

# **Zara Market Analysis & Strategy**

## Combining Consumer Insights & Advertising Strategies

MGT209: Marketing Management

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Winter 2025

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## **Introduction**

Zara, the flagship brand of Inditex, has established itself as a dominant force in the fast-fashion industry. Known for its vertically integrated supply chain, rapid product turnaround, and trend-driven collections, Zara continuously adapts to evolving consumer preferences. However, the brand faces notable challenges, including sustainability concerns, supply chain inefficiencies, and digital transformation hurdles. This report consolidates insights from Sub Report 1, integrating key recommendations and addressing critical feedback to refine Zara's market strategy. The study examines the 5C framework, preference and segmentation analysis, and strategic recommendations to provide actionable insights that enhance Zara's competitive edge.

## **5C Analysis**

### **Company Analysis**

Zara's business model thrives on speed and efficiency, enabling it to transition from design to retail within weeks. Its vertically integrated structure ensures rapid inventory turnover, allowing the brand to remain at the forefront of fashion trends. However, this rapid production cycle has led to significant sustainability concerns.

While Zara has made progress through its *Join Life* initiative—committing to eco-friendly materials such as organic cotton and recycled fabrics—only 50% of its products currently fall within this category. Comparatively, H&M has pledged to use 100% recycled or sustainably sourced materials by 2030, demonstrating a more aggressive approach to sustainable fashion. Furthermore, Zara's fast-fashion model contributes to environmental issues such as excessive water usage in textile dyeing and carbon emissions from frequent shipping cycles. Reports from Greenpeace have criticized Zara's slow transition to circular fashion, particularly in contrast to brands that have implemented take-back programs or material innovation at a faster pace.

The brand must address these challenges by enhancing transparency in its supply chain, reducing textile waste, and improving material traceability. Consumers are becoming increasingly conscious of sustainability, and failure to meet expectations may lead to reputational risks and declining brand loyalty.

### **Competitor Analysis**

Zara competes with H&M, Uniqlo, and Mango in the fast-fashion sector, each brand offering distinct competitive advantages. H&M is known for affordability and its strong sustainability push, leveraging the use of recycled fabrics and rental programs. Uniqlo, by contrast, focuses on minimalist, high-quality apparel with technological innovations such as HeatTech. Mango, while similar to Zara in design, differentiates itself with a focus on classic European aesthetics rather than fast-changing trends.

Zara's main competitive advantage lies in its rapid response to fashion trends. Unlike competitors that operate on seasonal fashion cycles, Zara refreshes collections biweekly, keeping its stores dynamic and appealing. However, this model also presents risks, including potential overproduction and difficulties in

inventory forecasting. Given the rise of conscious consumerism, Zara must ensure that its sustainability initiatives evolve in a way that does not compromise its competitive speed.

## **Customer Analysis**

Zara's core customer base consists of Millennials and Gen Z consumers, who prioritize trend-driven fashion at an affordable price. These consumers engage heavily with digital platforms, making influencer collaborations and online branding crucial for Zara's marketing efforts.

Recent consumer trends indicate a growing demand for sustainability and size inclusivity. A survey conducted for this study found that 22% of Zara shoppers prioritize sustainable fashion, and 16% demand a broader range of sizes. The challenge for Zara is balancing affordability and speed with ethical sourcing and product inclusivity, ensuring that fast fashion does not alienate value-driven consumers.

## **Collaborator Analysis**

Zara benefits from strong partnerships with suppliers and logistics providers, allowing for quick inventory restocking and trend adaptation. Its supply chain is vertically integrated, meaning that a significant portion of its production occurs in-house or with closely monitored manufacturers, particularly in Spain, Portugal, and Morocco.

However, there are concerns regarding labor conditions within its supply chain. Reports of unethical labor practices in outsourced manufacturing sites—such as Turkey and Bangladesh—have raised questions about Zara's corporate social responsibility efforts. Ensuring fair labor practices and improving transparency in production sourcing will be essential for mitigating reputational risks and aligning with consumer expectations for ethical fashion.

## **Context Analysis**

The fashion industry is undergoing rapid transformation due to technological advancements, sustainability pressures, and economic uncertainties.

- **Regulatory Factors:** Governments worldwide are enforcing stricter sustainability policies, including carbon emission limits and extended producer responsibility laws.
- **Economic Factors:** Inflation and global supply chain disruptions impact material costs, affecting Zara's ability to maintain competitive pricing.
- **Social Factors:** Consumers are increasingly shifting towards ethical consumption, driving demand for transparency in sourcing and eco-friendly production processes.

