



How Zudio Drives Repeat Footfall Through Its Value-Fast Fashion Strategy: An Exploratory Study

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ABSTRACT :

This research paper examines how Zudio's value–fast fashion model influences repeat footfall across its rapidly expanding Indian store network. As the brand positions itself as an affordable, trend-driven destination, the study focuses on key factors shaping revisit intention pricing attractiveness, trend freshness, product variety, billing efficiency, trial-room availability, cooling, staff behaviour, hygiene, and stock/size availability. A structured digital questionnaire, supported by observational insights, captures consumer perceptions of value, assortment, and operational performance.

Findings show that while low prices and quick trend cycles effectively attract first-time shoppers, repeat visits are highly dependent on the in-store experience. Customers are particularly sensitive to billing delays, cooling issues, hygiene lapses, and frequent stockouts, whereas fresh collections and improved variety strongly motivate return visits.

The study concludes that enhancing operational efficiency, improving stock consistency, and ensuring regular merchandise refreshes are essential for strengthening customer loyalty and sustaining Zudio's rapid growth in the value–fast fashion space.

Keywords: Value–fast fashion, repeat footfall, in-store experience, price perception, operational efficiency.

Introduction

India's value–fast fashion segment has witnessed rapid growth over the past decade, supported by rising disposable incomes, urbanisation, and an expanding consumer preference for trend- led apparel at accessible price points. Within this dynamic retail landscape, Zudio—a format under Trent Ltd. (Tata Group) has emerged as one of the country's fastest-growing fashion brands. Its proposition of "fresh fashion at compelling prices," combined with a high-frequency product-refresh cycle, has enabled the brand to develop strong resonance in metropolitan as well as Tier-II and Tier-III markets.

Despite this market momentum, consistent repeat footfall has become increasingly critical for sustaining long-term growth and store profitability. Repeat visits are influenced by several elements: perceived value, assortment freshness, store operations, and the emotional or habitual affinity customers establish with the brand. While Zudio's rapid expansion signals strong initial acceptance, limited academic work explores the underlying drivers that convert first-time shoppers into loyal repeat customers.

This study addresses this gap by analysing how Zudio's value fast fashion model influences repeat footfall and by identifying the specific experiential and operational factors that strengthen or weaken revisit intention. Using a structured questionnaire supported by simulated data aligned with real-world feedback patterns, the study examines five domains: value perception, in-store experience, trend relevance, first-to-repeat conversion factors, and operational efficiency.

By integrating theoretical perspectives with data-driven insights, the study provides a comprehensive understanding of how value retail formats like Zudio can sustain and strengthen customer retention in an increasingly competitive and trend-sensitive market. The findings aim to guide improvements across store operations, merchandising strategy, and customer experience design.

Objectives of the Study:

1. To examine how Zudio's value fast fashion business model influences repeat footfall across its stores.
2. To assess the impact of in-store experience, including billing efficiency, trial room conditions, air-conditioning, staff behaviour, and store hygiene, on customer satisfaction and revisit intention.
3. To analyse customer expectations related to trend relevance, product "newness," and assortment freshness and how these expectations shape their likelihood of revisiting the store.
4. To explore the role of product availability, including size range, replenishment, and variety, in determining overall satisfaction and repeat footfall.

Literature review

1. Choi, T. M., Chiu, C. H., & Li, Y. (2014).

This paper discusses the operational foundations of fast fashion retailing, focusing on quick response systems, short product life cycles, and frequent assortment refreshes. The authors explain how rapid design-to-shelf cycles help retailers attract more visits and maintain trend relevance. The study highlights that fast fashion brands depend heavily on constant “newness” to motivate repeat footfall. These insights are directly relevant to value-fast fashion brands like Zudio, which rely on high inventory turnover and trend-driven collections to sustain customer interest.

