

# Customer Perception Towards Zudio's Pricing Strategy in Bathinda City

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## **Abstract**

This study investigates the impact of pricing on customer choices, brand reliability, and perceived value. By employing a mixed- system approach that incorporates primary check data through perceptivity from company reports, the analysis reveals Zudio's success in maintaining a balance between cost- effectiveness and fashion. It also explores the brand's initiatives in fostering mindfulness through marketing efforts, in-store experiences, and engagement on social media. The results highlight the critical part of pricing in strengthening long- term customer bonds and suggest practical recommendations for future brand positioning and perception strategies.

**Keywords:** Customer choices, Pricing, Brand reliability, Perceived value.

## **1. INTRODUCTION**

Zudio, a well-known name with the goal of affordable fashion in India, operates under Trent Ltd, a member of the renowned Tata Group. Since it was founded in 2016, Zudio has grown rapidly, evolving from an apparel division within Star Bazaar to a flourishing independent brand. To provide fashionable, quality clothing at budget-friendly prices, Zudio serves men, women, and children in both urban and semi-urban areas. The brand has Positioned itself as a top choice for price-conscious consumers looking for stylish attire without sacrificing quality.

Throughout the years, Zudio has established a Firm position in India's competitive retail landscape by emphasizing affordable pricing, contemporary styles, and a wide-ranging product lineup that includes traditional attire, casual wear, footwear, and cosmetic products. Its FOCO (Franchisee Owned, Company Operated) business model has facilitated rapid store growth while ensuring brand uniformity. By 2024, Zudio has expanded to over 545 locations in 164 cities, accounting for more than 40% of Trent Ltd's total sales with a revenue reaching ₹7,000 crore.

The growing popularity of the brand is supported by its carefully chosen store locations, visually appealing store layouts, and expanding digital presence, which improve access for a diverse range of customers. In a marketplace where fashion trends evolve rapidly and Customer requirements are on the rise, Zudio's capacity to offer trendy and affordable clothing has fostered a dedicated customer base. This analysis aims to investigate consumer attitudes towards Zudio's pricing strategy, examining how affordability, perceived value, and brand trust impact buying decisions and long-term loyalty within a highly competitive and price-sensitive retail landscape.

### The Secret Behind Zudio's Low Prices

Zudio offers fashion products at very low prices, starting from ₹29 or ₹49, with the highest price going only up to ₹999. Many people want to know how Zudio can sell fashionable clothes at such affordable rates. The reason lies in its business strategy. Zudio operates on a big scale, which helps lower the cost of producing and delivering each item. When production increases, the cost per item decreases — this is called economies of scale. This allows the brand to sell at lower prices than many other brands.

**Simple Designs, Affordable Fashion:** Zudio also keeps its prices low by focusing on simple and affordable fashion. The brand uses basic materials and avoids expensive designs. Zudio knows that many customers prefer stylish clothes that are not too costly. By offering trendy clothes at reasonable prices, Zudio has become a popular choice for people who want to look good without spending too much.

**A Lean Supply Chain:** Zudio follows a lean supply chain model. It works directly with manufacturers and suppliers, which reduces the number of people involved in the process. This helps in cutting extra costs related to middlemen or distributors. As a result, Zudio can sell its products at low rates than its competitors.

**Low-Cost Marketing:** Zudio also saves money through its marketing methods. It does not spend much on advertisements or promotional campaigns. The brand strategically leverages word-of-mouth and social media platforms instead of conventional advertising to engage its audience. By keeping its marketing expenses low, Zudio can pass on the cost benefits to its buyers.

**Trust in the Tata Brand:** Numerous consumers rely on Zudio due to its association with the Tata Group. People in India respect and believe in Mr. Ratan Tata for his sincere and compassionate work. This trust plays a big role in making Zudio popular, even though its prices are low.

**Role of Influencers:** Zudio has also made good use of local influencers to spread awareness. These local influencers assist in promoting the brand authentically, particularly via social media. This has helped Zudio reach its target customers without spending extra money on influencer marketing.

### Pricing Strategies Adopted by Zudio

- 1. Penetration Pricing:** Zudio uses Affordable prices to attract a large customer base, especially in the Cost-conscious Indian market. This helps them quickly gain market share in new locations.
- 2. Everyday Low Pricing (EDLP):** Instead of relying on frequent sales or discounts, Zudio maintains consistently low prices throughout the year to appeal to price-conscious consumers.
- 3. Psychological Pricing:** Prices are often set just below whole numbers (e.g., ₹199, ₹299) to create the perception of greater value.
- 4. Cost-Plus Pricing:** Zudio offers private-label products, which allows them to control production costs and apply a markup that keeps the final price affordable while ensuring profitability.
- 5. Value-Based Pricing:** The pricing reflects the perceived value of the product—fashionable, trendy, yet economical—helping to build a strong “value for money” perception among consumers.

