



Impact Of Mobile Marketing On Retail Shopping At Lulu Hypermarket With Reference To Coimbatore City

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ABSTRACT

The advent of mobile marketing has revolutionize the retail industry, transforming how clientele interact with customers and influence their purchasing decisions. This study research the impact of mobile selling on retail shopping at Lulu Hypermarket, rivet on customer interlocking, purchasing behavior, and overall shopping experience. The research probe respective mobile selling scheme, include mobile apps, SMS forwarding, social media campaigns, and location-free-base marketing, to assess their potency in push sale and heighten customer loyalty. By analyze client feedback and sales agreement data point, the study spotlight the function of mobile selling in creating personalized shopping experience and further substantial-meter fundamental interaction. The determination provide valuable perceptivity for retailer looking to optimize their peregrine selling scheme and adapt to evolve consumer preferences in a competitive market.

KEYWORDS

Mobile marketing,Retail shopping,Lulu Hypermarket,Customer Engagement,Purchasing Behavior,Mobile apps.

INTRODUCTION

Mobile marketing is one of the most effective techniques in this digital world which can help retailers reach out to their clientele, thus changing shopping patterns and improving the retail satisfaction. Major retailers such as Lulu Hypermarket, have been addressing to these changes in consumer trends with the help of mobile marketing. Therefore, this research investigates the role of mobile marketing in retail shopping

within Lulu Hypermarket, particularly how email notifications, mobile app integration, and advertising in the user's proximity help to increase the volume of purchases and improve customer relations. A case study of Lulu's mobile marketing strategy allows for consideration of the problems of mobile marketing in the context of the retail business as a whole.

STATEMENT OF THE PROBLEM

This study aims to investigate the role of mobile marketing strategies on retail shopping at Lulu Hypermarket and the leadership mobile strategies, consumer behavior as well as customer involvement and sales development.

OBJECTIVES

1. To analyze the effectiveness of mobile marketing strategies used by Lulu Hypermarket.
2. To examine the influence of mobile promotion and discounts on customer purchase decisions.
3. To access customer engagement levels with Lulu's mobile app and digital platform.

REVIEW OF LITERATURE

Mobile marketing is the use of strategies that leverage mobile devices, such as smartphones and tablets, to engage and influence customers. According to Kotler and Keller (2016), mobile marketing closes the gap between online engagement and offline retail experiences by providing personalized promotions, enhancing brand interaction, and driving foot traffic.

According to Shankar et al. (2011), mobile marketing is an innovative change for the retail industry, and this innovation makes communication possible with a customer instantly. The messages reach the targeted customer through location-based promotions that lead to customer involvement and also result in purchase rate. Sales tools in a retail environment include applications, SMS promotions, push notifications, and loyalty programs.

Hypermarkets influence customer behavior through ease and convenience along with customized experiences. According to Kim and Kim (2020), customer responses to mobile offers are found to be very positive as long as they align with the consumers' preference and interest. However, overpitching or aggressive ads cause irritation and eventually lower the engagement rate among customers.

Hypermarkets like Lulu Hypermarket have huge product offerings and frequent visits, making them well-suited to mobile marketing. According to a study by Sinha and Banerjee (2021), mobile marketing efforts such as loyalty apps, in-store navigation, and instant discounts increase customer satisfaction and promote

repeat purchase behaviors in big stores.

The direct outcome of mobile marketing on retail sales is the acquisition and retention of customers. Gupta et al. (2019) found that the foot traffic and conversion rates for a hypermarket can be highly influenced by location-based mobile marketing, and the average basket size is increased with personalized campaigns

LIMITATIONS

- ❖ The study may be limited by the sample size and diversity of participants. If the sample is not large or diverse enough, it may not fully represent the broader customer base of Lulu Hypermarket, affecting the generalizability of the results.
- ❖ This study might focus on specific mobile marketing channels (such as SMS, app notifications, or in-app promotions) and not cover other digital marketing tactics, like social media or email marketing, which can also influence customer behavior at Lulu.

RESEARCH METHODOLOGY

Research Design:

The research was undertaken with title of “ Impact of mobile marketing on retail shopping at Lulu Hypermarket ”

Data collection:

Primary data: Questionnaire through Google form.

Secondary data: Journals and websites

Sample size:

100 Respondents

Area of study:

This study focuses on impact of mobile marketing strategies of Lulu Hypermarket.