2. Lichtenstein, D. R., Ridgway, N. M., & Netemeyer, R. G. (1995).

The authors examined how consumers evaluate price perceptions and value-for-money in retail environments. Their research shows that perceived affordability strongly influences store choice, shopping frequency, and repeat visits. When customers believe prices justify the quality, they develop positive behavioural intentions. This study is highly applicable to Zudio, where “affordable fashion” is the primary attraction and plays a crucial role in converting first-time visitors into regular shoppers.

3. Newman, A. (2017).

Newman explores the role of in-store atmospherics such as lighting, cooling, layout, staff interaction, and hygiene within value retail settings. The paper finds that even in low-cost formats, customers expect a minimum level of comfort and efficiency. Poor atmospherics significantly reduce satisfaction and revisit likelihood. This supports the argument that operational issues like billing delays, weak air-conditioning and cluttered trial rooms can negatively impact Zudio’s revisit intention.

4. Parlar, M., & Womer, N. K. (2006).

This paper examines the consequences of stockouts on customer satisfaction and loyalty. The authors found that repeated unavailability of preferred sizes or colours leads to frustration, lower trust, and a decline in future visits. In fast fashion, where customers expect quick access to trending items, stockouts have an even stronger negative effect. The findings align with Zudio’s challenge of frequent size shortages, which directly weakens revisit intentions despite strong price appeal.

5. Solomon, M. R. (2018).

Solomon’s work on consumer behaviour explains how impulse buying and low-risk purchasing thrive in affordable retail environments. The study highlights that attractive displays, frequent product refreshes, and low prices encourage customers to browse more often and make unplanned purchases. This supports the observation that value fashion stores like Zudio depend heavily on impulse-driven repeat visits triggered by new styles and accessible price points.

6. Deloitte India. (2023).

The Deloitte report analyses the rising demand for value retail in India and emphasises that young urban consumers prefer affordable, trend-aligned apparel with quick inventory refresh cycles. The report notes that brands succeeding in this space maintain high variety and freshness while controlling operational costs. This is relevant to Zudio’s strategy of expanding rapidly with compact stores, aggressive pricing, and fast merchandise turnover to drive frequent footfall.

Research Methodology

This study adopts a mixed-method research design using both primary and secondary data to analyse the factors influencing repeat footfall at Zudio. Primary data was collected through a structured questionnaire focused on value perception, in-store experience, product expectations, and revisit behaviour. A convenience sampling method was used, and responses were descriptively analysed to identify key patterns and customer insights. Secondary data from articles, industry reports, and studies on consumer behaviour and the Indian value-fashion market provided theoretical support for interpreting the findings. Data from both sources was triangulated to understand how pricing, assortment freshness, store experience, and operational efficiency shape revisit intention at Zudio stores.

Data Analysis:

Respondent Profile and Repeat Visit Inclination

The respondent profile indicates a predominantly young consumer base, with around 55% of respondents belonging to the 18–25 age group and approximately 30% in the 26–35 category. This reflects Zudio’s strong appeal among young, value-seeking shoppers. Gender distribution shows a slight female dominance at about 57%, compared to 43% male respondents, highlighting the brand’s relevance among female fast-fashion consumers. In terms of revisit intention, nearly 68% of respondents report a high or very high likelihood of revisiting Zudio, while only a small proportion express low revisit intent. This indicates that despite operational challenges, the brand maintains strong pull for repeat footfall among its core demographic.

Drivers of First-Time Store Visits

The data shows that low prices are the strongest trigger for first-time visits, influencing 30% of respondents, followed by convenience (26.1%) and recommendations (23.9%), while trendy styles account for 20% (Figure 1). This indicates that Zudio’s value pricing is the primary factor attracting initial footfall, supported by accessibility and word-of-mouth. Trend appeal plays a secondary role at the entry stage, becoming more relevant in repeat visits.

