

A STUDY ON CUSTOMER PREFERENCE TOWARDS ZUDIO

PROJECT REPORT SUBMITTED TO
MAHATMA GANDHI UNIVERSITY, KOTTAYAM
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE AWARD OF THE DEGREE
BACHELOR OF COMMERCE

(2020-2023)

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BHARATA MATA COLLEGE THRIKKAKARA

KERALA

MARCH 2023



BHARATA MATA COLLEGE, THRIKKAKARA

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C E R T I F I C A T E

This is to certify that this Dissertation entitled "**A STUDY ON CUSTOMER PREFERENCE TOWARDS ZUDIO**" has been prepared by SHIFANA SUBAIR, SHILPA SIVAN and ANNA SANDRA JOHN under my supervision and guidance in partial fulfillment of the requirements for the award of the Degree of Bachelor of Commerce of the Mahatma Gandhi University. It has not previously formed the basis for the award of any Degree, Fellowship, Associateship etc.

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DECLARATION

We hereby declare that the project **“A STUDY ON CUSTOMER PREFERENCE TOWARDS ZUDIO”** is our original work and has not been submitted earlier to MG University or to any other Universities. We have undertaken this project work in partial fulfillment of the requirements of B.Com 2020-2023 in Bharata Mata College, Thrikkakara,Ernakulam affiliated to MG University, Kottayam.

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ACKNOWLEDGEMENT

The project **“A STUDY ON PREFERENCE OF CUSTOMER PREFERENCE TOWARDS ZUDIO** “was done under the guidance and supervision of DR. NIMMY A GEORGE. We express our sincere gratitude to her for her valuable guidance, help and encouragement in preparing this project.

We sincerely express our gratitude to Dr. Johnson K M for his encouragement in completing the study. We are thankful to Ponny Joseph, Head of P.G Department of commerce and research center, Bharata Mata College, Thrikkakara, for her valuable guidance and suggestions throughout the course.

We are immensely grateful to all the teachers of the department of commerce for their inspiration and co-operation. We also thank all the respondents who spend their valuable time to answer the questionnaire in spite of their busy schedules.

Above all, we are thankful to the GOD Almighty, for his race and timely & successful completion of our project.

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CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

Zudio is a game changer for Trent in the value fashion category having shown exponential growth both in terms of store expansion (93 stores added in FY23) and revenue contribution (40%+ of sales). 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 exclusive range of easy-to-wear clothes that cater to all age groups and body types, Zudio has made a name for itself in the Indian fashion industry. The brand's focus on providing good quality products at an affordable price range has helped it to establish a loyal customer base. Today, Zudio has multiple stores across India, and it is readily available in various e-commerce platforms. Zudio is a prominent men's, women's, and children's clothing company. Tata Trent Limited is the parent company of the well-known fashion label. Zudio is present in 42 Indian cities. The brand provides enticing fashion at reasonable costs. Zudio has 24 stores in Kerala.

PRODUCT LIST:

Women

- TOP
- RIB TOP
- LOUNGE TOP
- T-SHIRT

MENS:

- CHECKS SHIRT
- DENIM JACKET
- SWEAT-SHIRT
- PUFFER JACKET

- SHIRT

- SWEATER

ETHNIC:

- T-SHIRT

- KURTA

- TOP

KIDS:

- T-SHIRT

- HOODIE

- CHECKS SHIRT

- SWEAT-SHIRT

FOOTWEAR:

- FLYKNIT SHOES

- SHOE

BEAUTY:

- COSMETICS

- OTHER ACCESSORIES

Zudio is one of the fastest-growing respected fashion and clothing chains in India, having opened its first store in Bengaluru (India) in 2016 as a subsidiary chain of the Trent brands. Clothing, ethnic wear, leisure wear, footwear, and other items are available for men, women, and children.

Because of their exceptional marketing methods, franchising strategy, and sophisticated outlets providing best-in-class service to their consumers, they have a strong presence of more than 230

outlets in 42 various cities. With the extra benefit of supplying clothes and accessories since 1998, the brand has captured a significant market position in this category.

Zudio, as a fashion brand, has gained a considerable market share in India. The brand offers affordable and trendy clothing for men, women, and children. The brand has adopted a fast fashion model, constantly updating its inventory to cater to the changing needs of its consumers. The brand has also implemented a customer-centric approach, providing a seamless shopping experience across its physical stores and online platforms.

In conclusion, consumer preferences towards Zudio are influenced by multiple factors, including the price, quality, reputation, overall product value, customer experience, and fashion sensibility. The brand needs to keep pace with changing consumer preferences and trends to maintain its market share and customer base. Research suggests that encouraging customer feedback, analyzing market trends, and adopting innovative strategies can help Zudio remain competitive in the fashion industry.

Though Zudio is one of the emerging retail industries, studies related to this topic is very rare, especially in Kerala. So in this study, we are focusing on the customer preference towards Zudio in and around Ernakulam city.

1.2. RELEVANCE OF STUDY

Zudio is a fashion brand that offers affordable and accessible clothing options to customers. A study on customer preference towards Zudio can have important implications for the fashion industry and for Zudio as a brand. Also, studies related to this topic is nearly rare, so to fill the void in the literature was necessary to conduct a study on this topic. By understanding customer needs and preferences, Zudio can improve their offerings and services, ultimately leading to better customer experiences and increased customer loyalty.

1.3. STATEMENT OF PROBLEM

Recently, there has been an increase in the number of customers who purchase from Zudio. Thus, this study was done to determine why customers prefer Zudio. In this study, we propose to

examine the factors influencing the customers to prefer Zudio and the problems faced by the customers. The study focuses on the ability of Zudio to meet the customer's needs in order to maintain customer loyalty and retention for making better profit in today's dynamic and competitive markets.

The researcher has the following questions:

1. What are the factors influencing the customers to prefer Zudio?
2. What are the issues faced by its customers while purchasing?

1.4. OBJECTIVE OF STUDY

The study on customer preference towards Zudio is carried out for the following specific objectives:

- To evaluate the factors influencing the customers to prefer Zudio.
- To determine the issues faced by the customers while purchasing from Zudio.
- To analyze the satisfaction level of customers.

1.5. OPERATIONAL DEFINITIONS

Zudio: It is a mass market branch in the value format offering and a separate fashion destination.

Consumers: a person who purchases from Zudio.

Consumer preference: The degree to which the target audience of the project is inclined towards purchasing or using products and services provided by Zudio.

1.6. SCOPE OF STUDY

Determining the factors such as convenience, price and quality of product, variety or range available etc. that influence the customers to prefer Zudio .

Examining the issues faced by customers when shopping at Zudio, such as charging extra cost for carry bags, long queue in front of the trial room, lack of enough retail outlets etc.

Assessing the satisfaction level of customers taking into account the customer assistance process, online shopping facility, billing system etc.

providing Zudio with suggestions for enhancing customer satisfaction and resolving problems encountered by customers.

This study is based on the data collected from the customers of Zudio in and around Ernakulam region during the period of 3 months from January to March 2023. The sample size of the study is 100.

1.7. RESEARCH METHODOLOGY

The science of doing research is known as research methodology. It refers to the particular steps or methods used to locate, collect, organize, and evaluate data on a subject. The methodology portion of a research study enables the reader to assess the general validity and reliability of the study. The purpose of the study is to identify the factors that influence the preference towards Zudio and issues that its customers face. The following list includes the various components of this research methodology:

SAMPLE: Participants in the study's sample unit are those who make purchases from Zudio.

SAMPLING DESIGN: Convenience sampling was adopted in this study, where sample units were conveniently chosen by the researcher.

SAMPLE SIZE: The study's findings are based on 100 sample units' responses who purchases from Zudio in the Ernakulam area.

SOURCE OF DATA: This study included both primary and secondary sources of data. With the use of a questionnaire created using a Google Form and distributed to the respondents, the primary data was gathered. To support the conclusions of the primary data, secondary data were gathered from books, published papers, and websites.

1.8. TOOLS OF ANALYSIS

Using mathematical tools and techniques like percentages, frequencies, pie diagrams, bar graphs, etc., the main data was statistically processed, categorized, tabulated, and examined.

1.9. LIMITATIONS OF STUDY

- The study was limited to a specific area of Ernakulam city.
- Time allotted was very limited.
- As the sample size is small (100), It might affect the generalization of the findings.
- The information may contain personal bias.
- There was lack of previous studies related to this topic

1.10 CHAPTERISATION

CHAPTER 1 Introduction

CHAPTER 2 Review of literature and Theoretical Framework

CHAPTER 3 Data Analysis and interpretation

CHAPTER 4 Findings, Suggestions and conclusions

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CHAPTER 2
REVIEW OF LITERATURE AND THEORETICAL
FRAMEWORK

A. LITERATURE REVIEW

Consumer behavior and preferences have always been an area of interest for marketers and researchers. The clothing industry is no exception as it experiences a constant change in consumer preferences and demand. The present research focuses on consumer preferences towards Zudio, a fashion brand operating in India.

- ❑ Wilson, Delna(2022)The project entitled ‘A study on customer satisfaction towards Max Fashion Brand’ was conducted to examine how customer satisfaction affected the marketing of max-fashions' products. Because of the items' high quality and continued reputation with customers, max-fashions, consumers are drawn to buy them. Better client relationships are also maintained by the business. The marketing of items is impacted by shifting trends and tastes. To draw in more clients, the business runs marketing and promotional campaigns. By doing this study, they demonstrated that consumer satisfaction had a significant impact on how items were marketed. When a customer buys a product, uses it, and is pleased with it, he then buys the same brand of product again. As a result, a key aspect in the promotion and selling of the product is client happiness.
- ❑ Anumesh Kariappa (2016)conducted “ A Study on Customer Preference and Brand Awareness of Max Fashion “.. The purpose of this study on Max is to determine whether or not Max fashion is a well-known brand and the factors that influence consumer preference for these goods. The document will serve as a manual for merchants as they sell Max Fashion and Max items.
- ❑ Aparajita Thakur , Shweta Chauhan & Mr. Lakshmaiah Botla (2020)conducted A comparative study on consumer satisfaction and effectiveness of retail marketing strategies at reliance trends and westside. This essay's goal is to investigate how retailing tactics including merchandising, shop design, sales promotion, and advertising impact

consumer happiness. 200 answers from shoppers who visited Reliance Trends and Westside were collected to investigate the retail marketing methods of the two fashion retailers in order to determine the correlation between brand choice, customer happiness, and retailing strategies. The study's conclusions show that the retail techniques used by the chosen fashion retail establishments have a favorable impact on consumer satisfaction. The variations in the two chosen retailers' methods, however, were judged to be inconsequential. The current study provides important information about the efficacy of retail marketing methods and how they may be used to raise customer happiness, increase sales, and keep customers.

