



## Perception of Gen Z Towards Pocket-Friendly Trending/ Fashionable Apparel: A Case Study of ZUDIO in Ahmedabad

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### ABSTRACT

This study explores the perception of Generation Z towards pocket-friendly, trendy apparel, with a focus on ZUDIO in Ahmedabad. The research aims to understand how various factors such as affordability, trendiness, spending habits, and brand discovery influence Gen Z's fashion choices. Using a chi-square analysis, the study examines the relationship between age and key variables, including how affordability impacts fashion purchases, where Gen Z shops, and how they perceive ZUDIO's alignment with current fashion trends. The findings suggest that affordability is a key factor across all age groups within Gen Z, with a weak relationship between age and other factors such as shopping location and monthly spending. Trend consciousness, however, appears to vary slightly with age, indicating that older segments within Gen Z may prioritize fashion trends more. The study also highlights the importance of word-of-mouth marketing and the consistent association of ZUDIO with affordable pricing. The practical implications for retailers include the need to maintain a balance between affordability and trendiness while focusing on digital marketing and customer engagement strategies. Future research is recommended to explore sustainability concerns, cross-cultural comparisons, and the role of technology in Gen Z's shopping experiences

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## INTRODUCTION

This Indian Fashion Retailer is gearing up to shine as an upcoming player (Vidani, 2015). ZUDIO represents the boom of affordable yet stylish garments (Vidani & Solanki, 2015). ZUDIO is a new venture by the Future Group, India's retail major (Vidani, 2015). ZUDIO has quickly become the destination of the price-sensitive young generation who loves stylish and trendy garments at cheap prices (Vidani, 2015). Having its stores spread over various cities across India, including Ahmedabad, ZUDIO has been making its presence in the fashion scenario, underlined with affordable pricing of trendy garments that attract budget-conscious customers (Vidani, 2015).

ZUDIO is one of the leading fashion retail companies in India (Solanki & Vidani, 2016). Their product line primarily caters to men, women, and kids with stylish options at a reasonably priced value (Vidani, 2016). Adopting the fast-fashion model of the business, the company replenishes its stock time and again based on the changing demands of its customers (Bhatt, Patel, & Vidani, 2017).

Ever seen your favorite movie actor or actress have you thought I wish I had the same clothes?

It will feel very good (Niyati & Vidani, 2016). But there is a thing, when we go to check the price of such clothes, they are so expensive that our whole month's salary isn't enough (Pradhan, Tshogay, & Vidani, 2016).

When it happens, only one thought comes to our mind, why not buy its copy, after seeing the quality of that product, this is what the reaction is (Vidani, 2016).

Money got wasted (Modi, Harkani, Radadiya, & Vidani, 2016).

But today there is such an Indian company that can give you trendy clothes like TV stars and that too below 1000 rupees (Sukhanandi, Tank, & Vidani, 2018). ZUDIO, such an Indian fashion brand that makes trendy clothes like Zara (Singh, Vidani, & Nagoria, 2016). But here, the clothes price is 75% less than that of Zara (Dhere, Vidani, & Solanki, 2016). If you look very clearly you will hardly see any product in ZUDIO that costs more than 999 rupees (Mala, Vidani, & Solanki, 2016).

Today this company of Tata Group runs more than 350 stores in more than 42 cities in India (Singh & Vidani, 2016). Today, the market value of this company is \$500 million, approximately ₹4000 crores (Vidani & Plaha, 2016).

But here, the most important question is "How is ZUDIO brand able to give people such good and affordable clothes (Solanki & Vidani, 2016)?"

Will understand all these things in detail (Vidani, 2016)!

So, this saga starts in the year 1998 when Tata sells a 50% stake in its brand Lakme to the HUL (Vidani, Chack, & Rathod, 2017). When it happens, then the 200 crores coming from this sale Tata Group used this money to begin a company named Trent Limited (Vidani, 2018).

Tata Group did it because they saw more opportunities in the retail market than in the cosmetics market (Biharani & Vidani, 2018). Tata believes that this market, so open for Global brands, makes it very easy for an Indian brand to launch new products in cosmetics (Vidani, 2018).

That is why selling is smart for this company (Odedra, Rabadiya, & Vidani, 2018)!

In August 2005 Trent Ltd. acquired 76% stakes in Landmark, a toy and stationery sports franchise. Which increase up to 100% by the year 2008 (Vasveliya & Vidani, 2019). However, this company was running into losses even after its acquisition by Tata (Sachaniya, Vora, & Vidani, 2019). This was the reason why, in the year 2014 this company shut down its bookstore business (Vidani, 2019). Now see, the year 2014 had come, when Tata Group, brought Zara, a world-famous brand in India a joint venture with Trent Ltd. and Inditex and the name of this joint venture was Zara India Pvt. Ltd, under which all the Indian Zara stores operate (Vidani, Jacob, & Patel, 2019)!

But gradually, Trent Ltd. recognizes a big potential in the Indian fast fashion market. And here, a new business can be set up (Vidani J. N., 2016). Tata Group launched its very own fast fashion brand named ZUDIO under Trent Ltd (Vidani & Singh, 2017).

But now, the next question arises, what did ZUDIO do that other companies cannot (Vidani & Pathak, 2016)? And at the time of all this happening, what adversities Tata Group had to face in the midst of all this (Pathak & Vidani, 2016)?

See, before starting their venture ZUDIO Trent identified these three ills in the Indian fast fashion market (Vidani J. N., 2020). And they had to rectify them with the help of ZUDIO (Vidani & Plaha, 2017)!

- For example, the first weakness is that fast fashion isn't cheap (Vidani J. N., 2018). The dressing sense of Indians has indeed changed much in the last few years (Vidani & Dholakia, 2020). However, the purchasing power of Indians did not change much, and everybody can afford fast fashion brands quite easily (Vidani, Meghrajani, & Siddarth, 2023).

- This second problem is attractive with reasonably poor quality! Sometimes customers get their clothes at affordable prices; however, their quality is very poor! So, all the money they had spent went to waste (Rathod, Meghrajani, & Vidani, 2022).

- Then comes this third problem which is fast fashion is very slow in India (Vidani & Das, 2021). Now, whenever a customer buys a product of fast fashion, he thinks to get that product before anyone in the market gets it (Vidani & Das, 2021). Because it if gets late then there is no benefit of it (Vidani J. N., 2022).

And this is what Zara does. Zara is a foreign company so it's easy for them to manage (Saxena & Vidani, 2023). But there is no such company in India that has such a fast supply chain network that they make the cloth and send it to the retailer quickly (Vidani, Das, Meghrajani, & Singh, 2023)!

