

## Optimizing Success: Evaluating The Effectiveness Of Lulu Mall's In-House Advertising Strategies In Trivandrum

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### Abstract

**Purpose:** This paragraph summarizes a study on Lulu Mall's advertising effectiveness, highlighting successes, customer appreciation, and areas for improvement.

**Theoretical framework:** Theoretical framework provides a conceptual foundation, guiding research by defining concepts and establishing relationships, informing study design and analysis.

**Design/methodology/approach:** Research design and methodology outline the approach used to investigate Lulu Mall's advertising effectiveness, combining quantitative and qualitative methods.

**Findings:** Findings reveal Lulu Mall's effective advertising in attracting customers, enhancing brand awareness; areas for improvement include visibility and data utilization.

**Research, Practical & Social implications:** Research unveils insights for Lulu Mall's strategy refinement; practical implications guide marketing decisions; social implications influence community engagement and perception.

**Originality/value:** The study contributes original insights on Lulu Mall's advertising effectiveness, providing value for marketing strategies and understanding consumer preferences.

**Keywords:** Retail industry, Brand awareness, Data utilization, Business Management, Industry, Innovation and Infrastructure.

### INTRODUCTION

Understanding how advertisements operate and what to take into account when building a plan are critical first steps. Advertising, commonly known as advertisements, is a messaging strategy used by businesses to influence the target audiences to purchase a good or service Zhang et al. (2023). One marketing component that encompasses all strategies businesses use to market their products is advertising. Advertisements are often more direct and impersonal to reach a larger audience than other techniques Kim et al. (2023). Effective advertising relies on innovative concepts and techniques that enable teams to create ads that specifically target their target market. Ads

must be strategically placed in media, and their effectiveness must be assessed, to guarantee that they are seen the goods or services they are promoting [2]. According to Philip Kotler, "Advertising is any paid form of non-personal presentation & promotion of ideas, goods, or services by an identified sponsor." Organizations that advertise, agencies that produce the ads, media that broadcast them, and other workers like visualizers, copy editors, brand managers, researchers, creative minds, and designers who get it to the customer or receiver make up the advertising business [8]. Advertisements aim to inform consumers about product benefits, entertain by presenting information in a captivating manner, and persuade through emotionally resonant styles [6]. The overarching goals include

increasing sales frequency, leading to more retail outlets and market presence[1]. Additionally, the objective is to stimulate consumer demand, fostering growth in retailers and distributors for the advertised goods[9] [1]. In summary, advertisements seek to educate, engage, and influence consumers, ultimately driving increased sales and expanding the market for the promoted products[3]. Advertising is vital for promoting goods or services, aiming to attract paying consumers[?]. A strategic approach guides customers to choose your offerings over competitors, ensuring the highest return on investment. Adaptability is crucial as perceptions and requirements evolve[5]. The retail industry faces challenges in understanding and meeting customer needs, with advertising and promotions being crucial. Despite the popularity of in-house advertising, limited research exists on its effectiveness. This study aims to assess the impact of in-house advertisements on sales, brand awareness, and customer satisfaction in Lulu Mall Trivandrum. The study on the effectiveness of advertising strategies in Lulu Mall, Trivandrum, aims to enhance the company's awareness of its target market, optimize advertising methods, and provide insights for increased sales, customer satisfaction, and brand loyalty. Furthermore, it contributes valuable insights to the advertising industry and offers a comprehensive understanding of customer preferences and behavior in the region, informing targeted strategies for improved shopping experiences. This study's significance lies in informing Lulu Mall and retail organizations of effective advertising strategies, fostering increased sales, satisfaction, and brand loyalty. Insights gained contribute to regional advertising knowledge. This study helps in finding the effectiveness of advertising strategies used by the company.

The objectives of the study are:

1. To study the effectiveness of in-house advertising strategies used by Lulu Mall, Trivandrum.
2. To study the influence of advertisements on consumer buying behavior and demand.

## **2 METHODOLOGY**

### **2.1 Statistical techniques used**

1) Chi-square test It is a statistical measure used in the context of sampling analysis for comparing the variance to a theoretical variance. In order to judge the significance of the association between two attributes we make use of the chi-square test by finding the values of the chi-square by using the chisquare distribution[7].

2) Percentage Analysis Percentage analysis is the method to represent raw streams of data as a percentage (a part of 100 - percent) for a better understanding of collected data. Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

### **2.2 Period of study**

The study has been done for a period of 7 weeks, from 19th September 2022 to 04th November 2022.