- ❑ IBEF (India Brand Equity Foundation) According to this study ,Indian consumers prefer domestic brands over foreign brands in the textile industry. The study found that domestic brands like Reliance, Fabindia, and Raymond are preferred over international brands like H&M and Zara. This is because Indian brands provide tailored products that appeal to local tastes, styles, and cultures.
- ❑ Nielsen (2017) found that consumers in India are becoming increasingly brand conscious while shopping. The study revealed that 60% of Indian shoppers are now influenced by brand reputation and recognition, with 41% of consumers indicating that they are willing to pay a premium for branded products.
- ❑ Hima Bindu (2020) found that the reputation and trustworthiness of a brand had a significant impact on consumers' purchasing decisions. The study revealed that customers are more likely to buy products from brands that they trust and have positive reputations. In the same study, it was also found that word-of-mouth recommendations and online reviews are essential factors that influence consumer purchasing behavior.
- ❑ Santosh Dhar(2019) found that advertising has a positive influence on consumers' brand awareness and brand attitude for textile brands in India. Furthermore, the study found that the frequency of advertising and its emotional appeal were the most crucial determinants of advertising effectiveness.
- ❑ Hill et al(2007).According to him, consumer behavior and preferences are dynamic and are influenced by various factors such as age, gender, income, and social status.

- ❑ Choi et al(2012). The study conducted by him suggested that consumer preferences are influenced by the perceived value of the product, brand reputation, and quality of the product. This is in line with the findings of Ailawadi et al. (2017), who suggested that consumers prioritize value for money while making a purchase.
- ❑ Jaakkola and Alexander (2014) highlighted that customer experience also plays a significant role in influencing consumer preferences. Consumers tend to prefer brands that provide a satisfactory overall experience in terms of customer service, product quality and delivery, and post-sales services. Similarly, Ahn and Sung (2016) found that younger consumers value brands that are innovative and offer a unique experience.
- ❑ Kiran & Nafees, 2017; Kim & Choi, 2019. In the context of the clothing industry, studies have suggested that consumers prefer brands that offer trendy, fashionable, and affordable clothing.
- ❑ Abraham et al (2019). Consumers tend to prefer brands that offer a wide range of sizes and styles to cater to different body types and personal preferences.

B. THEORETICAL FRAMEWORK

ZUDIO Trent, a Tata group company founded in 1998, is based in Mumbai but operates throughout India. Trent is a prominent participant in India's branded retail market. The firm primarily runs stores in four forms: Westside, Zudio, Star and Landmark. Westside is the company's cornerstone of retailing, offering an exclusive variety of its own branded fashion clothing. The business has already opened 174 Westside outlets in 90 cities. Zudio provides tempting fashion at unbelievably low costs. The firm has opened 133 Zudio outlets in 57 locations. Star is a fresh food and grocery retail business with 60 locations in seven cities. Landmark is a family entertainment brand that runs six independent businesses and retails in select Westside locations.

Figure 2.1: Image of Zudio.



Tata sold a 50% share in the cosmetics brand Lakme to HUL for 200 crores (US\$48.46 million) in 1998, and the proceeds were used to establish Trent. Every Lakme Zudio stockholders received separate shares in Trent. Simone Tata, the chairman of Lakme, has been appointed to lead Trent. Tata recognized larger development potential in retail and argued that it would be considerably more difficult for an Indian firm to produce new beauty items in a market that has opened up to foreign players. Trent purchased a 76% controlling position in Landmark, a privately held books and music shop located in Chennai, in August 2005, and finalized a 100% takeover in April 2008.

VISION

Zudio is aggressively expanding across India, bringing tempting fashion to the forefront at unrivalled costs. Zudio builds everything in-house and values trend-savvy individuals. Zudio thrives on developing tribes and providing incredible possibilities along the road.

MISSION

- ❖ Continuation of the emphasis on aspirational fashionability
- ❖ Exciting exclusive brands have been scaled up.
- ❖ Ensured speedier shop openings in order to expand up to reach
- ❖ Dedicated to presenting the most recent fashion each week
- ❖ Created an omnichannel presence

Zudio evaluates important human capital requirements for their growth plan using frameworks such as the Human Capital Readiness Index. The Firm has launched a number of measures to improve organizational capacities in order to maintain market competitiveness. Zudio hired over 5,000 colleagues in shops and continues to spend heavily on the training and development of their personnel. Zudio has optimized management bandwidth, improved applicant experience, and standardized the hiring process across several locations and regions by utilizing best-in-class recruitment technology. As a result of the improved applicant experience, the average hiring decision time was reduced by 80%. Trent, as part of the Tata group, strives for the highest levels of governance and justice.

Frequent POSH (Prevention of Sexual Harassment), Tata Code of Conduct, and Women Safety trainings educate colleagues on appropriate ethical behavior and foster a safe and healthy work environment. Zudio had 11,073 employees (including Westside, Zudio, Landmark, and corporate staff) as of March 31, 2022, 1,828 at Star, and 1,037 at subsidiaries including Booker India Ltd., Fiora Business Support Services Ltd., Nahar Retail Trading Services Ltd., Fiora Hypermarket Ltd., and Fiora Online Ltd., for a total of 13,938 employees.

Economic Analysis

Direct Report from ICICI Trent Ltd. is India's largest retailer, with a presence in a variety of consumer sectors (550 plus stores). Trent is one of the fastest-growing businesses in our retail coverage universe due to the intrinsic strength of its brands (Westside, Zudio, Star, Zara) and expedited store openings. Zudio remains India's fastest-growing value fashion brand, with revenues exceeding Rs1000 crore in FY22. As the brand gained size, it posted its greatest EBIT margin of 6% in FY22 (FY21: 1%). Westside format outperformed pre-Covid levels beginning in H2 FY22, with positive same-store sales growth (FY22 gross revenue: Rs 2900 crore). Trent's share price increased by 2.89% from the previous share price of 1204.65.

Social Analysis

Zudio is fully focused on unique branded items that are curated in-house and in-line with the newest fashion trends at competitive costs. The selections are continually replenished in order to present clients with new and updated items on each visit. Apart from providing distinctive design and customer experience, active management of the value chain is critical to developing a viable business plan for this idea. We know that being fashion-forward and in touch with shifting trends is crucial when marketing to a younger demographic. As a result, like with Westside, the emphasis is on shortening lead times and getting new collections into stores as soon as feasible. The goal is to consistently reduce the time between the initial design concept and its availability on the shelf. As a matter of preference, merchandise is nearly completely acquired from within India, providing access, quickness, and flexibility. The share price of any stock is volatile and changes during the day due to a variety of variables.

Technological Analysis

The epidemic has intensified the use of internet networks. In keeping with the shifting tastes, they continued to stress the seamless access to their stores and follow their consumers across media. The goal is to make it easier to access and experience the brand's fundamental individual preferences and convenience. Zudio accesses a growing online audience via Westside.com, a partnership with Tata Cliq, and now Tata Neu - the recently released mega app that aims to integrate the Tata brand world. Customers of Zudio continue to value the ease of digital access, with the online channel expanding 74% year on year in FY22 and accounting for almost 7% of Westside sales. Even while the retail business has improved substantially in recent quarters, the percentage of online revenues has remained over 5% on an ongoing basis. Digital content and social media activities are increasingly crucial to the continual communication of the consumer offer. Zudio has also introduced special styles online, which are gaining popularity. They use a totally integrated strategy between their stores and online platforms, with nearly all orders being served straight from stores. They strive to provide a seamless experience that allows customers to interact with their businesses at their most convenient time, location, and mode. They want to greatly expand this channel in the next years, utilizing the Tata Neu super app, which should allow them to do so.

Environmental Analysis

Since the competitive business and an audience that has extensive real-time exposure to global fashion trends, Zudio is increasingly emphasizing on the speedy delivery of the latest fashion by drastically cutting concept-to-customer time. Their unique brand portfolio give them better control over the supply chain, guaranteeing that they offer the latest trend every week. Their company's backbone is a sustainable supply chain with strict inventory management. Their warehouse ecosystems meet the expanding needs of their concepts. Zudio employs technology and solid inventory management systems, allowing them to supply fresh fashion every week as well as speedier replenishment on a continuous basis. They are committed to investing in growing and modernizing their supply chain network in order to enable long-term company

development that is sustainable. While they stress speed across the value chain, they must also deliver on important operational KPIs. Shrinkage, for example, is a leading indicator of operational efficiency in retail and distribution operations.

Legal Analysis

The Company has a well-defined system of internal controls in place to ensure financial reporting of transactions and compliance with applicable laws and regulations, in proportion to its size and kind of business. The Firm also has a well-defined procedure for ongoing management reporting and periodic assessment of companies utilizing the Balanced Scorecard, the process to guarantee alignment with strategic objectives. There is an active internal audit role that is carried out in part by internal resources and in part by chartered accountant companies. The internal audit department examines control measures on a regular basis and suggests modifications, as part of the efforts to evaluate the efficacy of internal control systems. The internal audit department is manned by skilled and experienced professionals and reports directly to the Board's Audit Committee. The Audit Committee analyses the audit results as well as the appropriateness and effectiveness of internal control mechanisms on a regular basis. Based on their recommendations, the Company has adopted a number of control measures in operational and accounting sectors, as well as security measures.

MODEL PORTER (Five forces analysis)

1. The industry's competition

Aditya Birla Fashion and Retail Ltd. (ABFRL), formerly known as Pantaloons Fashion & Retail Limited, was formed in May 2015 following the consolidation of Aditya Birla Group's branded apparel businesses, which included Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL). After consolidation, PFRL was renamed Aditya Birla Fashion & Retail Limited on January 12, 2016. ABFRL is India's Number 1 Fashion Lifestyle company. It is home to India's largest fashion network, with over 8000 places of sale in over 750+ cities and

towns, including over 2161 exclusive brand outlets (EBOs) and 245 discount shops. The Firm manufactures and retails branded garments and operates a chain of apparel and accessory retail locations in India. Pantaloons Fashion & Retail Ltd (PFRL) was placed on the stock exchanges on July 17, 2013, after the adoption of a Scheme of Demerger.

Vishal Retail Limited is one of India's fastest-growing shopping groups. The company's product line includes clothes, non-apparel, and fast-moving consumer items. The firm provides ready-made clothing and home goods. VRL Foods Ltd, VRL Movers Ltd, VRL Consumers Products Ltd, VRL Fashions Ltd, and VRL Infrastructure Ltd are among the company's subsidiaries. Vishal Retail Limited provides inexpensive family apparel at costs that are affordable to everyone. These stores appeal to practically every pricing range. The shops contain around 70000 product lines that cover all home needs. The cost-benefit that is generated from the massive central purchase of products and services is passed on to the customer.

