

IMPACT OF OUTDOOR PROMOTION STRATEGY ON CUSTOMER DECISION MAKING: A CASE STUDY OF LULU MALL IN KOCHI

Project Report

Submitted by

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*In partial fulfilment of requirements for the award of the Post Graduate Degree of
Master of Commerce and Management*



**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM
COLLEGE WITH POTENTIAL FOR EXCELLENCE**

Nationally Re-Accredited at 'A++' Level (Fourth Cycle)

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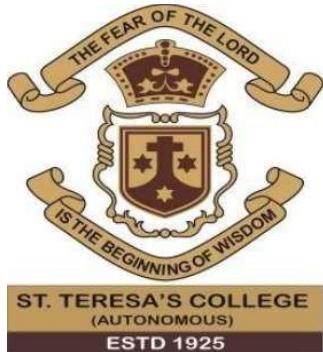
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March 2025

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CERTIFICATE

This is to Certify that the project report titled "**IMPACT OF OUTDOOR PROMOTION STRATEGY ON CUSTOMER DECISION MAKING: A CASE STUDY OF LULU MALL IN KOCHI**" submitted by **SAMAHA KA** towards partial fulfilment of the requirements for the award of Post Graduate Degree of **Master of Commerce and Management** is a record of Bonafide work carried out during the academic year 2024-25.

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Date: 31.03.2025

DECLARATION

I, **SAMAHA K A** hereby declare that this dissertation entitled, "**IMPACT OF OUTDOOR PROMOTION STRATEGY ON CUSTOMER DECISION MAKING: A CASE STUDY OF LULU MALL IN KOCHI**" has been prepared by me under the guidance of **Ms. MANEESHA T M**, Assistant Professor, Department of Commerce, St. Teresa's College, Ernakulam.

I also declare that this dissertation has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

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Date: 31.03.2025

ACKNOWLEDGEMENT

I wish to acknowledge all those who helped me to complete this study. I thank God Almighty for helping me and guiding me in the right path and who made all things possible.

I take this opportunity to express my profound gratitude and deep regards to my guide **Ms. Maneesha T M**, Assistant professor, St. Teresa's college, Ernakulam, for her exemplary guidance, monitoring, and constant encouragement throughout the course of this study. The blessings, help and guidance given by her from time to time shall carry me a long way in the journey of life on which I am about to embark. She has taken pains to go through the project and make necessary corrections as and when needed.

I express my sincere thanks to the Director **Rev. Sr. Tessa CSST**, **Rev. Sr. Francis Ann CSST** Manager **Rev. Sr. Nilima CSST**, Principal **Dr. Alphonsa Vijaya Joseph** and **Ms. Elizabeth Rini K F**, Head of the Department of Commerce, and to all other faculties of the Department of Commerce, St. Teresa's College, for their support and valuable suggestions.

I would like to express my thanks to all respondents and colleagues in developing the project.

I also extend heartfelt thanks to my family for their constant encouragement without which this project would not be possible.

SAMAHA KA

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CHAPTER 1

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1.1 INTRODUCTION

Outdoor promotion is a significant activity in the dynamic retail marketing environment, which significantly influences the decisions and practices of customers. In today's fast-growing urban milieu, where the advertisement environment is becoming intense, a business has no other way but to effectively alter its approach to advertising products to catch attention and drive footfalls. As such, Lulu Mall at Kochi can be used as one of the classic examples of how such strategies could influence a customer's buying decision amidst a more aggressive marketplace.

Lulu Mall is one of the largest malls in Kerala. It offers its customers many retail, dining, and entertainment options. Thousands of customers daily visit this place. As the intensity of competition grows in the retail sector, marketing and promotions play a key role in sustaining the customer base for the mall. Outdoor promotion that consists of billboards, hoardings, banners, and digital signage will also form part of Lulu Mall's promotion activities. Such efforts create brand awareness while at the same time becoming a necessary point of contact during the purchase journey for a consumer.

The paper focuses on studying how outdoor promotional strategies have affected consumer decision-making at Lulu Mall in Kochi. Through this, it will discuss and demonstrate the effectiveness of various outdoor advertising methods by revealing exactly how these strategies impact customers and their perceptions, store visits, and purchases. By implication, this case study should give an insight into outdoor promotion in the retail sphere of today, and such a busy, diversified market as Kochi.

This may have important implications for retailers, marketers, and mall operators to fine-tune promotion techniques and optimize customer engagement strategy for maximum impact in relation to the understanding of outdoor promotions with customer decisions.

1.2 STATEMENT OF THE PROBLEM

In the highly competitive retail market, outdoor promotion is one of the important factors governing consumer behavior and driving footfalls into retail establishments. Lulu Mall is one of Kerala's largest malls and faces competition from an increasingly changing urban environment and highly advertised competitiveness. While outdoor advertisement strategies like hoardings, billboards, banners, and digital signboards are well used to develop the awareness of the brand among customers as well as in decision-making about consumer purchases, Lulu Mall still does not have information regarding such effectiveness in determining consumer behavior.

The problem, hence, lies in the identification of the actual impact of outdoor advertising on consumer decision-making with Lulu Mall, Kochi. How do these promotion strategies in outdoor areas influence the customers' perceptions, visits, and purchases? What is the level of awareness created through the advertisements, and how has it contributed to the high marketing success of the mall? This research will answer these questions and provide insight into the role of outdoor promotion in driving consumer behavior in a high-traffic retail environment.

The findings of the study shall have important implications for retailing, marketing, and mall managers to optimize their outdoor promotion tactics and customer engagement so they do not lose out to the competition in the speed of the market.

1.3 SCOPE OF THE STUDY

The study is focused only on Lulu Mall, which is one of the biggest and most visited malls in Kerala, located in Kochi. It analyzes how outdoor promotional strategies influence the decision-making process of customers at Lulu Mall, Kochi. The research will focus on customers who visit Lulu Mall, including a variety of demographic groups. It will also seek to understand how the various customer segments respond to outdoor promotions, providing insight into the diverse customer base that frequents the mall.

1.4 SIGNIFICANCE OF THE STUDY

This research provides rich inferences for the key beneficiaries, the retailers, and managers at these shopping malls. The discoveries for that particular retailer and malls administrator who, more critically could derive important insights relating to outdoors advertising strategies and therefore customer's choice-making tendencies as of Lulu Mall with greater opportunities for marketing exercises can amplify sales turnover by increasing foot-fall and brand visibility within such an overcrowded market. The research will allow marketers and advertising practitioners to gain a better appreciation for the impact of outdoor advertising on consumer attitudes and purchase behavior, therefore allowing for the refinement of strategies and adjustments in light of trends. Lastly, the study will add to the body of knowledge on consumer behavior within academic environments, particularly retail-focused environments, by examining how advertisements placed within the environment affect the behavior of buying. The research is also important to the retail industry in Kochi, as it gives insights into consumer behavior in a fast-evolving retail market in the city, assisting businesses in tailoring marketing efforts to better compete with others. Finally, this study can become a basis for further research on outdoor advertising and consumer behavior. It would be interesting to explore how outdoor promotions could be combined with digital and online advertising in an omnichannel retail experience.

1.5 OBJECTIVES OF THE STUDY

- To evaluate the impact of outdoor promotional strategies on customers' purchase decisions at Lulu Mall, Kochi.
- To examine how outdoor promotions influence customer perceptions.
- To assess the effectiveness of outdoor advertising in generating brand awareness and driving footfalls at Lulu Mall.

1.6 HYPOTHESES OF THE STUDY:

➤ **Hypothesis 1: Relationship Between Gender and Outdoor Advertisement Awareness.**

Null hypothesis (H₀): There is no significant difference in outdoor advertisement awareness based on gender.

Alternative hypothesis (H₁): There is a significant difference in outdoor advertisement awareness based on gender.

➤ **Hypothesis 2: Association Between Frequency of Visit and Awareness of Outdoor Advertisements.**

Null hypothesis (H₀): There is no significant association between frequency of visit and awareness of outdoor ads.

Alternative hypothesis (H₁): There is a significant association between frequency of visit and awareness of outdoor ads.

➤ **Hypothesis 3: Relationship Between Outdoor Advertising and Brand Awareness Among Customers.**

Null hypothesis (H₀): There is no significant relationship between outdoor advertising and brand awareness among customers.

Alternative hypothesis (H₁): There is a significant relationship between outdoor advertising and brand awareness among customers.

➤ **Hypothesis 4: Relationship between visibility of outdoor ads and purchase decisions.**

Null hypothesis (H₀): There is no significant relationship between visibility of outdoor ads and purchase decisions.

Alternative hypothesis (H₁): There is a significant relationship between visibility of outdoor ads and purchase decisions.

1.7 RESEARCH METHODOLOGY

1.7.1 RESEARCH DESIGN

- **Nature of the study:** The study is descriptive as well as analytical in nature.
- **Nature of the data:** Both primary and secondary data are collected for the study.
- **Sources of the data:**
 1. Primary data: It is the original data collected from the respondents. This was collected through a structured questionnaire.
 2. Secondary data: It includes both internal and external sources. Internal data are not included in this project as it is the data that are available from the organization, while external were magazines, textbooks from websites, etc.

1.7.2 SAMPLE DESIGN

- **Nature of population:** The population is finite.
- **Sample size:** The sample size of the study is 100 respondents.
- **Sample unit:** It is collected from individual customers who visit Lulu Mall in Kochi.
- **Sample method:** Convenience sampling.

1.8 TOOLS FOR ANALYSIS

- A pre-structured questionnaire is used for data collection.
- **IBM SPSS Statistics:** SPSS was used for data processing, coding, and statistical analysis. It facilitated hypothesis testing through Chi-Square tests, Correlation analysis, and Descriptive statistics.
- **Descriptive Statistics:** Used to summarize demographic details and responses using percentages. These are presented by tables, charts, and diagrams.
- **Fisher's Exact Test & Chi-Square Test of Independence:** Applied to determine the relationship between categorical variables, such as gender and awareness of outdoor advertisements or frequency of visit and awareness.
- **Crosstabulation Analysis:** Helps in visualizing the distribution of responses across different groups, supporting the interpretation of Chi-Square tests.

- **Spearman's Rank Correlation:** Used to measure the strength and direction of association between two ordinal variables, such as outdoor advertising and brand awareness, or visibility of outdoor ads and purchase decisions.

1.9 LIMITATIONS OF THE STUDY

- The sample size of respondents is limited, which may not be large enough to generalize the findings to the entire population of Lulu Mall visitors in Kochi.
- The study is focused exclusively on Lulu Mall in Kochi, which may not be representative of other malls in different locations.
- The study may focus on specific outdoor promotional strategies like billboards, hoardings, and digital signage while ignoring other forms of promotion that could also influence consumer behavior (e.g., social media, online ads, or in-store promotions).
- The study examines consumer perceptions of outdoor ads and their reported behavior, but there might be a discrepancy between what consumers say and what they do.
- Consumer behavior is influenced by many external factors, such as personal preferences, peer recommendations, or other forms of advertising (e.g., digital marketing). This study may not account for all these variables.
- Some tests, such as the Chi-Square test, require a minimum expected frequency in each cell for accurate results. In this study, certain cells had expected counts below the recommended threshold, which may affect the reliability of the findings. Additionally, correlation tests only establish associations and do not imply causation.

