



CONSUMER BUYING BEHAVIOUR TOWARDS ZUDIO PRODUCTS IN MADURAI

AKASH.S

III-B.COM(CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625 004, TAMILNADU, INDIA.

RANJITH KUMAR.N

III-B.COM(CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625 004, TAMILNADU, INDIA.

SANJAY.N

III-B.COM(CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625 004, TAMILNADU, INDIA.

MS.U.BHARATHI

ASSISTANT PROFESSOR OF COMMERCE, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625004, TAMILNADU, INDIA.

ABSTRACT:

This study examines the consumer buying behavior towards Zudio products in Madurai, exploring the factors that influence purchasing decisions and evaluating customer satisfaction. A survey-based research design was employed, collecting data from 200 Zudio customers in Madurai. The results indicate that quality, price, and brand reputation are the primary drivers of consumer buying behavior towards Zudio products. Additionally, the study reveals that customers are generally satisfied with Zudio's products and services, citing convenience, variety, and customer support as key satisfaction factors. The findings of this study provide valuable insights for Zudio to refine its marketing strategies, enhance customer satisfaction, and maintain a competitive edge in the Madurai market.

KEYWORDS:

CONSUMER BUYING BEHAVIOR, ZUDIO PRODUCTS, CUSTOMER SATISFACTION, RETAIL MARKETING, EMPLOYED.

1.1 INTRODUCTION:

Zudio, a popular apparel brand, has established a strong presence in Madurai, offering a wide range of clothing options for men, women, and children. This study aims to investigate the consumer buying behavior and satisfaction level of Zudio customers in Madurai.

1.2 STATEMENT OF THE PROBLEM:

Limited understanding of consumer buying behavior: There is a need to understand the factors that influence consumer purchasing decisions, including demographic characteristics, lifestyle, and shopping habits.

1.3 REVIEW OF LITERATURE:

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-fashion's' products. Because of the items' high quality and continued reputation with customers, max-fashion, consumers are drawn to buy them

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.

Viktorija viciunaite, Frode Alfnes (2020) examined sustainable business models with a consumer preference perspective. Online survey was conducted with sample of 394 active knitters in Norway 2018. The findings suggested heterogeneous preferences for suitable attributes. The study concluded that firms could increase sustainable consumption through making purchase of sustainable items.

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.

1.4 OBJECTIVES OF THE STUDY:

- To examine the factors influencing consumer buying behavior of Zudio customers in Madurai*: This objective seeks to identify the factors that

influence purchasing decisions, such as price, quality, brand image, and promotions.

- To measure the satisfaction level of Zudio customers in Madurai: This objective aims to assess the overall satisfaction level of customers with Zudio's products, services, and shopping experience.

1.5 RESEARCH DESIGN:

PRIMARY DATA:

In accordance with the above objective that is collected for the first time through personal experiences or evidence, particular for study. It is also described as raw data or first-hand information. The primary data was collected by using a questionnaire

SECONDARY DATA:

Secondary data is a second-hand data that is already collected and recorded by some books, journal articles, websites and report, etc.

1.6 SAMPLE SIZE:

75 responses were collected through questionnaire .

1.7 SAMPLING:

- Random sampling method is used in this study for data analysis

1.8 DATA ANALYSIS:

The data collected were categorized and tabulated. Various aspects of the themes under study and observations made from the data were discussed in detail.

DATA ANALYSIS:

TABLE 1

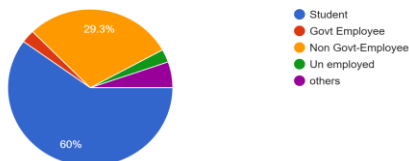
OCCUPATION - WISE CLASSIFICATION OF THE RESPONDENTS.

Particular	No of Respondent	Percentage
Student	45	60
Government employees	2	2.7
Non-Government employees	22	29.3
Un employed	2	2.7
Others	4	5.3
Total	75	100

SOURCE: PRIMARY DATA

PIE CHART

occupation
75 responses



INTERPRETATION

The above tables shows that 60% of respondents are Students. 2.7% of respondents are Government employee. 29.3% of respondents are Non-Government employee. 2.7% of respondents are Un employed. 5.3% of respondents are Others.

TABLE 2

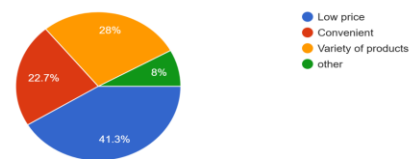
ATTRACTS YOU TO VISIT ZUDIO INSTEED OF OTHER SHOP

Particular	No of Respondent	Percentage
Low price	31	41.3
Convenient	17	22.7
Variety of products	21	28
Other	6	8
Total	75	100

SOURCE: PRIMARY DATA

PIE CHART

What attracts you to visit Zudio insteed of other shop
75 responses



INTERPRETATION

The above tables shows that 41.3% of consumers are buying Low price. 22.7% of consumers are buying Convenient. 28% of consumers are buying Variety of products. 8% of consumers are buying Other.

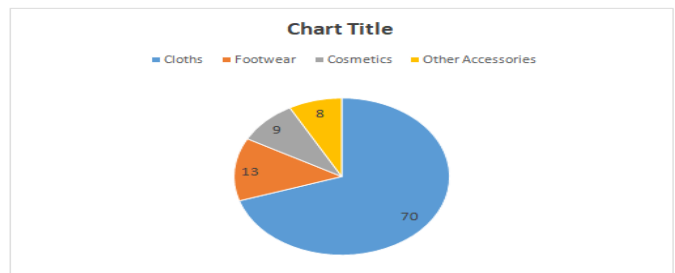
TABLE 3

DO YOU USUALLY PURCHASE FROM ZUDIO PRODUCTS

Particular	No of Respondent	Percentage
Cloths	52	70
Foot wear	10	13
Cosmetics	7	9
Other Accessories	6	8
Total	75	100

SOURCE: PRIMARY DATA

PIE CHART



INTERPRETATION

The above tables shows that 69.3% of respondents are Cloths. 13.3% of respondents are Foot wear. 9.3% of respondents are Cosmetics. 8% of respondents are Other Accessories.

1.9 FINDINGS:

1. Out of 75 respondents, 2.7% of respondents are un employed, 60% of the respondents are student
2. Out of 75 respondents, 8% of respondents are other, 41.3% of the respondents are low price
3. Out of 75 respondents, and 8% of respondents selected other accessories, 70% of respondents are purchasing cloths of zudio products

1.10 CONCLUSION

- The study on consumer buying behavior towards Zudio products revealed several key insights. The findings suggest that consumers are drawn to

Zudio's affordable pricing, trendy designs, and quality products. The majority of respondents were influenced by social media and online advertising, highlighting the importance of digital marketing strategies for Zudio.

- Based on these findings, Zudio can focus on enhancing its online presence, offering competitive pricing, and providing high-quality products to meet consumer demands. By understanding consumer buying behavior, Zudio can develop effective marketing strategies to increase brand loyalty, drive sales, and maintain a competitive edge in the fashion retail industry.

REFERENCES