

A STUDY ON CUSTOMER SATISFACTION TOWARDS PRODUCTS AND SERVICES OF ZUDIO

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Abstract:

The retail fashion industry in India has experienced rapid growth with the emergence of affordable fashion brands. Zudio has become a popular choice among customers due to its trendy designs and budget-friendly pricing. Understanding customer satisfaction towards its products and services is important for maintaining competitiveness and improving customer loyalty.

The research problem of this study focuses on identifying the factors that influence customer satisfaction with Zudio's products, service quality, store environment, and pricing strategy. The main objectives of the study are to evaluate customer satisfaction levels, analyze customer perceptions about product quality and pricing, and examine the effectiveness of services offered by Zudio stores.

A descriptive research design was used for the study. Primary data were collected through structured questionnaires from customers visiting Zudio stores, while secondary data were gathered from journals, reports, and online sources. Basic statistical tools such as percentage analysis and simple interpretation methods were used to analyze the collected data.

The hypothetical findings indicate that most customers are satisfied with Zudio's affordable pricing, fashionable collections, and store ambience. However, some respondents suggested improvements in product variety and billing efficiency.

This study contributes to understanding consumer expectations in the affordable fashion segment and provides insights that may help Zudio enhance its product offerings and service quality to improve overall customer satisfaction.

Keywords: *Customer Satisfaction, Retail Fashion, Zudio, Service Quality, Consumer Behavior, Affordable Fashion.*

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Introduction:

The retail fashion sector has undergone remarkable changes in recent years, driven largely by shifting consumer preferences and the growing demand for affordable yet stylish clothing. Today's customers are more aware, selective, and experience-oriented than ever before. They not only seek fashionable products at reasonable prices but also expect a pleasant and convenient shopping experience. As a result, customer satisfaction has become a key factor determining the success and sustainability of retail businesses. In this competitive landscape, value-fashion brands have gained significant attention for offering trendy designs

at budget-friendly prices. One such brand is Zudio, which has rapidly expanded across India and attracted a large customer base, particularly among young and price-conscious shoppers.

Ideally, fashion retailers should be able to meet customer expectations by providing good quality products, affordable pricing, a wide variety of choices, and efficient customer service. A satisfying shopping experience should include well-organized stores, helpful staff, and a smooth billing process. However, in reality, many retailers struggle to consistently maintain these standards. Customers may sometimes encounter issues such as limited product availability,

overcrowded stores, or delays at billing counters. Even minor inconveniences can affect how customers perceive the overall shopping experience. When such gaps arise between what customers expect and what they actually experience, their level of satisfaction may decline.

Previous studies in retail marketing and consumer behaviour have examined several factors that influence customer satisfaction, including product quality, price perception, store ambience, and service quality. Many researchers have highlighted that affordability and trendy designs are important factors that attract customers in the fast-fashion market. While these studies provide valuable insights, most of them focus on well-established international brands or the general retail sector. Comparatively, there is limited academic research specifically examining emerging value-fashion brands like Zudio, especially in the context of customer satisfaction with both products and services. If retailers fail to understand and address customer expectations, the consequences can be significant. Dissatisfied customers may choose alternative brands and may also share negative experiences with others, which can harm a brand's reputation. On the other hand, satisfied customers are more likely to return, recommend the brand to others, and contribute to long-term business growth. Despite the growing popularity of Zudio and its strong presence in the Indian retail market, there is still a lack of detailed research that explores how customers truly perceive its products and services.

Therefore, this study aims to examine customer satisfaction towards the products and services offered by Zudio. By analysing customer opinions and experiences, the study seeks to identify the factors that influence satisfaction levels and highlight areas where improvements may be required. The findings of this research may provide useful insights for retailers in

enhancing customer experience and strengthening their position in the highly competitive value-fashion market.

Research Objectives :

❖ To examine the relationship between product attributes and customer satisfaction.

This objective focuses on understanding how factors such as product quality, design, affordability, and variety influence the satisfaction levels of customers purchasing from Zudio. The study aims to explore whether customers feel that the products offered by the brand meet their expectations in terms of fashion trends, durability, and value for money.

❖ To analyze the impact of service-related factors on customer satisfaction.

This objective seeks to evaluate how different aspects of service, including staff behaviour, store ambience, billing efficiency, and overall shopping experience, affect customer perceptions and satisfaction. By examining these service elements, the study aims to understand how the quality of service provided in Zudio stores contributes to shaping the overall customer experience and influences customer loyalty.

Hypotheses of the Study :

Based on the objectives of the research, the following hypotheses have been formulated to examine the relationship between customer satisfaction and the products and services offered by Zudio.

