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Omnichannel Integration in Value Fashion Retail: A Case Analysis of Zudio in the Indian Market

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Abstract: ***Today's world is characterised by a growth in the internet shopping sector, which has had a profound and direct impact on the fashion business, changing the landscape of the sector. With the help of this study, I have attempted to conduct a comparison analysis based on the many dimensions of customer preferences, decision-making abilities, and satisfaction levels with the online and offline fashion retail sectors. Convenience, price range, product variety, experimental features of trust, and product offerings' dynamic nature are all included in the analysis. In the fashion business, a number of brands, including Myntra, Ajio, Bewakoof, and Souled Store, have significantly increased their market share. This study's main goal is to provide light on the present condition of consumer behaviour and its consequences for companies in the fashion sector.***

Knowing how consumers behave and make decisions both online and offline helps businesses create strategies that effectively satisfy customers, keep them as customers, and build brand loyalty. The study also identifies how technology and digitalisation have affected the fashion industry, determining how e-commerce, digital marketing, and social media influence customer decision- making and how they shape consumer perceptions, preferences, and buying habits. Taking everything into account, this study provides a comprehensive overview of the shifting consumer landscape in the fashion industry, giving industry participants a comprehensive grasp and a strategy for managing the complex relationships between online and offline fashion retail dynamics, how omni channel and multi-channel marketing has resolved the issue, and how Indian brand Zudio upended this.

Keywords: Consumer Behaviour, Comparative Study, Fashion, Brand ,Retail, Brand loyalty

I. INTRODUCTION

In the ever-evolving fashion industry, Indian consumers sometimes struggle to distinguish between the ease of internet shopping and conventional brick-and-mortar establishments. Despite the fashion industry's expansion, consumers still have a number of concerns, such as whether the product will be unique. Has it been used before? Is the dress going to fit? and the most crucial query: will it be returned if the aforementioned requirements are not met? However, the answer to this question reveals that the fashion retail industry has been greatly impacted by the growing use of online shopping platforms, and new ones are opening up daily to give Indian customers a wide range of options.

In addition to changing how customers access and interact with fashion items, the move from physical to virtual marketplaces has also changed the competitive landscape of the sector and made online fashion retailers a direct rival to brick-and- mortar businesses.

Traditional shopping's primary benefits include a tactile experience, prompt purchase, and appropriate salesperson help; offline retailers' benefits include more convenience, a wider selection, and frequent specials and discounts. Aside from the distinctions, additional elements that influence behaviour in online and offline fashion shopping include price strategy, promotions, brand reputation, customer service quality, warranty, and post-purchase behaviour, among others.

After the pandemic-induced spike in internet purchasing, traditional retailers continue to dominate the market. According to a study with 35,000 respondents from 323 districts, 61% of whom were men and 39% of whom were women, 43% of whom were from Tier 1, 33% from Tier 2, and the remaining respondents from Tier 3, 4 and rural districts, only 4% of respondents use the internet exclusively, while 47% prefer the touch and feel of
offline shopping, and the remaining 40% prefer a combination of online and offline shopping.

But the line between Online and Offline has been decreased by the integration of Omnichannel and Multichannel marketing which has created a seamless shopping for customers who may start their research online but make the purchase in offline store or vice versa.

