



## **Customer Response to Discounts and Promotional Offers: An Exploratory Study of Zudio in Coimbatore**

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### **Abstract**

Discounts and promotional offers play an important role in influencing customer buying behavior, especially in retail stores like Zudio. This study examines how discounts affect customer preferences, shopping frequency, and brand loyalty in Coimbatore. Data was collected from 145 customers using a questionnaire and analyzed using both qualitative and quantitative methods. The study aims to identify which types of offers attract customers the most and how they impact purchase decisions. The findings help understand whether discounts increase sales and how Zudio can use them effectively without affecting its brand value.

**Keywords:** *Discounts, Promotional Offers, Consumer Behavior, Sales Preference, Brand Loyalty.*

### **1. INTRODUCTION**

Discounts and special offers play a significant role in shaping consumer behavior and driving sales in the retail industry. For businesses, they are strategic tools to attract customers, encourage repeat purchases, and maintain a competitive edge in a crowded marketplace. Zudio, a popular fashion retail brand known for its trendy affordable products, has embraced discounts and promotions as a core part of its marketing strategy. By providing customers with attractive deals, Zudio not only creates a sense of urgency to shop but also positions itself as a value-driven brand.

Retail promotions such as discounts and offers are not new, but their effectiveness in modern retailing has significantly evolved. With the rise of e-commerce and increased access to information, customers today are more aware of prices and promotional tactics. They often compare products across brands and stores before making a purchase decision. Discounts, therefore, serve as a critical factor in influencing their choice. For Zudio, a brand that caters to a price-sensitive audience, understanding the impact of its discounts and offers becomes essential in tailoring its marketing efforts.



This study aims to provide insights into how Zudio's discounts and promotional offers influence customer shopping habits and brand loyalty. It will examine which types of discounts resonate most with customers, how they impact purchase decisions, and whether they enhance or diminish the brand's image. By analyzing survey responses, this research will evaluate the effectiveness of discounts in shaping consumer choices and their impact on sales preference.

## **2. STATEMENT OF THE PROBLEM**

Retail stores like Zudio rely on discounts and promotional offers to attract customers and stay competitive. While these strategies are effective in driving sales, their actual impact on consumer shopping behavior remains uncertain. It is unclear whether discounts increase shopping frequency, encourage impulse purchases or foster long-term brand loyalty. This study also examines problems faced by customers and seeks to address how Zudio can effectively use discounts to increase sales without compromising profitability or brand value.

## **3. OBJECTIVE OF THE STUDY**

1. To explore the impact of discounts and promotional offers on sales preference among customers at Zudio in Coimbatore.
2. To identify the type of discounts and promotional offers that are most effective in influencing sales preference.

## **4. METHODOLOGY OF THE STUDY**

This study uses a survey-based empirical method with data collected through a questionnaire from 145 customers in Coimbatore. Convenience sampling is used, covering different groups like students, professionals, and homemakers. Both qualitative and quantitative research approaches are applied using primary and secondary data sources. ANOVA is used as a statistical tool to analyze differences in customer responses.

**5. ANALYSIS AND INTERPRETATION**

**TABLE NO-5.1  
PROFESSIONAL STATUS AND THE IMPORTANCE ON DISCOUNT**

Descriptives								
Particulars	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Student	57	1.8947	.69909	.09260	1.7092	2.0802	1.00	3.00
Employed	69	1.7536	.69464	.08362	1.5868	1.9205	1.00	4.00
Self Employed	12	1.5833	.79296	.22891	1.0795	2.0872	1.00	3.00
Homemaker	7	1.7143	1.11270	.42056	.6852	2.7434	1.00	4.00
Total	145	1.7931	.72549	.06025	1.6740	1.9122	1.00	4.00

Null Hypothesis ( $H_0$ ): There is no significant difference between the professional status and importance on discounts.

Alternate Hypothesis ( $H_1$ ): There is significant difference between the professional status and importance on discounts.

ANOVA					
Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.268	3	.423	.800	.496
Within Groups	74.525	141	.529		
Total	75.793	144			

From the above table, the p-value is 0.496 for the importance of discounts among different professional status groups, meaning that to accept the null hypothesis because the p-value is greater than 0.05. There is no significant difference between the professional status of respondents and the importance they place on discounts at Zudio.

**TABLE NO-5.2**  
**AGE AND SHOPPING DECISION WITHOUT DISCOUNTS**

Descriptives								
Particulars	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Below 20	17	1.6471	.60634	.14706	1.3353	1.9588	1.00	3.00
21 - 30	97	2.0103	.83535	.08482	1.8419	2.1787	1.00	4.00
31 - 40	22	1.8182	.66450	.14167	1.5236	2.1128	1.00	3.00
Above 40	9	2.0000	.70711	.23570	1.4565	2.5435	1.00	3.00
Total	145	1.9379	.78369	.06508	1.8093	2.0666	1.00	4.00

Null Hypothesis ( $H_0$ ): There is no significant difference between the Age and shopping decision without discounts.

Alternate Hypothesis ( $H_1$ ): There is significant difference between the Age and shopping decision without discounts.

ANOVA					
Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.297	3	.766	1.253	.293
Within Groups	86.145	141	.611		
Total	88.441	144			

From the above table, the p-value is 0.293 for shopping decisions without discounts among different age groups, meaning that to accept the null hypothesis because the p-value is greater than 0.05. There is no significant difference between the age of respondents and their decision to shop at Zudio without discounts.

## 6. SUGGESTION

Zudio can improve sales by offering better discounts and special deals like loyalty programs, student offers, and first-time shopper discounts. They should promote offers more through social media, SMS, and advertisements to reach more customers. Improving store management during sales and adding more billing counters and neat displays will enhance the customer experience. Launching a mobile app and online shopping with exclusive discounts and cash-on-delivery can increase sales.



## 7. CONCLUSION

The study shows that discounts strongly influence customer buying decisions and increase sales. Customers prefer festival offers, clearance sales, and special promotions. There is a demand for more discounts, better communication, and improved shopping experience. By improving these areas, Zudio can attract more customers, build loyalty, and achieve higher sales growth.

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