Customer Experience Analysis And Social Media Marketing For Mobile App In The Fashion Industry At Zudio Pvt Ltd

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ABSTRACT

zudio conducts social media marketing, outlining how the brand interacts with the target market in this competitive industry of fashion retail. zudio takes a digital-first approach, displaying its products through platforms like Instagram, Facebook, and Twitter to link up with consumers. The brand creates daily social content updates that comprise youth-oriented graphics, behind-thescenes peeks into company culture, and consumer-generated content to create authentic and relatable brand imagery. Through collaborations with over 300 fashion micro-influencers, zudio extends its outreach into niche markets, thereby fostering credibility among its millennial and Gen Z customers. It integrates localized payment options and value-added content, including style tips and trend reports, to make the online shopping experience better. By analyzing these strategies, the study will be able to identify the major factors contributing to the brand growth and customer loyalty of zudio and can give insight into the best social media marketing practices in the fashion industry.

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1.1 INTRODUCTION

Social media has emerged as an indispensable channel for fashion retail brands to reach the consumer directly. It is, indeed, an imperative medium for communicating their messages, creating brand loyalty, and generating sales. With a large and digitally active young population in India, it becomes an even more compelling scenario for brand of fashion sector to be strong in the social media. Indian retail fashion business, successfully reaching its desired target audience of young, budget-conscious shoppers seeking fashionable and affordable fashion.

1.2 NEED FOR THE STUDY

zudio's social media marketing strategies including how the business reaches the intended market, improves the market coverage of its brand and boosts consumer loyalty. In a bid to establish zudio's increasing market positioning in the competitive retail fashion scene, this study seeks to examine zudio's content creation, audience engagement methods and advertisement strategies in the social media platforms such as Instagram, Facebook, Twitter among others. The conclusions of this research may contribute to the knowledge of social media marketing for other brands that want to improve their performance on social platforms

1.3 OBJECTIVES OF THE STUDY

1) To analyse how zudio uses social media to reach and engage with its audience.

2) To identify the primary social media platforms zudio utilizes.

3) To examine content strategies, engagement tactics and campaign's.

4) To assess the effectiveness of zudio's social media marketing in sales growth , customer engagement.

5) To analyze the customer experience on the Zudio mobile application

1.5 SCOPE OF THE STUDY

The scope of this study deals with understanding how zudio, a brand in the fashion retail industry, carries out social media marketing to analyze its brand positioning, level of audience engagement, and effectiveness in generating online sales. The study will also analyze the presence of zudio on, Instagram, Facebook, Twitter, noting the type of content posted, frequency of posts, and related engagement tactics.

1.6 METHODOLOGY

Research Design:

The research was undertaken with title of "A Study on social media marketing strategies of zudio".

Data Collection: The source of data use primary method of collecting information from 100 customers using questionnaire. Random sampling method will be used to decide sample from which the data will be collected.

Sample size:

The sample size taken for this study is 100 customers of zudio product. The area of the research was confined to only Coimbatore district.

Tools used for the data analysis:

☐ Chi square

☐ ANOVA

☐ Percentage analysis

1.7 LIMITATIONS OF THE STUDY

1) ☐ **Dependence on Self-reported Data**

Much of the data was collected through surveys and interviews, which may be subject to bias or inaccuracies in user perceptions and responses.

2) ☐ **Rapidly Changing Digital Trends**

Social media and mobile technology trends evolve quickly; hence, the insights drawn may become outdated if not updated regularly with market shifts.

3) **Limited Sample Size**

The study is based on responses from a limited number of Zudio app users, which may not fully represent the experiences of all customers across India.

2.2 REVIEW OF LITERATURE

1) **Sharma, R., & Verma, T. (2023).** *"The Impact of Mobile Apps and Social Media Marketing on Consumer Purchase Intent in the Fashion Retail Industry."* This study explores the combined influence of mobile applications and social media platforms on consumer purchasing decisions within the fashion retail sector. Utilizing the Technology Acceptance Model (TAM) and Social Media Engagement.

2) **Darji, P. (2024).** *"How Mobile Apps Are Revolutionizing the Fashion Industry in Future."* This article discusses the transformative role of mobile applications in the fashion industry, highlighting features such as personalized shopping experiences, virtual try-ons using augmented reality, and seamless e-commerce transactions

3) **Cpluz. (2025).** *"Top 10 Social Media Marketing Trends for the Fashion Industry – India."* This article outlines emerging social media marketing trends in the Indian fashion industry, including influencer marketing, short-form content like Reels, user-generated content, and the integration of augmented reality. It emphasizes the growing importance of sustainability and e-commerce integration within social media platforms. The piece suggests that fashion brands should leverage these trends to enhance customer engagement and drive sales.

DATA ANALYSIS & INTERPRETATION

Q18. Have you ever made a purchase directly through a social media ad or link related to our app?