Zara must proactively adapt to these changes by integrating sustainable innovation, enhancing digitalization, and improving operational efficiency.

## **Consumer Preference and Segmentation Analysis**

We conducted a survey of 82 respondents using Google forms to understand Zara's consumer preferences and segmentation.

## Key Findings from Correlation Analysis

- **Affordability and Trendiness Correlation (0.48):** Consumers who perceive Zara as affordable also associate it with trendiness. This insight suggests that Zara should continue positioning itself as a cost-effective yet fashion-forward brand in its advertising campaigns.
- **Price and Quality Correlation (-0.22):** A negative correlation between price and quality perception indicates that affordability alone does not equate to high-quality perception. Zara should strengthen its messaging around craftsmanship and premium materials to improve consumer perception of quality.
- **Sustainability and Online Shopping Correlation (0.36):** Digital-first consumers are more likely to prioritize sustainability. This underscores the need for Zara to integrate stronger sustainability messaging into its e-commerce platform, emphasizing transparency and ethical sourcing.
- **Size Availability and Perceived Quality Correlation (0.42):** A broader size range improves the perception of product quality. Expanding Zara's size inclusivity initiatives can strengthen brand credibility among diverse body types.

## Consumer Segmentation Analysis

The survey identified four distinct consumer segments:

- **Trend & Price-Sensitive Shoppers (35%)** – These consumers prioritize affordability and frequently update their wardrobes based on the latest trends.
- **Quality & Service-Oriented Consumers (27%)** – Willing to pay more for premium fabrics, craftsmanship, and personalized services.
- **Sustainability-Conscious Digital Buyers (22%)** – Value eco-friendly fashion and demand transparency in sourcing.
- **Size-Inclusive & Convenience-Driven Shoppers (16%)** – Expect inclusive sizing and seamless shopping experiences.

By understanding these segments, Zara can tailor its marketing strategies to address specific consumer needs while maintaining its competitive advantage.

## Advertising Strategy

### Digital Marketing (Primary Focus)

Given that Zara's target audience is highly engaged in the digital space, online advertising will be the primary driver of promotional efforts.

- **Social Media Advertising:** Leverage Instagram, TikTok, and YouTube Shorts with high-quality video content showcasing new collections. These should focus on:
  - Limited-edition styles to drive urgency, aligning with Zara's fast-moving inventory model.

- Affordable fashion with premium aesthetics, reinforcing the price-trendiness correlation.
  - Behind-the-scenes content emphasizing sustainability initiatives to connect with the 36% of digital shoppers who prioritize sustainability.
  - Inclusive representation: Ads featuring models of diverse body sizes wearing Zara clothing to emphasize size availability and accessibility, reinforcing the 0.42 correlation between quality perception and size inclusivity.
- **Influencer Collaborations:** Partner with both micro and macro influencers in fashion and lifestyle to create authentic endorsements. Influencers will:
  - Style Zara pieces to show trend adaptability and price appeal.
  - Highlight Zara's sustainability efforts, appealing to the eco-conscious segment (22% of respondents).
  - Promote seasonal drops to maintain excitement and engagement.
  - Emphasize inclusivity: Encourage influencers to showcase Zara outfits across different body types, reinforcing body positivity.
  - Live Shopping & Influencer Takeovers - Zara hosts Instagram Live shopping sessions featuring influencers and real-time outfit recommendations. "Ask a Stylist" TikTok Live Q&A to drive engagement and personalized fashion guidance.
- **Sustainability Storytelling on E-Commerce Platforms:**
  - Feature dedicated sections on Zara's website showcasing Join Life (eco-friendly) collections.
  - Implement interactive sustainability trackers that allow customers to trace the origins of their garments.
- **Personalized Retargeting Ads:**
  - Use AI-driven analytics to retarget visitors with customized ads based on previous browsing behavior.
  - Send personalized email and SMS campaigns featuring exclusive discounts and new arrivals.

## **Experiential Marketing (Engaging Gen Z & Millennials)**

- **Pop-up Stores in Key Cities:** Set up limited-time pop-up stores featuring interactive fashion experiences, including:
  - AI-driven styling assistants to personalize recommendations based on trend-driven data.
  - Virtual reality (VR) fitting rooms to enhance engagement, reducing return rates and improving customer satisfaction.