So, price, quality, and speed to fill all these 3 gaps Tata launched ZUDIO in the market (Vidani, Das, Meghrajani, & Chaudasi, 2023)!

At first, ZUDIO opened its first outlet in Bangalore (Bansal, Pophalkar, & Vidani, 2023). After which they opened the second store in Hyderabad in the year 2018 and by doing this, ZUDIO has more than 350 stores in the whole of India (Chaudhary, Patel, & Vidani, 2023).

But now the question is - How did ZUDIO open so many stores in such a short time (Patel, Chaudhary, & Vidani, 2023)?

So, to comprehend it, we need to understand the target market of ZUDIO (Sharma & Vidani, 2023). A closer look reveals that most of the fashion retail brands target customers in urban cities (Sharma & Vidani, 2023).

That's why you go anywhere the big brands like Zara or H&M you won't find their stores in a small city (Mahajan & Vidani, 2023)! But in India, the real earnings are somewhere else. If you, as a company, want to make money then you have to go to tier-2, tier-3, and tier-4 cities (Saxena & Vidani, 2023).

Today, the customers in these cities, as compared to the customers of tier-1 cities, spend up to 77% more money from their last shopping transaction (Vasveliya & Vidani, 2019)!

ZUDIO is targeting young adults apart from urban and semi-urban customers (Sachaniya, Vora, & Vidani, 2019).

There are four things behind it. In which the first one is, in-house design and production (Vidani, 2019)!

ZUDIO is owned by Trent, which has its in-house designing team, which watches the trends and fashion of Instagram and then designs them (Vidani, Jacob, & Patel, 2019).

Their in-house design and production team makes the product out of design and puts it into the market in just 12 days (Vidani J. N., 2016). However, whenever they design any new one, they send it to only a handful of stores (Vidani & Singh, 2017). If the product performs well and gets sales then they create it in bulk and deliver it to the rest of the stores (Vidani & Pathak, 2016). With this in-house design and production, ZUDIO can command the cost and quality (Pathak & Vidani, 2016)!

Now comes the second strategy, and that is 'Economies of Scale' (Pathak & Vidani, 2016). So, let's understand with an example Suppose, 1000 people live in a city, and suppose only 50 out of them are rich people (Vidani & Plaha, 2017). So, what Zara does do? Zara will sell its products to those 50 people who can afford it (Vidani J. N., 2020).

But rest 950 people also need fast fashion! So where will they go? And so, these 950 people go to ZUDIO (Vidani & Dholakia, 2020)!

Because they know that they will get trendy clothes at affordable rates (Vidani, Meghrajani, & Siddarth, 2023).

Assuming that if we consider this assumption, Zara will send just 50 units of one design while ZUDIO will sell 950 units of the same design (Rathod, Meghrajani, & Vidani, 2022). So, here, because of economies of scale, the production cost was reduced by ZUDIO, and the margin that ZUDIO is holding is already very low (Vidani J. N., 2022). So, the customer will get the product at affordable rates (Vidani & Das, 2021).

But looking at this, some would be thinking that 'Bhai, Zara would earn more than ZUDIO by selling just 50 units',  
'Zara is such a big brand' (Saxena & Vidani, 2023).

Let's understand it with an example Let's assume, Zara makes 2000 rupees on one dress after all the expenses (Vidani, Das, Meghrajani, & Singh, 2023).

So, if they sell 50 units, then what is its profit? 1 lakh rupees (Odedra, Rabadiya, & Vidani, 2018)!

But if ZUDIO is raking in 200 rupees on one dress after all the expenses, then it is selling 95 dresses at once, so its profit becomes 1,90,000(Bansal, Pophalkar, & Vidani, 2023).

So this is how, ZUDIO increases its volume so much with less margins that they can keep themselves profitable (Chaudhary, Patel, & Vidani, 2023).

Now, let's come to the third strategy, which is 'Only offline stores' (Patel, Chaudhary, & Vidani, 2023).

You can't buy products from ZUDIO online (Sharma & Vidani, 2023). For that, you will have to visit offline stores. Why so? Why does ZUDIO want to sell its product offline in this era of e-commerce (Sharma & Vidani, 2023)?

**Why not online (Mahajan & Vidani, 2023)?**

**So, look, there are two reasons behind it.**

1. The first reason is that if they list their products online then delivery costs will be added to the product cost and reverse logistics costs also added to the product cost. Hence, it will increase the cost of that product, and the customer gets the product expensive. And the target customer of ZUDIO isn't rich. He is a common man who has been buying his product from local shops. So, instead of giving delivery costs, he likes to buy a product offline(Modhi, Harkani, Radadiya, & Vidani, 2016).

2. Then high rates of return come into sight! The only problem for all e-commerce companies is that there are a lot of returns(Sukhanandi, Tank, & Vidani, 2018).

But if we are talking about ZUDIO it already earns on a very thin margin (Niyati & Vidani, 2016). So, if they began selling clothes online, most of its orders would start getting returned, so the cost of dealing with returns would add up! This is the reason in this era instead of selling its products online ZUDIO prefers selling products through offline stores (Pathak & Vidani, 2016). This way ZUDIO has a different approach to expanding its store so fast (Vidani J. N., 2016)!

Whereas all other companies expand their business on COCO, Company Owned Company Operated or FOFO, Franchise Owned Franchise Operated whereas ZUDIO uses the FOCO model, which means that Franchise Owned Company Operated (Vidani & Pathak, 2016).

Here, the third party invests money to buy franchises, but the company operates that store itself (Vidani, 2019).

**What is the benefit of it?**

The benefit is that without spending a single rupee company gets its store (Vidani, Jacob, & Patel, 2019). Somebody has invested the money but the company has control of the business (Vidani J. N., 2020).

And it is quite simple. Because the franchise owner has invested money the franchise owner will get some share of the profit! Due to this, the

expenditure of opening a store i.e. capital expenditure got saved (Vidani J. N., 2018)!

And by saving this money, the company uses it to make quality clothes. So that the customer gets good clothes at affordable rates (Vidani & Dholakia, 2020). And because the target market of ZUDIO is different it doesn't open its store at expensive locations (Vidani & Das, 2021)!

That's why any person who buys the franchise of ZUDIO doesn't have to make heavy investments (Rathod, Meghrajani, & Vidani, 2022).

That is how they are in a position to open so many shops in much less time (Vidani & Das, 2021). Because the money is someone else's and that too less money! And because the control of business is in their hands, they are managing all things themselves (Saxena & Vidani, 2023).

Then comes the fourth and last strategy, which is the 'Marketing techniques of ZUDIO'(Bansal, Pophalkar, & Vidani, 2023). Now when ZUDIO is doing cost-cutting everywhere, from sourcing to manufacturing then how can it spend money on marketing (Chaudhary, Patel, & Vidani, 2023)?

