not recommend lulu hypermarket to their friends and colleagues.

TABLE 4.1.13 – CUSTOMERS' RATING OF THE LULU HYPERMARKET

CATEGORY	No. OF RESPONDENTS	PERCENTAGE
Excellent	59	33.7
Very Good	45	25.7
Good	60	34.3
Fair	8	4.6
Poor	3	1.7
Total	175	100

INTREPRETATION

From the above table, it is observed that the 59 (33.7%) of the respondents rated lulu hypermarket as an excellent hypermarket, 45 (25.7%) of the respondents rated lulu hypermarket as an very good hypermarket, 60 (34.3%) of the respondents rated lulu hypermarket as an good hypermarket, 8 (4.6%) of the respondents rated lulu hypermarket as an fair hypermarket, 3 (1.7%) of the respondents rated lulu hypermarket as an poor hypermarket.

TABLE 4.1.14 – MOST APPEALING PROMOTION OF THE LULU HYPERMARKET

CATEGORY	No. OF RESPONDENTS	PERCENTAGE
Percentage Discounts	76	43.4
Buy One, Get One Free	61	34.9
Loyalty Points Rewards	11	6.3

Flash Sales	18	10.3
Exclusive Member Discounts	9	5.1
Total	175	100

INTREPRETATION

From the above table, it is observed that the 76 (43.4%) of the respondents stated percentage discounts to be most appealing promotion of the lulu hypermarket, 61 (34.9%) of the respondents stated buy one, get one free to be most appealing promotion of the lulu hypermarket, 11 (6.3%) of the respondents stated loyalty points rewards to be most appealing promotion of the lulu hypermarket, 18 (10.3%) stated flash sales to be most appealing promotion of the lulu hypermarket, 9 (5.1%) of the respondents stated exclusive member discounts to be most appealing promotion of the lulu hypermarket.

TABLE 4.1.15 – CUSTOMERS’ RATING OF DELIVERY TIMING AND COMMITMENT OF THE LULU HYPERMARKET

CATEGORY	No. OF RESPONDENTS	PERCENTAGE
Excellent	53	30.3
Very Good	48	27.4
Good	67	38.3
Fair	4	2.3
Poor	3	1.7
Total	175	100

INTREPRETATION

From the above table, it is observed that the 53 (30.3%) of the respondents rated lulu hypermarket’s delivery timing and commitment to be excellent, 48 (27.4%) of the respondents rated lulu hypermarket’s delivery timing and commitment to be very good, 67 (38.3%) of the respondents rated lulu hypermarket’s delivery timing and commitment to be good, 4 (2.3%) of the respondents rated lulu hypermarket’s delivery timing and commitment to be fair, 3 (1.7%) of the respondents rated lulu hypermarket’s delivery timing and commitment to be poor.

TABLE 4.1.16 – MOST INFLUENTIAL IN-STORE MARKETING ELEMENT

CATEGORY	No. OF RESPONDENTS	PERCENTAGE
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Product Display	94	53.7
In – Store Promotions	41	23.4
Staff Recommendations	28	16
Interactive Kiosks	12	6.9
Total	175	100

INTREPRETATION

From the above table, it is observed that the 94 (53.7%) of the respondents stated product display as most influential in-store marketing element, 41 (23.4%) of the respondents stated in-store promotions as most influential in-store marketing element, 28 (16%) of the respondents stated staff recommendations as most influential in-store marketing element, 12 (6.9%) of the respondents stated interactive kiosks as most influential in-store marketing element.

TABLE 4.1.17 – PREFERRED FEEDBACK MECHANISM

CATEGORY	No. OF RESPONDENTS	PERCENTAGE
Online Surveys	66	37.7
Social Media Comments	74	42.3
In-store Feedback Forms	20	11.4
Email Feedback	15	8.6
Total	175	100

INTREPRETATION

From the above table, it is observed that the 66 (37.7%) of the respondents stated online surveys as preferred feedback mechanism, 74 (42.3%) of the respondents stated social media comments as preferred feedback mechanism, 20 (11.4%) of the respondents stated in-store feedback forms as preferred feedback mechanism, 15 (8.6%) of the respondents stated email feedback as preferred feedback mechanism.

4.2 RANKING ANALYSIS

TABLE 4.2.1 – RANKING THE FEATURES OF LULU HYPERMARKET

CATEGORY	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
Price	77	26	28	14	30	175	I
	385	104	84	28	30	631	
Variety of Products	31	74	21	33	16	175	II
	155	296	63	66	16	596	
Promotions	16	29	84	30	16	175	III
	80	116	252	60	16	524	
Environment	20	26	24	78	27	175	IV
	100	104	72	156	27	459	
Customer Support	31	20	18	20	86	175	V
	155	80	54	40	86	415	

INTREPRETATION

From the above table, it is found that price (rank I) is the most preferred feature for visiting lulu hypermarket by the respondents and customer support (rank V) is the least preferred feature for visiting lulu hypermarket by the respondents.