Future Lifestyle Fashions Ltd (FLF), a Future Group firm, is a leading integrated branded fashion corporation with a presence in both the design and distribution arms of fashion. The company's portfolio includes prominent local and worldwide fashion brands from a wide range of categories, including formal menswear, casual wear, active or athletics, ethnic clothing, denim wear, footwear, and accessories for men and women. The company's fashion brands are marketed through the company's operated retail chains such as Central and Brand Factory, as well as Exclusive Brand Outlets (EBOs), department stores, and Multi-Brand Outlets (MBOs), which are spread across 332 stores in more than 90 cities across the country and cover over 5.74 million sq. ft. of retail space. These chains are supported by a strong sourcing network comprised of in-house trend spotting and design teams, as well as sophisticated shipping and warehousing networks. The distribution network of the corporation includes 40 Central Stores, 63 Brand Factory outlets, and 229 EBOs. Future Value Fashion Retail Limited was formed on May 30, 2012, as Future Lifestyle Fashions Ltd. The firm was founded by the combination of Future Retail Limited's and Future Ventures India Limited's lifestyle fashion operations. On June 15, 2012, the firm received a Certificate of Start of Business.

2. The potential for new industry entries

Indian retail has the highest level of competitiveness. Because the retail business structure is unstructured, the likelihood of new players entering the game is great. Yet, ITC has a large market share, the cost of distribution and reaching a retail shelf is considerable for rivals. As a result, General Mills must keep an eye on both branded and local market participants and work on penetrating to expand its market share from 3% to above.

3. Power of suppliers

Suppliers' power will be fully dependent on the sale of existing goods in Zudio outlets, which have always been loaded up and profit is exceeding expectations month after month. Once they begin selling on various platforms, the need for additional supply will never cease.

4. Power of customers

Consumers are referred to as gods. In the retail industry, the optimal arrangement is to have the lowest price and the highest quality goods. Customers will never return to the other options once they have tasted this mix; although, a good offer may entice them. Also, word of mouth is the most effective kind of marketing. As a result, consumers benefit and the firm thrives.

5. Threat of substitute product

The challenge will primarily come from similar marketers; nonetheless, this company of clothing lines, particularly in the retail sector, faces stiff competition. The gap can only be established once they begin to deliver on their promises. If, for example, Zudio raises the prices of the clothes line they offer, they will initially earn a profit, but in the long term, the profit will become absolute since the target client will no longer purchase from Zudio. In current times, competitors such as V2, lifestyle, and so on might overlap the business. Being careful and acting in real-time is important to the loop.

According to Zudio's strategic management, the firm is here to stay and is working on a few distinct methods to develop exponentially and compete with the market's larger competitors.

- ❑ Nonmarket strategies: Although the firm is often focused on a one-on-one business model, it can launch a customer loyalty programme in which they earn credit points or any other type of rewarding model. They can create road events where Zudio models may do fashion displays and show off extremely interesting outfits for people walking along the street. Companies can work with a third party/platform (affiliate marketing) to reach out to their consumers more effectively.
- ❑ Market Penetration: Zudio must enter the market in north India. The people of North India are realistic and understand the importance of money. Zudio is a market for college-going students and middle-class families that aspire to be on the cutting edge of fashion, and the products are rather amazing.
- ❑ Innovation strategy: Though the firm is going well, a few additions will not only make it the greatest company, but also the growth concepts may be set thinking. They opened 48 stores in 48 days, so they're obviously in it for the long term. The clothing is designed in a minimalist manner that corresponds to the company's slogan. The counter addition for socks and go-to handy goods has been given careful consideration and increased sales potential.
- ❑ Disrupting Innovation: To provide a deeper understanding, retailers sell wipes for as little as 30 rupees, and when the user does not feel any less than the wipes, the whole cost is less than 200 rupees. Second, they offer a collection of lip balms and moisturizers that cost Rs.50 and Rs.200, respectively. These innovative techniques, in which you set an example of reduced pricing and high-quality products, provide consumers the power to shop autonomously and gain a sense of success from purchasing so many items at such cheap costs.

For understanding customer preference towards Zudio can be built on several key concepts, including:

1. Customer Behavior: Customer behavior involves understanding how customers make purchasing decisions and what factors influence those decisions. Studies have shown that

consumers are more likely to make a purchase if they perceive value in the product or service provided. In the context of Zudio, understanding factors such as quality, price, and convenience can help explain customer preferences.

2. **Branding and Image:** The brand image of a product or service can play an important role in customer preference. A strong brand can create a sense of trust and loyalty amongst customers, leading to repeat business and positive word of mouth reviews. Zudio, as a brand, has its own unique image and perception amongst customers that can influence their preference.
3. **Product Differentiation:** Product differentiation is the process of distinguishing a product or service from its competitors through unique features, benefits, or qualities. When customers perceive a product or service as being different, they may be more likely to choose it over the competition. In the context of Zudio, determining what sets the brand apart from competitors can shed light on customer preference.
4. **Customer Demographics:** Demographics, including age, income, and purchasing power, also play a role in customer preference towards Zudio. Understanding the target market and their preferences can aid in creating a marketing strategy that resonates with the intended audience.

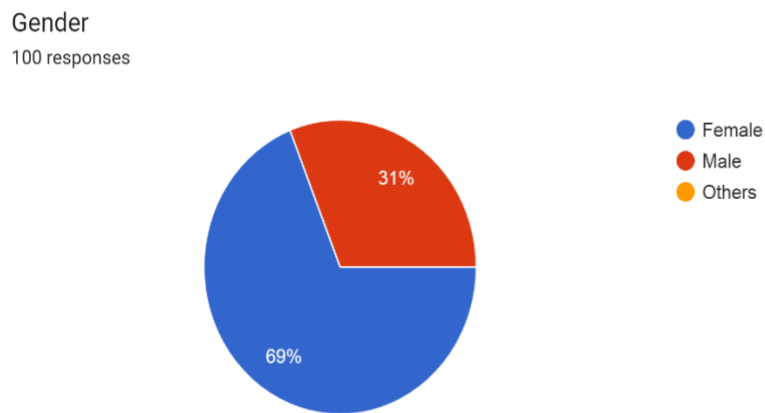
Overall, the theoretical framework for understanding customer preference towards Zudio involves a combination of consumer behavior, branding and image, product differentiation, and customer demographics. By analyzing each of these factors, businesses can better understand their target market and tailor their strategies to meet their preferences.

CHAPTER 3
DATA ANALYSIS & INTERPRETATION

Table 3.1: Gender of Respondents

Gender	Frequency	Percentage
Female	69	69
Male	31	31
Others	0	0
Total	100	100

Figure 3.1



Interpretation:

From the above graph, we can see that majority of the respondents were females. They contributed upto 69% of total respondents while males were only 31% of total respondents.

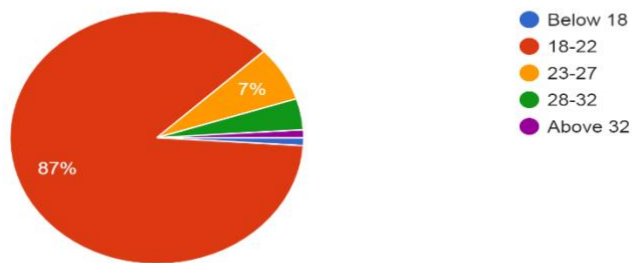
Table 3.2: Age group of Respondents

Age	Frequency	Percentage
Below 18	1	1
18-22	87	87

23-27	7	7
28-32	4	4
Above 32	1	1
Total	100	100

Figure 3.2

Age
100 responses



Interpretation:

Out of 100 respondents, 87% are in the age group of 18-22, 7% under 23-27, 4% under 28-32 and only 1% from age group below 18 and above 32. Most of the respondents fall under the age group of 18-22.

Table 3.3: Occupation of Respondents

Occupational status	Frequency	Percentage
Student	88	88
Government employee	1	1
Non-Government employee	6	6
Unemployed	3	3

Others	2	2
Total	100	100

Figure 3.3

Occupation
100 responses



Interpretation:

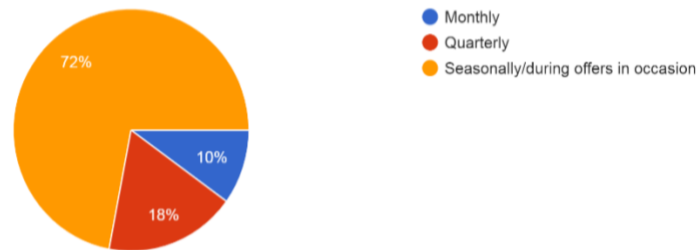
Around 88% of the respondents are students ,Non-Government employee and Government employee are 6% and 1% respectively. Unemployed and others constitute 3% and 2% of the total respondents.

Table 3.4:Frequency of purchasing from Zudio

Visiting period	Frequency	Percentage
Monthly	10	10
Quarterly	18	18
Seasonally/During offers in occasion	72	72
Total	100	100

Figure 3.4

100 responses



Interpretation:

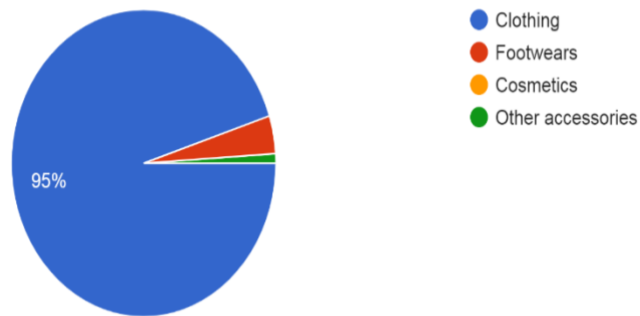
Majority of the respondents (72%) purchase from Zudio seasonally .18% and 10% of the respondents purchase from Zudio quarterly and monthly respectively.

Table 3.5: Type of product purchasing from Zudio

Type of product	Frequency	Percentage
Clothing	95	95
Footwears	4	4
Cosmetics	0	0
Other accessories	1	1
Total	100	100

Figure 3.5

100 responses



Interpretation:

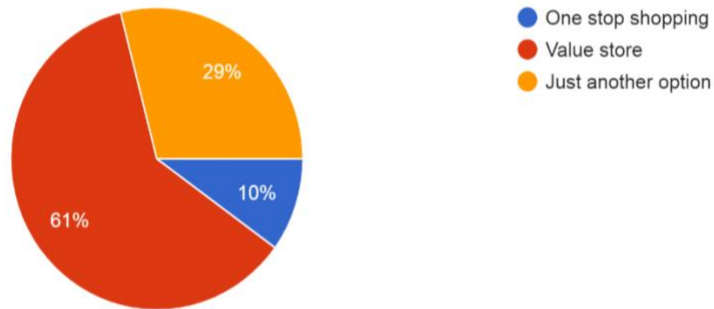
Majority prefers to purchase clothes from Zudio(95%). Only 4% and 1% of the respondents prefers to purchase footwears and other accessories.

Table 3.6: Idea or concept about Zudio

Idea or Concept	Frequency	Percentage
One stop shopping	10	10
Value store	61	61
Just another option	29	29
Total	100	100

Figure 3.6

100 responses



Interpretation:

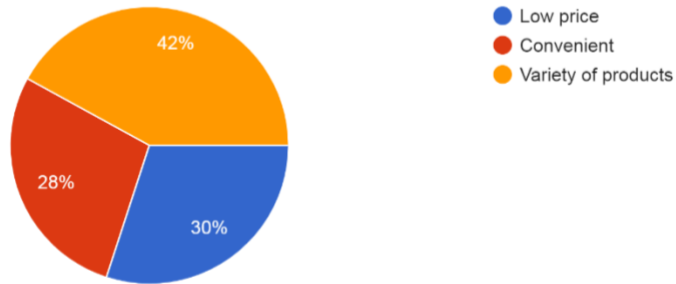
61% of the respondents believe that Zudio is a value store, 29% of the respondents view it as another option. 10% view it as one stop shopping place.

