



“Marketing Strategies and Consumer Buying Behavior Analysis of Zudio in Kanpur City”

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Abstract: This research paper examines the marketing strategies and consumer buying behavior of Zudio in Kanpur city. With the rapid growth of the organized retail sector in India, value-based fashion brands like Zudio have gained significant popularity among price-sensitive consumers. The study aims to analyze how Zudio’s marketing approaches—such as affordable pricing, minimal advertising, strategic store locations, and fast-fashion product offerings—influence customer purchase decisions.

The research is based on both primary and secondary data. Primary data has been collected through structured questionnaires and consumer surveys conducted in Kanpur, while secondary data includes company reports, articles, and retail industry insights. The study explores key factors affecting consumer behavior, including price sensitivity, product variety, store ambiance, brand perception, and promotional strategies.

The findings indicate that Zudio’s low-cost pricing strategy and trendy product range play a crucial role in attracting young consumers, especially students and middle-income groups. Additionally, the brand’s focus on offline retail experience and limited reliance on traditional advertising creates a perception of exclusivity and value for money. Consumer satisfaction is largely influenced by affordability and product design rather than brand loyalty.

The study concludes that Zudio’s success in Kanpur is driven by its effective alignment of marketing strategies with local consumer preferences. The paper provides insights for retailers to understand evolving consumer behavior in tier-2 cities and highlights the importance of cost leadership and customer-centric strategies in the competitive fashion retail market.



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INTRODUCTION

Welcome to the fascinating world of marketing and product analysis at zudio in Kanpur! We’ll take a friendly stroll through what these terms mean and why the matter.

Zudio, a brand under **Trent Limited (a Tata Group company)**, has successfully positioned itself as a prominent player in India’s affordable fast-fashion segment. Launched with the objective of offering fashion for everyone, Zudio focuses on delivering trendy apparel and lifestyle products at highly competitive prices. The brand operates primarily through offline retail stores and follows a private-label model, allowing it to maintain control over product design, pricing, and supply chain efficiency.

Zudio’s rapid expansion across India, especially in non-metro cities, reflects the growing demand for budget-friendly fashion among middle- income and value-conscious consumers.

The city of **Kanpur**, one of the major urban centers in Uttar Pradesh, presents a unique and relevant market for studying Zudio's marketing and product strategies. Kanpur has a diverse population consisting of students, working professionals, families, and small business owners, making it a representative market for Tier-2 city consumer behavior. The residents of Kanpur are generally price-sensitive but increasingly fashion-aware, influenced by social media, digital platforms, and changing lifestyle aspirations. This combination makes Kanpur an ideal location to analyze how Zudio tailors its product offerings, pricing strategies, store locations, and promotional activities to meet local consumer needs.

Marketing is like the magic that makes people want to buy things. Its all about understanding what people like , what whether it's through catchy ads . fun social media posts, or cool discounts , marketing helps zudio connect with its customers.

Marketing and product analysis play a crucial role in understanding a brand's success in a competitive retail environment. Marketing analysis helps evaluate how a company communicates its value proposition, attracts customers, and builds brand recognition, while product analysis examines factors such as product variety, quality, design, pricing, and customer satisfaction.

In the case of Zudio, the brand's minimal reliance on traditional advertising, strong word-of-mouth promotion, frequent product refresh cycles, and affordable pricing model make it an interesting subject for academic and practical research.

By digging into this data zudio can figure out which products are a hit and which ones might need a little boost.

In this journey through marketing and product analysis at Zudio, we'll uncover the secrets behind their success. From understanding customer trends to picking the perfect products , we'll see how zudio stays ahead in the world of fashion and lifestyle in Kanpur.

The Indian retail and fashion industry has undergone significant transformation over the past decade, driven by changing consumer lifestyles, rising disposable incomes, urbanization, and increased exposure to global fashion trends. Among the various segments of the retail market, value fashion and affordable apparel have emerged as one of the fastest-growing categories, particularly in Tier-2 and Tier-3 cities. Consumers today seek clothing that is stylish, comfortable, and trendy, yet reasonably priced. This shift in consumer behavior has created opportunities for brands that can effectively balance fashion, affordability, and accessibility.

