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A Study On Customer Awareness, Preferences, Satisfaction Towards Zudio With Special Reference To Coimbatore City.

Dr.R. Senthil Kumar

Assistant Professor, Department of Commerce
Dr. N.G.P. Arts and Science College, Coimbatore – 641 048

Dr.M. Bhuvaneswari

Assistant Professor, Department of Commerce IT & EC
Sri Krishna Arts and Science College, Coimbatore – 641 008

Mr. Deenadayalan S

Student of III B. Com (CSCA)
Department of Commerce (Corporate Secretaryship With Computer Application)
Dr. N.G.P. Arts and Science College, Coimbatore – 641 048

ABSTRACT

This study analyzes customer awareness, preferences, and satisfaction towards Zudio in Coimbatore. It explores the demographic profile of Zudio's customers, including age, income, occupation, and education, and examines how these factors influence purchasing behavior and brand perception. The research also assesses customer awareness of Zudio's products, services, and promotions, as well as satisfaction levels across product quality, pricing, store ambiance, and customer service. The goal is to identify key factors driving consumer satisfaction and loyalty. Finally, the study provides recommendations for improving customer experience, optimizing marketing strategies, and enhancing service delivery to strengthen Zudio's position in Coimbatore's retail market.

KEY WORDS: Customer Awareness, Performance and Satisfaction of customers.

INTRODUCTION

Zudio is a popular fashion retail brand known for offering trendy and affordable clothing, footwear, and accessories. It caters to a diverse customer base by providing stylish options for men, women, and children. The brand emphasizes quality and affordability, making it a go-to destination for shoppers seeking contemporary fashion at competitive prices. With a wide range of products, including casual wear, ethnic wear, and seasonal collections, Zudio ensures variety and accessibility. Its stores are strategically located in urban and semi-urban areas, delivering a vibrant shopping experience. As part of the Trent Ltd. group, Zudio continues to expand its presence across India, reflecting its commitment to providing value-driven fashion for all.

Zudio is a rapidly growing fashion retail brand that has established itself as a favourite among cost-conscious shoppers looking for stylish, high-quality apparel and accessories. The brand is a part of Trent Ltd., a Tata Group company, which ensures a strong foundation and a commitment to delivering value-

driven offerings. Zudio has carved a niche in the competitive fashion market by focusing on affordability without compromising on style or quality.

Zudio's stores are designed to provide an engaging shopping experience, with spacious layouts and vibrant displays that make browsing and selection convenient for customers. Its strategic expansion across urban and semi-urban markets has significantly contributed to its growing popularity. By maintaining a balance between affordability, variety, and style, Zudio has become a trusted name for customers seeking accessible fashion options. Its success is further driven by its commitment to delivering fresh collections regularly, ensuring customers have access to the latest trends at all times.

STATEMENT OF THE PROBLEM

The study attempts to investigate consumer knowledge, preferences, and satisfaction with Zudio. Notwithstanding Zudio's increasing prominence in the retail sector, little is known about Coimbatore consumers' brand recognition, purchasing habits, and degree of satisfaction with the company's goods and services. The survey aims to comprehend elements such as consumer satisfaction levels, brand recognition, and preferences for clothing and in-store experiences. The results will give Zudio important information to improve client interaction, expand its product offerings, and solidify its place in the Coimbatore market.

OBJECTIVES

- To study of Demographic profile of the respondents.
- To identify the customer awareness, performance and level of satisfaction of customers.
- To offer the suggestions for the betterment.

RESEARCH METHODOLOGY

DATA COLLECTION

PRIMARY DATA

Primary data are those data, which are collected for the first time. Primary data was collected by conducting survey through a questionnaire which seeks to a set of preconceived question in a structured way.

SECONDARY DATA

The secondary data are those data which have already been collected. It means data that was already available. Secondary data was collected from source like journals, internet and previous studies.

RESEARCH DESIGN

The Research design used for the study is descriptive. Descriptive research studies are those which are concerned with specific prediction with narration of facts and characteristics concerned individual, group or situation.

SAMPLE DESIGN

The sampling design used in the study was convenience sampling

SAMPLE SIZE

The sample size was restricted to 120 respondents only

STATISTICAL TOOLS

The various tools and techniques used to analyse the data are given below

- Simple percentage analysis
- Ranking analysis
- Chi-square

AREA OF THE STUDY

The study is conducted at Coimbatore city only

LIMITATIONS OF STUDY

- The area of study is restricted to Coimbatore city and limited to 120 respondents
- The study focuses only on individual's at Coimbatore and may not generalize to other regions.
- Self-reported data might involve biases, but efforts will be made to minimize these through clear and neutral survey questions.

