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## BUYING BEHAVIOUR OF ZUDIO WITH SPECIAL REFERENCE TO COIMBATORE CITY

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### ABSTRACT :

The fast-evolving Indian retail sector has witnessed a significant transformation with the entry of affordable fashion brands like Zudio, a Tata Group venture. This project aims to analyze the buying behaviour of consumers toward Zudio clothing, focusing on key factors such as price, quality, brand image, product variety, store ambience, and marketing strategies. The study is based on primary data collected through surveys and questionnaires, supplemented with secondary data from credible sources. The findings reveal that affordability and trendy designs are the primary motivators for Zudio customers, with a strong preference among youth and middle-income groups. The research further highlights the role of word-of-mouth and in-store experience in influencing purchase decisions. The study concludes with recommendations for enhancing customer satisfaction and loyalty in the competitive value .

### INTRODUCTION TO THE STUDY

Customer buying behaviour is critical to business success in today's competitive retail environment. The fashion sector of the retail industry has experienced rapid growth, and the customers have been getting more demanding about their shopping experiences. In the many retail chains across India, Zudio is one such popular fashion brand known for affordable and trendy clothing. It has made a great presence in the cities of Coimbatore and many more.

This study aims to measure the extent of customer buying behaviour towards Zudio's offerings in Coimbatore, specifically focusing on important factors such as product quality, pricing, customer service, and the overall shopping experience. As a budget-friendly store with fashionable products, Zudio has received popularity among the young consumers. However, since the retail industry is becoming very competitive, there is a need to understand if the current strategies of Zudio are aligned with the expectations of customers.

Zudio has positioned itself as a budget-friendly fashion brand catering to young and price-conscious consumers. The brand's success is driven by factors such as competitive pricing, fast fashion trends, store ambience, quality perception, and promotional strategies. Consumers are increasingly seeking value-for-money options, making Zudio an attractive choice over premium brands.

This study aims to analyze the key factors influencing consumer preference for Zudio, including price sensitivity, brand perception, shopping experience, and social influences. Understanding these factors will provide insights into how Zudio appeals to different consumer segments and how it competes in the dynamic fashion retail industry.

### OBJECTIVES

- To assess the factors influencing on buying behaviour in Coimbatore city.
- To assess the level of customer satisfaction with Zudio's products and services in Coimbatore.
- To know the marketing strategy of zudio

### SCOPE OF THE STUDY

The scope of the study is about customer buying behaviour on Zudio retail stores in the city of Coimbatore. The present research will mainly consider the many factors that cause dissatisfaction among the customers, namely product quality, price, quality of service and store ambience. The study incorporates both in-store and online purchases by the Coimbatore customers of Zudio.

### STATEMENT OF THE PROBLEM

Retail, especially in the fashion segment of India, has grown manifold and brands such as Zudio carved a niche for themselves here with affordable and trendy offerings. Though the store is gaining increasingly popularity, restricted researches have focused directly on customer buying behaviour with services from Zudio, in particular, across cities like Coimbatore. If new expectations continue to emerge among customers, brands need to look into areas

where customers are dissatisfied to enable them to be retained and loyal. With this study, we hope to be able to present a complete analysis of the problem areas related to customer satisfaction in Zudio stores in Coimbatore and help the organization better match its offerings to what customers prefer.

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## RESEARCH METHODOLOGY:

### **SAMPLE SIZE:**

The sample size is conducted on 117 respondents from Coimbatore. The respondents are segregates on the basis of different variable such as income, age, occupation, gender, education qualification.

### **DATA COLLECTION:**

The data are collected through structured questionnaires' it is destine to collect all required information from brand Zudio users

### **SAMPLE AREA:**

This survey is conducted on Coimbatore city.

### **SAMPLE TECHNIQUES:**

Random sampling techniques

### **SOURCES OF DATA:**

Both primary data and secondary data has been used. Primary data includes questionnaires' survey of despondence from the Coimbatore city. Secondary data is collected from the various published articles from journal book and internet website.

