

## **A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT ON ZUDIO WITH SPECIAL REFERENCE TO COIMBATHORE DISTRICT**

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### **ABSTRACT**

This study explores how Zudio uses CRM practices to build strong relationships with its customers by understanding their preferences, shopping behavior, and feedback. It highlights the brand's approach to customer engagement through loyalty programs, targeted marketing, and the integration of digital platforms to enhance the customer experience. This project also examines the challenges faced by Zudio in managing customer relationships, such as handling large volumes of customer data, maintaining service consistency across locations, and ensuring customer satisfaction in a fast-paced retail environment. Based on the analysis, the study provides insights and recommendations on how Zudio can further improve its CRM approach to increase customer retention, drive repeat business, and stay ahead in the fashion retail industry.

### **1. INTRODUCTION**

Customer Relationship Management (CRM) is a critical function for Zudio, the fast-growing value fashion brand of the Tata Group, as it allows the company to build strong relationships with its customers and create long-lasting relationships. In today's highly competitive retail environment, especially in the fast fashion sector, being able to offer fashionable and affordable products is not enough—brands need to know their customers better. At Zudio, CRM follows an integrated approach that merges technology, data analysis, customer feedback, and customized interactions to provide a seamless and pleasant shopping experience. Zudio aims to create value not just by its low prices but also by making each customer feel valued and appreciated. Zudio can provide consistency and convenience and thus improve customer loyalty. Zudio in its CRM efforts, making the customers feel a sense of belonging to the brand. The method of building relationship not only enhances customer retention but also converts

loyal customers into influencers who refer others to Zudio through word-of-mouth and social at Zudio, CRM is not just about managing customer data; it is about using that data to build strong relationships, deliver personalized value, and ensure every customer has a positive and memorable experience with the brand.

### 1.1 Objectives of the Study:

- To assess the effectiveness of Zudio's Coimbatore customer relationship management (CRM) strategies, with a focus on how product-related factors influence customer satisfaction, retention, and brand loyalty.
- Assess how CRM strategies (customer engagement, customized marketing, and loyalty programs) enhance the product experience.
- Analyze effectiveness of promotional methods on consumer behaviors; discounts, holiday deals and social media.

### 1.2 Scope of the Study:

- Review current CRM and data handling methods.
- Analyze customer segmentation and targeting.
- Evaluate loyalty programs and repeat purchase trends.
- Study feedback collection and customer service efficiency.
- Assess integration of CRM across online and offline platforms.
- Examine CRM's role in boosting satisfaction and sales.
- Recommend suitable tech solutions to improve CRM.

## 2. REVIEW OF LITERATURE

- **Peppers and Rogers (2004)** emphasized that CRM is not just technology but a comprehensive business strategy aimed at understanding and managing customer relationships to foster loyalty and long-term profitability. For Zudio, a brand that relies heavily on footfall and repeated purchases, this strategy can create a distinct competitive edge.
- **Kotler and Keller (2016)** explained that CRM in retail works best when it is integrated with marketing strategies, allowing businesses to customize offerings. Zudio can apply this to develop region-specific campaigns to cater to diverse Indian audiences.

- **Payne and Frow (2005)** highlighted that CRM encompasses processes, people, and technology. Zudio's rapid expansion requires a scalable CRM framework that can unify operations across stores and digital touchpoints.
- **Reinartz and Kumar (2000)** found that loyalty programs play a significant role in sustaining repeat customers. While Zudio operates in a low-cost model, it can benefit from a point-based loyalty system that rewards frequent shopping without heavy discounts.
- **Chen and Popovich (2003)** discussed the integration of people, process, and technology in CRM, asserting that balanced implementation drives performance. Zudio can use this balance to personalize services while keeping operations lean.
- **Ngai (2005)** focused on CRM's technological side, noting that retail success lies in using CRM systems for efficient communication and data storage. Zudio's tech stack must facilitate real-time customer feedback and behavior tracking.
- **Swift (2001)** emphasized the importance of segmentation in CRM to address specific customer groups. Zudio, with stores across urban and semi-urban India, must tailor offers to suit each demographic's fashion sense and price sensitivity.

### 3. RESEARCH METHODOLOGY

This study adopts a structured approach to explore and evaluate the Customer Relationship Management (CRM) strategies employed by Zudio. The research methodology outlines the techniques used for data collection, analysis, and interpretation.

**Research Type:** The study follows a descriptive research design. Descriptive research helps in understanding the characteristics of the CRM strategies implemented at Zudio and how these strategies influence customer satisfaction and loyalty.

#### METHOD OF COLLECTION

##### **Primary data:**

Questionnaires offer a straightforward method for collecting primary data, particularly when conducting research. By designing clear and concise questions aligned with research objectives, researchers can efficiently gather information directly from respondents.

**Secondary data:**

Secondary data means the data that are already available. Generally speaking, secondary data is collected by some organization or agencies which have already been processed when the researcher utilizes secondary data; the process of secondary data collection and analysis is called desk research.