1.10 CHAPTERISATION

Chapter 1 – Introduction

This chapter contains a description of the introduction, a statement of the problem, objectives of the study, scope and significance, hypotheses, research design and sample design adopted, tools for analysis, and limitations of the study.

Chapter 2 – Review of Literature

This chapter presents an Introduction and review of the Literature. This literature review combines findings from a broad spectrum of studies to provide a broad picture of the impact of outdoor promotion campaigns on customer decisions.

Chapter 3 – Theoretical Framework

This chapter presents an introduction and theoretical review of outdoor promotion strategies which includes definition, importance, types of outdoor promotional strategies, AIDA model, customer decision-making process, stages of the decision-making process, factors influencing customer decisions in a shopping mall environment, relevance to lulu mall, and rationale of the study.

Chapter 4 – Data Analysis and Interpretation

This chapter presents an introduction, data analysis, and interpretation. This deals with the analysis of the primary data through the tables and graphs with their interpretation. Also, it includes tests of fisher's exact test and correlation test for the analysis.

Chapter 5 – Findings, Suggestions, and Conclusions

This is the concluding chapter of the study. It draws on the major findings and concludes with a few suggestions.

2.1 LITERATURE REVIEW

Outdoor campaigns play an important role in shaping consumer opinion and decisions while making a purchase. Outdoor advertisement compromises advertising on signboards or bill boards, outside of a building and usually by the roadside. Many earlier researchers focused on outdoor advertising's effectiveness, primarily on memory and identification. With the businesses doing their best to capture the attention of consumers amidst chaotic shopping environments, usage of outdoor advertisements such as billboards, digital displays, and mall advertisements has been exceedingly common. Such strategies are especially effective within high-traffic areas such as shopping malls, where consumers are bombarded with multiple promotional messages that can affect their purchasing decision. This literature review examines previous studies on the efficacy of outdoor promotional techniques and how they affect customer behavior with an emphasis on the retail setting.

There are several studies that have explored the impact of outdoor advertising on consumer decision-making. This review of literature combines findings from a broad spectrum of studies to provide a broad picture of the impact of outdoor promotion campaigns on customer decision. Using Lulu Mall Kochi as its case, this review closes the gap between practice and theory to make significant contributions to insights marketers might find useful to direct them towards bettering their promotion methods in hypermarket environments.

Arekar et al. (2018), describes a better understanding of the efficacy of social media websites on various parameters of consumer purchasing behavior. The research aimed to identify the factors influencing consumer behavior and preference in the Indian electronic market. The key findings of the research reveal that there is the positive impact of social media on variety seeking buying behavior, disagreement buying behavior, usual buying behavior, composite buying behavior, and impetuous buying behavior. This research assists producers and retailers in knowing consumers' buying behavior towards electronics appliances and also assists in enhancing the customer satisfaction.

Ong & Won (2018) showed that social media has the strongest relationship with consumers' purchasing behaviour. The purpose of his paper is to examine the connection between print service advertisement, broadcast advertisement, social media advertisement, and consumer purchasing behavior. The results of this research indicated that print service advertising, broadcast advertising, and social media advertising were significantly and positively correlated with consumer purchasing behavior.

Abubaker (2017) revised the effects of online and social media advertising attributes towards consumers' behaviour. The article discussed consumer processing behaviour when exposed to online messages, and as expected, consumers who have high involvement with the brand may click on the link provided in the social media platform that directed them to the landing page of the message. The next effect is emotional responses in influencing decision-making and purchase behaviour.

Dahiya and Gayatri (2018) investigated the usage of social media marketing by the Indian auto industry. They observed that social media marketing was being used by a large number of other firms, including those in the music, fashion, banking, clothes, books, gaming, and other industries. Understanding how social media marketing affects customer purchasing decisions in the passenger car sector was the aim of their study. For their investigation, they employed a hybrid methodology. Researchers came to the conclusion that the majority of respondents used websites as a social communication channel; they used social networking sites when purchasing an automobile. According to the study, mega-brand products like cars could raise exposure through social media marketing. Additionally, the customers were interacting with one another on social media sites.

Stephen (2016), as technology use rises, social media marketing-based purchasing behavior is expanding quickly. Information from social media is increasingly playing a significant role in influencing consumer choices. The purpose of his research was to provide more detail on how the social environment affects customers. His research also went into detail about consumer concerns. He distinguished five components, including "word of mouth" (WOM), consumer social culture, mobile environment, social environment's impact on purchasing behavior, and reactions to social advertising.

Rezvan et al. (2016), stated that advertisement is an essential component of product-market marketing, which help in creating prompt sales by extending beyond geographical limits in encouraging the purchase of the product. As a result, advertisement helps buyers to realize the profound connection among the brand, the business, and buyers.

Siddiqui et al. (2016), stated that outdoor billboards assist in building brands and reinforcing their images in the mind of the potential consumer. The research aims to identify the degree of influence of billboard advertisements on the participants of surveys in Pakistan. The study also tried to quantify the impact of various attributes and aspects of billboard ads and their impacts on the purchase behaviors of customers and awareness towards brands. Model fitness can be interpreted by ANOVA and it is demonstrating that it's a fitting model because the value of significance is less than 0.5, so this indicates that the model is fit. Correlation between content & brand awareness is 0.391 at 0.01 significant level, between location and brand awareness is 0.299 at 0.01 significant level & between size and brand awareness is 0.319 at 0.01 significant level.

Habib et al. (2015), the purpose of his study is to emphasize the influence of advertisement over customer choice using a similar case study, "LULU Hypermarket, The Avenue and Muscat Grand Mall" located at Al Ghubra, adjacent to the localities of Al khuwair and Bausher. SPSS was utilized in analysis of the data, while correlation analysis was employed to ascertain the relationship among LULU Hyper Market, Muscat Grand Mall and The Avenue's advertisement and consumer exposure toward purchasing behavior. The finding indicates that there is a positive relationship between them and it is statistically significant.

Ioanas E (2014), his study focuses on how social media affects consumer behavior. The results were derived using both univariate and bivariate analysis from a statistical perspective. The analysis of the study data, they develop a social network-based customer profile. Through the analysis offered by the questionnaire's web host platform, one may observe how much it is impacted and how social media's true influence is manifested in behavioral changes.

Pikas & Sorrentino (2014), state that advertisement is an instrument utilized to convey information concerning a product or service to a target audience. The expansion of Internet use has provided a platform for companies to entice and keep customers. Though online advertisement techniques are employed by most companies, the effectiveness of these techniques being employed can be questioned. This research will give an examination of online advertisement and its efficiency. Research was carried out to test the consumer's impression of online advertisement on the most used social webpages: Facebook, YouTube, and Twitter. Procedures were also undertaken to examine a potential gender disparity when it relates to consumers' acceptability to web advertising on these websites.

Kit & P'ng (2014), state that the research examines the role of product placement in TV dramas and films about customer behavior. In this research, the Theory of Reasoned Action is incorporated and applied to try out five unique hypotheses. The key findings indicate that an individual's beliefs regarding product placement can influence the attitude of the individual. Furthermore, normative norms are significantly related to subjective norms. Attitude and subjective norms have a direct influence on purchase intention. Finally, purchase intention will influence an individual's consumer behavior. Some recommendations are provided to advertisers and marketing researchers respectively.

Raju (2013), according to him, Advertising is any type of communication intended to influence readers, listeners, or viewers to purchase or take action about goods, information, services, etc. The purchasing process involves taking risks and making decisions. Using data from 110 respondents, this study investigates the relationship between independent variables—emotional response and the behavioral and attitudinal aspects of consumer purchasing behavior. The main objective of this research is to assess the influence of advertising on the attitudes and purchasing behaviors of both male and female consumers.

Naidoo (2011), discovered that using social media as a platform to advertise increase the effectiveness in influencing consumers' purchasing behaviour. However, a brand reputation must be established in order to perform high effectiveness in social media advertising to capture attention from the consumers.

Nidhi Kotwal (2008), conducted a study in India discovered that adolescents are extremely drawn towards the TV advertisement. In addition to that teen girls are also influenced by the TV advertisements and they will purchase the products which they noticed in advertisements. Therefore, it provides us with an idea that mass media has the immense influence over the advertisements. Organizations are shifting towards the creative material which draws the teenage girls as well as boys towards the purchasing of the products.

Deshwal P. (2016), states that businesses are spending more money on internet advertising than in the past. It is essential to comprehend the elements that affect the efficacy of internet advertisements. Many large marketers have been waiting for an internet broadcast model. They aim to resemble television advertising more when it comes to Internet advertising. In reality, they aim to improve it over TV advertising by adding the value of interaction to the visual impact of traditional broadcasting. Advertisers want to make their advertising more engaging. Customers can participate more in interactive advertising since they take the majority of the initiative. Brand attitudes will be shaped by the experiences had during this engagement. Analyzing various forms of internet advertising and investigating the impact of online ads on consumers' purchase decisions are the goals of this study.

3.1 INTRODUCTION

Theoretical framework is the cornerstone of research study that provides a scientific interpretation of how the variables interact with each other. The theoretical framework refers to theories, models, and concepts portraying the studied phenomenon. Theoretical framework, for this research study, facilitates consideration of how the outdoor promotion events affect decision-making by the customer within the Kochi Lulu Mall retail market.

Outdoor promotional strategies such as billboards, digital signs, transit shelter ads, and mall signage are crucial in engaging customers, shaping their perceptions, and ultimately influencing their buying behavior. This model, using proven marketing and consumer behavior concepts, will further clarify how outdoor marketing tactics build awareness, create interest, and lead to customer behavior.

This part will cover key theories such as the AIDA Model (Attention, Interest, Desire, Action), the Consumer Decision-Making Process, and the Hierarchy of Effects Model, to provide a direct link between promotional activities and consumer reactions. These theoretical concepts will be used to assess how effective outdoor advertising is and how it influences customer decisions in Lulu Mall.

3.2 DEFINITION – OUTDOOR ADVERTISING:

Outdoor advertising is a form of advertisement that appears outside and addresses the consumer while outside the home. Some of these include transit advertisements such as bus advertising or train advertisements; billboards alongside the road; digital billboards; and outdoor advertising, including poster advertising and advertisements on street furniture. It is, in most cases, Out-of-Home (OOH) advertising.

Outdoor advertising works well for mass audiences. Outdoor ads can frequently be noticed from a distance, which is why they make great media for the transmission of basic messages or creating brand awareness. Outdoor ads are also cheap and can be reached by individuals at a number of times of the day.

3.3 IMPORTANCE OF OUTDOOR PROMOTIONS

Outdoor promotional strategies are advertising and marketing methods employed in outdoor environments to capture customer attention and drive their buying behavior. These promotions are placed in high-traffic locations like malls, roadside locations, public transportation stops, and business districts to ensure maximum visibility and brand recognition.

Outdoor promotions play a significant role in reaching consumers by providing unrelenting visual exposure that enhances brand messages. They are effective because:

- They offer endless visibility (24/7 visibility).
- They target mass audiences like pedestrians, shoppers, and commuters.
- They aid in recalling the brand by reaffirming the message via multiple exposures.
- They can be integrated into web marketing campaigns for enhanced reach and engagement.
- They are non-disruptive. Unlike digital ads, outdoor advertising doesn't interrupt the audience's activities.

