

INTRODUCTION

Fashion retail has undergone a significant transformation over the past few decades, with the rise of fast fashion and value-based shopping influencing consumer preferences. The increasing demand for stylish yet affordable clothing has led to the emergence of several brands that cater to budget-conscious consumers without compromising on trends. In India, the fashion industry has experienced rapid growth, driven by factors such as urbanization, increased disposable income, digital marketing, and changing lifestyle patterns. With social media playing a crucial role in shaping fashion trends, consumers are more exposed to global styles and seek trendy clothing at reasonable prices. Additionally, the rise of e-commerce and omnichannel retailing has further fueled the demand for affordable yet fashionable apparel. As a result, both international and domestic brands are focusing on providing value-for-money fashion to cater to the diverse needs of Indian shoppers. This shift has made value fashion a dominant segment in the retail industry, leading to intense competition among brands offering stylish and economical clothing.

Consumer preferences in fashion are influenced by a combination of economic, social, and psychological factors. Pricing remains a key determinant in purchase decisions, with customers increasingly looking for high-quality products at reasonable prices. Brand perception, store ambiance, shopping convenience, and the availability of trendy designs also play a significant role in influencing buying behavior. Additionally, factors such as promotional offers, loyalty programs, and personalized shopping experiences contribute to customer retention and brand loyalty. The evolution of shopping behavior has also been shaped by the growing presence of shopping malls, department stores, and standalone brand outlets, which provide consumers with a wide range of choices under one roof. The impact of digital transformation is evident in the way consumers interact with brands, as many shoppers now research products online before making in-store purchases. Understanding these evolving preferences is crucial for fashion retailers looking to establish a strong market presence and maintain customer satisfaction in an increasingly competitive landscape.

OBJECTIVES OF THE STUDY

- To understand the factors influencing customer preference towards Zudio in Kannur Corporation.
- To analyze the most popular product categories among customers at Zudio.
- To evaluate customer satisfaction with the pricing and quality of Zudio's products.
- To identify the role of store ambiance and customer service in attracting customers to Zudio.
- To recommend strategies for improving customer experience and increasing footfall at Zudio.

SCOPE OF THE STUDY

The study focuses on analyzing consumer preferences towards Zudio in Kannur District, examining factors such as pricing, product quality, brand perception, shopping experience, and customer satisfaction. It aims to understand the key drivers influencing purchasing decisions and brand loyalty in the value fashion segment. The research is limited to consumers who shop at Zudio stores in Kannur, considering their demographics, shopping frequency, and preferences. The findings will help retailers and marketers improve their strategies while providing insights into the competitive fashion retail landscape in the region.

LIMITATIONS OF THE STUDY

- The study is based on 50 respondents, which may not fully represent all consumers in Kannur District.
- It focuses only on Zudio, limiting comparisons with other fashion retailers.
- Consumer preferences and shopping behaviors change over time, making the findings time-specific.
- Responses may be influenced by personal biases, affecting the accuracy of the data.

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