International Journal of Scientific Research and Engineering Development-– Volume 9 Issue 6, Nov – Dec 2026
Available at www.ijsred.com

RESEARCH ARTICLE OPEN ACCESS

A Study on Customer Satisfaction Towards Lulu Hypermarket with Special Reference To Coimbatore City

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ABSTRACT

Customer satisfaction plays an important role in the growth and success of retail businesses. This study examines customer satisfaction towards Lulu Hypermarket in Coimbatore City, focusing on product quality, pricing, product availability, promotional offers and shopping convenience. Primary data were collected through a structured questionnaire, while secondary data were obtained from internet and library sources. The original project report specifies a sample of 55 respondents and uses simple percentage analysis. The reported findings indicate that groceries are a prominent product category and product quality is an important purchasing factor. The results also identify concerns regarding product location and the price of fresh products. The study suggests that improving store Organization, maintaining product quality, reviewing pricing and strengthening customer assistance may contribute to a better shopping experience.

Keywords: **Customer Satisfaction, Lulu Hypermarket, Consumer Behaviour, Retail Marketing, Product Quality, Coimbatore City.**

I. INTRODUCTION

Customer satisfaction is an important element of retail management because it influences customers' perceptions, purchasing decisions and willingness to revisit a store. Customers generally evaluate a retailer based on product quality, price, availability, service and convenience. Understanding these expectations helps retailers identify areas that require improvement.

Hypermarkets provide a variety of products under one roof, including groceries, clothing, electronics, personal-care products and household necessities. This arrangement offers customers the convenience of purchasing different items in one location. However, customers may also consider the affordability of products, ease of navigation and quality of service when assessing their shopping experience.

Lulu Hypermarket offers products across several categories and provides a setting in which customer preferences and satisfaction can be examined. This study focuses on customers in Coimbatore City and considers their purchasing habits, awareness, product preferences and opinions about selected aspects of the shopping experience.

1.1 BACKGROUND OF THE STUDY

The retail industry has developed in response to changing consumer expectations, increased competition and demand for convenient shopping facilities. Customers increasingly consider not only the products available but also the overall value and convenience offered by a retailer. Customer satisfaction can be affected by several factors, including the freshness and durability of products, competitive prices, promotional schemes, product variety, store layout and employee assistance. A positive experience may encourage customers to return, whereas difficulties in finding products or concerns about prices may affect their perceptions.

Lulu Hypermarket operates as a large-format retailer offering multiple product categories. Studying its customers in Coimbatore City can provide insight into their shopping preferences and identify areas in which the retail experience may be improved.

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1.2 STATEMENT OF THE PROBLEM

The retail sector in Coimbatore City offers customers different shopping options, making customer satisfaction an important consideration for retailers. Although hypermarkets provide a broad range of products, customers may have different opinions regarding quality, pricing, availability and service.

There is a need to examine the satisfaction levels of customers visiting Lulu Hypermarket and understand the factors associated with their purchasing decisions. The present study therefore investigates customer perceptions and identifies possible areas for improvement in the shopping experience.

1.3 NEED OF THE STUDY

The study is necessary to understand customers' opinions and shopping preferences concerning Lulu Hypermarket. Customer feedback can help identify the aspects of retail service that customers value and the difficulties they experience.

The findings may assist in identifying opportunities to improve product availability, pricing, store organization and customer assistance. The study may also provide a reference for future research on customer satisfaction and consumer behaviour in the retail industry.

1.4 SCOPE OF THE STUDY

The study is limited to customer satisfaction towards Lulu Hypermarket with special reference to Coimbatore City. It examines demographic characteristics, purchasing patterns, product preferences, promotional offers, product quality, pricing and selected aspects of shopping convenience.

The study focuses on the responses recorded in the original questionnaire. Its findings should be interpreted in relation to the surveyed participants and should not automatically be generalized to all customers.

1.5 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To study customer satisfaction towards Lulu Hypermarket in Coimbatore City.

SECONDARY OBJECTIVES

1. To examine the demographic profile of respondents.
2. To understand customers' purchasing habits and product preferences.
3. To identify the factors influencing purchasing decisions.
4. To study customer perceptions of product quality, pricing and promotional offers.
5. To identify areas for improving customer satisfaction.

1.6 HYPOTHESIS OF THE STUDY

- H_0 (Null hypothesis): There is no significant relationship between the selected customer characteristics and customer satisfaction towards Lulu Hypermarket.
- H_1 (Alternative hypothesis): There is a significant relationship between the selected customer characteristics and customer satisfaction towards Lulu Hypermarket.

1.7 RESEARCH METHODOLOGY

Research design:

Descriptive research design is proposed to summarise respondents' awareness, perceptions and reported experiences.

Sources of data:

The proposed primary source is a structured questionnaire. Secondary sources include academic literature and relevant publications on recommendation systems, trust, privacy and e-commerce.

Sampling method:

Convenience sampling may be used if respondents are recruited based on accessibility; confirm the actual method used.

Sample size:

55respondents. In this draft, the 55-response tables are simulated examples for formatting and practice, not collected survey evidence.

Area of study:

In the Coimbatore City for 55 sample size in the city. Tools for data collection:

Structured questionnaire with closed-ended questions.

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II. REVIEW OF LITERATURE

1. Bharadwaj et al. (2023)

Bhardwaj, Pratibha, Savita, Ubba, Sharma, Himani, and Rani, Pinki (2023), in their study titled "Relationship Between Retail Service Quality Dimensions and Customer Satisfaction: A Study on Indian Hypermarket Shoppers," examined the relationship between retail service quality and customer satisfaction. The study collected data from 275 customers and analysed five dimensions: physical aspects, reliability, personal interaction, problem-solving, and store policies. The findings revealed that all dimensions except problem-solving had a significant impact on customer satisfaction. The study highlighted the importance of maintaining a good shopping environment, reliable services, and positive employee interactions.

2. Varsha and Hebshiba (2024)

Varsha, V., and Hebshiba, M. K. P. (2024), in their study titled "A Study on Customer Perception Towards Lulu Mall in Coimbatore City," investigated customer perceptions and satisfaction regarding Lulu's shopping facilities. The study focused on the convenience of shopping, the availability of different products, and factors influencing the overall shopping experience. The research emphasized the importance of understanding customer expectations and identifying areas for improvement. It is relevant to the present study because it provides a local context for analyzing customer satisfaction towards Lulu in Coimbatore City.

3. Mayilsamy et al. (2024)

Mayilsamy, C., Ashwin, K., Deepa Sree, S., Dhiliban, M., and Logeshwaran, P. (2024), in their study titled "A Study on Impact of Lulu Hypermarket in Coimbatore City," examined the influence of Lulu Hypermarket on the local retail market. The study discussed the expansion of organised retailing and its relevance to consumers in Coimbatore. It provides a useful background for understanding how the availability of products, shopping convenience, and the overall retail environment may influence customer preferences and satisfaction.