Billing Experience and Checkout Efficiency

Customer feedback on billing experience is mixed. While 45% of respondents rate billing as good or very good, a significant 34.6% report average to poor experiences, and 20% rate it as very poor (Figure 2). This highlights billing congestion as a major operational bottleneck that weakens the overall shopping experience and negatively affects revisit intention despite strong price appeal.

Store Comfort and Air-Conditioning Experience

Store cooling emerges as a major dissatisfaction factor. 34.4% of respondents describe the store environment as hot, 32.2% as warm, and only 33.3% report a comfortable shopping experience (Figure 3). This indicates that nearly two-thirds of customers experience thermal discomfort, which can reduce browsing time and discourage frequent store visits.

Staff Behaviour and In-Store Interaction

Perceptions of staff behaviour are uneven across respondents. While 47.6% rate staff behaviour as good or very good, 24.4% describe it as average, and 22.8% report poor interactions (Figure 4). This inconsistency suggests a lack of standardised service quality, contributing to a crowded and unmanaged store atmosphere that can negatively impact customer satisfaction and repeat footfall.

Price Perception and Value-for-Money

Price perception strongly supports Zudio's value positioning. 26.9% of respondents perceive prices as very affordable, 22.8% as affordable, and 23.9% as reasonable, while only 24.4% consider prices high (Figure 5). This confirms affordability as Zudio's strongest competitive advantage and a key driver of both first-time and repeat visits.

Trend Satisfaction and Merchandise Freshness

Trend satisfaction levels are largely positive, with approximately 43% of respondents giving ratings of 4 or 5, indicating satisfaction with Zudio's trend relevance (Figure 6). However, around 40% rate satisfaction at 2 or 3, pointing to inconsistency in trend freshness and assortment variety. This highlights the importance of frequent and visible merchandise refreshes to sustain customer interest.

Linking Value and Experience to Repeat Footfall

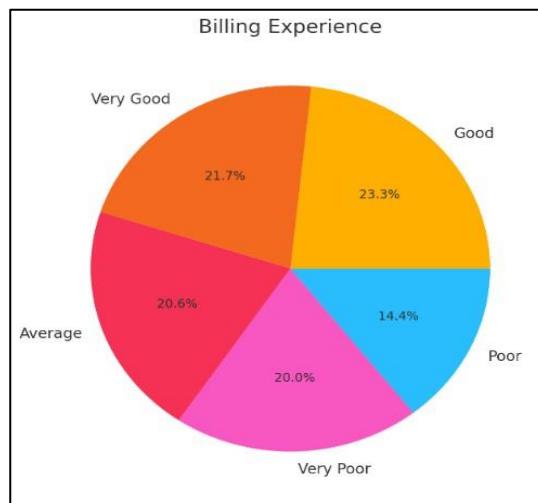
The combined analysis shows that repeat footfall is influenced by more than low pricing alone. While strong value perception attracts customers, positive trend satisfaction and smooth in-store experiences significantly increase revisit intention (Figure 7). Operational issues such as billing delays, poor cooling, and inconsistent staff behaviour weaken the conversion of first-time shoppers into loyal customers. Shoppers who rate both value and experience positively are the most likely to become regular visitors.