❖ **H₀₁ (Null Hypothesis):** There is no significant relationship between product attributes such as quality, price, and variety and customer satisfaction towards Zudio.

❖ **H₀₂ (Null Hypothesis):** Service-related factors such as store ambience, staff behaviour, and billing efficiency have no significant impact on customer satisfaction in Zudio stores.

Literature Review :

Biscaia, Rosa, Moura e Sá, and Sarrico (2017) examined the relationship between customer satisfaction and customer loyalty in the retail sector, published in the *International Journal of Quality & Reliability Management*. The study aimed to analyze how satisfaction influences long-term customer loyalty in retail stores. Using a survey methodology based on the European Customer Satisfaction Index (ECSI) model, data were collected from retail customers and analyzed statistically. The findings indicated a significant positive relationship between customer satisfaction and loyalty, highlighting that satisfied customers are more likely to repurchase and recommend the brand, which is highly relevant when assessing satisfaction with fashion retail stores such as Zudio.

Bascur and Rusu (2020) conducted a systematic literature review on customer experience in the retail sector published in *Applied Sciences (MDPI)*. The objective of the study was to identify key dimensions, attributes, and evaluation methods of customer experience within retail environments. Using a systematic review methodology of studies published between 2010 and 2020, the authors analyzed multiple research articles to synthesize insights regarding customer perceptions and interactions with retail businesses. The study concluded that customer experience encompasses multiple dimensions such as product quality, service interactions, and store environment, all of which influence satisfaction and competitive advantage in retail markets.

Krishnakumar, Mukthy, and Chithira (2024) explored customer satisfaction and repurchase intention in the online fashion retail sector, published in *Trends in Textile & Fashion Technology*. The study aimed to understand how satisfaction affects repeat purchasing behavior among fashion consumers. Using cluster analysis and survey data collected from fashion

retail customers, the researchers identified patterns in customer expectations, perceived product value, and service quality. The findings revealed that higher levels of satisfaction significantly increase repurchase intention, demonstrating the importance of quality products and efficient service in fashion retail brands similar to Zudio.

Mittal, Han, Frennea, and colleagues (2023) conducted a comprehensive meta-analysis on the long-term impact of customer satisfaction on business performance, published in *Marketing Letters*. The study reviewed approximately four decades of research to examine the relationship between satisfaction, loyalty behaviors, and financial outcomes. Using meta-analytic techniques, the researchers found that customer satisfaction strongly influences retention, positive word-of-mouth communication, and firm profitability. These findings highlight the strategic importance of maintaining high levels of customer satisfaction for retail brands seeking sustainable competitive advantage.

Abir (2024) investigated consumer buying behavior and its relationship with customer satisfaction in online shopping environments, published in the *International Journal of Management, Public Policy and Research*. The study employed a mixed-method approach combining questionnaire surveys and in-depth interviews with e-commerce customers. The results indicated that psychographic, economic, and socio-cultural factors significantly influence customer satisfaction, while demographic factors showed limited impact. These insights emphasize the importance of understanding consumer perceptions and preferences when evaluating satisfaction in modern retail markets, including fashion retailers like Zudio.

Recent research on service quality and retail satisfaction (2021) examined how service quality dimensions influence customer satisfaction in retail stores. Using the Retail Service Quality Scale (RSQS)

and structural equation modeling, the study evaluated factors such as personal interaction, physical appearance, problem solving, and convenience. The results showed that these service dimensions significantly affect overall customer satisfaction and perception of retail service quality. This evidence highlights that both product attributes and service delivery play a crucial role in shaping customer satisfaction in retail fashion outlets such as Zudio.

Need of the Study :

- ❖ To examine the level of customer satisfaction with the products and services offered by Zudio and identify the key factors influencing consumer purchasing decisions in the fast-fashion retail segment.
- ❖ To address the limited academic research available on customer satisfaction in emerging value-fashion retail brands such as Zudio within the Indian retail market.
- ❖ To provide practical insights for retail managers and business strategists to improve product quality, service delivery, and customer experience in order to enhance brand loyalty and competitiveness.
- ❖ To contribute to the broader literature on retail marketing and consumer behavior by offering empirical evidence on customer satisfaction in organized fashion retail outlets.

Scope of the Study :

- ❖ The study focuses on understanding the level of customer satisfaction with Zudio's products and services during the selected research period by collecting responses directly from customers.
- ❖ The geographical scope of the study is limited to customers visiting selected Zudio stores in the chosen area, therefore the findings mainly reflect the opinions of customers from that specific location.
- ❖ The study examines important factors such as product quality, price affordability, variety of

products, store environment, and staff behavior to evaluate the overall satisfaction of customers shopping at Zudio.