## **3 Data Analysis and Interpretation**

### **3.1 Age of respondents**

This question has been asked to know the age group to which the respondents belong, in order to have knowledge regarding the demographic factors of customers. From the above analysis, it was found that 43.3% of the respondents belong to the 18-25 age group, 37.5% belong to the 25-40 age group and the rest of the 19.2% belong to the 40-60 age group as shown in Table 1 and Figure 1.

### **3.2 Gender of respondents**

This question has been asked to know the gender of respondents in order to have knowledge regarding the demographic factors of customers. From the above analysis, it was found that 43.3% of the respondents belong to the 18-25 age group, 37.5% belong to the 25-40 age group and the rest of the 19.2% belong to the 40-60 age group as shown in Table 2 and Figure 2.

Table 1: Classification of respondents based on age

Age groups	No. of respondents	Percentage
Below 18	0	0
18-25	52	43.3%
25-40	45	37.5%
40-60	23	19.2%
Above 60	0	0

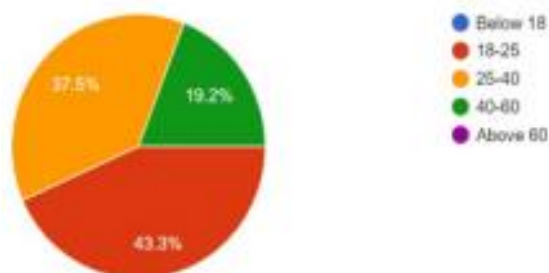


Fig. 1: Age of respondents

Table 2: Classification of respondents based on gender

Gender	No. of respondents	Percentage
Female	63	52.5%
Male	57	47.5%
Others	0	0
Prefer not to say	0	0

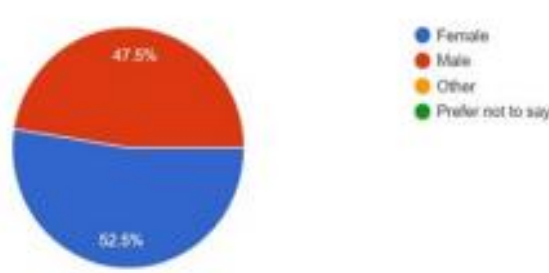


Fig. 2: Gender of respondents

### 3.3 Current employment status of respondents

This question has been asked to know the current employment status of respondents. From the analysis, it was found that 45% of the respondents are Employed, 41.7% are students, 10.8% are Home-makers and the remaining 2.5% are retired as shown in Table 3 and Figure 3.

### 3.4 Often of shopping

This question has been asked to know how frequently the respondents go for shopping. From analysis, it was found that 55.8% of the

respondents go for shopping once a month, 41.7% go for shopping 2-3 times a month and the rest of the 2.5% go for shopping 2-3 times a week as shown in Table 4 and Figure 4. 3.5 How did you come to know about Lulu Mall Trivandrum? This question has been asked to know how they first heard about Lulu Mall Trivandrum. From the analysis, it was found that 90 respondents heard about Lulu Mall Trivandrum through Word of Mouth, 65 of them came to know through social media, 43 of them got to know through television and 34 of them saw billboards and hoardings as shown in Table5 and Figure 5.

Table 3: Classification of respondents based on employment status

Employment status	No. of respondents	Percentage
Student	50	41.7%
Home-maker	13	10.8%
Employed	54	45%
Retired	3	2.5%

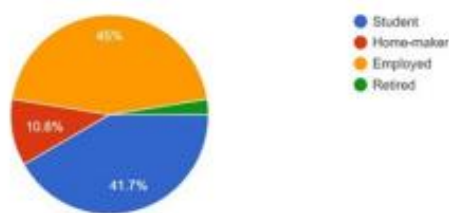


Fig. 3: Employment status of respondents

Table 4: Classification of respondents on the frequency of shopping

How frequent	No. of respondents	Percentage
2-3 times a week	67	55.8%
2-3 times a month	50	41.7%
Once a month	3	2.5%

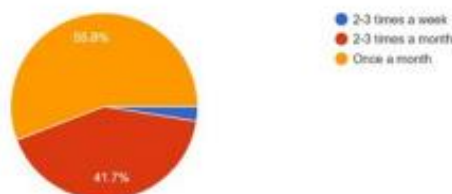


Fig. 4: Frequency of shopping

Table 5: Classification of respondents on how they got to know about Lulu Mall Trivandrum

Source	No. of respondents
Social Media	65
Television	43
Billboards and Hoardings	34
Word of Mouth	90



Fig. 5: Sources from which they got to know about Lulu Mall Trivandrum

Table 6: Classification of respondents on how often they visit Lulu Mall Trivandrum.