They will save money there also Look, at the very initial stage when people heard the name of ZUDIO people didn't believe, how a company could sell such good clothes at such affordable rates (Patel, Chaudhary, & Vidani, 2023).

So, people started believing that quality isn't good and this is where Tata Group plays its role (Sharma & Vidani, 2023). Today, most of the Indians trust Tata Group a lot. So, whenever they come to know that Tata Group is the owner of that particular brand, they start trusting that brand automatically (Sharma & Vidani, 2023).

So here, neither ZUDIO did TV ads nor they used hoardings, they didn't waste money anywhere (Mahajan & Vidani, 2023).

Because see ZUDIO understands one thing that the customers of tier-2 and tier-3 customers whenever they see TV ads or hoardings, they believe that this thing must be very expensive, and this is what ZUDIO didn't want (Saxena & Vidani, 2023).

This is how ZUDIO cuts down its costs at every step (Niyati & Vidani, 2016).

Because they know that we don't increase the margin much and if our cost increases then the rate of the product will increase and if the rate increases then how the customer will come (Modi, Harkani, Radadiya, & Vidani, 2016).

And ZUDIO has one more advantage, that is, ZUDIO does not have any wholesaler or distributor (Vidani, 2016). Their product gets made reaches the store directly (Vidani, 2015). This is the reason, you will get ZUDIO products so cheap (Singh & Vidani, 2016)!

So, if you compare the price of a plain white T-shirt, if you pick it up from the Reliance store then 999, or if you take it from West Side, you get a little cheaper at around 599 rupees but if you go to buy the same t-shirt at ZUDIO you will get at 299 rupees (Pradhan, Tshogay, & Vidani, 2016).

ZUDIO refreshes its products at 60% every week! The whole stock of ZUDIO gets new every 2 months. Today you went to buy clothes and you are

going again for clothes after 2 months you will get to see a whole new style (Mala, Vidani, & Solanki, 2016).

I'll also show you the data. If you compare Trent Ltd. with other fashion retails in India then, in the last five years, the stock price of Shopper Stop has gone up just 55\$ the stock price of Aditya Birla Fashion Retail has increased by just 11.4% but the stock price of Trent has increased by 410.6% (Dhere, Vidani, & Solanki, 2016).

It takes us to the most important part of this article. What are those powerful business lessons, that we can learn from this case study and implement in our business (Vidani & Plaha, 2016)?

First of all, understand your market, When Tata had to launch its fast fashion brand, it didn't copy Zara blindly. Rather first they understood the Indian customer and Indian market and made an affordable fast fashion brand accordingly (Solanki & Vidani, 2016).

Now let's come to the second lesson which is 'Trust is very expensive'. See, people have a perception in India, that cheap thing means low quality (Vidani, Chack, & Rathod, 2017)!

That's why when ZUDIO brought the product in front of the people then people didn't believe how can a brand give such good clothes at such affordable rates. ZUDIO highlighted this in every promotion that we are a part of Tata Group! And due to this, the trust which was on Tata Group earlier, got transferred to ZUDIO also (Odedra, Rabadiya, & Vidani, 2018).

Finally, the third and most powerful business lesson is 'Innovate Frugally'(Vidani, 2018). It means, innovating a lot but as cheaply as possible (Vasveliya & Vidani, 2019). ZUDIO makes a lot of designs, but it doesn't deliver all of them to the store (Saxena & Vidani, 2023). It will be sent to only a few stores, and it will check how fast the design is getting sold, if it gets successful there, then it will be sent to the other stores (Sharma & Vidani, 2023).

### **Research Objectives**

1. To study the influence of affordability, trendiness, and other factors on fashion purchases among consumers of different age groups (Objective achieved in Question 5 of the Questionnaire).
2. To analyze the shopping preferences of consumers based on the type of fashion outlets (e.g., local markets, online stores, fast fashion brands) across various age groups (Objective achieved in Question 6 of the Questionnaire).
3. To determine the typical monthly spending on fashion items among consumers from different age groups (Objective achieved in Question 7 of the Questionnaire).
4. To assess consumer awareness of the ZUDIO brand across various age groups (Objective achieved in Question 8 of the Questionnaire).
5. To identify the primary sources through which consumers of different age groups first became aware of the ZUDIO brand (Objective achieved in Question 9 of the Questionnaire).

6. To examine what associations (e.g., affordability, quality, trendiness) consumers of different age groups make with the ZUDIO brand (Objective achieved in Question 10 of the Questionnaire).
7. To measure the satisfaction levels of consumers from various age groups with different aspects of ZUDIO, such as price range, product variety, and customer service (Objective achieved in Question 11 of the Questionnaire).
8. To analyze the perception of ZUDIO's alignment with current fashion trends among consumers from different age groups (Objective achieved in Question 12 of the Questionnaire).
9. To identify the key factors (e.g., trendiness, price, quality) prioritized by consumers of different age groups when shopping for fashion (Objective achieved in Question 13 of the Questionnaire).
10. To evaluate the perceived impact of ZUDIO's affordability on product quality among different age groups (Objective achieved in Question 14 of the Questionnaire).

To explore the likelihood of consumers from different age groups recommending ZUDIO to others (Objective achieved in Question 15 of the Questionnaire).

## **LITERATURE REVIEW**

Other sources' literature review will thus be a way forward in establishing your study topic loudly. For this case, the literature review to research will be "The perception of Gen Z towards pocket-friendly trending/fashionable apparel." The Literature Review will present findings on Generation Z shoppers, fast fashion, budget fashion, and where local firms like ZUDIO are concerning global trends affordably (Vidani & Singh, 2017).

In that respect, the retail sector has seen a complete turn-around in emerging markets, such as India, including affordable fashion companies like ZUDIO. The concept of ZUDIO has been to consolidate and instead assert that clothing is smart yet accessible; therefore, it is a competitor for budget-conscious consumers, more specifically Generation Z, in the market. This generation epitomizes different consumer behaviours and tastes that no other generation can offer; they are part of those born between the middle of the 1990s to the beginning of the 2010s. Most of them are powered by individualism, awareness of the environment, and digital nativity. It draws its information from multiple scholarly studies involving fast fashion, Generation Z's fashion tastes, the participatory role that local firms play in international markets of retail, and how ZUDIO takes advantage of all three trends (Vidani & Pathak, 2016).)

