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A Study On Social Media Marketing Strategies Of Zudio – With Special Reference To Coimbatore City

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ABSTRACT:

This research brings out a holistic view of how zudio conducts social media marketing, outlining how the brand interacts with the target market in this competitive industry of fashion retail. zudio takes a digital-first approach, displaying its products through platforms like Instagram, Facebook, and Twitter to link up with consumers. The brand creates daily social content updates that comprise youth-oriented graphics, behind-the-scenes peeks into company culture, and consumer-generated content to create authentic and relatable brand imagery. Through collaborations with over 300 fashion micro-influencers, zudio extends its outreach into niche markets, thereby fostering credibility among its millennial and Gen Z customers. It integrates localized payment options and value-added content, including style tips and trend reports, to make the online shopping experience better. By analyzing these strategies, the study will be able to identify the major factors contributing to the brand growth and customer loyalty of zudio and can give insight into the best social media marketing practices in the fashion industry.

KEYWORDS: ZUDIO, COIMBATORE CITY, SOCIAL MARKETING.

INTRODUCTION:

Social media has emerged as an indispensable channel for fashion retail brands to reach the consumer directly. It is, indeed, an imperative medium for communicating their messages, creating brand loyalty, and generating sales. With a large and digitally active young population in India, it becomes an even more compelling scenario for brand of fashion sector to be strong in the social media. Indian retail fashion business, successfully reaching its desired target audience of young, budget-conscious shoppers seeking fashionable and affordable fashion. Being a part of the Trent Group belonging to Tata Groups, zudio differs as it sells high-fashion clothing at low price points, a strategy which attracts India's emerging middle class and millennial consumers. This piece of research aims at assessing zudio's social media marketing strategies to determine how it produces content, grows followers, and gains brand awareness. To answer these questions, the report will be divided into two parts: analyzing the types of content shared across different platforms, such as Instagram, Facebook, and Twitter, that are created by zudio; secondly, its interaction with the customers as well as the promotional tactics applied by the brand. Also, by using their social media coverage, the research shall analyze what makes the events of zudio unique from the rest that other retail firms conduct in order to gain insights on how social media helps create perceptions and loyalty among customers within a retail environment already so competitive.

Review of literature:

"Sustainable Practices in Textile Supply Chains: A Review" by Choi, T. M.:He explores environmental and socially responsible practices in the supply chain. It includes eco-friendly material, fair labour practices water reduction and etc.

"Nanotechnology Applications in Textiles" by Karthik, T. :He discusses about the utilizations of the nanotechnology in the textile industry, Karthik T uses nanomaterials like disability, UV protection, water repellency, etc. Textile based nanoproducs starting from nanocomposite fibers textile to impact new functionality and improved performance. It has been playing a vital role in designing the smart fabrics. Some of the smart devices are also being integrated with the textile to perform such functions.

"Digital Printing in Textile Industry: Potential and Challenges" by Hosseini, S. F. :He adopts the digital printing technologies in textile industries, it is been advancing rapidly as well as facing new challenges to the market requirements. The process of printing the textiles and garments using the technology to print the fabrics. Now a days the customer are increasingly concerned about the sustainability for the eco-friendly print media's.

Scope of the Study:

The scope of this study deals with understanding how zudio, a brand in the fashion retail industry, carries out social media marketing to analyze its brand positioning, level of audience engagement, and effectiveness in generating online sales. The study will also analyze the presence of zudio on, Instagram, Facebook, Twitter, noting the type of content posted, frequency of posts, and related engagement tactics. In addition, it will analyze preferences and behavior patterns of the brand's targeted audience in order to evaluate how zudio's

social media marketing strategies match consumer expectations. Finally, the role of sponsored posts, influencers, and user-generated content in covering the reach and engagement gap will be established. Further, the study will include benchmarking against key competitors in order to capture the best and most useful practices for the business. Using engagement rate, conversion rate, and ROI obtained from analytics tools, zudio will be evaluated to see the effectiveness of their social media efforts. Finally, this will also involve examining the digital challenges zudio encounters and providing strategic recommendations to improve their social media strategies for competitiveness and long term customer loyalty.

STATEMENT OF THE PROBLEM:

This research explores zudio's social media marketing strategies including how the business reaches the intended market, improves the market coverage of its brand and boosts consumer loyalty. In a bid to establish zudio's increasing market positioning in the competitive retail fashion scene, this study seeks to examine zudio's content creation, audience engagement methods and advertisement strategies in the social media platforms such as Instagram, Facebook, Twitter among others. The conclusions of this research may contribute to the knowledge of social media marketing for other brands that want to improve their performance on social platforms

OBJECTIVES OF THE STUDY

- To analyse how zudio uses social media to reach and engage with its audience.
- To identify the primary social media platforms zudio utilizes.
- To examine content strategies, engagement tactics and campaign's.
- To assess the effectiveness of zudio's social media marketing in sales growth , customer engagement.

RESEARCH METHODOLOGY:

Research Design:

The research was undertaken with title of "A Study on social media marketing strategies of zudio".

Data Collection:

The source of data use primary method of collecting information from 100 customers using questionnaire. Random sampling method will be used to decide sample from which the data will be collected.

