



A Study On Perception Of Zudio's Brand Image Among Customers At Coimbatore City

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ABSTRACT

This study examines how Coimbatore City consumers view Zudio's brand image by examining the variables that affect consumer loyalty, brand awareness, and purchase behaviour. Zudio, a quickly expanding retail brand owned by Tata Trent Limited, provides stylish, reasonably priced clothing to a wide range of customer demographics. This study investigates consumer preferences, brand comparisons, and purchasing reasons using a structured survey. Although issues like product availability, customer service effectiveness, and rivalry from companies like Max and H&M still exist, research indicates that Zudio's appeal is largely driven by its affordable prices and stylish designs. In a competitive fashion retail environment, the study offers suggestions for strengthening brand loyalty, improving customer experience, and improving Zudio's brand positioning.

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I.INTRODUCTION

Zudio is a clothing brand established under the umbrella of the trendy and fast-paced Indian retail giant, the TATA Group. The brand specializes in offering trendy and fresh designs with an affordable price tag for men, women, and kids. The brand was launched in 2016 and has since then gained massive popularity among the Indian masses. With its exponential rise in store expansion (93 stores were added in FY23) and revenue contribution (40 percent+ of sales), Zudio is a game changer for Trent in the value fashion sector. Zudio has established a reputation for itself in the Indian design business with its unique line of comfortable clothing that fits all body shapes and age groups. The company has built a devoted following by concentrating on offering high-quality goods at competitive prices. Zudio currently operates a number of locations around India and is easily accessible on a number of e-commerce sites. Therefore, the customer preference for Zudio in and the surrounding areas of Palakkad Town and Coimbatore city is the main emphasis of this study. In India, Zudio has become a significant player in the fashion industry. The

apparel line caters to men, women, and kids with reasonably priced, stylish options. The company has embraced a fast fashion business model, often refreshing its inventory to meet the evolving demands of its clientele. Additionally, the company has adopted a customer-centric strategy, offering a smooth online and in-store buying experience. In Chennai, the Zudio brand is now well-known and reputable, and consumers frequently compliment the high quality of the goods and the welcoming atmosphere at each location. Chennai is home to seven Zudio locations. Every store is situated in the heart of the city. Customers may easily obtain all the clothing products they require without having to go far from the main city center thanks to the location.

II. OBJECTIVES

- To compare customer perception of zudio band image with competitors.
- To evaluate the over all customer perception of zudio brand.

III. REVIEW OF LITREATURE

Bansari Mansata, et al.(2024) This study investigates the psychology of Generation Z (Gen Z) and their brand awareness of Zudio clothing in Ahmedabad. This research emphasizes the importance of a multi-channel marketing approach, blending traditional and digital strategies to engage a diverse consumer base effectively. The fashion industry has become much more interested in sustainability and environmental issues in recent years. All things considered, this study offers insights that can assist marketers in navigating the challenges of interacting with Gen Z in a market that is evolving quickly

Bhavana Govil, et al.(2023) This research paper explores the concept of brand awareness with a specific focus on Zudio, a retail clothing brand. In a highly competitive market, building and sustaining brand awareness is crucial for the success of any business. The purpose of this study is to examine Zudio's methods for building and sustaining brand awareness as well as their efficacy. The study uses a mixed-method approach, integrating qualitative case study techniques with quantitative data analysis.

Patcha Bhujanga Rao (2024) Both academics and marketing professionals can benefit from this research's insightful analysis of the dynamics of brand awareness in the fast-fashion sector. The findings imply that Zudio has effectively used a mix of reasonable prices, high-quality products, and a captivating web presence to establish and raise brand recognition. Future brand awareness initiatives for Zudio and other companies in related market segments should be guided by the study's key findings.

Jona Jenifer, et al.(2024) In a highly competitive industry, establishing and sustaining brand awareness is crucial for any firm to thrive. Under the Trent Limiter umbrella, Zudio is a brand that has had substantial growth in the low-cost fashion industry. The purpose of this study is to examine Zudio's methods for building and sustaining brand awareness and their effectiveness. This research paper

explores the concept of brand awareness with a specific focus on Zudio, a retail clothing brand. The findings shed light on the factor that contributes to Zudio's recognition and brand loyalty.

Jayanthi, et al. (2023) A study on the consumer buying behaviour and brand preference with special reference to tata clothing brand men's and women's purchasing behaviour, as well as the major influencing factors in men's and women's purchasing behaviour with regard to the purchase of ready-made apparel, a study on consumer buying behaviour and brand preference with particular reference to the Tata clothing brand for men, women, and children is being conducted. Consumer preferences and interests in clothing are always shifting, and the fashion business is also evolving swiftly.

Aditi Mutha (2024) This study explores the strategic resilience and transformation of Zudio, a fashion retailer under the esteemed Tata Group. Zudio, which is well-known for its reasonably priced fashion products, has defied industry trends by succeeding as a physical retailer in an era where e-commerce has taken centre stage.

IV. PROFILE OF THE STUDY

The way that consumers view and comprehend a brand in the context of their interactions, expectations, and experiences is referred to as "brand perception." The retail fashion brand Zudio, owned by the Tata Group, is well-known for its affordable clothing collections. Westside, the company's flagship location, sells a high-end assortment of its own fashion clothing line under its own name. The business has already opened 174 Westside outlets in 90 cities. Zudio provides stylish clothing at surprisingly low costs. The company has opened 174 Westside outlets in 90 cities. Zudio provides stylish clothing at surprisingly low cost. . The company has opened 133 Zudio outlets in 57 cities. Star is a fresh food and supermarket chain with 60 locations in seven cities. Landmark, a family entertainment firm, operates six distinct businesses and retail locations around the Westside. Investigating how customers perceive Zudio's brand image, what shapes their perception, and how it stacks up against rivals are the goals of this study.

