

## A Study on Customer Satisfaction Towards ZUDIO, Pandri Raipur C.G.

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### Research Summary:

This research aims to assess customer satisfaction at ZUDIO, Pandri Raipur. Using surveys from 50 customers, it examines how happy customers are with product availability, quality, store layout, cleanliness, and other aspects. Most customers are satisfied with the store's product variety and lighting, but issues like cleanliness and product sizing need attention.

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**Abstract** - Customer satisfaction is a crucial metric for business success, especially in retail fashion. This study evaluates customer satisfaction at ZUDIO, Pandri Raipur, focusing on product variety, quality, physical evidence, and overall store experience. Using primary data from 50 customers, the research identifies satisfaction levels and areas for improvement.

### Keywords

Customer Satisfaction, Retail Marketing, ZUDIO, Consumer Behavior, Fashion Retail, Raipur

### Introduction

Retail marketing has become increasingly customer-centric. Brands like ZUDIO, part of the Tata Group, strive to offer fashion at affordable prices. Customer satisfaction plays a key role in maintaining brand loyalty, increasing repeat purchases, and sustaining competitive advantage.

### Objectives of the Study

- To assess customer satisfaction with ZUDIO's products.
- To analyze perceptions of store experience and service quality.
- To provide suggestions for improving customer satisfaction.

### Company Profile: ZUDIO

ZUDIO, launched by Trent Ltd. under the Tata Group, offers affordable fashion for men, women, and children. Operating over 133 stores across India, ZUDIO's value-based model

focuses on variety, affordability, and in-house design. The Pandri, Raipur outlet serves as the study location.

### Literature Review

According to Kotler and Keller, customer satisfaction is the extent to which a product's perceived performance matches a buyer's expectations. Studies suggest that satisfaction impacts repurchase behavior and brand advocacy. Fashion retailers must meet evolving consumer needs in design, quality, and pricing.

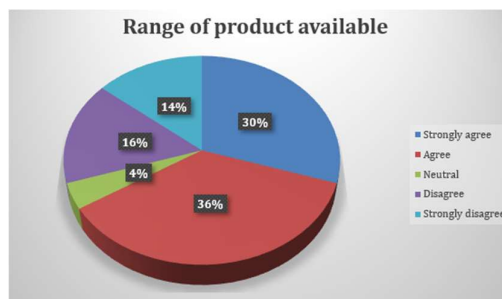
### Research Methodology

- Research Design: Descriptive
- Sampling Method: Non-probability, random sampling
- Sample Size: 50 respondents
- Data Collection Tools: Structured questionnaire, in-store surveys
- Analysis Tools: Percentage method, charts

### Data Analysis and Interpretation

#### 6.1 Ranges of product availability

PARTICULARS	TOTAL RESPONDENTS	PERCENTAGE
Strongly agree	15	30%
Agree	18	36%
Neutral	2	4%
Disagree	8	16%
Strongly disagree	7	14%
Total	50	100%



### Statement

From the above table and out of 50 respondents, it is evident that 30% of the customers strongly agree to the statement, 36% of the customers agree to the statement, 4% of the customers remained neutral to the statement and 16% of the customers disagree to the statement and 14% of the customers strongly disagree to the statement.

6.2. The quality of product available at ZUDIO is good.

Response	No. of Respondents	Response in %
Strongly Agree	16	32%
Agree	22	44%
Neutral	6	12%
Disagree	4	8%
Strongly Disagree	2	4%
<b>Total</b>	<b>50</b>	<b>100%</b>

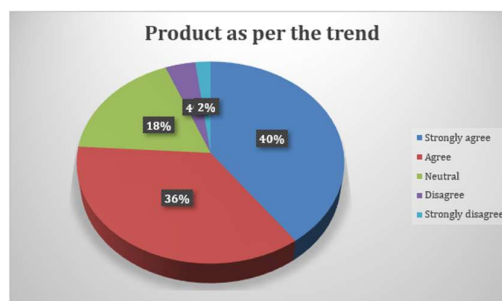


### Statement

From the above table and out of 50 respondents, it is evident that 32% of the customers strongly agree to the statement, 44% of the customers agree to the statement, 12% of the customers remained neutral to the statement and 8% of the customers disagree to the statement and 4% of the customers strongly disagree to the statement.

6.3 The variety of product as per the trend at ZUDIO is good.

Response	No. of Respondents	Response in %
Strongly Agree	20	40%
Agree	18	36%
Neutral	9	18%
Disagree	2	4%
Strongly Disagree	1	2%
<b>Total</b>	<b>50</b>	<b>100%</b>

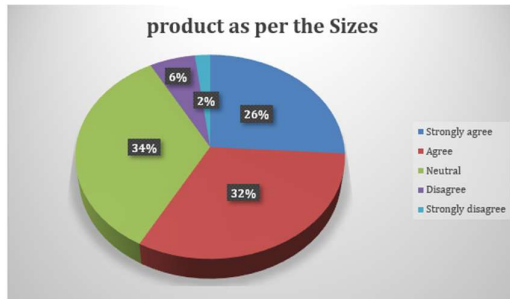


### Statement

From the above table and out of 50 respondents, it is evident that 40% of the customers strongly agree to the statement, 36% of the customers agree to the statement, 18% of the customers remained neutral to the statement and 4% of the customers disagree to the statement and 2% of the customers strongly disagree to the statement.

6.4 The product as per the sizes are available at ZUDIO.

Response	No. of Respondents	Response in %
Strongly Agree	13	26%
Agree	16	32%
Neutral	17	34%
Disagree	3	6%
Strongly Disagree	1	2%
<b>Total</b>	<b>50</b>	<b>100%</b>

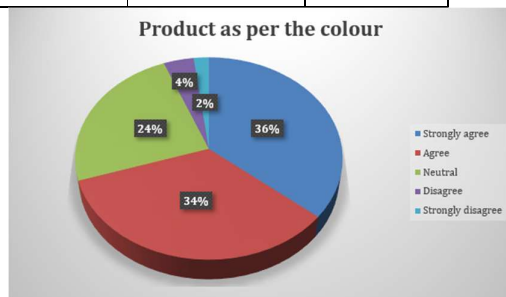


#### Statement

From the above table and out of 50 respondents, it is evident that 26% of the customers strongly agree to the statement, 32% of the customers agree to the statement, 34% of the customers remained neutral to the statement and 6% of the customers disagree to the statement and 2% of the customers strongly disagree to the statement.

6.5 The variety of the product as per the color available at ZUDIO is good.

Response	No. of Respondents	Response in %
Strongly Agree	18	36%
Agree	17	34%
Neutral	12	24%
Disagree	2	4%
Strongly Disagree	1	2%
<b>Total</b>	<b>50</b>	<b>100%</b>

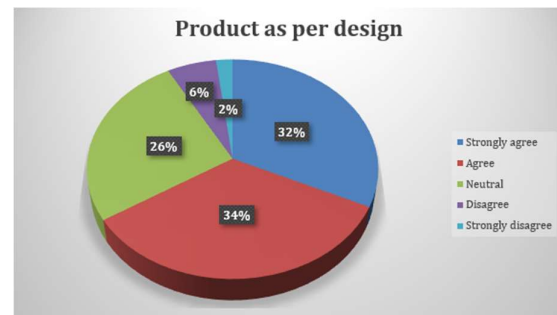


#### Statement

From the above table and out of 50 respondents, it is evident that 36% of the customers strongly agree to the statement, 34% of the customers agree to the statement, 24% of the customers remained neutral to the statement and 4% of the customers disagree to the statement and 2% of the customers strongly disagree to the statement.

6.6 The variety of product as per the design at ZUDIO is good.

Response	No. of Respondents	Response in %
Strongly Agree	16	32%
Agree	17	34%
Neutral	13	26%
Disagree	3	6%
Strongly Disagree	1	2%
<b>Total</b>	<b>50</b>	<b>100%</b>

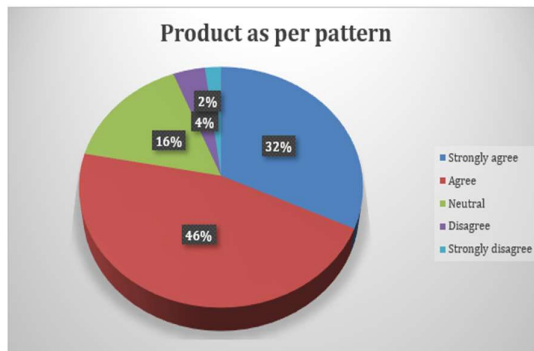


#### Statement

From the above table and out of 50 respondents, it is evident that 32% of the customers strongly agree to the statement, 34% of the customers agree to the statement, 26% of the customers remained neutral to the statement and 6% of the customers disagree to the statement and 2% of the customers strongly disagree to the statement.

6.7 The variety of product as per pattern at ZUDIO is good.

Response	No. of Respondents	Response in %
Strongly Agree	16	32%
Agree	23	46%
Neutral	8	16%
Disagree	2	4%
Strongly Disagree	1	2%
<b>Total</b>	<b>50</b>	<b>100%</b>

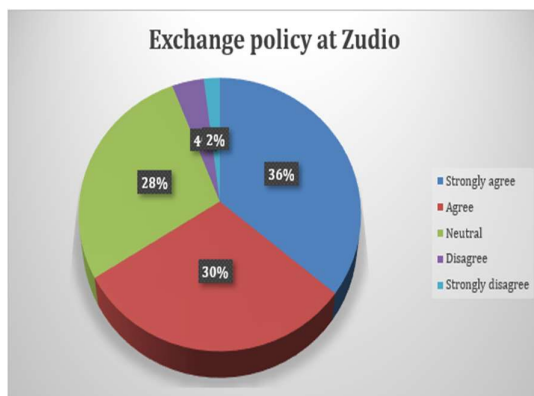


#### Statement

From the above table and out of 50 respondents, it is evident that 32% of the customers strongly agree to the statement, 46% of the customers agree to the statement, 16% of the customers remained neutral to the statement and 4% of the customers disagree to the statement and 2% of the customers strongly disagree to the statement.

#### 6.8 The exchange policy at ZUDIO is easy.

Response	No. of Respondents	Response in %
Strongly Agree	18	36%
Agree	15	30%
Neutral	14	28%
Disagree	2	4%
Strongly Disagree	1	2%
<b>Total</b>	<b>50</b>	<b>100%</b>

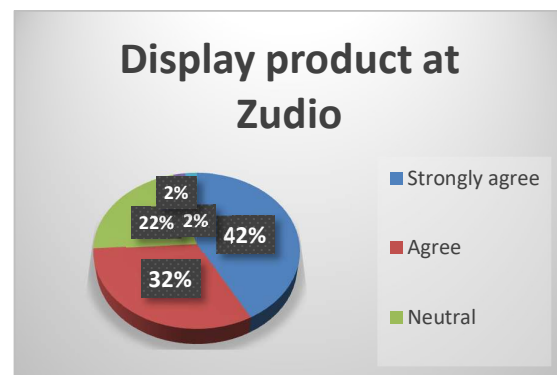


#### Statement

From the above table and out of 50 respondents, it is evident that 36% of the customers strongly agree to the statement, 30% of the customers agree to the statement, 28% of the customers remained neutral to the statement and 4% of the customers disagree to the statement and 2% of the customers strongly disagree to the statement.

#### 6.9 The display product at ZUDIO is good.

Response	No. of Respondents	Response in %
Strongly Agree	21	42%
Agree	16	32%
Neutral	11	22%
Disagree	1	2%
Strongly Disagree	1	2%
<b>Total</b>	<b>50</b>	<b>100%</b>

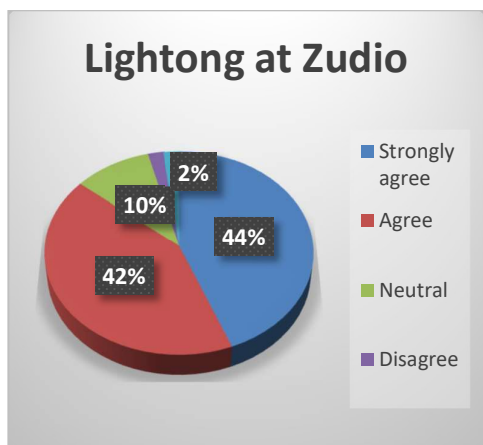


#### Statement

From the above table and out of 50 respondents, it is evident that 42% of the customers strongly agree to the statement, 32% of the customers agree to the statement, 22% of the customers remained neutral to the statement and 2% of the customers disagree to the statement and 2% of the customers strongly disagree to the statement.

#### 6.10The lighting at ZUDIO is good.

Response	No. of Respondents	Response in %
Strongly Agree	22	44%
Agree	21	42%
Neutral	5	10%
Disagree	1	2%
Strongly Disagree	1	2%
<b>Total</b>	<b>50</b>	<b>100%</b>



#### Statement

From the above table and out of 50 respondents, it is evident that 44% of the customers strongly agree to the statement, 42% of the customers agree to the statement, 10% of the customers remained neutral to the statement and 2% of the customers disagree to the statement and 2% of the customers strongly disagree to the statement.

6.11 The cleanliness at ZUDIO is good.

Response	No. of Respondents	Response in %
Strongly Agree	12	24%
Agree	14	28%
Neutral	11	22%
Disagree	5	10%
Strongly Disagree	8	16%
<b>Total</b>	<b>50</b>	<b>100%</b>

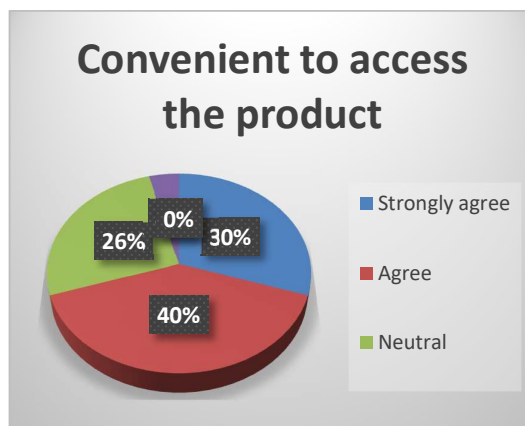


#### Statement

From the above table and out of 50 respondents, it is evident that 24% of the customers strongly agree to the statement, 28% of the customers agree to the statement, 22% of the customers remained neutral to the statement and 10% of the customers disagree to the statement and 16% of the customers strongly disagree to the statement.

6.12 It is convenient to access the product at ZUDIO.

Response	No. of Respondents	Response in %
Strongly Agree	15	30%
Agree	20	40%
Neutral	13	26%
Disagree	2	4%
Strongly Disagree	0	0%
<b>Total</b>	<b>50</b>	<b>100%</b>



#### Statement

From the above table and out of 50 respondents, it is evident that 30% of the customers strongly agree to the statement, 40% of the customers agree to the statement, 26% of the customers remained neutral to the statement and 4% of the customers disagree to the statement and 0% of the customers strongly disagree to the statement.

#### Findings

- Customers are largely satisfied with product range and store ambiance.
- ZUDIO excels in affordability and trend-aligned fashion.
- Gaps exist in areas like cleanliness and some product patterns.

- The store's exchange policy and staff helpfulness were generally appreciated.

### **Suggestions**

- Improve store hygiene and cleanliness.
- Update product patterns and colors to align with current fashion trends.
- Introduce customer feedback systems for continuous improvement.
- Enhance sitting arrangements and trial room comfort.

### **Limitations of the Study**

- Limited sample size (50 respondents) may not reflect wider customer opinion.
- Research is confined to a single location (Pandri, Raipur).
- Some participants may have responded with bias or incomplete honesty.

### **Conclusion**

ZUDIO has built a strong reputation in affordable fashion, with significant customer satisfaction in core areas. However, to sustain growth and brand loyalty, attention must be given to areas like store hygiene, trend variety, and customer experience. Adopting customer-driven changes can enhance satisfaction and long-term loyalty.

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