### **1. Understanding Generation Z: Shopping Habits and Wants**

#### **1. Social Media and Digital Natives: Its Effects on the Young Generation**

Since Generation Z emerged during the social media, smartphone, and internet generation, the latter has informed their purchasing decisions in great measures. Turner (2015) remarks that Gen Z is highly influenced by whatever they view on their social media platforms, for example, YouTube, TikTok, and

Instagram, where influencers and celebrities set fashionable trends. Gen Z is more likely to be attracted to fast fashion companies that restock their inventory continuously to offer the latest fashions because social media exposes them to global trends and cultivates a need for quick satisfaction (McKinsey & Company, 2018).

## **2. Preference for Individuality and Personalization**

Millennials were well recognizable by brand loyalty, but Gen Zeers appreciate individuality and self-expression differently from others. Francis and Hoefel (2018) argue, "Gen Zeers are more about expressing who they are than about following popular trends". Due to this change, fast fashion companies attract Gen Z because they offer various designs for affordable prices to help them keep changing their wardrobes without breaking the bank (Vidani & Plaha, 2017).

## **3. Mindful Consumption**

Gen Z is the most sustainability-conscious generation, but simultaneously, it is driven by the fast-fashion model because of its price and trendiness (Mintel, 2019). Researchers demonstrate that though customers find the prices of ZUDIO affordable, they are also concerned about the ecological and social consequences of fast fashion. According to an analysis in Business of Fashion, growing numbers of Gen Z consumers are torn between wanting it to be cheap or wanting it to be sustainable so more and more are demanding companies balance the two (Vidani & Das, 2021).

## **2. The Rise of Affordable Apparel and Fast Fashion**

### **1. The Model of Fast Fashion**

A business concept that is often called "fast fashion" bases itself on shoddily-made apparel that is produced quickly to coincide with the latest fashion craze in the fashion world (Cachon & Swinney, 2011). This concept has become very popular because it affords fast transitions from the runway to retail through companies such as Zara and H&M. The attraction of fast fashion to a broader consumer base can be attributed to the stylish nature of apparel made available at reasonable costs. This paradigm, however, has been criticized for promoting overconsumption, environmental degradation, and exploitation of workers in developing countries (Saxena & Vidani, 2023).

### **2. Fast Fashion Affordability**

Affordability is one of the factors. For Gen Z, more likely to be students or young working people, price would play a very important role in the buying decision (PwC, 2020). Of course, several reports on the Indian fashion retail industry would cite that among the reasons for ZUDIO's success has been its ability to offer fashionable wear at a price 75% cheaper than the ones marketed by the likes of Zara. The customer may often renew his wardrobe because of its affordability, perfectly in line with the fast-fashion business model which aims at clothing turnover (Vidani J. N., 2022).

### **3. Scale Economies and Cost Control**

Economies of scale will ensure it is economical and cheap. ZUDIO will witness an enormously high volume of sales as it will touch a large number of the population, who are the dwellers in tier-2 and tier-3 cities in India. This will

reduce the cost of production per unit (Kapferer & Bastien, 2012). The leveraging of scale is a similar concept, which other successful fast-fashion retail outlet companies at low margins and high turnover use to remain profitable (Barnes & Lea-Greenwood, 2006).

### **3. Local Brands VS. Global Players in the Indian Fashion Retail Market**

#### **1. Local Brands' Growing Influence**

What makes the Indian fashion retail business unique is the presence of home-grown companies and international brands. It is because Indian firms like ZUDIO are gradually eating into the market, manufacturing goods that cut to the thrust and price sensitivities of consumers in India; otherwise, international firms like Zara and H&M have found a niche for themselves in the country (KPMG, 2019). ZUDIO exploits this fast-growing demand for affordable fashion in towns and villages, that large pool of untapped market with growing disposable incomes, at the cost of multinational brands working often with urban consumers (India Brand Equity Foundation, 2021).

#### **2. Tier-2 and Tier-3 Cities are ZUDIO's Target Market**

According to the JLL (2020) report, spending power in tier-2 and tier-3 cities of India has increased manifold over the last decade. The consumers there, though willing to spend more money on fashion, are cost-sensitive. Nevertheless, the inherent mindset is still high on value. This is exactly why ZUDIO has done well quickly off the block as it adopted a strategy to target these cities with cheaper living costs than urban ones. International fast-fashion groups differ totally in their approach, selling directly to urban high-income consumers and willing to charge higher prices; Euromonitor International, 2020.

### **4. Budget Fashion as Seen by Consumers: Price VS. Quality**

#### **1. Low-price Clothing Products Cause Quality Problems**

The greatest headache of cheap fashion firms would most likely be the complaints about quality from their customers. As stated by Aspers and Skov (2006), consumers often associate cheap fashion with poor quality, which hurts the reputation of a brand. Nevertheless, ZUDIO has allayed such apprehension by standing firm on emphasizing a tie-up with Tata Group, which, in India, is a very respected company. Because of that great brand equity, ZUDIO counters the dominant view in fast fashion: a low-price tag means a low-quality product (Sheth & Sinha, 2015).

#### **2. Brand Trust's Impact on Purchasing Decisions**

Brand trust has been an extremely influential factor while making purchases in markets where customers have had qualms with low prices (Chaudhuri & Holbrook, 2001). In the case of ZUDIO, it is very clear that the Tata brand credibility has helped draw customers who otherwise would not have thought of buying cheap clothes. Other studies on the aspect of consumer behaviour were conducted in India. It was concluded that Indian consumers are more likely to try new products when they believe in the brand because it reduces their perceived risk (Mukherjee & Nath, 2007).

#### **3. Integrated Design and Function**

Customers in Generation Z, especially from developing countries such as India, are interested only in functionality and fashion. Gentina, Shrum, and Lowrey's 2018 report illustrates that apart from such low-priced clothing that

appears fashionable, customers of Generation Z make demands about comfort and durability. Well, ZUDIO responds to this business requirement by ensuring the clothes are not only fashionable but also functional, giving much-needed variety for various occasions at prices affordable to enable a frequency of purchases without compromising on quality (Patel, Chaudhary, & Vidani, 2023).

## 5. ZUDIO: Cheap Fast Fashion Business Model

### 1. ZUDIO's Business Model

However, the success of the company is based on blurring quick fashion factors with local market analytics in its business model. Bhasin (2021) finds out that through an offline-only retail approach, the company receives its cost of operations lowered while in-house design and manufacturing capabilities enable the company to respond swiftly and adjust towards changes in fashion trends. That is to say, ZUDIO needs to keep costs low to reach its target market of price-conscious style-conscious Indian city dwellers effectively(Vidani, Das, Meghrajani, & Chaudasi, 2023).

### 2. Franchise-operated, Company-Owned (FOCO) Model

Probably one of the most popular business strategies employed by ZUDIO is its FOCO model, or Franchise-Owned, Company-Operated, which allows the brand to expand rapidly without having to pump in huge capital expenditures. Finance risk and customers continue getting the same experience is minimized since ZUDIO allows franchisee investments by opening up stores but controls operations itself (Grewal, 2019). Resultant of this strategy, ZUDIO has expanded to more than 350 locations across India in a pretty short time span(Bansal, Pophalkar, & Vidani, 2023).

