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## A Study On Customer Satisfaction On Zudio Shopping In Coimbatore City

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### ABSTRACT:

Customer satisfaction plays a vital role in the success of retail businesses, shaping consumer loyalty and influencing brand perception. This study examines customer satisfaction with Zudio shopping in Coimbatore City, focusing on key factors such as product quality, pricing, store ambiance, customer service, and overall shopping experience. Through surveys and data analysis, the research aims to assess customer preferences, expectations, and levels of satisfaction with Zudio's offerings. The findings will provide valuable insights into consumer behaviour, helping Zudio enhance its retail strategies to better serve its customers in Coimbatore. This study contributes to the broader understanding of customer satisfaction in the budget fashion retail sector.

### INTRODUCTION:

In the ever-evolving retail landscape, the success and performance of clothes businesses depend heavily on the efficacy of customer relationship marketing (CRM), particularly for brands headquartered within the vibrant setting of shopping malls. Shopping malls, as hubs of social interaction and commerce, provide a unique environment where clothing companies vie for customers' attention, brand loyalty, and positive word-of-mouth. This study is to investigate the intricacies of CRM utilized by apparel manufacturers in Coimbatore's shopping centres and examine the impact it has on the decisions made by consumers during their shopping excursions and their subsequent satisfaction. In order to comprehend this dynamic connection, we perform a comprehensive literature review on pertinent CRM-related subjects, consumer behaviour with regard to buying branded clothing, and the intricate dynamics of shopping malls. Customer satisfaction data, including ratings and surveys, can be used by Zudio to: Gather and act upon customer input; Improve or modify products and services. A metric that assesses how satisfied customers are with a business's goods, services, and capabilities is called customer satisfaction. The Indian retail business Trent Limited, a portmanteau of Tata Retail Enterprise, is headquartered in Mumbai and is a member of the Tata Group. Founded in 1998, Trent owns and runs retail formats for fashion and lifestyle, including Utsa, Zudio, and Westside. Through joint partnerships, the corporation also operates retail chains such as Zara and Star Bazaar. For ₹200 crore (US\$48.46 million), the Tatas sold Hindustan Lever their 50% share in Lakmé Cosmetics in 1998.

## STATEMENT OF THE PROBLEM:

In essence, marketing aids in meeting customer needs more effectively and efficiently by providing high-quality goods and services at reasonable prices and with prompt delivery. A skilled marketer consistently meets the needs of customers in a more effective manner. Sometimes marketers themselves create opportunities to provide customers with better options, and other times technology provides them. The idea of internet shopping has been increasingly significant in retail marketing in recent years. Given that India has one of the youngest populations in the world, about 75% of its internet users are between the ages of 15 and 34. Given India's age distribution, it is predict that this tendency would continue in the years to come. Misleading activities and cheating have increased in team with the explosive expansion of internet purchasing.

## OBJECTIVES:

- 1.To find out the satisfaction level of the customer in zudio
- 2.To know the specific reason for which customer prefer zudio for shopping
- 3.To evaluate the factors that affect customer satisfaction.

## REVIEW OF LITERATURE:

### 1.Aparajita Thakur, Shweta Chauhan, and Lakshmaiah Botla (2020):

In their comparative analysis of retail marketing tactics at Westside and Reliance Trends, the authors examine the effects of various retailing strategies—such as merchandising, store design, sales promotion, and advertising—on customer satisfaction. They collected responses from 200 customers and found that the selected retail strategies positively impact customer satisfaction. This study provides insights into effective retail marketing strategies that can be applied to enhance customer satisfaction at Zudio.

### 2. Jaakkola and Alexander (2014):

This study highlights the significant influence of customer experience on consumer choices. It emphasizes that customers prefer brands offering a positive overall experience, including aspects like post-sale services, product quality, delivery, and customer support. Understanding these factors can help in assessing customer satisfaction levels at Zudio.

### 3. Ahn and Sung (2016):

The authors discover that younger customers favour businesses that are innovative and provide a distinctive experience. This finding is relevant for Zudio, which targets a youthful demographic, and underscores the importance of offering unique shopping experiences to enhance customer satisfaction.

### 4. Suhail Sattar (2021):

As the chairman of the Chennai Chapter of the Retail Association of India and co-founder of Hasbro Clothing, Sattar provides insights into customer satisfaction and service quality in retail stores. His perspectives can offer valuable context for understanding customer expectations and satisfaction in the retail sector, applicable to Zudio's operations in Coimbatore.

## 5. Ramanathan (2013):

Indicated that consumer preferences in tier 2 cities like Coimbatore focus on affordability, variety, and convenience. Zudio's pricing and its product mix should cater to these expectations. In Coimbatore, the increasing influence of modern retail outlets and changing consumer aspirations toward fashionable clothing could influence their level of satisfaction with Zudio.

## LIMITATIONS:

- If your study only involves a small or non-representative sample, it may not accurately reflect the broader customer base of Zudio in Coimbatore. Customers' preferences and satisfaction levels can vary widely across different demographics, such as age, income, and shopping habits.
- Customer satisfaction is dynamic and can change over time based on a variety of factors, such as new product launches, seasonal promotions, or changes in store ambiance. If your study is conducted over a short period, it may not account for these fluctuations.

## RESEARCH METHODOLOGY:

### RESEARCH DESIGN:

The research was undertaken with title of "A study on customer satisfaction on zudio shopping"

### DATA COLLECTION:

Primary data : Questionnaire through google form

Secondary data: Journals and Websites

### SAMPLE SIZE:

100 Respondents

### AREA OF STUDY:

This Study focuses on a study on customer satisfaction on zudio shopping.

