

A STUDY ON – "TWIN TARGETING STRATEGY BY TATA (A CONSUMER PERCEPTION TOWARDS IT)"

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Introduction : -

Dual marketing refers to a strategy where a company markets two or more distinct products, brands, or services to different segments of consumers under the same corporate umbrella. It involves creating separate identities for each brand while targeting different consumer groups with tailored marketing approaches. The goal of dual marketing is to maximize the company's market reach and address diverse customer needs 8/71 diluting the brand equity of each individual product.

In the context of Tata's approach with Westside and Zudio, dual marketing allows the company to cater to two very different customer segments. Both brands, though owned by the same parent company, have distinct brand identities, product offerings, pricing strategies, and target audiences.

Westside positions itself as a premium fashion retailer, offering high-quality apparel and lifestyle products that appeal to middle and upper-middle-class consumers. The brand focuses on aspirational customers who are willing to spend more for better quality and a premium shopping experience.

Zudio, on the other hand, is a value-driven brand that provides trendy, affordable clothing. Its primary target market is cost-conscious consumers, often from lower to middle-income backgrounds, who seek good fashion at an affordable price.

By using dual marketing, Tata Group effectively addresses two different sets of consumer Needs and preferences. Instead of one single brand trying to satisfy both premium and budget-conscious customers, Tata allows both Westside and Zudio to have their own distinct market positions. This strategy allows the company to:

1. Capture a larger market share: By addressing both high-end and value-conscious customers, Tata can expand its reach within the retail sector without alienating either group.
2. Maintain brand differentiation: Westside and Zudio, despite being part of the same corporate group, retain their separate identities, allowing them to focus on their own target customers without confusing the marketplace.
3. Optimize resource allocation: Tata can allocate resources, such as marketing budgets, store locations, and product offerings, more efficiently by tailoring its strategies to each brand's specific market segment.
4. Minimize risk: If one brand faces challenges in a particular market segment, the other brand might still perform well, helping Tata Group maintain overall stability in its retail operations.

The dual marketing strategy also allows Tata to leverage economies of scale in production, distribution, and advertising while ensuring that each brand can speak to its target customer with the right tone, messaging, and promotional tactics.

The study will explore how this strategy impacts brand perception, consumer buying behaviour, and the overall success of both Westside and Zudio In the Indian retail market.

OBJECTIVES OF THE STUDY: -

The primary objectives of this study are as follows:

1. To Analyze the Dual Marketing Strategy of Tata Group in the Context of Westside and Zudio.
2. To Assess the Impact of the Dual Marketing Approach on Consumer Perceptions and Buying Behaviour.
3. To Compare the Brand Recognition and Market Share of Westside and Zudio in the Indian Fashion Retail Industry.

Scope of the Study: -

1. Geographic Scope focus on Area, Urban and Rural Comparison Regional Differences.
2. Brand Scope focus on Westside, Market Position and Product Range. Also Zudio Market Position and Product Range.

3. Demographic Analysis on Income Levels and Age Groups.
4. Psychographic Analysis on Lifestyle, Values and Fashion Awareness.
5. Purchase Drivers deals with Price Sensitivity, Quality Perception and Promotional Influence

REVIEW OF LITERATURE: -

The Phenomenal Rise of Tata Group's Zudio: A Case Study in Business Strategy by Sachin Arayans:

Zudio's rise in the Indian retail market showcases how a clear understanding of the target audience and smart business strategies can lead to rapid success. By focusing on India's Middle and lower-middle-class consumers in smaller cities (often referred to as "Bharat"), Zudio tapped into a massive demand for trendy yet affordable fashion. Their low pricing strategy, with no item over 999, and a fast-fashion approach helped them stay relevant and attract regular customers without relying on heavy marketing or celebrity endorsements.

Overall, Zudio's success highlights the power of knowing your customer, staying cost-efficient, and being flexible in operations.

Unveiling the Success Story of Zudio: Tata's Affordable Fashion Revolution by Ambika Agrawal:

Zudio, a value fashion brand under Tata's Trent Ltd., has quickly become a favourite among India's middle-class shoppers by offering trendy, affordable clothing. Since its launch in FY 17, Zudio has expanded rapidly to over 545 stores across 164 cities by FY24, achieving 3,540 crore in revenue. The brand focuses on price-sensitive customers by keeping prices low, offering a wide product range, and following a fast-fashion model. Its success also stems from strategic store locations, minimalist design, and leveraging the Tata Group's supply chain and retail expertise.

Zudio's synergy with Westside, focus on "Made in India" sourcing, and future plans for sustainability and innovation position it well for long-term success. It's a strong example of how understanding the market, delivering value, and scaling smartly can create a winning retail brand.

UX Showdown: Westside vs Zudio" by Dheepalakshmi Mohan:

Westside and Zudio, both under the Tata Group, use very different UX strategies based on their market positions. Westside targets a premium segment by offering a curated, comfortable, and elegant shopping experience through spacious layouts, strong customer service, and a visually rich environment. Its vertically integrated business model helps maintain quality control and brand exclusivity, aligning with its more luxurious, experience-driven approach.

In contrast, Zudio focuses on fast fashion for budget-conscious, younger consumers. Its UX is built for speed and simplicity-stores are functional, product-focused, and designed for quick turnover. Both brands effectively tailor their user experiences to suit their target audiences, creating a balanced retail strategy under the Tata umbrella

Zudio's Impact: The Secret Behind Trent's 133% Growth in a Slow Economy" by Archana Chettiar:

Despite a sluggish economy in 2024, Trent, a Tata Group company, saw an exceptional 133% return-largely driven by its fast-fashion brand, Zudio. By targeting India's growing middle class with affordable, trendy clothing, especially in tier-2 and tier-3 cities, Zudio filled a major market gap. With efficient supply chains, rapid inventory refresh cycles (every 15 days), and a high-performing Franchise-Owned, Company-Operated store model, Zudio achieved impressive revenue per square foot-16,300-doubling the industry average.

Zudio now contributes around 50% of Trent's total revenue, outperforming Westside in volume and reach. Its influencer-led marketing, lean cost structure, and ability to respond quickly to fashion trends have helped the brand dominate the value-fashion segment. However, challenges remain, including rising competition, expansion risks, and market valuation concerns.

Marketing Mix of Westside and 7Ps (Updated 2025):

Westside, a retail brand owned by Tata Group's Trent Ltd., leverages a comprehensive 7Ps marketing mix to maintain its competitive edge in India's fashion retail space. With 97% of its offerings as private labels, Westside focuses on diverse, stylish apparel for men, women, and children, along with home décor, footwear, and accessories. Its Fast N Fab concept introduces new styles weekly, while value-based and psychological pricing strategies ensure affordability without compromising quality. With over 70 stores across 42 cities, Westside continues to expand into tier-2 and tier-3 cities, supported by an omnichannel model integrating offline and online experiences.

The brand's promotion strategy combines discounts, in-house brand campaigns, celebrity tie-ups, and loyalty programs like Club West. Trained staff, efficient service processes, modern store layouts, and strong digital integration enhance customer satisfaction. Physical evidence like well-maintained stores, branded packaging, and interactive tech touchpoints reinforce Westside's premium-yet-accessible image. While Zudio may be outpacing it in volume, Westside remains a key player in Trent's portfolio by targeting aspirational shoppers seeking fashion, quality, and experience.

Data Analysis

FACTOR ANALYSIS: -

Factor	Loading
Style	0.681
Affordability	0.791
Fabric Quality	0.663
Range	0.720
Number of Branches	0.747
Brand Image	0.817
Offers C Discounts	0.776

Interpretation:

- Customers mainly form one overall impression of the brand.
- Businesses should focus on brand image + affordability + offers rather than treating each factor separately.

A strong combined strategy is more impactful t

- han optimizing individual elements in isolation.

Total Variance Explained: 55.36%

Summary of Results: -

- **Strongest influences:** Brand Image, Affordability, Offers C Discounts.
- **Weakest connection:** Fabric Quality

Crosstabs s Chi-Square (Gender vs. Best Brand): -

Table Values

Brand	Male	Female	Total
Westside	4	3	7
Zudio	25	31	56
Total	29	34	63

Chi-Square Test:

- Pearson Chi-Square = 0.391, $p = 0.532 (> 0.05)$
- Conclusion: No significant relationship between gender and brand preference.

Interpretation:

- Zudio is the clear favorite for both genders.
- Gender does not influence brand choice.
- Marketing should be gender-neutral, focusing on affordability, offers, and style variety.

Frequencies: -**1. Age Group Distribution**

Age Group	Frequency	Percent	Cumulative Percent
1	15	23.8%	23.8%
2	45	71.4%	95.2%
3	3	4.8%	100.0%
Total	63	100.0%	100.0%

Interpretation: -

- The majority of respondents (71.4%) belong to Age Group 2.
- Only 4.8% belong to Age Group 3, meaning this group is underrepresented.
- Age Group 1 makes up 23.8% of the sample.
- Since most respondents are from Age Group 2, any insights derived from this data may mostly apply to this age group.

2. Clothing Brand Preferences

Clothing Brand Preference	Frequency	Percent	Cumulative Percent
Other brand	20	31.7%	31.7%
Westside	4	6.3%	38.1%
Westside & Other brand	3	4.8%	42.9%
Zudio	18	28.6%	71.4%
Zudio & Other brand	5	7.9%	79.4%
Zudio & Westside	8	12.7%	92.1%
Zudio, Westside & Other brand	5	7.9%	100.0%
Total	63	100.0%	100.0%

Interpretation: -

- Zudio dominates: 57.2% (alone or combined with others).
- Westside weaker: 31.7% (alone or with others).

- Other brands strong: 31.7% use them exclusively.
- Low brand loyalty: Many mix Zudio, Westside, and other brands.

Crosstabs: Gender vs. Preferred Clothing Brand: -

Chi-Square Test Results

Test	Value	df	Sig. (p-value)
Pearson Chi-Square	11.992	10	0.286 (> 0.05)
Likelihood Ratio	14.742	10	0.142 (> 0.05)
No. of Valid Cases	63	—	—

Interpretation: -

- p-value = 0.286 (> 0.05) → No statistically significant relationship between Gender and Preferred Clothing Brand.
- Both males and females show similar brand usage patterns.
- Many respondents use multiple brands (mixing Zudio, Westside, and others).

Business Insight:

- Marketing campaigns do not need to be gender-specific.
- Better to focus on pricing, offers, and styles that appeal across genders.
- Since Zudio is more popular overall, Westside should work on strategies like premium positioning + loyalty programs to catch up.

Brand Awareness Data: -**Frequencies**

Awareness Source (Category)	Frequency	Percent	Cumulative %
Category 1	21	33.3%	33.3%
Category 2	22	34.9%	68.3%
Category 3	12	19.0%	87.3%
Category 4	8	12.7%	100.0%
Total	63	100.0%	100.0%

Interpretation

- Most respondents came to know about the brands through Category 2 (34.9%) and Category 1 (33.3%).
- Together, Categories 1 C 2 account for 68.2% of brand awareness.
- Categories 3 (19.0%) and 4 (12.7%) were less common sources.

Business Insight:

- Marketing efforts should focus on the top two channels (Categories 1 C 2) since they are the most effective.
- Example: If Category 2 is Social Media, then more investment in influencer campaigns and digital ads will strengthen brand visibility.
- Category 3 C 4, while smaller, still play a role and can be optimized for broader reach.

FINDINGS: -

- A single factor explains 55.36% of consumer decisions.
- Top 3 Influences: Brand Image (0.817), Affordability (0.791), Offers C Discounts (0.776).
- Weakest Factor: Fabric Quality (0.663).

Brand Preference (Chi-Square Test):

- Zudio dominates (88.9%), while Westside lags (11.1%).
- No significant gender-based difference ($p = 0.532$).

Age C Brand Preference:

- 71.4% of respondents belong to Age Group 2 (main customer base).
- 31.7% use other brands → high competition.
- Low brand loyalty → many mix multiple brands.

CONCLUSION: -

- Tata's "twin targeting" strategy is effective in segmenting the market, with Zudio successfully capturing a large segment of value-conscious consumers, particularly the younger demographic.
- The importance of affordability and promotional offers cannot be overstated in this market segment.
- Leveraging social media and word-of-mouth marketing is crucial for driving brand awareness and sales.
- The brand image is very important to the consumer.
- While Zudio is very popular, consumers often visit other stores as well.

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***SPSS Output Data**

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