



**BHARATA MATA
COLLEGE
THRIKKAKARA**

Affiliated to MG University, Re-accredited by NAAC with 'A+' Grade, ISO 9001-2015 Certified

DEPARTMENT OF ECONOMICS

**ANALYSIS ON CONSUMER BEHAVIOUR AT LULU MALL
COCHIN, KERALA**

Dissertation submitted in the Mahatma Gandhi University, Kottayam

In partial fulfilment of requirement for the award of

Bachelor's degree of Arts

(Economics)

Submitted by

ALEENA SEBASTIAN

REG NO: 200021012901

FARISA MZ

REG NO: 200021012907

UNDER THE GUIDANCE OF

Prof. DR. VINITHA XAVIER K

2020-2023

BHARATA MATA COLLEGE

DEPARTMENT OF ECONOMICS

(Affiliated to Mahatma Gandhi University – Kottayam)

THRIKKAKARA P.O, KOCHI – 682021, KERALA

Date:

CERTIFICATE

This is to certify that this dissertation entitled “**ANALYSIS ON CONSUMER BEHAVIOUR AT LULU MALL COCHIN KERALA**” has been prepared by **Aleena Sebastian** and **Farisa MZ** under the supervision and guidance in partial fulfilment of the requirement for the award of the degree of Bachelor of Economics of Mahatma Gandhi University.

They are allowed to submit the dissertation

DR. JOHNSON K M
Principal
Bharata Mata College, Thrikkakara

PROF.VINITHA XAVIER K
Academic Guide
Dept. Of Economics

PROF. LT. NITHIN THOMAS
HOD of Economics Department

DECLARATION

We Aleena Sebastian and Farisa, Bachelor Degree of Economics, Bharata Mata College Thrikkakara hereby declare that the dissertation submitted for award of Bachelor degree of Economics is our work. We further declare that the said work has not previously been submitted to any other University or Academic body.

Aleena Sebastian

Farisa MZ

Place: Thrikkakara

Date :

ACKNOWLEDGEMENT

At the outset, we bow before God the almighty for this beautiful blessing without which we would not have completed this endeavour successfully.

We gratefully acknowledge our indebtedness to our academic guide Prof. Vinitha Xavier k for her meticulous guidance and encouragement throughout the project.

We are extremely grateful to our respected HOD, Asst. Prof. Lt Nithin Thomas for his unwavering support generosity and timely corrections.

We remember with great pleasure and gratitude, all the respected teachers of the Department of Economics for their valuable suggestions.

We express our sincere thanks for our principal Dr. Johnson K.M for providing as all the facilities to carry out the project, as a part of under graduation course.

We are extremely indebted to our friends for their encouragement given in our tasks of preparing the dissertation support.,

We extended our sincere gratitude to all those who has directly and indirectly helped during the course of our work.

Aleena Sebastian

Farisa MZ

CHAPTER	TITLE	PAGE NO.
---------	-------	----------

1	INTRODUCTION AND DESIGN OF THE STUDY <ul style="list-style-type: none">• Introduction• Statement of the problem• Methodology• Objectives• Limitations of the study	
2	REVIEWING PAST LITERATURE	
3	DATA ANALYSIS AND INTERPRETATION	
4	FINDINGS AND SUGGESTION	
5	CONCLUSION	
6	BIBLIOGRAPHY	

CHAPTER - 1

INTRODUCTION

The study of people, groups, or organisations and all the behaviours connected to the acquisition, consumption, and disposal of products and services is known as consumer behaviour. Consumer behaviour refers to how a person's feelings, attitudes, and preferences influence their purchasing decisions.

Consumer behaviour first originated as a separate marketing subfield in the 1940s and 1950s, but it has since evolved into an interdisciplinary social science that combines aspects of psychology, sociology, social anthropology, anthropology, ethnography, ethnology, marketing, and economics (especially behavioural economics). The 1940s and 1950s saw the emergence of consumer behaviour as a distinct marketing subdiscipline.

In an effort to comprehend people's desires and consumption habits, the formal study of consumer behaviour looks into personal characteristics like demographics, personality lifestyles, and behavioural variables (such as usage rates, usage occasion, loyalty, brand advocacy, and willingness to provide referrals).

Consumer behaviour also looks into the influences that social groupings including family, friends, sports, and reference groups, as well as society at large, have on the consumer (brand-influencers, opinion leaders).

Consumer behaviour is "the dynamic combination of affect and cognition, behaviour, and environmental events by which human beings conduct the exchange portions of their life," according to the American Marketing Association. Consumer behaviour is a branch of applied social science. The "application of behaviour principles, typically learned experimentally, to evaluate human economic consumption" is known as consumer behaviour analysis. Consumer behaviour as a field lies at the nexus of economic psychology and marketing science.

STATEMENT OF THE PROBLEM

The primary goal of this research is to examine consumer behaviour. Consumer behaviour refers to a person or group of people who have a variety of options when purchasing a product from the market. The issue stems from the current state of the economy.

The destination is Lulu Mall Edappally, Kochi. The purpose of the study is to learn more about the consumer behaviour and to assist producers in the field of product production.

SIGNIFICANT OF THE STUDY

Nowadays, the market is flooded with a wide range of different products. As a result, producers are unable to properly understand changes in consumer behaviour, which may result in a decrease in production.

At the same time, consumers are confused and uncertain about purchasing a product from the market because there are so many options available to them. This study has had a significant impact on consumer behaviour.

When producer studies their consumer, the organisation gains more profitable benefits, and the economy's growth and development accelerate. The process by which individuals decide whether, what, when, how and from whom to purchase goods and services is referred to as consumer behaviour.

It assists businesses in understanding what their customers want and need, allowing them to offer products and services that are appealing to their target audience. This is beneficial for businesses looking to expand into new markets.

Producers must be thoroughly understanding the consumer in order to improve the development of an organisation.

METHODOLOGY

We used both quantitative and qualitative methods in this study. The topic we choose is extremely important in the economy. Most people, it appears, have visited Lulu Mall at least once. So, everyone is familiar with Lulu Mall in some way.

Lulu Mall opened on March 10,2013. The Mall has one of India's largest hypermarkets, approximately 2500 seats, multiple cuisines ,11 fine dinings,6 cafes and so on. Lulu Mall is India's largest shopping mall.

According to previous year data in South Asia, Lulu Mall is the largest shopping mall in India. Thiruvananthapuram Kerala is home to India's largest Lulu Mall. Lulu Mall also has a pleasant social atmosphere. Within ten years, Lulu Mall had grown to become India's largest mall. M.A Yoosuf Ali sir and his team deserve all of the credit.

All of the information we gathered via questionnaire and we had gone through online focus. The responses were extremely rapid, with over 100 responses received within one day. However, the sample could be inaccurate. It is up to the consumer whether the samples are biased or unbiased.

We primarily collected primary data from consumers. The field of entry for our questionnaire is online, and data collection was done through surveys. The difficulties we

encountered during data collection were that some were biased while others were not. We used all of our ethics while filling out the survey questionnaire.

OBJECTIVES

To analyse the economic impact on Consumer Behaviour.

To describe how the product influences the household people.

To understand how the consumption will affect the income level of the consumer.

LIMITATIONS OF THE STUDY

False answers :

The data is gathered through random samples, and the responses are not exact.

Some questions were ignored :

Some people do not place a high value on these samples.

Lack of knowledge :

Most people in rural areas are unaware of these large shopping malls.

Lack of income :

When comparing rich and poor people , most poor people are unwilling to visit malls due to a lack of income.