### ANALYSIS:

### PERCENTAGE ANALYSIS:

**TABLE:1 Demographic profile**

Category	High respondents	No. of respondents	Percentage
Gender	Female	54	54
Occupation	Students	91	91
Age group	Below 20	56	56
Salary	Below 20000	71	71

## INTERPRETATION:

The majority of respondents are female (54%). Most respondents are students (91%), indicating a youthful and budget-conscious consumer base. The largest age group is below 20 years (56%), aligning with the high percentage of student respondents. The majority earn below ₹20,000 (71%), reinforcing the idea that affordability is a key factor for these shoppers.

**TABLE:2 Level Of Satisfaction**

Category	High respondents	No. of respondents	Percentage
How often do you shop at zudio	Monthly	31	31
Product quality	Satisfied	45	45
Variety of Product	Satisfied	55	55
Customer Service	Satisfied	37	37
Discount and Offers	Satisfied	44	44
Store Ambience	Satisfied	49	49

**INTERPRETATION:**

31% of respondents shop at Zudio monthly, suggesting a moderate level of brand loyalty. 45% of the respondents are satisfied in product quality, meaning there's a positive perception, but there's room for improvement. 55% of the respondents are satisfied in variety of product, indicating the store offers a decent selection. 37% of the respondents are satisfied in customer service, which is comparatively lower, suggesting a need for improvement in service quality. 44% of the respondents are satisfied in discount and offers, showing that promotional activities are relatively well-received. 49% of the respondents are satisfied store ambience, reflecting a reasonably pleasant shopping experience.

**2.CHI-SQUARE ANALYSIS****TABLE 2.1**

**There is a significant relationship between age and service meet your expectations**

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
5	5.72	-0.72	0.5184	0.0906
8	6.76	1.24	1.5376	0.2274
8	12.32	-4.32	18.6624	1.5148
20	15.68	4.32	18.6624	1.1902
31	25.96	5.04	25.4016	0.9784
28	33.04	-5.04	25.4016	0.7688
				C.V = 4.7702

Degree of freedom:

$$= (R-1) * (C-1)$$

$$= (4-1) * (4-1)$$

$$= 9$$

Level of significance = 5%

Table value = 16.91

Calculated value = 4.7702

Hypothesis accepted.

### INTERPRETATION:

The observed value is greater than the standard alpha level 0.05. Hence the null hypothesis is rejected and alternate hypothesis is accepted. Therefore there is a significant relationship between age and service meets the expectations.

**TABLE 2.2**

**There is a significant relationship between gender and overall shopping experience and zudio**

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
5	4.32	0.68	0.4624	0.1070
3	3.68	-0.68	0.4624	0.1256
18	17.28	0.72	0.5184	0.03
14	14.72	-0.72	0.5184	0.0352
31	32.4	-1.4	1.96	0.0604
29	27.6	1.4	1.96	0.710
				C.V = 0.4292

Degree of freedom:

$$= (R-1) * (C-1)$$

$$= (2-1) * (4-1)$$

$$= 3$$

Level of significance = 5%

Table value = 7.815

Calculated value = 0.4292

Hypothesis accepted.

### INTERPRETATION:

The observed value is greater than the standard alpha level 0.05. Hence the null hypothesis is rejected and alternate hypothesis is accepted.

**FINDINGS:**

The majority of respondents (54%) are female.

The most of respondents (91%) are students.

The most of respondents (56%) belong to the age group is below 20 years.

Most of respondents(71%) have a salary below ₹20,000.

31% of total respondents are shop at Zudio monthly.

45% of total respondents are satisfied, meaning there's a positive perception, but there's room for improvement.

55% of total respondents are satisfied, indicating the store offers a decent selection.

37% of total respondents are satisfied, which is comparatively lower, suggesting a need for improvement in service quality.

44% of total respondents are satisfied, showing that promotional activities are relatively well-received.

49% of total respondents are satisfied, reflecting a reasonably pleasant shopping experience.

**SUGGESTION:**

Provide training to staff to ensure consistent, friendly, and helpful interactions, focus on speed, attentiveness, and product knowledge to improve the in-store experience.

Introduce a simple and accessible feedback system to capture customer opinions on service quality, address any recurring complaints or issues directly.

Offer time-sensitive deals that appeal to younger shoppers who may be motivated by urgency. Flash sales or limited-time promotions can help create buzz and increase footfall.

As 55% of respondents are satisfied with the product selection, ensuring that Zudio stays ahead of fashion trends, especially those favoured by youth, is essential. Constantly refresh the product range to keep it exciting and relevant.

**CONCLUSION:**

Important insights into consumer behaviour, preferences, and expectations are highlighted in the study on customer satisfaction with Zudio shopping in Coimbatore. The results show that Zudio draws a youthful, frugal clientele, mostly students, and that a sizable percentage of its users are female. Even if overall satisfaction is high, there is still room for growth in areas like product variety and customer service. Age and service expectations, as well as gender and total shopping experience, are strongly correlated, according to the research. Customer happiness is influenced by a number of factors, with affordability being a key one. These factors include pricing, product quality, store atmosphere, and special offers. Zudio should concentrate on raising service standards, educating employees, and implementing more interesting marketing techniques in order to improve the client experience. By consistently altering styles and listening to consumer input, Zudio.

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