Sample size:

The sample size taken for this study is 100 customers of zudio product. The area of the research was confined to only Coimbatore district.

Tools used for the data analysis:

- ❖ Chi square
- ❖ ANOVA
- ❖ Percentage analysis

Hypothesis of the Study:

Ho: There is no significant relationship age group and on which social media platform have you encountered zudio.

Ho: There is no significant relationship between gender and their familiar with the zudio brand.

H0: There is no significant relationship between occupation and sales attribution to social media marketing.

LIMITATIONS OF THE STUDY:**1. Dynamic Social Media Environment**

Social media trends, algorithms, and consumer behaviour change frequently, which may limit the relevance of the study over time.

2. Consumer Bias in Feedback

Customer perceptions and opinions collected through surveys or online reviews might be influenced by biases, making them less reliable for objective analysis.

Data Analysis and Interpretation:**Table1: Socio Economic Profile:**

S.NO	Variable	Basis	Percentage
1.	Age	Below 20	50.00
2.	Occupation	Student	68.00
3.	Salary	Up to 20000	70.00
4.	Gender	Male	59.00

The above table shows that 50% of the respondents fall in the age group of Below 20 years. 59% of the respondents are male, indicating a higher representation of males in the sample. 70% of the respondents earn up to 20000. This suggests that a significant portion of the sample has a relatively lower income. A substantial 68% of the respondents are students. The highlights that the sample is predominantly composed of students.

CHI-SQUARE TEST**TABLE 2: SHOWING RELATIONSHIO BETWEEN AGE GROUP AND ON WHICH SOCIAL MEDIA PLATFORM HAVE YOU ENCOUNTED ZUDIO.**

	On which social media platform have u encountered zudio?						
	Facebook	Twitter	Youtube	Facebook	Instagram	Others	Total
What is 20-40	0	3	4	5	26	7	45
your 40-60	0	0	0	0	4	0	4
age Above	0	0	0	0	0	1	1
group? 60	1	0	6	6	31	6	50
Upto 20							

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.524 ^a	21	.846
Likelihood Ratio	15.360	21	.804
N of Valid Cases	100		

a. 27 cells (84.4%) have expected count less than 5. The minimum expected count is .01.

Since the significance value is higher than the prescribed value the null hypothesis is being rejected and the alternate hypothesis is accepted. Therefore there is significant relationship between the age of the respondents and their which platform have the respondents encountered zudio.

TABLE 3: SHOWING RELATIONSHIP BETWEEN GENDER AND THEIR FAMILIAR WITH THE ZUDIO BRAND

		How familiar are you with zudio as a brand?			Total
		Not familiar	Somewhat familiar	Very familiar	
Gender	Female	2	17	22	41
	Male	2	23	34	59
Total		4	40	56	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.239 ^a	2	.887
Likelihood Ratio	.237	2	.888
N of Valid Cases	100		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 1.64.

Since the significance value is higher than the prescribed value the null hypothesis is being rejected and the alternate hypothesis is accepted. Therefore there is significant relationship between the gender of respondents and their familiar with zudio brand.

ANOVA

TABLE:4 SHOWING RELATIONSHIP BETWEEN OCCUPATION AND SALES ATTRIBUTION TO SOCIAL MEDIA MARKETING

	Sum of squares	df	Mean Square	F	Sig
Between groups	2.845	3	.948	.819	.486
Within Groups	111.155	96	1.158		
Total	114.000	99			

Since the significance value is higher than the prescribed value the null hypothesis is being rejected and the alternate hypothesis is accepted. Therefore there is significant relationship between the occupation and sales attribution to social media marketing.

FINDINGS:

59% of respondents are male. 50% of respondents are below 20 years. 68% respondents are students. 70% respondents are earning up to 20000 per month. Majority 64% respondents chosen are instagram. 36% of respondents are chosen discount/sale announcement. 49% of respondents chosen are 10-25% for sales in social media platform. 55% of respondents chosen are very familiar for know about zudio as brand. 31% of respondents chosen are social media. 50% of respondents chosen are good for the zudio content on social media. 31% of respondents chosen are both quarterly and rarely. 40% of respondents chosen are neutral for social media promotions influence your decision to purchase.

SUGGESTIONS:

Highlight the importance of collecting detailed customer feedback on their social media marketing strategies of zudio. Recommend implementing surveys or feedback forms directly through the Tata CLIQ app for real time responses. Recommend gamification techniques (e.g., reward points, scratch card, or badges) to makes the mobile app more engaging.

CONCLUSION:

The study on zudio's social media marketing strategies highlights how a digital-first approach is effective in connecting with a young, budget-conscious audience, especially in Coimbatore. Daily content updates, collaborations with micro-influencers, and value-added content have helped zudio build customer loyalty and enhance brand visibility. Analysis of data has shown significant engagement among the younger demographics, majorly male students, earning less than ₹20,000.

While zudio's initiatives are impactful, the findings suggest areas for improvement, such as leveraging customer feedback directly through mobile apps and incorporating gamification to boost engagement. By refining these strategies, zudio can further strengthen its competitive position in the fashion retail industry. This research provides valuable insights for brands aiming to optimize social media marketing to enhance audience connection and drive growth.

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