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II. LITERATURE REVIEW

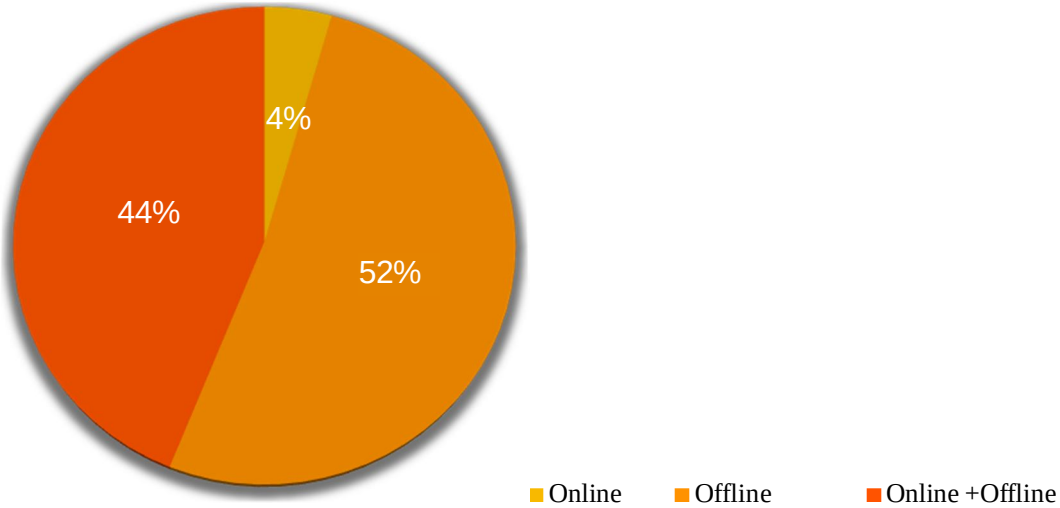
The concept of omnichannel marketing has gained significant attention in retail management as businesses combine their digital and physical channels to create seamless customer journeys. Omnichannel retailing refers to the coordinated management of multiple channels—such as physical stores, websites, mobile applications, and social media—to ensure a unified and consistent customer journey (Verhoef, Kannan, & Inman, 2015). Unlike traditional multichannel strategies, omnichannel marketing focuses on creating connected systems that enable all channels to work together instead of treating channels as separate entities.

Rigby (2011) highlighted that online and offline shopping experiences must combine with multiple customer touchpoints which enable customers to interact with brands through various contact points. The researchers Levy Weitz and Grewal (2019) demonstrated that omnichannel retailing enables customers to move between different shopping methods according to their current needs during all stages of the buying process which includes researching information and evaluating products and making their final purchase.

Research shows that technology is essential for businesses that want to implement omnichannel systems. The researchers Brynjolfsson Hu and Rahman (2013) demonstrated that digital technologies which include mobile devices together with data analytics tools have changed how consumers shop because these technologies enable customers to interact with multiple shopping channels. The research by Beck and Rygl (2015) established three methods for retail channel integration which included multi-channel, cross-channel, and omnichannel methods while showing that omnichannel retailing represents the most comprehensive form of channel integration.

The customer experience stands as vital element which defines omnichannel marketing. The research conducted by Lemon and Verhoef (2016) demonstrated that customer journeys now involve multiple touchpoints across channels which require retailers to deliver consistent experiences throughout the process. The research conducted by Neslin et al. (2014) showed that companies which use omnichannel strategies can track customer behavior better because they can gather information from various digital channels. Their omnichannel strategies which enable them to gather customer data from various platforms.

Omnichannel strategies have been shown through research studies to enhance customer satisfaction and increase customer loyalty. Integrated channel strategies enable retailers to achieve better service quality and operational efficiency according to Piotrowicz and Cuthbertson 2014. Verhoef et al (2015) demonstrated that omnichannel integration enables retailers to improve customer engagement while obtaining a competitive edge.



Scholars maintain that real-world research on how retailers implement omnichannel strategies remains scarce despite the increasing academic interest in the subject. The case study method provides an effective way to study retail brands because it reveals how omnichannel marketing activities impact customer experience and retail business results.

A. Omni Channel Marketing

Nowadays, a lot of fashion companies are multichannel and using a more centralized approach called omni channel, which gives them a competitive edge by combining and optimising several channels to provide clients a distinctive experience.

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The term "omni-channel" describes the combination of many communication channels with the goal of providing a consistent purchasing experience for customers, irrespective of the channel they choose to obtain the goods.
Cost is the most alluring aspect of online fashion since there are fewer fixed costs involved. However, inventory management is one of the biggest problems that online fashion retailers encounter. Zudio, a Tata brand, began to thrive with an offline-centric Omnichannel based marketing approach.