Data Collection :

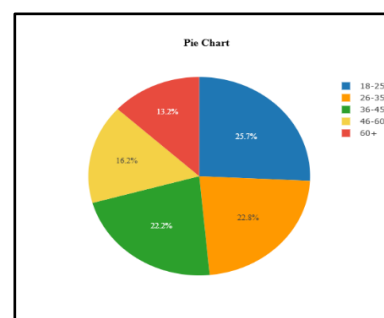
This data was collected from personalized survey forms, journals, newspapers, books, magazines, websites etc. A number of standard text books in the area of marketing, research methodology and advertising were also referred to present the theoretical perspective.

Data Processing :

The data collected from the above mentioned sources and has been processed and tabulated according to the objectives of study.

1) Age Distribution -

SR NO.	AGE GROUP	REPOSSES	PERCENTAGE
1	18-25	43	25.7%
2	26-35	38	22.8%
3	36-46	37	22.2%
4	46-60	27	16.2%
5	60+	22	13.2%



Interpretation :

The pie chart represents the **age distribution of respondents** who participated in the survey regarding customer satisfaction towards the products and services of zudio. the data shows that **25.7% of respondents belong to the 18–25 age group**, which is the largest segment of the sample. this indicates that younger consumers form a significant portion of zudio's customer base, likely due to their interest in trendy and affordable fashion.

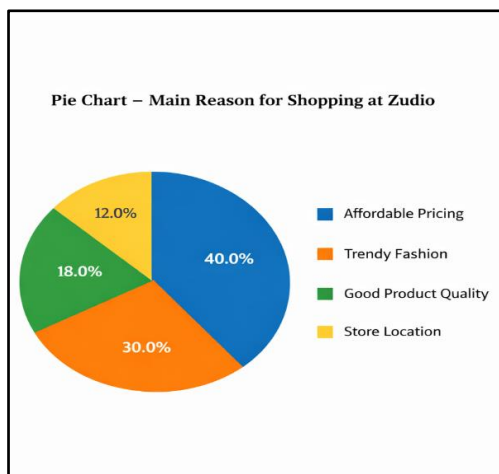
The 26–35 age group accounts for 22.8% of the respondents, while 22.2% fall within the 36–45 age category. these results suggest that zudio attracts a considerable number of customers from the young and middle-aged working population who prefer stylish clothing at reasonable prices.

Further, 16.2% of the respondents belong to the 46–60 age group, indicating moderate participation from older consumers. in contrast, the 60+ age group represents the smallest share at 13.2%, suggesting that zudio’s products and services are relatively less targeted toward senior customers.

Overall, the findings indicate that ZUDIO’S primary customer segment consists mainly of younger and middle-aged consumers, particularly those between 18 and 35 years, highlighting the brand’s strong appeal among fashion-conscious youth and working professionals.

2) Reason For Shopping At Zudio -

SR NO.	PARTICULAR	PERCENTAGE
1	<input type="checkbox"/> Affordable Pricing	40%
2	<input type="checkbox"/> Trendy Fashion	30%
3	<input type="checkbox"/> Good Product Quality	18%
4	<input type="checkbox"/> Store Location /Convenience	12%
5	<input type="checkbox"/> Affordable Pricing	40%



Interpretation :

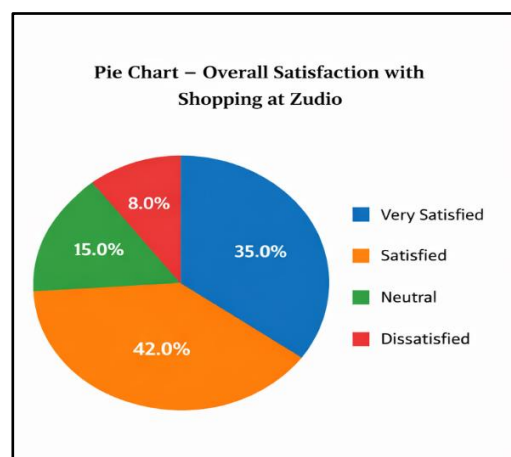
The pie chart illustrates the primary reasons why customers prefer shopping at Zudio. A majority of the respondents (40%) indicated that **affordable pricing** is the main factor influencing their purchase decision. This shows that Zudio is widely perceived as a **budget-friendly fashion brand** offering stylish clothing at reasonable prices.

Around 30% of respondents reported that **trendy fashion** attracts them to the store, indicating that the brand successfully keeps up with modern fashion trends preferred by younger consumers. Meanwhile, 18% of customers shop at Zudio due to **good product quality**, suggesting that quality also contributes to customer satisfaction.

Only 12% of respondents mentioned **store location or convenience** as their primary reason for shopping at Zudio. Overall, the results indicate that **price affordability and fashionable designs are the key factors driving customer preference for Zudio.**

3) Overall Satisfaction With Zudio –

SR NO.	PARTICULAR	PERCENTAGE
1	<input type="checkbox"/> Very Satisfied	35%
2	<input type="checkbox"/> Satisfied	42%
3	<input type="checkbox"/> Neutral	15%
4	<input type="checkbox"/> Dissatisfied	8%
5	<input type="checkbox"/> Very Satisfied	35%



Interpretation :

The pie chart presents the overall satisfaction level of customers regarding their shopping experience at Zudio. The results show that **42% of respondents are satisfied**, while **35% are very satisfied** with the products and services offered by the brand. This indicates that a large majority of customers have a **positive perception of Zudio**, reflecting the brand's ability to meet consumer expectations.

About 15% of respondents expressed a **neutral opinion**, suggesting that while their experience was acceptable, there may still be areas where the brand can improve. A small proportion of respondents (8%) reported being **dissatisfied**, which highlights the need for improvements in aspects such as product variety, service efficiency, or store facilities.

Overall, the findings suggest that **Zudio enjoys a high level of customer satisfaction**, which contributes to customer loyalty and repeat purchases.

Limitations of the Study :

- ❖ The study relies primarily on **primary data collected through questionnaires**, and the accuracy of the findings depends on the honesty and understanding of the respondents.
- ❖ The research is conducted within a **limited geographical area and sample size**, which may restrict the representation of the entire population of Zudio customers.
- ❖ The study is carried out within a **specific time period**, and customer perceptions and satisfaction levels may change over time due to evolving fashion trends and market conditions.
- ❖ The findings of the study **cannot be fully generalized to all Zudio customers or other retail brands**, as consumer preferences and experiences may vary across different regions and demographics.

Research Methodology :

- ❖ This study follows a **descriptive research design** to understand the level of customer satisfaction with the products and services offered by Zudio. The descriptive approach is suitable for this research as it helps in examining customer opinions, preferences, and experiences related to retail shopping in a systematic manner.
- ❖ The research is mainly based on **primary data**, which was collected directly from customers who have shopped at Zudio. A structured questionnaire was prepared and distributed through **Google Forms** to gather responses from participants. The questionnaire included questions related to different aspects of customer satisfaction such as product quality, pricing, store environment, and staff behavior.
- ❖ The **sample selection** was carried out using a **convenience sampling method**, as respondents were chosen based on their availability and willingness to participate in the survey. Customers who had prior experience purchasing products from Zudio were selected to ensure that the responses reflected actual shopping experiences.
- ❖ The **study period** refers to the time during which the survey was conducted and responses were collected for analysis. The data collection was completed within a limited timeframe, allowing the researcher to analyze current customer perceptions regarding Zudio's products and services.
- ❖ In this study, **customer satisfaction** is considered the **dependent variable**, as it represents the outcome being examined. The **independent variables** include factors such as **product quality, price affordability, variety of products, store environment, and staff service**, which are expected to influence the overall satisfaction of customers.

❖ To analyze the collected data, **statistical tools such as correlation and regression analysis** are used. These tools help in identifying the relationship between the variables and understanding how different factors influence the overall satisfaction level of customers shopping at Zudio.

Conclusion :

The Study Concludes That Customers Generally Have A Positive Level Of Satisfaction With The Products And Services Offered By Zudio. The Brand Has Been Successful In Attracting A Large Number Of Customers, Especially Younger Consumers, By Providing Trendy Fashion At Affordable Prices. Factors Such As Product Quality, Reasonable Pricing, Attractive Store Environment, And Helpful Staff Play An Important Role In Shaping Customers' Overall Shopping Experience. Most Respondents Perceive Zudio As A Value-For-Money Fashion Brand, Which Encourages Them to Revisit the Store And Recommend It To Others. At The Same Time, The Study Suggests That Improving Areas Such As Product Availability, Variety, And Service Efficiency Can Further Enhance Customer Satisfaction. Overall, By Continuing To Focus On Customer Needs And Maintaining A Balance Between Style, Quality, And Affordability, Zudio Can Strengthen Its Customer Base And Sustain Its Position In The Competitive Fashion Retail Market.

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