

An Empirical Study of Customer Satisfaction Levels with In-Store Shopping Experience in Zudio

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Abstract

This study examines customer satisfaction levels with the in-store shopping experience at Zudio, a value fashion retail brand known for its affordable pricing and trendy merchandise. The research aims to identify the key factors influencing customer satisfaction, including store ambiance, product variety, pricing, staff behavior, billing efficiency, and overall service quality. A structured questionnaire was administered to a sample of shoppers, and both primary and secondary data were analyzed using statistical tools such as percentage analysis and descriptive methods.

The findings reveal that customers are largely satisfied with Zudio's pricing strategy and product assortment, which strongly influence repeat visits and purchase decisions. Store layout and visual merchandising also contribute positively to the shopping experience, while areas such as crowd management and billing time present opportunities for improvement. The study further highlights the growing role of in-store experience in shaping customer loyalty, even in an increasingly digital retail environment.

Overall, the research concludes that while Zudio performs well in delivering value-for-money offerings, enhancing service efficiency and in-store comfort can further improve customer satisfaction and strengthen its competitive position in the retail market.

Keywords: Customer Satisfaction, In-Store Shopping Experience, Retail Industry, Zudio, Consumer Behaviour,

Introduction

The retail industry in India has undergone significant transformation in recent years, driven by changing consumer preferences, rising disposable incomes, and the expansion of organized retail formats. Among these, value fashion retailers have gained immense popularity by offering trendy apparel at affordable prices. Zudio, a fast-growing brand under the Tata Group, has emerged as a key player in this segment by combining cost-effective pricing with appealing in-store experiences.

In-store shopping continues to play a crucial role in the retail sector despite the rapid growth of e-commerce. Consumers often prefer physical stores for apparel purchases as they can touch, feel, and try products before making a decision. Factors such as store ambiance, product display, staff assistance, trial room facilities, and billing efficiency significantly influence customer satisfaction and overall shopping experience.

Customer satisfaction is a vital determinant of business success, as it directly impacts customer loyalty, word-of-mouth promotion, and repeat purchases. In a competitive retail environment, understanding customer expectations and evaluating their shopping experiences becomes essential for retailers to sustain and grow. Zudio, known for its minimalistic store design and affordable fashion offerings, attracts a diverse customer base, making it important to assess how effectively it meets customer expectations.

Review of Literature

Gokul. K. (2025), conducted a research on “Buying behaviour of Zudio with special reference to Coimbatore city”. This project sought to examine the buying behaviour of consumers towards Zudio clothing, with emphasis on major influencing factors such as pricing, product quality, brand image, variety of offerings, store ambiance, and marketing strategies. The primary data used in the study was gathered via surveys and questionnaires, and secondary data from reliable sources was added. The results showed that Zudio buyers are primarily motivated by affordability and trendy designs, with youth and middle-class groups having a strong preference. The study also emphasized how in-store experiences and word-of-mouth affect consumers' decisions to buy. Recommendations for improving customer happiness and loyalty in the competitive value were included in the study's conclusion.

Mutha. A. (2024), undertook a research on the topic titled, “Zudio by Tata group: thriving in the brick-and-mortar era”. The strategic resilience and evolution of Zudio, a fashion store under the prestigious Tata Group, were examined in this study. The study examined the creative approaches and calculated choices made by Zudio's management to preserve its profitability and relevance in a changing retail environment. It sheds light on the difficulties encountered and strategies used to guarantee Zudio's sustained success as a physical retail brand.

Patel. Y. (2025), conducted a research on the project titled, “A Study on Customer Satisfaction Towards ZUDIO, Pandri Raipur C.G.”. The purpose of this study was to evaluate ZUDIO, Pandri Raipur's customer satisfaction. It looked at customer satisfaction with product availability, quality, store layout, cleanliness, and other factors using surveys from fifty

customers. The majority of patrons expressed satisfaction with the store's lighting and product selection; however, issues like product sizing and cleanliness require addressing.

Bansari. M. et.al. (2024), undertook a research on the topic “Study on Genz’s Psychology and Brand Awareness Regarding Zudio Clothing Brand in Ahmedabad”. The psychology of Generation Z (Gen Z) and their brand awareness of Zudio apparel in Ahmedabad were examined in this study. In order to successfully engage a varied consumer base, this study highlighted the significance of a multi-channel marketing strategy that combines traditional and digital tactics. Social media was quite important, especially when it came to reaching younger customers, which made it clear that Zudio needed to keep up a strong online presence. The fashion industry's interest in sustainability and environmental issues has increased dramatically in recent years. The sustainable fashion industry has enormous potential, and the Ambiente program is attracting Generation Z consumers that care about the environment with useful items. In the meanwhile, academics are interested in Gen Z consumers due to their exceptional potential for consumption. Longitudinal studies, cross-regional comparisons, and in-depth qualitative methods were among the future study avenues to better investigate the changing dynamics of consumer-brand relationships. All things considered, this study offers insights that can assist marketers in navigating the challenges of interacting with Gen Z in a market that is evolving quickly.