- Sustainability showcased with recycling programs, addressing supply chain critiques while reinforcing Zara's Join Life initiative.
- **Augmented Reality (AR) Fitting Rooms:**
  - Enhance online and in-store shopping experiences with AR mirrors that allow customers to try on clothes virtually before purchasing, catering to the digital-first audience.
- **Gamified Shopping – QR Code Scavenger Hunt:**
  - Hidden QR codes across Zara stores and city hotspots unlock discounts and exclusive styling tips.
  - Encourages store visits and social media sharing, turning shopping into an adventure.

### **Traditional & Outdoor Advertising (Supplementary)**

While digital marketing will be the primary driver, traditional media will be used strategically to reinforce brand messaging.

- Digital Billboards in High-Footfall Areas (e.g., New York, London, Paris, Tokyo) displaying:
  - Seasonal campaigns focusing on affordability and trendiness to attract price-sensitive shoppers.
  - Zara's sustainability efforts and commitment to ethical fashion to align with eco-conscious buyers.
  - Inclusivity-focused advertisements showcasing diverse body types wearing Zara collections, reinforcing the quality perception associated with broader sizing availability.
- Magazine Collaborations (Vogue, Elle, GQ) featuring:
  - Limited print ads for exclusive collections.
  - Editorial partnerships emphasizing Zara's alignment with sustainable fashion trends, providing concrete examples to strengthen sustainability messaging.
  - Campaigns to reinforce size inclusivity by featuring models with varying body sizes, directly linking to Zara's brand perception improvement strategy.

### **Branding & Messaging Strategy**

#### **1. Core Brand Message: "Effortless Fashion, Ethical Future"**

- Communicates Zara's focus on trend-driven style and sustainability.
- Unified voice across digital, experiential, and traditional platforms.

## 2. Tailored Messaging for Key Segments

- Trend & Price-Sensitive Shoppers: "New trends, low prices – shop now!"
- Quality & Service-Oriented Consumers: "Luxury craftsmanship at fast-fashion speed."
- Sustainability-Conscious Shoppers: "Wear the change – sustainable fashion for the future."
- Size-Inclusive & Convenience Seekers: "Every size, every style, made for you."

## 3. Consistency & Adaptability

- Unified branding across online, in-store, and influencer-led campaigns.
- Adapts messaging for different channels and cultural markets while maintaining core values.

### Key Messaging Themes:

Each consumer segment will be targeted with a unique messaging approach:

- **For Trend & Price-Sensitive Shoppers:**
  - *"New trends, affordable styles—shop now before they're gone!"*
  - *"Fast fashion, faster delivery—stay ahead of the curve!"*
- **For Quality & Service-Oriented Consumers:**
  - *"Luxury quality, fast fashion speed—Zara delivers both."*
  - *"Timeless style, premium craftsmanship."*
- **For Sustainability-Conscious Shoppers:**
  - *"Eco-friendly fashion that doesn't compromise style."*
  - *"Sustainable, stylish, and made for the future."*
- **For Size-Inclusive & Convenience Seekers:**
  - *"Fashion for all—every size, every style, everywhere."*
  - *"Find your perfect fit, effortlessly."*

### Promotional Tactics

- **User-Generated Content Campaign (#WearTheFuture)**
  - Encourage customers to share their Zara outfits on social media using a branded hashtag.
  - Feature the best looks on Zara's official pages to boost engagement.
- **Limited Edition Sustainable Collections**
  - Introduce exclusive capsule collections made from 100% sustainable materials.

- Create scarcity-driven marketing to generate buzz (e.g., “Only 500 pieces available worldwide”).
- **Exclusive Online Drops**
  - Launch web-only collections to drive e-commerce traffic.
  - Use AI-based recommendations to promote these drops to the right consumer segments.
- **AR & AI-Powered Shopping Experience**
  - Implement AI-driven personalized style assistants on Zara's website and app.
  - Enhance Zara's mobile app shopping experience by integrating AI chatbots that provide recommendations based on consumer preferences.
  - Inclusivity-focused advertising: Promote Zara's expanded size range by featuring diverse body types in ad campaigns and fashion showcases to reinforce a sense of accessibility and inclusivity.

## **Influencer & Community Engagement**

Building an engaged brand community through influencers, user-generated content, and interactive campaigns.