3.4 TYPES OF OUTDOOR PROMOTIONAL STRATEGIES:

Outdoor promotional strategies are highly effective for influencing customer decision-making, especially in a retail environment like Lulu Mall Kochi. There are several types of outdoor promotional strategies such as billboards, hoardings, transit advertising, mall branding, digital signage, kiosk promotions & pop-up stores, posters & banners, guerilla marketing, roadshows, etc. Some of them are discussed below:

1. Billboards:

Billboards are perhaps the most iconic form of outdoor advertising. Found along highways, urban centres, and busy intersections, billboards deliver bold, large-scale messages that are hard to miss. They're ideal for creating strong visual impressions.

2. Hoardings:

Hoardings are similar to billboards but are often used to refer to temporary advertising boards placed around construction sites, malls, or event venues. Typically, larger than billboards and can cover a long stretch of space. Used for mall branding, construction site advertising, and event sponsorships.

3. Posters & Banners:

Printed materials placed at bus stops, shopping centers, street poles, and mall interiors. Cost-effective and useful for short-term promotions.

4. Digital Signage:

Digital signage is used in outdoor advertising displays to deliver dynamic and eye-catching advertisements in high-traffic outdoor locations. These displays can showcase vibrant visuals, videos, and targeted messages, capturing the attention of passersby and effectively promoting products, services, or events. A dynamic electronic solution that uses digital screens to deliver targeted messages and real-time updates in various settings.

5. Transit Advertising

Transit advertising includes ads on buses, trains, taxis, and even subways. These ads move with the vehicle, reaching a broad audience in urban and suburban areas.

3.5 AIDA MODEL

The AIDA model describes four major steps in the customer process: Attention, Interest, Desire, and Action. In the case of outdoor advertising, attention is gained with visually appealing ads such as billboards or banners. Interest is generated by effective messages or innovative visuals that appeal to the crowd. Desire is developed by highlighting product benefits or establishing emotional ties. Lastly, action is triggered by direct calls to action, like telling customers to go to a store or check out a new product.

3.6 CUSTOMER DECISION-MAKING PROCESS

Customer decision-making process is the decision-making process pursued by a consumer while making or not making a purchase. It involves several affective and cognitive steps, followed by external as well as internal factors. Having knowledge of the process is relevant to marketers as it allows the implementation of focused strategies to push customer behavior in different steps. Consumer behavior theories describe how and why consumers make buying decisions. The most important theories are:

- Maslow's Hierarchy of Needs: Indicates that consumers make buying decisions based on their physiological, safety, social, esteem, and self-actualization needs, progressing from lower-level needs to higher-level psychological needs.
- Engel-Kollat-Blackwell Model: Defines consumer decision-making as a systematic process in which consumers progress through problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior.
- Howard-Sheth Model: Focuses on the position of stimuli (product characteristics, marketing activities, etc.) and how consumers screen them according to their attitudes and experiences.

3.7 STAGES OF DECISION-MAKING PROCESS

- i. **Need Recognition:** In the first stage, the customer recognizes the needs or problem to identify what decision needs to be made.
- ii. **Information search:** The second step is data collection and gathering all of the necessary information required to make an informed decision. This can involve gathering details through available resources, historical data, market trends, etc.
- iii. **Identify & Evaluation of Alternatives:** Before just going with one solution when making a decision, the best decision-making process method is to first make a list of all possible solutions, then evaluate them by considering the advantages and disadvantages of each before making a final decision.
- iv. **Purchase decision:** After evaluating all of the information you have gathered, there comes a time to choose the best decision to purchase a product.

v. **Post-Purchase Behaviour:** After the decision has been made and implemented, it is important to reflect afterwards, to learn from any mistakes (and to learn from things done well). i.e., after the purchase, the customer assesses their decision.

3.8 FACTORS INFLUENCING CUSTOMER DECISIONS IN A SHOPPING MALL ENVIRONMENT

- **Atmosphere & Environment:** shopping malls typically employ lighting, music, and in-store design to create a favourable atmosphere that influences buying behavior. A favourable environment can induce impulse purchasing.
- **Sales Promotions & Discounts:** Value-added promotions, time offers, and loyalty schemes have a very strong effect on choice, compelling the customer to make impulse buys.
- **Social Influence:** Peer pressure, word of mouth, and influencer endorsements can influence a consumer's purchase decision or store visit.
- **Product Availability & Display:** Well-displayed and readily available products are more likely to be bought. Customers might be discouraged if a product is not in stock and will seek alternatives.
- **Brand Reputation & Trust:** Strong brands with good reputations tend to be trusted, so consumers make faster and more confident purchasing decisions.
- **Personal Factors:** A consumer's tastes, culture, and past experiences influence his/her decision.

3.9 RELEVANCE TO LULU MALL KOCHI

Lulu Mall Kochi is one of the largest shopping destinations in India. It attracts a vast number of visitors daily. The mall employs diverse outdoor promotion strategies to create a lasting impression on its visitors even before they step inside. Large billboards surrounding the Lulu Mall showcase current sales, events, and new store openings, capturing the interest of the commuting population as well as pedestrians. Bus and auto advertisements during transit through Kochi further widen the coverage of these promotions within the city.

Furthermore, Lulu Mall benefits from digital signage and interactive kiosks at the point of entry, facilitating real-time interaction with customers. Sponsorship of events and outdoor events held in open areas of the mall create social engagement and buzz. These are not only marketing tactics that provide greater visibility but also generate the excitement factor that affects consumer buying decisions by making them curious and visit the shopping center spontaneously. The union of traditional and new media outdoor advertising solidifies the position of Lulu Mall as a lively shopper destination, influencing customer attitudes and behavior. Its deliberate use of outdoor promotions is an important force behind customer engagement. Ranging from billboard promotion to event promotion, such campaigns make noise and spur shopping activities.

3.10 RATIONALE OF THE STUDY

In today's competitive marketplace, companies spend significant amounts on outdoor promotional efforts to draw and influence customer behavior. Outdoor promotions like billboards, transit advertising, in-mall displays, and event sponsorships are seen, as effective, and can influence customer attitudes and buying decisions. With growing consumer exposure to outdoor advertisements, businesses need to understand their impact on customer decision-making to maximize marketing efforts and enhance sales results.

Lulu Mall Kochi, one of India's biggest and busiest shopping destinations, utilizes various outdoor promotion strategies to entice consumers and push footfalls. The present research holds relevance since it identifies how such approaches impact customer awareness, taste, and purchasing patterns. Focusing on Lulu Mall Kochi, the study reveals a detailed picture of the outdoor promotional tool most influencing customers' actions.

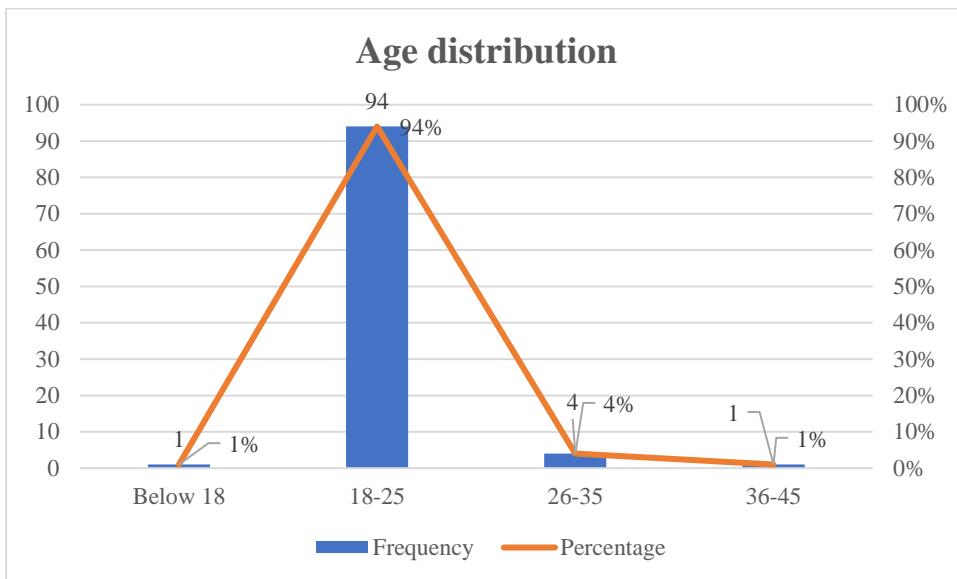
It is crucial for marketers, retail managers, and companies that aim to develop more effective promotional strategies. Although, the study fills the gap between theoretical understanding and practical application and adds to the literature on consumer behavior and promotional effectiveness for retail companies.

Table 4.1: Age distribution of respondents.

Age	Frequency	Percent
Below 18	1	1.0
18-25	94	94.0
26-35	4	4.0
36-45	1	1.0
Total	100	100.0

Source: Primary data

Chart 4.1: Age distribution of respondents.



INTERPRETATION:

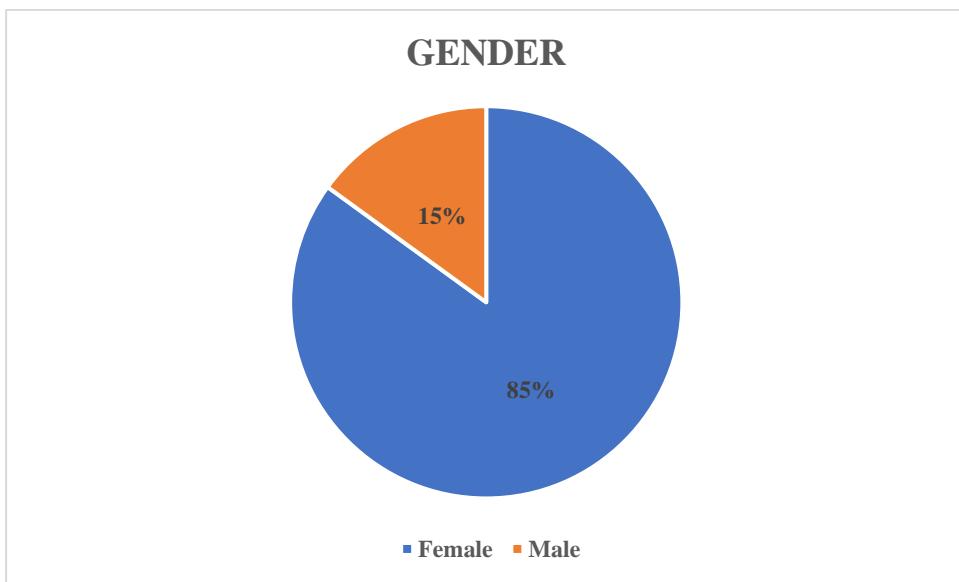
Table 4.1 shows the age distribution of the respondents reveals that most (94%) are in the 18-25 age group, which means that the study mainly captures the views of young adults. A minority (4%) are in the 26-35 age group, and only 1% each are under 18 and in the 36-45 age group. This implies that the results of the study are primarily determined by the attitudes and behaviors of younger people.

Table 4.2: Gender-wise distribution of respondents.

Gender	Frequency	Percent
Female	85	85.0
Male	15	15.0
Total	100	100.0

Source: Primary data

Chart 4.2: Gender-wise distribution of respondents.