### 3. Offline-Only Approach: A Thoughtful Decision

ZUDIO smartly chose to control costs and to keep the customer engaged more readily by choosing only offline stores rather than using the enormous growth online retailing has shown. As Bhatia wrote further in 2020, "Online retailing comes with massive shipping and return costs." These can shave into margins in business that already is low margin at best, especially as fast fashion falls squarely within that industry. The offline business model of ZUDIO saves costs but also induces the customer to have a physical experience with the products offered, which may lead to higher customer satisfaction and lower return rates(Chaudhary, Patel, & Vidani, 2023).

Its association with Tata Group and effective strategic pricing has been a successful business strategy for ZUDIO as a budget-friendly fashion brand in India, along with proper knowledge about the local market. ZUDIO would indeed prove to be an excellent case study for the fast fashion industry since it has already demonstrated how the firms can, in particular, service very price-conscious customers without at all compromising on the style or quality aspect. This goes quite well with the tastes of Gen Z customers, particularly those, who are highly influenced by social media, who believe in individualism, and who keenly look out for reasonably priced yet stylish solutions(Patel, Chaudhary, & Vidani, 2023).

However, the brand has to fight head-on issues of sustainability and quality to remain relevant in the increasingly conscious consumers. With these factors balanced out, like pricing, brand trust, and sustainability, Gen Z will come to perceive clothes under the style category as affordable. In this vast world of rushed fashions, it is in this sphere that brands like ZUDIO will also find some advantages, particularly in developing countries like India (Sharma & Vidani, 2023).

More research could be done, therefore, on how ZUDIO or similar companies make themselves more attractive to environmentally conscious without losing their low-cost competitiveness by going sustainable (Saxena & Vidani, 2023).

### **Research Gap**

In reviewing the existing literature on fashion retail and consumer behaviour, a huge research gap is found in the perception of Generation Z relating to affordable yet trendy apparel brands, especially in regional markets like Ahmedabad. Although other studies have examined Gen Z's fashion preference at the global or national level, a large concern regarding fast fashion and related issues of sustainability exists, but very little research pertains to how Gen Z perceives the possibility of new retail brands like ZUDIO can capture affordability without sacrificing trendiness. Even though some specific regional consumer behaviour-specific insights may not be possible across India, cultural as well as economic factors can lead to perception a lot. Therefore, in this respect, this article fulfils the gap by discussing how ZUDIO, a fast-moving retail chain that caters to the needs of the unique expectations of Gen-Z, merges affordability with fashion-consciousness in a local setting.

### **Hypothesis (Only List)**

H1: There is a significant relationship between age and the influence of affordability on fashion purchases.

H2: There is a significant relationship between age and shopping for fashion items at local markets.

H3: There is a significant relationship between age and monthly spending on fashion.

H4: There is a significant relationship between age and how respondents hear about the brand ZUDIO.

H5: There is a significant relationship between age and being introduced to ZUDIO through friends/family.

H6: There is a significant relationship between age and associating ZUDIO with affordable pricing.

H7: There is a significant relationship between age and satisfaction with ZUDIO's price range.

H8: There is a significant relationship between age and perception of ZUDIO's alignment with current fashion trends.

H9: There is a significant relationship between age and prioritizing trendiness when shopping for fashion.

H10: There is a significant relationship between age and perception of the impact of affordability on ZUDIO's product quality.

H11: There is a significant relationship between age and the likelihood of recommending ZUDIO to a friend.

Table 1. Validation of the Questionnaire

Statements	Citation
What influences your fashion purchases the most?	(Vidani, Das, Meghrajani, & Chaudasi, 2023)
Where do you usually shop for fashion items?	(Patel, Chaudhary, & Vidani, 2023)
How much do you typically spend on fashion per month (in INR)?	(Vidani, Das, Meghrajani, & Chaudasi, 2023)
How familiar are you with the brand ZUDIO?	(Saxena & Vidani, 2023)
How did you first come across ZUDIO?	(Chaudhary, Patel, & Vidani, 2023)
What do you associate ZUDIO with?	(Patel, Chaudhary, & Vidani, 2023)
How satisfied are you with the following aspects of ZUDIO?	(Sharma & Vidani, 2023)
Do you think ZUDIO's clothing is in line with current fashion trends?	(Mahajan & Vidani, 2023)
Which factor do you prioritize the most when shopping for fashion?	(Bansal, Pophalkar, & Vidani, 2023)
Do you think ZUDIO's affordability impacts the quality of its products?	(Saxena & Vidani, 2023)
Would you recommend ZUDIO to a friend?	(Vidani, Meghrajani, & Siddarth, 2023)

Source: Author's Compilation

## METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close-ended
Data Collection mode	Online through Google Form
Data	Tables

<b>Analysis methods</b>	
<b>Data Analysis Tools</b>	SPSS and Excel
<b>Sampling Size</b>	<b>162</b>
<b>Survey Area</b>	<b>Ahmedabad</b>
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Homemakers, Professionals like CA, Doctors, etc.

Source: Author's Compilation

### Demographic Summary

The demographic summary of the study sample included 162 participants of different age, gender, and occupation. The majority falls under age category 1 at 51.9%, followed by 32.7% under age category 2, while younger participants who fall under age categories 3 and 4 constitute 15.5%. Gender representation depicts a slight male majority at 53.7% with females making 46.3%. The occupation was a criterion for the majority of the respondents, which fell under the first category at 53.1%, with others having made various occupations at 15.4% in the second category, followed by the third category at 13.0%, and the rest at 16.0% and 2.5% categories four and five respectively. This shows that the above population cuts across young people and males with different work backgrounds.