4.3 WEIGHTED AVERAGE METHOD**TABLE 4.3.1 – LEVEL OF SATISFACTION TOWARDS THE MARKETING STRATEGIES OF LULU HYPERMARKET**

CATEGORY	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
Differentiation strategy	99	53	18	2	3	175	4.39
	495	212	54	4	3	768	
Working Hours	59	83	24	4	5	175	4.07
	295	332	72	8	5	712	
Cost Leadership Strategy	54	64	46	6	5	175	3.89

	270	256	138	12	5	681	
Availability of Better Distribution Channel	53	72	29	14	7	175	3.86
	265	288	87	28	7	675	

INTREPRETATION

The above table shows the various satisfaction level of the features of lulu hypermarket. The highest mean score is 4.39 for the differentiation strategy followed by working hours with mean score of 4.07

4.4 CHI SQUARE TEST

TABLE 4.4.1 – RELATIONSHIP BETWEEN GENDER AND FREQUENCY OF PURCHASE

CATEGORY	DAILY	WEEKLY	MONTHLY	RARELY	NEVER	TOTAL
MALE	6	9	43	50	12	120
FEMALE	0	7	19	27	2	55
TOTAL	6	16	62	77	14	175

TABLE 4.4.2 CHI-SQUARE ANALYSIS

CATEGORY	DAILY	WEEKLY	MONTHLY	RARELY	NEVER	TOTAL
MALE	4.1142857	10.97143	42.51429	52.8	9.6	120
FEMALE	1.8857142	5.028571	19.48571	24.2	4.4	55
TOTAL	6	16	62	77	14	175

P-VALUE = 0.179440345

INTREPRETATION

The above table reveals that, calculated p-value is 0.179440345 are not significant. The calculated p-value is more than the 5% (0.05) level of significance. So, the null hypothesis is accepted. Hence, there is no significance difference between the gender and frequency of purchase in the lulu hypermarket by the respondents.

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

We have conducted this survey with 175 respondents through structured questionnaire and out of which:

- 67 of the respondents are age group between 18-25 and 55 of the respondents between the age group 26-35.
- Majority of gender is Male with 122 respondent (69.7%) and female respondents are 53 with 30.3%
- 94 of the respondents (53.7%) have completed Bachelor degree
- Out of 175 respondents, 119 of the respondents are employed with 68%
- Annual income level above Rs.500000 are majority with 30.3% respondents and 29.1% are being with less than Rs.100000 income level
- Marital status of the respondents is being 50.9% as married and 49.1% are unmarried.
- 47.4% of the respondents first heard about lulu hypermarket in social media followed by 32.6% of the respondents from friends and colleagues.
- Primary factor that influence customer buying decision is variety of products available with 42.3%
- Among 175 respondents, 77 of the respondents (44%) are visiting lulu hypermarket rarely.
- 68% of the respondents stated that social media is the most effective channel for communicating offers of lulu hypermarket.
- 99 respondents were highly satisfied with differentiation strategy among the existing lulu hypermarket's marketing strategy.
- 96 (54.9%) of the respondents prefer social media to receive information about new products of lulu hypermarket followed by SMS with 24.6%.
- 155 of the respondents (88.6%) have recommended lulu hypermarket to their friends and colleagues.
- 33.7% of the respondents rated lulu hypermarket to be excellent hypermarket in Coimbatore city.
- 76 (43.4%) of the respondents stated percentage discounts to be most appealing promotion of the lulu hypermarket.
- 30.3% of the respondents rated lulu hypermarket's delivery timing and commitment to be excellent.
- Among 175 respondents, 94 (53.7%) of the respondents stated product display to be the most influential in-store marketing element.
- 66 (37.7%) of the respondents stated online surveys as preferred feedback mechanism to provide their feedback for improvement in lulu hypermarket.
- The highest mean score is 4.39 for the differentiation strategy among the features of lulu hypermarket.
- The p value between gender and frequency of purchase is 0.179440345.

5.2 SUGGESTIONS

1. Price for the products is very important to every customer. So, Lulu hypermarket should give the best price to their customers based on market requirement always.
2. Customers reviews are in Google is going trend now. Most of the new customers are referring Google review as a mandatory one now. So, Lulu hypermarket need to provide best service for their customers.
3. An updated communication regarding product and price to be provided to the customers through social media and other channel etc.
4. Festival offers are very important to the hypermarket and customers. So they need to provide best offer in the festival season time. Working hours also to be extended during festival seasons.

5. Employee satisfaction is very important, and they are playing key role in sales and service. So good salary and other benefits to be offered to the employees. It will be helpful them for bringing more customers to the Lulu hypermarket.
6. Lulu hypermarket needs to have a main objective to create new sales promotion activities and marketing strategies. It will create more value in the customers' point of view.
7. Since they have started Lulu hypermarket in Coimbatore on June 2023, now they can plan their 2nd year starting anniversary as mega success one and they can provide various offer to the customers in attractive point. It will be very helpful to maintain their customer base always. It can be advertised in all type of media including social media.

5.3 CONCLUSION

Lulu hypermarket has started their first hypermarket in Tamilnadu at Coimbatore. It is being with 1.1 lakh square feet place. They have promised that Coimbatore peoples will feel world class experience in Lulu hypermarket. They are providing very quality and best products to their customer at reasonable cost. They are providing all the product under one roof. They are following various marketing strategies to sell their product with the customers, and it is helpful for retaining their customers with them. With its strong belief that people are who ultimately drive business, Lulu provides A-Z products to their customers every day. They provide the best quality products at a cheaper rate and render very good services which help them create a strong customer relationship. Lulu have all the required products for the customers ranging from food, beverages, clothes, electronics, cosmetics, Lulu stocks every essential item which customer can demand. Regarding the service aspect, they are providing best service to their customers.