PRODUCT STRATEGY:-

Product strategy plays a vital role in determining a retail brand's success, especially in the highly competitive and price-sensitive fashion market. Zudio's product strategy is designed around the core principles of affordability, trend relevance, variety, and fast inventory rotation. The brand focuses on offering a wide range of fashion and lifestyle products that cater to the everyday needs of Indian consumers while keeping prices accessible for middle- and lower-middle-income groups, particularly in Tier-2 cities like Kanpur.

a) Fast-Fashion Model

- Zudio designs and stocks in-house private-label products in categories such as men's and women's apparel, kids' wear, ethnic wear, footwear, beauty products, and accessories — all refreshed very frequently.

b) Trend-Responsive Assortment

- New collections are introduced every 3–4 weeks, creating a “freshness” cycle that encourages repeat store visits and FOMO (fear of missing out).

c) Value-Driven Quality

- Zudio balances trend appeal with acceptable quality at budget price points — not premium quality but reasonable quality relative to cost, appealing to budget-conscious shoppers.

d) Wide and Diversified Product Portfolio

- Zudio offers a comprehensive range of products across multiple categories, ensuring that it functions as a one-stop fashion destination. The product portfolio includes:
- Men's wear (casual wear, formal basics, ethnic wear)
- ✓ Women's wear (western wear, ethnic wear, seasonal collections)
- ✓ Kids' wear
- ✓ Footwear
- ✓ Fashion accessories (bags, belts, caps, socks, etc.)
- ✓ Beauty and personal care products

In Kanpur, this wide assortment appeals to families and group shoppers who prefer purchasing multiple items in a single visit, thereby increasing customer convenience and average basket value.

e) Trend-Oriented Yet Localized Designs

- While Zudio draws inspiration from global fashion trends, it adapts them to suit Indian body types, cultural preferences, and climatic conditions. The brand ensures:
- Comfortable fabrics suitable for local weather
- Ethnic and fusion wear aligned with Indian festivals
- Color palettes and styles that resonate with regional tastes

In Kanpur, where traditional and modern fashion preferences coexist, Zudio's blend of western, ethnic, and casual wear aligns well with consumer expectations.

OBJECTIVES:-

- To study the important retail market in india
- To study the customer favoured trends and style in Gen-z
- To study the relationship between marketing strategy and product sales.
- Identify the target customer segment for zudio store.
- Conduct a comprehensive market research study to analysis competitive landscape.
- To identify the key factors influencing repeat purchases at Zudio outlets in Kanpur.
- To compare Zudio's product and marketing strategies with other value-fashion competitors operating in the local market.

REVIEW OF LITERATURE:-

The review of literature provides an overview of previous studies, theories, and research findings related to marketing strategies, product analysis, consumer behavior, and the retail fashion industry. It helps in understanding the existing body of knowledge and identifying research gaps relevant to the present study.

1. Marketing Strategy in Retail Industry

According to Kotler and Keller (2016), marketing strategy involves identifying target markets and creating a marketing mix that satisfies customer needs effectively. In the retail sector, marketing

strategies focus heavily on pricing, promotion, store location, and customer experience. Studies have shown that effective retail marketing strategies help brands attract customers, increase footfall, and build long-term loyalty, especially in competitive markets.

2. Product Strategy and Product Mix

Stanton (2014) emphasized that product strategy is a key element of the marketing mix and includes decisions related to product variety, quality, design, and branding. In the fashion retail industry, product strategy plays a crucial role as consumer preferences change rapidly

3. Fast Fashion and Affordable Apparel

Several studies highlight the rise of fast fashion as a dominant business model in the apparel industry. According to Barnes and Lea-Greenwood (2010), fast fashion brands focus on speed, affordability, and trend responsiveness.

4. Consumer Buying Behavior in Fashion Retail

Research by Schiffman and Kanuk (2015) explains that consumer buying behavior is influenced by factors such as price, quality, brand image, social influence, and personal preferences. In the context of fashion retail, emotional appeal, trend awareness, and affordability significantly affect purchase decisions.

5. Pricing Strategy and Value Perception

Pricing has been identified as a critical determinant of customer choice in retail markets. Monroe (2012) stated that consumers often evaluate products based on perceived value rather than absolute price.

➤ RESEARCH METHODOLOGY:-

This section outline a potential research methodology to analyze the marketing and product strategies of zudio. It includes the research design, data collection methods, sampling techniques, tools used for analysis, and limitations of the study. This research methodology has been designed to analyze the marketing and product strategies of Zudio and understand consumer perception in Kanpur.

