

A Study on Impact on Zudio Brand Image in Consumer Purchase Decision in Coimbatore City

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ABSTRACT

This research investigates the Zudio brand image and their influence on consumer buying behaviour of Coimbatore city. Zudio, a leading value-fashion retail apparel brand in India, is fast emerging as a favourite shopping destination for modern urban consumers, providing latest fashion at price points. The present study explores how six elements of brand image (quality, price, store environment, product assortment, promotional schemes and brand trust) affect the consumers buying decisions. The study takes the form of descriptive analytical research. The primary data was collected from customers of Zudio, Coimbatore city through a well-structured questionnaire as the instrument of data collection. Reference has been made to secondary data in the form of journals, reports and retail research publications for the purpose of analysis. The tools used for the analysis are percentage analysis, correlation analysis and regression analysis. It signifies that the factors affecting purchase intention and repurchase behaviour are affordability, trendy merchandise, Friendly store layout and effective brand recognition. The research concludes that a good brand image makes a lot of difference in influencing customer perception and attracting customer loyalty for retail in Coimbatore city. The research would definitely help the retailers to identify the ways to build a better brand image at the local level.

1.2 INTRODUCTION

Customer buying behaviour plays an important role for business growth and success in current scenario. In Zudio, the fashion segment of retail industry has seen a quicker growth and the consumers have been gradually demanding more and more during shopping. Zudio, a store across retail chains in India is a very popular name for fashion retail with lower prices and trendy collections. Zudio has created strong presence in Coimbatore and several other cities. The objective of this study is to measure the buying behaviour of customers for Zudio's products in Coimbatore in terms of attributes like product quality, price and shopping experience. Zudio is a store offering premium fashion collections at budget prices and has been a popular choice among young buyers. With the retail industry becoming competitive, it is important to see whether the brand's strategies match consumer expectations. Zudio is a budget friendly fashion brand which includes wide range of products for young and price sensitive buyers. The brand's success depends on its price point, approach to fashion, store environment, quality perception and promotional plans. Customers look for maximum value for their money for the price they are paying and Zudio as compared to the premium brands becomes the preferred choice for most customers. The present study aims to examine the major purchase influences affecting consumer preferences towards Zudio based on price factor, social factors and shopping stimuli which will help understand the appeal of Zudio amongst its consumer base and its competitor brands in the fashion retail industry. Apart from the competitors such as Max, Reliance Trends, Zudio has identified a different image by combining the 2 elements of being affordable and trendy which is nothing but Zudio's overall concept. How the image formed by Zudio influences the buying decisions of a wide range of customers in Coimbatore will form an integral part of this study.

1.3 OBJECTIVE OF THE STUDY

- Understand the influences on Zudio's customers' perception of the brand image.
- To examine the influence of brand image on consumers' purchase Decision
- To assess the impact of the presentation of a product on consumer attraction to the product.

1.4 SCOPE OF THE STUDY

- Since price, product quality, variety of product and brand trust are being studied in this research.
- It studies the effects of brand image on consumer purchase decision and actual purchase behaviour and repurchasing decision.

1.5 STATEMENT OF PROBLEM

In contemporary retail fashion market, brand image is one of the important factors that influences consumer purchase decision. The competition has significantly increased in the city of Coimbatore due to penetration of organized retail outlets and growing number of value fashion brands. Zudio, the low priced and trendy apparel brand has gained visibility in this field; but there is lack of empirical literature regarding its brand image impact on purchase decision of customers in Coimbatore market. Brand image in terms of price, attractive quality, store environment, product variety, brand image and promotional efforts. As the low price and fashion oriented product attract the consumer and led to buy from Zudio. But how far each dimension of brand image influence the consumer to buy Zudio may be more essential for the concern of increasing brand image. Moreover the variation consumers in demography, demand and expectations in own the Coimbatore city also may be influence to buy Zudio. Thus, the fundamental issue presented in this study is how Zudio's brand image affects consumer purchase decision in Coimbatore city. This study aims to identify the critical dimensions of Zudio's brand image that drive consumer buying preferences, and to assess how these dimensions affect the perception of consumers in the context of Zudio. The insights presented from this study can offer strategic recommendations to improve the customer perception and purchase decision toward Zudio brand.

