

A Study of Brand Strategies Adopted by Zara in Pune City

Dr. Kiran Nagare, Mr. Sumit Gunjal, Ms. Samruddhi Ingale

MAEER'S MIT Arts, Commerce, and Science College, Alandi, Pune, Maharashtra, India

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

REFERENCES

- [1]. Bhardwaj, V., & Fairhurst, A. (2010). "Fast fashion: Response to Changes in the Fashion Industry." *The International Review of Retail, Distribution and Consumer Research*, 20(1), 165-173. Doi: 10.1080/09593960903498300
- [2]. Borden, N. H. (1964). "The Concept of the Marketing Mix." Bruce, M., & Daly, L. (2006). "Buyer Behaviour for Fast Fashion." *Journal of Fashion Marketing and Management*, 10(3), 329-344. Doi: 10.1108/13612020610679303
- [3]. Cachon, G. P., & Swinney. R. (2011). "The Value of Fast Fashion: Quick Response, Enhanced Design, and Strategic Consumer Behavior." *Management Science*, 57(4), 778- 795. Cheng, R., Hines, T., & Grime, I. (2008). "Desired and Perceived Identities of Fashion Retailers." *European Journal of Marketing*, 42(5/6), 682-701. Doi: 10.1108/03090560810862589
- [4]. Comstock, B., Gulati, R., Liguori, S. (2010). "Unleashing the Power of Marketing." *Harvard Business Review* Cuc, S., & Tripa, S. (2007). "Strategy and Sustainable Competitive Advantage - The case of Zara Fashion Chain." Dopico, L. G. (2005). "Zara- Inditex and the Growth of Fast Fashion."