REVIEW OF LITERATURE

- **Dr. P. Jona jenifer and Ms. Pearlin Philip A (2024)** The study examines the strategies employed by Zudio to build and maintain brand awareness in the competitive affordable fashion market. It highlights the significance of marketing campaigns, social media engagement, and positive customer experiences in fostering brand recognition. Additionally, the research explores the role of consumer behavior, such as price sensitivity, in shaping brand strategies. Zudio's focus on value-driven initiatives and customer engagement is crucial for enhancing brand loyalty and awareness.
- **Bhavana govil, Dr. P. Bhujanga rao and Dr.CK suresh (2023)** The study examines the importance of brand awareness in competitive markets, particularly within the affordable fashion sector. It explores how marketing strategies, including pricing, product quality, and social media engagement, contribute to building brand recognition. The research also highlights the significance of understanding consumer behavior in shaping effective brand strategies. Zudio's success in leveraging these elements for brand awareness is consistent with existing literature on retail brand development.
- **Shivam Pandey, Priyanka Raj, Shruti Modi, Sajal Kurariya, Aman Patel (2023)** The study examines the key marketing strategies employed by retail brand Zudio, focusing on its branding, customer engagement, pricing, and digital marketing tactics. It explores how these strategies influence consumer perception, brand loyalty, and market share in the competitive fashion industry. The research also highlights areas for potential improvement in Zudio's marketing approach to maintain its market edge. Overall, the study offers valuable insights into effective marketing practices for retail brands in a dynamic market environment.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.No	Particulars	No. of Respondents	Percentage (%)
1	Age group		
	Below 18 years	12	10
	18 to 25 years	41	34.2
	26 to 35 years	33	27.5
	36 to 50 years	25	20.8
	Above 50 years	9	7.5
	Total	120	100
2	Gender		
	Male	53	44.2
	Female	67	55.8
	Total	120	100
3	Occupation		
	Student	38	31.7
	Working Professional	45	37.5
	Homemaker	17	14.2
	Self-employed	16	13.3

	Retired	4	3.3
	Total	120	100
4	Monthly Income		
	Upto Rs.10000	18	15
	Rs.10001 to Rs.20000	37	30.8
	Rs.20001 to Rs.30000	32	26.7
	Above Rs.30000	33	27.5
	Total	120	100
5	Type of Family		
	Nuclear Family	76	63.3
	Joint Family	44	36.7
	Total	120	100
6	Marital Status		
	Married	58	48.3
	Unmarried	62	51.7
	Total	120	100
7	Earning members in the family		
	1	27	22.5
	2	48	40
	3	31	25.8
	4	14	11.7
	Total	120	100
8	Number of members in the family		
	2	18	15
	3	33	27.5
	4	39	32.5
	More than 4	30	25
	Total	120	100
9	Shopping Frequency at Zudio		
	Weekly	11	9.2
	Monthly	39	32.5
	Occasionally	52	43.3
	Rarely	18	15
	Total	120	100
10	Initial Discovery of Zudio		
	Social Media	37	30.8
	Word of Mouth	41	34.2
	Advertisements	23	19.2
	Store Visit	15	12.5
	Other	4	3.3
	Total	120	100
11	Most Frequently Purchased Products from Zudio		
	Casual Wear	51	42.5
	Formal Wear	19	15.8
	Ethnic Wear	22	18.3
	Accessories	24	20
	Other	4	3.3
	Total	120	100

12	Alignment of Zudio's Product Designs with Personal Style		
	Always	18	15
	Sometimes	67	55.8
	Rarely	29	24.2
	Never	6	5
	Total	120	100
13	Importance of Pricing in Choosing Zudio		
	Very Important	74	61.7
	Somewhat Important	39	32.5
	Not Important	7	5.8
	Total	120	100
14	Preferred Shopping Location at Zudio		
	In-store	63	52.5
	Online	17	14.2
	Both	40	33.3
	Total	120	100
15	Perception of Value for Money at Zudio		
	Always	38	31.7
	Sometimes	61	50.8
	Rarely	17	14.2
	Never	4	3.3
	Total	120	100
16	Likelihood of Recommending Zudio		
	Definitely	55	45.8
	Maybe	49	40.8
	Not Sure	12	10
	No	4	3.3
	Total	120	100
17	Rating of Zudio's Product Pricing		
	Excellent	29	24.2
	Good	57	47.5
	Average	28	23.3
	Expensive	6	5
	Total	120	100
18	Basis for Recommending Zudio		
	Affordable pricing	36	30
	Trendy and stylish products	19	15.8
	Wide range of product options	23	19.2
	Good quality for the price	28	23.3
	Convenient store location	14	11.7
	Total	120	100
19	Rating of Zudio's Online Presence		
	Excellent	23	19.2
	Good	48	40
	Average	39	32.5
	Poor	10	8.3
	Total	120	100