INTERPRETATION:

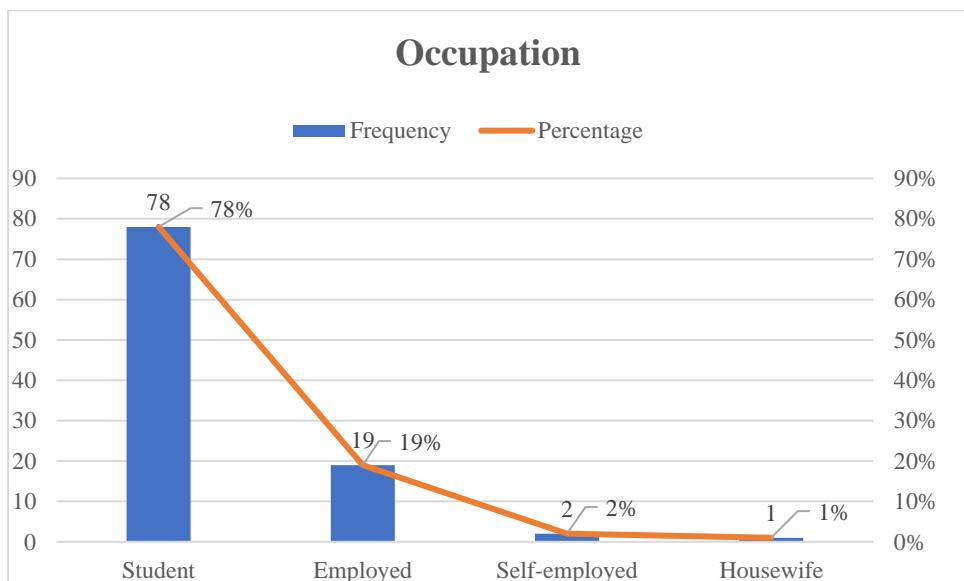
Table 4.2 shows the gender distribution of the respondents. Of the 100 respondents, 85% are female and 15% are male. This represents a high gender imbalance, with the majority of the respondents being female. The implication is that female consumers are more likely to have a greater presence or interest in the topic of the study, which would have an effect on the general findings and insights gained from the study.

Table 4.3: Occupation distribution of respondents.

Occupation	Frequency	Percentage
Student	78	78%
Employed	19	19%
Self-employed	2	2%
Housewife	1	1%
Total	100	100%

Source: Primary data

Chart 4.3: Occupation distribution of respondents.



INTERPRETATION:

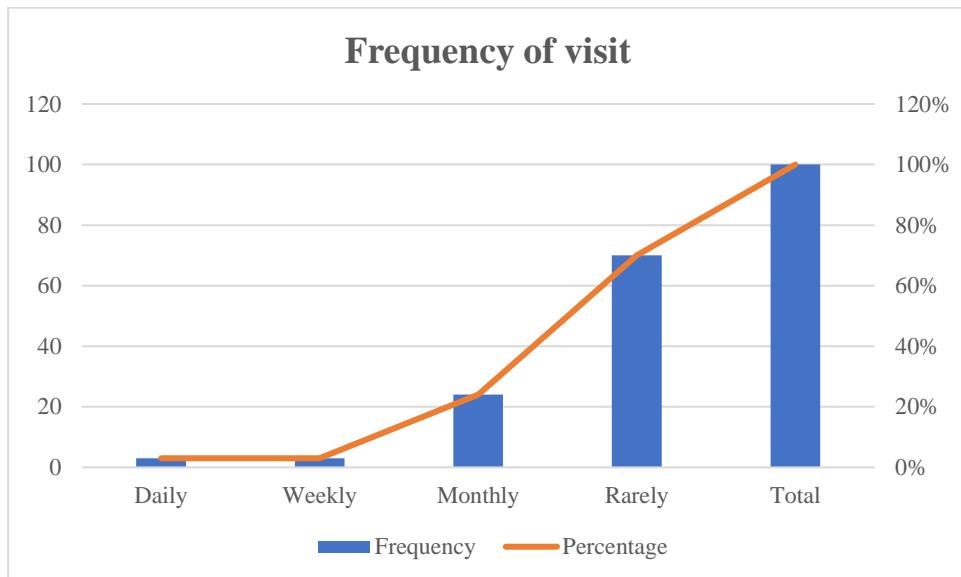
Table 4.3 shows the occupational breakdown of the respondents indicates that the majority (78%) are students and thus represent the largest proportion in the study. Employed respondents form 19% of the sample, a minute percentage (2%) is self-employed, and merely 1% are housewives. This reflects that the outcomes of the study would mostly be driven by the views of the students, which could affect consumer behavior tendencies and decision-making patterns identified in the study.

Table 4.4: Frequency of Visits to Lulu Mall

Frequency of visit	Frequency	Percent
Daily	3	3.0
Weekly	3	3.0
Monthly	24	24.0
Rarely	70	70.0
Total	100	100.0

Source: Primary data

Chart 4.4: Frequency of Visits to Lulu Mall



INTERPRETATION:

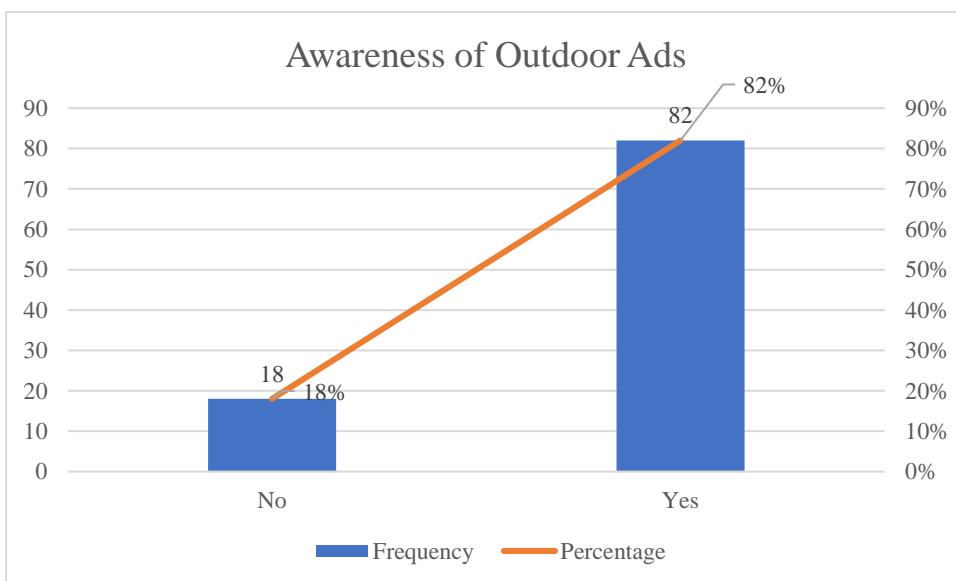
Table 4.4 reveals that most respondents (70%) visit Lulu Mall infrequently, while 24% visit it monthly. The few respondents who visit the mall regularly are only 3% who visit weekly and another 3% who visit every day. It means that most customers consider Lulu Mall an occasional place to shop and not a daily routine.

Table 4.5: Awareness of Outdoor Advertisements Around Lulu Mall.

Aware or not	Frequency	Percent
No	18	18.0
Yes	82	82.0
Total	100	100.0

Source: Primary data

Chart 4.5: Awareness of Outdoor Advertisements Around Lulu Mall.



INTERPRETATION:

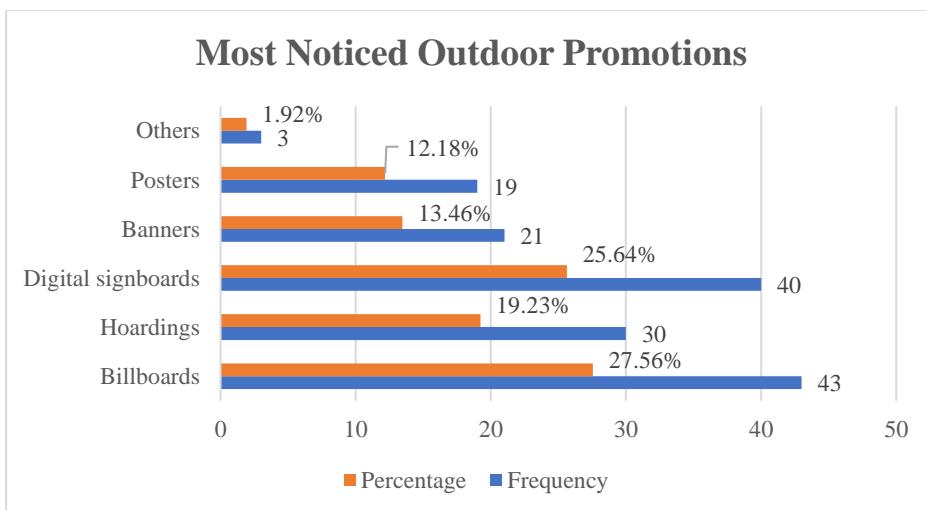
Table 4.5 indicates that a vast majority of the respondents (82%) are aware of the outdoor advertisements, such as billboards, hoardings, and digital signboards, in and around Lulu Mall. Just 18% of the respondents are unaware of these advertisements. This indicates that outdoor means of promotion around the mall are highly visible and effectively capture people's attention.

Table 4.6: Most Noticed Outdoor Promotions at Lulu Mall.

Most Noticed Outdoor Ads	Frequency	Percent
Billboards	43	27.56
Hoardings	30	19.23
Digital signboards	40	25.64
Banners	21	13.46
Posters	19	12.18
Others	3	1.92
Total	156	100.0

Source: Primary data

Chart 4.6: Most Noticed Outdoor Promotions at Lulu Mall.



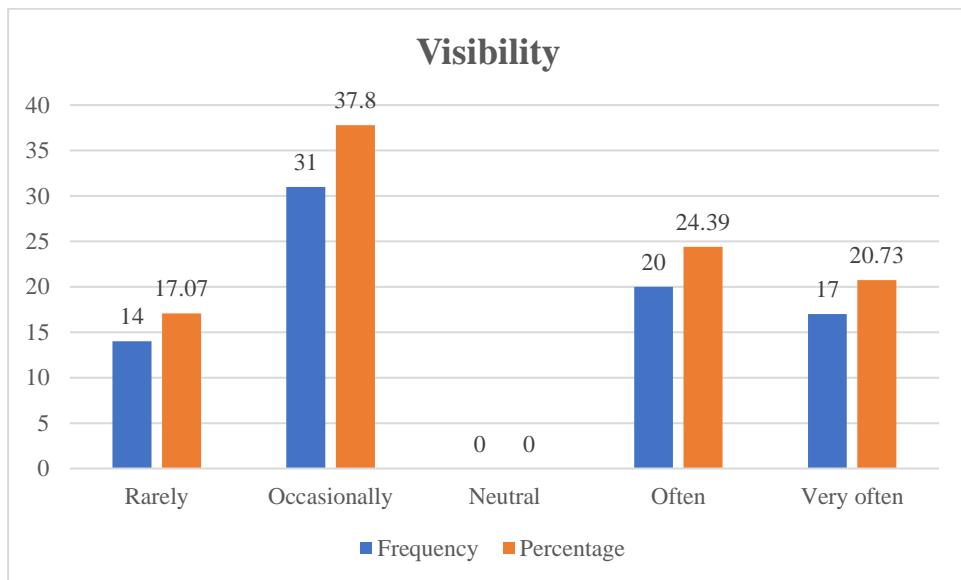
INTERPRETATION:

Table 4.6 shows that outdoor promotional tools, which are most easily seen near billboards (27.56%) and digital signboards (25.64%), are very appealing to customers. Hoardings are also more easily seen (19.23%), followed by banners (13.46%) and posters (12.18%), which are relatively less noticeable. Only very few respondents (1.92%) mentioned other outdoor promotion tools such as newspapers, T-shirts, etc. These results affirm that grand, flashy billboards and digital signs are responsible for grabbing the consumer's attention in this region.