B. Multichannel Marketing

The combination of several distribution and promotional channels into a single, cohesive approach to draw in target customers is known as multi-channel marketing. This strategy primarily focuses on exploiting the different special strengths of the marketing channels to effectively and efficiently communicate the value of a product or service. Email, direct mail, websites, and so forth are all part of multichannel marketing. Here, plans are made to maintain an online presence in addition to trying to sell the goods through an actual store.

C. Introduction to Zudio

Zudio was formed in 2016 by Trend Limited, a division of the Tata Group, whose project was inspired by the Tata Group's 1998 introduction of the "WestSide" brand. The brand's goal was to cater to middle-class consumers by offering fashionable yet reasonably priced apparel. Zudio was established as part of its comprehensive plan to provide fashionable yet reasonably priced clothing.

Zudio Product Linie:

Audio's objective was to provide an end number of fashionable clothes with a very reasonable price.

Zudio's catalogues are:

Clothing	Kurti, Jeans , Skirts ,Crop Tops, Hoodies
Lingerie	Bra, Hipsters, Briefs , Night Wear
Accessories	Hand Bags , Purses, Totes ,Socks ,Belts
Footwear	Eyeliner, Eyeshadow, Foundation, Sneaker
Make Up	Eye liners, Eye Shadow ,Mascara
Home Accessories	Bed sheets ,Pillow Covers, Blush

Zudio's Operation

Trent, the founder of Zudio, has teamed with Zara and Westside to improve Zudio's operations. A suitable expansion strategy, an efficient supply chain, and proper cost management have all helped Zudio grow and extend its stores steadily.

D. Reasons of Zudio's growth

Zudio's approach is a combination of multichannel and Omnichannel retail. They have started their journey by digital presence with a significant investment in online advertising platform .Zudio's online presence was from
the present environment of Indian fashion retail, Zudio has established a digital first, experience- centric strategy. This fledgling brand has established a unique selling point by developing a novel approach to client acquisition and retention.

E. The reason behind zudios growth

Omni channel and multi-channel strategy created a huge impact in Zudio's growth – in just few years zudio has established over 500 retail stores which has created a great example in declining fashion market in India.

F. Digital to Store Strategy

The Zudio strategy has started with an online presence significant investment across various platforms. Zudio is present from Instagram to Facebook even in Reddit. This digital fast approach helped Zudio to target wide range of demographic fashion-conscious audience. But the interesting fact is Zudio has not only gone for immediate online conversion but also making them visit to physical store. This unique approach leveraged Zudio's growth as the idea was India centric.

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G. The in store Experience

After influencing by the huge impact of online presence, Zudio pulled the customer to the store – and the intention is maximizing the basket size. This brand has ensured customer satisfaction by proper shopping experience incapable service and proper presentation. The main moto of Zudio is kind of similar to Zara – customer should be the center of attention.

H. Location

Zudio has developed that their outlets star Bazaar and Croma, which boosts the family shopping dynamic.

III. FUTURE SCOPE

According to the analyst, Zudio's income is likely to increase by 41% annually between FY 24 and FY 26. About 66% of Trent's overall revenue may go to Zudio. Zudio's development is mostly due to its ongoing expansion and creative approach. With an income CAGR of 34% over the last five years, TRENT has demonstrated robust development.

Despite their quick development plan and appropriate operational efficiency, Zudio's profit margin is still exceptionally high. The Trent brand's share of revenue has increased from 2.2% to 48%.

Fast growth has been fuelled by FOCO (FRANCHISE OWNED COMPANY OPERATED) and bulk manufacturing. Perfect pricing strategy and high value are two other major factors.

The partnership with ZARA was another tactic that has aided in the growth of this business. This collaboration gave the brand important knowledge about the workings of fast fashion and effective inventory control. ZARA's marketing approach has aided Zudio in expanding its market presence by offering stylish, reasonably priced clothing at a quick turnover rate.