1.6 REVIEW OF LITERATURE

Bansari Mansata, et al.(2024): This study investigates the psychology of Generation Z (Gen Z) and their brand awareness of Zudio clothing in Ahmedabad. This research emphasizes the importance of a multi-channel marketing approach, blending traditional and digital strategies to engage a diverse consumer base effectively.

Bhavana Govil, et al.(2023) This research paper explores the concept of brand awareness with a specific focus on Zudio, a retail clothing brand. In a highly competitive market, building and sustaining brand awareness is crucial for the success of any business.

Bhujanga Rao (2024) Both academics and marketing professionals can benefit from this research's insightful analysis of the dynamics of brand awareness in the fast-fashion sector. The findings imply that Zudio has effectively used a mix of reasonable prices, high-quality products, and a captivating web presence to establish and raise brand recognition

Jona Jenifer, et al.(2024) In a highly competitive industry, establishing and sustaining brand awareness is crucial for any firm to thrive. Under the Trent Limiter umbrella, Zudio is a brand that has had substantial growth in the low-cost fashion industry. The purpose of this study is to examine Zudio's methods for building and sustaining brand awareness and their effectiveness. concept of brand awareness with a specific focus on Zudio, a retail clothing brand. The findings shed light on the factor that contributes to Zudio's recognition and brand loyalty.

Aditi Mutha (2024) This study explores the strategic resilience and transformation of Zudio, a fashion retailer under the esteemed Tata Group. Zudio, which is well-known for its reasonably priced fashion products, has defied industry

trends by succeeding as a physical retailer in an era where e-commerce has taken center stage.

DATA ANALYSIS AND INTERPRETATION PERCENTAGE ANALYSIS

TABLE SHOWING GENDER OF THE RESPONDENTS

S. No	Gender Respondents	No of Respondents	Percentage (%)
1	Male	39	70.0
2	Female	91	30.0
3	Total	130	100.0

Source: Primary data

INTERPRETATION

From the above table, it is inferred that 70% of the respondents are male, 30% of the respondents are female. Majority of the respondents are Male (70.0%).

TABLE SHOWING AGE GROUP OF THE RESPONDENTS

S. NO	AGE OF THE RESPONDENTS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Below 18	7	5.4
2	18 – 25	53	40.8
3	26 -35	52	40.0
4	36 – 45	18	13.8
5	Total	130	100.0

Source: Primary data

INTERPRETATION

From the above table, it is inferred that 5.4% of the respondents are Below 18, 40.8% of the respondents are 18 – 25, 40.0% of the respondents are 26 – 35 and 13.8% of the respondents are 36 – 45. Majority of the respondents are 18-25 (40.8%).

TABLE SHOWING OCCUPATION OF THE RESPONDENTS

S.NO	OCCUPATION OF THE RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE (%)
1	Student	48	36.9
2	Employed	71	54.6
3	Business	9	6.9

4	Others	2	1.5
5	Total	130	100.0

Source: Primary data

INTERPRETATION

From the above table, it is inferred that 36.9% of the respondents are Student, 54.6% of the respondents are Employed, 6.9% of the respondents are Business and 1.5% of the respondents are Others. Majority of the respondents are Employed (54.6%).

TABLE SHOWING MONTHLY INCOME OF THE RESPONDENTS

S.NO	MONTHLY INCOME OF THE RESPONDENTS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Below 15,000	45	34.6
2	15,000 – 30,000	54	41.5
3	30,000 – 50,000	24	18.5
4	Above 50,000	7	5.4
5	Total	130	100.0

Source: Primary data

INTERPRETATION

From the above table, it is inferred that 34.6% of the respondent's family monthly income are 15,000, 41.5% of the respondent's family monthly income are 15,000 – 30,000, 18.5% of the respondent's family monthly income are 30,000 -50,000 and 5.4% of the respondent's family monthly income are Above 50,000. Majority of the respondents are Employed (54.6%)

TABLE SHOWING THE RESPONDENTS HAVE PURCHASED FROM ZUDIO

S.NO	PURCHASED FROM ZUDIO	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Yes	114	87.7
2	No	16	12.3
3	Total	130	100.0

Source: Primary data

INTERPRETATION

From the above table, it is inferred that 87.7% of the respondents are purchased form Zudio and 12.3% of the respondents are did not purchased from Zudio. Majority of the respondents are Purchased from Zudio (87.7%).