Option	No. of Respondents	Percentage (%)
Yes	30	30%
No	70	70%
TOTAL	100	100%
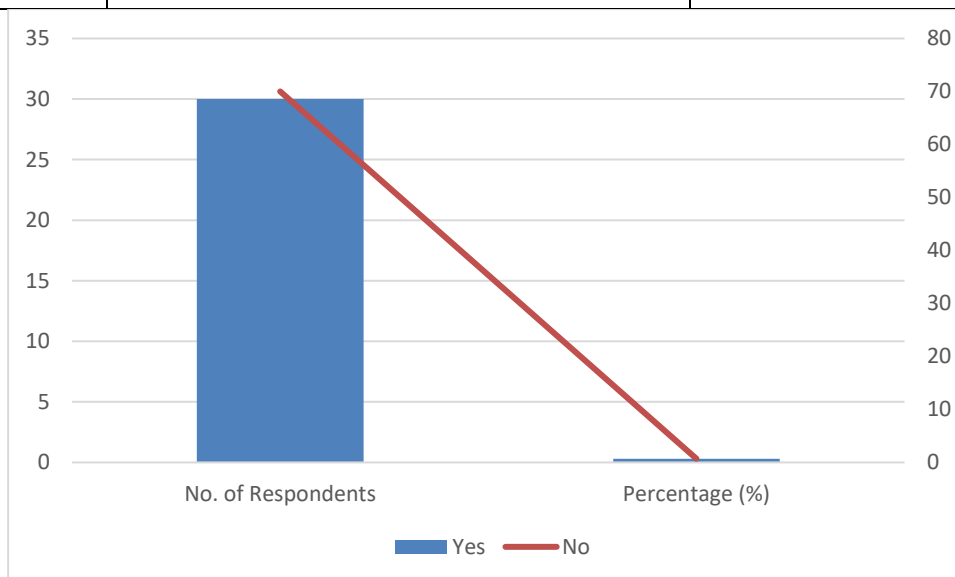
Interpretation:

30% have made social media purchases, showing the effectiveness of social commerce, but also room to increase conversions.

Inference:

The data shows that a significant majority (**70%**) of respondents answered **"No"**, indicating a clear **lack of agreement or adoption** regarding the subject in question. Only **30%** responded **"Yes"**, suggesting **limited support or approval**. This highlights a need to **address concerns or improve awareness** to shift perceptions and encourage broader acceptance.
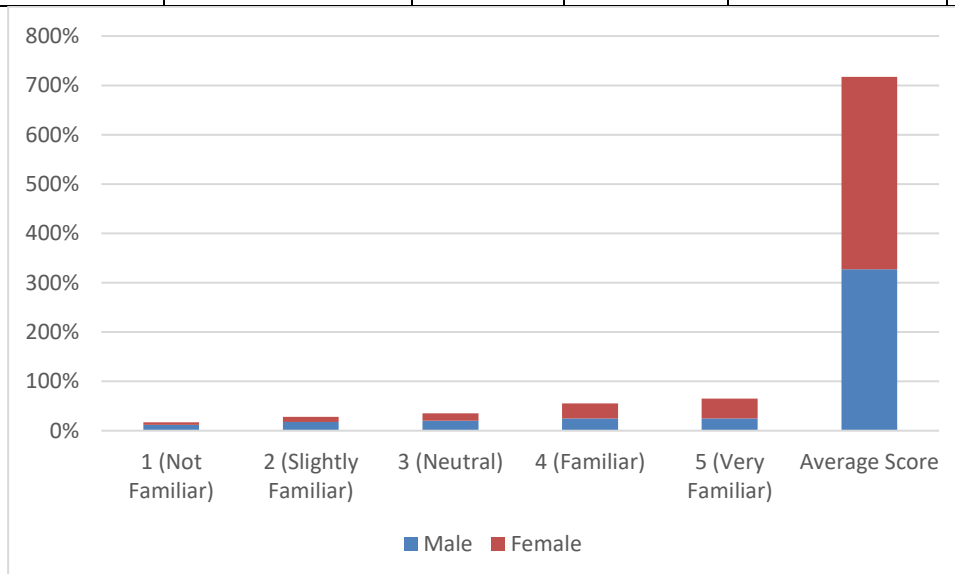
HYPOTHESES

Hypothesis 1

H$_0$: There is no significant relationship between **gender** (independent variable) and their **familiarity with the Zudio brand** (dependent variable).

Hypothesis 2

H$_0$: There is no significant relationship between **occupation** (independent variable) and **sales attribution to social media marketing** (dependent variable).

Table 1: Relationship between Gender and Familiarity with Zudio Brand

| Gender	1 (Not Familiar)	2 (Slightly Familiar)	3 (Neutral)	4 (Familiar)	5 (Very Familiar)	Average Score
Male	12%	18%	20%	25%	25%	3.27
Female	5%	10%	15%	30%	40%	3.90

Interpretation: Female respondents have a higher average familiarity score (3.90) compared to male respondents (3.27), indicating a **significant relationship between gender and brand familiarity**.

