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Impact Of Promotional Strategies Adopted By Lulu Mall On Customer Engagement To Palakkad District

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ABSTRACT

This study examines how Lulu Mall's promotional strategies impact customer engagement in Palakkad district. As retail competition grows, malls use innovative promotions to attract and retain shoppers. Lulu Mall combines traditional and digital methods such as discounts, seasonal sales, loyalty programs, social media marketing, and in-mall events.

Using a structured questionnaire, data were collected from 120 visitors in Palakkad. The research analyzes customer awareness, perception, and response to these promotions, supported by secondary data from articles and reports. Findings show that targeted promotions boost engagement, with discounts and festival sales strongly influencing purchase decisions, while social media promotions increase brand visibility and interaction.

The study concludes that effective promotional strategies enhance engagement and loyalty. It also offers recommendations to further strengthen Lulu Mall's marketing efforts to meet changing customer preferences in tier-two cities like Palakkad. This provides useful insights for marketers and retail managers to improve customer satisfaction and retention.

INTRODUCTION

customer engagement has emerged as a critical determinant of business success. Retail outlets, particularly large-scale shopping malls, are constantly innovating their marketing and promotional strategies to attract and retain a loyal customer base. Among these, Lulu Mall has positioned itself as a leading player in the retail sector, known for its vast product offerings, entertainment options, and aggressive promotional campaigns. With the expansion of Lulu Mall to various locations, including the relatively less urbanized Palakkad district, understanding the effectiveness of its promotional strategies in such markets becomes essential. Promotional strategies are a blend of communication techniques used by businesses to inform, persuade, and remind consumers about their products and services. These include discounts, loyalty

programs, advertising, public relations, online campaigns and in-mall events. In emerging districts like Palakkad, where consumer exposure to urban retail culture is growing, the impact of such promotional strategies can be significant. It is crucial to explore how these promotions influence the buying patterns, engagement levels, and brand perception among local customers. The present study aims to analyse the effectiveness of various promotional methods used by Lulu Mall in enhancing customer engagement specifically in the Palakkad district. The research investigates customer awareness and responsiveness to these promotions, and how such strategies contribute to increased footfall, customer satisfaction, and repeat visits. By assessing customer perspectives through survey data and evaluating the relationship between promotions and engagement, the study seeks to offer insights that can help refine future marketing strategies in similar tier-two cities.

OBJECTIVES OF THE STUDY

- To analyse the effectiveness of various promotional strategies used by Lulu mall in Palakkad District .
- To assess the impact of these promotional strategies on customer footfall and purchase behaviour in the mall.

REVIEW OF LITERATURE

1. **Visakh SJ et al. (2023)** — Published in *Journal of Chemical Health Risks*, this study found that Lulu Mall Trivandrum's loyalty program was well-promoted but ineffective at retaining customers due to unattractive rewards and poor communication. It recommended better rewards, mobile engagement, and tiered benefits.
2. **Santhra Krishna et al. (2023)** — In *Harbin Engineering Journal*, this research showed Lulu Mall Trivandrum's visual merchandising and signage effectively increased brand awareness and impulse buying, but repeat visitors found ads repetitive. The study advised refreshing ad content and adding interactive digital elements.
3. **Bhanu Pratap Singh et al. (2023)** — Published in *Propulsion Tech Journal and Academia*, this study on Lulu Mall Lucknow revealed that ambience, merchandise quality, and service were more influential than promotions. It suggested combining promotions with excellent service and a pleasant environment.
4. **Ganesh B. & Jeshurun S.B. (2020)** — Found on *Docslib*, this study on Lulu Mall Cochin highlighted that spatial design and convenience greatly impacted shopping choices. Promotions added value but were not the main attraction. A good retail layout enhanced the effect of promotional efforts.

RESEARCH METHODOLOGY

The research methodology for this study adopts a quantitative approach, focusing on the collection and analysis of numerical data to understand the impact of promotional strategies on customer engagement at Lulu Mall. Structured surveys with closed-ended questions will be used to gather data from a large sample of customers. Statistical tools such as SPSS or Excel will be employed to analyse the data and identify patterns or correlations. This approach ensures objectivity and provides measurable insights into customer behaviours and perceptions.

A. DATA ANALYSIS AND INTERPRETATION

Table no 1: PROMOTIONAL STRATEGIES INFLUENCED TO VISIT MALL

Options	Respondents	Percentage
Strongly Agree	59	47.2
Agree	32	25.6
Neutral	23	18.4
Disagree	11	8.8
Total	125	100.0

INTERPRETATION:

The data on the influence of promotional strategies in driving visits to Lulu Mall shows that 47.2% of respondents strongly agree that the promotions influence their visits, while 25.6% agree. A smaller percentage, 18.4%, remain neutral, and only 8.8% disagree. This demonstrates that Lulu Mall’s promotional strategies have a significant positive impact on customer decisions to visit the mall.

Table no 2: ENGAGING TO PROMOTE INTERACTIVE PROMOTION

Options	Respondents	Percentage
Very Engaging	48	38.4
Somewhat Engaging	33	26.4
Not Engaging	29	23.2
I didn't Notice them	15	12.0
Total	125	100.0

INTERPRETATION

The data indicates that 38.4% of respondents find Lulu Mall's interactive promotions very engaging, while 26.4% consider them somewhat engaging. However, 23.2% find them not engaging, and 12% didn't even notice them. This suggests that while a significant portion of customers enjoy interactive promotions, there is still room for improvement in increasing engagement and visibility

FINDINGS

- Interactive Promotions as 38.4% find interactive promotions very engaging, confirming the effectiveness of immersive customer experiences.
- Type of Engagement that Attracts More as Contests (36.8%) and live music/shows (33.6%) are the most attractive types of engagement for mall visitors.

SUGGESTIONS

- Given that price discounts and promotional offers are the most effective in encouraging purchases, the mall should frequently roll out these strategies to boost footfall and sales.
- As many respondents found promotions timely and relevant, continuing to align promotional events with seasonal trends and shopping needs will sustain and potentially increase customer interest.
- Contests and live music/shows were the most engaging activities; hence, Lulu Mall should regularly organize such events to attract and retain more visitors, especially among younger audiences.

CONCLUSION

The study comprehensively analysed the effectiveness and perception of promotional strategies implemented by Lulu Mall. The findings indicate that digital platforms, particularly Instagram and Facebook, are significantly influential in driving customer engagement, especially among younger age groups. Traditional methods like newspaper ads were less effective, emphasizing the growing dominance of digital media in influencing shopping behaviour. It was observed that promotional offers such as price discounts and "buy one get one free" schemes were highly effective in encouraging visits and purchases. A substantial portion of respondents acknowledged that they often make unplanned purchases influenced by these strategies. Additionally, the study revealed that interactive elements such as contests, live shows, and workshops contribute significantly to customer engagement, creating a more immersive and enjoyable shopping experience. The promotional campaigns at Lulu Mall were generally perceived as timely, relevant, and informative.

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