Table 3.7: Attractive feature to prefer Zudio

Feature	Frequency	Percentage
Low price	30	30
Convenient	28	28
Variety of products	42	42
Other	0	0
Total	100	100

Figure 3.7

100 responses



Interpretation:

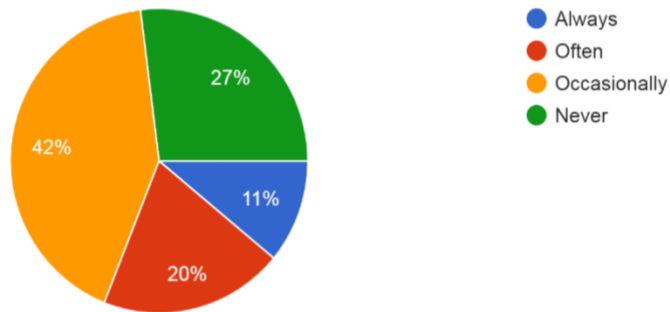
42% of the respondents prefer Zudio due to the variety of products available. 30% of the respondents prefer Zudio due to low price and 28% due to convenience.

Table 3.8: Frequency of Zudio Ads

Frequency	No. of respondents	Percentage
Always	11	11
Often	20	20
Occasionally	42	42
Never	27	27
Total	100	100

Figure 3.8

100 responses



Interpretation

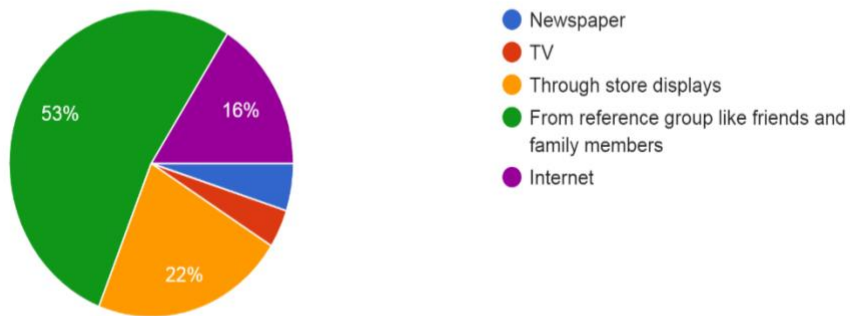
Most of the respondents had only seen Zudio Ads occasionally(42%).27% of the respondents had never seen ads of Zudio.20% oftenly see the ad and the remaining 11% always see the ad.

Table 3.9: Sources from which the customers know about Zudio

Source	Frequency	Percentage
Newspaper	5	5
TV	4	4
Store displays	22	22
Reference group	53	53
Internet	16	16
Others	0	0
Total	100	100

Figure 3.9:

100 responses



Interpretation

Most of the respondents get to know about Zudio from reference group like friends and family members(53%).22% and 16% of respondents know from store displays and internet respectively. Remaining 9% from newspaper and TV.

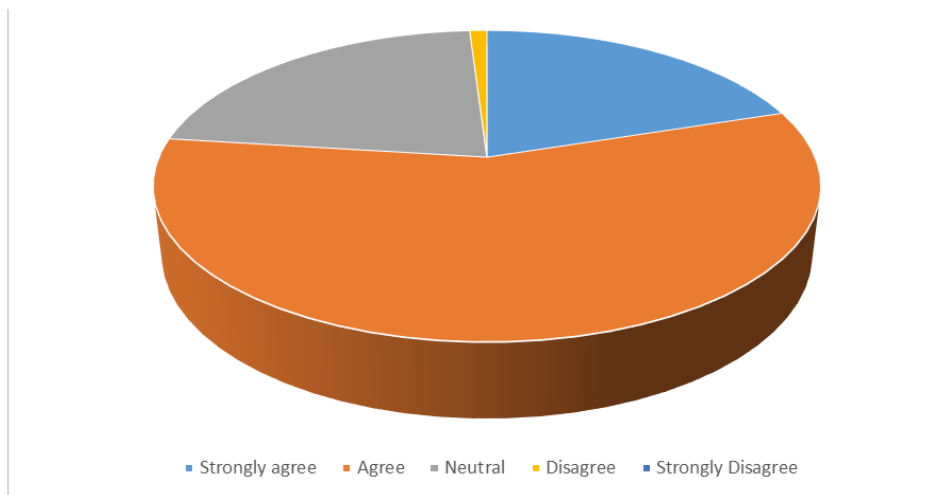
FACTORS INFLUENCING CUSTOMERS TO PURCHASE FROM ZUDIO

1.Convenience

Table 3.10

Response	Frequency	Percentage
Strongly agree	20	20
Agree	57	57
Neutral	22	22
Disagree	1	1
Strongly disagree	0	0
Total	100	100

Figure 3.10



Interpretation:

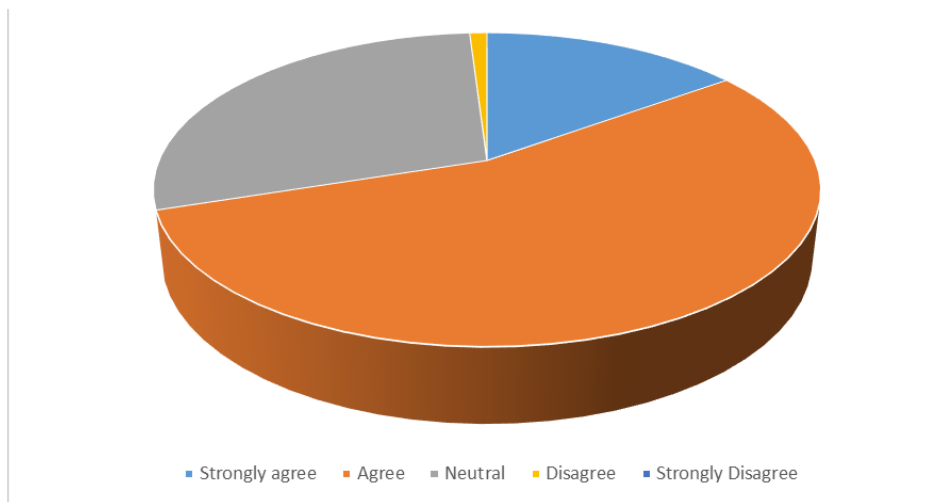
77% of the respondents prefer Zudio because of their convenience and 22% showed their neutral attitude. The remaining 1% disagreed.

2.Quality of product

Table 3.11

Response	Frequency	Percentage
Strongly agree	15	15
Agree	55	55
Neutral	29	29
Disagree	1	1
Strongly disagree	0	0
Total	100	100

Figure 3.11



Interpretation:

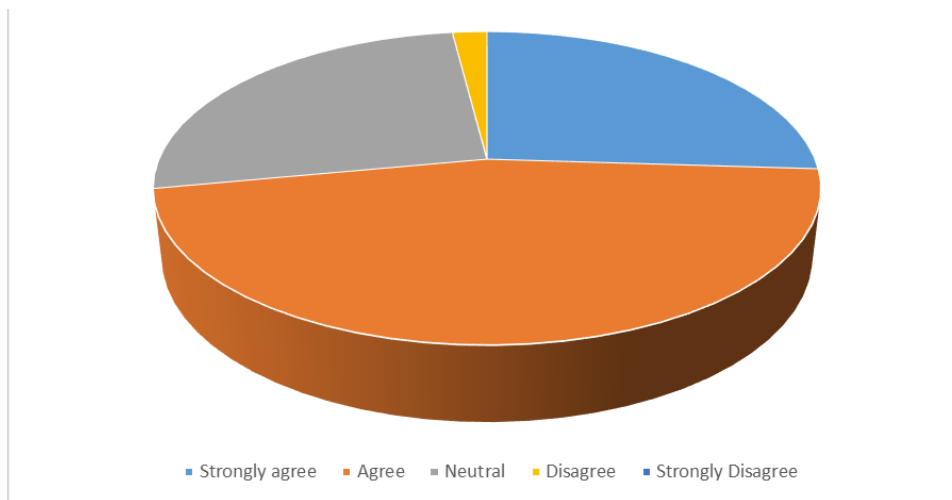
70% of the respondents prefer Zudio due to quality of product.29% of them neither agree nor disagree whereas 1% of the respondents disagreed.

3.Price of the product

Table 3.12

Response	Frequency	Percentage
Strongly agree	26	26
Agree	46	46
Neutral	26	26
Disagree	2	2
Strongly disagree	0	0
Total	100	100

Figure 3.12



Interpretation:

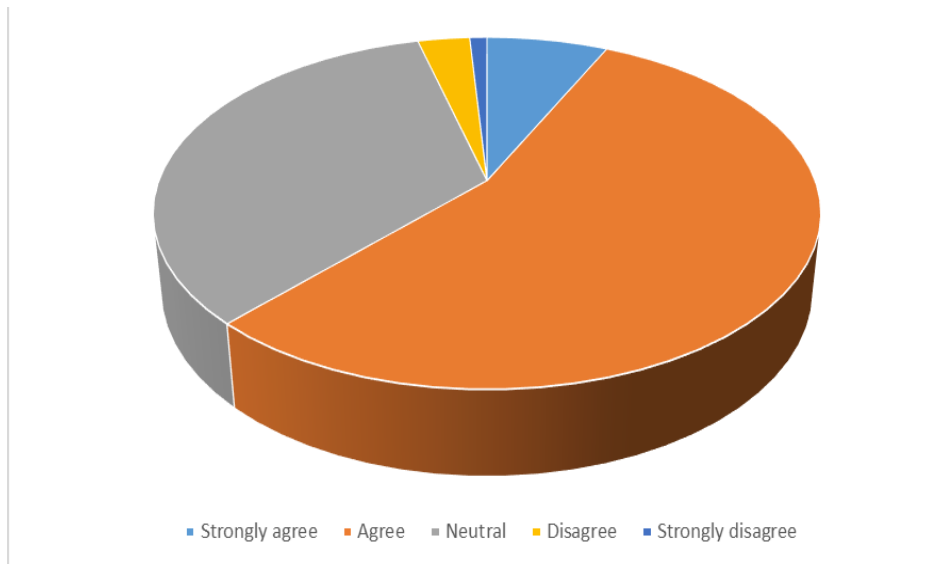
72% of the respondents prefer Zudio due to price of the product.26% showed their neutral attitude and the remaining 2% showed disagreement.