RANKING**Customer Satisfaction with Zudio's Product Quality**

Factors	Mean	Std. Deviation
Product Durability Evaluation	2.383	1.047
Satisfaction with Product Functionality	2.208	0.961
Product Suitability for Needs	2.217	0.997

INTERPRETATION :

From the above table the Mean Ranking for the Customer Satisfaction with Zudio's Product Quality are ranked from 'Product Durability Evaluation' stood at first with the highest mean score 2.383, followed by 'Product Suitability for Needs' stood at second with the mean score 2.217, and finally 'Satisfaction with Product Functionality' stood at third with the mean score 2.208.

Ambiance of Zudio Stores

Factors	Mean	Std. Deviation
Store Lighting Quality	2.208	0.878
Comfort of Store Layout	2.233	0.867
Ambience: Music and Background Noise in Store	2.392	0.892
Cleanliness and Organization of Store	2.167	0.89

INTERPRETATION :

From the above table the Mean Ranking for the Ambiance of Zudio Stores are ranked from 'Ambience: Music and Background Noise in Store' stood at first with the highest mean score 2.392, followed by 'Comfort of Store Layout' stood at second with the mean score 2.233, 'Store Lighting Quality' stood at third with the mean score 2.208, and finally 'Cleanliness and Organization of Store' stood at fourth with the mean score 2.167.

CHI-SQUARE ANALYSIS**Hypothesis No.1**

Null Hypothesis (H_0): There is no significant relationship between age group and preferred shopping location at Zudio.

Alternative Hypothesis (H_a): There is a significant relationship between age group and preferred shopping location at Zudio.

Age group and Preferred shopping location at Zudio

Age Group * Preferred Shopping Location at Zudio Crosstabulation					
Count					
		Preferred Shopping Location at Zudio			Total
		In-store	Online	Both	
Age Group	Below 18 years	4	3	5	12
	18 to 25 years	30	3	8	41
	26 to 35 years	16	2	15	33
	36 to 50 years	8	5	12	25
	Above 50 years	5	4	0	9
Total		63	17	40	120
Chi-Square Tests					
		Value	Df	Asymptotic Significance (2-sided)	
Pearson Chi-Square		25.270 ^a	8	.001	
Likelihood Ratio		26.745	8	.001	
Linear-by-Linear Association		.791	1	.374	
N of Valid Cases		120			
a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is 1.28.					

INFERENCE :

From the above table reveals that the Pearson Chi-Square value is 25.270 with a significance value of 0.001, which is less than the standard significance level of 0.05. This indicates that there is a statistically significant relationship between age group and preferred shopping location at Zudio. Thus, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted, confirming that age group significantly influences the preferred shopping location at Zudio.

Hypothesis No.2

Null Hypothesis (H_0): There is no significant relationship between monthly income and most frequently purchased products from Zudio

Alternative Hypothesis (H_a): There is a significant relationship between monthly income and most frequently purchased products from Zudio

Monthly income and most frequently purchased products from Zudio

Monthly Income * Most Frequently Purchased Products from Zudio Crosstabulation							
Count							
		Most Frequently Purchased Products from Zudio					Total
		Casual Wear	Formal Wear	Ethnic Wear	Accessories	Other	
Monthly Income	Upto Rs.10000	5	5	3	3	2	18
	Rs.10001 to Rs.20000	14	3	10	10	0	37
	Rs.20001 to Rs.30000	21	3	3	3	2	32
	Above Rs.30000	11	8	6	8	0	33
Total		51	19	22	24	4	120
Chi-Square Tests							
		Value		Df	Asymptotic Significance (2-sided)		
Pearson Chi-Square		23.607 ^a		12	.023		
Likelihood Ratio		24.530		12	.017		
Linear-by-Linear Association		1.010		1	.315		
N of Valid Cases		120					
a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .60.							

INFERENCE :

From the above table reveals that the Pearson Chi-Square value is 23.607 with a significance value of 0.023, which is less than the standard significance level of 0.05. This indicates that there is a statistically significant relationship between monthly income and most frequently purchased products from Zudio. Thus, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted, confirming that monthly income significantly influences the most frequently purchased products from Zudio.