Table 4.7: Visibility of Outdoor Advertisements.

Visibility	Frequency	Percent
Rarely	14	17.07
Occasionally	31	37.80
Neutral	-	-
Often	20	24.39
Very often	17	20.73
Total	82	100.0

Source: Primary data

Chart 4.7: Visibility of Outdoor Advertisements.

INTERPRETATION:

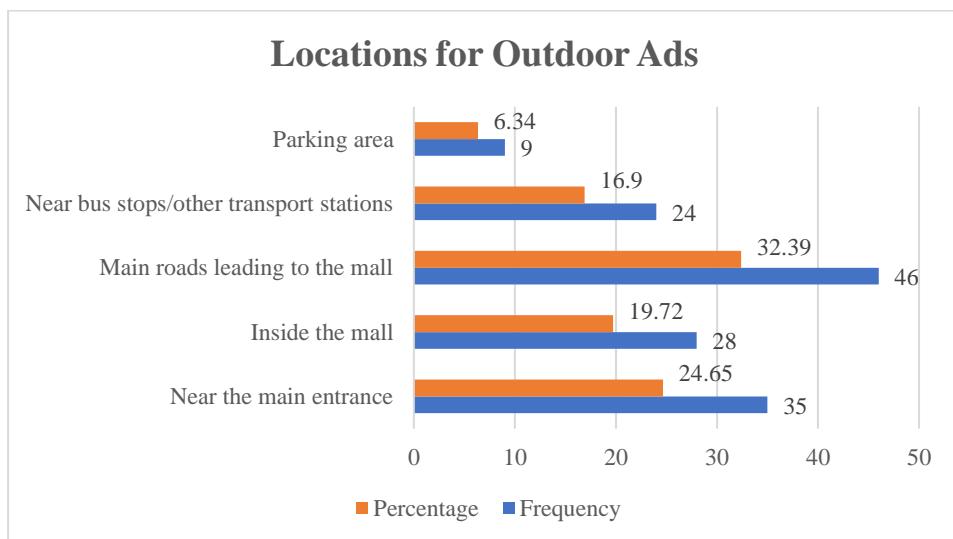
Table 4.7 shows that most of the respondents see outdoor advertisements near Lulu Mall with different frequencies, where 37.80% see them occasionally and 24.39% see them often. Another 20.73% see them very often, while a minor section (17.07%) pay attention to them rarely. Interestingly, none of the respondents chose the neutral option, indicating that outdoor advertisements do attract public attention to some extent. In total, the above findings reveal the efficacy of outdoor promotions in securing consumer awareness, although varying degrees of involvement are present across people.

Table 4.8: Common Locations of Outdoor Advertisements.

Locations	Frequency	Percent
Near the main entrance	35	24.65
Inside the mall	28	19.72
Main roads leading to the mall	46	32.39
Near bus stops/other transport stations	24	16.90
Parking area	9	6.34
Total	142	100.0

Source: Primary data

Chart 4.8: Common Locations of Outdoor Advertisements.



INTERPRETATION:

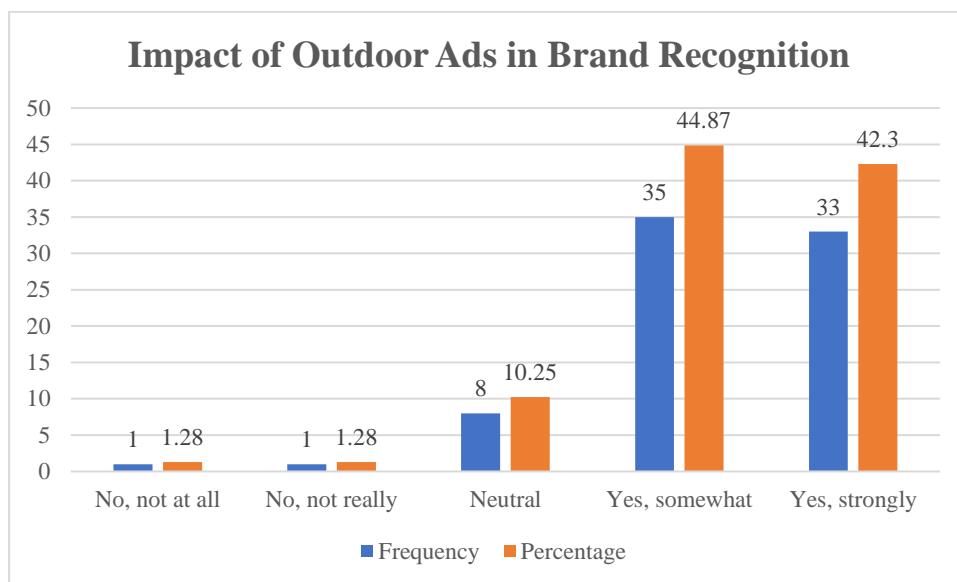
Table 4.8 shows that outdoor advertisements close to Lulu Mall are most observed on main roads leading to the mall (32.39%), followed by advertisements close to the main entrance (24.65%). Advertisements inside the mall are also noticed (19.72%), and a small percentage of the respondents (16.90%) notice them close to bus stops or other transport points. Advertisements in the car park are least observed (6.34%). These findings suggest that high-traffic locations, especially roads and gates, are the most ideal venues to conduct outdoor promotions.

Table 4.9: Impact of Outdoor Advertising on Brand Recognition.

Impact of Outdoor Ads in Brand Recognition	Frequency	Percent
No, not at all	1	1.28
No, not really	1	1.28
Neutral	8	10.25
Yes, somewhat	35	44.87
Yes, strongly	33	42.30
Total	78	100.0

Source: Primary data

Chart 4.9: Impact of Outdoor Advertising on Brand Recognition.



INTERPRETATION:

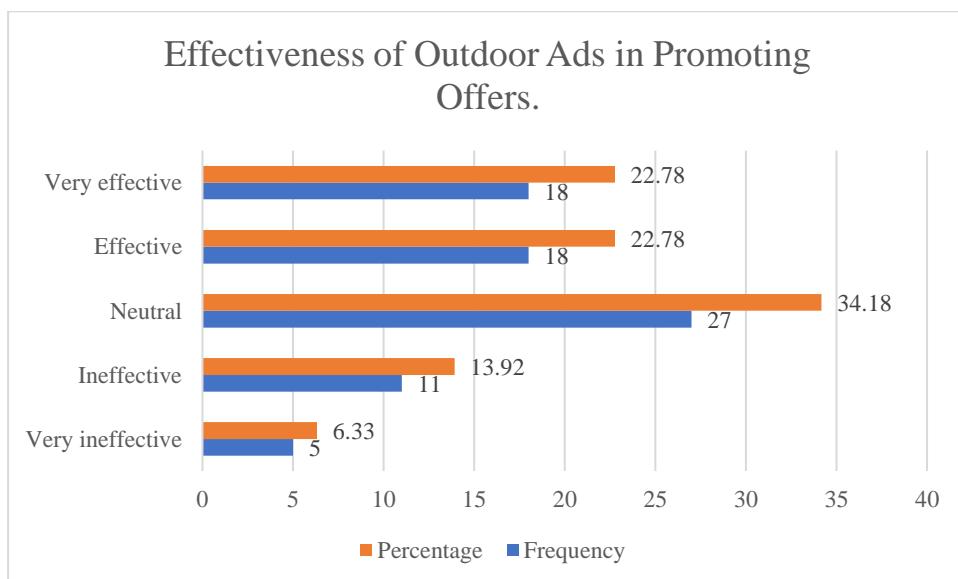
Table 4.9 shows that outdoor advertising contributes largely to the identification of Lulu Mall's brand. Most of the respondents (44.87%) believe it contributes to a certain extent, with 42.30% strongly agreeing. Few (1.28%) disagree completely, while 10.25% are neutral. This implies that outdoor advertising within Lulu Mall's vicinity generally contributes positively towards brand identification, with the majority of respondents admitting its effectiveness in identifying the mall's brand.

Table 4.10: Effectiveness of Outdoor Ads in Promoting Offers.

Effectiveness	Frequency	Percent
Very ineffective	5	6.33
Ineffective	11	13.92
Neutral	27	34.18
Effective	18	22.78
Very effective	18	22.78
Total	79	100.0

Source: Primary data

Chart 4.10: Effectiveness of Outdoor Ads in Promoting Offers.



INTERPRETATION:

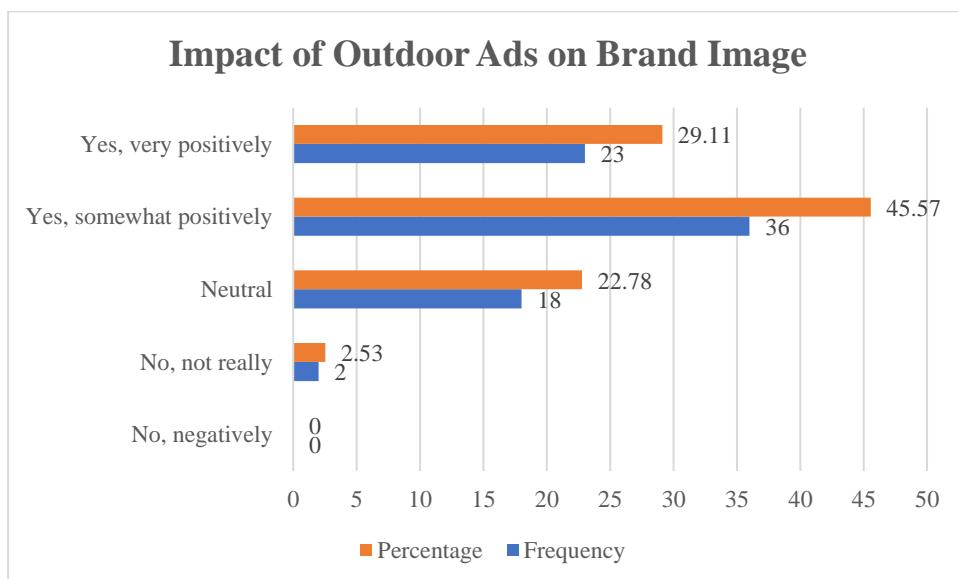
Table 4.10 indicates a dichotomized response to the effectiveness of out-of-home advertisements in generating offers at Lulu Mall. While 13.92% and 6.33% of the respondents find the ads ineffective or very ineffective, they are indifferent more often (34.18%). Conversely, 22.78% of the respondents rate the ads as effective, and another comparable percentage (22.78%) find them very effective. Such outcomes indicate that the outdoor promotions contribute hugely towards enhancing a promotion's degree of awareness but are pretty inconsistent in how well they appear to perform.

Table 4.11: Influence of Outdoor Ads on Lulu Mall's Brand Image.

Impact	Frequency	Percent
No, negatively	-	-
No, not really	2	2.53
Neutral	18	22.78
Yes, somewhat positively	36	45.57
Yes, very positively	23	29.11
Total	79	100.0

Source: Primary data

Chart 4.11: Influence of Outdoor Ads on Lulu Mall's Brand Image.