**STATISTICAL TOOLS USED:**

Sampling Technique: Convenience Sampling

Sample Size: 50-75 respondents

Target Group: Social media users aged 18–35 who use or purchase cosmetic products

**4. DATA ANALYSIS AND INTREPRETATION**

**TABLE 4. 1:**Table showing age group

<b>S NO</b>	<b>AGE GROUP</b>	<b>NO OF RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Below 18	21	28.8
2	18-25	16	21.9
3	26-35	16	21.9
4	36 above	20	27.4
	TOTAL	73	100

**Interpretation:**

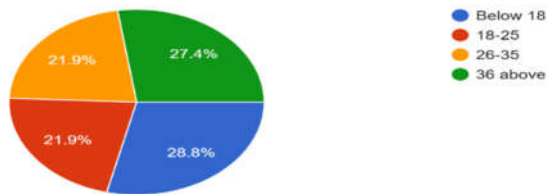
From the table 4.1.1.Among the respondents,28.8% identified as below 18,21.9% identified as 18-25,21.9% identified as 26-35,and 27.4% identified as above 36

**Majority**

The majority of respondents, constituting 28.8%, identified as below 18

**CHART-4.1: Chart showing the age group of the respondents**

2. .Age group you belongs to ?  
73 responses



S.NO	SHOPPING EXPERIENCE	COUNT	PERCENTAGE
1	Excellent	13	17.7%
2	Good	27	37%
3	Average	15	20.5%
4	Poor	18	24.7%
	<b>TOTAL</b>	73	100

**TABLE 4.2** The Table showing the overall shopping experience at Zudio

**INTREPRETATION:**

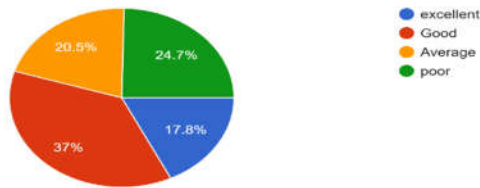
Most 37% rated their experience as good, the majority. 24.7% said it was poor, 20.5% said average, and only 17.7% said excellent. Overall, it is a mix of feedback but predominantly positive.

**Majority:**

The majority 37% said that their shopping experience was good, showing overall customer satisfaction

**CHART 4.2** Chart showing the overall rating of shopping experience

5. How would you rate your overall shopping experience at Zudio?  
73 responses



**TABLE 4. 3** The table showing the customer satisfied on product quality

S.NO	PRODUCT QUALITY	COUNT	PERCENTAGE
1	Very Satisfied	9	12.3
2	Satisfied	18	24.8
3	Neutral	19	26
4	Very dissatisfied	12	16.4
5	Other	15	20.5
	TOTAL		100

**INTREPRETATION:**

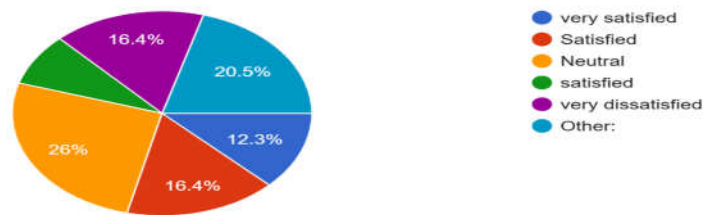
From the table most of the respondents (26%) were neutral about product quality. 24.8% were satisfied, and 16.4% were very dissatisfied. Just 12.3% were very satisfied, and 20.5% chose other, showing mixed perceptions overall

**MAJORITY:**

The greatest (26%) were neutral on product quality, showing neither extreme satisfaction nor dissatisfaction.

**CHART 4.3**Chart showing the customer satisfaction on the quality of product

6. .How satisfied are you with the product quality at zudio?  
73 responses



## 5. FINDINGS

1. The majority of respondents, constituting 28.8%, identified as below 18.
2. The majority 37% said that their shopping experience was good, showing overall customer satisfaction.
3. The majority of respondents greatest (26%) were neutral on product quality, showing neither extreme satisfaction nor dissatisfaction

## 6. SUGGESTIONS

Real-Time Inventory Updates: Notify customers when goods are in stock both online and offline. Track Consumer Buying Patterns :Use data analytics to forecast demand and understand buying habits. Mechanism for Gathering Feedback: Gather feedback regularly through suggestion boxes, reviews, and surveys. Mechanism for Gathering Feedback: Gather feedback regularly through suggestion boxes, reviews, and surveys. Tailored Promotion: Send app notifications, SMS, and emails based on user settings

## 7. Conclusion

Customer Relationship Management (CRM) has become a vital tool for modern retail businesses, and Zudio's strategic use of CRM demonstrates its commitment to building strong, lasting customer relationships. The study reveals that Zudio employs a mix of traditional and technology-driven CRM practices to engage customers, understand their preferences, and deliver personalized shopping experiences. Through affordable pricing, consistent product offerings, and attentive customer service, Zudio successfully creates a loyal customer base. However, the study also highlights opportunities for improvement, such as enhancing digital CRM integration, expanding loyalty programs, and collecting more actionable customer feedback.

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