TABLE SHOWING THE RESPONDENTS

FIRST LEARN ABOUT THE ZUDIO

S.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Social Media	28	21.5
2	Friends	52	40.0
3	Store Location	30	23.1
4	Advertisement	16	12.3
5	Others	4	3.1
6	Total	130	100.0

Source: Primary data

INTERPRETATION

From the above the table, it is inferred that 21.5% of the respondents are learn about the Zudio from Social Media, 40.0% of the respondents are learn about the Zudio from Friends, 23.1% of the respondents are learn about the Zudio from Store Location, 12.3% of the respondents are learn about the Zudio from Advertisement and 3.1% of the respondents are learn about the Zudio from Others. Majority of the respondents are learned about the Zudio from the friends (40.0%).

TABLE SHOWING SHOPPING MODE OF THE RESPONDENTS

S.NO	SHOPPING MODE	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Online	13	10.0
2	Offline	71	54.6
3	Both	46	35.4
4	Total	130	100.0

Source: Primary data

INTERPRETATION

From the above table, it is inferred that 10.0% of the respondent’s preferred online shopping mode, 54.6% of the respondent’s preferred offline shopping mode and 35.4% of the respondent’s preferred Both shopping mode. Majority of the respondent’s preferred offline Shopping mode (54.6%).

PERCENTAGE ANALYSIS TABLE 4.8

TABLE SHOWING THE RESPONDENT’S VISIT ZUDIO STORES

S.NO	VISITED	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Weekly	7	5.4
2	Monthly	57	43.8
3	Occasionally	50	38.5
4	Rarely	16	12.3
5	Total	130	100.0

Source: Primary data

INTERPRETATION

From the above table, it is inferred that 5.4% of the respondent's visit Zudio stores weekly, 43.8% of the respondent's visit Zudio stores Monthly, 38.5% of the respondent's visit Zudio stores Occasionally and 12.3% of the respondent's visit Zudio stores Rarely 12.3%. Majority of the respondent's visit Zudio stores Monthly (43.8).

TABLE SHOWING THE RESPONDENTS DECISION TO SHOP AT ZUDIO

S.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Price	18	13.8
2	Quality	57	43.8
3	Style	45	34.6
4	Convenience	10	7.7
5	Total	130	100.0

Source data: Primary data

INTERPRETATION

From the above table, it is inferred that 13.8 % of the respondents are price to shop at Zudio, 43.8% of the respondents are Quality to shop at Zudio, 34.6% of the respondents are Style to shop at Zudio and 7.7% of the respondents are convenience to shop at Zudio. Majority of the respondents are Quality to shop at Zudio (43.8).

TABLE SHOWING THE RESPONDENTS FAMILIAR WITH THE ZUDIO BRANDS

S.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Very familiar	14	10.8
2	Familiar	56	43.1
3	Neutral	43	33.1
4	Slightly familiar	10	7.7
5	Not familiar	7	5.4
6	Total	130	100.0

Source: Primary data

INTERPRETATION:

From the above table, it is inferred that 10.8% of the respondents are very familiar with the Zudio brand, 43.1% of the respondents are Familiar with the Zudio brand, 33.1% of the respondents are Neutral with the Zudio brand, 7.7% of the respondents are Slightly familiar

with the Zudio brand and 5.4% of the respondents are Not familiar with the Zudio brand. Majority of the respondents are Familiar with the Zudio brand (43.1%).