- **#ZaraSpotlight UGC Campaign:**
  - Customers can submit pictures of their outfits to be featured on Zara's website and Instagram.
  - Drives authenticity and community engagement.
- **Influencer-Hosted Style Challenges:**
  - Monthly contests run by influencers: "Create a Zara Look with \$100!"
  - Generates viral fashion content and brand engagement.
- **Zara Discord & TikTok Fashion Community:**
  - A Zara-exclusive Discord group for styling discussions, trend updates, and product previews.
  - Live Q&A with Zara designers and stylists.

## **AI Driven and Data Powered Marketing**

Leveraging AI and big data for personalized, predictive marketing strategies.

- **AI-Powered Trend Forecasting Ads:**
  - Ads use sales data and social media analytics to forecast fashion trends.

- For instance, Zara runs targeted advertisements showcasing boho collections once AI determines that "Boho Dresses" are trendy.
- **Chatbot-Based Personalized Shopping on WhatsApp & WeChat:**
  - Customers receive fashion recommendations via chatbot based on their preferences.
- **Predictive Customer Insights:**
  - AI determines optimal ad placements based on customer behavior, maximizing ROI.

## **Sustainability and Ethical Advertising**

Zara's advertising will emphasize sustainability and ethical sourcing transparency.

- **"Join Life" Campaign:**
  - Focus on recycled materials and sustainable production.
  - QR codes on product tags linking to ethical sourcing details.
- **Cause-Driven Promotions:**
  - Percentage of profits donated to environmental initiatives.
  - Limited-edition eco-friendly capsule collections promoted via digital and in-store displays.

## **Customer Loyalty & Retention Strategies**

Boosting long-term engagement through exclusive rewards and community-driven retention programs.

- **Zara VIP Loyalty Program:**
  - Points-based tiered system rewarding purchases, engagement, and sustainability contributions.
  - VIP members get early collection previews, exclusive discounts, and in-store styling sessions.
- **Re-Engagement Marketing:**
  - AI identifies lapsed customers and sends "We Miss You" personalized offers.
  - Follow-up emails featuring AI-recommended outfits based on past purchases.
- **Surprise & Delight Tactics:**
  - Free gift with a purchase for high-value customers.
  - Exclusive pre-access to Zara's limited seasonal collections.

## **Zara's Advertising and Execution Plan**

### **1. Planning & Creative Development (Month 0-1)**

- Define campaign themes, objectives, and key messaging.
- Conduct trend analysis and customer insights research.
- Develop creative assets: social content, influencer briefs, billboard designs.
- Align with merchandising and store operations for seamless execution.

### **2. Pre-Launch Buzz & Teaser Campaigns (Month 2)**

- Launch teaser content across social media, email, and stores.
- Influencers drop subtle hints, creating intrigue.
- Digital ads with countdowns and exclusive early access sign-ups.
- PR outreach for media coverage and campaign previews.

### **3. Multichannel Campaign Launch (Month 3)**

- Simultaneous rollout across social media, website, stores, outdoor ads, and influencer content.
- Live shopping events and in-store activations (e.g., smart mirrors, pop-ups).
- Billboards and transit ads reinforce the campaign message.
- UGC-driven challenges and influencer partnerships for engagement.

### **4. Mid-Campaign Engagement & Optimization (Months 3-4)**

- AI-driven analytics track best-performing content, reallocating resources accordingly.
- Introduce fresh creative elements (e.g., YouTube mini-series, surprise influencer drops).
- Expand successful activations (e.g., more smart mirror locations).
- Continue UGC promotions and real-time social engagement.

### **5. Wrap-Up, Conversion & Retention (Month 5 and Beyond)**

- Deploy last-chance promotions and targeted remarketing ads.
- Engage new customers with loyalty programs and post-campaign follow-ups.
- Conduct post-campaign analysis on performance, ROI, and future strategy improvements.

## **Innovative marketing channels & omnichannel integration**

### **1. Omnichannel Retail Strategy innovative marketing channels & omnichannel integration**

- Seamless online-offline experience: personalized recommendations, in-store app integration.
- BOPIS (Buy Online, Pick-up In Store) promotions to drive store traffic.

### **2. Emerging Digital & Experiential Channels**

- Metaverse & Virtual Fashion Shows: Zara collections in digital spaces like Fortnite, Decentraland.
- Live Commerce & Interactive Shopping: TikTok & Instagram Live shopping events.
- Chat-Based Marketing: WhatsApp and WeChat fashion updates, personalized recommendations.
- Audio Branding & Voice Commerce: Sponsored podcasts, Alexa/Google Assistant integrations.
- UGC & Short-Form Video: Zara TikTok challenges, Instagram Reels styling trends.