Dr. Bhujangarao. P. (2024), conducted a research on the topic titled, “Brand Awareness: A Case Study on Zudio”. This study examined the idea of brand awareness, concentrating on the retail apparel company Zudio. Building and maintaining brand awareness is essential for any organization to succeed in a highly competitive industry. The Trent Limiter Umbrella brand Zudio has become well-known in the market for reasonably priced clothing. The purpose of this study was to examine Zudio's methods for building and sustaining brand awareness as well as their efficacy. The study used a mixed-method approach, integrating qualitative case study techniques with quantitative data analysis. Consumer surveys and interviews were used to collect data, and Zudio's marketing campaigns, social media presence, and customer interaction were examined. The results provided insight into the element that influences Zudio's brand loyalty and recognition. The outcome indicated that Zudio has effectively built and improved brand recognition by combining reasonable prices, high-quality products, and an interesting web presence. Future brand recognition initiatives for Zudio and other companies in comparable market segments are anticipated to be guided by the study's key findings.

Objectives of the study

1. To examine the overall customer satisfaction with in-store shopping experience at Zudio.
2. To identify the factors influencing customer satisfaction in Zudio.
3. To evaluate customer perception regarding store ambience, layout, and cleanliness.
4. To assess the quality of customer service provided by store staff.

Research Gap

- Limited research on value fashion retailers like Zudio
- Focus of existing studies is mainly on online or premium retail segments
- Inadequate analysis of in-store experience factors (layout, ambience, billing, etc.)
- Lack of integrated study covering both functional and experiential aspects
- Insufficient focus on the Indian consumer context
- Limited research on the impact of in-store experience on customer satisfaction and loyalty

Methodology

This study adopts a mixed-methods approach, combining both descriptive and analytical research designs to assess customer satisfaction levels with the in-store shopping experience at Zudio. The research primarily relies on primary data collected through structured questionnaires administered to customers visiting Zudio stores. In addition, informal interactions and direct observations were conducted to gain deeper insights into customer behavior, preferences, and overall shopping experiences within the store environment.

The study also incorporates secondary data sourced from company reports, retail industry publications, journals, and relevant online resources. Data related to customer preferences, satisfaction levels, frequency of visits, factors influencing purchase decisions, and perceptions of store attributes such as ambience, product variety, pricing, staff behavior, and billing efficiency were collected and systematically organized in tabular form.

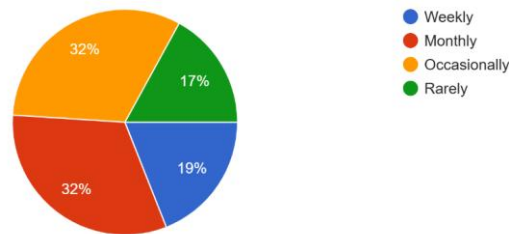
For analysis, simple statistical tools such as percentage analysis and graphical representations (including pie charts and bar graphs) were used to identify trends and patterns in customer responses. The study is specifically focused on selected Zudio stores, aiming to evaluate how in-store shopping experiences contribute to overall customer satisfaction and influence repeat purchase behavior.

Findings and Interpretation

Table No 1: Frequency of Visit

Frequency of visit	No. of Respondents	Percentage
Weekly	19	19.00%
Monthly	32	32.00%
Occasionally	32	32.00%
Rarely	17	17.00%
	100	100.00%

How frequently do you visit value fashion retail stores?
100 responses



Interpretation

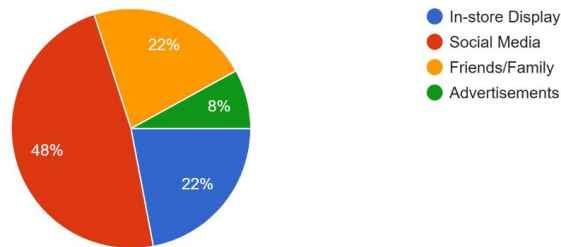
From the above graph, it can be seen that the largest share of respondents falls into the “monthly” and “occasionally” categories, each accounting for 32%, indicating that most consumers prefer to shop on a need-based or periodic basis rather than as a regular habit. A smaller segment, 19%, visits stores weekly, suggesting a limited group of highly engaged or frequent shoppers. Meanwhile, 17% of respondents rarely visit such stores, reflecting a segment with low interest or possibly a preference for alternatives like online shopping. Overall, the data suggests that value fashion retail attracts steady but not highly frequent footfall, with most consumers engaging in shopping activities intermittently rather than routinely.

