

A Study on Customer Satisfaction Towards Zudio in Trichy

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Abstract

This case study delves into the captivating narrative of Zudio, a significant player in India's fashion retail sector. Established in 2016 under the Tata Group, Zudio swiftly became a pioneer, captivating shoppers with its budget-friendly yet stylish merchandise. Through a meticulous examination of Zudio's innovative pricing strategies, such as strategic location selection, offline prominence, and an emphasis on high-volume sales, this analysis unveils the intricacies of Zudio's success story. By navigating the complexities of the competitive retail landscape, Zudio has cemented its position as a frontrunner in accessible fashion. This study offers a comprehensive exploration of Zudio's journey, spotlighting the critical elements that have propelled its remarkable achievement and presenting valuable insights for industry counterparts aiming to replicate its low-cost prowess.

Keywords: Zudio, Low-Cost Advantage, Business Model Innovation, Trent Ltd

I.INTRODUCTION

Trent Limited is a subsidiary of Tata Group which founded Zudio in 2016. The initiative came from the brand Westside” which was launched by Tata Group in 1998 seeing its success, zudio was launched to provide stylish and affordable clothing for men, women, and children Zudio started from scratch in India and is now available for freemium middle-income customers using a value fashion model. They have a strong foothold in urban as well as semi-urban areas because it has done the style in an affordable space. In short, Zudio offers affordability and fashion as a pull for fickle shoppers in its quest to engage cost-conscious human.Zudio is a fashion retail brand from the house of Tata Groups retail arm, Trent Limited. It is owned by Trent Limited, which in turn belongs to the Tata Group. Founded by Jamshedji, the then-chairman of Tata Group Ratan N Tata, Trent's early focus was on retail operations. It launched Zudio as a part of its far-reaching and all-encompassing strategy of providing stylish but affordable fashion.

Review of Literature

Customer Relationship Marketing of Clothing Brand in Shopping Malls and its Effects on Customer Decision Making and Satisfaction in Coimbatore City: **Dr.A. Balagurusamy (2021):** Customer preference and satisfaction towards retail stores and shopping malls in combination district. Shopping in a retail store is frequently referred to as a self-service retail setting. To learn more about the characteristics and levels of customer satisfaction in retail establishments and shopping centers, exploratory research is being used. To minimize line-ups at the billing counter, shopping malls should implement modern technology such as self-checkout lanes. To achieve optimal customer satisfaction and become a prosperous store, it is important to consistently enhance several aspects such as product quality, variety, and crowd control at every level.

Biodegradable Textiles: A Sustainable Approach by **Mohanty, A. K.:** Biodegradable is based on recycling the natural waste into mixture consumed as other organism. It is the fabrics that can be decomposed quite easily and the naturally using microorganisms like bacteria and fungus. It has the advantage of being composted with the organic waste or utilization to generate the biomass at the end of the usage of these materials. It can minimize the use of synthetic fibers, dyes and the chemicals that are harmful to our environment and even for the human healths. Biodegradable plastics are not currently recyclable.

Innovations in Textile Processing: A Case Study Approach" by **Majumdar, A.**: There are many innovations that improved the textile industry, the technologies have been improved dying, weaving, furnishing and painting processes. These make the fabric production more efficient, cost-effective and environmental friendly. In some of the publications are case studies etc.

Objectives

1. Zudio's objective is to provide stylish clothing at reasonable prices. The Tata Group launched Zudio in 2016 to make fashion accessible to a wide range of customers.
2. Zudio, a rapidly expanding fast fashion brand with over 500 stores in 42 cities across India, aims to capture the online market by offering a premium and intuitive shopping experience for their mass market fashion.
3. Zudio is a fashion brand that aims to make trendy, affordable clothing and accessories available to everyone. Zudio's mission is to provide fashionable clothing at reasonable Prices.

Data Collection Procedure

The data collection process is done in a methodical way in order to impose questions, test hypothesis and analysis results. Students, working professionals, people of different gender orientations to be chosen to participate in the data collection process for this study.

Primary data

A sample of 32 individuals to be given questionnaire that gathers data and their opinions about Zudio a clothing brand and the awareness among the consumer. The acquired data is used for analyzing the hypothesis and interpretation of the findings.

Secondary data

Sources of secondary data to be acquired from documents and journals by other researchers, literature review of previous findings, websites, and books about Zudio and from various parts of the Internet.

Sampling Technique

In this research study, simple random sampling is the technique used for sampling. The participants are chosen randomly which helps in removing the selection bias from the dataset

DATA ANALYSIS**Table No. 1****Socio – Demographic Profile of the Respondents**

		Frequency	Percentage
Age	Below 20	2	6.3
	20-25	13	41.9
	25-30	6	18.75
	30-35	4	12.5
	Above 40	7	21.8
Gender	Male	17	53.13
	Female	15	46.87
Education Qualification	Pre university	2	6.2
	Under graduate	10	31.25
Occupation	Student	10	31.25
	Working professional	16	50
	Non-working professional	6	18.75
Visit to Zudio	Regularly	10	28.12
	Sometimes	14	43.75
	Not Regularly	8	25

Interpretation

Age distribution: The majority of respondents fall within the 20 – 25 age group, constituting 41.9% of the total sample. This age group emerges as the most dominant among the surveyed population. In contrast, the below 20 age group is represented with only 6.2% in the sample. The distribution further includes 18.75% of respondents aged 25 – 30, 12.5% aged 30 – 35, and 21.8% above 40 years old.