How frequent	No. of respondents	Percentage
2-3 times a week	4	3.3%
2-3 times a month	48	40%
Once a month	68	56.7%

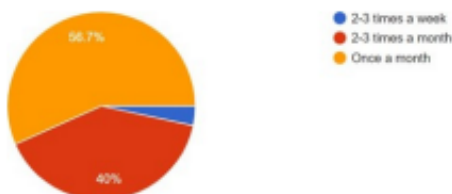


Fig. 6: How often they visit Lulu Mall Trivandrum

### 3.6 How often do you visit Lulu Mall Trivandrum for shopping?

This question has been asked to know how often they visit Lulu Mall Trivandrum. From the analysis, it was found that 56.7% of the respondents visit Lulu Mall Trivandrum once a month, 40% visit 2-3 times a month, 3.3% of the

respondents visit Lulu Mall Trivandrum 2-3 times a week as shown in Table 6 and Figure 6.

### 3.7 When do you prefer to go shopping at Lulu Mall Trivandrum?

This question has been asked to know when they prefer to go shopping at Lulu Mall

Trivandrum. From the analysis, it was found that 40.8% of the respondents visit Lulu Mall Trivandrum during weekends, 35% visit when needed, 12.5% of the respondents visit Lulu Mall

Trivandrum during sales/festive season, 7.5% visit during weekdays and 4.2% of the respondent's visit during the Wednesday sales as shown in Table 7 and Figure 7.

Table 7: Classification of respondents on when they prefer to go shopping at Lulu Mall Trivandrum.

When do they prefer to visit the mall	No. of respondents	Percentage
During sales/Festive season	15	12.5%
Wednesday sales	5	4.2%
Weekdays	9	7.5%
When needed	42	35%
Weekend	49	40.8%

Table 8: Classification of respondents on the basis of their spending behavior.

Amount	No. of respondents	Percentage
Below Rs.500	15	12.5%
Rs.500-Rs.1000	65	54.2%
Rs.1000-Rs.2000	39	32.5%
Above Rs.2000	1	0.8%

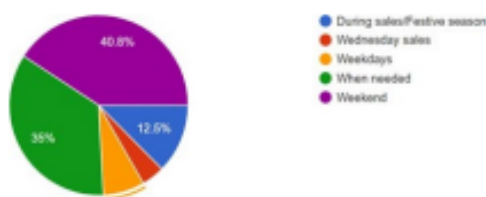


Fig. 7: When do they prefer to go shopping at Lulu Mall Trivandrum

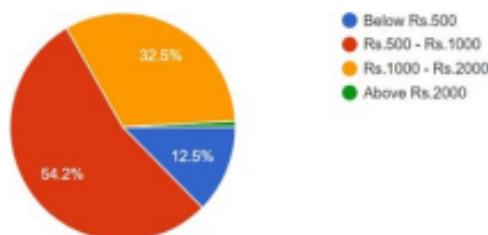


Fig. 8: Spending behavior

### 3.8 How much do you spend on a visit to Lulu Mall Trivandrum? (approx.)

This question has been asked to know the spending behavior of the respondents when they visit at Lulu Mall Trivandrum. From analysis, it was found that 54.2% of the respondents spend Rs.500-1000 when they visit Lulu Mall Trivandrum, 32.5% spend Rs1000-2000, 12.5% of the respondents spend below 500 and 0.8% spend above 2000 as shown in Table 8 and Figure 8.

### 3.9 What kind of in-house advertisements have you noticed within the mall?

This question has been asked to know which types of advertisements the respondents noticed within the mall. From the analysis, it was found that 88 respondents notice Dropdown when they visit Lulu Mall Trivandrum, 87 notice Backlit Boards, 58 respondents notice Compound walls, 34 notice LED wall, 31 notice promotional kiosks and 19 notice standees as shown in Table 9 and Figure 9.

Table 9: Classification on the basis of types of advertisements noticed by the respondents.

Types	No. of respondents
Dropdown	88
LED Wall	34
Standee	19
Backlit boards	87
Promotional kiosk	31
Compound wall – Mounted Boards	59

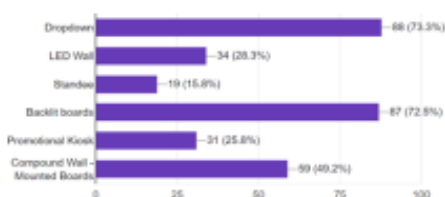


Fig. 9: Types of advertisements noticed by the respondents

Table 10: Classification of respondents on the basis of the factors that made the advertisements attractive.