INTERPRETATION:

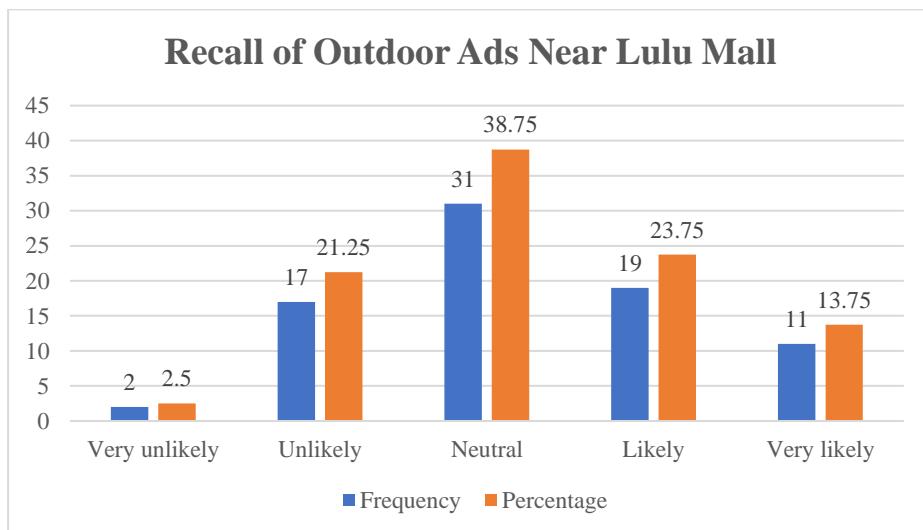
Table 4.11 indicates that outdoor billboards surrounding Lulu Mall have a generally positive effect on its contemporary image. Most of the respondents (45.57%) perceive the ads to have some positive effect on the image of the mall, and 29.11% of them think they have a very positive impact. Just a small number (2.53%) of the respondents think the ads have minimal or no effect, and no respondent perceived them negatively. This means that out-of-home promotions are an important factor in how Lulu Mall is perceived as a contemporary and attractive shopping destination.

Table 4.12: Recall of Outdoor Advertisements Near Lulu Mall.

Recall of Outdoor Ads	Frequency	Percent
Very unlikely	2	2.5
Unlikely	17	21.25
Neutral	31	38.75
Likely	19	23.75
Very likely	11	13.75
Total	80	100.0

Source: Primary data

Chart 4.12: Recall of Outdoor Advertisements Near Lulu Mall.



INTERPRETATION:

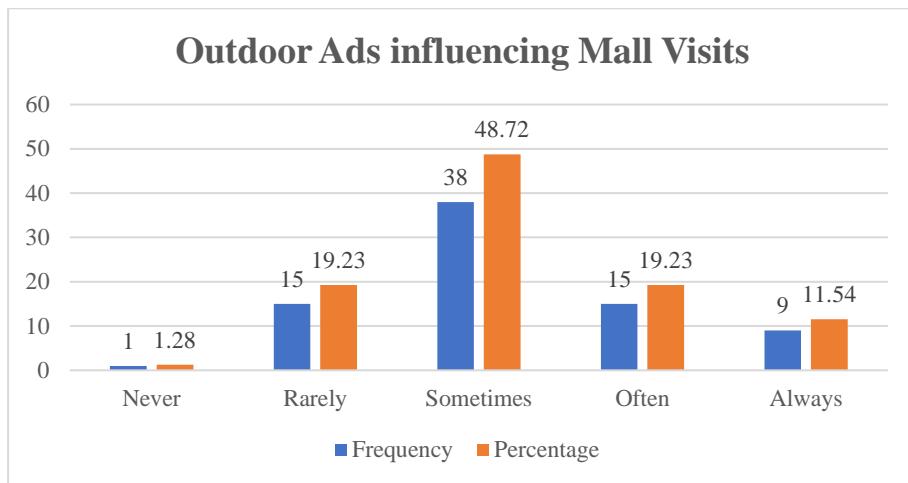
Table 4.12 shows information regarding the recall of outdoor advertisements around Lulu Mall, shows that most of the respondents (38.75%) are neutral, implying that they neither remember nor forget such ads strongly. On the other hand, 23.75% of the respondents are likely to remember these ads, while 21.25% believe that they will not recall. Only a small percentage (2.5%) consider it very unlikely to recall the ads, and 11 respondents strongly belong to this segment. These findings indicate that outdoor ads along Lulu Mall do have some effect, but the majority of the audience is indifferent, and a significant percentage considers them unable to grab attention.

Table 4.13: Influence of Outdoor Ads on Mall Visits.

Outdoor Ads influencing Mall Visits	Frequency	Percent
Never	1	1.28
Rarely	15	19.23
Sometimes	38	48.72
Often	15	19.23
Always	9	11.54
Total	78	100.0

Source: Primary data

Chart 4.13: Influence of Outdoor Ads on Mall Visits.



INTERPRETATION:

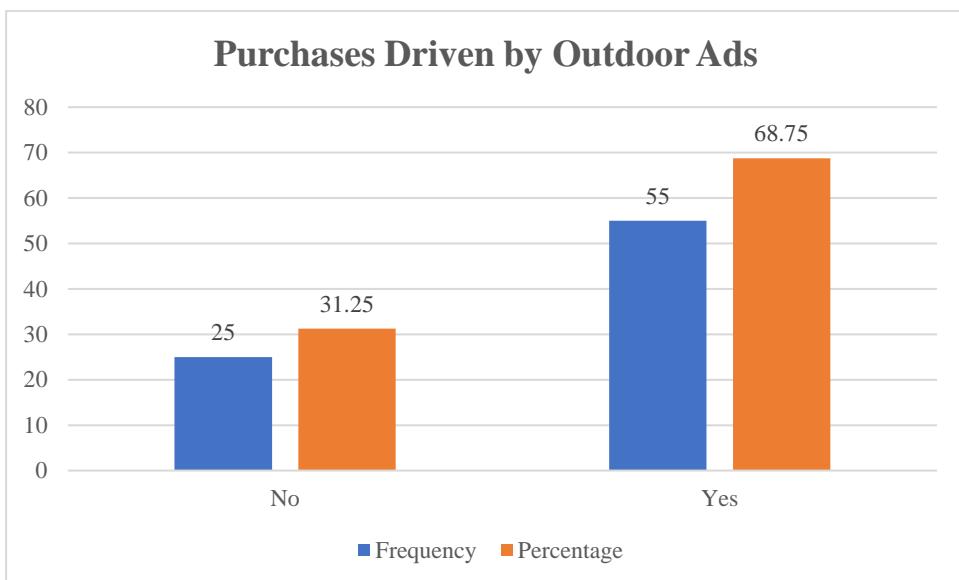
Table 4.13 reveals that the impact of outdoor advertisements on mall visits is that consumer response is divided. Nearly half the respondents (48.72%) indicated that sometimes advertisements influence their visit to the mall, i.e., moderate influence. While 19.23% indicated advertisements as often influencing visits, 11.54% indicated being influenced always, which shows a significant portion that finds advertisements effective. On the other hand, 19.23% never feel affected, and a minimal percentage (1.28%) reported that out-of-home advertising never affects their decision. Overall, while outdoor advertising does affect mall visits, its impact varies from individual to individual.

Table 4.14: Purchases Influenced by Outdoor Advertisements.

Purchases Driven by Outdoor Ads	Frequency	Percent
No	25	31.25
Yes	55	68.75
Total	80	100.0

Source: primary data

Chart 4.14: Purchases Influenced by Outdoor Advertisements.



INTERPRETATION:

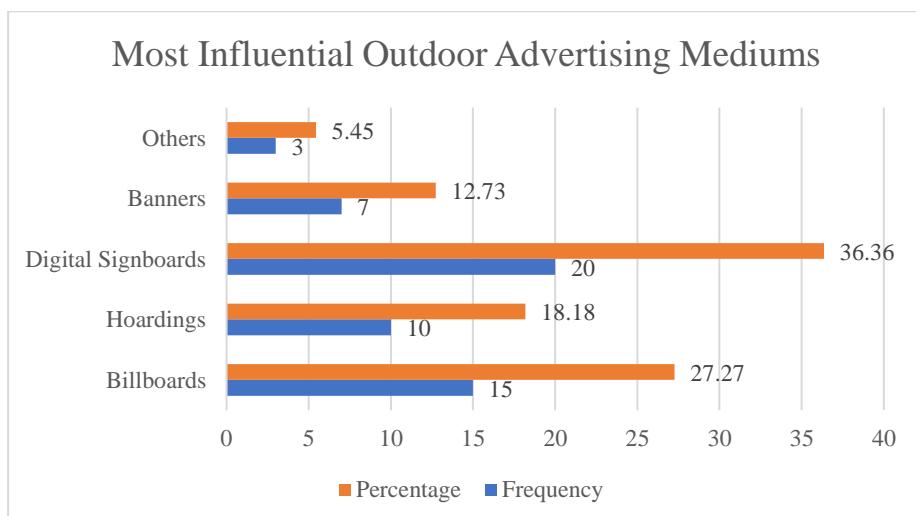
Table 4.14 indicates that outdoor advertisements influence the consumption of consumers around Lulu Mall since 68.75% of the respondents who were interviewed admitted that outdoor advertisements influenced their consumption. This is evidence that outdoor advertising can influence consumers' attention and cause a change in purchasing behavior. However, 31.25% of the respondents claimed that ads of such nature had no influence on their purchases, implying even though outdoor advertising targets the majority effectively, a substantial portion is oblivious. In general, these figures go further to articulate the strength of outdoor advertising in determining the purchasing power of consumers.

Table 4.15: Most Influential Outdoor Advertising Mediums.

Mediums	Frequency	Percent
Billboards	15	27.27
Hoardings	10	18.18
Digital Signboards	20	36.36
Banners	7	12.73
Others	3	5.45
Total	55	100.0

Source: Primary data

Chart 4.15: Most Influential Outdoor Advertising Mediums.



INTERPRETATION:

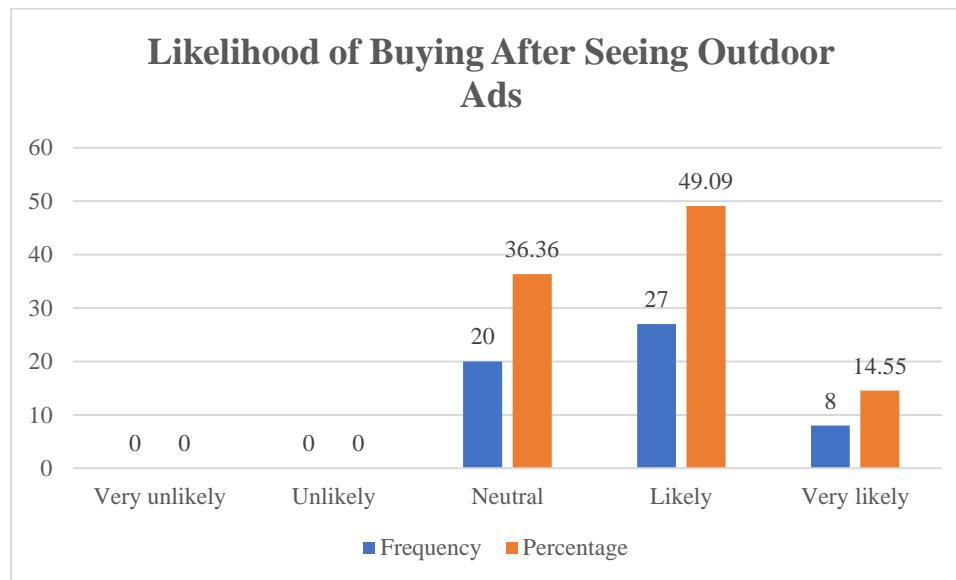
Table 4.15 points to digital signboards as the most effective medium of outdoor advertising near Lulu Mall, as 36.36% of the respondents perceived them as the most effective. Billboards are the next in line, influencing 27.27% of the respondents, and hoardings influence 18.18%. Banners have a comparatively smaller impact at 12.73%, and other mediums influence just 5.45% of the respondents. This means that dynamic and graphically driven media like digital signboards and billboards are more effective at grabbing the attention of the consumer and therefore are preferred in outdoor marketing campaigns.