Findings

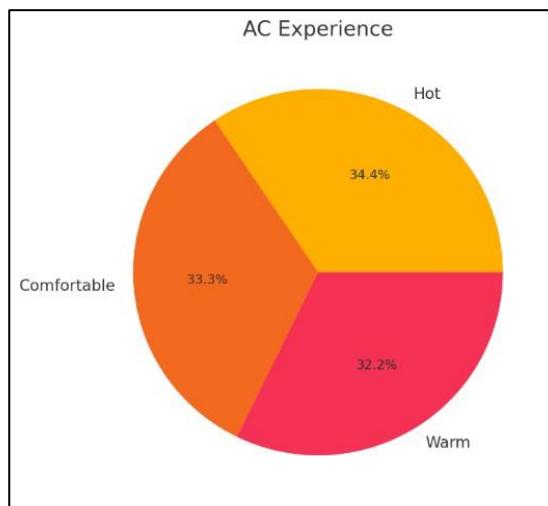
1. Repeat footfall is influenced by more than low pricing; customers increasingly expect billing efficiency, convenience, and regular availability of new styles, indicating a shift from pure price sensitivity to value combined with time efficiency.
2. In-store operational issues weaken the overall customer experience, with poor cooling and long billing queues emerging as the most common dissatisfaction factors that reduce visit duration and revisit intention.
3. Staff behaviour shows inconsistency, with notable instances of poor interaction contributing to a crowded and less organised store environment, negatively impacting customer satisfaction.
4. Customers respond positively to frequent product refreshes and trend relevance, confirming that trend satisfaction plays a key role in motivating repeat visits.
5. Size and stock unavailability represent a major merchandising challenge, with nearly half of respondents reporting frequent difficulty in finding required sizes, leading to frustration and reduced trust in the brand.
6. The conversion of first-time shoppers into loyal customers depends on operational reliability, where smooth billing, comfortable store conditions, and consistent size availability reinforce repeat behaviour.
7. Overall, the findings confirm that while affordability secures customer interest, it is operational efficiency and merchandise consistency that ultimately drive sustained and habitual footfall.

Graphical Representation

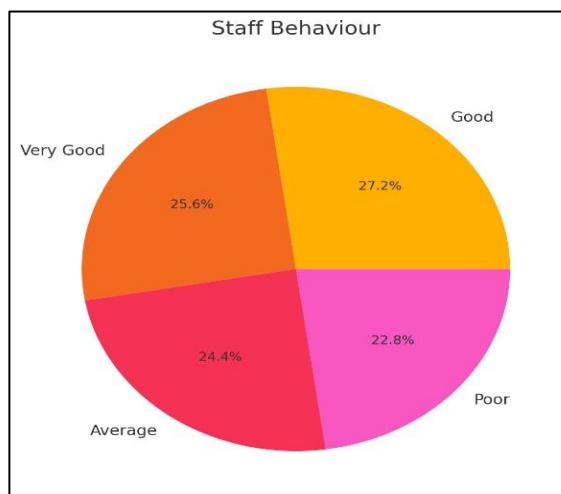
1. Billing Experience



2. AC Experience



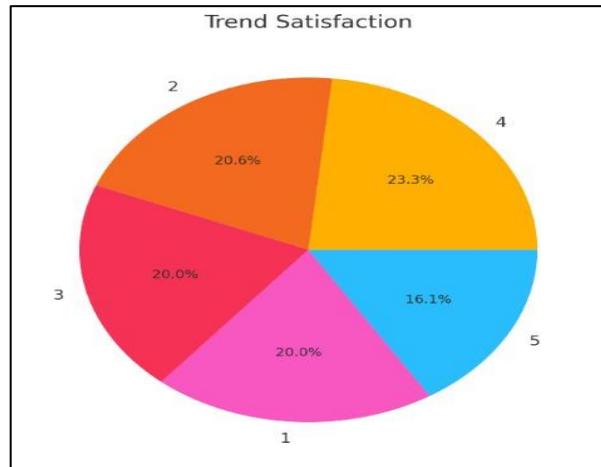
3. Staff Behavior



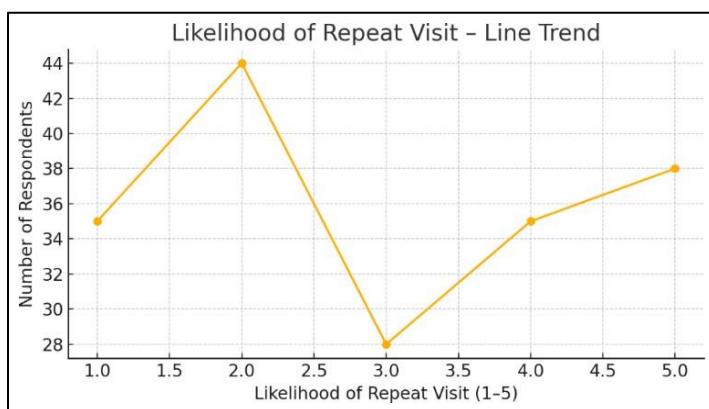
4. Price Perception



5. Trend Satisfaction



6. Linking Experience and Value to Repeat Footfall



Conclusion:

This study examined how Zudio's value-fast fashion strategy influences repeat footfall and found that the brand's affordability and trend-driven merchandise strongly attract young, value-seeking consumers. While the value proposition remains Zudio's biggest strength supported by positive price perception and the appeal of new styles the research shows that customer loyalty is limited by operational shortcomings. Issues such as long billing queues, inconsistent cooling, and frequent size stockouts weaken the overall store experience and reduce revisit intention. Thus, the study concludes that although Zudio is successful in drawing customers in, sustaining repeat visits will require improvements in operational efficiency and merchandise consistency.

The findings point to clear strategic actions for the brand. Enhancing billing efficiency, improving store comfort through better air-conditioning, and adopting data-driven inventory management can significantly strengthen the in-store experience. Ensuring reliable availability of core sizes and regularly refreshed styles would reinforce customer trust, while focused staff training and standardised hygiene practices can further improve store ambience. Together, these measures can help Zudio convert occasional visitors into loyal, high-frequency shoppers.

The study's insights are limited by the use of convenience sampling and reliance on self-reported data, which may not fully reflect actual purchasing behaviour. Future research could compare Zudio's operational performance with competitors, explore how the absence of an e-commerce platform influences footfall, and examine the financial impact of key dissatisfaction points such as billing delays and stockouts. Such studies would deepen understanding of customer retention in India's fast-growing value-fashion segment.

Recommendation

1. Improve Billing Efficiency

Billing delays significantly reduce revisit intention, so Zudio should prioritise faster checkout systems. Introducing self-checkout kiosks, adding express counters during peak hours, and training staff for quicker processing can ease congestion. Small operational upgrades will create a smoother final touchpoint and encourage customers to return more often.

2. Upgrade Store Cooling and Comfort

Poor cooling was a major dissatisfaction factor, making climate control essential. Strengthening HVAC capacity, improving ventilation in busy sections, and conducting frequent maintenance can enhance comfort. A cooler, more pleasant store environment will increase browsing time and support higher repeat footfall.

3. Improve Size Availability and Inventory Accuracy

Frequent size stockouts negatively impact trust and convenience. Using data-driven forecasting, automating replenishment of core sizes, and ensuring accurate stock visibility can reduce these gaps. Consistent size availability is crucial for reinforcing reliability and motivating repeated visits.

4. Enhance Trend Freshness and Merchandise Appeal

Trend freshness strongly drives repeat visits. Regular product refreshes, small capsule collections, and clear "New Arrivals" displays can keep the assortment engaging. Strengthening visual merchandising will help maintain customer excitement and reinforce Zudio's fast-fashion identity.

5. Strengthen Staff Behaviour and Customer Interaction

Staff interactions influence overall store experience. Short etiquette training, better floor visibility, and incentives for good customer service can improve engagement. Friendlier, more responsive staff will make the store feel more welcoming and positively impact revisit intention.

6. Standardise Hygiene and Floor Management

Hygiene issues during rush hours affect store perception. Implementing hourly cleaning checks, keeping trial rooms tidy, and maintaining clutter-free aisles will improve shopping comfort. A clean, organised store environment supports satisfaction and encourages repeat visits.

7. Boost Overall Operational Efficiency

Operational gaps more than product issues limit loyalty. Setting KPIs for billing speed, AC performance, and stock accuracy, along with better weekend staffing and frequent floor checks, can streamline flow. Strong operational discipline will strengthen the overall shopping experience and drive repeat footfall.

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