4. Staff services

Table 3.13

Response	Frequency	Percentage
Strongly agree	7	7
Agree	55	55
Neutral	34	34
Disagree	3	3
Strongly disagree	1	1
Total	100	100

Figure 3.13



Interpretation:

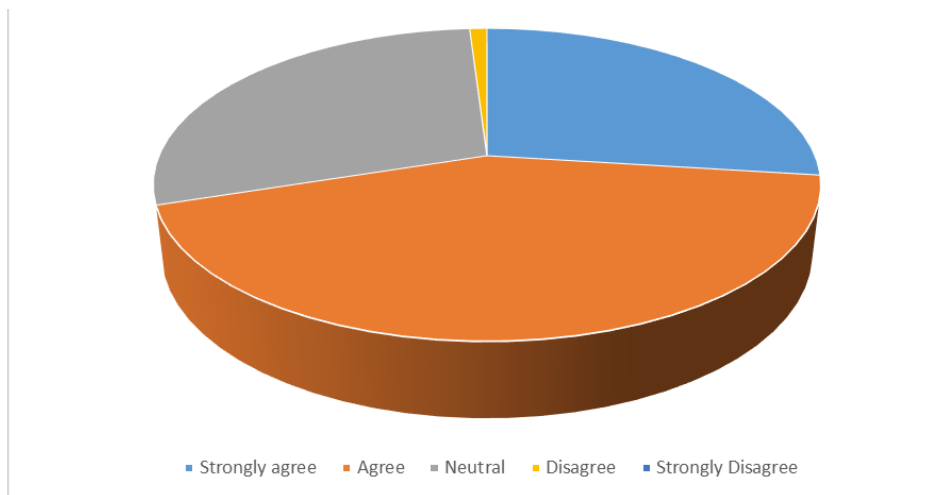
62% of the respondents prefer Zudio due to staff service of the Zudio.34% showed their neutral attitude and the remaining 4% showed disagreement.

5.Variety or range(size) available

Table 3.14

Response	Frequency	Percentage
Strongly agree	27	27
Agree	43	43
Neutral	29	29
Disagree	1	1
Strongly disagree	0	0
Total	100	100

Figure 3.14



Interpretation:

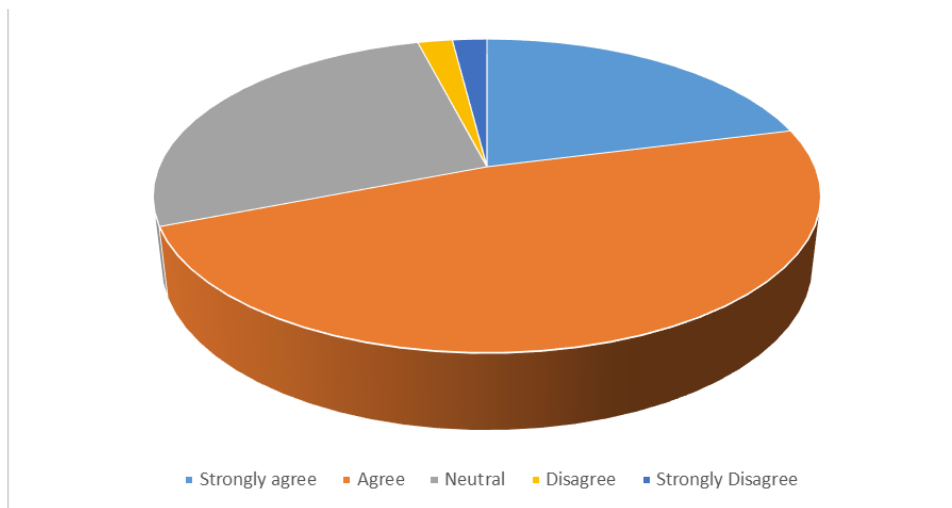
70% of the respondents prefer Zudio due to variety of the product.29% showed their neutral attitude and the remaining 1% showed disagreement.

6.Discounts and offers

Table 3.15

Response	Frequency	Percentage
Strongly agree	21	21
Agree	48	48
Neutral	27	27
Disagree	2	2
Strongly disagree	2	2
Total	100	100

Figure 3.15



Interpretation:

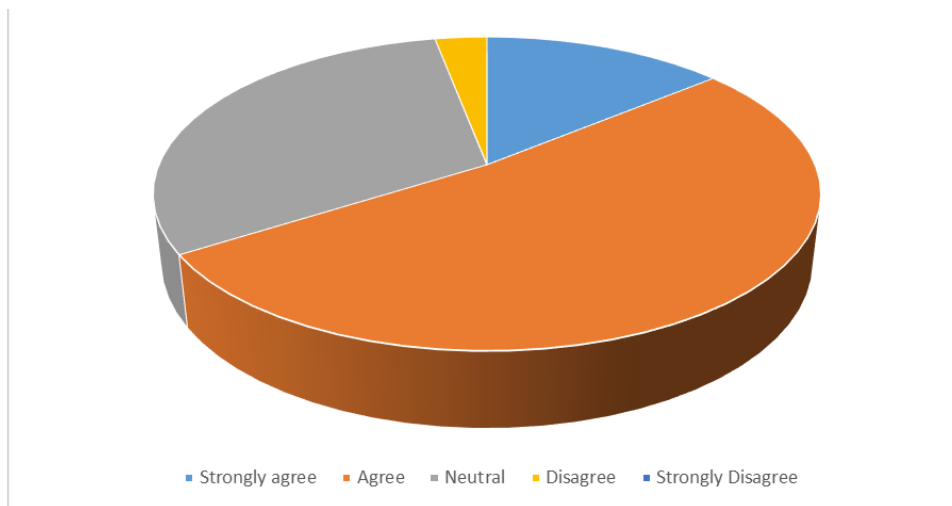
69% of the respondents prefer Zudio due to discount and offers for the product. 27% showed their neutral attitude and the remaining 4% showed disagreement.

7. Preference towards brand

Table 3.16

Response	Frequency	Percentage
Strongly agree	14	14
Agree	52	52
Neutral	31	31
Disagree	3	3
Strongly disagree	0	0
Total	100	100

Figure 3.16



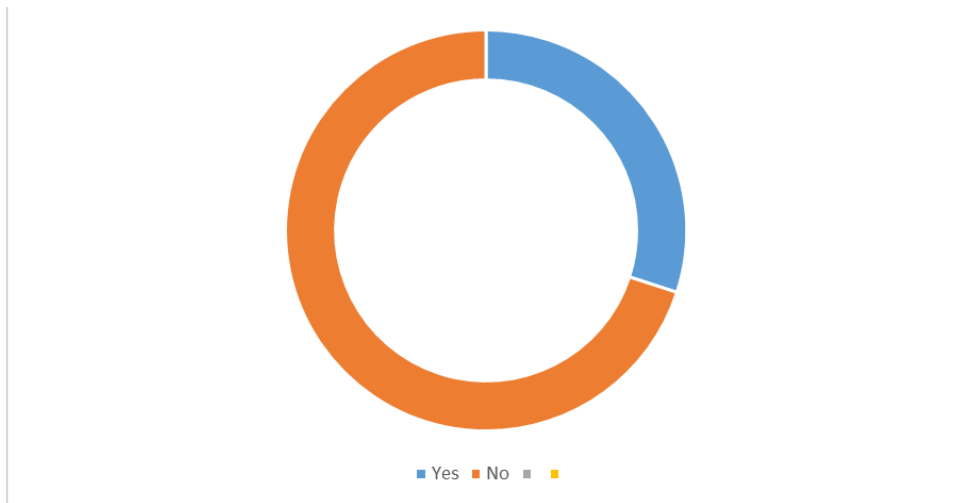
Interpretation:

66% of the respondents prefer Zudio due to brand preference. 31% showed their neutral attitude and the remaining 3% showed disagreement.

Table 3.17: Awareness about the online shopping facility of Zudio

Responses	Frequency	Percentage
Yes	30	30
No	70	70
Total	100	100

Figure 3.17



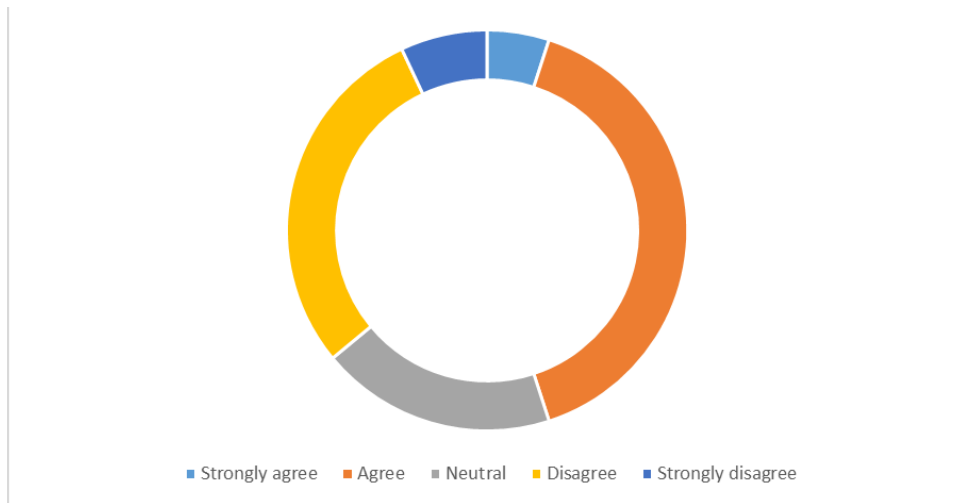
Interpretation:

It is evident from the above figure that 30% of the people are aware and 70% of the people are not aware of the online shopping facility.

Table 3.18:Faced problem in finding the right size

Response	Frequency	Percentage
Strongly agree	5	5
Agree	40	40
Neutral	19	19
Disagree	29	29
Strongly disagree	7	7
Total	100	100

Figure 3.18



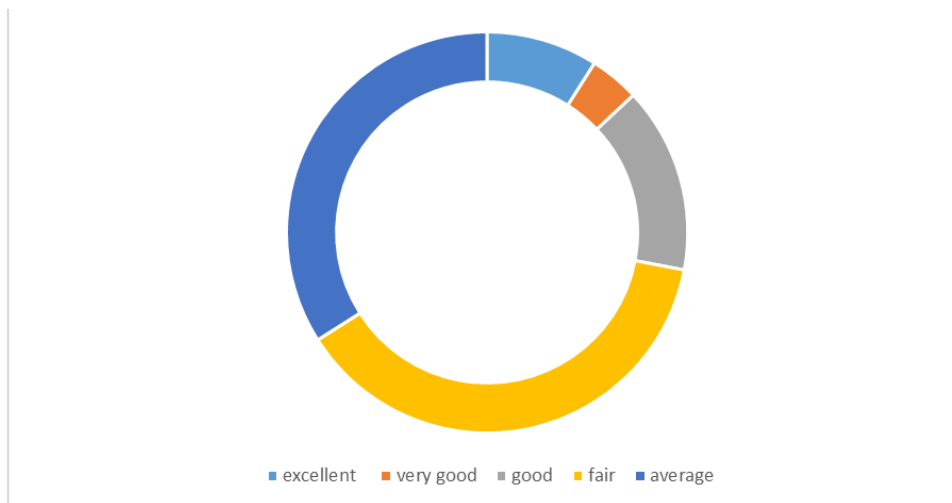
Interpretation:

45% the respondents have faced problem in finding the right size of clothes and 36% of the respondents haven't faced this problem. Remaining 19% showed their neutral attitude.

