

A Study of Brand Strategies Adopted by Zara in Pune City

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Abstract: *This study explores the brand positioning strategies of Zara in Pune city, focusing on brand awareness, loyalty, and market strategies. Through a descriptive research design incorporating both quantitative and qualitative methods, data was collected from 30 consumers who have interacted with Zara's products. The findings reveal that while Zara enjoys a favorable brand image among consumers in Pune, there are challenges such as competition, pricing concerns, and cultural differences. However, Zara is actively adapting its brand strategy to align with Pune's consumer preferences, emphasizing innovation, style, and trustworthiness. Suggestions for Zara include expanding store presence, pricing adjustments, eco-friendly practices, and improved customer feedback mechanisms. Enhancing the product range and online presence are also recommended to cater to diverse customer preferences and enhance accessibility. Overall, this study provides valuable insights into Zara's brand strategies in Pune and offers recommendations for future growth and success in the market*

Keywords: Zara

I. INTRODUCTION

Brand strategy is the long-term plan aimed at achieving specific goals, focusing on how a brand is perceived and preferred by consumers. It encompasses the brand's mission, promises to customers, and communication strategies. At its core, a brand embodies the entire range of perceptions and emotions associated with a company, product, or service, including tangible and intangible elements like quality, service, personality, and values. Brand strategy involves various disciplines such as marketing, psychology, sociology, economics, and anthropology, and revolves around building, managing, and positioning brands to gain competitive advantage and connect with consumers. Key elements include brand identity, positioning, architecture, messaging, visual identity, and customer experience. Mastering brand strategy is crucial in today's competitive business landscape to create strong, enduring brands that resonate with consumers and drive sustainable growth.

Objectives of the study

- To study market strategies adopted by Zara in Pune city.
- To Study Zara's branding strategy, brand awareness and loyalty.

Scope of the study

To focus on branding, brand awareness, pricing strategy, and competitiveness. It aims to contribute to the understanding of retail marketing and consumer behaviour by analyzing Zara's strategies and their implications for business success. The study provides an overview of the importance of brand strategy and aims to offer a comprehensive analysis of Zara's market strategies, branding, product offerings, pricing strategies, and promotional tactics. By understanding these components, the research seeks to uncover Zara's success in the competitive fashion industry and identify key challenges.

II. LITERATURE REVIEW

Smith, J. in his research paper "**The Evolution of Zara's Brand Strategy: A Case Study Analysis.**" **Journal of Fashion Marketing and Management, 2018.** focused on the historical trajectory of Zara's brand strategy, analyzing its evolution from inception to its current position in the fast fashion market. Through a comprehensive case study

approach, it examines the key strategic decisions and marketing tactics employed by Zara to establish and maintain its brand identity amidst intense competition.

Brown, A. in his research paper "**Competitive Advantage Through Agile Branding: The Zara Case.**" **International Journal of Retail & Distribution Management, 2016.** focused on Zara's agile branding approach, this paper explores how the company utilizes its brand image as a tool for competitive advantage in the fast fashion industry. It examines the strategies Zara employs to continuously adapt its branding efforts to meet changing consumer preferences and market trends, thereby maintaining its leadership position.

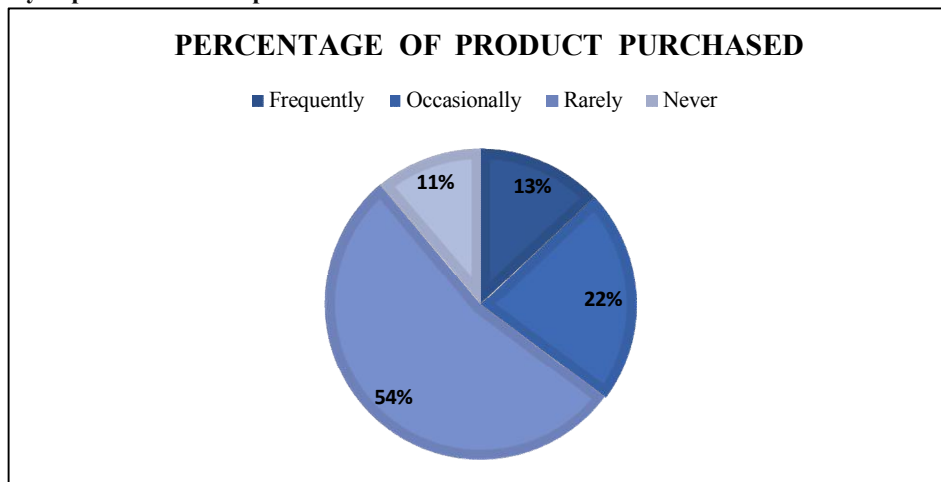
Garcia, M. in her article's **Fashion, Agile Branding: The Zara Phenomenon.** **Journal of Consumer Marketing, 2017.** investigated the phenomenon of Zara's fast fashion model and its impact on the brand's positioning and consumer perceptions. It explores how Zara's agile branding strategies align with its fast-paced production and distribution processes, contributing to its success in meeting consumer demands for trendy yet affordable fashion.

III. RESEARCH METHODOLOGY

The research aims to examine Zara's marketing strategies in Pune and their impact on market performance, customer perception, and competitive advantage compared to other regions. Surveys will be conducted with 30 consumers to gather insights, and both quantitative and qualitative methods will be used for analysis. Statistical tools like descriptive statistics and thematic analysis will be employed. The study seeks to test the hypothesis that Zara's brand strategy significantly influences its market position in Pune.

Data interpretation and Analysis

How often do you purchase Zara's product?

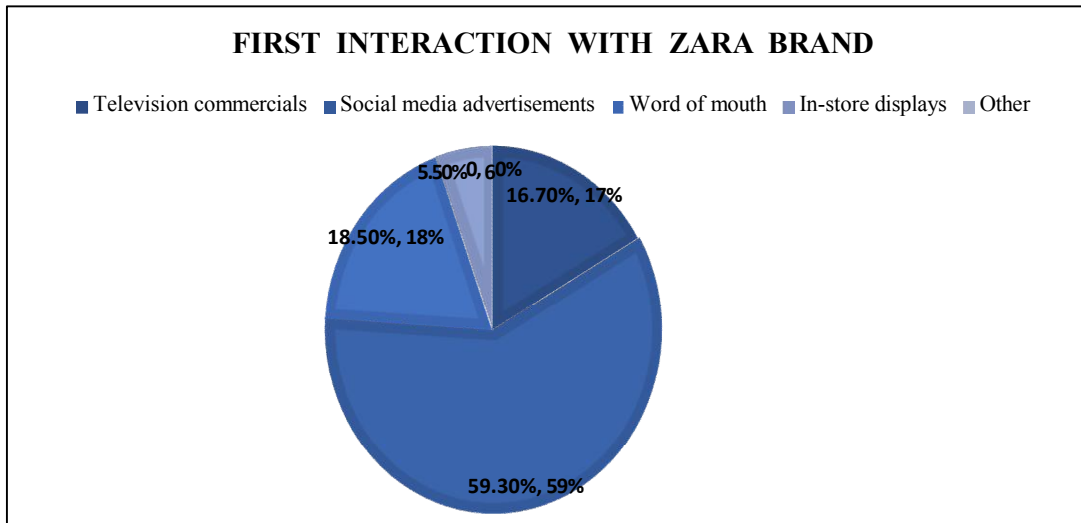


Percentage of product purchased

INTERPRETATION

- Most respondents (53.7%) purchase Zara products occasionally. This suggests that Zara is not a brand that people buy from all the time, but it is one that they consider when they are shopping for clothes.
- 22.2% of respondents purchase Zara products frequently. This suggests that there is a core group of customers who are loyal to the Zara brand and who shop there often.
- 11.1% of respondents rarely purchase Zara products. This could be due to a number of reasons, such as price, style, or availability.

How did you first hear about Zara?

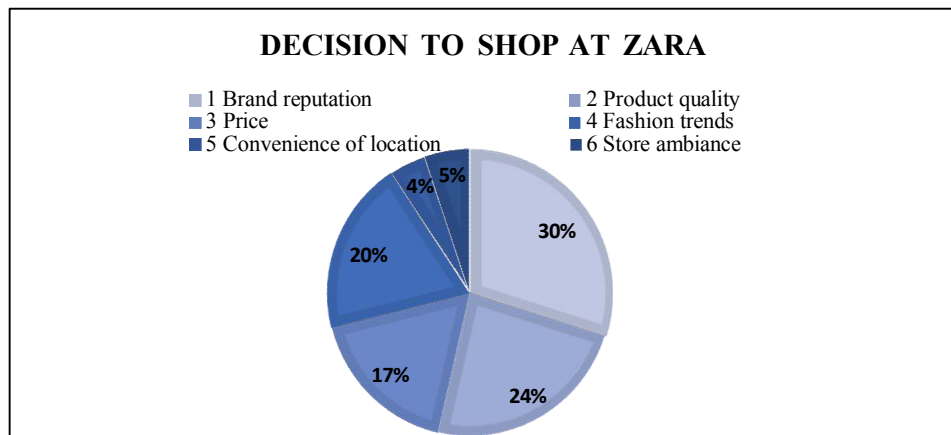


First interaction with Zara brand

INTERPRETATION

- The largest portion of the pie chart (59.3%) is labelled "Television commercials." This suggests that television commercials are the most effective way for Zara to reach new customers.
- Social media advertisements account for 18.5% of the pie chart. This suggests that social media is also an effective way for Zara to reach new customers.
- Word of mouth accounts for 16.7% of the pie chart. This suggests that Zara's customers are satisfied with their products and are likely to recommend the brand to others.

What factors influence your decision to shop at Zara?



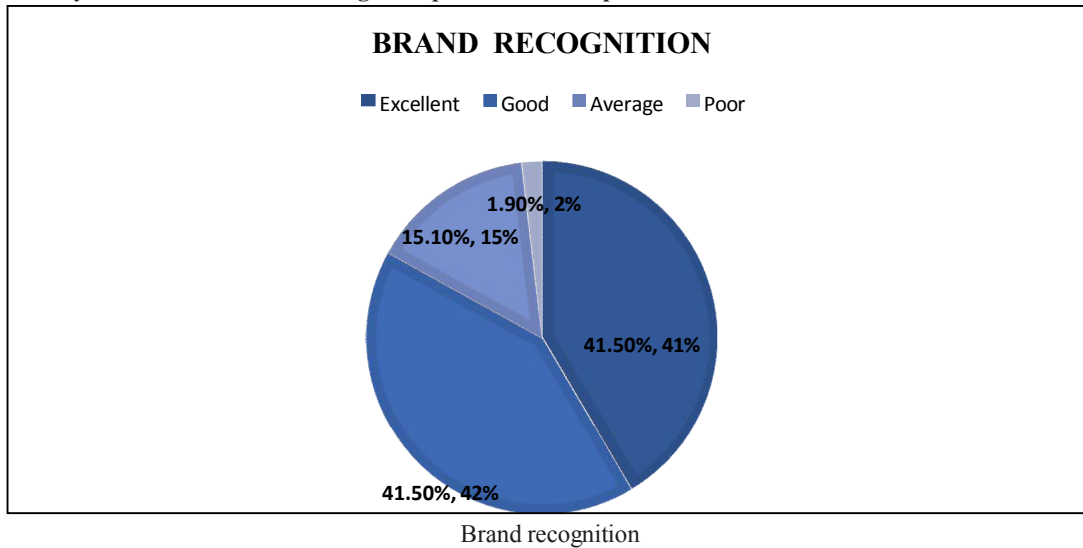
Decision to shop at Zara

INTERPRETATION

- Brand reputation: With 53.7% of the respondents indicating it as a factor influencing their decision to shop at Zara, brand reputation appears to be the most important factor. This suggests that Zara is recognized as a brand that offers quality and trendy products at affordable prices.

- Product quality: Product quality is another significant factor influencing consumer decisions, as indicated by 42.6% of the respondents. This suggests that customers perceive Zara's products to be well-made and durable.
- Fashion trends: Following fashion trends is essential for many consumers, and 35.2% of the respondents indicated it as a factor influencing their decision to shop

How would you rate Zara’s brand image compared to its competitors?



INTERPRETATION

- The largest segment of the pie chart, labelled "Excellent" (43%), represents the portion of respondents who rate Zara's brand image as excellent compared to its competitors. This suggests that a significant majority of the respondents have a positive perception of Zara's brand image relative to its competitors.
- The second-largest segment, labelled "Good" (42%), represents the portion of respondents who rate Zara's brand image as good compared to its competitors. This further supports the positive perception of Zara's brand image, as nearly all respondents (86%) view it favourably compared to its competitors

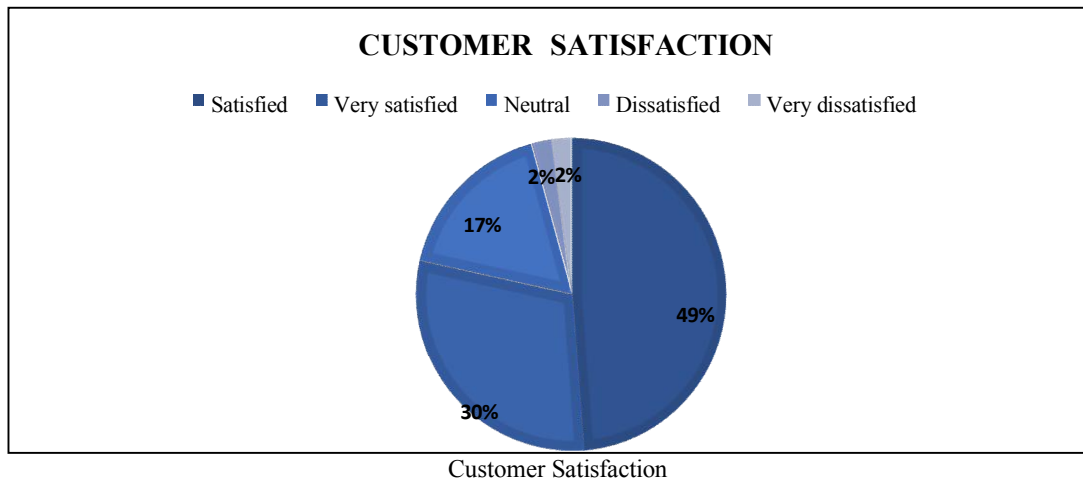
Which of the following brand strategies do you think Zara employs effectively?



INTERPRETATION

- Trend forecasting: With 31 respondents (57.4%) selecting this option, it appears to be the most perceived strength of Zara's brand strategy. This suggests that a majority of the respondents believe Zara is successful in anticipating and incorporating upcoming fashion trends into their products.
- Fast fashion: This strategy received positive responses from 26 respondents (48.1%), indicating that nearly half of the participants perceive Zara's ability to deliver trendy products quickly and efficiently to be a strength.

How satisfied are you with the customer experience provided by Zara?



INTERPRETATION

- Very satisfied: 29.6% of respondents indicated they were very satisfied with the customer experience at Zara.
- Satisfied: 25.9% of respondents were satisfied with the customer experience.
- Neutral: 22.2% of respondents reported a neutral experience.
- Dissatisfied: 14.8% of respondents were dissatisfied with the customer experience.
- Very dissatisfied: 7.4% of respondents were very dissatisfied with the customer experience

IV. FINDINGS

- Approximately 13% of respondents never purchase Zara products, suggesting potential issues with brand awareness or appeal.
- Social media advertising constitutes 18.5% of the advertising pie, indicating its effectiveness in reaching new customers.
- Trust in the brand, perceived good quality, trendy products at reasonable prices, and strong reputation drive many consumers to choose Zara over competitors.
- The majority of respondents view Zara's brand image favourably, highlighting its strong reputation in the market.
- Zara's ability to predict and incorporate fashion trends into its clothing is widely acknowledged by respondents.
- While most respondents' express satisfaction with their Zara experience, there is room for improvement, particularly among those with neutral experiences.

- A significant majority of customers are likely to recommend Zara to others, indicating positive sentiments towards the brand.
- Loyalty to Zara is prevalent among many consumers, likely due to positive past shopping experiences, indicating a strong connection between customers and the brand.

V. CONCLUSION

- The study focused on how Zara positions its brand to match what customers in Pune expect and the challenges it faces there.
- The data showed that people in Pune see Zara as innovative, stylish, and trustworthy.
- Zara uses different strategies to position its brand, like focusing on value, understanding who their customers are, appealing to emotions, and checking out the competition.
- The study mainly focused on what customers think of Zara, how often they buy Zara products, what they like best, how happy they are, and how good Zara's customer service is. It found that Zara faces challenges like getting stuff to stores, competition from other brands, customers caring a lot about price, how people see the brand, and differences in culture.
- However, Zara is determined to change its brand strategy to fit what Pune people want. By listening to what customers like and fixing any problems with how they help customers, Zara is set to do well in Pune for a long time.

Suggestions

- Zara should open more stores in Pune.
- Zara should consider lowering its prices since its products are usually expensive, which might not appeal to all customers in Pune.
- Zara should start using eco-friendly methods for packaging and managing waste.
- Zara should set up a good system for getting feedback from customers and make sure to deal with any problems they have.
- Zara should make sure customers understand the rules for refunds, policies, and information about products before they buy.
- Zara should think about offering more trendy styles and accessories in their clothing line.

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