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A STUDY ON CUSTOMER PREFERENCE TOWARDS ZUDIO WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Building and maintaining brand awareness is essential for any business to succeed in a highly competitive market. Zudio, a brand under the Trent Limiter Umbrella, has grown significantly in the affordable fashion sector. This study aims to investigate the strategies used by Zudio to create and maintain brand awareness, as well as their efficacy. This research paper explores the concept of brand awareness with a specific focus on Zudio, a retail clothing brand. A mixed-method approach is used in the research, integrating qualitative case study techniques with quantitative data analysis. Consumer questionnaires and interviews are used to collect data, which is further examined in relation to Zudio's marketing campaigns, social media presence, and customer interaction. The results provide insight into the element that supports Zudio's brand loyalty and recognition. Important findings from this study are anticipated to direct Zudio's and other companies in related market sectors' future brand awareness initiatives.

Key Words: investigate, efficacy

INTRODUCTION

Zudio is a game changer for Trent in the value fashion space, having demonstrated exponential development in terms of revenue contribution (over 40% of sales) and store expansion (93 stores added in FY23). Clothing company Zudio was founded under the auspices of the stylish and dynamic TATA Group, one of India's largest retailers. The firm specializes in providing men, women, and children with fashionable and modern designs at reasonable prices. Since its 2016 inception, the brand has become incredibly well-known among Indian consumers. Zudio has established a reputation for itself in the Indian fashion business with its own line of effortlessly stylish clothing that fits all body types and age groups. The business has built a devoted following by concentrating on offering high-quality goods at reasonable prices. Today, Zudio is easily accessible on a number of e-commerce platforms and has several storefronts around India. Zudio is a well-known apparel brand for kids, ladies, and men. The parent firm of the well-known fashion brand is Tata Trent Limited. There are 42 Indian cities with Zudio. The brand offers affordable, attractive fashion.

OBJECTIVE OF STUDY

The study on customer preference towards Zudio is carried out for the following specific objectives:

- To find out the factors influencing to purchase towards Zudio.

REVIEW OF LITRUATURE:

1. **Aparajita Thakur, Shweta Chauhan, and Mr. Lakshmaiah Botla (2020)** carried out a **“Comparative analysis of the efficacy of retail marketing tactics at Westside and Reliance Trends with regards to consumer satisfaction”**. The purpose of this essay is to examine the effects of various retailing strategies, such as merchandising, shop design, sales promotion, and advertising which impacts in customer contentment. In order to examine the retail marketing techniques of the two fashion shops and ascertain the relationship between brand preference, customer satisfaction, and retailing strategies, 200 responses from customers who visited Reliance Trends and Westside were gathered. The study's findings demonstrate that the fashion retail businesses' chosen retail strategies have a positive effect on customer satisfaction. Nonetheless, it was determined that the differences between the two selected stores' approaches were negligible. Important information regarding the effectiveness of retail marketing strategies and how to apply them to improve customer satisfaction, boost sales, and retain customers is provided by the current study.
2. **Jaakkola and Alexander (2014)** pointed out that a **“Big factor influencing consumer choices is also the customer experience ZUDIO”**. Customers typically favour brands that offer an overall positive experience in terms of post-sale services, product quality and delivery, and customer support with 150 respondents. In a similar vein, Ahn and Sung (2016) discovered that younger customers favour businesses that are cutting edge and provide a distinctive experience.

DATA COLLECTION PROCEDURE

Students, working professionals, and people of diverse gender orientations will be chosen to participate in the data collection procedure for this project. The data is gathered in a methodical manner in order to impose questions, test hypothesis, and analyse outcomes.

Primary data

A questionnaire will be distributed to a sample of one hundred people in order to collect information and opinions regarding the apparel brand Zudio as well as consumer awareness. The information gathered will be used to analyse the hypothesis and interpret the results.

Secondary data

Secondary data sources include publications and journals written by other researchers, reviews of prior study, websites, books about Zudio, and other online resources.

TOOL:

KARL PEARSON

A linear correlation coefficient with a value range of -1 to +1 is known as Karl Pearson's coefficient of correlation. high negative correlation is indicated by a value of -1, and high positive correlation is shown by a value of +1.

$$R = (n(\sum xy) - (\sum x)(\sum y)) / (\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]})$$

TABLE 1:

CORRELATION BETWEEN AGE AND LEVEL OF SATISFACTION TOWARDS ZUDIO

H₀: There is no correlation between age and level of satisfaction towards.

H_a: There is correlation between age and level of satisfaction towards.

FACTORS		AGE	LEVEL OF SATISFACTION
AGE	Pearson Correlation	1	.020
	Sig. (2-tailed)		.847
	N	100	100
LEVEL OF SATISFACTION	Pearson Correlation	.020	1
	Sig. (2-tailed)	.847	
	N	100	100

SOURCE :PRIMARY DATA

INTERPRETATION :

The karl pearson correlation coefficient in the above table, which is +1(+.737), shows a positive correlation between age and satisfaction level, indicating that the variables are moving in the same direction.

TABLE 2:
CORRELATION BETWEEN GENDER AND LEVEL OF SATISFACTION TOWARDS ZUDIO

H0: There is no correlation between gender and level of satisfaction towards.

Ha: There is correlation between gender and level of satisfaction towards.

FACTORS		GENDER	LEVEL OF SATISFACTION
GENDER	Pearson Correlation	1	.038
	Sig. (2-tailed)		.711
	N	100	100
LEVEL OF SATISFACTION	Pearson Correlation	.038	1
	Sig. (2-tailed)	.711	
	N	100	100

SOURCE :PRIMARY DATA

INTERPRETATION

Gender and satisfaction level have a positive association, as indicated by the Karl Pearson correlation coefficient in the above table of $+1(+0.38)$, suggesting that the variables are trending in the same direction.

FINDINGS FROM KARL PEARSON

- The Karl Pearson correlation coefficient in the table 4.3.1, which is $+1(+0.737)$, shows a positive correlation between age and satisfaction level, indicating that the variables are moving in the same direction.
- Gender and satisfaction level have a positive association, as indicated by the Karl Pearson correlation coefficient in the above table of $+1(+0.38)$, suggesting that the variables are trending in the same direction.

SUGGESTIONS

- **Enhanced Social Media Presence:** Making the most of the favourable impression of Zudio's online persona by augmenting participation. To improve the relationship with their customers, interactive content, promotions, and user-generated content should take centre stage.
- **Enhanced Loyalty Programs:** Owing to the noteworthy influence of Zudio loyalty programs, it is imperative that they consistently refine and provide novel loyalty campaigns. They must take into account customized prizes, special discounts, and easy redemption procedures in order to improve the whole loyalty program experience.
- **Communication Transparency:** Zudio must continue to be transparent in their communication, making sure that marketing messaging correspond with the real product experience in order to establish and keep consumer trust, given the positive trust levels in their marketing messages.

- Handling Neutral Reactions: It's imperative to look into the causes of neutral reactions in a number of contexts, including the effectiveness of the product and the impact of marketing.

CONCLUSION

Zudio's marketing initiatives seem to resonate with a significant portion of the surveyed audience, contributing to a favourable perception. In conclusion, Zudio looks to have established a positive impact on consumer choices through its affordability and specific strategies like basic fashion focus and bulk manufacturing.