### **3. Real-Time AI Personalization & Data-Driven Ads**

- AI-driven predictive trend forecasting and personalized programmatic advertising.
- Chatbots & smart assistants for on-demand fashion advice and shopping support.

## **Measuring Success & Optimization**

- KPIs to evaluate campaign effectiveness include:
- Social media engagement (likes, shares, comments)
- Web and mobile app traffic
- Conversion rates from digital advertising
- Customer retention metrics (repeat purchases, loyalty program participation)
- Feedback via customer satisfaction surveys
- Regular analysis ensures campaigns remain effective, allowing for rapid strategy adaptation and continuous improvement.

## **Competitive Benchmarking**

Continuous evaluation against competitors like H&M, Uniqlo, and ASOS to ensure Zara's advertising ROI, sustainability transparency, digital engagement, and brand positioning remain industry-leading.

## **Conclusion and Strategic Recommendations**

### **Conclusion**

Zara's success in the fast-fashion industry is deeply rooted in its ability to rapidly respond to consumer trends while maintaining affordability and accessibility. The findings from this study reinforce that Zara's competitive advantage stems from its vertically integrated supply chain, agile inventory management, and strong digital presence. However, challenges such as sustainability concerns, supply chain inefficiencies, and evolving consumer expectations pose risks that must be addressed to ensure long-term brand sustainability and customer loyalty.

The consumer analysis highlights that Zara's audience is divided into distinct segments, each with varying priorities. Trend and price-sensitive shoppers appreciate Zara's affordability, while quality-conscious consumers seek premium materials and better craftsmanship. Sustainability-focused consumers demand greater transparency in sourcing, and size-inclusive shoppers expect better accessibility in product offerings. Zara's advertising and promotional strategies have effectively targeted these groups, leveraging digital marketing, influencer collaborations, and experiential retail experiences. However, the need for stronger sustainability commitments, enhanced product differentiation, and improved omnichannel integration remains evident.

The preference analysis further reveals that affordability correlates strongly with trendiness, reinforcing Zara's positioning as a fashion-forward yet budget-friendly brand. However, the negative correlation between price and perceived quality indicates a gap in consumer perception that must be bridged through targeted messaging and premium material offerings. Sustainability's association with online shopping suggests that Zara's e-commerce platforms should highlight its ethical sourcing efforts more prominently. Expanding size inclusivity also remains a priority, as broader sizing options contribute to improved brand perception.

Based on these insights, the following strategic recommendations outline key areas where Zara can improve its market positioning while ensuring long-term brand equity.

### **Strategic Recommendations**

#### **1. Strengthen Sustainability Efforts and Transparency**

- Increase the proportion of *Join Life* products beyond 50% by integrating more recycled and sustainable fabrics.
- Enhance supply chain transparency through detailed product tracking and consumer-facing information, such as QR codes linking to sustainability reports.
- Introduce take-back and recycling programs to align with circular fashion trends and reduce textile waste.
- Partner with third-party sustainability certifiers to boost consumer confidence in Zara's ethical commitments.

#### **2. Improve Perceived Quality Without Compromising Affordability**

- Develop marketing campaigns that highlight Zara's craftsmanship and material quality, positioning select collections as affordable luxury.
- Offer limited-edition premium collections that maintain affordability while incorporating high-quality textiles.
- Enhance customer service and post-purchase engagement, ensuring that product durability and quality align with consumer expectations.

### **3. Expand Inclusive Sizing and Accessibility**

- Broaden size ranges across all product categories, ensuring that availability is consistent in both physical stores and online platforms.
- Use diverse models in advertising campaigns to reinforce inclusivity and normalize size diversity in fast fashion.
- Implement AI-driven size recommendation tools on e-commerce platforms to improve the online shopping experience for size-inclusive consumers.

### **4. Enhance Digital and Omnichannel Integration**

- Strengthen e-commerce functionality by improving website personalization, predictive shopping recommendations, and seamless checkout experiences.
- Expand the click-and-collect model, integrating inventory data across stores for improved fulfillment speed.
- Invest in augmented reality (AR) and AI-powered virtual try-on technology to enhance customer confidence in online purchases.