4. Elango and Saikrishnan (2024)

Elango, R., and Saikrishnan, S. (2024), in their study titled "A Study on Consumers Satisfaction Towards Hypermarkets with Special Reference to Coimbatore City," examined the factors influencing consumer purchasing decisions and satisfaction in hypermarkets. The study focused on customer preferences, shopping convenience, product availability, and challenges experienced during shopping. It highlighted the importance of understanding consumer expectations to improve retail performance. This research is relevant to the present study because it provides a foundation for examining customer satisfaction towards Lulu
Hypermarket in Coimbatore City.

5. Kumaar and Piradeep (2025)

Kumaar, S. M. Tharun, and Piradeep, S. (2025), in their study titled "A Study on Service Quality of Lulu Hypermarket with Reference to Coimbatore City," analysed service quality using the dimensions of tangibility, reliability, responsiveness, assurance, and empathy. The researchers used a structured questionnaire involving more than 155 respondents. The findings indicated that first-time visitors reported higher satisfaction, while monthly visitors reported comparatively lower satisfaction. The study recommended improvements in store ambience, inventory management, employee behaviour, and customer engagement to enhance satisfaction and customer loyalty.

III. THEORETICAL FRAMEWORK

The study is based on the general concept that customer satisfaction is shaped by customers' evaluations of their shopping experience. Customers compare what they expect with what they perceive they receive from a retailer.
The main factors considered in this study are:

1. Product quality: Customers' perceptions of product quality, freshness and durability.
2. Price and value: Whether customers consider products affordable and worth their cost.
3. Product variety and availability: The range of products offered and the ease of finding required items.
4. Promotional offers: The perceived usefulness of discounts and special offers.

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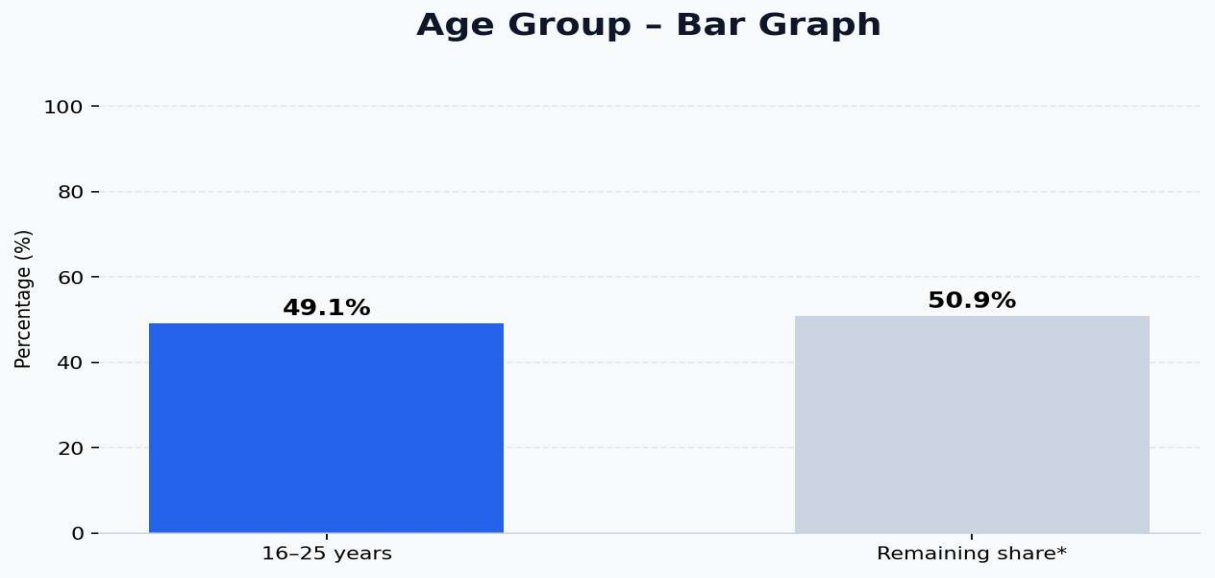
5. Customer service: The assistance and convenience provided during shopping.

IV. DATAANALYSIS AND INTERPRETATION

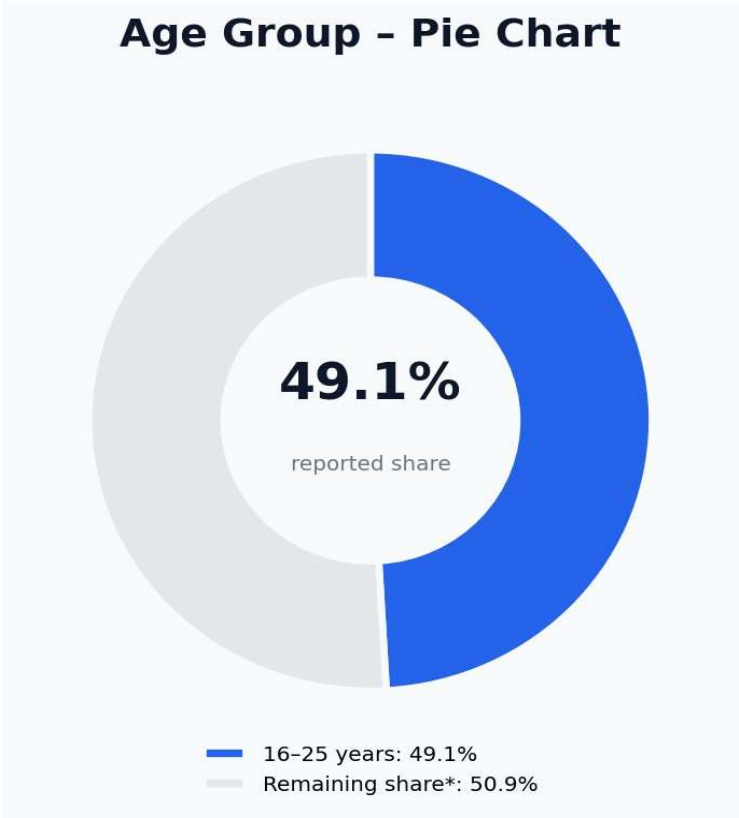
1. Demographic profile: Respondents aged 16–25 represented 48.3% of the reported responses. Undergraduate respondents accounted for 66.7%, female respondents represented 54.2%, and students accounted for 37.5%. The largest reported monthly income category was below ₹20,000, at 33.3%.

