

CONSUMERS PREFERENCE TOWARDS ZUDIO@TATA APP IN THOOTHUKUDI

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ABSTRACT:

Consumer perception towards Zudio on the Tata Neu app is shaped by several factors, including the quality of products, ease of access, user experience, and the benefits provided through the app's features. As a brand known for its affordable fashion, Zudio attracts a wide range of consumers looking for stylish yet budget-friendly options. The rapid growth of e-commerce and digital retail platforms has reshaped consumer behaviour, influencing purchasing decisions, brand loyalty, and shopping experiences. This study examines consumer preferences towards **Zudio**, a fashion and lifestyle brand, within the **Tata Neu App** ecosystem. The research explores factors such as affordability, product variety, ease of navigation, discounts, personalized recommendations, and overall user satisfaction. Using a combination of surveys and secondary data analysis, the study identifies key drivers that impact consumer engagement with Zudio on Tata Neu. It also highlights challenges such as app usability, competition from other e-commerce platforms, and evolving consumer expectations. The findings provide insights for brands looking to optimize their presence on super apps like Tata Neu, enhancing customer experience and retention strategies.

Keywords: Consumer Preferences, Zudio, Tata Neu App, E-commerce, Digital Retail, Shopping Behaviour.

INTRODUCTION:

In today's digital era, e-commerce has revolutionized the retail industry, offering consumers convenience, affordability, and a wide range of product choices. With the rise of super apps, consumers now have access to multiple brands and services within a single platform. One such emerging super app is Tata Neu, developed by the Tata Group, which integrates various brands across categories like fashion, electronics, groceries, and travel. Among the brands featured on Tata Neu, Zudio has gained significant attention for its affordable fashion and trendy apparel.

Zudio, a part of **Trent Ltd. (a Tata Group company)**, is known for its budget-friendly clothing that caters primarily to young and price-conscious consumers. The brand has expanded rapidly through its offline stores, and its presence on **Tata Neu** has further

enhanced its reach. However, understanding consumer preferences towards Zudio on the Tata Neu App is crucial to assessing its digital performance, customer satisfaction, and potential growth opportunities.

This study aims to explore key factors that influence consumer behaviour while shopping for Zudio products on Tata Neu. These factors include **pricing, product variety, user interface, discounts, loyalty rewards (Neu Coins), and overall shopping experience**. Additionally, the study examines how Zudio competes with other fashion brands within the app and in the broader online retail market.

By analyzing consumer preferences and expectations, this research provides insights into how **Zudio can enhance its digital presence** and improve customer engagement through the Tata Neu App. The findings will be valuable for retailers, app developers, and marketing strategists looking to optimize brand performance within super apps.

STATEMENT OF THE PROBLEM:

With the rapid growth of e-commerce platforms, brands like Zudio have expanded their presence through digital applications such as the Tata Neu app to cater to modern consumer needs. However, understanding consumer perception and satisfaction remains a challenge, especially in regional markets like Tuticorin, where shopping behavior and preferences may differ from urban areas. Despite the convenience and accessibility offered by the app, factors such as product quality, pricing, app usability, delivery services, and promotional offers play a critical role in shaping consumer experiences. Additionally, technical issues, lack of personalization, and limited awareness of digital services could hinder the adoption and satisfaction levels among users. This study aims to address these challenges by analyzing consumer perceptions of Zudio services through the Tata Neu app. It seeks to identify gaps in service quality, explore consumer behavior, and provide actionable insights, to enhance the overall shopping experience for users in Tuticorin.

OBJECTIVES:

1. To study the demographic profile of consumers.
2. To determine the factors influencing the choice of consumers towards ZUDIO
3. To study the most widely used products from ZUDIO.
4. To study the purchasing behavior towards TATA Neu products.

RESEARCH METHODOLOGY:

Sampling design	Convenient sampling method
Period of Study	December 2024 - March 2025
Data used	Primary and Secondary Data
Test for analysis	Percentage Analysis, Descriptive Statistics, Anova , Chi-square, T test, Correlation, Regression, Linear Model

LIMITATIONS OF THE STUDY:

In attempt to make this project authentic and reliable, every possible aspect of the topic was kept in mind. The main limitations of the study are:

- Time is one of the major constraints, which limits the effectiveness of data collection.
- The number of respondents is limited to 100.
- Some information cannot be accessed due to its confidential nature.
- Reliability & accuracy of the analysis depends on the respondent's openness and trueness towards each question in the questionnaire.