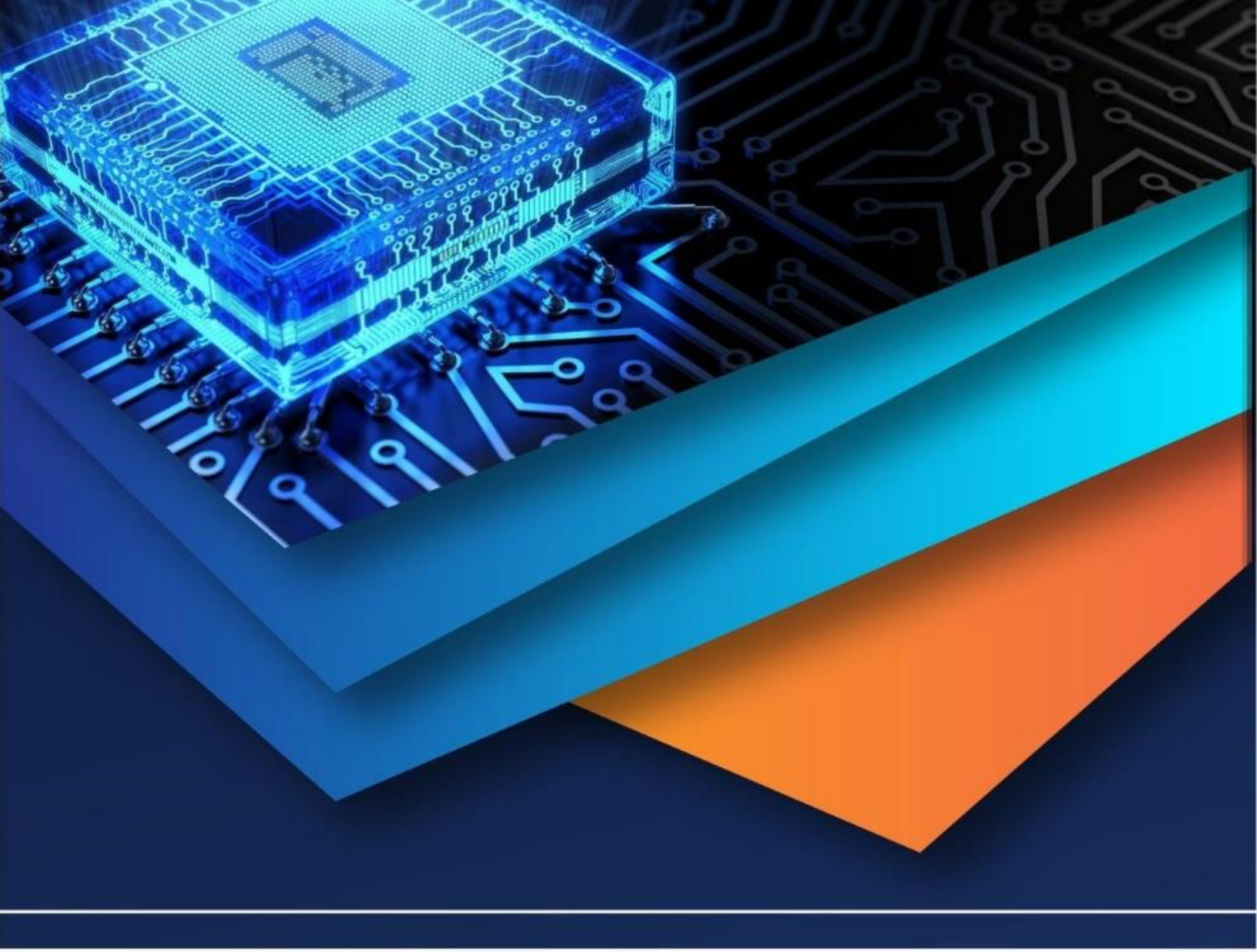
IV. CONCLUSION

We may finish this study by stating that Zudio achieved this expansion by good market positioning, revenue generation, and customer interaction. Zudio has been able to properly identify their target market, develop their pricing plan, and ensure adequate client satisfaction, all of which have contributed to their success. Zudio has a successful business model that combines traditional retail with internet shopping and focuses on affordably priced stylish apparel. With all of this strategy, Zudio was able to create a robust client base, coupled with effective supply chain management and marketing methods.

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