FINDINGS

SIMPLE PERCENTAGE ANALYSIS:

- Majority of respondents are between 18 to 25 years old, accounting for 34.2% of the sample, followed by those in the 26 to 35 years age group at 27.5%.
- Majority of the respondents are female, making up 55.8% of the sample, while 44.2% are male.
- Majority of respondents are working professionals, representing 37.5% of the sample, followed by students at 31.7%.
- Majority of respondents have a monthly income ranging from Rs.10001 to Rs.20000, with 30.8% falling in this income bracket, while 27.5% earn above Rs.30000.
- Majority of respondents come from nuclear families, comprising 63.3% of the sample, while 36.7% belong to joint families.
- Majority of respondents are unmarried, representing 51.7%, while 48.3% are married.
- Majority of respondents have two earning members in their family, accounting for 40% of the sample.

- Majority of respondents have 4 members in their family, making up 32.5% of the sample, followed by families of 3 members at 27.5%.
- Majority of respondents shop occasionally at Zudio, with 43.3% shopping occasionally, followed by 32.5% shopping monthly.
- Majority of respondents discovered Zudio through word of mouth, with 34.2% citing this as their source of discovery, followed by social media at 30.8%.
- Majority of respondents most frequently purchase casual wear from Zudio, accounting for 42.5% of the sample.
- Majority of respondents find Zudio's product designs align with their personal style sometimes, with 55.8% agreeing with this statement.
- Majority of respondents consider pricing very important in choosing Zudio, with 61.7% rating it as very important.
- Majority of respondents prefer shopping in-store at Zudio, with 52.5% preferring in-store shopping, followed by 33.3% opting for both in-store and online shopping.
- Majority of respondents perceive Zudio's products to be a good value for money, with 50.8% saying they sometimes find value for money, followed by 31.7% always finding it.
- Majority of respondents would recommend Zudio, with 45.8% definitely recommending it, followed by 40.8% who might recommend it.
- Majority of respondents rate Zudio's product pricing as good, with 47.5% giving it a "good" rating.
- Majority of respondents recommend Zudio based on affordable pricing, with 30% highlighting this factor as the reason for their recommendation.
- Majority of respondents rate Zudio's online presence as good, with 40% giving it a "good" rating.

Ranking:

- Product Durability Evaluation ranks the highest with a mean score of 2.383, followed by Product Suitability for Needs at 2.217, while Satisfaction with Product Functionality ranks the lowest at 2.208.
- Ambience: Music and Background Noise in Store ranks the highest at 2.392, followed by Comfort of Store Layout at 2.233, while Cleanliness and Organization of Store ranks the lowest at 2.167.

Chi-Square Analysis:

- Majority of respondents' preferred shopping location at Zudio is influenced by their age group, with a significant relationship between age and shopping location (p -value = 0.001).
- Majority of respondents' most frequently purchased products from Zudio are influenced by their monthly income, with a significant relationship between monthly income and product preference (p -value = 0.023).

SUGGESTION

- Zudio should enhance customer engagement strategies to convert occasional shoppers into frequent buyers.
- Word-of-mouth marketing can be strengthened through referral programs and customer incentives.
- Product category awareness campaigns can be expanded to reach the remaining uninformed segment.
- Expanding casual wear collections can cater to the majority preference for frequently purchased products.
- Pricing strategies should continue focusing on affordability, as it is a key factor in customer decisions.

- In-store shopping experiences should be enhanced, as most respondents prefer physical stores over online.
- Improved value-for-money offerings could lead to greater customer retention and brand loyalty.
- Encouraging more participation in loyalty and promotional programs can boost customer retention.
- Digital marketing efforts should be optimized to increase online engagement and social media interaction.
- Store ambiance, including cleanliness and organization, should be improved for a better shopping experience.

CONCLUSION

In conclusion, this study on customer awareness, preferences, and satisfaction towards Zudio in Coimbatore provides valuable insights into the factors driving consumer behavior and brand perception. The findings indicate that Zudio's customers are primarily young adults, with a significant portion being working professionals and students. Pricing plays a critical role in customer decision-making, with a strong preference for affordability being a key determinant. Furthermore, while the majority of customers appreciate the value-for-money proposition, improvements can be made in areas such as store ambiance, product design alignment with personal style, and in-store experiences. The study also highlights the importance of enhancing customer engagement and strengthening word-of-mouth marketing, which can further increase brand loyalty and customer retention.

Additionally, the study reveals that certain demographic factors such as age and monthly income significantly influence customers' shopping preferences and purchasing decisions. Zudio's success lies in its ability to offer a diverse range of affordable, trendy products. However, to solidify its position in Coimbatore's competitive retail market, Zudio must focus on improving customer experiences both online and offline, expand its casual wear collections, and strengthen its marketing campaigns. By focusing on these areas and optimizing strategies based on the insights from this study, Zudio can enhance its customer satisfaction, attract more frequent shoppers, and ultimately build a stronger, more loyal customer base in Coimbatore.

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