### **LIMITATIONS OF STUDY**

- *The study was limited to a specific area of coimbatore city.*
- *This data is collected by random.*
- *This data has been collected from questionnaires.*

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## REVIEW OF LITERATURE

**Kotler, P. (2016)** Philip Kotler, in his exploration of consumer decision-making behavior, emphasized that purchasing decisions are heavily influenced by factors such as product affordability, brand perception, and the impact of marketing strategies. For Zudio, this means that consumers in Coimbatore weigh the affordability of clothing, the brand's image, and the influence of marketing efforts when making purchasing decisions. Kotler's insights into price-sensitive consumers are particularly relevant in Coimbatore, where shoppers prioritize budget-friendly choices while seeking value through quality and style in their apparel purchases.

**Solomon, M.R. (2018)** Solomon's research highlighted the preference of young consumers for trendy, affordable fashion over luxury brands. The study noted that youth in India, including those in Coimbatore, are increasingly drawn to fast fashion retailers like Zudio, which offer affordable yet fashionable clothing. This trend suggests that even though affordability remains a key factor, young consumers in Coimbatore are not willing to compromise on fashion trends. Solomon's work sheds light on how Zudio's positioning of offering budget-friendly yet trendy apparel appeals to the younger demographic.

**Jain, R. & Gupta, P. (2020)** Jain and Gupta discussed the competitive advantage of fast fashion brands in India, especially how quick product turnover, affordable prices, and fashion-forward designs attract millennial shoppers. Their research finds that high-frequency product updates and an emphasis on trendy, low-cost apparel drive customer attraction in urban areas like Coimbatore. This directly applies to Zudio's strategy, as it appeals to Coimbatore's large millennial population, ensuring brand loyalty by consistently offering fresh and affordable collections.

**Sinha, P.K. & Banerjee, A. (2004)** This research focused on the dual priorities of Indian consumers—affordability and quality. Despite their strong price sensitivity, consumers still seek quality in their fashion choices. Zudio's strategy of offering stylish and affordable clothing fits perfectly into this consumer expectation. In Coimbatore, where middle-class consumers form the majority of the retail market, Zudio's focus on delivering value-for-money products has proven successful in meeting both the price sensitivity and quality expectations of the population.

## COMPANY PROFILE

### TREND LIMITED:

Trent Limited is one of India's leading retail companies, operating under the Tata Group. Established in 1998, Trent has built a strong presence in the fashion, lifestyle, and grocery retail sectors. The company owns popular retail brands like Westside, Zudio, Star Bazaar, and Landmark, catering to diverse consumer needs.

### TRENT OWN BRANDS:

#### Zudio:

Zudio is a fast-growing fashion retail brand in India, owned by Trent Ltd., a subsidiary of the Tata Group. Launched to cater to the affordable fashion segment, Zudio offers trendy and budget-friendly clothing, footwear, and accessories for men, women, and kids. The brand is known for its minimalist store design, fast-fashion approach, and value-for-money pricing, making stylish apparel accessible to a broad customer base.



### PRODUCTS OF ZUDIO:

Zudio offers a wide range of affordable and trend Zudio's product range is designed to be fashionable, budget-friendly, and suitable for everyday wear, making it a popular choice for young shoppers and families looking for affordable style. With a constantly updated inventory, customers can always find the latest trends at pocket-friendly prices. y fashion products across various categories, catering to men, women, and kids. The brand follows a fast-fashion model, frequently refreshing its collections to keep up with changing trends. Here's an overview of the key product categories available at Zudio.

TABLE 4.1.1

TABLE SHOWS THAT AGE OF THE RESPONDENTS

AGE	NUMBER OF RESPONSES	PERCENTAGE
BELOW 18	22	18.8%
18-25	74	63.2%
26-35	18	15.4%
36-50	2	1.7%
ABOVE 50	1	0.9%
TOTAL	117	100%

### SOURCE: PRIMARY DATE

#### INTERPRETATION:

The data shows that the majority (63.2%) of individuals are aged 18-25, followed by 18.8% below 18 and 15.4% in the 26-35 group. Older adults (36 and above) make up a very small percentage (2.6%). This indicates that the group is predominantly young, with minimal representation of older individuals.