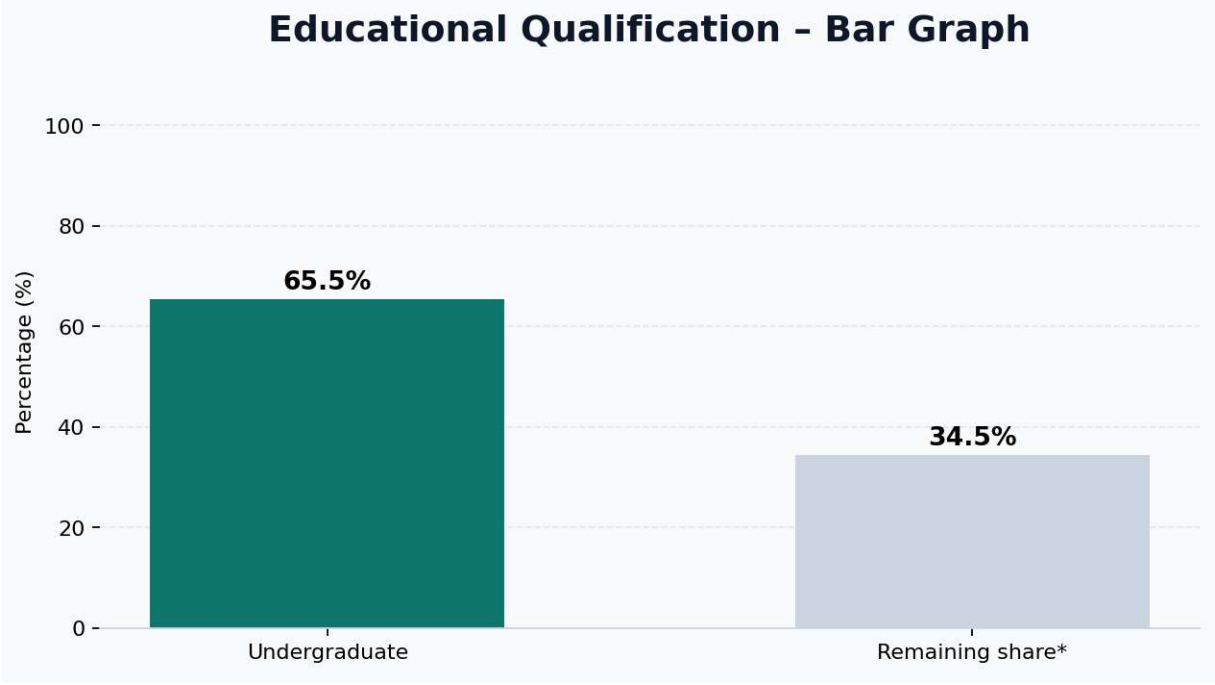
Table 1: Demographic Profile Analysis

Demographic Profile	No.Of. Respondant	Percentage	Interpretation
Age group (16–25 years)	27	49.1%	A substantial proportion of respondents belonged to the younger age group.
Educational qualification (Undergraduate)	36	65.5%	Most respondents were undergraduates.
Gender (Female)	30	54.5%	Female respondents represented a slightly higher proportion of the sample.
Occupation (Students)	23	41.8%	Students accounted for a considerable share of the respondents.
Monthly income (Below ₹20,000)	20	36.4%	The largest reported monthly income category was below ₹20,000.
Overall demographic interpretation	—	—	The sample included a substantial proportion of younger respondents and students. These findings describe the surveyed group rather than all customers.