### **5. Optimize Data-Driven and AI-Powered Marketing**

- Leverage AI-driven trend forecasting to predict emerging styles and optimize product launches.
- Implement AI-based retargeting ads that personalize promotions based on consumer browsing behavior and past purchases.
- Expand influencer collaborations by incorporating AI tools that match Zara with high-performing digital content creators based on audience insights.

### **6. Continue Leveraging Experiential and Community-Driven Marketing**

- Develop pop-up stores and interactive shopping experiences to reinforce brand engagement.
- Create community-driven campaigns such as fashion styling challenges, user-generated content contests, and live shopping events.
- Strengthen loyalty programs by rewarding sustainability-conscious purchases and customer engagement on digital platforms.

By implementing these recommendations, Zara can maintain its leadership in the fast-fashion industry while addressing critical challenges surrounding sustainability, inclusivity, and digital transformation. A strategic shift towards greater transparency, improved product differentiation, and enhanced consumer engagement will position Zara for long-term success in an increasingly competitive and conscious fashion market.

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## Appendix

Cluster No.	Price	Quality	Trendiness	Sustainability	Customer Service	Size Availability	Online Shopping Experience
1	-0.681	0.941	0.126	-0.086	0.399	0.278	0.001
2	0.821	-0.801	0.568	-0.511	0.542	0.256	-0.417
3	0.913	0.623	0.754	1.334	0.470	0.783	1.233
4	-0.578	-0.203	-0.752	-0.173	-0.754	-0.634	-0.237

Table 1: Mean values by Clusters from StatLeap Analysis

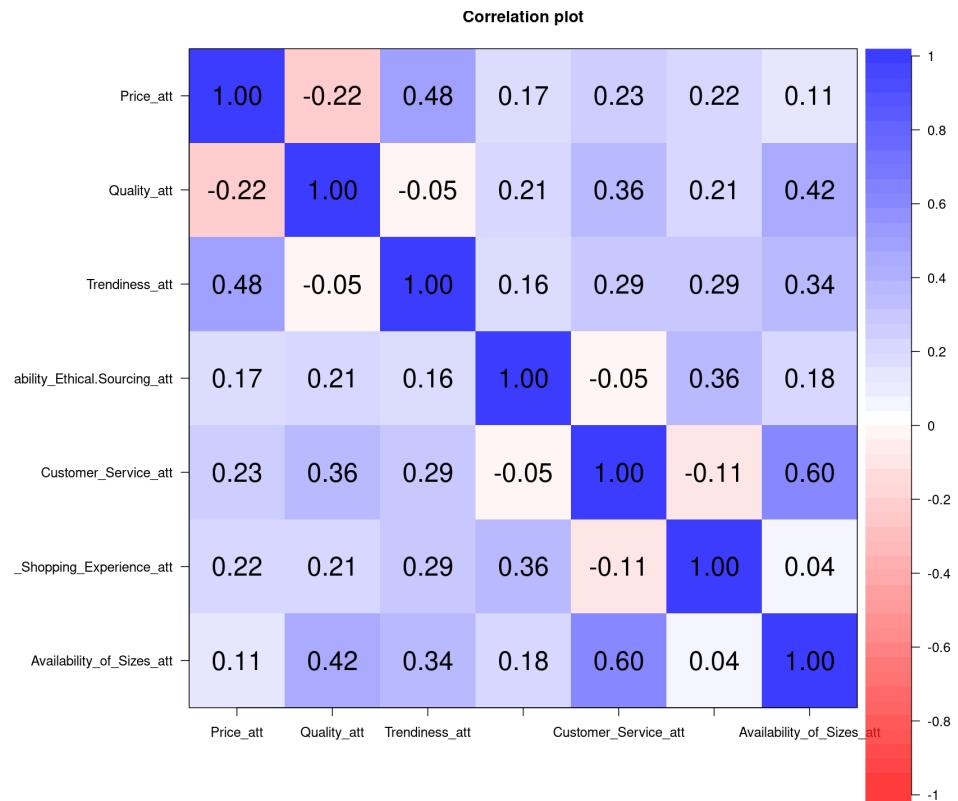
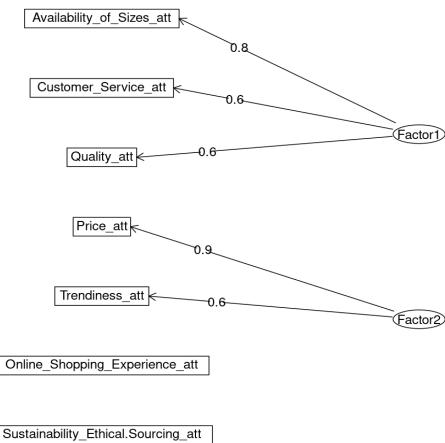
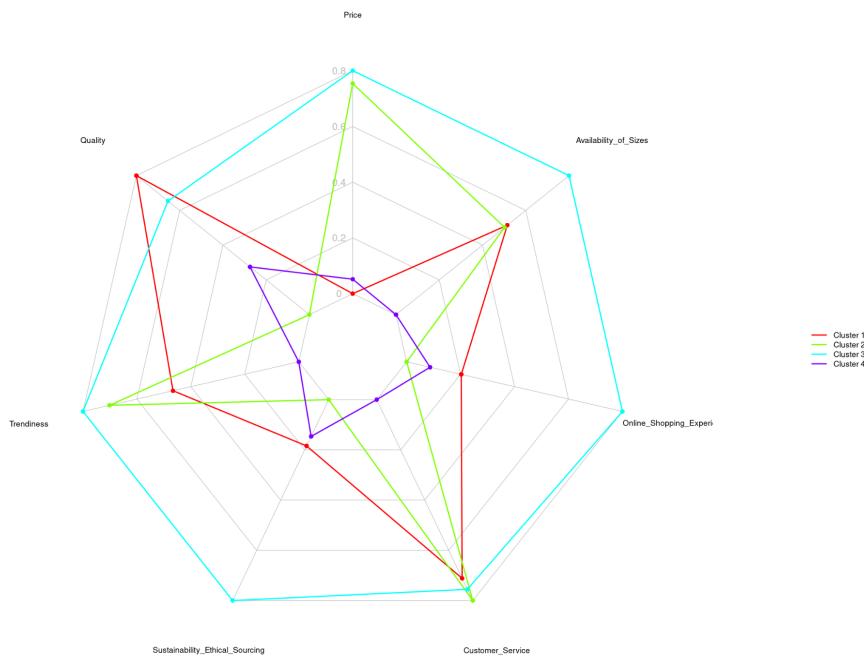