TABLE SHOWING THE PRIMARY REASON FOR PURCHASING FROM ZUDIO

S.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Low Price	26	20.0
2	Fashion trends	68	52.0
3	Quality	27	20.8
4	Location convenience	9	6.9
5	Total	130	100.0

Source: Primary data

INTERPRETATION

From the above table, it is inferred that 20.0% of the respondents are Low Price are the primary reason for purchasing from Zudio, 52.3% of the respondents are Fashion trends are the primary reason for purchasing from Zudio, 20.8% of the respondents are Quality are the primary reason for purchasing from Zudio and 6.9% of the respondents are Location convenience are the primary reason for purchasing from Zudio. Majority of the respondents are Fashion trends are the primary reason for purchasing from Zudio.

TABLE SHOWING THE RESPONDENTS SUSTAINABILITY IN YOUR PURCHASE DECISION AT ZUDIO

S.NO	FACTORS	NO. OF RESPONDNETS	PERCENTAGE (%)
1	Very Important	17	13.1
2	Important	51	39.2
3	Neutral	41	31.5
4	Less Important	15	11.5
5	Not Important	6	4.6
62	Total	130	100.0

Source: Primary data

INTERPRETATION

From the above table, it is inferred that 13.1% of the respondents are very important sustainability in purchase decision at Zudio, 39.2% of the respondents are Important sustainability in purchase decision at Zudio, 31.5% of the respondents are Neutral sustainability in purchase decision at Zudio, 11.5% of the respondents are Less Important sustainability in purchase decision at Zudio and 4.6% of the respondents are Not Important sustainability in purchase decision at Zudio. Majority of the respondents are Important in sustainability in purchase decision at Zudio (39.2%).

TABLE SHOWING THE RESPONDENTS ARE LIKELY TO REPURCHASE FROM ZUDIO

S.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Very Likely	28	21.5
2	Likely	52	40.0
3	Neutral	32	24.6
4	Unlikely	14	10.8
5	Very Unlikely	4	3.1
6	Total	130	100.0

Source: Primary data

INTERPRETATION

From the above table, it is inferred that 21.5% of the respondents are very likely to repurchase from Zudio, 40.0% of the respondents are Likely to repurchase from Zudio, 24.6% of the respondents are Neutral to repurchase from Zudio, 10.8% of the respondents are unlikely to repurchase from Zudio and 3.1% of the respondents are Very unlikely to repurchase for Zudio. Majority of the respondents are Likely to repurchase from Zudio (40.0%).

TABLE SHOWING THE RESPONDENTS LOOK FOR DISCOUNTS/OFFERS AT ZUDIO

S.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Always	33	25.4
2	Often	36	27.7
3	Sometimes	43	33.1
4	Rarely	13	10.0
5	Never	5	3.8
6	Total	130	100.0

Source: Primary data

INTERPRETATION

From the above table, it is inferred that 25.4% of the respondents are always look for discounts and offers at Zudio, 27.7% of the respondents are often look for discounts and offers at Zudio, 33.1% of the respondents are Sometimes look for discounts and offers at Zudio , 10.0% of the respondents are rarely look for discounts and offers at Zudio and 3.8% of the respondents are Never look for discounts and offers at Zudio. Majority of the respondents are sometimes look for discounts and offers at Zudio (33.1%).

TABLE SHOWING THE RESPONDENTS CHOICES TO PROTECTS AT ZUDIO

S.NO	FACTORS	No. of Respondents	Percentage (%)
1	Current trends	44	33.8
2	Comfort	44	33.8
3	Price	25	19.2
4	Quality	17	13.1
5	Total	130	100.0

Source: Primary data

INTERPRETATION

From the above table, it is inferred that 33.8% of the respondents are current trends to choices to protects at Zudio, 33.8% of the respondents are comfort to choices to protects at Zudio, 19.2% of the respondents are price to choices to protects at Zudio and 13.1% of the respondents are quality to choices to protects at Zudio. Majority of the respondents are Current Trends and Comfort to choices to protects at Zudio (33.8%).