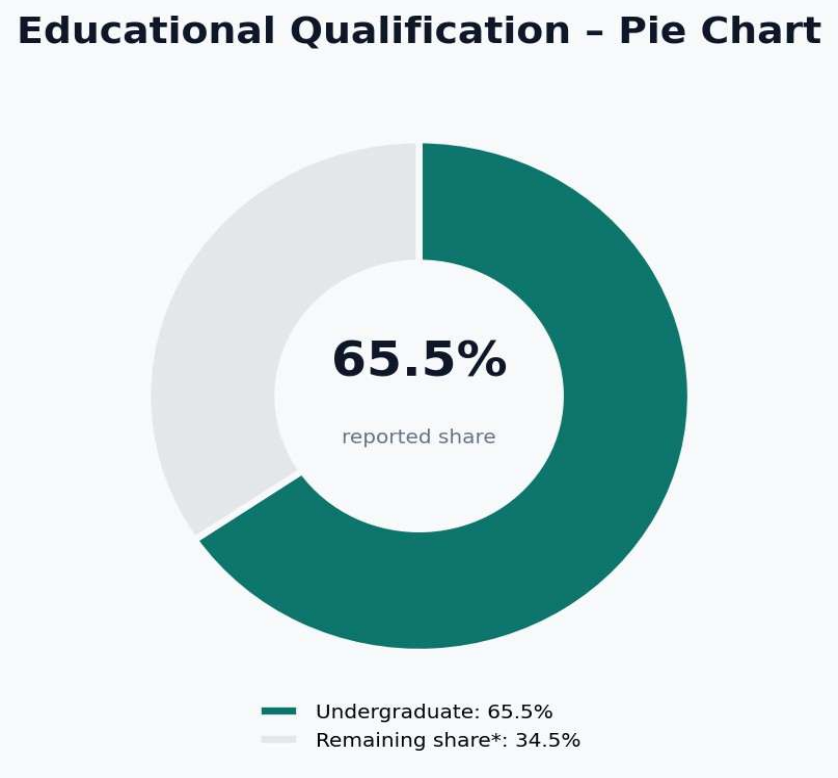


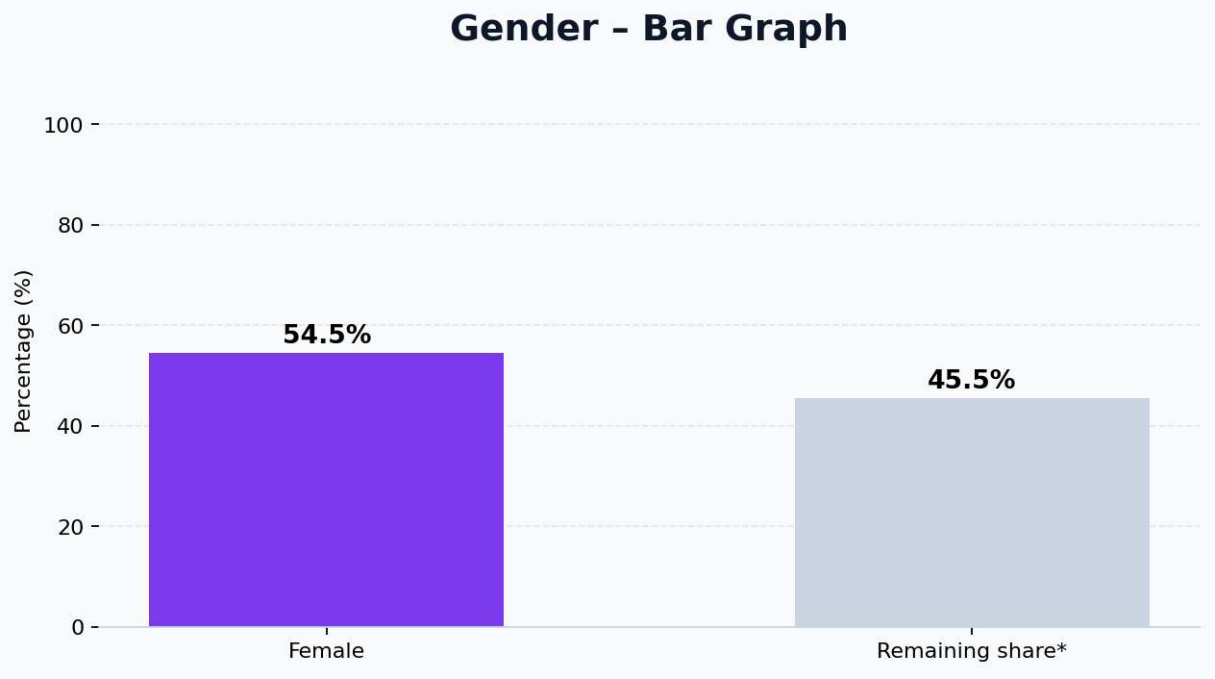
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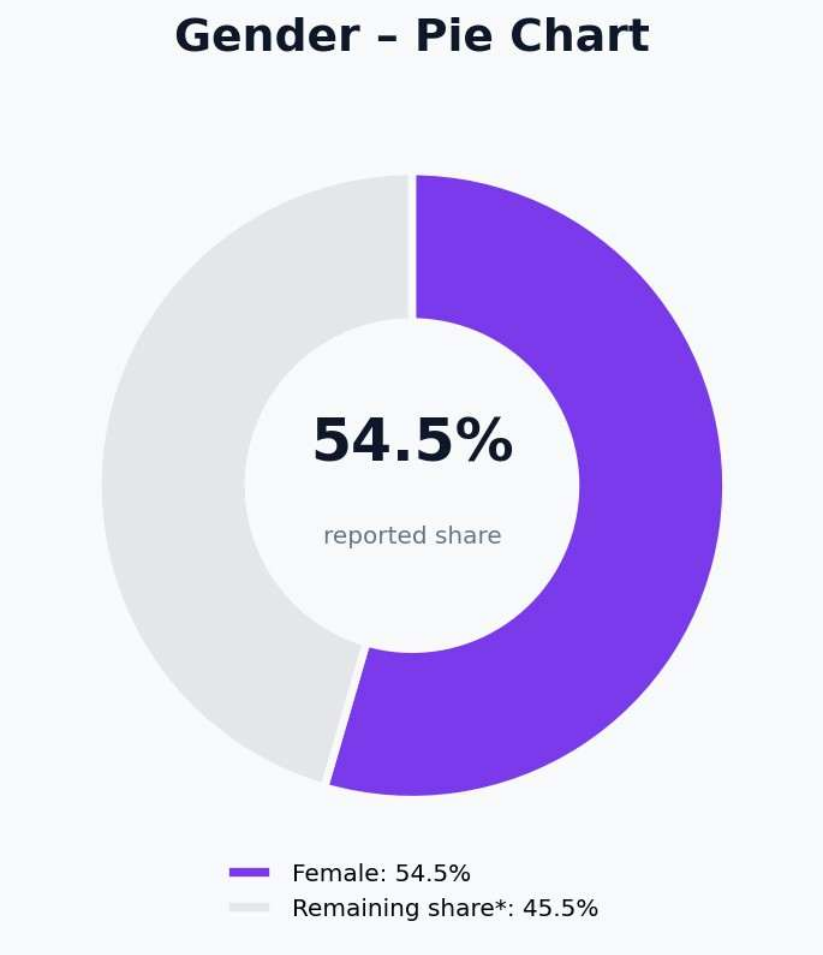


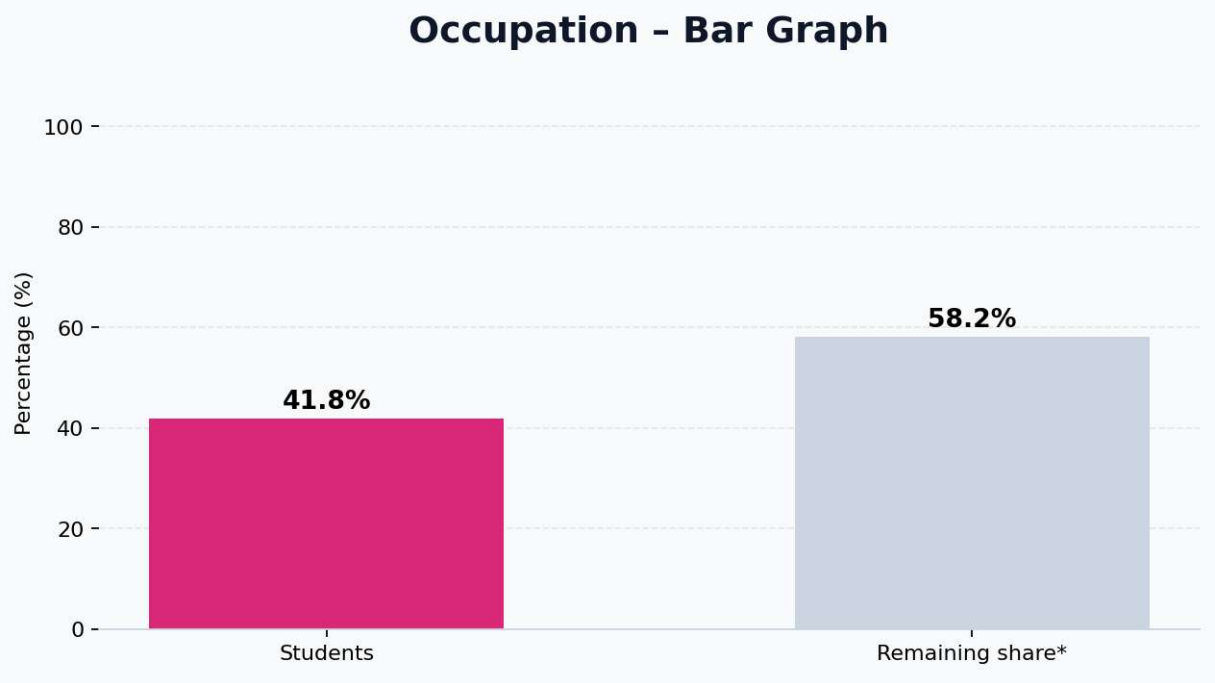
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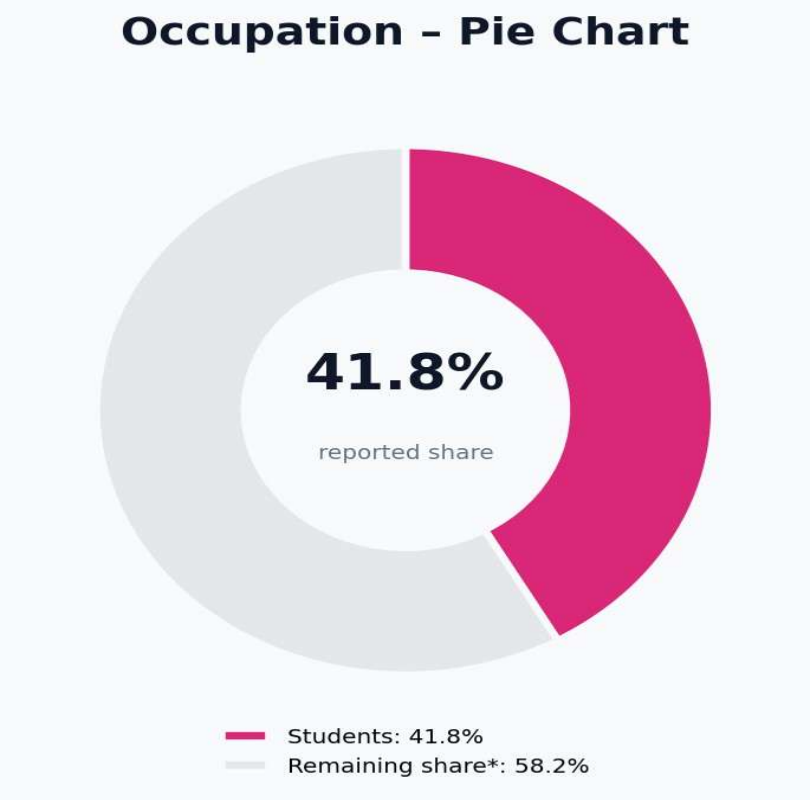