V. THEORETICAL FRAMWORK

The brand image theory (Keller, 1993), perception theory (Schiffman & Kanuk, 2007), and theory of planned behavior (Ajzen, 1991) are the foundations of the current study on how consumers in Coimbatore city perceive Zudio's brand image. Keller's Customer-Based Brand Equity Model states that consumers' purchasing decisions are significantly influenced by brand image. The model highlights how positive, powerful, and distinctive brand associations impact consumer choice and loyalty and create a positive brand image. These connections may arise in the case of Zudio due to elements such as product diversity, quality, affordability, store atmosphere, customer support, and marketing initiatives.

Perception theory also implies that people's perceptions of Zudio's marketing stimuli are subjective and depend on how they choose, arrange, and analyze them. Zudio's price strategy, stylish products, and brand

positioning have a big impact on how consumers perceive the company in Coimbatore, a city recognized for its expanding urban customer base and budget-conscious shoppers. Furthermore, Zudio's brand image has a direct impact on customers' purchase intentions and future loyalty, as explained by the Theory of Planned Behavior. Lastly, this study will investigate how store ambience, location, product selection, and service quality influence Zudio's overall brand image in the eyes of Coimbatore consumers, based on the Retail Brand Image Dimensions put out by McGoldrick (2002).

VI. RESEARCH METHODOLOGY

6.1 RESEARCH DESIGN

Based on surveys and qualitative insights, the study will employ a descriptive research approach to methodically examine consumer attitudes.

6.2 RESEARCH APPROACH

Quantitative approach: The current study uses a quantitative research methodology to examine how Coimbatore city consumers view Zudio's brand image.

Qualitative approach: The quantitative approach is appropriate because it uses standardized data gathering techniques, such surveys, to measure and statistically analyze customer perceptions, attitudes, and behaviours objectively.

6.3 POPULATION AND SAMPLE SIZE

Target group: mostly college students and young professionals.

Sample size: According to reliability analysis a sample size is 110 and pilot study conducted for 10 respondent.

6.4 DATA COLLECTION TECHNIQUE

Primary Data collections:

Primary data collected from respondents using a questionnaire on the basis of brand awareness, perception, purchase behaviour and brand loyalty.

Secondary Data:

Frequent buying of existing customer review and ratings fashions blogs.

6.5 DATA ANALYSIS TECHNIQUES

Quantitative analysis:

- Descriptive statistics (median, mean, standard deviation)
- Ranking analysis will be employed as an extra method to ascertain the significance or priority that consumers place on different elements impacting Zudio's brand image.

Qualitative analysis:

- Open-ended questions in the questionnaire as well as casual interviews or in-person contacts with chosen clients will be used to gather qualitative data.

VII. DATA ANALYSIS AND INTERPRETATION

7.1 Demographic analysis

No	Variables	%
Age	Below 18	20.8%
	18 – 22	54.2%
	23 – 27	19.2%
	28 – 34	3.3%
	35 & above	2.5%
Gender	Female	52.5
	male	47.5
Occupation	Student	30.0%
	Employee	70.0%
	unemployed	0
Income Level	Below 20,000	15.0%
	20,001 – 50,000	53.3%
	50,001 – 1,00,000	2.5%
	Above 1,00,000	8%
	none	28.3%

INTERPRETATION:

In summary, the majority of respondents are employee with young female customers in zudio.

7.2 RANK ANALYSIS

Limit Products Availability

S.NO	PARTICULAR	RANK
1	Limited product availability	1
2	Long billing queues	2
3	Quality issues	3
4	Lack of trial rooms	4
5	Limited payment options	5

From the above table data that reveals 1st rank respondent is limited availability, 2ⁿ rank respondent is long billing, 3rd rank of respondent is quality issues, 4th rank of respondent is lack of trial room, 5th rank of respondents is limited payment options.

FINDINGS

- Majority of respondents (54.2%) belong to the age group of 18-22 years.
- 52.5% of the respondents were male, and 47.5% were female.
- 70% of the respondents were employees, while 30% were students.
- 56.7% of respondents frequently shop at Zudio.
- The primary motivation for shopping at Zudio was "trendy design" (41.7%), followed by "quality products" (25.8%).
- 44.2% of respondents were neutral about recommending Zudio, while 32.5% were likely to recommend

VIII. CONCLUSION

According to a survey on Coimbatore City consumers' perceptions of Zudio's brand, the company has a significant market presence thanks to its accessible, affordable, and stylish designs. Young urban consumers have taken notice of the brand, as evidenced by the fact that most respondents prefer Zudio for casual and special occasion clothing. The survey highlights several important areas for improvement, such as product availability, lengthy billing lines, and trial room accessibility, despite its increasing popularity. Furthermore, although Zudio is a strong competitor in terms of price, companies like Max and H&M are thought to have superior quality and selection. Zudio needs to improve the consumer experience by optimizing retail operations, guaranteeing steady stock availability, and fortifying its loyalty programs in order to maintain its competitive edge. Additionally, a stronger emphasis on digital interaction and sustainability can enhance customer retention and brand reputation. Zudio can strengthen its position in the fast-fashion retail industry and keep growing its devoted clientele in Coimbatore and beyond by tackling these issues.

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