Factors	No. of respondents	Percentage
Artistic quality	20	16.7%
Message was clear and convincing	46	38.3%
Choice of ad space	54	45%

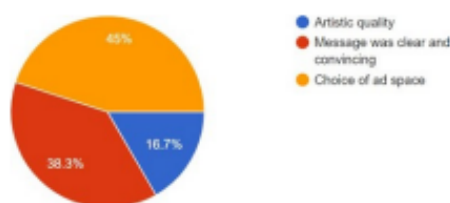


Fig. 10: Factors that made the advertisements attractive.

### 3.10 What made those advertisements attractive?

This question has been asked to know what factor made the advertisements attractive. From the above analysis, it was found that 45% of the respondents were attracted because of the choice of the ad space, 38.3% because the message was clear and convincing and 16.7% because of the artistic quality as shown in Table 10 and 10.

### 3.11 Have you purchased a product after coming across an advertisement?

This question has been asked to know if the respondent has purchased anything after coming across an advertisement. i) Association

between gender and effectiveness. Analysis on the association between gender and effectiveness and accordingly, hypothesis was formulated. Hypothesis, H0: There is no association between gender and effectiveness of the advertisement. H1: There is an association between gender and effectiveness of the advertisement. From the above analysis, it was found 81.7% of the respondents has purchased a product after coming across an advertisement and 18.3% has not purchased. Among the 81.7%, 54% were female and 46% were male. And among the 18.3% who said NO, 45% were female and 55% were male as shown in Table 11, Table 12 and Figure 11.

Table 11: Classification of respondents on the basis of their purchase.

Purchased or not	No. of respondents	Percentage
YES	98	81.7%
NO	22	18.3%

Table 12: Association between gender and effectiveness

Gender	Effective or Not	
	Yes	No
FEMALE	53	10
MALE	45	12

Gender	YES	NO	Row Totals
Female	<b>53</b> 51.45 (Expected)	<b>10</b> 11.55 (Expected)	63
Male	<b>45</b> 46.55 (Expected)	<b>12</b> 10.45 (Expected)	57
Column Total	98	22	Grand Total = 120

Table 13: Chi-square on the basis of gender of the respondent with Expected values.



Fig. 11: Purchased or not.

Table 14: Chi-square on the basis of gender of the respondent with observed and expected

Observation (O)	Expected		(O - E)		(O - E) <sup>2</sup>		(O - E) <sup>2</sup> / E			
	YES	NO	YES	NO	YES	NO	YES	NO		
F	53	10	51.45	11.55	1.55	-	2.4025	2.4025	0.04669582	0.20800866
M	45	12	46.55	10.45	-	1.55	2.4025	2.4025	0.05161117	0.22990431
									<b>0.09830699</b>	<b>0.43791296</b>

#### 4 Findings of the study

1. It was clear that 69.2% of the respondents found the in-house advertisements of Lulu Mall Trivandrum to be effective. 83.3% of the respondents found the advertisement effective since it was able to convey the message clearly. 100% of the respondents were able to understand the message the advertisements were trying to convey.
2. It was found that among the respondents who found the advertising effective, the majority were female i.e., 55%, and the remaining 45% were male.
3. It was found that 75% of the respondents came to know about Lulu Mall Trivandrum through Word of mouth and 65% of them got to know about the mall through social media.
4. According to 45% of the respondents, the choice of ad space is what made the

advertisements attractive compared to the message and artistic quality

5. According to the majority i.e., 57.1% of the respondents, discounts, and offers are what influenced them to make a purchase.
6. Among the various in-house advertisements, Dropdown (73.3%) and Backlit boards (72.5%) are the ones that most of the respondents noticed.
7. 81.7% of the respondents has made a purchase after coming across an advertisement.

#### 5 CONCLUSION AND LIMITATIONS OF THE WORK

The investigation into Lulu Mall's advertising strategies unveils a positive landscape characterized by effective promotional initiatives. Social media campaigns and in-mall promotions have successfully drawn customers and heightened brand recognition.

The valued aspects of the mall, such as its diverse stores and familyfriendly ambiance, contribute significantly to customer satisfaction. Nevertheless the study serves as a catalyst for ongoing improvement, pinpointing areas that require attention. Enhancing advertising visibility and leveraging data for targeted marketing emerge as critical facets for refinement. The acknowledgment of these areas for optimization reflects a commitment to continuous enhancement, ensuring that Lulu Mall remains at the forefront of effective advertising in the competitive retail environment. Overall, the study provides a roadmap for strategic evolution, underscoring the importance of adaptability and responsiveness in sustaining the mall's promotional success.

Time constraints, respondent bias, and regional specificity restrict the study's generalizability and scope.

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