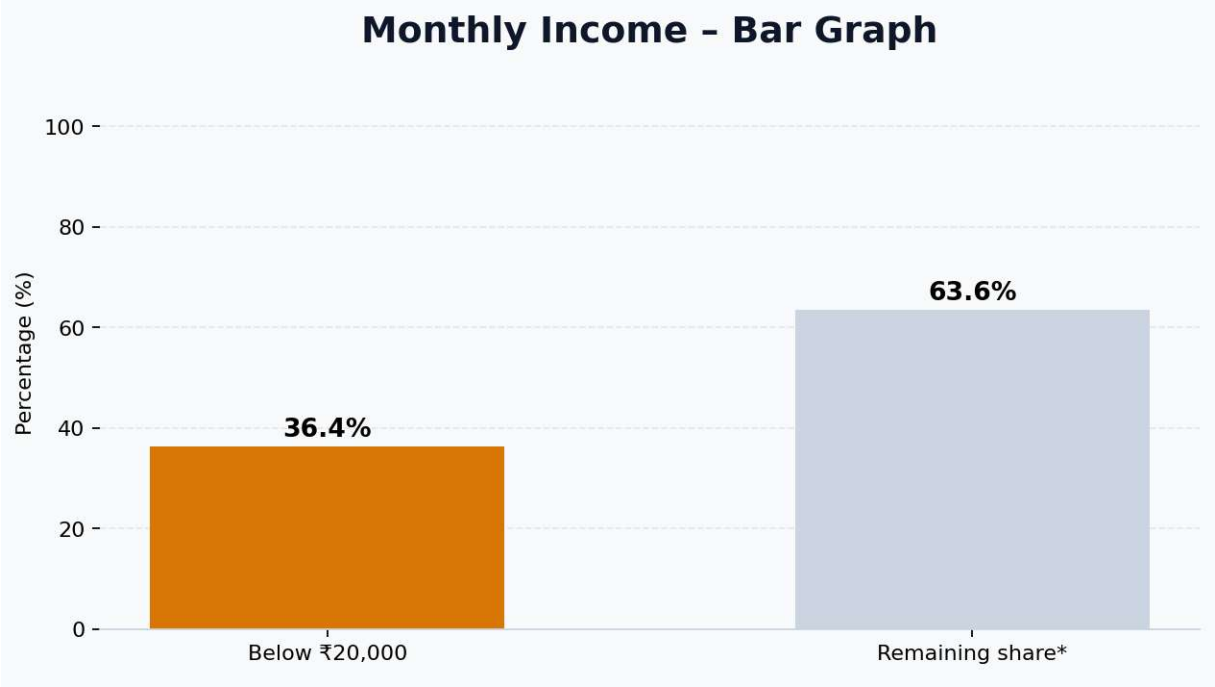
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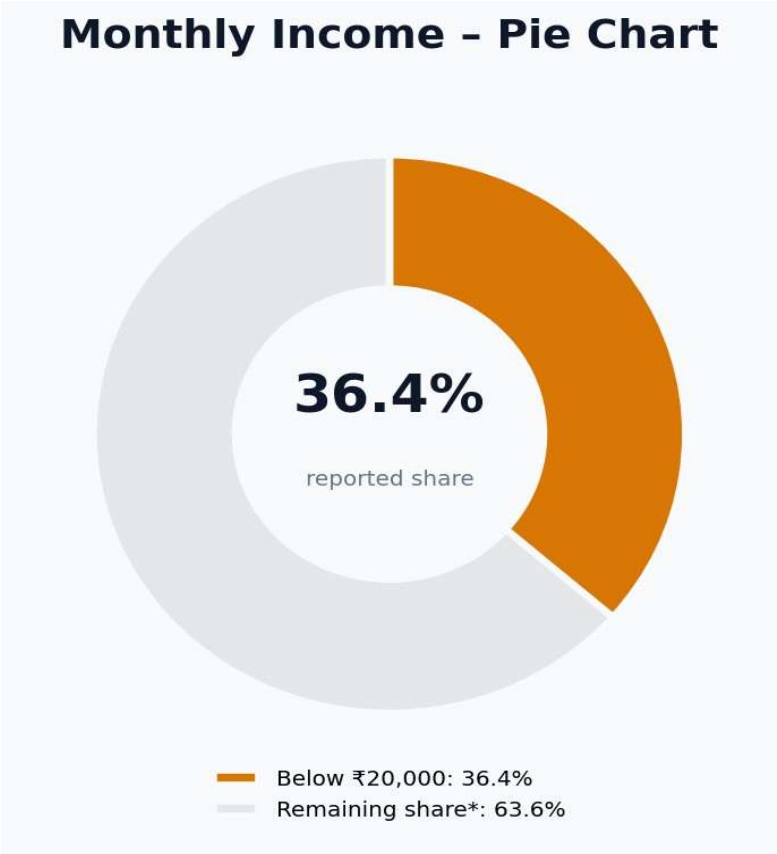


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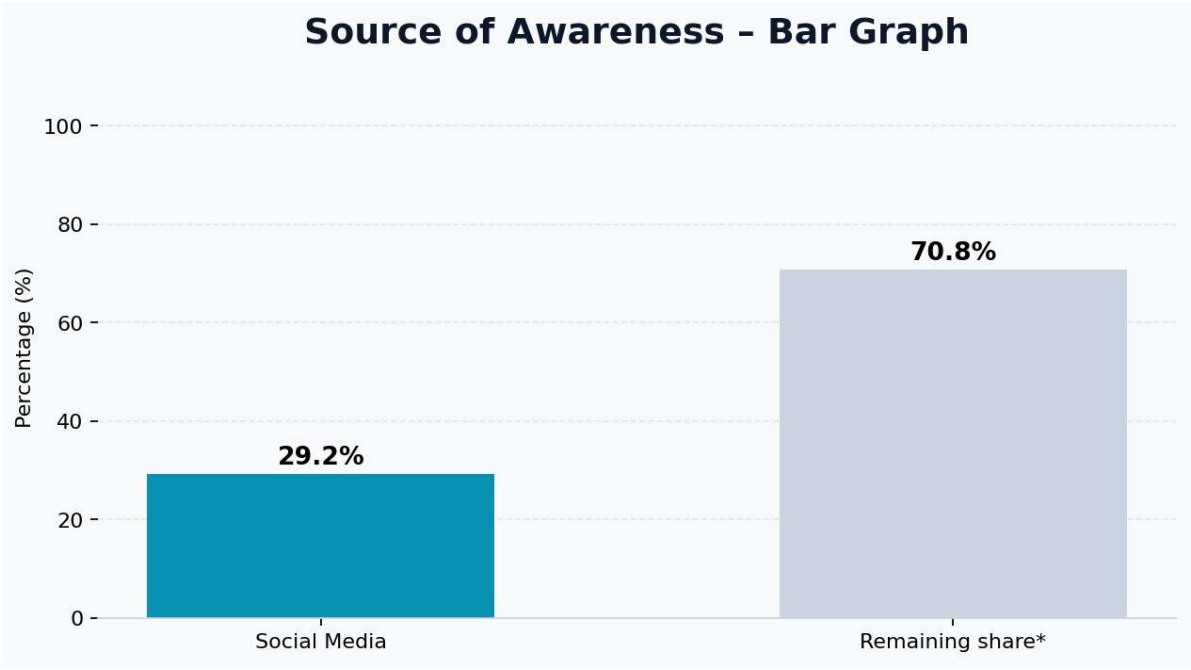