Table 3.19: Rating the availability of stock at Zudio

Response	Frequency	Percentage
Excellent	9	9
Very good	4	4
Good	15	15
Fair	38	38
Average	34	34
Total	100	100

Figure 3.19



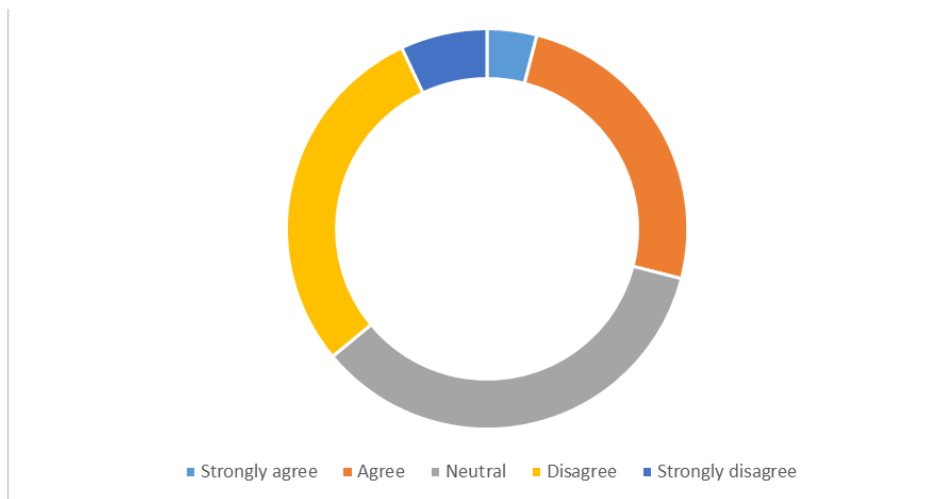
Interpretation:

Majority (87%) of the people are of the opinion that the availability of stock is not good. The remaining are satisfied with the stock availability.

Table 3.20:Faced issues with quality of products

Response	Frequency	Percentage
Strongly agree	4	4
Agree	25	25
Neutral	35	35
Disagree	29	29
Strongly disagree	7	7
Total	100	100

Figure 3.20



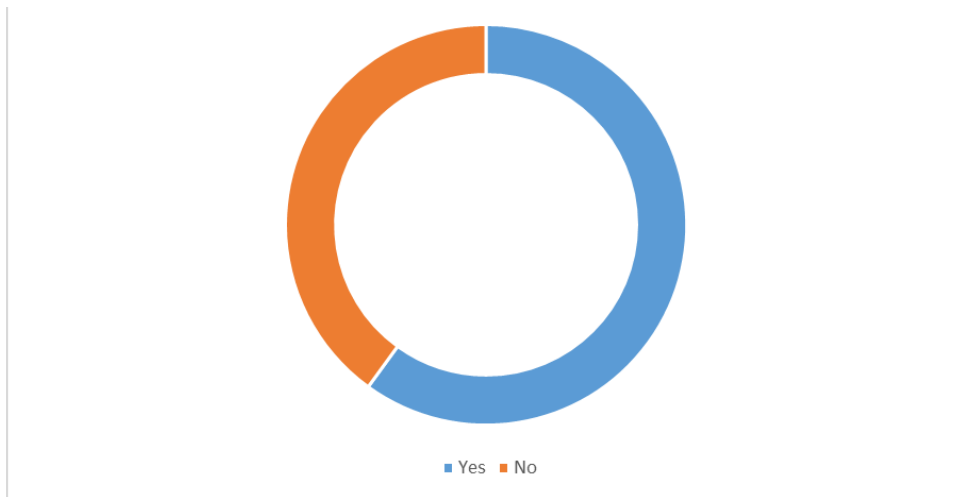
Interpretation:

Majority of the respondents have neutral opinion regarding this statement(35%).29% agreed and 36% disagreed to the statement.

Table 3.21: Experienced difficulties with staff members

Responses	Frequency	Percentage
Yes	60	60
No	40	40
Total	100	100

Figure 3.21



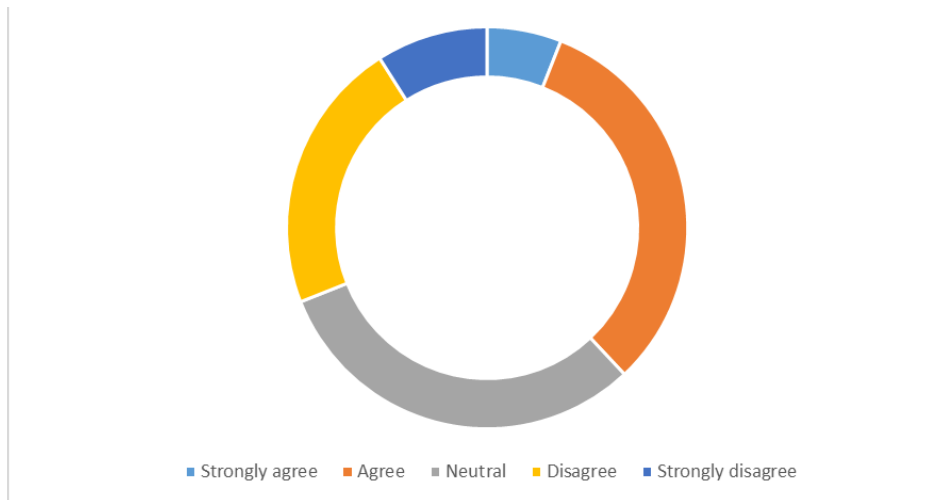
Interpretation

Majority(60%) of the respondents have experienced difficulties with staff members at Zudio. Only 40% of the respondents haven't faced difficulties with staff members at zudio.

Table 3.22:Encountered difficulties in making payment for the purchases

Response	Frequency	Percentage
Strongly agree	6	6
Agree	32	32
Neutral	31	31
Disagree	22	22
Strongly disagree	9	9
Total	100	100

Figure 3.22



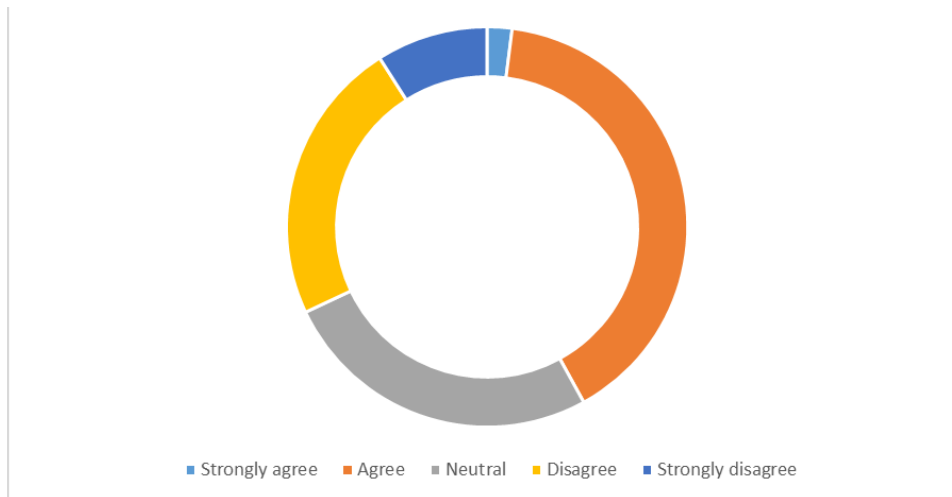
Interpretation:

38 % of the respondents have agreement regarding this statement.31% disagreed and 31% had neutral opinion regarding the statement.

Table 3.23:Faced issues with the delivery and return policies

Response	Frequency	Percentage
Strongly agree	2	2
Agree	40	40
Neutral	26	26
Disagree	23	23
Strongly disagree	9	9
Total	100	100

Figure 3.23



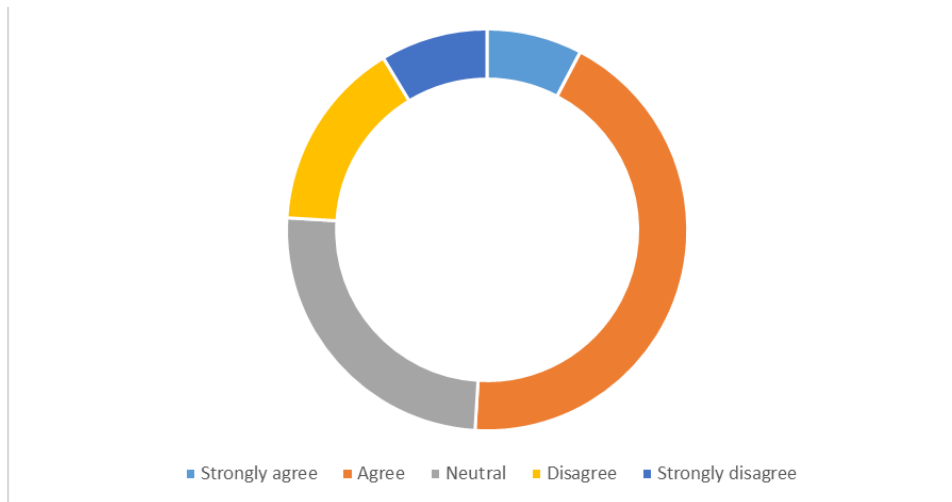
Interpretation:

42% of the respondents have faced difficulties regarding delivery and return policy, 32% haven't faced any issues and the remaining 26% neither agree nor disagree.

Table 3.24: Opinion about the number of retail outlets

Response	Frequency	Percentage
Strongly agree	8	8
Agree	45	45
Neutral	26	26
Disagree	16	16
Strongly disagree	5	5
Total	100	100

Figure 3.24



Interpretation

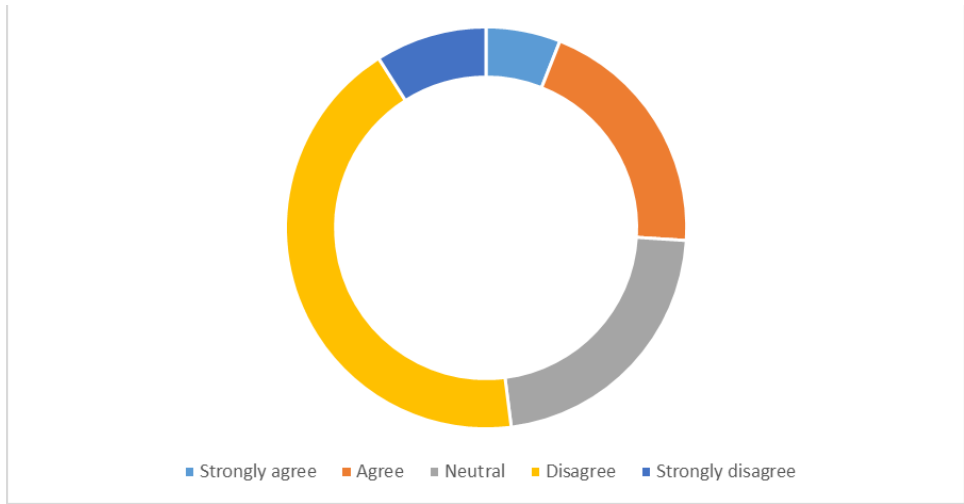
Majority of the respondents have agreed to this statement(53%).21% disagreed and 26% showed their neutral attitude to the statement.