ANALYSIS

1. PERCENTAGE ANALYSIS

Demographic profile

Category	High respondents	No. of respondents	Percentage
Gender	Female	52	52
Occupation	Students	87	87
Age group	Below 20	53	53
Salary	Below 20000	71	71

INTERPRETATION

The majority of respondents (52%) are female, indicating that women are slightly more dominant in the survey sample. A significant portion (87%) of the respondents are students, suggesting that the survey is primarily focused on individuals in academic institutions.

53% of respondents are below the age of 20, which aligns with the high percentage of student respondents. This suggests that younger individuals make up the majority of the survey participants. 71% of respondents earn below 20,000, indicating that most participants belong to a lower-income group, likely due to the high student population with limited income sources.

2. CHI-SQUARE ANALYSIS

TABLE 2.1

There is a significant relationship between age and respondents engaged with social media

O	E	O-E	(O-E) ²	(O-E) ² /E
9	9.01	-0.01	0.0001	0.0000
8	7.82	0.18	0.0324	0.0041
0	0.17	-0.17	0.0289	0.17
0	0	0	0	0
5	6.36	-1.36	1.8496	0.2908
7	5.52	1.48	2.1904	0.3968

0	0.12	-0.12	0.0144	0.12
0	0	0	0	0
14	9.54	4.46	9.8916	2.0850
4	8.28	-4.28	8.3184	2.2123
0	0.18	-0.18	0.0324	0.18
0	0	0	0	0
5	6.36	-1.36	1.8496	0.2908
6	5.52	0.48	0.2304	0.0417
1	0.12	-0.12	0.0144	0.12
0	0	0	0	0
20	21.73	1.73	2.9929	0.1377
21	18.86	2.14	4.5796	0.2428
0	0.41	-0.41	0.1681	0.41
0	0	0	0	0
				C.V = 6.702

Degree of freedom:

$$= (R-1) * (C-1)$$

$$= (4-1) * (5-1)$$

$$=12$$

Level of significance = 5%

Table value = 21.026

Calculated value = 6.702

Hypothesis accepted.

INTERPETATION

Thus there is a significant relationship between age and the engagement of social media of the respondents .

TABLE2.2

There is a significant relationship between gender and influence of decision.

O	E	O-E	(O-E) ²	(O-E) ² /E
10	8.84	1.16	1.3456	0.1522
7	8.16	-1.16	1.3456	0.1649
20	20.28	0.28	0.0784	0.0038
19	18.72	0.28	0.0784	0.0041
13	11.96	1.04	1.0816	0.0904
10	11.04	-1.04	1.0816	0.0979
1	1.04	-0.04	0.0016	0.0015
1	0.96	0.04	0.0016	0.0016
8	9.88	-1.88	3.5344	0.3577
11	9.12	1.88	3.5344	0.0585
				C.V=0.9326

Degree of freedom:

$$=(R-1)*(C-1)$$

$$=(2-1)*(5-1)$$

$$=4$$

Level of significance = 5%

Table value = 9.488

Calculated value = 0.9326

Hypothesis accepted.

INTERPRETATION

Thus there is a significant relationship between gender and influence of Buying decision.

Findings:

The majority of the respondents (52%) are female.

The majority of respondents (87%) are students.

Most of the respondents (53%) belongs to the age group of below 20 years.

Most of the respondents (71%) have a salary below 20000.

SUGGESTIONS

Highlight the importance of collecting detailed customer feedback on their mobile marketing preferences.

Recommend implementing surveys or feedback forms directly through the Lulu Hypermarket app for real-time responses.

Recommend techniques (e.g., reward points, challenges, or badges) to make the mobile app more engaging.

Explore offering location-based promotions via geofencing to attract nearby customers.

CONCLUSION

The cogitation spotlight that mobile selling significantly work customer behavior and engagement at Lulu Hypermarket. Effective strategies, such as personalized promotion, app integration, and localisation-found advertisement, have proven to enhance customer satisfaction and take sales. Notwithstanding, challenge like limited sample diversity and over-packaging danger need addressing. By broaden research scope and optimize wandering marketing efforts, Lulu Hypermarket can well adapt to germinate client preferences, nurture long-term loyalty and competitive vantage in the retail sector. Mobile apps, SMS promotions, and location-based marketing have a significant influence on customer engagement and sales. Personalized promotions and loyalty programs enhance the shopping experience, increasing customer retention. Discounts and mobile promotions positively impact purchasing decisions, leading to higher sales volume. Younger consumers, particularly students, engage more with mobile marketing initiatives. Gender and age significantly influence engagement levels on social media and digital platforms. A majority of respondents were students with limited income, highlighting the importance of cost-effective promotions. Female customers were found to be more engaged in mobile marketing campaigns compared to their male counterparts.

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