### 2. Review of literature

**Gnanamani, Dikshita (2025)** Conducted a study titled “A Comparative Study on Zudio and Trends” The study concludes that both Zudio and Trends target similar market segments with comparable product offerings. Zudio stand out for its low pricing, making it the preferred choice for casual wear among consumers. In contrast, Trends are attractive to those seeking premium brand options.. Zudio's competitive

advantage is primarily built on its affordable pricing strategy, offering trendy clothing at low price points than Trends.

**Jenifer and Philip A (2024)** Conducted a study titled “A Study on Customer Preference Towards Zudio with Special Reference to Coimbatore City.” Their research indicates that Zudio’s marketing activities are well-received by a large number of the survey participants, leading to a positive attitude. Zudio looks to have established a positive influence on consumer choices through its affordability and specific strategies like basic fashion focus and large scale manufacturing.

**Govil, Rao, and Suresh(2023)** Conducted a study titled “Brand Awareness: A Case Study on Zudio”.The study highlights how Zudio has built strong brand consciousness through affordable pricing, trendy clothing, and a strong digital presence. It emphasizes that Zudio's demand is strongest among young adults aged 20–25, particularly working professionals and postgraduates. The brand’s effective customer engagement and consistent value-for-money offerings have contributed to its growing popularity and customer loyalty in the affordable fashion segment.

**Pandey, Raj, Modi, Kurariya, Patel(2023)** Conducted a study titled “A Study on Marketing Strategy of Zudio”. Their research concludes that Zudio’s marketing strategy turns around distributing fashionable clothes at inexpensive prices, making it available to a wide range of consumers. The brand well operates social media, visual marketing, and digital platforms to attract customers. Seasonal sales further enhance customer retention and repeat purchases. With strong supply chain, Zudio has successfully maintained product availability and built a loyal customer base.

### 3. Objectives of the Study

To analyse customer perception towards Zudio’s pricing.

### 4. Research Methodology

**Research Design:** Descriptive

**Sampling Method:** Random sampling

**Sample Size:** 100 respondents

**Data Collection Tool:** Structured questionnaire

**Respondent Demographics:** Age group 18–45

**Data Analysis:** Table and Graphical interpretation and Analysis

**Area:** Bathinda City

### 5. DATA COLLECTION

#### Primary data

A sample of 100 individuals will be surveyed using a questionnaire to gather data on their opinions about Zudio, a clothing brand, and their awareness of it.

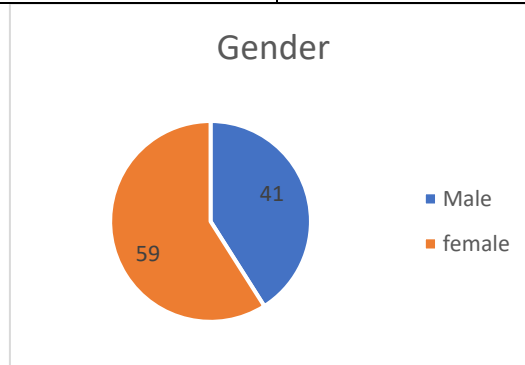
#### Secondary data

Secondary data will be obtained from journals, research papers, literature reviews of previous studies, websites, and other reliable online sources.

## 6. Data analysis and interpretation

### 1. What is your gender?

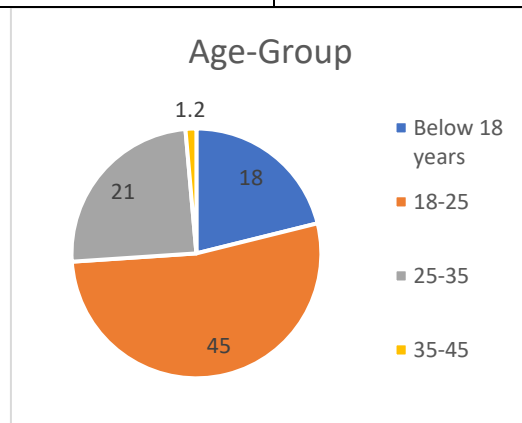
Male	41
female	59



**Interpretation:** The sample comprises of 59% female and 41% male respondents, indicating a higher female contribution. This may reflect a superior interest of women in Zudio's product offerings or fashion in general.