Table No.2 : Source of Information

Source of Information	Number of Responses (out of 100)	Percentage
Social Media	48	48%
In-store Display	22	22%

Friends/Family	22	22%
Advertisements	8	8%

How do you usually come to know about store offers?
100 responses



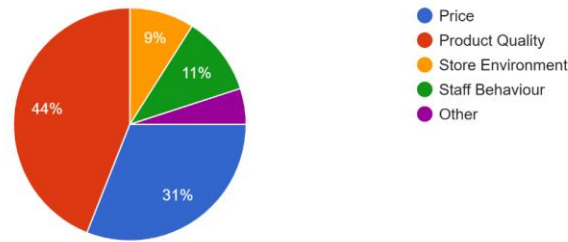
Interpretation

From the above graph, it can be seen that social media is the dominant source of information about store offers, accounting for 48% of responses, indicating that nearly half of the respondents rely on digital platforms for updates and promotions. This highlights the growing importance of online engagement and targeted marketing in influencing consumer awareness. Both in-store displays and friends/family recommendations contribute equally at 22% each, suggesting that traditional in-store marketing and word-of-mouth still play a significant role in informing customers. However, advertisements account for only 8%, making them the least effective source among the options. Overall, the analysis suggests a clear shift toward digital channels, while personal influence and in-store visibility continue to support consumer decision-making to a moderate extent.

Table No.3: Factors affecting satisfaction level

Factor	No. of Responses	Percentage
Product Quality	44	44%
Price	31	31%
Staff Behaviour	11	11%
Store Environment	9	9%
Other	5	5%
Total	100	100%

Which factor most strongly affects your satisfaction?
100 responses

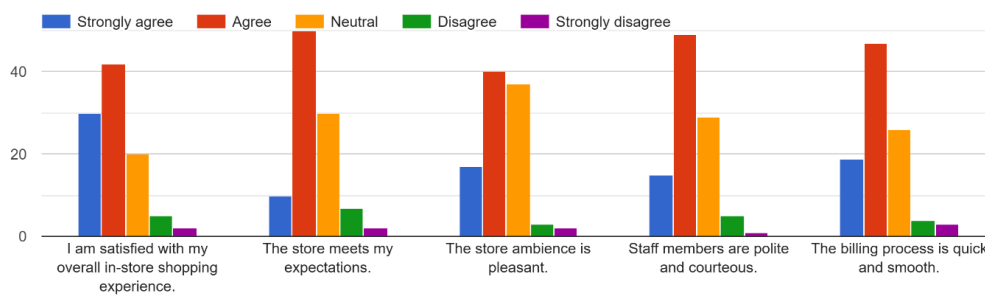


Interpretation

From the above chart, it is clear that Product Quality is the dominant driver of satisfaction for 44% of the 100 respondents. Price follows as the second most influential factor at 31%, showing that a combined 75% of customers prioritize product value over other elements. In comparison, service-related factors like Staff Behaviour (11%) and Store Environment (9%) have a much smaller impact. The remaining 5% is attributed to Other miscellaneous factors. Ultimately, the data suggests that maintaining high quality and competitive pricing is significantly more critical to customer satisfaction than the physical or social shopping environment.

Table No.4 : Level of agreement

Please indicate your level of agreement with the following statements:



Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean Score
Overall Satisfaction	30	42	20	5	3	3.91

Meets Expectations	10	51	30	7	2	3.6
Pleasant Ambience	17	40	37	4	2	3.66
Polite Staff	15	50	29	5	1	3.73
Quick Billing	19	47	27	4	3	3.75

Interpretation

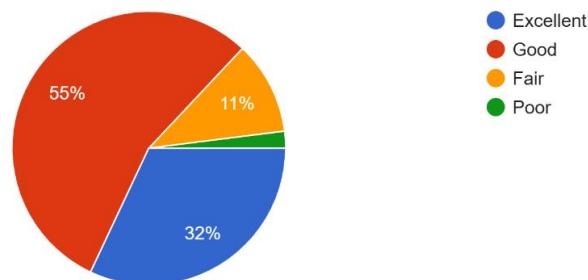
From the above bar chart, the data reveals a strong positive consensus, with Overall Satisfaction leading at a mean score of 3.91. This is closely supported by high scores for Quick Billing (3.75) and Polite Staff (3.73), indicating that operational efficiency and service quality are the store's primary strengths. While all metrics remain above the neutral baseline, Store Ambience (3.66) and Meets Expectations (3.60) show the most room for improvement. The high volume of "Neutral" responses for ambience suggests it is functional but lacks a competitive edge. Overall, the analysis indicates that while the store successfully minimizes dissatisfaction, the next step is to transition from merely meeting expectations to consistently exceeding them.