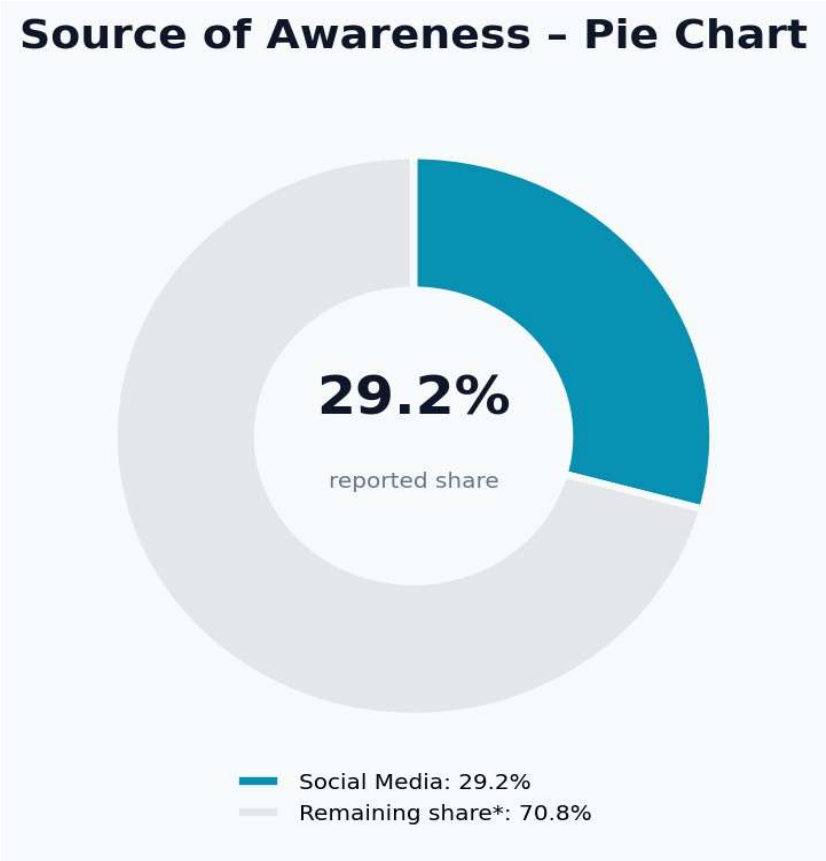
2. Awareness: Social media was reported as a source of awareness by 29.2% of respondents.

Table 2: Awareness Analysis

S. No.	Source of Awareness	Percentage	Interpretation
1	Social Media	29.2%	Social media was a notable source of awareness among the respondents.
2	Overall Interpretation	—	Digital platforms played a role in creating awareness among the participants. However, the result does not establish that social media was the most effective awareness channel overall.

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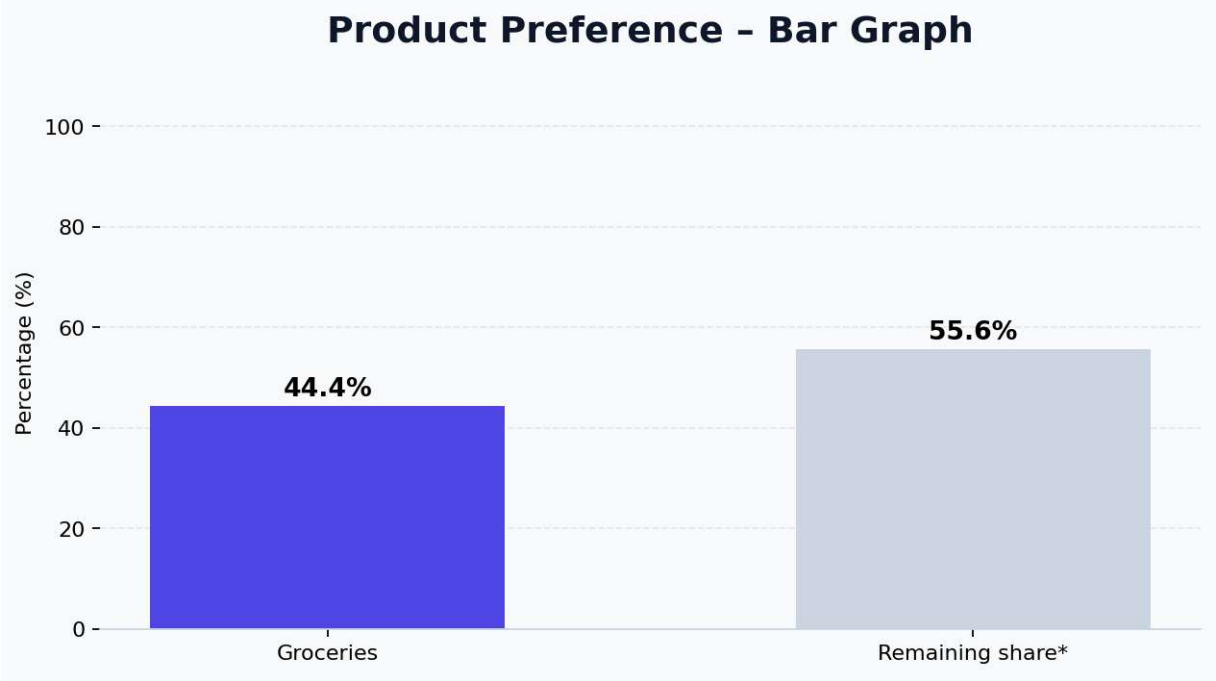