### 2. What is your age group?

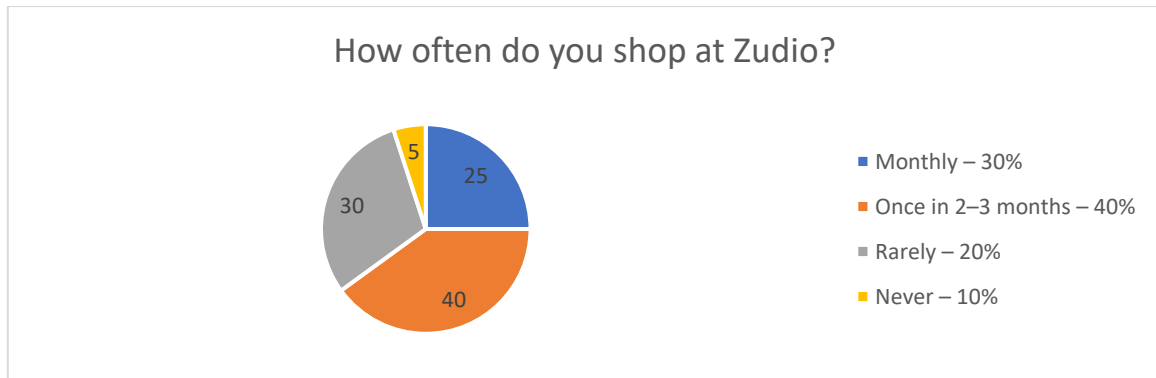
Below 18 years	18
18-25	45
25-35	21
35-45	16



**Interpretation:** The majority of respondents fall in the 18–25 age group (45%), followed by below 18 (18%), 25–35 (21%), and 35–45 (16%). This suggests that Zudio’s customer base mostly related to young adults and teenagers who are typically more fashion-conscious and price-sensitive.

### 3. How often do you shop at Zudio

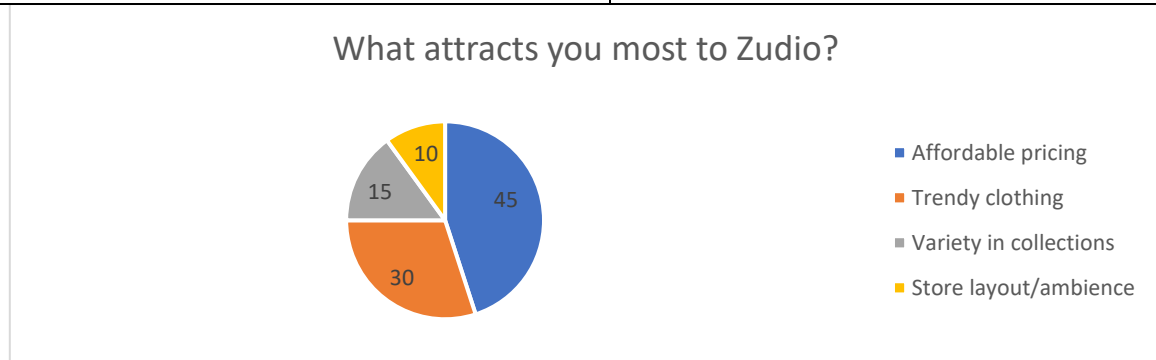
1.	Monthly – 30%	25
2.	Once in 2–3 months – 40%	40
3.	Rarely – 20%	30
4.	Never – 10%	5



**Interpretation:** 40% of respondents shop at Zudio every 2–3 months, while 30% visit monthly. This shows regular engagement with the brand. A smaller portion (20%) shops rarely, and only 10% have never visited, indicating overall strong brand reach and recurring footfall.

#### 4. What attracts you most to Zudio?

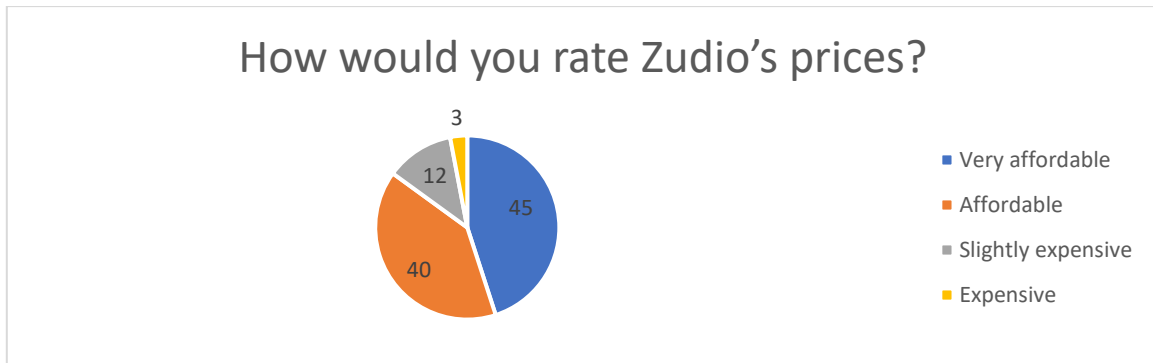
Affordable pricing	45
Trendy clothing	30
Variety in collections	15
Store layout/ambience	10



**Interpretation :** Half of the respondents (50%) are primarily drawn to Zudio due to its affordable pricing. Trendy clothing (25%) and variety (15%) are secondary attractions. Only 10% cited store layout/ambience, showing that price and style are the main decision-making factors.