Table 4.16: Likelihood of Purchasing After Viewing Outdoor Ads.

Likelihood of Buying After Seeing Outdoor Ads	Frequency	Percent
Very unlikely	0	0
Unlikely	0	0
Neutral	20	36.36
Likely	27	49.09
Very likely	8	14.55
Total	55	100.0

Source: Primary data

Chart 4.16: Likelihood of Purchasing After Viewing Outdoor Ads.



INTERPRETATION:

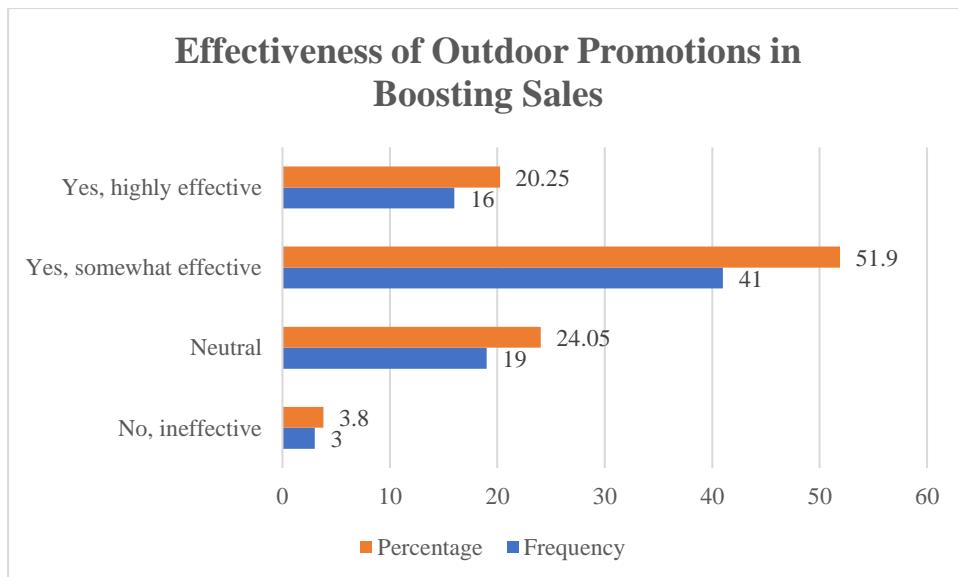
Table 4.16 indicates an indirect effect of outdoor advertisements on purchase likelihood around Lulu Mall. With 49.09% likely and 14.55% very likely to purchase, no one was unlikely to purchase. But 36.36% are neutral, meaning that although outdoor advertisements are strong, other things may also influence purchases.

Table 4.17: Effectiveness of Outdoor Promotions in Boosting Sales.

Effectiveness of Outdoor Promotions in Boosting Sales	Frequency	Percent
No, ineffective	3	3.80
Neutral	19	24.05
Yes, somewhat effective	41	51.90
Yes, highly effective	16	20.25
Total	79	100.0

Source: Primary data

Chart 4.17: Effectiveness of Outdoor Promotions in Boosting Sales.



INTERPRETATION:

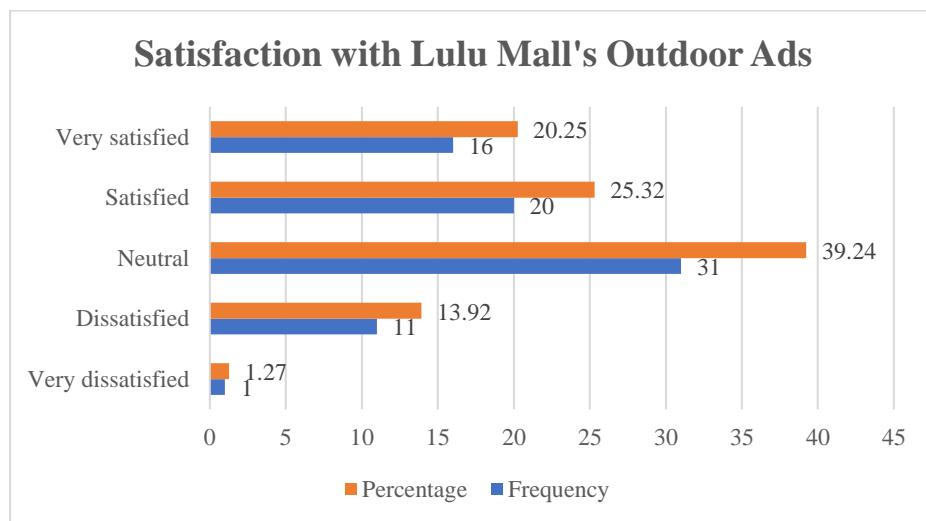
Table 4.17 reveals that out-of-home promotions will be efficient in driving sales around Lulu Mall. A greater proportion of 51.90% describe them as reasonably effective, while 20.25% assess them as greatly effective, meaning that they can influence consumer purchases. Yet 24.05% are on the fence, meaning there must be mixed notions. Just 3.80% rate out-of-home promotions as ineffective, demonstrating their cumulative positive impact on sales.

Table 4.18: Satisfaction with Lulu Mall's Outdoor Advertising.

Satisfaction with Lulu Mall's Outdoor Ads	Frequency	Percent
Very dissatisfied	1	1.27
Dissatisfied	11	13.92
Neutral	31	39.24
Satisfied	20	25.32
Very satisfied	16	20.25
Total	79	100.0

Source: Primary data

Chart 4.18: Satisfaction with Lulu Mall's Outdoor Advertising



INTERPRETATION:

Table 4.18 shows that Lulu Mall's outdoor adverts have a largely positive impression. Whereas 25.32% and 20.25% are satisfied and very satisfied, respectively, 39.24% are neutral, which might be taken to create space for enhancement. However, 13.92% and 1.27% are dissatisfied and very dissatisfied, respectively, which shows that there is a minority who find the adverts to be unattractive or useless. In general, though many of the ads are well-liked, making them more attractive would make them even more satisfying.

TEST ANALYSIS

In this research, I used the Fisher's Exact Test and correlation test for the analysis. Fisher's Exact Test is used for the first two hypotheses (H1 & H2), and Spearman's Rank Correlation is used for the other (H3 & H4) hypotheses.

FISHER'S EXACT TEST

➤ **H1: Relationship Between Gender and Outdoor Advertisement Awareness.**

Null hypothesis (H₀): There is no significant difference in outdoor advertisement awareness based on gender.

Alternative hypothesis (H₁): There is a significant difference in outdoor advertisement awareness based on gender.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * awareness of outdoor ads	100	96.2%	4	3.8%	104	100.0%

Gender * Awareness of outdoor ads					
Crosstabulation					
Count					
		Awareness of outdoor ads			
Gender	1	0	1	Total	
	2	4	11	15	
Total		18	82	100	

Chi-Square Tests						
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	.898 ^a	1	.343	.464	.268	
Continuity Correction ^b	.340	1	.560			
Likelihood Ratio	.825	1	.364	.464	.268	
Fisher's Exact Test				.464	.268	
Linear-by-Linear Association	.889 ^c	1	.346	.464	.268	.169
N of Valid Cases	100					

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.70.

b. Computed only for a 2x2 table

c. The standardized statistic is -.943.

INTERPRETATION:

The Case Processing Summary indicates that of the 104 respondents, 100 valid cases (96.2%) were analyzed, and 4 cases (3.8%) contained missing data. The crosstabulation shows, in the code 1 as females, 14 respondents are not aware about outdoor advertisements, and 71 respondents are aware, totalling 85 females in the sample. Among the males (coded as 2), 4 were unaware, and 11 were aware, making a total of 15 males. In total, 18 respondents (18%) were unaware of the outdoor advertisements, and 82 respondents (82%) were aware.

The chi-square test had an asymptotic significance value of 0.343 and Fisher's Exact Test had a p-value of 0.464, which means that there is no significant difference in awareness of outdoor advertisements based on gender, and accept the null hypothesis. Gender does not have a significant effect on the awareness of outdoor advertisements around Lulu Mall.

Here I applied Fisher's Exact Test to examine the association between gender and awareness of outdoor ads. While the Chi-Square Test was also run (Pearson Chi-Square), Fisher's Exact Test was utilized specifically due to one cell having an expected frequency of less than 5, which preferred Fisher's Exact Test for low expected values.

➤ **H2: Association Between Frequency of Visit and Awareness of Outdoor Advertisements.**

Null hypothesis (H₀): There is no significant association between frequency of visit and awareness of outdoor ads.

Alternative hypothesis (H₁): There is a significant association between frequency of visit and awareness of outdoor ads.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Frequency of visit * awareness of outdoor ads	100	96.2%	4	3.8%	104	100.0%

Frequency of visit * awareness of outdoor ads					
Crosstabulation					
Count					
Frequency of visit		Awareness of outdoor ads		Total	
		0	1		
1	1	0	3	3	3
	2	0	3	3	3
	3	3	21	24	24
	4	15	55	70	70
Total		18	82	100	100

Chi-Square Tests						
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	2.366 ^a	3	.500	.411		
Likelihood Ratio	3.453	3	.327	.380		
Fisher's Exact Test	1.296			.769		
Linear-by-Linear Association	2.268 ^b	1	.132	.140	.084	.054

N of Valid Cases	100					
a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .54.						
b. The standardized statistic is -1.506.						

INTERPRETATION:

The study analyzes the association between the number of visits to Lulu Mall and outdoor advertisement awareness. Among the total 104 respondents, 100 valid cases were analyzed and 4 cases were omitted because of missing data. The crosstabulation revealed the distribution of answers: 3 daily and 3 weekly respondents who go to the mall were aware of the ads, but more of the monthly (21) and rarely (55) respondents also claimed awareness. The Chi-Square tests were run to determine the significance of the relationship, and Fisher's Exact Test yielded the most appropriate result. The p-value for Fisher's Exact Test was 0.769, which is much greater than the standard significance level of 0.05. this shows that we cannot reject the null hypothesis. i.e, there is no association between frequency of visits and awareness of outdoor ads surrounding Lulu Mall. Hence, we find that how often individuals go to Lulu Mall does not affect their knowledge about outdoor advertisements.

SPEARMAN'S RANK CORRELATION TEST:

➤ **H3: Relationship Between Outdoor Advertising and Brand Awareness Among Customers.**

Null hypothesis (H₀): There is no significant relationship between outdoor advertising and brand awareness among customers.