Table 3.25: Agreement regarding charging extra cost for carry bags

Response	Frequency	Percentage
Strongly agree	6	6
Agree	20	20
Neutral	22	22
Disagree	43	43
Strongly disagree	9	9

Total	100	100
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Figure 3.25



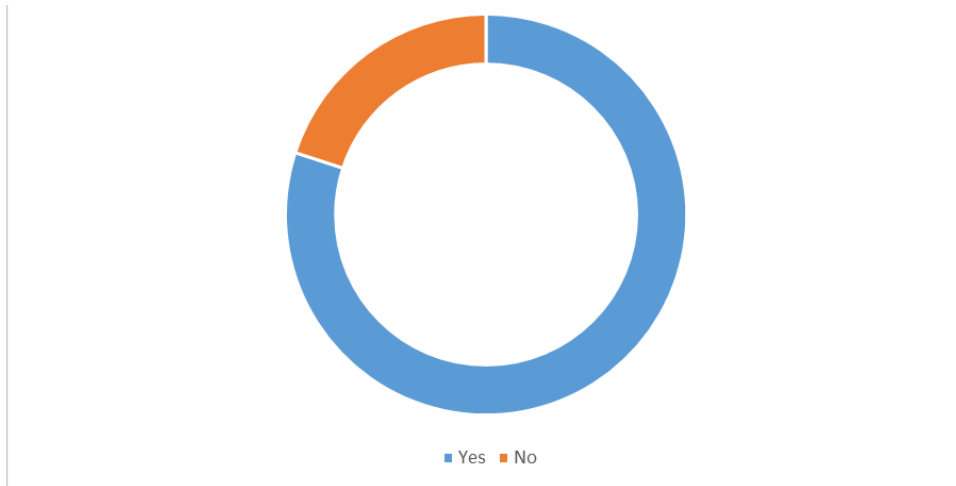
Interpretation:

Majority of the respondents (52%) have disagreed with charging extra cost for carry bags. 26% agreed and 22% neither agree nor disagree.

Table 3.26: Faced any difficulties while doing online shopping from zudio

Responses	Frequency	Percentage
Yes	76	80
No	19	20
Total	95	100

Figure 3.26



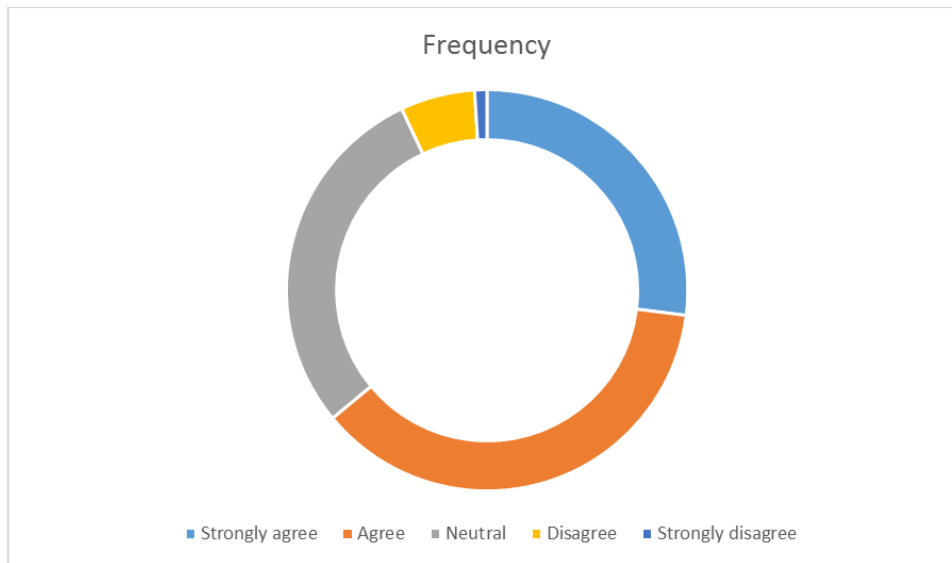
Interpretation:

Majority(80%) of the respondents have faced difficulties while shopping online and the remaining haven't faced any difficulties(20%).

Table 3.27: Long queue Infront of the trial room is a problem

Response	Frequency	Percentage
Strongly agree	27	27
Agree	37	37
Neutral	29	29
Disagree	6	6
Strongly disagree	1	1
Total	100	100

Figure 3.27



Interpretation:

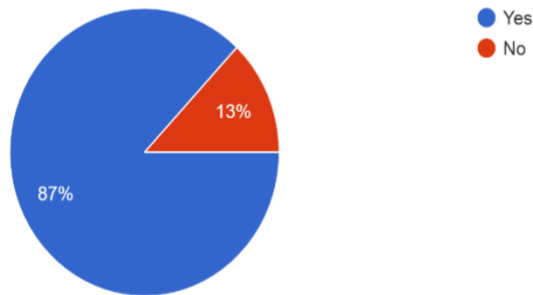
Majority of the respondents (64%) agreed with the statement while 7% of the respondents disagreed with it. 29% of the respondents showed their neutral attitude towards the statement.

Table 3.28: Satisfaction with the billing system process

Responses	Frequency	Percentage
Yes	87	87
No	13	13
Total	100	100

Figure 3.28

100 responses



Interpretation:

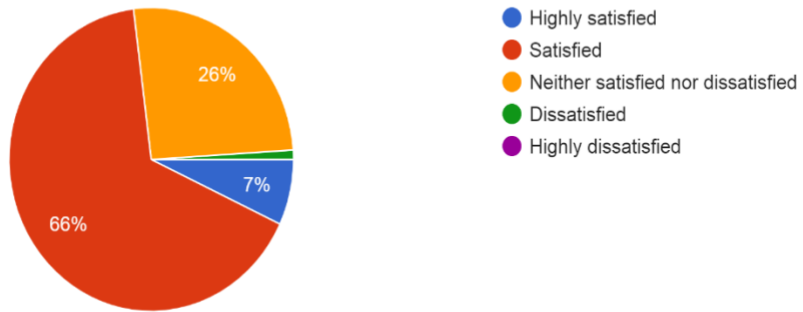
Majority of the respondents (87%) were satisfied with billing system process of Zudio while the remaining 13% dissatisfied with this.

Table 3.29: The customer assistance process in Zudio

Responses	Frequency	Percentage
Highly satisfied	7	7
Satisfied	66	66
Neither satisfied nor dissatisfied	26	26
Dissatisfied	1	1
Highly dissatisfied	0	0
Total	100	100

Figure 3.29

100 responses



Interpretation:

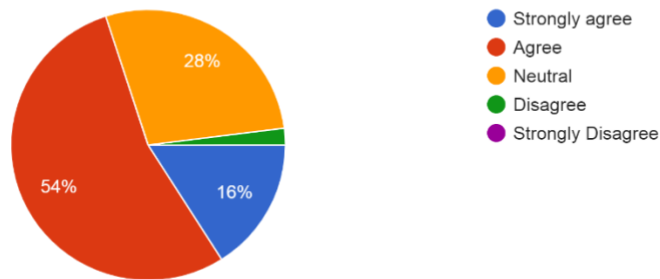
Majority of the respondents(73%) are satisfied customer assistance process and 26% of them are neither satisfied nor dissatisfied with the customer assistance process and the remaining 1% is dissatisfied.

Table 3.30: Zudio offers quality products at reasonable price

Response	Frequency	Percentage
Strongly agree	16	16
Agree	54	54
Neutral	28	28
Disagree	2	2
Strongly disagree	0	0
Total	100	100

Figure 3.30

100 responses



Interpretation:

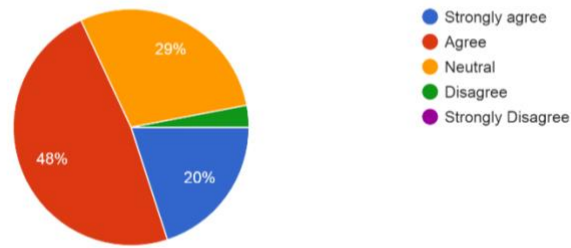
Majority of the respondents(70%) are satisfied with statement while 28% of them showed their neutral attitude towards the statement and the remaining 2% disagreed.

Table 3.31: The store layout of Zudio is easy for the customers to find out what they need.

Response	Frequency	Percentage
Strongly agree	20	20
Agree	48	48
Neutral	29	29
Disagree	3	3
Strongly disagree	0	0
Total	100	100

Figure 3.31

100 responses



Interpretation:

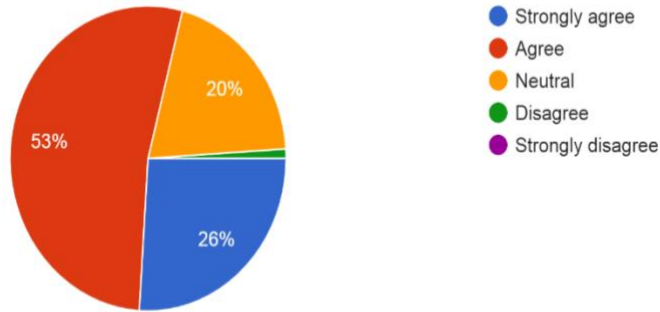
Majority of the people (68%) have agreed with the statement and 3% have disagreed to it while 29% of them neither agreed nor disagreed.

Table 3.32: Maintenance and cleanliness of the store is very good

Response	Frequency	Percentage
Strongly agree	26	26
Agree	53	53
Neutral	20	20
Disagree	1	1
Strongly disagree	0	0
Total	100	100

Figure 3.32

100 responses



Interpretation:

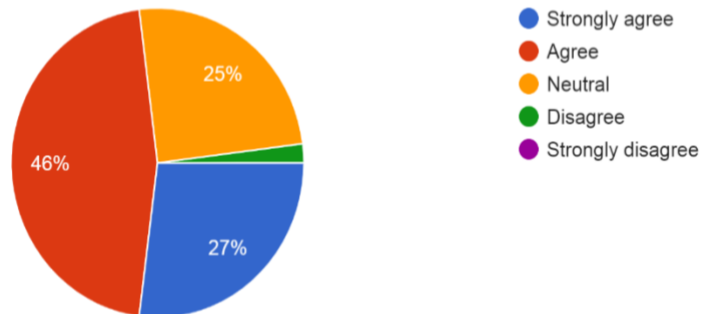
Majority of the people (79%) have agreed with the statement and 1% have disagreed to it while 20% of them neither agreed nor disagreed.