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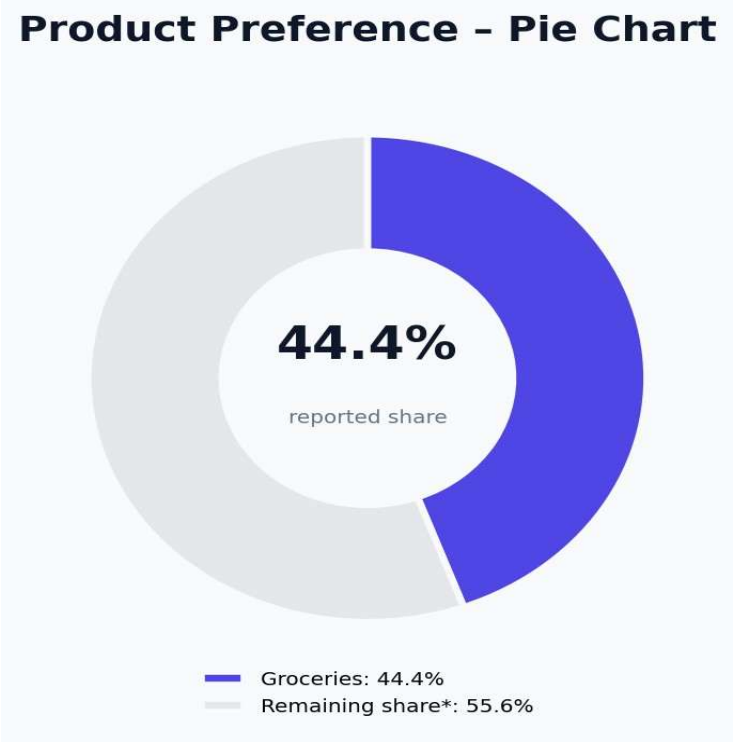
3. Product preference: Groceries accounted for 44.4% of the reported responses.

Table 3: Product Preference Analysis

S. No.	Product Preference	Percentage	Interpretation
1	Groceries	44.4%	Grocery shopping was a prominent purchasing activity among the surveyed respondents.
2	Overall Interpretation	—	The findings indicate that groceries were a significant product category within the surveyed group.



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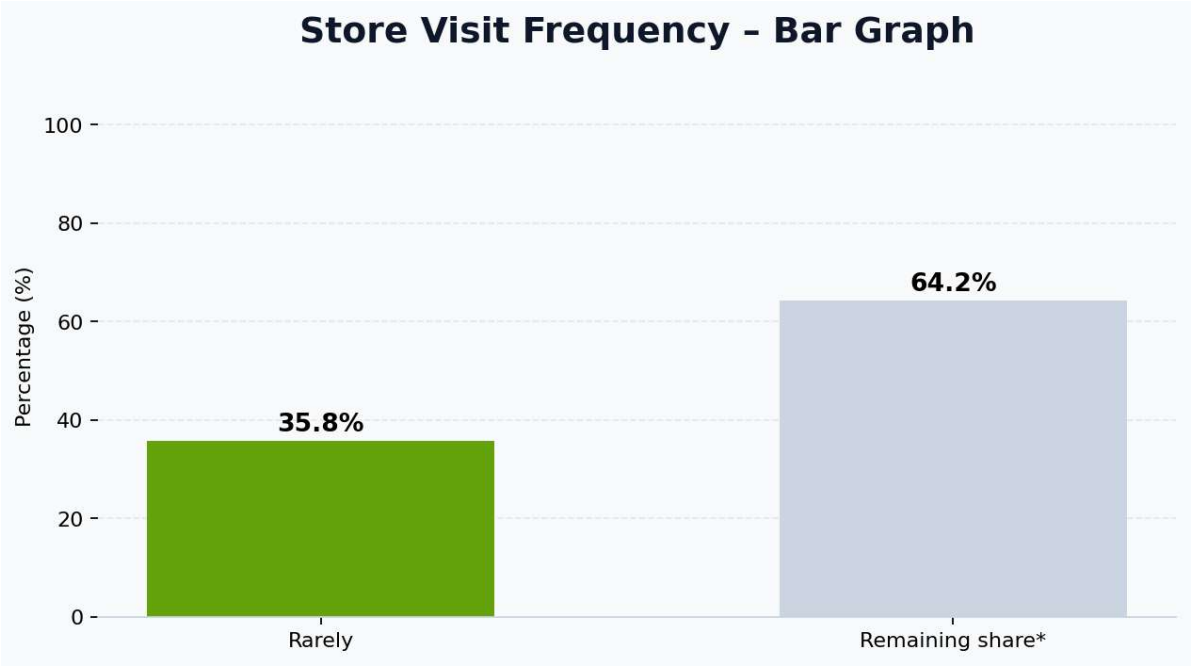


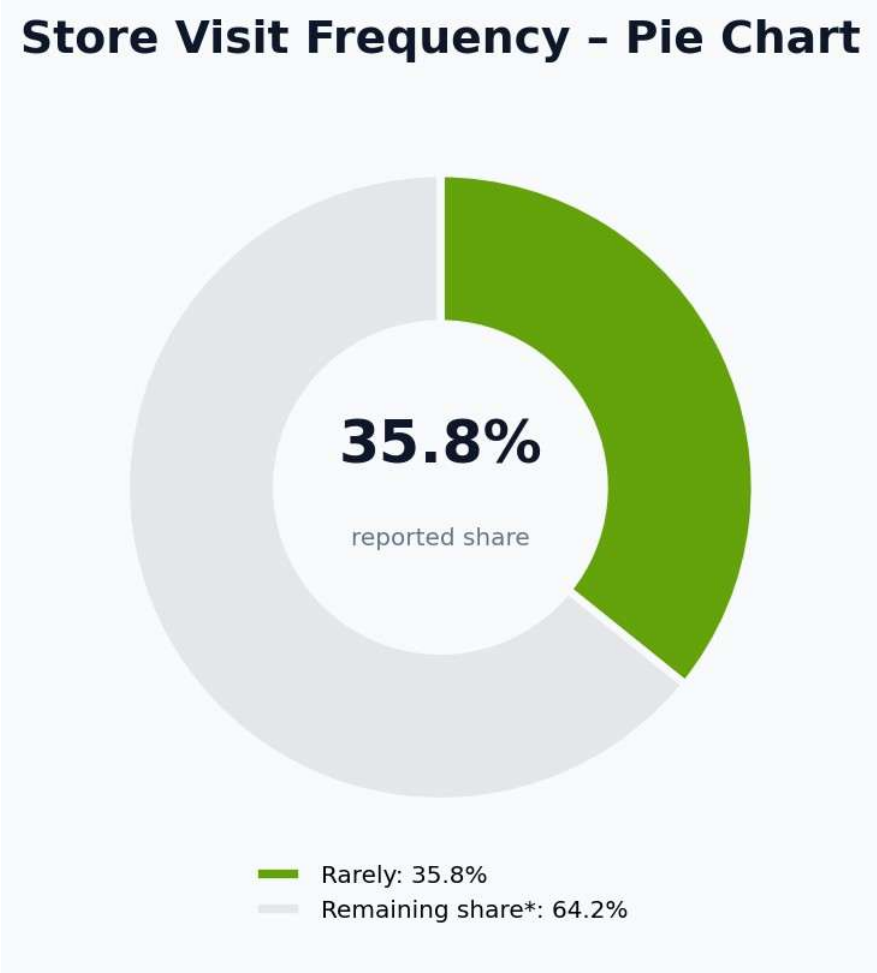
4. Store visits: A total of 35.8% of respondents reportedly visited the store rarely.