### MOST (63.2%) OF THE RESPONDENTS WERE AT THE AGE OF 18-25

CHART NO 4.1.1

CHART SHOES THAT AGE OF THE RESPONDENTS

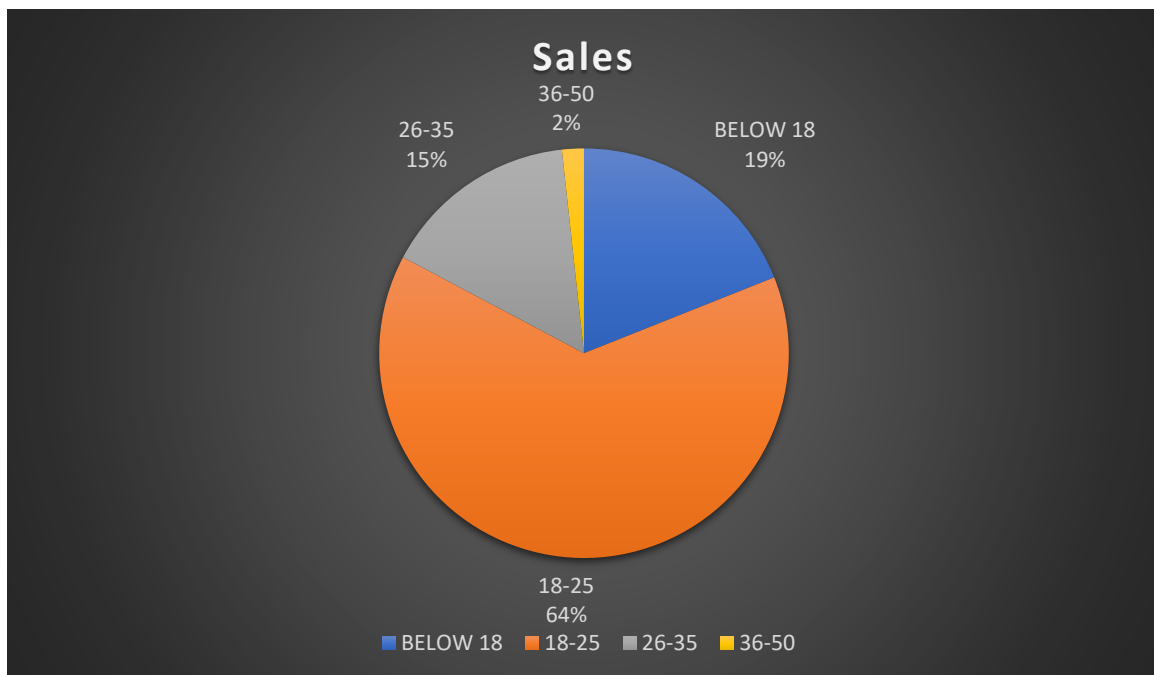


TABLE 4.1.2

TABLE SHOW THAT GENDER OF THE RESPONDENT

PARTICULARS	NUMBER OF RESPONSES	PERCENTAGE
MALE	86	73.5%
FEMALE	29	24.8%
PREFER NOT TO SAY	2	1.7%
TOTAL	117	100%

**SOURCE: PRIMARY DATA**

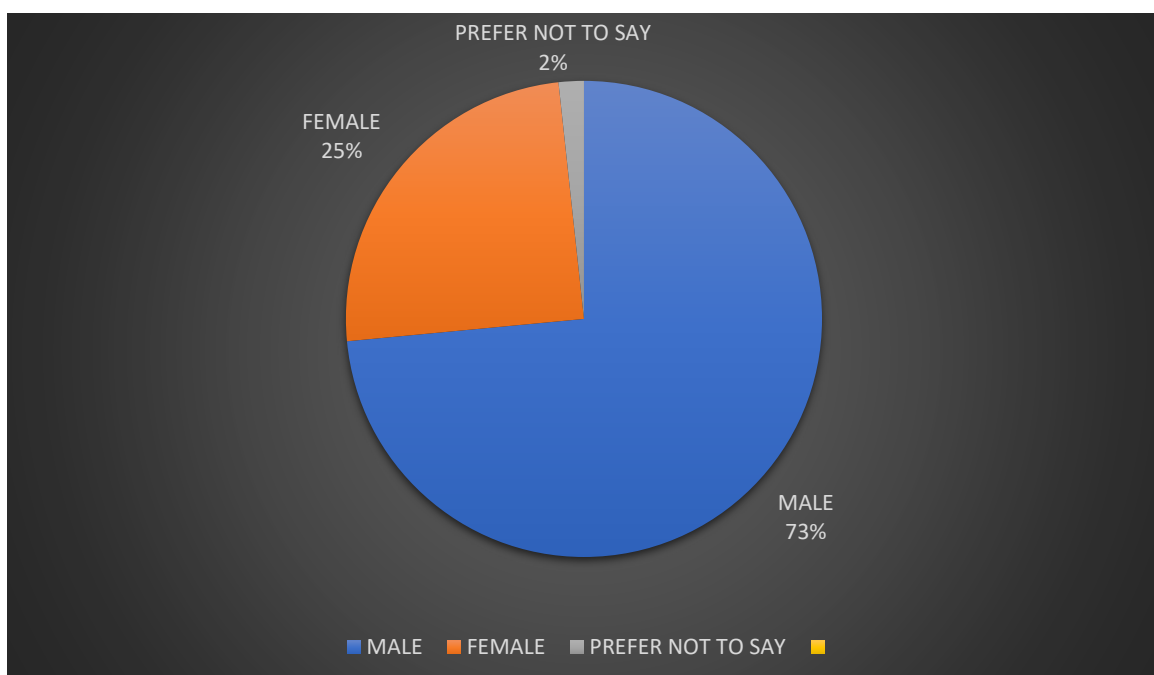
**INTERPRETATION:**

The data shows that the majority (73.5%) of individuals are male, while females make up 24.8%. A small percentage (1.7%) prefer not to disclose their gender. This indicates a significant gender imbalance, with males being the dominant group

**THE MAJORITY (73.5%) OF THE RESPONDENTS WERE MALE**

CHART NO 4.1.2

CHART SHOWS THAT GENDER OF RESPONDENT



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## SUGGESTION

- Enhance Product Quality – Consumers prioritize quality when choosing products. Brands should focus on maintaining high standards, ensuring durability, and meeting customer expectations.
- Offer Competitive Pricing & Discounts – Since affordability is a key factor, introducing regular discounts, seasonal sales, and loyalty rewards will attract more customers and retain existing ones.
- Expand Apparel Collections – With apparel being the most preferred category, brands should introduce trendy, comfortable, and budget-friendly clothing to cater to diverse consumer preferences.
- Leverage Social Media for Marketing – Since many consumers discover brands through social media, companies should invest in influencer partnerships, targeted ads, and interactive content to engage potential buyers.

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## CONCLUSION:

The study on the buying behavior of Zudio customers in Coimbatore highlights key factors influencing consumer preferences, including affordability, trendy fashion, and product variety. Word-of-mouth recommendations and social media presence significantly impact brand awareness, making Zudio a popular choice among young and budget-conscious shoppers. Customers appreciate the brand's frequent new arrivals and competitive pricing, though aspects like store ambiance, customer service, and size availability could be improved for a better shopping experience. Overall, Zudio has successfully positioned itself in the Coimbatore market, and by enhancing its digital presence, personalized shopping experiences, and product consistency, it can further strengthen its customer base and market reach.

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