#### 5. How would you rate Zudio’s prices?

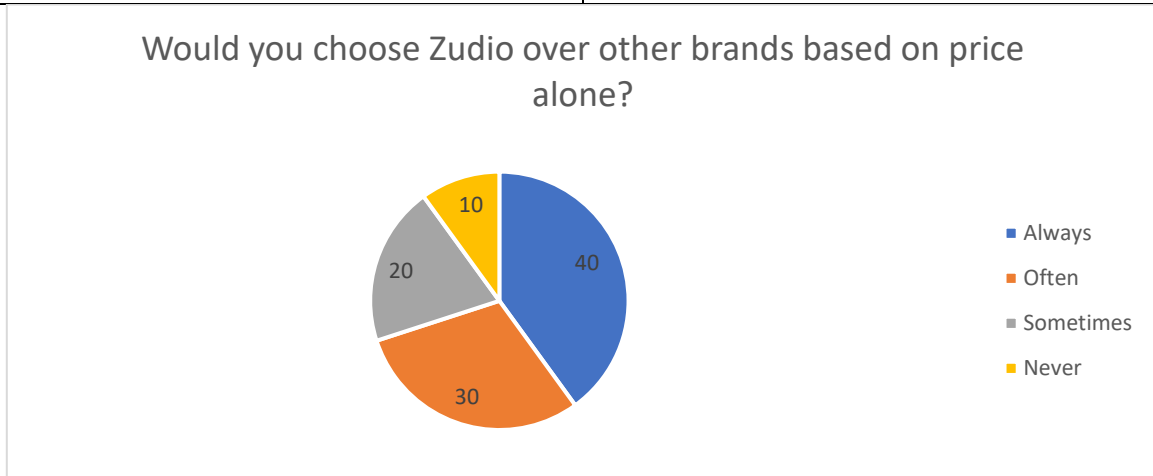
Very affordable	45
Affordable	40
Slightly expensive	12
Expensive	3



**Interpretation** :A collective 85% of respondents rated Zudio’s prices as either “very affordable” or “affordable.” Only a small number found them slightly expensive (12%) or expensive (3%), supporting that Zudio is perceived as a value-for-money brand.

**6. Would you choose Zudio over other brands based on price alone?**

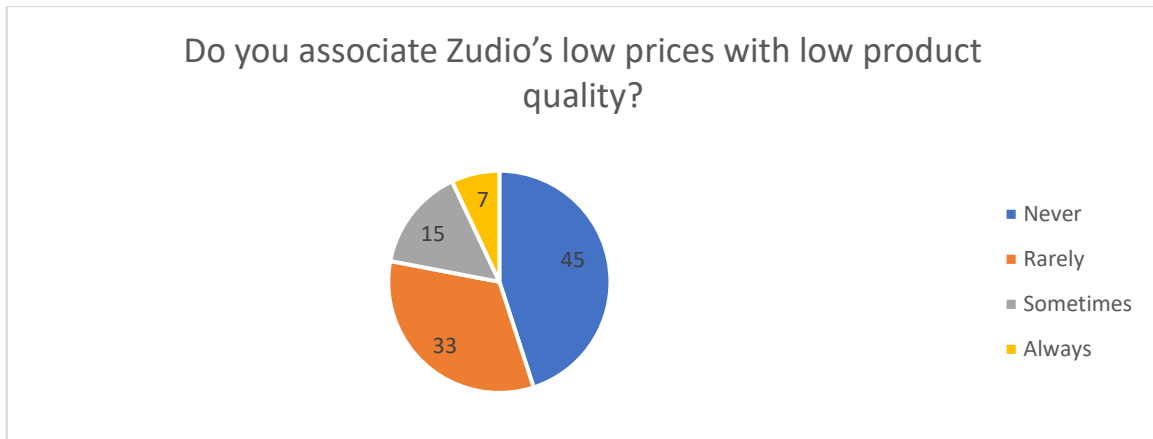
Always	40
Often	30
Sometimes	20
Never	10



**Interpretation** :A strong 70% (40% always + 30% often) choose Zudio purely based on its pricing, while 20% sometimes consider it. Only 10% never do, representing that competitive pricing is a major asset for the brand.