Table No. 5: Store Layout Rating data

Rating	No. of Responses	Percentage
Excellent	32	32%
Good	55	55%
Fair	11	11%
Poor	2	2%
Total	100	100%

How would you rate the store layout?

100 responses



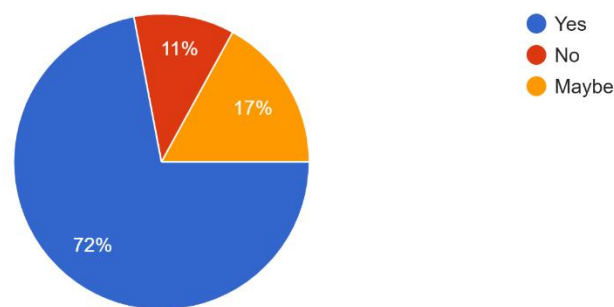
Interpretation

From the above pie chart, it is evident that the store layout is highly regarded by customers, with a combined 87% of the 100 respondents rating it as either "Good" or "Excellent." The majority of participants (55%) gave a good rating, while 32% considered the layout to be Excellent. In contrast, negative feedback is minimal, as only 2% of respondents rated the layout as Poor. The remaining 11% provided a Fair rating, indicating that while the layout is functional for most, there is a small segment of the customer base that sees room for refinement. Overall, the data suggests that the current store organization effectively facilitates a positive shopping experience for the vast majority of visitors.

Table No. 6 : Store Recommendation

Recommendation	No. of Responses	Percentage
Yes	72	72%
Maybe	17	17%
No	11	11%
Total	100	100%

Would you recommend this store to others?
100 responses



Interpretation

From the above pie chart, it is evident that the store enjoys a strong level of brand advocacy among its customers. A substantial majority of **72%** of the 100 respondents stated they would definitely recommend the store to others, reflecting high overall satisfaction. Meanwhile, **17%** remain uncertain, selecting the "Maybe" option, which represents a potential segment for the store to convert into loyal promoters. Only a small minority of **11%** gave a negative response,

indicating that the vast majority of the customer base has had a positive enough experience to share it with their social circles.

Findings of the study

- Majority of customers are satisfied with the overall in-store shopping experience at Zudio
- Affordable pricing is the most influential factor driving customer satisfaction and purchase decisions
- Wide product variety and trendy designs attract a large number of customers
- Store layout and visual merchandising positively impact customer engagement
- Social media plays a major role in informing customers about store offers and promotions
- In-store displays and word-of-mouth (friends/family) also influence customer awareness
- Staff behavior is generally satisfactory but has scope for improvement in assistance
- Billing process and waiting time are areas where customers face inconvenience
- High store footfall sometimes leads to crowding, affecting the shopping experience
- Positive in-store experience contributes to repeat visits and customer loyalty

Conclusion

The study concludes that customer satisfaction with the in-store shopping experience at Zudio is largely positive, driven primarily by its affordable pricing, trendy product offerings, and appealing store layout. Customers value the ability to physically explore products, which enhances their overall shopping experience and influences purchase decisions. While factors such as visual merchandising and product variety contribute significantly to customer engagement, certain areas like billing efficiency, crowd management, and staff assistance require improvement. The findings also highlight the growing importance of social media in shaping customer awareness and driving store visits. Overall, Zudio has been successful in delivering value-for-money fashion, but enhancing operational efficiency and in-store comfort can further strengthen customer satisfaction and foster long-term loyalty.

Limitations of the Study

- The study is limited to selected Zudio stores and a specific sample size, which may not represent the views of all customers.

- The findings are based on respondents' perceptions, which may be subjective and influenced by personal biases.
- Time constraints and limited data availability may have restricted a more in-depth analysis of all influencing factors.

Scope of the Study

- The study focuses on evaluating customer satisfaction with the in-store shopping experience at Zudio.
- It examines key factors such as pricing, product variety, store ambiance, staff behavior, and billing efficiency.
- The research provides insights that can help retailers improve customer experience and develop better in-store strategies for enhanced customer satisfaction and loyalty.

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