Table 3.33: Zudio is always updated with latest fashion

Response	Frequency	Percentage
Strongly agree	27	27
Agree	46	46
Neutral	25	25
Disagree	2	2
Strongly disagree	0	0
Total	100	100

Figure 3.33

100 responses



Interpretation:

Majority of the people (73%) have agreed with the statement and 2% have disagreed to it while 25% of them neither agreed nor disagreed.

Table 3.34: Satisfaction regarding the exchange policy

Response	Frequency	Percentage
Yes	51	51
No	49	49
Total	100	100

Figure 3.34



Interpretation:

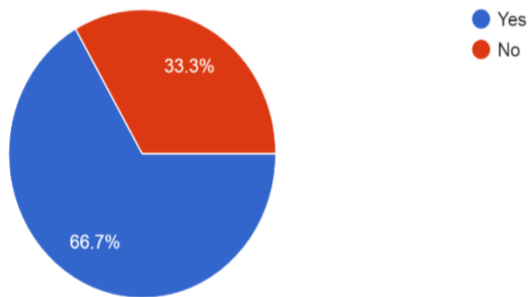
51% of the respondents are satisfied with the exchange policy of Zudio while remaining 49% is not satisfied.

Table 3.35:Satisfaction with the online shopping facility

Response	Frequency	Percentage
Yes	58	66.7
No	29	33.3
Total	87	100

Figure 3.35

87 responses



Interpretation:

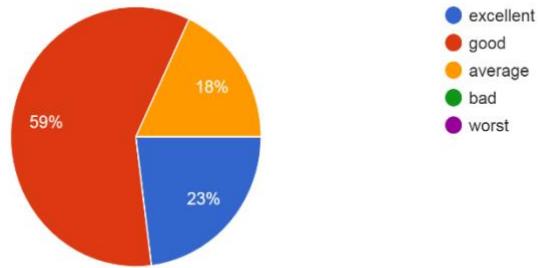
Majority of the respondents (66.7%) are satisfied with the online shopping facility and 33.3% of the respondents are dissatisfied.

Table 3.36: Overall experience visiting Zudio

Response	Frequency	Percentage
Excellent	23	23
Good	59	59
Average	18	18
Bad	0	0
Worst	0	0
Total	100	100

Figure 3.36

100 responses



Interpretation:

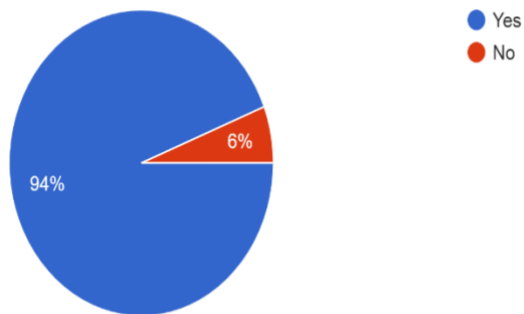
All of the respondents are satisfied with the overall shopping experience with Zudio.

Table 3.37: Recommendation to Purchase

Response	Frequency	Percentage
Yes	94	94
No	6	6
Total	100	100

Figure 3.37

100 responses



Interpretation:

The above graph shows that out of the total, 94% of the respondents are willing to recommend Zudio to others while the remaining 6% don't recommend.

CHAPTER 4
FINDINGS, CONCLUSION AND SUGGESTION

4.1 FINDINGS

- Majority of the respondents are females.
 - Majority of the respondents belong to the age group of 18-22.
 - Students form a major part of the study.
 - Majority of the respondents purchase from Zudio seasonally/during offers in occasion.
 - Majority of the respondents purchase clothes from Zudio.
 - Higher percentage of respondents believe that Zudio is a value store.
 - Variety of product is the most attractive feature to prefer Zudio.
 - Zudio ads appears only occasionally.
 - Most of the respondents get to know about Zudio from reference group like friends, family etc.
1. **Factors influencing the customers to prefer Zudio.**
 - Convenience is the most influencing factor for the customers to prefer Zudio.
 - Price of the product has a remarkably high effect on the customer's preference towards Zudio.
 - Variety/range available (size) and quality of products are the antecedents with a high effect on the respondents to choose Zudio.
 - Discount and offers is an antecedent with a low effect on the customers of Zudio.
 - Preference towards brand and staff services are considered to be the least affected factor to prefer Zudio.
 2. **Problems faced by customers while purchasing from Zudio**
 - Majority of the respondents are not aware of the online shopping facility of Zudio.

- Nearly 45% of the respondents faced problems in finding the right size of clothing at Zudio.
- Most of the respondents rate the availability of stock at Zudio in terms of variety, colors, size as not good.
- About 60% of respondents have faced difficulties with the staff members at Zudio.
- 38% of the respondents have encountered difficulties in making payments for purchases at Zudio.
- Nearly 42% of the respondents have faced issues with the delivery and return policy.
- Respondents have a mixed opinion regarding the quality of the products.
- Majority of the respondents have the opinion that there are no enough retail outlets for Zudio.
- Most of the respondents have disagreement for charging extra cost for carry bags.
- Majority of the respondents have faced difficulties while doing online shopping from Zudio.
- About 64% of respondents agreed that long queue in front of the trial room is a problem.

3. Satisfaction level of customers

- Majority of the respondents are satisfied with the billing system of Zudio.
- Most of the respondents are satisfied with the customer assistance process in Zudio.
- Majority of the respondents believe that Zudio offers quality goods at reasonable price.
- About 68% of the respondents is of the opinion that the store layout of Zudio is easy for the customers to find out what they need.
- Nearly 79% of the respondents are satisfied with the maintenance and cleanliness of the store.
- Most of the respondents is of the opinion that Zudio is always updated with latest fashion.
- Only 51% of the respondents are satisfied with the exchange policy of Zudio.
- About 66.7% of the respondents are satisfied with the online shopping facility of Zudio.
- All of the respondents are satisfied with the overall shopping experience with Zudio.
- Most of the respondents are willing to recommend Zudio to their friends and family.

4.2. SUGGESTIONS

- Zudio should improve the quality of its products (clothes, footwears,etc.) and need to introduce more variety of products in order to face competition.
- Long queue in front of the trial room and billing section is a major problem. So in order to avoid this, more number of trial rooms and billing counters should be provided.
- Zudio doesn't employ any widespread advertising strategies. So, it has to focus more on increasing its promotional activities. This will in turn help to build brand awareness among common people.
- Zudio has to harness the power of customer service to develop a positive relationship with the customers. Customer's complaints and queries should be handled efficiently and promptly.
- Zudio should provide more awareness about its online shopping facility. There should be a grievance cell to handle with customer's problems regarding online shopping.
- There are not enough retail outlets for Zudio in Ernakulam District. So, it should increase its number of outlets.
- Zudio should concentrate on introducing more formal and ethnic collections. It should also include more cosmetic items.
- Zudio should try to provide carry bags at free of cost.

4.3 CONCLUSION

The study focused on customer preference towards Zudio to preserve customer loyalty and retention. It identified seven factors influencing customers to prefer Zudio, such as convenience, quality of product, price, staff services, variety, discount or offers, and preference towards brand. The problems faced by customers included lack of awareness, availability of stock, staff members, payments, delivery and return policies, lack of enough retail outlets, charging extra cost for carry bags, difficulties in online shopping, and long queue in front of the trial room. The study found that convenience, price and quality of the product are the main factors influencing customers to prefer Zudio, while lack of awareness about online shopping, long queues, lack of enough retail outlets and charging extra cost for carry bags are the major problems. Suggestions have been provided to improve customer experiences and loyalty.

Zudio has established a strong market position as a company that offers rapid fashion at competitive pricing. Zudio has the ability to maintain and expand its consumer base in the future by consistently offering new collections and improving the shopping experience for customers. If Zudio anticipates all of the factors that will drive users to Zudio and solves the issues they are having, it can become a revolutionary success on the market.

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APPENDIX

A STUDY ON CUSTOMER PREFERENCE TOWARDS ZUDIO

QUESTIONNAIRE

1. Name:

2. Gender:

Female

Male

Others

3. Age

Below 18

18-22

23-27

28-32

Above 32

4 .Occupation

Student

Government Employee

Non-Government Employee

Unemployed

Others

5 .How often do you purchase from Zudio?

Monthly

Quarterly

Seasonally/during offers in occasion

6. What type of products do you usually purchase from Zudio?

Clothing

Footwear

Cosmetics

Other accessories

7. What is your idea or concept about Zudio?

One stop shopping

Value store

Just another option

8. What attracts you to visit Zudio instead of other shops?

Low price

Convenient

Variety of products

Other:

9. How often do you see Zudio ads in newspapers, TV and internet?

Always

Often

Occasionally

Never

10. How did you get to know about Zudio?

Newspaper

TV

Through store displays

From reference group like friends and family members

Internet

Other:

11. Some of the Factors influencing your purchase from Zudio are given below: (rate your level of agreement with each factor)

Factor	Strongly agree	Agree	Neutral	disagree	Strongly disagree
Convenience					
Quality of product					
Price of the product					
Staff services					
Variety/range (size) available					
Discounts and offers					

Preference towards brand					
-----------------------------	--	--	--	--	--

12. Are you aware of the online shopping facility of Zudio?

Yes

No

13. You have faced problems in finding the right size of clothing at Zudio.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

14 .How do you rate the availability of stock at Zudio stores in terms of variety, colors and sizes?

Excellent

Very good

Good

Fair

Average

15. You have faced issues with the quality of Zudio products.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

16. You have experienced difficulties with the staff members at Zudio.

Yes

No

17. You have encountered difficulties in making payments for your purchases at Zudio.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

18. You have faced issues with the delivery and return policies of Zudio.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

19. There are not enough retail outlets for Zudio .

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

20 .Do you agree with charging extra cost for carry bags?

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

21. Have you ever faced any difficulties while doing online shopping from zudio?

Yes

No

22 .Long queue in front of the trial room is a problem.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

23. Are you satisfied with the billing system of Zudio?

Yes

No

24. How is the customer assistance process in Zudio?

Highly satisfied

Satisfied

Neither satisfied nor dissatisfied

Dissatisfied

Highly dissatisfied

25. Zudio offers quality products at reasonable price

Strongly agree

Agree

Neutral

Disagree

Strongly Disagree

26 .The store layout of Zudio is easy for the customers to find out what they need.

Strongly agree

Agree

Neutral

Disagree

Strongly Disagree

27 .Maintenance and cleanliness of the store is very good

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

28. Zudio is always updated with the latest fashions.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

29 .Are you satisfied with the exchange policy of Zudio?

Yes

No

30. Are you satisfied with the online shopping facility of Zudio?

Yes

No

31 .How was your overall experience visiting the Zudio retail store?

Excellent

Good

Average

Bad

Worst

32 .Would you recommend Zudio to your friends and family based on your shopping experiences?

Yes

No

33. Do you think that Zudio needs to improve in any specific areas to enhance customer satisfaction? (Give suggestions to improve their performance)

THANK YOU