RESULTS AND DISCUSSION:**PERCENTAGE ANALYSIS:****BENEFICIARY FEATURES CLASSIFICATION**

Particulars	Frequency	Percentage
Ease of use	13	13
Discount	37	37
Loyalty	18	18
Brands	32	32
TOTAL	100	100

Source: Primary Data

Inference:

The above table depicts that out of 100 respondents i.e., 13% of Ease of use, 37% of Discount, 18% of Loyalty and 32% of Brands. Thus, the majority of respondents i.e., 37% are Discount.

TABLE: 1
PROMOTIONAL CLASSIFICATION

Particular	Frequency	Percentage
Always	61	61
Sometimes	28	28
Rarely	04	04
Never	07	07
TOTAL	100	100

Source: Primary Data

Inference:

The above table depicts that out of 100 respondents i.e., 61% of Always, 28% of Sometimes, 4% of Rarely and 7% of Never. Thus, the majority of respondents i.e., 61% are Always.

TABLE: 2
ZUDIO'S PRODUCTS PRICE CLASSIFICATION

Particulars	Respondents	Frequency
More Affordability	64	64
Similar	25	25
More Expensive	11	11
TOTAL	100	100

Source: Primary Data

Inference:

The above table depicts that out of 100 respondents i.e., 64% of More Affordability, 25% of Similar, and 11% of More Expensive. Thus, the majority of respondents i.e., 64% are More Affordability.

TABLE:3

Descriptive Statistics		
	Mean	Std. Deviation
Age	2.9000	1.24316
Gender	1.3100	.46482
Marital Status	1.6300	.48524
Educational Qualification	2.8200	1.07666
Shopping Mode	1.3200	.46883
Employment Status	2.0300	.83430
Monthly income	2.4300	.98734
Shopping Years	2.9700	.90403
Family Members	1.5000	.50252
Shop Online	3.2200	.94900
Know about TATA Neu	1.6300	.69129
Offers and Discount	1.5600	.86830
Online purchase	2.2700	.87450
Category People	2.1700	.75284
Motivates to purchase in Zudio	1.5900	.77973
Seasonal or Festive	1.0900	.28762
Zudio's product prices	1.5400	.78393
Challenges	1.3200	.46883
Influences to purchase	2.8600	1.23926
Save Items	1.5100	.50242
UPI	1.4800	.50212
Delivery services	2.8200	1.10444
Frequently Purchase	2.2500	.99874
Handling Complaints	2.6100	1.24637
Payment method	2.8300	1.06415
Encouragement	1.9500	.85723

Inference:

The table presents descriptive statistics and frequencies for demographic and shopping-related factors, with 100 valid responses and no missing values, ensuring data completeness. It covers key attributes such as age, marital status, educational qualification, employment status, and monthly income, along with shopping behaviors like mode of shopping, years of experience, and online shopping habits. Factors influencing purchases include offers, discounts, UPI payments, delivery services, and complaint handling, while motivators for purchasing in Zudio, such as seasonal offers, product prices, and challenges, are also analyzed. The uniform response count across all categories suggests a well-distributed dataset, providing a solid foundation for further statistical analysis.

TABLE:4

ONE SAMPLE T TEST

		Significance		Mean Difference	Std.
		One-Sided p	Two-Sided p		
Payment method	Equal variances assumed	.323	.647	-.10612	.23101
	Equal variances not assumed	.322	.643	-.10612	.22813

Independent Samples Effect Sizes

		Standardizer	Point Estimate	Lower	Upper
Payment method	Cohen's d	1.06842	-.099	-.523	.325
	Hedges' correction	1.07668	-.099	-.519	.322
	Glass's delta	1.04419	-.102	-.525	.324

Inference:

The denominator used in estimating the effect sizes. Cohen's d uses the pooled standard deviation. Hedges' correction uses the pooled standard deviation, plus a correction factor. Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

TABLE:5

ANOVA

	Sum of Squares	Mean Square	F	Sig.
Between Groups	5.404	1.351	1.854	.125
Within Groups	69.236	.729		
Total	74.640			

		Point Estimate	Lower	Upper
Offers and Discount	Eta-squared	.072	.000	.155
	Epsilon-squared	.033	.042	.119
	Omega-squared Fixed-effect	.033	.042	.118
	Omega-squared Random-effect	.008	.010	.032
a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.				