**7. Do you associate Zudio’s low prices with low product quality?**

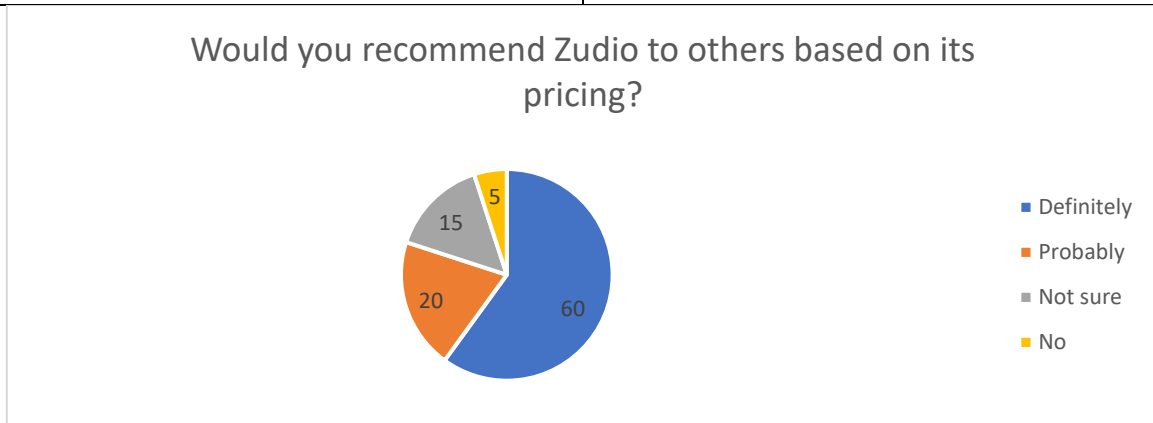
Never	45
Rarely	33
Sometimes	15
Always	7



**Interpretation :** 78% of respondents either never or rarely associate Zudio’s low pricing with poor quality. This reflects a positive brand image where affordability does not compromise belief in product standards.

**8. Would you recommend Zudio to others based on its pricing?**

Definitely	60
Probably	20
Not sure	15
No	5



**Interpretation :** A majority of respondents (80%) would recommend Zudio to others based on its attractive and affordable pricing.

**7. Findings And Suggestions**

- Zudio offers a wider range of products for females as compared to males, highlighting the need to place greater importance on expanding the men’s segment to ensure balanced product representation."
- The study shows that a significant portion of Zudio’s sales comes from the 18–25 age group which is young Age group, recommend the need for the brand to diversify its offerings and marketing strategies to engage other age segments to increase overall sales."
- The study suggests that Zudio can influence its existing customer base by implementing planned offerings such as periodic discounts or loyalty incentives, so encouraging more frequent store visits and strengthening brand engagement."
- While pricing is the main attraction, improving the in-store experience—such as layout, lighting, or trial room convenience—can increase time spent in-store and encourage higher purchases.

- Promote budget-friendly collections and limited-time offers on social media to attract more price-sensitive shoppers, especially from the younger demographic
- The study discloses that competitive pricing is a key strength for Zudio as customers selecting the brand primarily for its affordability. This highlights the necessity for Zudio to consistently uphold its pricing advantage in order to sustain its market position and customer loyalty in the future."
- Since a majority do not associate low pricing with poor quality, Zudio must continue to uphold consistent product quality to reinforce consumer trust and avoid any perception shifts.
- The study shows that a majority of respondents are willing to recommend Zudio to others, primarily due to its attractive and affordable pricing. This highlights the importance of maintaining customer trust by continuing to offer good quality products at inexpensive prices."

## 8. Conclusion

The study concludes that Zudio's pricing strategy has been impactful in attracting and retaining customers, especially among young adults aged 18–25. Most respondents view Zudio's products as affordable and do not associate cheap prices with cheap quality. This shows that the brand has successfully created a positive image by offering stylish products at reasonable prices. The findings also suggest that price is the main factor influencing customer preference, followed by fashionable clothing and variety. Zudio's ability to maintain product quality while keeping prices low has helped build faith among customers. The brand advantage from Tata's reputation, limited advertising costs, and a simple supply chain model. Overall, Zudio's focus on inexpensive, value for money, and youth-oriented fashion has made it a common choice in the budget fashion segment. Continued efforts to maintain quality and enhance the shopping experience can help strengthen customer loyalty and brand growth.

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