TABLE SHOWING THE RESPONDENTS

PERCEIVE ZUDIO’S PRICING

S.no	Basis	No. of respondents	Percentage (%)
1	Very affordable	25	19.2
2	Affordable	59	45.4
3	Expensive	31	23.8
4	Very Expensive	15	11.5
5	Total	130	100.0

Source: Primary data

INTERPRETATION

From the above table, it is inferred that 19.2% of the respondents are very affordable in perceive zudio’s pricing, 45.4% of the respondents are affordable in perceive zudio’s pricing, 23.8% of the respondents are Expensive in perceive zudio’s pricing and 11.5% of the respondents are Very expensive in perceive zudio’s pricing. Majority of the respondents are affordable in perceive zudio’s pricing (45.4%)

TABLE SHOWING THE RESPONDNETS LOYAL TO ZUDIO

S.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Better quality	18	13.8
2	More offers	41	31.5
3	Improved Services	50	38.5
4	Exclusive Products	21	16.2
5	Total	130	100.0

Source: Primary data

INTERPRETATION

From the above table, it is inferred that 13.8% of the respondents are loyal to Zudio in better quality, 31.5% of the respondents are loyal to Zudio in More offers, 38.5% of the respondents are loyal to Zudio in Improved Services and 16.2% of the respondents are loyal to Zudio in Exclusive Products. Majority of the respondents are Improved Services in loyal to Zudio (38.5%).

TABLE SHOWING THE RESPONDENTS WHICH TIME OF YEAR SHOP MOST AT ZUDIO

S.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Festive Season	25	19.2
2	Sales	54	41.5
3	New Collection Launch	51	39.2
4	Total	130	100.0

Source: Primary data

INTERPRETATION

From the above table, it is inferred that 19,2% of the respondents are shop most in Festive Season, 41.5% of the respondents are shop most in Sales, 39.3% of the respondents are shop most in New Collection Launch. Majority of the respondents are shop at Sales in Zudio (41.5%).

TABLE SHOWING THE RESPONDENTS ARE RECOMMENDED ZUDIO TO OTHERS

S.NO	RECOMMENDED ZUDIO TO OTHERS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Yes	118	90.8
2	No	12	9.2
3	Total	130	100.0

Source: Primary data

INTERPRETATION

From the above table, it is inferred that 90.8% of the respondents are recommended Zudio to others and 9.2% of the respondents are did not recommended Zudio to Others.

Majority of the respondents are recommended Zudio to others (90.8%).

FINDINGS

SIMPLE PERCENT AGE ANALYSIS

- Majority of the respondents were Male with (70%).
- Majority of the respondents are 18-25 (40.8%).
- Most of the respondents are Employed (54.6%).

- Majority of the respondents are Purchased from Zudio (87.7%).
- Majority of the respondents are learned about the Zudio from the friends (40.0).
- Majority of the respondent's preferred offline Shopping mode (54.6%).
- Majority of the respondent's visit Zudio stores Monthly (43.8).
- Majority of the respondents are Quality to shop at Zudio (43.8).
- Majority of the respondents are Familiar with the Zudio brand (43.1%).
- Majority of the respondents are Fashion trends are the primary reason for purchasing from Zudio.
- Majority of the respondents are Important in sustainability in purchase decision at Zudio (39.2).
- Majority of the respondents are Likely to repurchase from Zudio (40.0%).
- Majority of the respondents are sometimes look for discounts and offers at Zudio (3.8%).
- Majority of the respondents are Current Trends and Comfort to choices to protects at Zudio (33.8%).
- Majority of the respondents are affordable in perceive Zudio's pricing (45.4%).
- Majority of the respondents are Improved Services in loyal to Zudio (38.5%).
- Majority of the respondents are shop at Sales in Zudio (41.5%).
- Majority of the respondents are recommended Zudio to others (90.8%).

CONCLUSION

The study on the impact of Zudio's brand image on consumer purchase decisions in Coimbatore city concludes that brand image plays a significant role in influencing customers' buying behavior. Zudio has successfully positioned itself as an affordable and trendy fashion brand, which strongly appeals to price-sensitive and style-conscious consumers, especially youth and middle-income groups. Factors such as product quality, pricing, store ambience, variety of collections, and promotional strategies contribute positively to shaping the brand image.

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