Alternative hypothesis (H₁): There is a significant relationship between outdoor advertising and brand awareness among customers.

Correlations				
			effectiveness of outdoor advertisements	Brand awareness
Spearman's rho	effectiveness of outdoor advertisements	Correlation Coefficient	1.000	.303**
		Sig. (2-tailed)	.	.007
		N	79	78
	Brand awareness	Correlation Coefficient	.303**	1.000
		Sig. (2-tailed)	.007	.
		N	78	78

**. Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION:

Based on the data, I did Spearman's Rank Correlation test to determine the relationship between the effectiveness of outdoor advertisements in making customers aware of promotions and their role in enhancing brand recognition at Lulu Mall.

The results indicate that there is a significant positive correlation between these 2 variables, $\rho (78) = 0.303$, $p = 0.007$. Since the p-value is less than 0.05, we reject the null hypothesis (H_0), meaning that there is a statistically significant relationship between outdoor advertising and brand awareness among customers. The null hypothesis stated that there is no significant relationship between outdoor advertising and brand awareness among customers. However, the effect is moderate, meaning outdoor ads contribute to brand awareness, but they are not the only factor.

➤ **H4: Relationship between visibility of outdoor ads and purchase decisions.**

Null hypothesis (H₀): There is no significant relationship between visibility of outdoor ads and purchase decisions.

Alternative hypothesis (H₁): There is a significant relationship between visibility of outdoor ads and purchase decisions.

Descriptive Statistics			
	Mean	Std. Deviation	N
Visibility of Outdoor Ads	3.49	1.009	82
Likelihood of Purchase	3.49	.782	79

Correlations				
			Visibility of Outdoor Ads	Likelihood of Purchase
Spearman's rho	Visibility of Outdoor Ads	Correlation Coefficient	1.000	.240*
		Sig. (2-tailed)	.	.033
		N	82	79
	Likelihood of Purchase	Correlation Coefficient	.240*	1.000
		Sig. (2-tailed)	.033	.
		N	79	79

*. Correlation is significant at the 0.05 level (2-tailed).

INTERPRETATION:

Based on the result of correlation analysis, there is a modest but significant positive relationship between the probability of making a purchase at Lulu Mall and the visibility of outdoor advertisements. Based on the Spearman's correlation coefficient, the result shows that $r = 0.240$, $p = 0.033$, which means Customers tend to make a purchase if outdoor advertisements are visible. However, the strength of the relationship is moderate.

Since the p-value (0.033) is less than 0.05, the correlation is statistically significant at the 5% level, it means that outdoor promotional strategies around Lulu Mall influence consumer purchasing decisions. However, the relatively low correlation coefficient indicates that other factors beyond advertisement visibility may also play a role in driving consumer purchases.

Since $p = 0.033$, we reject the null hypothesis (H_0) and conclude that visibility of outdoor advertisements is significantly associated with purchase likelihood, although the relationship is weak.

5.1 FINDINGS

- The majority of respondents (94%) fall within the 18-25 age group, which shows that the study largely reflects the opinions, preferences, and decision-making patterns of young adults.
- Gender wise classification of respondents revealed that the majority are female (85%) compared to male (15%).
- Since 78% of the respondents are students, the findings of the study thus represent mainly the views, preferences, and shopping behaviors of young academic consumers, while other occupational groups are underrepresented.
- Majority of the respondents (70%) visit Lulu Mall rarely, and this indicates that the mall is considered an occasional shopping outlet and not a part of their regular routine.
- Most of the respondents (82%) are aware of the outdoor advertisements. Only 18% of them are not aware.
- Most noticed outdoor promotions are billboards (27.56%) and digital signboards (25.64%). Hoardings are also more easily seen (19.23%), followed by banners (13.46%) and posters (12.18%), which are relatively less noticeable. Only very few respondents (1.92%) mentioned other outdoor promotion tools such as newspapers, T-shirts, etc.
- Most of the respondents see outdoor advertisements near Lulu Mall with different frequencies, where 37.80% see them occasionally and 24.39% see them often.
- Outdoor advertisements close to Lulu Mall are most observed on main roads leading to the mall (32.39%), followed by advertisements close to the main entrance (24.65%).
- Outdoor advertising contributes largely to the identification of Lulu Mall's brand. Most of the respondents (44.87%) believe it contributes to a certain extent, with 42.30% strongly agreeing.
- Regarding the effectiveness of out-of-home advertisements in generating offers at Lulu Mall, 22.78% of the respondents rate the ads as effective, and another comparable percentage (22.78%) find them very effective.

- Most of the respondents (45.57%) perceive the ads to have some positive effect on the image of the mall, and 29.11% of them think they have a very positive impact.
- Most of the respondents (38.75%) regarding the recall of outdoor advertisements are neutral, implying that they neither remember nor forget such ads strongly. On the other hand, 23.75% of the respondents are likely to remember these ads.
- Nearly half the respondents (48.72%) indicated that sometimes advertisements influence their visit to the mall, i.e., moderate influence. While 19.23% indicated advertisements as often influencing visits.
- Most of the respondents (68.75%) purchase items influenced by outdoor ads, while 31.25% of them are not influenced by outdoor ads.
- Digital signboards as the most effective medium of outdoor advertising, as 36.36% of the respondents perceived them as being the most effective. Billboards are the next in line, influencing 27.27% of the respondents.
- Likelihood of purchasing after viewing Outdoor Ads With 49.09% likely and 14.55% very likely to purchase, no one was unlikely to purchase. But 36.36% are neutral, meaning that although outdoor advertisements are strong, other things may also influence purchases.
- Effectiveness of outdoor promotions in boosting sales, a greater proportion of 51.90% describe them as reasonably effective while 20.25% assess them as highly effective.
- Overall satisfaction with Lulu Mall's outdoor ads has a largely positive impression, with 25.32% and 20.25% being satisfied and very satisfied, respectively. Though many of the ads are well-liked, making them more attractive would make them even more satisfying.

5.2 SUGGESTIONS

- Promotions may be designed as one-time workday offers, family offers, and weekend-specific promotions to entice a broader base.
- Mall may introduce loyalty schemes, one-time-only events, and festive occasions so that consumers have a propensity to visit the mall often. Special offers on weekdays also help to push traffic during the off-seasons.
- Enhance awareness through the use of more interactive and stimulating ad formats like augmented reality (AR) experiences or dynamic digital content that is time-of-day or event-targeted.
- Banners and posters can grow their reach and effectiveness by optimizing the design and location.
- Mall Establish its brand through highlighting its distinctive offerings, seasonal promotions, and customer ratings through visually effective and consistent branding on all outdoor media.
- In digital billboard advertisements, present discounts in bold designs and straightforward messaging, along with limited-period offers, and employing countdown timers can instill a sense of urgency.
- Periodic surveys of customer opinions can also be used to refine future advertising approaches.

5.3 CONCLUSION

Although that there are many previous researchers studied the relationship between types of advertisement and consumer choice, however only some scholars focused on retailer store and choosing certain store based on the advertisement. The research on "Impact of Outdoor Promotional Strategies on Consumer Decision-Making at Lulu Mall, Kochi" shows greater impact of outdoor advertisements on consumers' buying pattern, brand knowledge, and purchase decision. It shows that most of the respondents noticed outdoor advertisements nearby the mall, and digital boards and billboards as the most useful media because they produce visual and dynamic attention. Advertisements placed in busy locations, particularly on main roads leading to the mall and at the entrance, are most noticeable, demonstrating the importance of location.

Outdoor advertising plays a major role in creating brand awareness and shaping a positive perception of the mall. Moreover, the study indicates that they guide buying behavior among consumers and play a major role in motivating visits to the mall. However, the study reveals a demographic bias with most of the feedback coming from young adults and female consumers and that more representative methods are necessary to engage diverse audiences, including working professionals and families. While outdoor advertisements in general will increase consumer contact and drive sales, there is potential to add to brand awareness and overall efficacy of advertising. In order to maintain and expand their influence, Lulu Mall needs to embrace new and innovative marketing strategies, including the use of digital technologies such as QR code and augmented reality to penetrate deeper into customers.

There also needs to be continuous monitoring of customer opinions and market conditions in a bid to enhance and optimize promotion campaigns. In general, outdoor promotion activities at Lulu Mall are vital to consumer choice and image, but diverse, creative, and dynamic activities need to be initiated to ensure long-term customer engagement in an intensified competitive market setting.

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<https://www.marketing91.com/outdoor-advertising/>

<https://themediaplanningagency.com.au/>

<https://www.bing.com/>

<https://symondsresearch.com/>

Questionnaire: “The Impact of Outdoor Promotional Strategies on Consumer Decision-Making at Lulu Mall, Kochi”.

Section A: Demographic Information.

1. Name: _____

2. Age:

- Below 18
- 18-25
- 26-35
- 36-45
- 46 and above

3. Gender:

- Male
- Female

4. Occupation:

- Student
- Employed
- Self employed
- Other: _____

5. How often do you visit Lulu Mall?

- Daily
- Weekly
- Monthly
- Rarely

Section B: Awareness of Outdoor Promotions

6. Are you aware of the outdoor advertisements (billboards, hoardings, digital signboards) around Lulu Mall?

- Yes
- No

7. If yes, which types of outdoor promotions do you notice most frequently around Lulu Mall?

- Billboards
- Hoardings
- Banners
- Digital Signboards
- Posters
- Other: _____

8. How often do you notice these outdoor advertisements?

- Very often
- Often
- Occasionally
- Rarely
- Never

9. Where do you usually see these outdoor advertisements?

- Near the main entrance
- Parking area
- Inside the mall
- Main roads leading to the mall
- Near bus stops/other transport stations

Section C: Impact on Customer Perceptions

10. Do you think outdoor advertising in and around Lulu Mall helps you recognize the mall's brand?

- Yes, strongly
- Yes, somewhat
- Neutral
- No, not really
- No, not at all

11. How would you rate the effectiveness of outdoor advertisements in making you aware of new promotions or discounts at Lulu Mall?

- Very effective
- Effective
- Neutral
- Ineffective
- Very ineffective

12. Do the outdoor advertisements at Lulu Mall influence your perception of the mall as a modern and high-quality retail destination?

- Yes, very positively
- Yes, somewhat positively
- Neutral
- No, not really
- No, negatively

13. How likely are you to remember an outdoor advertisement you saw near Lulu Mall?

- very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

Section D: Impact on Store Visits and Purchase Decisions, and Overall Effectiveness.

14. How often do outdoor advertisements influence you to visit Lulu Mall?

- Always
- Often
- Sometimes
- Rarely
- Never

15. Have you ever made a purchase or planned a visit to Lulu Mall based on seeing an outdoor advertisement?

- Yes
- No

16. If yes, which outdoor advertising medium influenced you the most to make a purchase decision?

- Billboards
- Hoardings
- Digital Signboards
- Banners
- Other: _____

17. How likely are you to make a purchase at a store inside Lulu Mall after seeing an outdoor advertisement for a product or store?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

18. Do you think the outdoor promotional strategies at Lulu Mall are effective in driving footfall and sales?

- Yes, highly effective
- Yes, somewhat effective
- Neutral
- No, ineffective
- No, very ineffective

19. Overall, how satisfied are you with the outdoor promotional efforts of Lulu Mall?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied