The Study on Customer Preference towards Zudio Products with Special Reference to Chennai City

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Abstract

With increasing competition in the fashion retail market, it is crucial to analyze how Zudio meets Customer expectations in terms of product quality, pricing, variety, and shopping experience. This study will help in understanding:

▪ *What attracts Customers to Zudio over other brands.*

▪ *The level of satisfaction among Customers with Zudio's offerings.*

Areas where Zudio can improve to enhance Customer loyalty and market presence

Understanding Customer preferences is essential for any brand to sustain its growth and maintain a competitive edge. This study aims to explore consumer behavior, preferences, and satisfaction levels regarding Zudio products, helping to identify key factors that influence their purchasing decisions.

Keywords: Zudio, Customer, Fashion

Introduction

The fashion retail industry in India has witnessed rapid growth, with an increasing number of brands catering to diverse consumer needs. Among them, Zudio, a brand under Trent Ltd (Tata Group), has gained significant popularity due to its affordable pricing, trendy designs, and wide accessibility. Positioned as a budget-friendly fashion brand, Zudio appeals primarily to young and price-conscious consumers looking for stylish yet economical clothing.

Scope of the Study

The study focuses on Zudio Customers across different age groups, income levels, and locations to understand their buying behavior and expectations. It will cover various aspects such as:

➤ Product quality and affordability.

➤ Shopping experience in Zudio stores.

➤ The influence of marketing strategies and promotions

Objectives of the Study

- ❖ To analyze Customer preference for Zudio product categories such as apparel, footwear and accessories.

- ❖ To evaluate how Customer perceive Zudio as a brand in term of affordability, style, and quality.

- ❖ To study the impact of Zudio pricing strategy on Consumer purchasing decision.

- ❖ To assess Customer satisfaction with the store environment, layout, Customer service, and overall shopping experience.

- ❖ To analyze the impact of product quality, pricing, brand image, and shopping experience on customer preference towards Zudio products in Chennai City.

- ❖ To assess customer satisfaction levels and their influence on brand loyalty.

- ❖ To examine the role of advertising, promotions, and social media marketing in shaping consumer preference.

- ❖ To provide insights for businesses to enhance product offerings, improve customer engagement, and strengthen market positioning

Size of Sample

The Sample size of the study was drawn from 150 respondents.

Data Collection

Depending on the source, it can classify as primary data and secondary data. Let us take a look at them both.

Primary Data

Primary data refers to first and information collected directly from respondents for the purpose of this study. It provides fresh insights into Customer preferences, shopping behaviour, and satisfaction levels with Zudio products.

Secondary Data

Secondary data refers to information that has already been collected, published, or analyzed by other sources. It helps provide background insights, industry trends, and competitive analysis to support the study on Customer preferences for Zudio products.

Statistical Tools Applied Based on the data collected, the statistical tools adopted for the analysis and interpretation are

- ➢ Percentage Analysis.
- ➢ One-way ANOVA

Limitation of the Study

- The research was carried based on primary.
- The study is limited to Chennai and may not reflect preferences in other cities.
- Online shopping trends are not covered since Zudio operates mainly through physical stores.

Sample size constraints may not fully capture Chennai's diverse shopping behavior.

Review of Literature

- **M. N. Nisha and P. Jayalakshmi (2020)[10]**, <u>**Study on customer awareness has Her article states that the purpose of the study was to comprehend how consumers felt about environmentally friendly goods.**</u> To learn more about customer knowledge and attitudes about green products, they conducted a poll in India with 300 respondents. According to the study, consumers were highly mindful of the environment and were prepared to pay more for environmentally friendly goods. According to the authors, businesses need to provide clear and consistent ecolabels and be more open about how their products affect the environment. Additionally, they suggested that non-governmental organisations and the government work harder to inform customers about eco-friendly products.

Sampling Method

The study adopted the **Convenience Sampling** method, a non-probability sampling technique where respondents were selected based on their availability and willingness to participate. This method was chosen due to its efficiency in collecting data from a diverse group of customers.

Table 4.1 Age of the Respondents

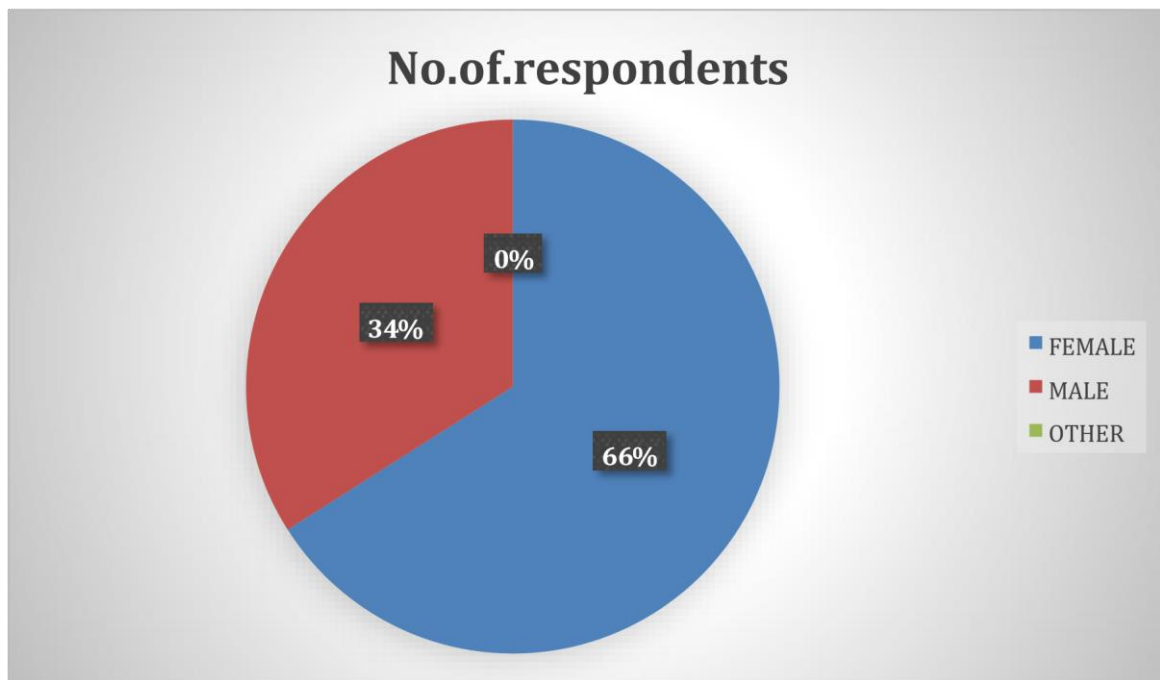| S. No	Age of the Respondent	No. of the Respondent	Percentage %
1	18-24	91	60.67%
2	24-34	25	16.67%
3	34-46	20	13.33%
4	46-50	6	4%
5	Above 50	8	5.33%
	Total	**100**	**100%**

Chart 4.1 Age of the Respondents
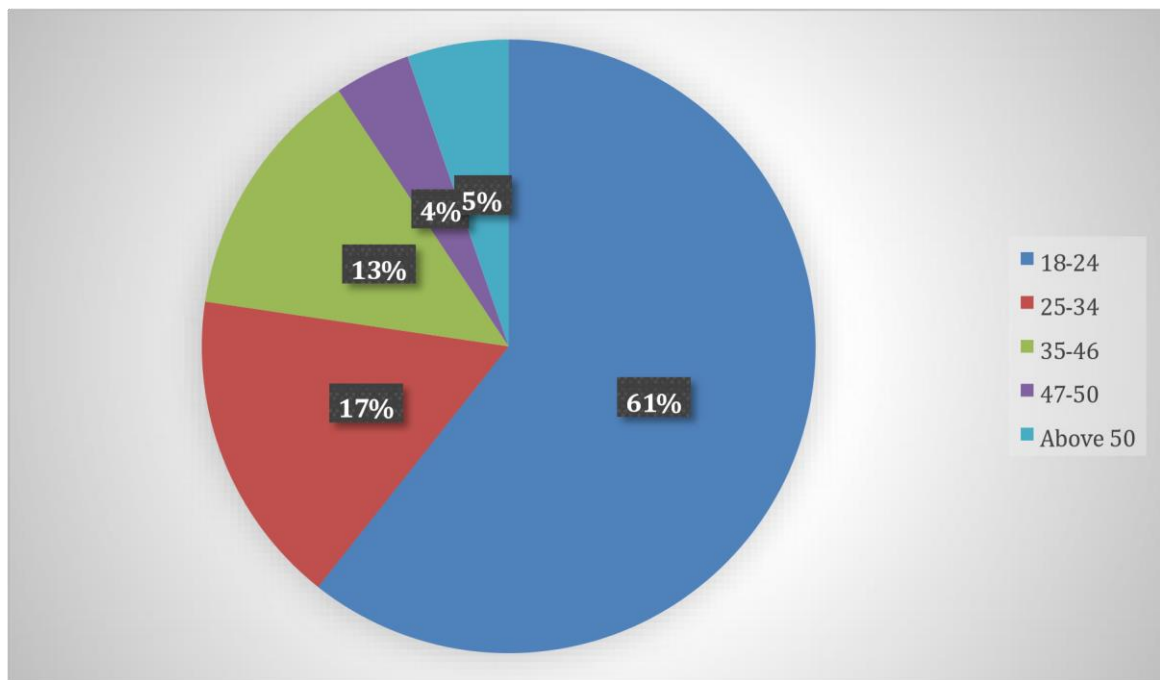
Interpretation

This chart 4.1 shows that 61% highest respondents from the age group 18-24 years, 17% respondents belong to 25-34 years, 13% of respondents belong to 35-46 years, 5% of respondents belong to above 50, 4% of respondents belong to 46-50 years and the result shows that the majority (61%) of the respondent of the users.

Table 4.2 Gender of the Respondents

| S. No	Gender of the Respondents	No of the Respondents	Percentage %
1.	Female	99	66%
2.	Male	51	34%
3.	Other	0	0%
Total		**150**	**100%**

Chart 4.2 Gender of the Respondents

Interpretation

The Chart 4.2 shows that 66% of the respondents belong to gender group of Female, 34% of the respondents belong to gender group of Male and the result shows that the majority (66%) of the respondent of the users.

Table 4.4 Occupation of Respondents

S. No	Occupation of Respondents	No. of Respondents	Percentage %
1.	Student	74	50%
2.	Government Employee	2	1%
3.	Private Employee	44	29%
4.	Entrepreneur	10	7%
5.	Homemaker	14	9%
6.	Other	6	4%
Total		**150**	**100**

Chart 4.4 Occupation of Respondents
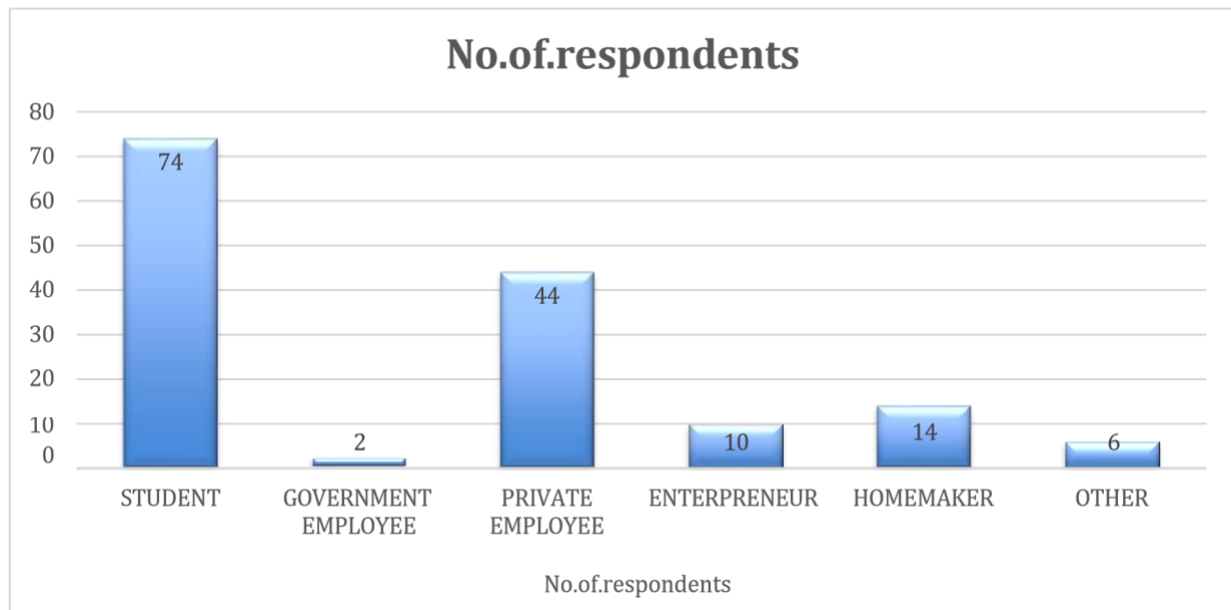
No.of.respondents

Interpretation

Out of 150 respondents, 74% of respondents are Students, 2% of respondents are Government employee, 44% of respondents are private employee and 10% of respondents are Entrepreneur, 14% of respondents are Homemaker and 6% of respondents are others and the result shows that the majority (74%) of the respondent of the users.

ANOVA (Analysis of Variance) Definition

Analysis of variance (ANOVA) is a statistical test used to evaluate the difference between the means of more than two groups.

Meaning

Analysis of variance (ANOVA) is a statistical test used to assess the difference between the means of more than two groups. At its core, ANOVA allows you to simultaneously compare arithmetic means across groups. You can determine whether the differences observed are due to random chance or if they reflect genuine, meaningful differences.

Hypothesis of One - Way ANOVA

H1: Preference for Offline Channels

Null Hypothesis (H_0):

There is no significant difference between men and women in their preference for offline channels (e.g., word of mouth, in-store recommendations) when purchasing Zudio products.

Alternative Hypothesis (H₁):

There is a significant difference between men and women in their preference for offline channels when purchasing Zudio products.

H2: Influence of In-Store Promotions

Null Hypothesis (H₀):

Women are not more influenced by in-store promotions and demonstrations compared to men when purchasing Zudio products.

Alternative Hypothesis (H₁):

Women are more influenced by in-store promotions and demonstrations than men when purchasing Zudio products.

One Way ANOVA

Descriptive

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Wide choices	Female	99	1.88	.760	.076	1.73	2.03	1	4
	Male	51	1.86	.872	.122	1.62	2.11	1	4
	Total	150	1.87	.797	.065	1.74	2.00	1	4
Easy to find products	Female	99	1.92	.804	.081	1.76	2.08	1	5
	Male	51	1.86	.800	.112	1.64	2.09	1	4
	Total	150	1.90	.801	.065	1.77	2.03	1	5

		N							
Better prices	Female	99	1.85	.787	.079	1.69	2.01	1	3
	Male	51	2.00	.775	.108	1.78	2.22	1	3
	Total	150	1.90	.784	.064	1.77	2.03	1	3
Convenience of shopping at zudio	Female	99	1.96	.755	.076	1.81	2.11	1	4
	Male	51	1.88	.840	.118	1.65	2.12	1	5
	Total	150	1.93	.783	.064	1.81	2.06	1	5
Trail room facility	Female	99	1.79	.848	.085	1.62	1.96	1	5
	Male	51	1.88	.887	.124	1.63	2.13	1	4
	Total	150	1.82	.860	.070	1.68	1.96	1	5

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Wide choices	3.867	1	148	.051
Easy to find products	.542	1	148	.463
Better prices	1.113	1	148	.293
Convenience of shopping at zudio	.757	1	148	.386
Trail room facility	.867	1	148	.353

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.

Wide choices	Between Groups	.009	1	.009	.014	.907
	Within Groups	94.585	148	.639		
	Total	94.593	149			
Easy to find products	Between Groups	.107	1	.107	.166	.684
	Within Groups	95.393	148	.645		
	Total	95.500	149			
Better prices	Between Groups	.773	1	.773	1.261	.263
	Within Groups	90.727	148	.613		
	Total	91.500	149			
Convenience shopping at zudio	Between of Groups	.201	1	.201	.326	.569
	Within Groups	91.133	148	.616		
	Total	91.333	149			
Trail room facility	Between Groups	.300	1	.300	.405	.526
	Within Groups	109.840	148	.742		
	Total	110.140	149			

Interpretation

H1: Preference for Offline Channels Interpretation:

The ANOVA test showed a p-value greater than 0.05, meaning the difference in offline channel preference (like word of mouth or in-store recommendations) between men and women is not statistically significant.

H2: Influence of In-Store Promotions

Interpretation:

The p-value for in-store promotions was 0.277, which is higher than 0.05. This means the difference in influence between women and men is not statistically significant.

Findings

- ❖ Majority 60.67% of the respondent's customers aged 18-25 showed a higher preference for Zudios casual wear, indicating a strong brand appeal among young adults.

- ❖ Majority 66% of the respondent's Gender is Female.

- ❖ Majority 43.05% of the respondent's level of annual income is below Rs.2,00,000. ❖ Majority 44% of the respondent's Mentioned that Zudio Offers better Value for Money Compared to Other budget friendly brands.

- ❖ Majority 44.67% of the respondents get to know about Zudio from reference group like friends, family etc.

- ❖ Majority 42% of the respondent's customers Rating and Reviews are influencing the customers in their purchasing decisions.

- ❖ Majority 41.37% of the respondent's Customers had a positive experience at Zudio's offline stores, appreciating the affordability and trendy collections.

- ❖ Majority 50% of the respondents believe that Zudio offers quality goods at reasonable price.

- ❖ About 41.37% of the respondents is of the opinion that the store Availability of choice at Zudio is easy for the customers to find out what they need.

- ❖ Most of 49.37% respondents is of the opinion that Zudio is always updated with latest fashion-forward designs.

- ❖ Only 43.37% of the respondents are satisfied with the exchange and streamlined return policy of Zudio.

- ❖ About 48.67% of the respondents are satisfied with the In-store experience shopping facility of Zudio.

- ❖ Majority 52.67% of the respondent's are satisfied with the Transaction Security.

Suggestions

To improve the research on customer likes for Zudio, I recommend widening the scope of data collection to include both qualitative and quantitative research techniques. Finding and surveying different types of customers from multiple demographic groups will ensure that a greater variety of preferences is captured. Moreover, ethnographic interviews and focus group interviews may give more information concerning customers' expectations and shopping habits as well as brand image. This assortment of methods will comprehensively capture the reasons why customers prefer Zudio to its competitors. Zudio customers are mostly young people who care about trends and style which makes Sites like Instagram, Facebook, and Twitter very useful. Hashtags, messages, and other content created

by users can provide helpful information about what products are popular and whether or not customers are happy. In addition, the general attitude towards brand Zudio can be assessed so its strengths and weaknesses can be established.

Finally, the study should compare Zudio's pricing, product selection, and shopping environment with other competing stores to identify its differentiators. Knowing how Zudio differentiates itself on price, aesthetics, and in-store atmosphere can assist in determining if it meets customer expectations. Moreover, studying the success of promotional campaigns, loyalty rewards, and seasonal promotions can assist in learning more about customer retention initiatives. These suggestions will not just enhance the study but also provide practical recommendations that would be of benefit to Zudio in further enhancing its customer interaction strategies.

Conclusion

The study focused on customer preference towards Zudio to preserve customer loyalty and retention. It identified seven factors influencing customers to prefer Zudio, such as convenience, quality of product, price, staff services, variety, discount or offers, and preference towards brand. The problems faced by customers included lack of awareness, availability of stock, staff members, payments, delivery and return policies, lack of enough retail outlets, charging extra cost for carry bags, difficulties in online shopping, and long queue in front of the trial room. The study found that convenience, price and quality of the product are the main factors influencing customers to prefer Zudio. Suggestions have been provided to improve customer experiences and loyalty. Zudio has established a strong market position as a company that offers rapid fashion at competitive pricing. Zudio has the ability to maintain and expand its consumer base in the future by consistently offering new collections and improving the shopping experience for customers. To sustain growth, Zudio should enhance the shopping experience, expand outlets, and address customer issues to strengthen its market position.

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