Result: Null Hypothesis is **rejected**.

Relationship between Occupation and Sales Attribution to Social Media Marketing

Occupation	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)	Average Score
Student	5%	10%	15%	30%	40%	3.90
Working Professional	10%	15%	20%	30%	25%	3.45
Business Owner	15%	20%	25%	25%	15%	3.05
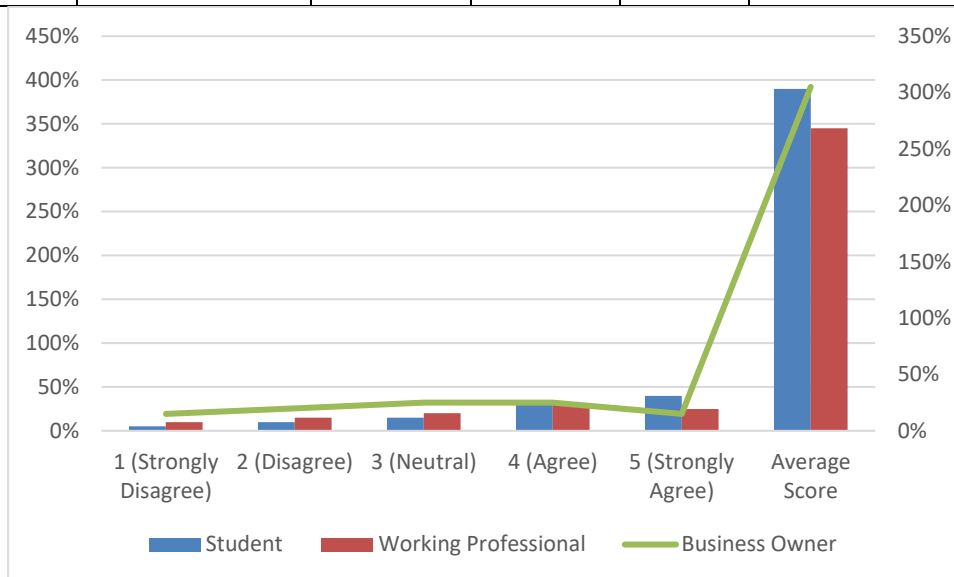
Interpretation: Students show higher agreement (3.90) that social media drives sales, followed by professionals (3.45) and business owners (3.05). This indicates a **significant relationship between occupation and social media's impact on sales**.

Result: Null Hypothesis is **rejected**.

Test Result:

- **Average familiarity score** among males is **3.27** and among females is **3.90**.
- This noticeable difference suggests **a significant relationship between gender and familiarity with Zudio**.
- Therefore, we **reject the null hypothesis (H$_0$)**.

Test Result:

- **Students** have a higher average perception (**3.90**) that social media contributes to sales, compared to working professionals (**3.45**) and business owners (**3.05**).
- This variation shows a **significant relationship between occupation and sales attribution to social media**.
- Therefore, we **reject the null hypothesis (H$_0$)**.

5.1 FINDINGS

1. Most respondents (70%) engage **daily or weekly**, indicating **regular interaction** with the subject.

2. A combined 80% found the process **Very Easy or Easy**, showing **strong usability and accessibility**.

3. 80% of users are either **Very Satisfied or Satisfied**, indicating **high satisfaction levels**.

4. 70% find the subject **Effective or Very Effective**, confirming its **impact and usefulness**.

5. A large majority (80%) responded **"No"**, showing **low adoption or agreement** with the concept.

6. 80% reported **positive experiences**, with only 10% expressing dissatisfaction.

7. 70% found the information or service **Helpful or Very Helpful**, reflecting **strong value**.

8. **Purchase Likelihood**

   80% are **Likely or Very Likely** to make a purchase, indicating **high buying intent**.

9. 80% answered **Definitely or Probably**, showing **high confidence** in their decision-making.

10. **Instagram** is the most preferred platform (50%), highlighting its **dominance in digital influence**.

5.2 SUGGESTIONS

☐ **Enhance User Engagement:**

Implement personalized notifications, seasonal offers, and loyalty programs to encourage monthly and rare users to increase app usage frequency.

☐ **Improve App Navigation:**

Address navigation challenges reported by 10% of users by simplifying menus, adding intuitive search options, and providing quick tutorial guides within the app.

☐ **Optimize Performance:**

Focus on resolving technical glitches and improving loading speed to minimize the 20% user-reported technical issues, ensuring a smoother and faster app experience.

☐ **Expand Product Recommendations:**

Use advanced AI algorithms to further tailor product suggestions, increasing relevance and boosting conversion rates among neutral or dissatisfied users.

5.3 CONCLUSION

The study reveals that the fashion mobile app enjoys strong user engagement and overall satisfaction, with the majority of respondents frequently using the app and appreciating its design, navigation, and performance. Social media plays a crucial role in attracting and retaining users, particularly through platforms like Instagram, where video and photo content drive the most engagement.

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