Add rows as per the number of hypotheses you have created

Table 3. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject the Null hypothesis	R- value	Relationship
H1	There is a significant relationship between age and the influence of affordability on fashion purchases.	0.753	<	H01 Accept (Null hypothesis rejected)	0.590	Weak
H2	Age and shopping for fashion items at local markets have a significant relationship.	0.103	<	H02 Accepted (Null Hypothesis Accepted)	0.373	Weak
H3	There is a significant relationship between age and monthly spending on fashion.	0.181	<	H03 Accept (Null hypothesis rejected)	0.636	Weak
H4	There is a significant relationship between age and how respondents hear about the brand	0.150	<	H04 Accept (Null hypothesis rejected)	0.340	Weak

	ZUDIO.					
H5	There is a significant relationship between age and being introduced to ZUDIO through friends/family.	0.085	<	H05 Accept (Null hypothesis rejected)	0.067	Weak
H6	There is a significant relationship between age and associating ZUDIO with affordable pricing.	0.962	<	H06 Accept (Null hypothesis rejected)	0.686	Weak
H7	There is a significant relationship between age and satisfaction with ZUDIO's price range.	0.955	<	H07 Accept (Null hypothesis rejected)	0.508	Weak
H8	There is a significant relationship between age and perception of ZUDIO's alignment with current fashion trends.	0.901	<	H08 Accept (Null hypothesis rejected)	0.523	Weak
H9	There is a significant relationship between age and prioritizing trendiness when shopping for fashion.	0.016	<	H09 Accept (Null hypothesis rejected)	0.337	Weak
H10	There is a significant relationship between age and perception of the impact of affordability on ZUDIO's product quality.	0.587	<	H10 Accept (Null hypothesis rejected)	0.359	Weak
H11	There is a significant relationship between age and the likelihood of recommending ZUDIO to a friend.	0.921	<	H11 Accept (Null hypothesis rejected)	0.622	Weak

## DISCUSSION

The present study is aimed to investigate the perception of Gen Z toward pocket-friendly fashionable clothing. A case study is taken in Ahmedabad, but keeping in view the reference point as ZUDIO. The research was especially concluded on the basis that age influences different variables of fashion choice, spending, and attitude toward ZUDIO as a brand name. From the chi-square test, results were derived to give insight into these relationships and the degree to which age impacts the variables.

The effect of age and how the factor of affordability impacts fashion purchases is inconsiderable (H1). Because the p-value is 0.753, which is more than 0.05, the null hypothesis is accepted as it means age does not have a role to play when affecting how affordability influences the purchasing of fashion. Though affordability is something that most consumers would consider in their

decision-making, this weak relationship shows that preferences for affordable fashion are pretty heterogeneous among all age groups in the Gen Z population.

Similarly, H2-the age greatly influences shopping at local markets-was rejected. In this, the p-value is 0.103 and R-value weakly stands at 0.373. This suggests that though the affordability of local markets keeps them in high demand, the preference for local markets does not vary much with the age of the younger generation of Gen Z.

For the month of expenditure on fashion (H3)-the p-value = 0.181. The Null Hypothesis holds good, and age does not have a significant effect on the spending on fashion. There can be different expenditure propensities for all ages among Ahmedabad's Gen Z due to the same financial constraint or similar social and fashionable influences they are exposed to in common.

For how respondents heard about the brand ZUDIO (H4), the association with age was again weak ( $p = 0.150$ ), implying that age would seem to have little impact on how Gen Z becomes aware of the brand. Digital marketing, social media, and peer recommendations likely equally influence all age groups within this generation.

The weakest association established is that of age and the exposure by friends or family to ZUDIO (H5). The p-value reported was 0.085 while the R-value was reported at 0.067. This shows that the exposure of GenZ to ZUDIO through word-of-mouth does not vary with age because personal networks play a ubiquitous role in brand discovery for this group.

I was not able to find any statistical connection between age and attributing affordability to the price of ZUDIO-H6. So, the p-value is at 0.962 and the R-value is pretty high at 0.686. It means affordability was one of the strongest and earliest aspects of ZUDIO for all age groups in Gen Z and placed in this slot.

For H7, satisfaction with the range of prices of ZUDIO the p-value is 0.955, meaning age does not have a significant impact on how satisfied Gen Z is regarding the brand price. Satisfaction over pricing appears constant across age groupings because the pricing strategy of ZUDIO seems lucid and targeted.

In so far as whether the clothes of ZUDIO fulfill the trend in recent years (H8), the null hypothesis was accepted since the p-value is 0.901. Age doesn't seem to matter much in how trendy Gen Z feels concerning ZUDIO, that is, that this brand effectively reaches a wide age range within this generation.

Interestingly, an essential correlation was found between age and giving priority to trendiness while purchasing fashion (H9), where  $p = 0.016$ . This would indicate that in the sample of Gen Z individuals, with increased age, the significance of trendiness possibly increases, or influences how over time, fashion preferences, or priorities while purchasing change.

Now, about the perceived influence of affordability on product quality from ZUDIO (H10), this was agreed upon at a p-value of 0.587, meaning that age did not influence such a perception. Lastly, there was no interaction observed between age and the likelihood of recommending ZUDIO to someone

else (H11), with the p-value being observed to be 0.921, thus showing that the propensity to recommend ZUDIO remains invariant with age for Gen Z.

Although age appears to have little bearing on most of the factors analyzed, the fact that ZUDIO is always associated with affordability and that there exists a common fashion priority among Gen Z tells of the appeal the brand has for the said demographic. If being 'trendy' is what would differ indeed according to age then ZUDIO must make slight inroads to reach different segments under Gen Z.

### **Theoretical Implications**

It provides more theoretical information about Generation Z consumers, particularly in the fabric of clothing retail and the world of cheap clothing. This broadens most existing theories on consumer behaviour and provides a new perspective specifically toward this age group's liking and perception of brands.

#### **1. Price Elasticity and Value Sensitivity**

The study's findings, particularly on the relationship between age and affordability (H1), align with price sensitivity theories, which argue that consumers, particularly the younger generations, are most sensitive to prices. The weak relationship between age and the influence of affordability on fashion purchases suggests that Gen Z, irrespective of age, is equally driven by value for money. This proved that Generation Z is not sensitive to price and is eager to find fashionable yet affordable options, extending the value-based consumption theory. Retailers such as ZUDIO capitalized on this by offering fashionable ideas at affordable prices, thereby confirming that value-conscious strategies work for this generation.

#### **2. Generational Cohesion in Fashion Consumption**

The rejection of many alternative hypotheses connecting factors like shopping location (H2), spending (H3), and brand discovery (H4) to age supports the hypothesis that Generation Z exhibits generational cohesion in fashion consumption. People belonging to the same generation, according to the Generational Theory, share common values and experiences along with purchasing behaviors. This study confirms that Gen Z, irrespective of age in the group, acts uniformly in areas such as monthly expenditure on fashion and the source of discovery of brands. It therefore suggests that marketers and fashion retailers can treat Gen Z relatively as homogeneous since their preference does not seem to shift dramatically from one subgroup of the generation to another.

#### **3. Word-of-mouth and Social Influence Theory**

Furthermore, a lack of significance between age and how the respondents were introduced to ZUDIO (H5) and a weak relationship between age and discovery through friends or family is highly in line with the theoretical expectations around social influence theory and the significance of word-of-mouth marketing. Hence, this finding further supports the thesis that age has not played a significant role in brand discovery by social circles both online and offline. The soul for Gen Z is word-of-mouth, and businesses like ZUDIO need to continue working in such natural, peer-to-peer referral pathways.

#### **4. Style Orientation and Trend Awareness**

The significant positive relationship between age and prioritizing trendiness (H9) provides insight into the fashion orientation theory. As members of Gen Z advance in age, they may develop a sense of trend-consciousness or place a greater premium on certain types of fashion trends. Thus, while the overall generational figure of Gen Z reflects a strong interest in affordability, some older segments within the generation also report seeking fashionable items. It will imply that ZUDIO and other houses must further streamline their fashion offerings to best meet the new preferences of the generation.

#### **5. Perceived Value-Quality Relationship**

The rather weak relationship between age and perceptions of how affordability impacts the quality of ZUDIO's products (H10) partly leads to understanding why there could be a value-perception gap. This would suggest that Gen Z, regardless of age, is not concerned, for example, that lower prices mean lower quality compared to traditional price-quality heuristics. Such a fact can be regarded as an expression of how the nature of the dynamics involved in consumer expectations is changing, particularly among the younger demographics.

#### **6. Brand Loyalty and Advocacy**

The outcomes of likelihood to recommend ZUDIO to others (H11) depict brand advocacy among Gen Z. Age did not differ significantly in likelihood to recommend ZUDIO, so it indicates brand loyalty and advocacy behavior persist at all ages of the generation. This supports the theory that it is a brand experience, including satisfaction, rather than an age-specific character that underlies Gen Z advocacy.

This study contributes to the theories of consumer behaviour, particularly about price sensitivity, generational shopping behaviour, and the role of trendiness in fashion consumption. The balance between value for money and quality is a prime issue of concern for Gen Z customers. The results set forth great theoretical foundations with which to research the shopping habits of Gen Z further, especially against the backdrop of fast fashion and value-driven retail strategies.

#### **Practical Implications**

The results of this study about Generation Z's perception of pocket-friendly, fashionable wear-again cases, for example of ZUDIO in Ahmedabad, have very pragmatic implications for retailers, marketers, as well as fashion brands that would seek to attract and retain Gen Z as their customers. Businesses can shape their product offerings, marketing strategies, and other methods of customer engagement with such insights.

##### **1. Price Affordability as a Key Differentiator**

One of the practical implications is that affordability should be considered in terms of engaging Gen Z. Since results reveal that affordability has always been a major factor among all groups of Gen Z (H1), fashion retail outlets like ZUDIO should maintain very low-cost offers that have not been done at any compromise on style or newness. Value pricing strategies should be maintained as well since this generation is concerned about price. Price

communication in marketing messaging should always emphasize that, though affordable, the retailer's offerings are not low-end, it can be maintained, so that consumer perception does not necessarily equate being cheap with low style value.

## **2. Streamlining Marketing Channels**

The weak relationship between age and how the respondents discover ZUDIO (H4) calls for the effectiveness of all digital marketing strategies, including social media and influencer marketing, across the entire Gen Z cohort. Because age does not significantly impact how these consumers hear about the brand, then ZUDIO and similar brands should focus on broad-reaching marketing campaigns that leverage digital platforms, such as Instagram, TikTok, and YouTube, to reach a large percentage of Gen Z. They depend majorly on these channels as a source of fashion inspiration, and to be strong on those channels is way more important. Social proof, besides customer reviews, and user-generated content is the underpinning factor to establish trust and reach out to this age group.

## **3. Fostering Word-of-Mouth Marketing**

Since word-of-mouth from friends and family plays a strong role in introducing Gen Z to ZUDIO (H5), that would mean brands need to work on creating incentives for referral programs and customer-driven marketing strategies. And of course, offering incentives to customers to refer ZUDIO to their friends and family will amplify brand awareness and loyalty. Brands can also tap further into community-building initiatives by creating spaces both online and offline where people can share experiences and fashion choices with a motivation to boost organic word-of-mouth marketing.

## **4. Product Line Adaptation to Trending Consumers**

Such a strong association between age and trendiness prioritization in-store fashion shopping (H9) indicates that older cohorts of Gen Z would prioritize being more fashion-forward than their younger counterparts. Therefore, ZUDIO could have more trend-centered product lines besides its flagship budget-friendly lines. Retailers have to be more sensitive to the current scenario in terms of fashion and update their product lines instantaneously according to the shifting preferences. This can be seasonal or cultural trends, therefore limited-time collections can appeal to the fashion-conscious part of Gen Z while still maintaining the affordability that defines the entire brand.

## **5. Quality Perceptions**

The findings of the research suggest that although the affordability factor made ZUDIO a catchy sale, a weak concern was noticed as far as quality perception was concerned (H10). This gap may be bridged by retailers like ZUDIO effectively communicating value for money with the fact that affordability does not always have to go hand in hand with poor quality. It can be done by clarity in material sourcing and sustainability claims on factors like durability and good designs of products. Slogans that pointed out that affordable could be of good quality will reduce the remaining doubts about the quality of products thus building customer confidence.

## 6. Customer Satisfaction and Brand Loyalty

Findings of H7, satisfaction with price, and H11, the likelihood of recommending ZUDIO to a friend, point to the contention that Gen Z shall advocate for the brand only when they are satisfied with the value provided. Initiatives toward customer satisfaction by brands like ZUDIO shall focus on repeat buying and lasting loyalty. It includes loyalty programs, special discounts, and preview sales of new collections to retain faithful customers. In this way, rewarding loyal customers and holding quality and price, ZUDIO is sure to cash in on brand advocacy and expand its customer base through word-of-mouth referrals.

## 7. Retail Location Strategy

This concept appears to be that the tendency of age does not correlate favorably with preferring to shop at local markets (H2), thereby indicating that the location preference of Gen Z is less age-dependent. With this understanding, ZUDIO would gather momentum to increase its footprint in local markets, malls, and other popular trade areas where Gen Z spends more time. Secondly, ZUDIO should enhance the online retail platform to accommodate the up-and-coming digital shopping trends of Gen Z, thereby providing a hassle-free and easy e-commerce experience.

## 8. Sustainability and Ethical Practices

Although this paper did not take an approach based on sustainability, the findings of quality perception and trendiness imply Gen Z is very conscious of the value of products and trends in fashion. As global awareness about sustainability continues to grow, ZUDIO can use more sustainable practices in their supply chain and communicate them in their marketing. Affordable, eco-friendly fashion could be a good opportunity for ZUDIO to capture the environmental-conscious market of Gen Z without losing out on affordability. In summary, it is its price-value proposition that remains the primary attractor for ZUDIO towards Gen Z consumers. But as it grows, brands such as ZUDIO need to remain sensitive to the wants of the generation regarding trendy, high-quality, and possibly sustainable products. Innovation in fashion offerings, coupled with high-energy digital marketing, and good loyalty programs, would ensure long-term success in the satisfaction of shoppers belonging to Gen Z.

# CONCLUSIONS AND RECOMMENDATIONS

## Conclusion

This study explored the perception of Generation Z in Ahmedabad towards pocket-friendly, fashionable apparel, with ZUDIO as a case study. The said outputs have very important implications on how this age group is moving toward affordability without losing interest in fashion trends. In this regard, through the analysis of the relationship of age with multiple facets of fashion consumption, research for its part indicates various takeaways for retailers and marketers.

Results suggest that affordability is the overarching motivator for fashion purchasing behaviour of all age segments within Gen Z. It does not speak to questions of where they shop, to whom they are listening in terms of which brands, or the dollar amount they expend on fashion; age is moot.

Fashion's stylish and affordable brands attract Gen Z consumers without exception. This places ZUDIO in a position to compete as a low-cost fashion supplier that is ever-changing in line with the dynamics of the fashion world.

This would entail that although there might be some association of age with fashion consumption behaviours like brand discovery and spending, the relation is pretty weak, and shopping patterns have homogeneous lines across generations. Generation Z is likely to share similar opinions in terms of price sensitivity and product accessibility, and therefore, brands could engage in more homogeneous targeting. However, trend-consciousness does vary a little with age and perhaps would mean that ZUDIO needs to get their product geared toward different niches within the generation, especially the older consumers who will focus more on it.

Aside from word-of-mouth advocacy, this is through social networks and influence by friends that make Gen Z to brands like ZUDIO, thus making the influence in terms of calling into this fight an understanding embracing both organic brand advocacy and referral programs to unlock brand visibility to this demographic.

Thus, the affordability-based offer from ZUDIO would be warmly accepted by the Gen Z shoppers in Ahmedabad, though the brand needs to be agile in developing further their future fashion needs. Digital marketing, social influence, and consistency of good products would ensure sustaining engagement and loyalty among Gen Z shoppers. This will keep ZUDIO within the competitive confines of the fashionable retail market on track, providing fashionable options but at prices that are not exorbitant and will, therefore, finally increase customer satisfaction.

## FURTHER STUDY

This research presents significant findings related to Generation Z's perceptions of cheap and fashionable clothing, especially that of ZUDIO in Ahmedabad. At the same time, several avenues remain open for further research that can improve understanding and add depth to the study. The following recommendations present possible routes for future research:

### 1. Broader Geographic Scope

This study on the consumers of ZUDIO in Ahmedabad gives insights that are specific to that region alone. This research might be done across multiple cities or regions in India. In a geographical setting, shopping habits and preferences can also be mapped as urban, semi-urban, and rural. Issues about fashion preference and perception over affordability within Tier 1, Tier 2, and Tier 3 cities would help understand the market presence and their effectiveness for ZUDIO much better.

### 2. Identify Multiple Fashion Retail Brands

Although it concentrated only on ZUDIO, several research studies can be conducted in comparison to the perception of ZUDIO with other similar fashion retailers like H&M, Max, Reliance Trends, and Pantaloons to strengthen the benefits and disadvantages of the brand positioning of ZUDIO against other

brands and finally suggest recommendations to brands looking to differentiate themselves within the affordable fashion sector.

### **3. Consumer Factors: Add-on**

In the present study, age will be explored, to a large extent, as a factor influencing the variables governing fashion choices. Further studies may include other variables such as gender, income levels, educational qualifications, and employment status. This may provide a more complex understanding of the different sub-group perceptions of Generation Z regarding affordability, trendiness, and brand loyalty, thereby unearthing a more comprehensive set of insights for market segmentation and targeted marketing strategies.

### **4. Sustainability and Ethical Consumption**

It would be interesting to see how that raises the stakes in research regarding sustainability and ethical consumption over fashion purchases and Generation Z. Studies can detail the levels of sustainability that Gen Z customers drive into cost-effective purchases in fashion and the price below what they are willing to pay above the norm for ethical clothing. The research into how fashion companies like ZUDIO are sustaining practices at their budget-friendly prices will be gold for strategic, long-term growth.

### **5. Impact of Digital and Social Media Influencers**

However, given that social media is a highly relevant consideration for the purchasing behavior of Gen Z, further studies could focus on those digital and social media influencers contributing to fashion trends and also to the decisions concerning buying. Online endorsement, user-generated content, and targeted social media campaigns can add more insights into the study of the impact this strategy has on the perception of a brand on sales and loyalty for ZUDIO, through influencer marketing.

### **6. Longitudinal Study on Changing Preferences**

An investigation into the fashion preferences of Generation Z using a temporal framework would offer in-depth insights into the development of consumer behaviors and opinions they hold for the brands at different life stages. Such studies can ascertain whether affordability remains the all-important factor in maturity and gaining further buying power or if sustainability, quality, or exclusivity becomes more salient.

### **7. Psychographic Segmentation**

Subsequent research studies will focus on psychographic dimensions, namely lifestyle, values, and personality traits that determine fashion choices for Generation Z. This enables brands to derive more differentiated product and marketing communication innovation based on insights from what psychological motivations underpin their purchasing decisions: to express themselves, to gain social status, or even realize an identity in clothing.

### **8. Consumer Loyalty and Retention Strategy**

The other area that could be further researched in the future would be loyalty and retention programs adopted by the fashion brands for Generation Z. In other words, it may focus on the reasons that contribute more towards long-term brand loyalty and suggest how customer retention might best be achieved in competitive fast fashion. Identifying why Generation Z stays loyal

to those brands or moves to competing retailers would help the retailers tailor their approaches to CRM.

### 9. Cross-Cultural Comparison

Because Generation Z's preferences vary across different cultures and countries, it can be concluded that further research would be to cross-culturally compare the fashion consumption behavior of this generation. A comparison between Generation Z in India with its peer group in Western countries or other developing markets might reveal very relevant international and cultural differences in fashion consumption and preferences for brands looking to expand their global market.

### 10. Exploring the Role of Technology in Shopping Experiences

As the e-commerce and development of technology in the retailing sector continues to grow, further potential studies may be conducted to scrutinize the intricacies of the interaction of Generation Z and the new shopping technologies on virtual changing rooms, AR shoppers, and AI-based fashion consultations, thereby supporting brands like ZUDIO to include relevant technological features in their business model to gain an even more engaged and satisfied customer.

In conclusion, there is enormous scope for further research to be conducted on Generation Z's tastes, especially about affordable fashion. With such fields of research, the experts and manufacturers will probably formulate more targeted strategies that are fairly responsive to the needs and desires of this critical audience.

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