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## **A COMPARITIVE STUDY ON ZUDIO AND TRENDS**

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### **ABSTRACT :**

This research offers a comparative study of Zudio and Reliance Trends, two leading fashion retail brands in India. The study seeks to analyse their product lines, pricing strategies, marketing strategies, and consumer preferences. Through the analysis of different factors, the research offers insights into how these brands meet the varied needs of customers, shape buying behaviour and the opinion on the brands by the consumers. The findings of this research will help the marketers, retail middlemen, to develop strategies to increase sales and focus on satisfying consumers.

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### **INTRODUCTION :**

Marketing is the function of linking people with products or services that they want or require. It encompasses what customers need, developing the products or services that meet such needs, and communicating the offerings' value so that it touches the hearts and minds of those being targeted. Marketing at its core is about providing value, not only in the product itself but also in the overall experience around it from awareness and interest to purchase and aftercare.

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### **OBJECTIVES :**

1. To compare the product offerings by both Zudio and Trends
2. To analyse the pricing strategy
3. To determine the marketing strategy

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### **STATEMENT OF THE PROBLEM :**

In the highly competitive Indian retail market, where cost and fashion influences the customers in their purchasing decision. Trends and Zudio are the two major emerging brands irrespective of their target market being similar, these two brands differ based on pricing strategy, product line, brand strategy. This project identifies the unique selling points of Trends and Zudio like how they contest market share, interact with customers, and strength and weaknesses of each brand.

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### **RESEARCH METHODOLOGY :**

#### **Data collection**

Simple average percentage analysis

No. of Respondents

Percentage = ----- X 100

Total Respondents

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### **LIMITATIONS :**

Rapid developments in fashion market and consumer preference tends to change within a short period of time.

Consumer opinion on brands differ and may result in bias while collecting primary data, affecting the final conclusion.

The time to complete the project is restricted to shorter period of time, resulting in restriction of collecting huge information.

## REVIEW OF LITERATURE :

1. “A STUDY ON MARKETING STRATEGY OF ZUDIO(oct- 2023)” was made by SHIVAM PANDEY, PRIYANKA RAJ, said that reason behind the zudio marketing strategy because it combines traditional retail and places an emphasis on fashionable yet reasonably priced clothing
2. “FEMALE FASHION CONSUMER PURCHASE BEHAVOIR AND THEIR PREFERENCE AN EMPIRICAL STUDY CONDUCTED ON RELIANCE TRENDS(mar- 2019)” by D.M ARAVIND MALLIK and PREETHI A KADAM stated that how increase in female purchasing power has influence on the fashion market. They said that trends major target audience are women

### 3.1 INDUSTRIAL OVERVIEW

#### ZUDIO

Zudio Trents Limited is an Indian Retail company, a subsidiary of the Tata groups. In September of 2016, Zudio was launched as Tata Group’s affordable apparel brand. Trents owns fashion and life retail formats similar as Westside and Zudio. At the time of Nov 24 Zudio has 27607 workers. Instead of focusing on promotion by celebrities through TV ads, Zudio concentrated on Traditional marketing. Zudio put their efforts in delivering top quality products in an affordable price, making that as their strength in the competitive fashion market.

#### TRENDS

Reliance trends was launched in October 2007. Reliance trends is a part of Reliance Retail, the retail division of Reliance Industries Limited. Trends was launched with a goal of capturing a share in Indian growing retail market, especially in the fashion and apparel sector. As there are rapid changes in the consumer purchasing behaviour, Trends come with an idea of introducing online platform exclusively for shopping Trends clothes. In April 2016 AJIO, Trends online platform was launched.

## 4.1 DATA ANALYSIS AND INTERPRETATION :

A survey was carried out to find out the information from the consumers regarding their opinion, likes, shopping experience at both in-store and online shopping experience.

### SIMPLE PERCENTAGE ANALYSIS

Simple Percentage = No. Of Respondents \* 100 / Total no of respondent

TABLE

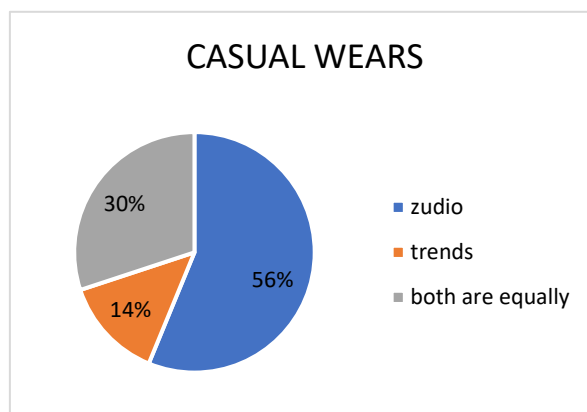
#### 1. TABLE SHOWING THE BRAND HAVING THE BEST CASUAL WEARS ACCORDING TO THE RESPONDENTS

PARTICULARS	FREQUENCY	PERCENTAGE
ZUDIO	86	56.2%
TRENDS	21	13.7%
BOTH ARE EQUALLY	46	30.1%
TOTAL	153	100%

#### INTERPRETATION :

The above table shows that out of 153 respondents, 86 says that zudio provides best casual wear, 21 says that trends provides best casual wear, 46 says both provides best casual wear