Gender distribution: Among the respondents, 17 are identified as male, constituting 53.12% of the total sample, while 15 are identified as female, making up 46.87%. Notably, the LGBTQIA+ category is not represented in the sample. The majority gender category is male, showing a slight overrepresentation in the sample.

Educational qualification: Among the respondents, 10 are identified as undergraduates, constituting 31.25% of the total sample, while 20 are identified as postgraduates, making up 62.5%. The data also indicates that 2 are identified as pre – university individuals, making up 6.2% of the total sample.

Occupation: It shows that the majority of respondents, accounting for 18.75% of the total sample, identify as non- working professionals, indicating individuals who may be unemployed or not currently engaged in a professional occupation. In contrast, 50% of respondents identify as working professionals. Further, we also know that 31.25% of the data is contributed by the Students. The employment status of the surveyed population shows slightly higher representation of working professionals.

Frequency of visit to Zudio: It shows a varied engagement in the visiting behavior of the respondents. Notably, 28.12% of respondents report engaging in the visiting behavior regularly, the majority comprising 43.75% indicate going so sometimes, and 25%, state that they do not engage in the behavior regularly.

In summarizing the research on the influence of marketing on consumer choices, particularly within the Zudio, the study gravitates towards a demographic profile dominated by young adults, specifically those aged between 20 and 25. The majority of participants in this research are male. The educational background of the respondents spans from undergraduate to postgraduate levels, emphasizing a well-educated cohort. On the employment front, the research encompasses a larger representation of working professionals, underlining the diverse occupational statuses within the surveyed population. This distinct portrayal of the research sample provides a comprehensive understanding of the target audience, shedding light on key demographic attributes that may influence consumer choices within the context of Zudio strategies.

Table No. 2

Customer Satisfaction Towards Zudio's Products

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Product Quality	6	17	5	2	2
Brand Awareness	9	15	5	2	1
Price	11	10	9	3	1
Social Media Presence	4	12	10	7	-
Promotion	5	17	7	2	1

The majority of respondents (71.87%) hold positive views, either strongly agreeing or agreeing, regarding the alignment of Zudio's marketing and branding with the quality of their products. However, it's essential to consider the perspectives of those who are neutral or in disagreement, as their insights may highlight areas for improvement or further investigation in Zudio's marketing strategy or product quality perception.

The majority of respondents (74.99%) hold positive views, either strongly agreeing or agreeing, regarding the impact of Zudio's brand awareness and recognition on shaping consumer preferences. However, it's essential to consider the perspectives of those who are neutral or in disagreement, as their insights may highlight areas for improvement

The majority of respondents (65.62%) hold positive views, either strongly agreeing or agreeing, regarding the influence of Zudio's affordable pricing and product promotion on their product choices.

While the majority of respondents (50%) hold positive views, either strongly agreeing or agreeing, regarding the influence of Zudio's marketing initiatives, social media presence, and popularity on their purchasing decisions, it's important to consider the perspectives of those who are neutral or in disagreement.

The majority of respondents (68.75%) hold positive views, either strongly agreeing or agreeing, regarding the influence of Zudio's advertising and special offers on their choices when shopping for products.

Suggestions

- ✓ **Enhanced Social Media Engagement:** Capitalizing on the positive perception of Zudio social media presence by enhancing engagement. Focus should be on interactive content, promotions, and user-generated content to strengthen the connection with their consumers.
- ✓ **Optimized Loyalty Programs:** Given the significant impact of Zudio loyalty programs, they should continually optimize and innovate loyalty initiatives. They should consider personalized rewards, exclusive offers, and seamless redemption processes to enhance the overall loyalty program experience.
- ✓ **Communication Transparency:** Recognizing the positive trust levels in Zudio's marketing messages, they must maintain transparency in communication, ensuring that marketing messages align with the actual product experience to build and sustain consumer trust.

- ✓ **Addressing Neutral Responses:** Investigating the reasons behind neutral responses in various areas, such as product quality and the influence of marketing is a must.
- ✓ **Integrated Marketing Communication:** They must ensure consistency and integration across various marketing channel and align messages from advertisements, social media, and promotions to create a cohesive and memorable brand image.

The influence of consumer choices on marketing plays a key role with regards to Zudio in general. Innovative ways to attract consumers, initiatives, discounts and occasions are ways to improve their marketing strategy. Implementing these suggestions can contribute to refining Zudio marketing strategies, strengthening consumer connections, and addressing specific areas.

II.CONCLUSION

In conclusion, Zudio appears to have established a positive impact on consumer choices through its brand awareness efforts, affordability, and specific strategies such as basic fashion focus and bulk manufacturing. The brand's marketing initiatives seem to resonate with a significant portion of the surveyed audience, contributing to a favorable perception. However, continuous efforts to address areas where respondents are neutral or express disagreement could further strengthen Zudio's brand awareness and consumer influence.

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