CHAPTER - 2

REVIEWING PAST LITERATURE

Gordon R foxall (2001)

In order to better understand consumer behaviour and marketing management, a research programme called consumer behaviour analysis, which uses the findings and guiding principles of behavioural research, is reviewed in this essay. The tendency has been to focus on the potential contribution of operant psychology to managerial practise rather than to examine the potential of behaviourism to provide a theoretical foundation for marketing and consumer research, despite the occasional attempts to integrate a behaviour analytic perspective into marketing research. The application of behaviour analysis to marketing has also been severely constrained by the focus on studies using animals as subjects. The three Themes the essay pursues are as follows: the analysis of verbal behaviour, one of the most recent advancements in behaviour analysis; the work done by behaviour analysts on.

Zhao, Fei xue shahanavaz khan, Salahe FA
khatib (2021)

While choosing and securing services, goods, experiences, or innovations to suit their requirements and to have an impact on the buyer and society, consumers act in groups or organisations. Entrepreneurial competitiveness is ensured by knowledge of the conditions, variables, and behavioural reasons of consumers. In order to study customer behaviour for business development, the Adaptive Hybridized Intelligent Computational Model (AICM) has been developed. A thorough research of market segments and consumer needs is necessary for new products, new ideologies, and new social psychology. Companies must later adopt a dependable, efficient, and adaptable marketing plan that ensures earnings and sales based on an analysis of client behaviour. By using strategic planning and an objective market segment objective based on a computational model, it has succeeded.

Joanna Szwacka-Mokrzycka (2015)

This paper's objective is to analyse methods for analysing consumer behaviour situations and assess their applicability for segmentation studies, with a focus on the food market. The theory of consumption, with an emphasis on the development of it by other scientific fields and disciplines, serves as the beginning point for study of consumer behaviour. The overview

of different categories used to define the factors that influence consumer behaviour is covered in the next section. The report also discusses consumer typologies and how important they are for segmentation. The study's final section is devoted to the techniques for measuring how well one's nutritional demands are being satisfied.

Elvira Ismagilova, Emma Slade, Nripendra P Rana, Yokesh K Dwivedi (2020)

The purpose of this study is to synthesise, using meta-analysis, the results of previous studies on the characteristics of source credibility of electronic word-of-mouth (eWOM) communications into a single model. The results of 20 studies demonstrate that source expertise, trustworthiness, and homophily have a considerable impact on how valuable and credible eWOM is regarded, as well as on consumer intent and information uptake. The findings of this study add to our understanding of how source characteristics affect customer behaviour.

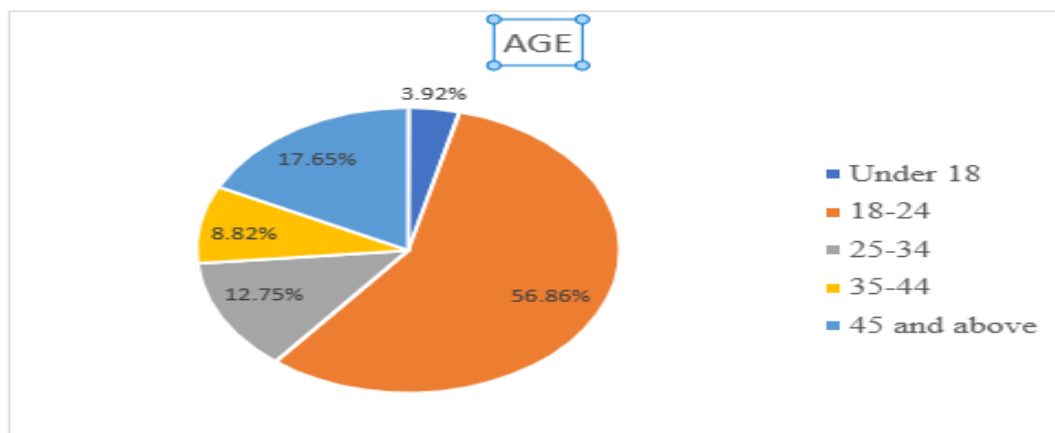
Krishna S Dhir (1987)

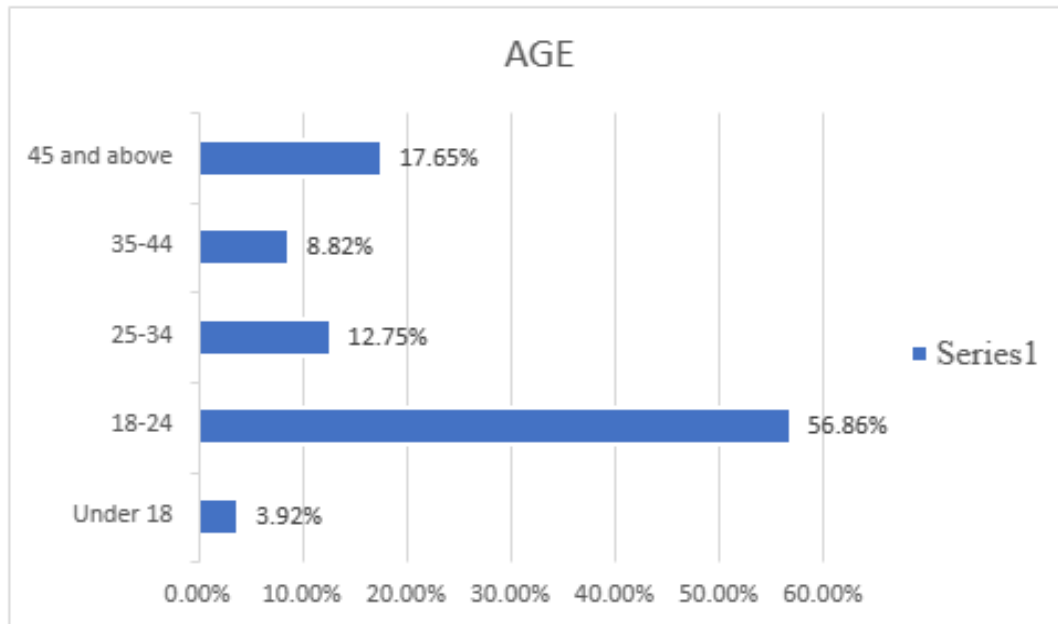
In this paper, social judgement theory is introduced to scholars studying hotel management as a potentially useful theoretical and methodological tool for comprehending consumer subjectivity. Practically every facet of the decision-making process for hospitality consumers involves subjectivity. Researchers studying consumer behaviour in the hospitality business are advised to apply the theoretical framework provided by social judgement theory. The identification, measurement, and reporting of consumer judgement sources using a computerised process are discussed.

CHAPTER – 3

DATA ANALYSIS AND INTERPRETATION

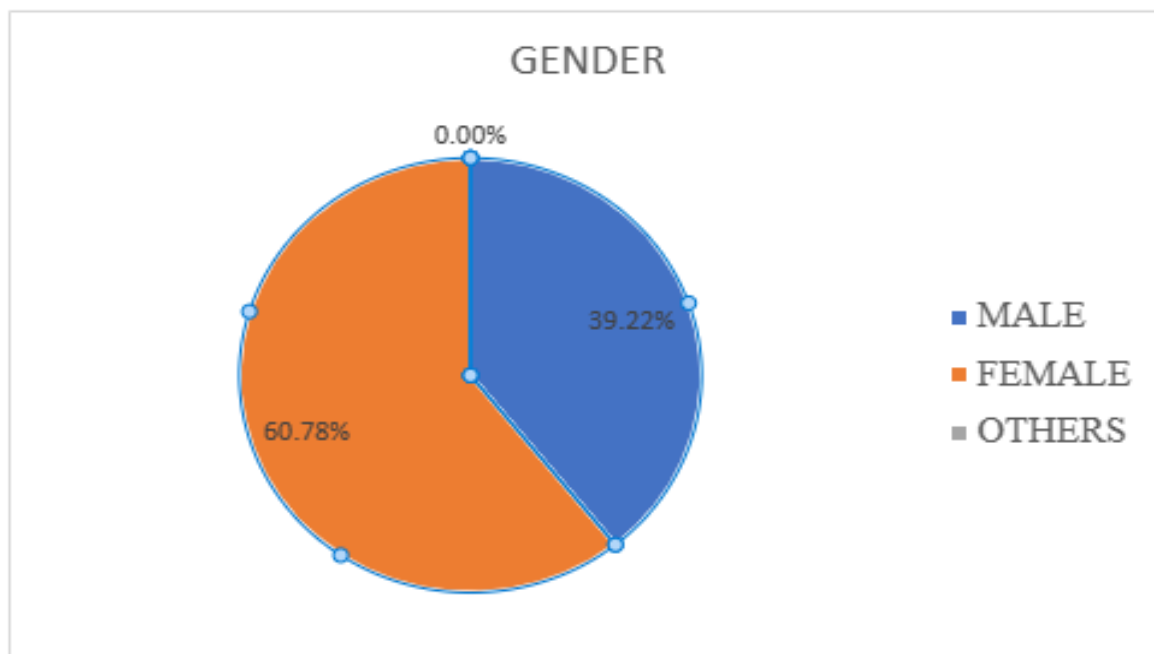
AGE	FREQUENCY	PERCENTAGE
Under 18	4	3.92%
18-24	58	56.86%
25-34	13	12.75
35-44	9	8.82%
45 and above	18	17.65%

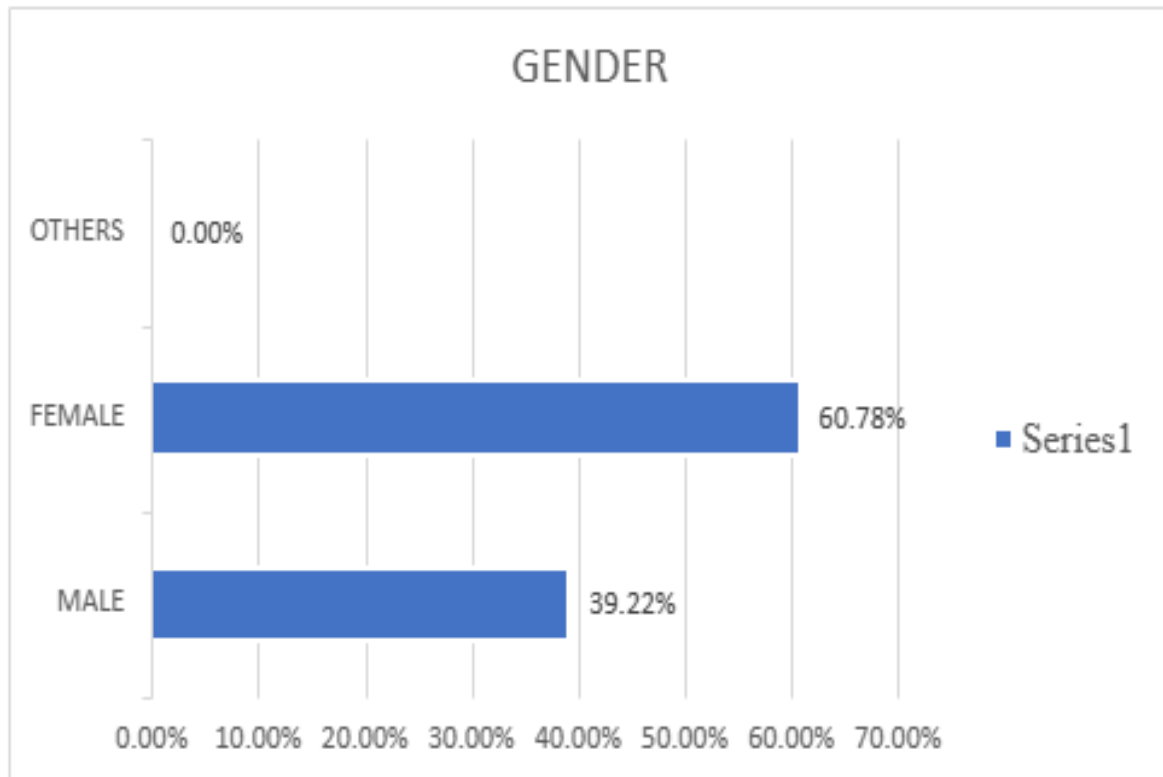




Here 102 samples we received and the majority of them are adults. Out of 102 samples ,58 are in the 18-24 age group, 18 are in the 45 and above age group,13 are in the 25-34 age group, 9 are in the 35-44 age group, and 4 are over under 18.

GENDER	FREQUENCY	PERCENTAGE
MALE	40	39.22%
FEMALE	62	60.78%
OTHERS	0	0.00%

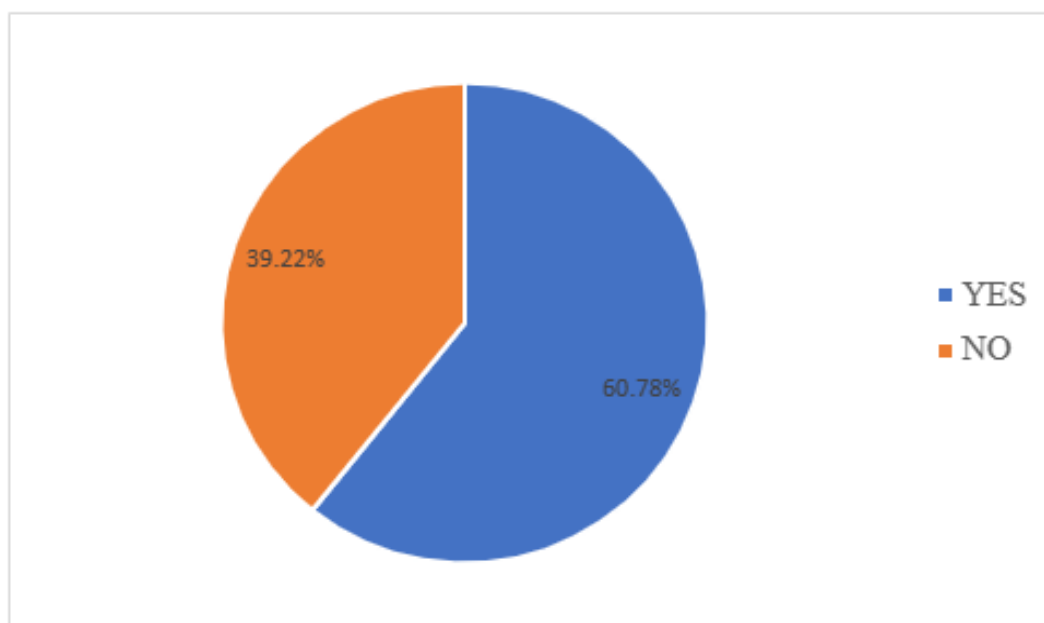


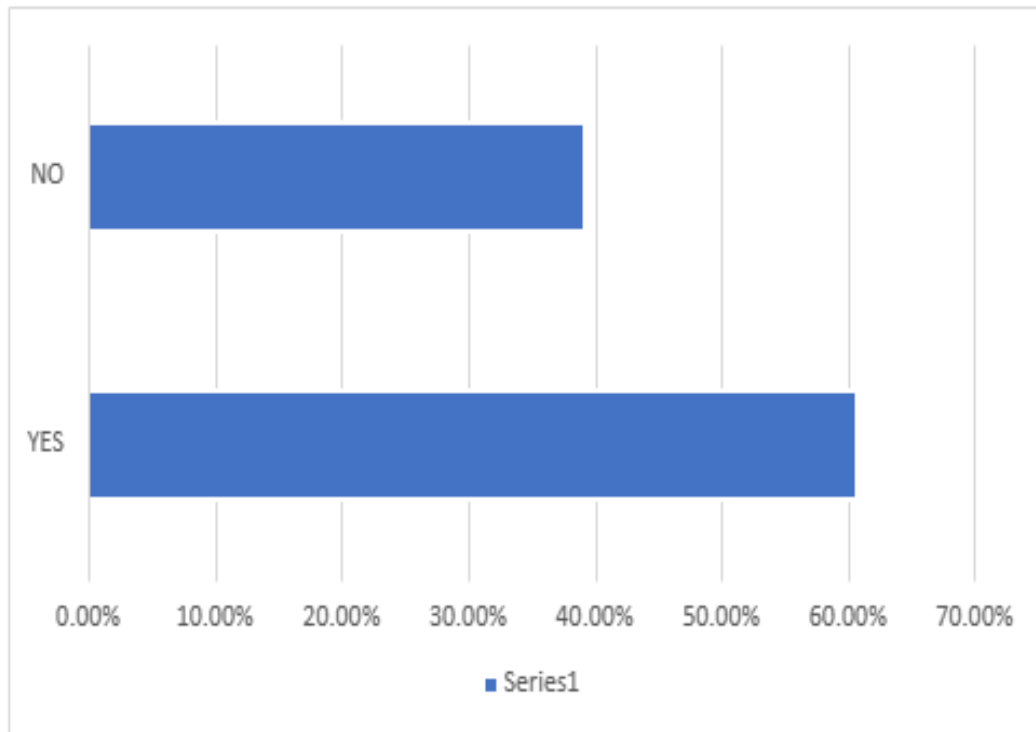


Out of 102 samples, the majority are women and the minority are men

Have you visited Lulu Mall in the last month ?

OPTIONS	INTERVAL	PERCENTAGE
YES	62	60.78%
NO	40	39.22%

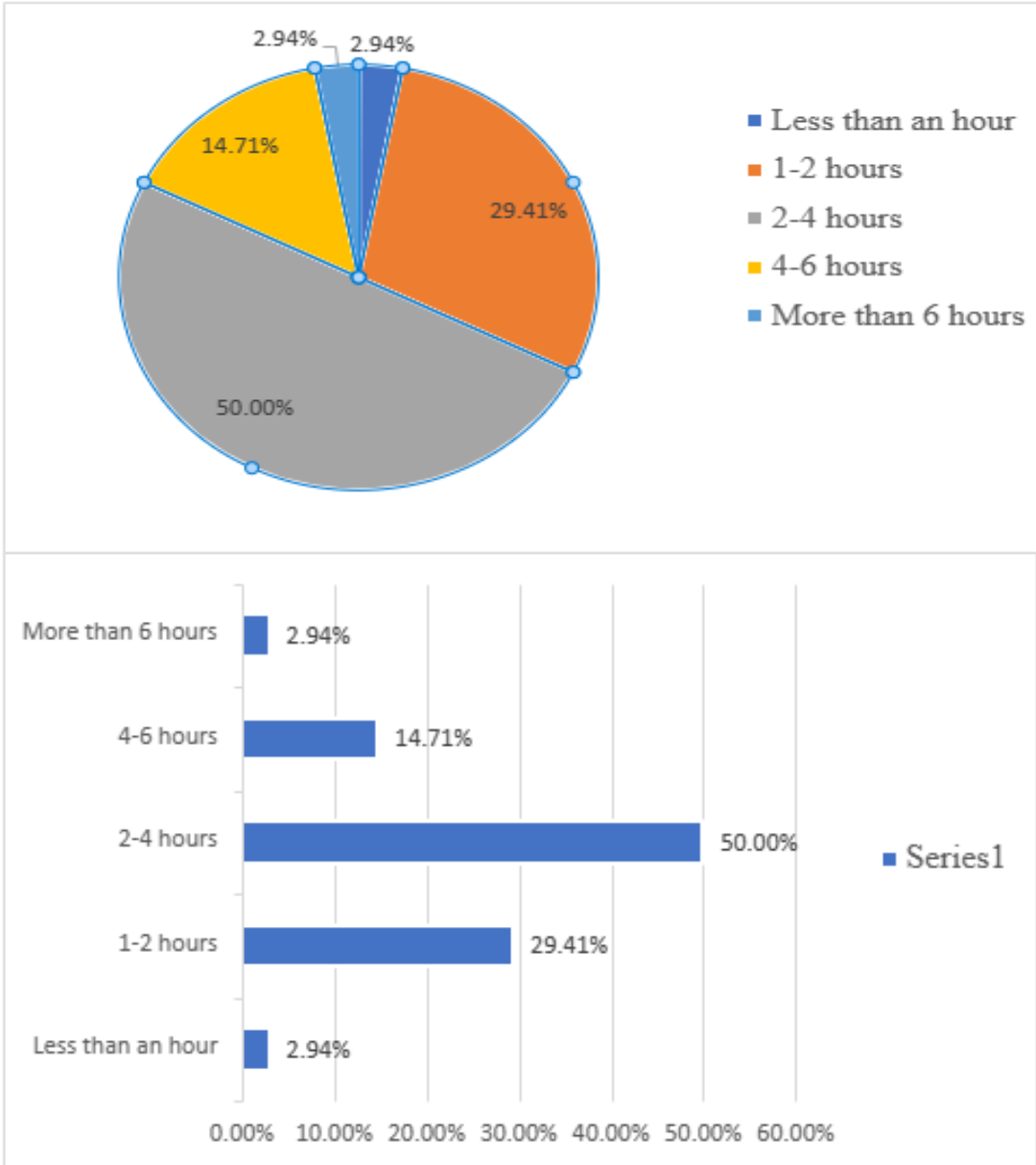




From 102 response, most of them had visited the Lulu mall in the last month and few were not.

How long do you typically spend at Lulu Mall during a visit ?

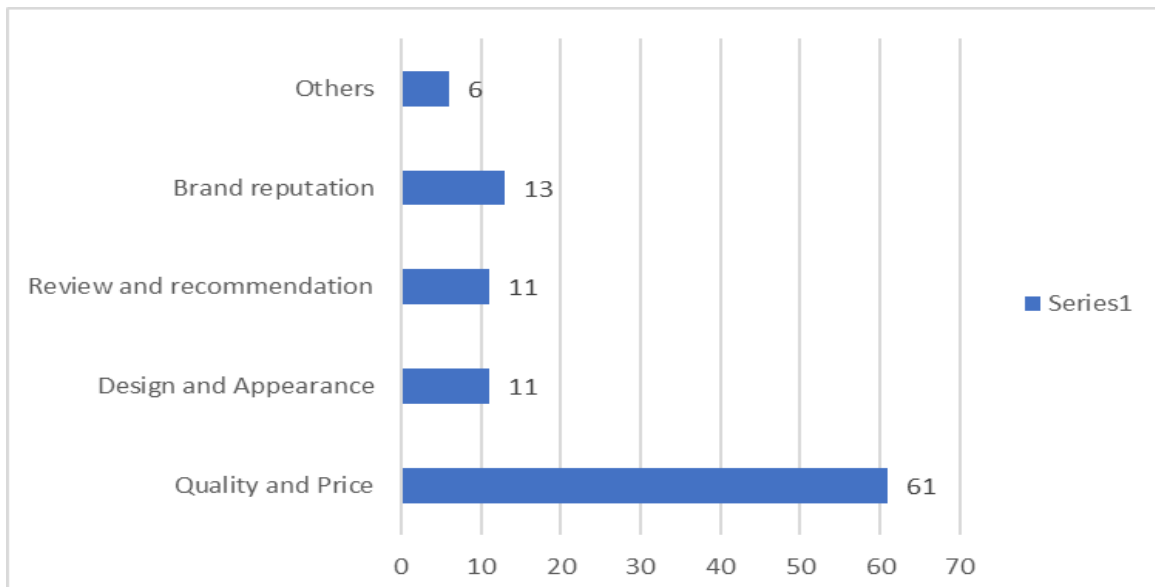
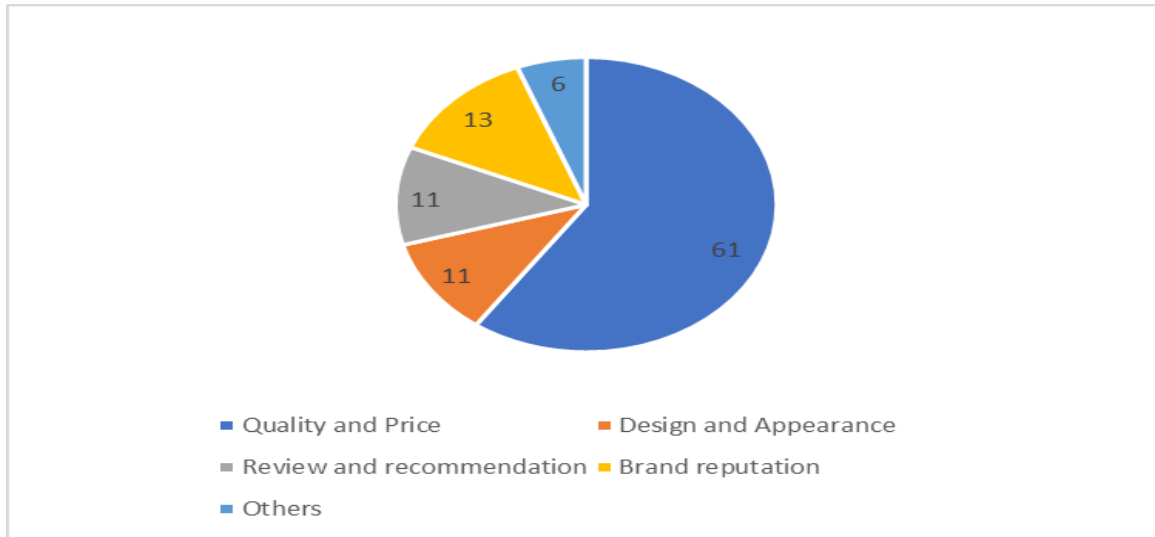
TIME SPENT	FREQUENCY	PERCENTAGE
Less than an hour	3	2.94%
1-2 hours	30	29.41%
2-4 hours	51	50.00%
4-6 hours	15	14.71%
More than 6 hours	3	2.94%



Majority of the customers spend 2-4 hours in the Lulu mall during a visit.

What features of a product grab your attention ?

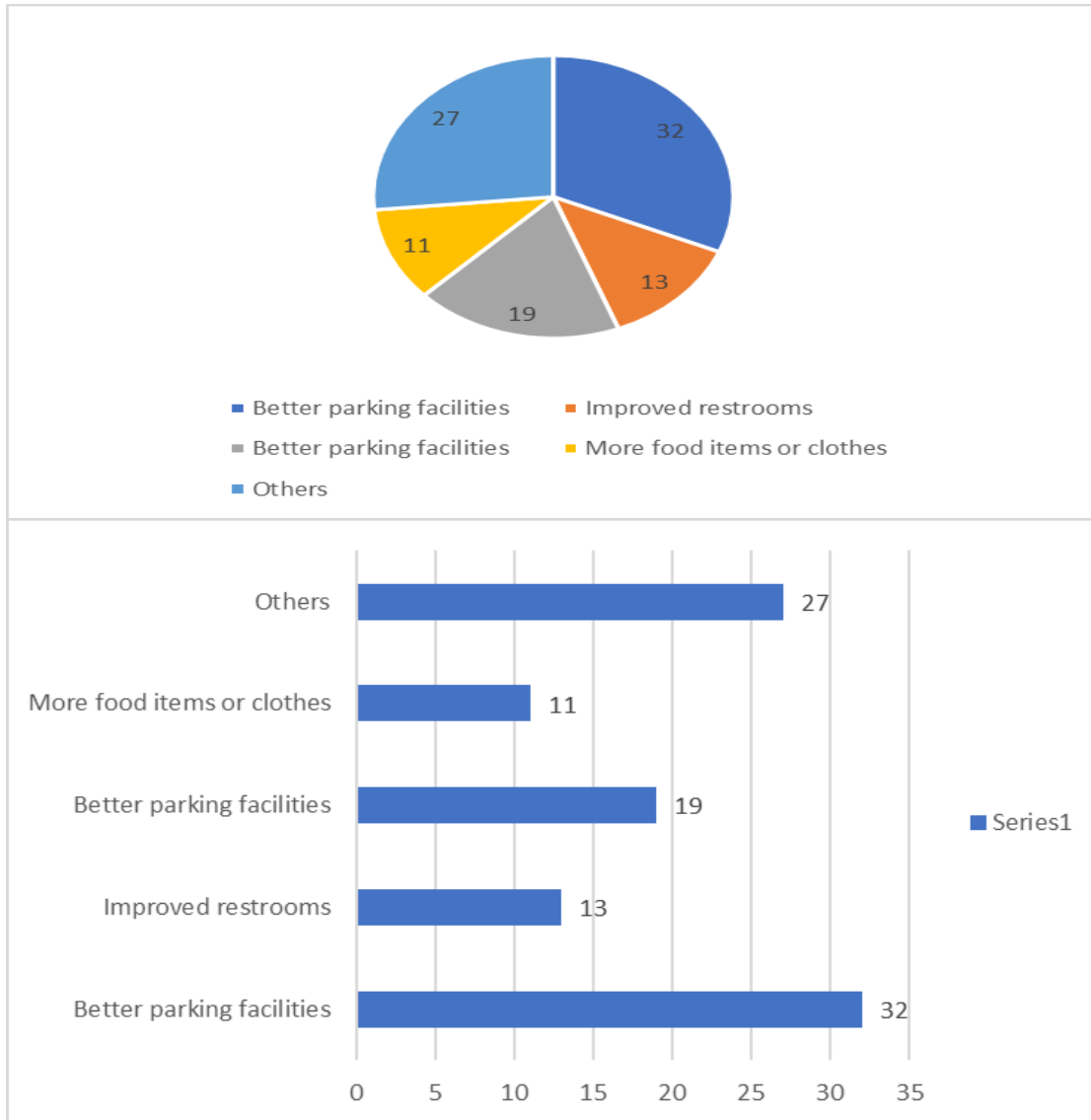
FEATURES	FREQUENCY	PERCENTAGE
Quality and price	61	59.80%
Design and Appearance	11	10.78%
Reviews and Recommendations	11	10.78%
Brand reputations	13	12.75%
Others	6	5.88%



59.80% of the respondents opinion that Quality and Price is one of the major feature of a product grab your attention.

Which of the following services or amenities would you like to be improved at Lulu Mall ?

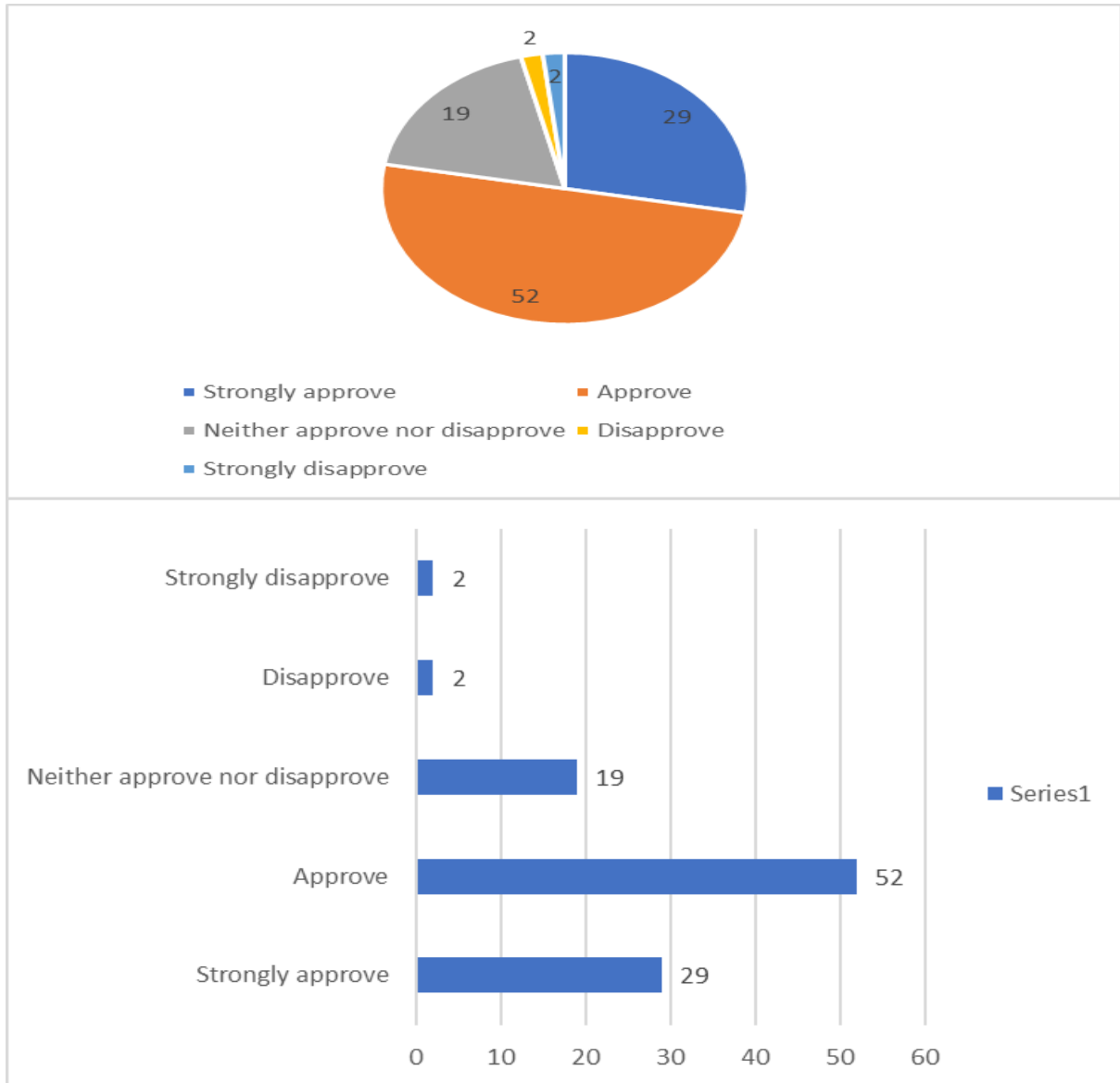
SERVICES	FREQUENCY	PERCENTAGE
Better parking facilities	32	31.37%
Improved restrooms	13	12.75%
Better customer service	19	18.63%
More food items or cloths	11	10.78%
Others	27	26.47%



31.37% of the respondents opinion that better parking facilities are the most services improved at Lulu mall.

When you compare Lulu Mall with other malls , does it worth ?

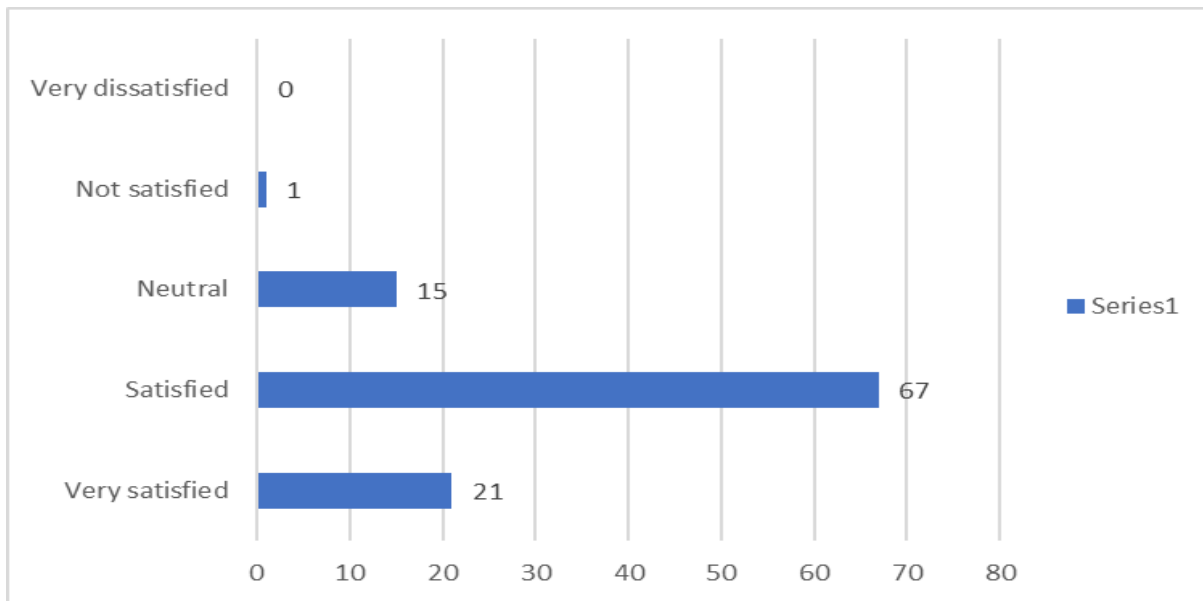
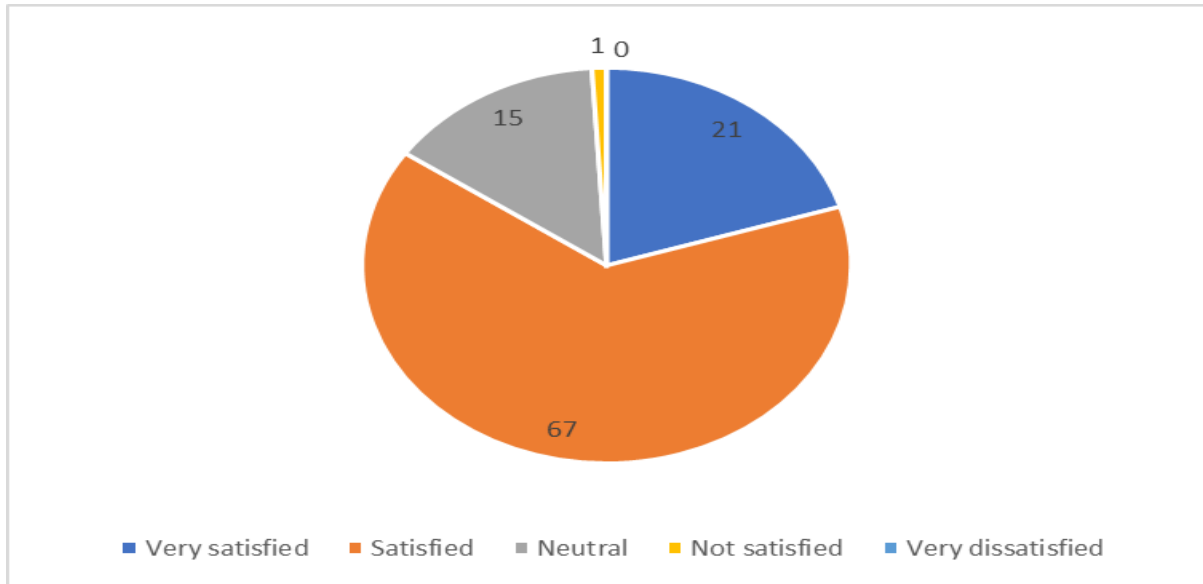
CATEGORY	FREQUENCY	PERCENTAGE
Strongly approve	29	27.88%
Approve	52	50.00%
Neither approve nor disapprove	19	18.27%
Disapprove	2	1.92%
Strongly disapprove	2	1.92%



Many of them are agreed that Lulu mall is worth when we compare with other malls.

How satisfied are you with the services provided by Lulu Mall ?

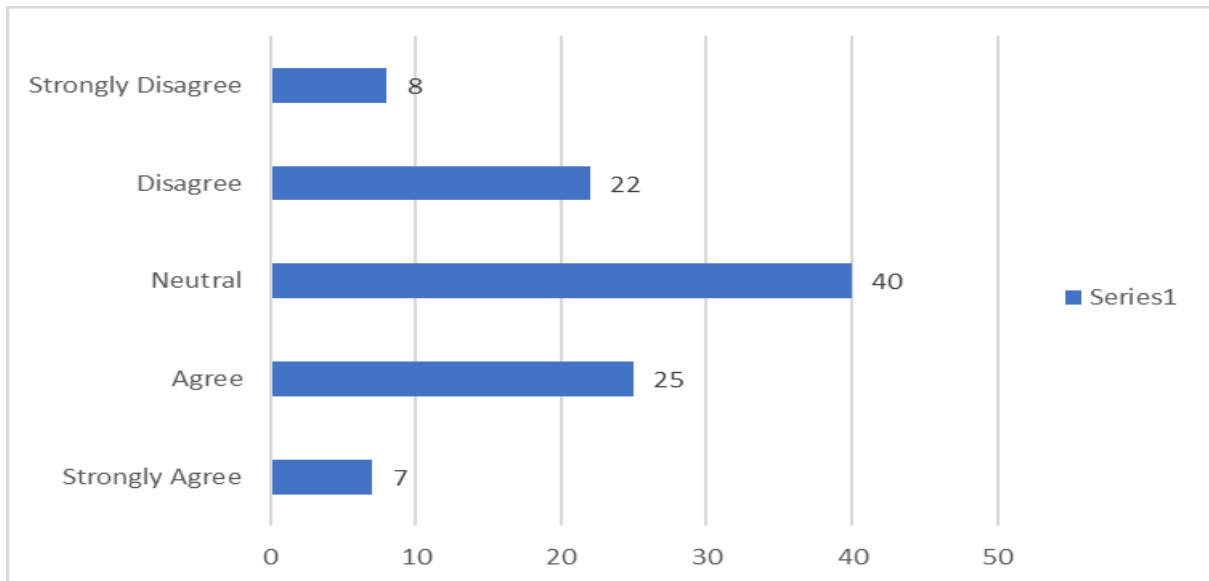
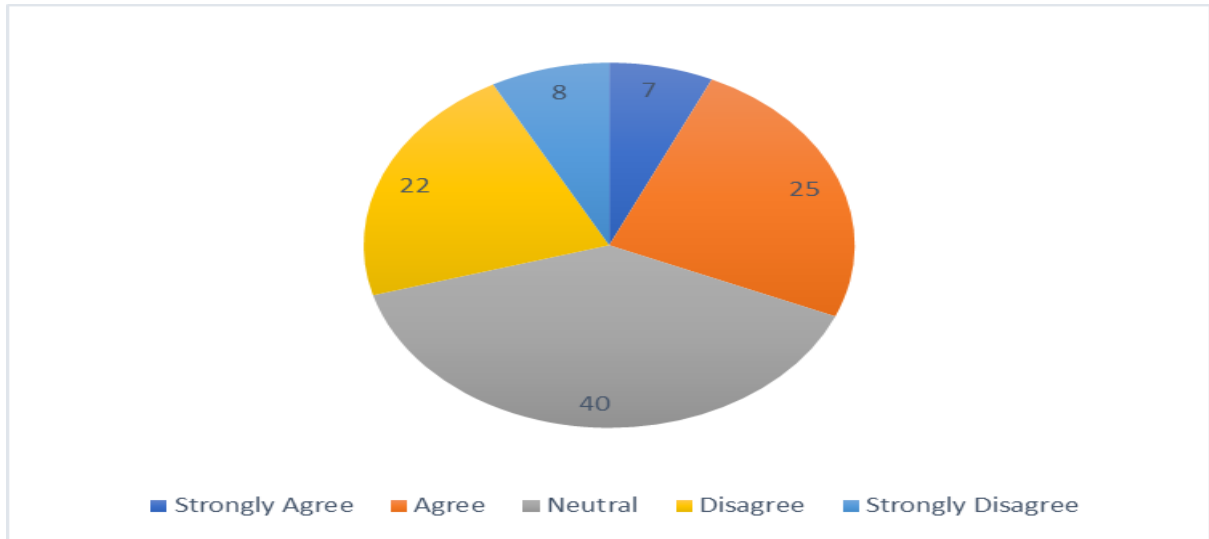
CATEGORY	FREQUENCY	PERCENTAGE
Very satisfied	21	20.19%
Satisfied	67	64.42%
Neutral	15	14.42%
Not satisfied	1	0.96%
Very dissatisfied	0	0.00%



Most of them are satisfied with the services of Lulu mall

Would you be more likely to buy a product if your favourite celebrity endorsed it?

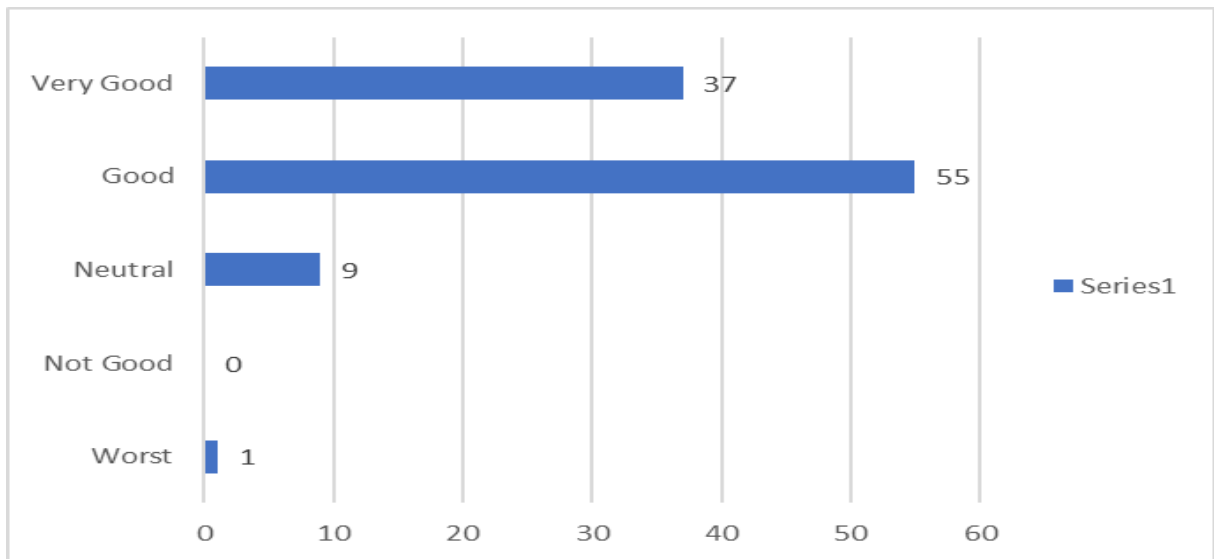
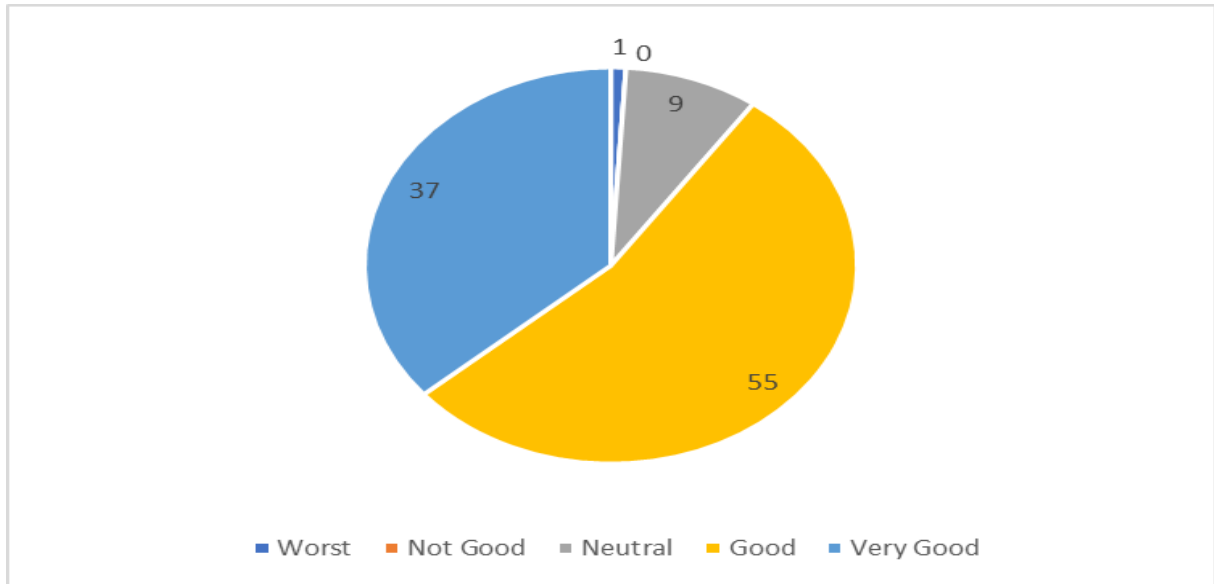
CATEGORY	FREQUENCY	PERCENTAGE
Strongly agree	7	6.86%
Agree	25	24.51%
Neutral	40	39.22%
Disagree	22	21.57%
Strongly disagree	8	7.84%



Majority of the consumer are in neutral level while buying a product that is endorsed by a celebrity

Rate the overall services of Lulu Mall ?

RATING	FREQUENCY	PERCENTAGE
Worst	1	0.98%
Not good	0	0.00%
Neutral	9	8.82%
Good	55	53.92%
Very good	37	36.27%



Most of them are happy with the services provided by Lulu mall.

CHAPTER – 4

FINDINGD AND SUGGESTIONS

FINDINGS:

- **To analyse the economic impact on Consumer Behaviour**

Economic changes have had an impact on many aspects of the consumer's life. It also influences consumer behaviour in terms of product consumption and purchase. In recent years, consumers have reported various changes in behaviour, when the global economic situation has undergone significant change. Changes in the economy cause customers to convert their Luxurious lifestyle to a more constrained one, or vice versa, by incurring additional costs.

- **To describe how the product influences the household people**

Make them feel one-if-a-kind: It means smile and greet your consumer warmly. Exchange pleasantries without immediately attempting a hard sale. Your attitude must be friendly and interesting in them. Provide a lot of information. Here the consumers want trustworthy, competent people to educate them on a purchase. The most crucial aspect in establishing long term relationships and recurring sales in trust.

Customers must be included in the decision-making process. Use sensory strategies to assist them. Place the object under consideration in their hand if possible. This provides not only touch, but also a sense of ownership, which you should foster. And also encourage the customers to touch a fabric, handle and listen to your handicraft's instruments, taste or smell your products.

- **To understand how the consumption will affect the income level of the consumer**

The income effect is the shift in consumer spending dependent on the income. This means that if their income rises, people will generally spend more. If their income falls, they may spend less. The influence has no bearing on the types of things people will purchase.

SUGGESSTIONS

- Price needs to be customer friendly
- Improved customer service
- Better security facilities for the front parking area
- Reduce the cost of parking facilities
- Make the price affordable and reasonable
- Provide more staff. It would be more helpful in busier days
- Restocking has to be checked and done within minutes

CHAPTER - 5

CONCLUSION

The study of people, groups or organisations and all the behaviours connected to the acquisitions, consumptions and disposal of products and services is known as consumer behaviour. Consumer behaviour refers to how a person's feelings, attitudes and preferences influence their purchasing decisions. The aim of the project was to analyse how the product influences the household peoples and to understand how the consumption will affect the income level of the customer.

As a part of the project, we went to different shops to observe various customers choice of purchases and on the criterions that affect their choice. Furthermore, interacting with sales persons on their experience with customers have also helped this project to be prosperous. The observations obtained have greatly benefited in the efficiency of the project. The responses received through the questionnaires have also tremendously helped project to become a success.

BIBLOGRAGHY

- Foxall, G. R. (2001). Foundations of consumer behaviour analysis. *Marketing theory*, 1(2), 165-199.
- Zhao, J., Xue, F., Khan, S., & Khatib, S. F. (2021). Consumer behaviour analysis for business development. *Aggression and Violent Behavior*, 101591.
- Szwacka-Mokrzycka, J. (2015). Trends in Consumer Behaviour Changes: Overview of Concepts. *Acta Scientiarum Polonorum. Oeconomia*, 14(3), 149-156.
- Ismagilova, E., Slade, E., Rana, N. P., & Dwivedi, Y. K. (2020). The effect of characteristics of source credibility on consumer behaviour: A meta-analysis. *Journal of Retailing and Consumer Services*, 53, 101736.
- Dhir, K. S. (1987). Analysis of consumer behaviour in the hospitality industry: An application of social judgement theory. *International Journal of Hospitality Management*, 6(3), 149-160.

APPENDIX

1. Age:
 - Under 18
 - 18-24
 - 25-34
 - 35-44
 - 45 and above
2. Gender:
 - Male
 - Female
 - Other
3. Have you visit Lulu mall in the last month?
 - Yes
 - No
4. How long do you typically spend at Lulu Mall during a visit/
5. Would you be more likely to buy a product if your favourite celebrity endorsed it?
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
6. How satisfied are you with the services provided by Lulu Mall?
 - Very Satisfied
 - Satisfied
 - Neutral
 - Not Satisfied
 - Very Dissatisfied
7. Which of the following services or amenities would you like to be improved at Lulu Mall?
8. What features of a product grab your attention?
 - Quality and Price
 - Design and Appearance
 - Reviews and Recommendations
 - Brand Reputation

- Others

9. When you compare Lulu Mall with other malls, does it worth?

- Strongly Approve
- Approve
- Neither Approve nor Disapprove
- Disapprove
- Strongly Disapprove

10. Rate the overall services of Lulu Mall?