Inference:

The ANOVA table examines differences in "Offers and Discount" across groups. The F-statistic (1.854, $p = 0.125$) indicates that there is no statistically significant difference between groups at the 0.05 significance level. The Sum of Squares shows that variability between groups (5.404) is much smaller compared to within-group variance (69.236), suggesting that most variation is within individual groups rather than between them. The effect sizes (Eta-squared = 0.072, Omega-squared = 0.008) indicate a small effect, meaning the independent variable has a minimal impact on the dependent variable. Overall, the results suggest that offers and discounts do not significantly differ across groups in this dataset.

TABLE :6

Regression

ANOVA					
Model		Sum of Squares		Mean Square	Sig.
1	Regression	.166		.166	.744 ^b
	Residual	151.874		1.550	
	Total	152.040			
a. Dependent Variable: Influences to purchase					
b. Predictors: (Constant), Delivery services					

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.755	.343		8.037	<.001
	Delivery services	.037	.113	.033	.327	.744
a. Dependent Variable: Influences to purchase						

TABLE:7CORRELATIONS

		Motivates to purchase in Zudio	Seasonal or Festive
Motivates to purchase in Zudio	Pearson Correlation	1	.031
	Sig. (2-tailed)		.759
	N	100	100
Seasonal or Festive	Pearson Correlation	.031	1
	Sig. (2-tailed)	.759	
	N	100	100

Inference:

The correlation analysis reveals a very weak positive relationship (Pearson correlation = 0.031) between "Motivates to purchase in Zudio" and "Seasonal or Festive" factors, with a significance value of 0.759, indicating that the correlation is not statistically significant. This suggests that seasonal or festive occasions do not have a meaningful impact on customers' motivation to purchase at Zudio based on the data collected from 100 respondents.

TABLE:8

Chi-Square Tests				
Save Items		Value	df	Asymptotic Significance (2-sided)
Yes	Pearson Chi-Square	1.220 ^b	3	.748
	Likelihood Ratio	1.302	3	.729
	Linear-by-Linear Association	.556	1	.456
	N of Valid Cases	49		
No	Pearson Chi-Square	.822 ^c	3	.844
	Likelihood Ratio	.798	3	.850
	Linear-by-Linear Association	.010	1	.919
	N of Valid Cases	51		
Total	Pearson Chi-Square	.305 ^a	3	.959
	Likelihood Ratio	.312	3	.958
	Linear-by-Linear Association	.213	1	.645
	N of Valid Cases	100		
a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.72.				
b. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.96.				
c. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.76.				

Inference:

The Chi-Square test results indicate no significant association between the variables analyzed across all categories—those who save items ("Yes"), those who do not ("No"), and the total sample. For the total group (N = 100), the Pearson Chi-Square value is 0.305 with a

significance level of 0.959, which is much higher than the standard threshold of 0.05, suggesting no statistically significant relationship. Similar outcomes are observed in the subgroups: "Yes" ($\chi^2 = 1.220$, $p = 0.748$) and "No" ($\chi^2 = 0.822$, $p = 0.844$). Additionally, a notable portion of cells have expected counts less than 5, which may affect the validity of the test, but overall, the data suggests there is no meaningful association between the variables considered in this Chi-Square analysis.

FINDINGS:

- Most of the respondents belong to the age group 18-25.
- Majority of the respondents belong to Female.
- Most of the respondents belong to Married.
- 39% of respondents are professionals.
- Majority of the respondents belong to Self employed.
- Most of the respondents all within monthly income Rs. 50001-100000.
- Most of the respondents belong to above 6 years.
- 77% of respondent's high family usage members.
- 54% of respondents shopping behavior occasionally.
- 45% of respondents gained knowledge from social media.
- Majority of the respondents belong to discount likers
- Most of the respondents belong to promotional offers always.
- Most of the respondent's style/trend of Zudio Products.
- Most of the respondents belong to seasonal offerings.
- Majority of the respondents belong to high affordability.
- Most of the respondents belong to Accurate size.
- 72% of respondents are Facing tracking challenges.
- Majority of the respondents belong to brand name.
- Most of the respondent's delivery services.
- Most of the respondents belong to festival seasons.

SUGGESTIONS:

- To analyze and enhance consumer preferences for Zudio on the Tata Neu app, focus on affordability by offering exclusive discounts, Neu Coins rewards, and budget-friendly collections. Highlight trendy,

- Youth-centric styles through AI-driven recommendations and ensure a seamless shopping experience with smooth navigation, quick browsing, easy checkout, and hassle-free returns. Leverage Tata Neu's ecosystem by providing app-only deals, cashback incentives, and cross-promotions with brands like Westside,
- Starbucks, and Croma for a holistic shopping experience. Build engagement and trust through user reviews, influencer testimonials, AR-based try-on features, and eco-friendly, sustainable fashion initiatives. Enhance convenience with express delivery, Buy Now Pay Later (BNPL), offline-online integration, interactive size guides, and a "shop the look" feature for curated outfit suggestions.
- Strengthen customer loyalty with premium membership perks, birthday and anniversary discounts, referral rewards, and wish list alerts for restocked items. Implement personalized marketing strategies with push notifications, email recommendations, geo-targeted promotions, AI-driven dynamic pricing, and chatbot-based fashion assistants. Boost engagement through gamification, introducing shopping challenges, live shopping events, mystery discounts, and exclusive flash sales.
- To create a comprehensive and compelling consumer reference, consider incorporating specific details about the products, features, or services that impressed the consumer, as well as highlighting the emotional benefits or connections they experienced with Zudio @ Tata Neu app.
- Encourage the reader to take action with a clear call-to-action, and use storytelling techniques to make the reference more memorable, while aligning with key messaging and branding guidelines.

CONCLUSION:

The analysis of consumer preferences for Zudio on the Tata Neu App highlights key factors influencing customer engagement and satisfaction. Zudio's affordability, fast-fashion model, and effective marketing strategies, including social media campaigns and influencer collaborations, play a crucial role in attracting budget-conscious consumers. The frequent introduction of new collections and competitive pricing further enhance its appeal, making it a strong contender in the fashion retail market.

However, challenges remain, particularly regarding user experience on the Tata Neu App. Reports indicate that initial technical issues, such as slow loading times, navigation difficulties, and payment processing errors, have impacted customer satisfaction and

retention. Although recent updates to the app have improved functionality and personalization, further enhancements are needed to create a seamless shopping experience.

The integration with Tata Neu enhances the overall experience by providing seamless access to Zudio's collections, along with the added benefits of loyalty rewards through Neu Coins and easy payment options via Tata Pay. Customers in Thoothukudi value the convenience of browsing, purchasing, and accessing customer service from their smartphones, making the Tata Neu app a preferred platform for fashion shopping.

By focusing on enhancing customer engagement and delivering value-driven experiences, Zudio can strengthen its position within the Tata Neu App and foster greater customer loyalty and repeat purchases and customer support will be essential to sustaining and growing this positive consumer perception.

In conclusion, the dynamic landscape of modern retail and digital commerce has been significantly shaped by innovative brands and platforms that prioritize customer experience, convenience, and sustainability.

BOOK REFERENCE:

- ◆ "Consumer Behavior" by Schiffman & Kanuk – Covers factors influencing consumer preferences.
- ◆ "Retail Management: A Strategic Approach" by Barry Berman & Joel Evans – Discusses modern retail strategies, including fast fashion.
- ◆ "Marketing Management" by Philip Kotler – Provides insights into brand positioning and consumer decision-making.
- ◆ Consumer Behavior in Fashion by Michael R. Solomon and Nancy J. Rabolt
- ◆ Fashion Marketing by Tony Hines and Margaret Bruce
- ◆ Digital Marketing: Strategy, Implementation and Practice by Dave Chaffey and Fiona Ellis-Chadwick
- ◆ Consumer Behavior: Buying, Having, and Being by Michael R. Solomon
- ◆ Fashion Marketing and Merchandising by Mary G. Wolfe
- ◆ Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing by Dave Chaffey and PR Smith

WEBSITES SURFING:

- ◆ Zudio's Official Website (www.zudio.com) – For brand insights, product offerings, and consumer engagement.



- ◆ Tata Trent Website (www.mywestside.com) – Parent company details and strategy.
- ◆ Market Research Reports (www.ibef.org, www.statista.com) – Consumer behavior insights and retail trends.
- ◆ Commerce & Review Platforms (Amazon, Flipkart, Quora, Mouth Shut) – Consumer reviews on Zudio products.