➤ RESEARCH OBJECTIVES:-

- ✓ Analysis zudio's value proposition and target audience.
- ✓ Evaluate the effectiveness of zudio's marketing channels.
- ✓ Assess customer preception of zudio's product quality and brand image.

➤ SOURCE OF DATA :-

The study uses both **primary and secondary data** to ensure comprehensive analysis.

a) Primary Data

Primary data is collected directly from customers visiting Zudio stores in Kanpur. This data reflects realtime consumer opinions and experiences.

Methods used:

- Structured questionnaires
- Personal interaction with customers
- Informal interviews with store staff (where applicable)

b) Secondary Data

Secondary data is collected from existing sources to support the primary findings.

Sources include:

- Company websites and annual reports of Trent Ltd.
- Fashion retail journals and articles
- Research papers and case studies
- Online reviews and published reports
- **RESEARCH DESIGN:-**
 - ✓ This research can be designed as a mixed methods study , combining secondary data analysis with potential primary data collection through surveys(quantitative) and interviews (qualitative).
 - ✓ A case study approach focusing on zudio as a unique example within the Indian fashion retail sector is also suitable.
- **DATA ANALYSIS TECHNIQUES:-**

The collected data is analyzed using simple statistical tools, such as:

- ✓ Percentage analysis
- ✓ Tables and charts
- ✓ Graphical representation (bar charts, pie charts)

These tools help in easy interpretation and comparison of consumer responses.

TIMELINE:-

- ✓ Develop a realistic timeframe for each stage of the research process, considering data collection methods and analysis techniques chosen.
- **MODE OF RESEARCH:-**

Research Sample:-

- **Sampling units:** Employees zudio
- **Sample Technique:** Feedback from random consumer , web scrapping
- **Research Instrument:** Structured Questionnaire
- **Contact Method:** Face to Face Feedback

LIMITATION OF THE STUDY:-

Despite careful planning and systematic execution, the present study has certain limitations that should be considered while interpreting the findings:

1. Limited Geographical Scope

The study is confined to selected Zudio outlets within Kanpur city only. Therefore, the findings may not be applicable to Zudio stores in other cities or regions with different consumer demographics.

2. Sample Size Constraint

The research is based on a limited sample size, which may not fully represent the opinions and behavior of the entire customer population of Zudio in Kanpur.

3. Convenience Sampling Method

The use of convenience sampling may lead to sampling bias, as respondents were selected based on availability rather than random selection.

4. Time Constraints

The study was conducted within a limited time period, which restricted the depth of data collection and analysis.

5. Response Bias

The study relies on self-reported data from respondents, which may be influenced by personal perceptions, mood, or hesitation to provide negative feedback.

➤ Expected Outcome of the Study:-

The study is expected to provide a comprehensive understanding of Zudio's marketing and product strategies and their impact on consumer behavior in Kanpur. The key expected outcomes of the research are as follows:

1. The study is expected to reveal that affordable pricing and wide product variety are the primary factors influencing customer preference toward Zudio in Kanpur.
2. It is anticipated that customers will show a high level of satisfaction with Zudio's product range, especially in casual wear, ethnic wear, and everyday fashion items.
3. The research is expected to highlight the importance of frequent product refreshment and trend based designs - in driving repeat store visits.
4. The findings are likely to indicate that word-of-mouth and in-store experience play a more significant role than traditional advertising in attracting customers.
5. The study is expected to show that students and young working professionals form a major segment of Zudio's customer base in Kanpur.

➤ Data Analysis and Interpretation:-

This chapter presents the analysis and interpretation of data collected from customers of Zudio stores in Kanpur. The data was collected through a structured questionnaire and analyzed using percentage analysis, tables, and simple interpretation to understand customer perception, buying behavior, and satisfaction level.

Demographic Profile of Respondents

Table 1: Age-wise Distribution of Respondents

Age Group	No. of Respondents	Percentage
Below 20 years	20	20%
21–30 years	45	45%
31–40 years	25	25%
Above 40 years	10	10%
Total	100	100%

Interpretation

The analysis shows that the majority of respondents (45%) belong to the 21–30 age group, indicating that **young adults and youth are the primary customers of Zudio in Kanpur.**

Table 2: Gender-wise Distribution:-

Gender	Respondents	Percentage
Male	48	48%
Female	52	52%
Total	100	100%

Interpretation

Both male and female customers actively shop at Zudio, with a slightly higher proportion of female respondents. This reflects Zudio's balanced product appeal across genders.

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