#### CHART SHOWING THE BRAND HAVING THE BEST CASUAL WEARS ACCORDING TO THE RESPONDENTS



**INFERENCE**

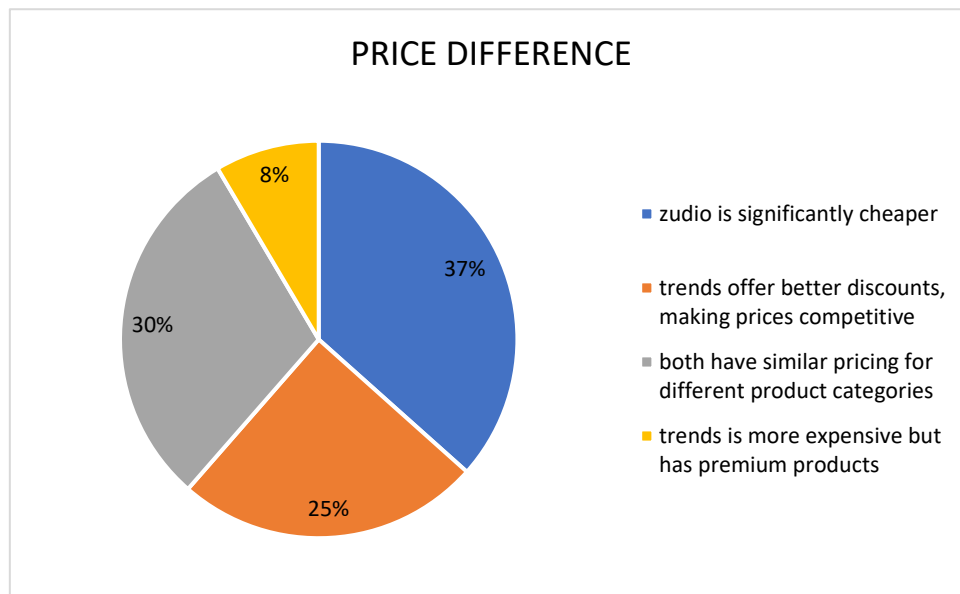
Majority of the respondents says that zudio offers better casual wear options(56.2%)

**2. TABLE SHOWING THE PRICE DIFFERENCE BETWEEN ZUDIO AND TRENDS ACCORDING TO THE RESPONDENTS**

Particulars	Frequency	Percentage
Zudio is significantly cheaper	56	36.6%
Trends offer better discounts, making prices competitive	38	24.8%
Both have similar pricing for different product categories	46	30.1%
Trends is more expensive but has premium products	13	8.5%
<b>Total</b>	<b>153</b>	<b>100%</b>

**INTERPRETATION :**

The above table shows that out of 153 respondents, the difference in price between zudio and trends, 56 says that zudio is significantly cheaper, 38 says that trends offer better discounts, making prices competitive, 46 both have similar pricing for different product categories, 13 trends is more expensive but has premium products

**CHART SHOWING THE PRICE DIFFERENCE BETWEEN ZUDIO AND TRENDS ACCORDING TO THE RESPONDENTS****INFERENCE**

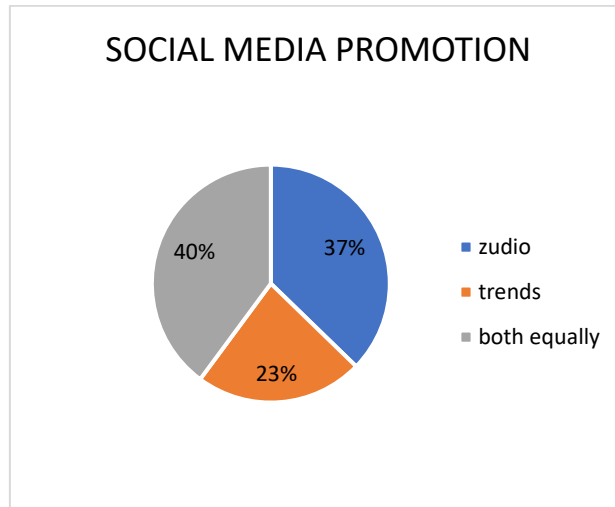
Majority of the respondents says zudio is significantly cheaper (36.6%)

**3. TABLE SHOWING THE BRAND THAT ENGAGES MORE WITH THE CUSTOMER THROUGH SOCIAL MEDIA**

Particulars	Frequency	Percentage
Zudio	57	35.3%
Trends	35	22.9%
Both equally	61	39.9%
<b>Total</b>	<b>153</b>	<b>100%</b>

**INTERPRETATION :**

The above table shows that out of 153 respondents, 57 says that zudio engage more with customers through social media, 35 says that trends engage more with customers through social media and 61 says that both engage more with customers through social media

**CHART SHOWING THE BRAND THAT ENGAGES MORE WITH THE CUSTOMER THROUGH SOCIAL MEDIA****INFERENCE**

Majority of the respondents says that both zudio and trends engages with customers through social media marketing (39.9%)

**5.1 FINDINGS, SUGGESTIONS AND CONCLUSION :**

1. Majority of the respondents says that zudio offers better casual wear options(56.2%)
2. Majority of the respondents says that zudio is significantly cheaper(36.6%)
3. Majority of the respondents says that both zudio and trends engages with customers through social media marketing (39.9%)

**5.2 SUGGESTIONS**

1. Trends should focus on producing more casual wear options
2. As zudio is significantly cheaper and consumers prefer because of affordable pricing, zudio should continue offer apparel in less cost.
3. Both the brands engage with the customers through social media, showing their presence in digital marketing.

**5.3 CONCLUSION**

The product offerings by both the brands are similar, targeting similar customers in the market, with the products of casual wear, ethnic wear, women's fashion and men's fashion. The strength of the Zudio being their affordable pricing and the strength of Trends is providing premium brands. Having social media active presence made both brand visible to the consumers and increased the demand for their products.

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