Table 4: Store Visit Frequency Analysis

S. No.	Store Visit Frequency	Percentage	Interpretation
1	Rarely	35.8%	A proportion of respondents reported visiting the store rarely.
2	Overall Interpretation	—	The findings indicate that some surveyed customers did not visit the store frequently. Further information is required to understand the reasons for infrequent visits.

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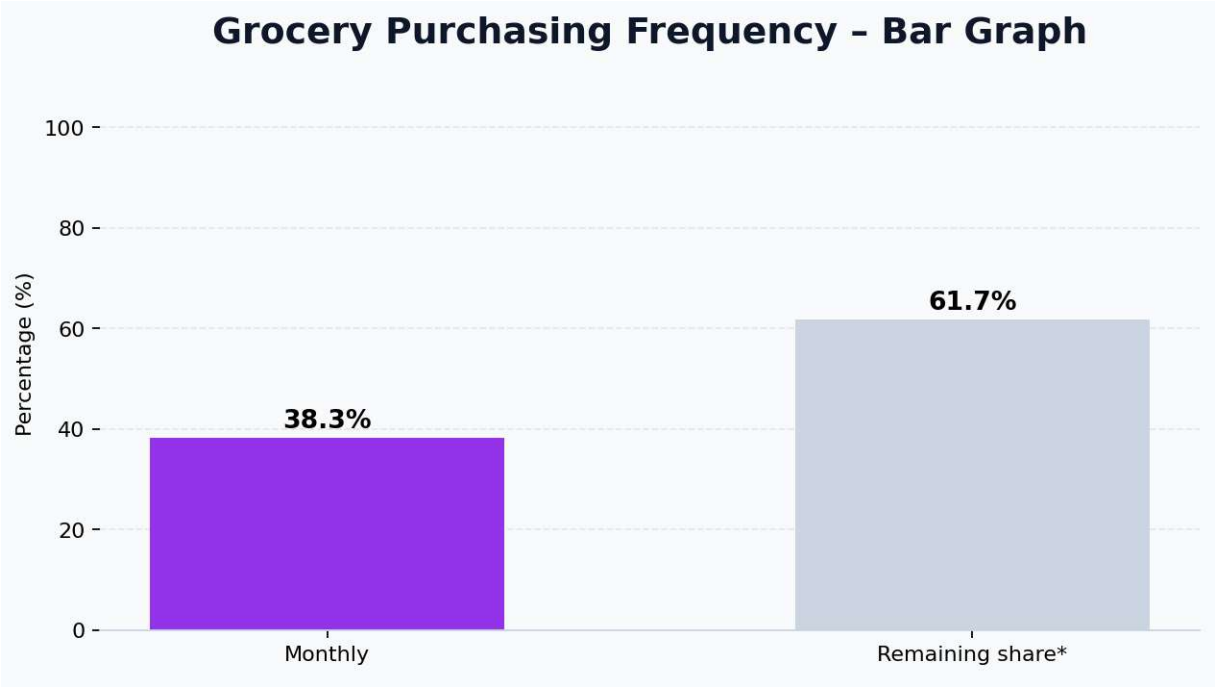


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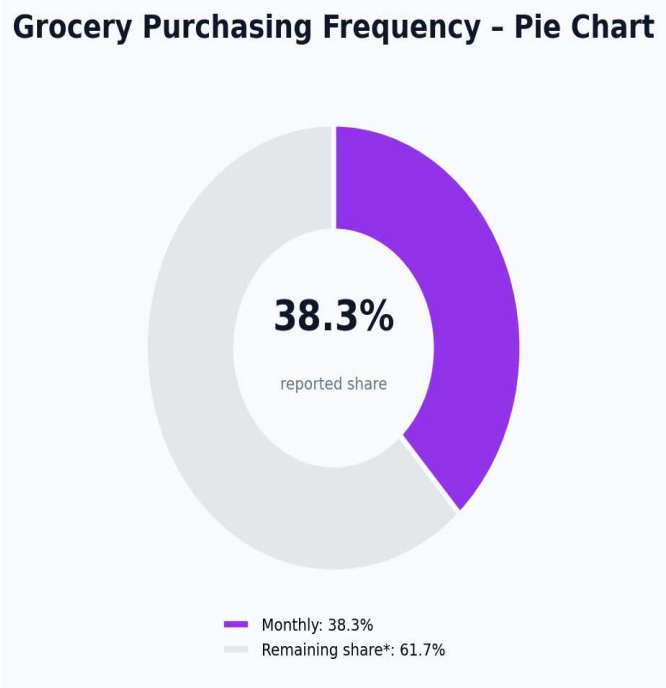
5. Grocery purchasing frequency: Monthly grocery purchases were reported by 38.3% of respondents.

Table 5: Grocery Purchasing Frequency Analysis

S. No.	Grocery Purchasing Frequency	Percentage	Interpretation
1	Monthly	38.3%	A considerable proportion of respondents reported purchasing groceries on a monthly basis.
2	Overall Interpretation	—	The findings indicate that monthly grocery purchasing was a common pattern among the surveyed respondents.



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V. FINDINGS OF THE STUDY

1. Respondents aged 16–25 formed the largest reported age group.
2. Undergraduate respondents represented a substantial proportion of participants.
3. Social media was a reported source of awareness of Lulu Hypermarket.
4. Groceries were the leading product category in the reported results.
5. Some respondents reported visiting the store rarely.
6. Monthly grocery purchases were common among the surveyed participants.
7. Some respondents occasionally purchased discounted products they had not planned to buy.
8. Difficulty locating products was a frequently reported concern.
9. High prices were identified as a challenge associated with fresh products.
10. Some respondents expressed neutral opinions about product durability.
11. Product quality was identified in the report as an important purchasing factor.

VI. SUGGESTIONS

1. Improve store navigation: Use clear aisle signs and organized product displays to help customers find items easily.
2. Review pricing: Monitor the prices of selected products and communicate promotional offers clearly.
3. Maintain product quality: Apply consistent quality checks, especially for fresh and perishable products.
4. Improve product availability: Monitor stock levels for commonly purchased products.
5. Strengthen customer service: Ensure that staff are accessible to customers who need product information or assistance.
6. Communicate promotions: Use suitable communication channels to inform customers about offers and discounts.
7. Collect regular feedback: Conduct customer surveys to identify changing expectations and areas needing improvement.
8. Review checkout convenience: Examine customer feedback on waiting times and the efficiency of the payment process.

VII. CONCLUSION

The study examines customer satisfaction towards Lulu Hypermarket with special reference to Coimbatore City. It considers customer demographics, purchasing patterns, product preferences, quality, pricing and shopping convenience.

The reported findings identify groceries as a

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prominent purchase category and highlight product quality as an important consideration in purchasing decisions. They also indicate potential concerns involving product location and the price of fresh products. These findings suggest that store organization, product availability, value for money and customer assistance deserve attention.

The study provides information about the opinions of the surveyed respondents and identifies areas that may benefit from improvement. However, the discrepancy between the stated sample size and certain table totals must be resolved before the findings are treated as definitive. Further statistical analysis would also be needed to test the proposed hypotheses.

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