Figure 1: Correlation plot from StatLeap Analysis

**Factor Loadings Diagram**



*Figure 2: Factor Loadings Diagram from StatLeap Analysis*



*Figure 3: Radar Chart from StatLeap*

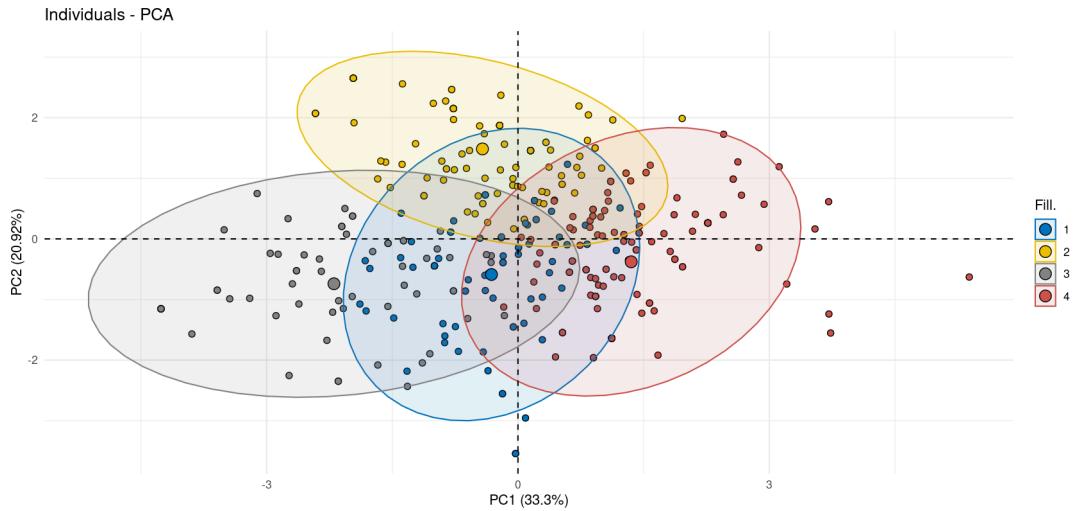


Figure 4: PCA Analysis from StatLeap

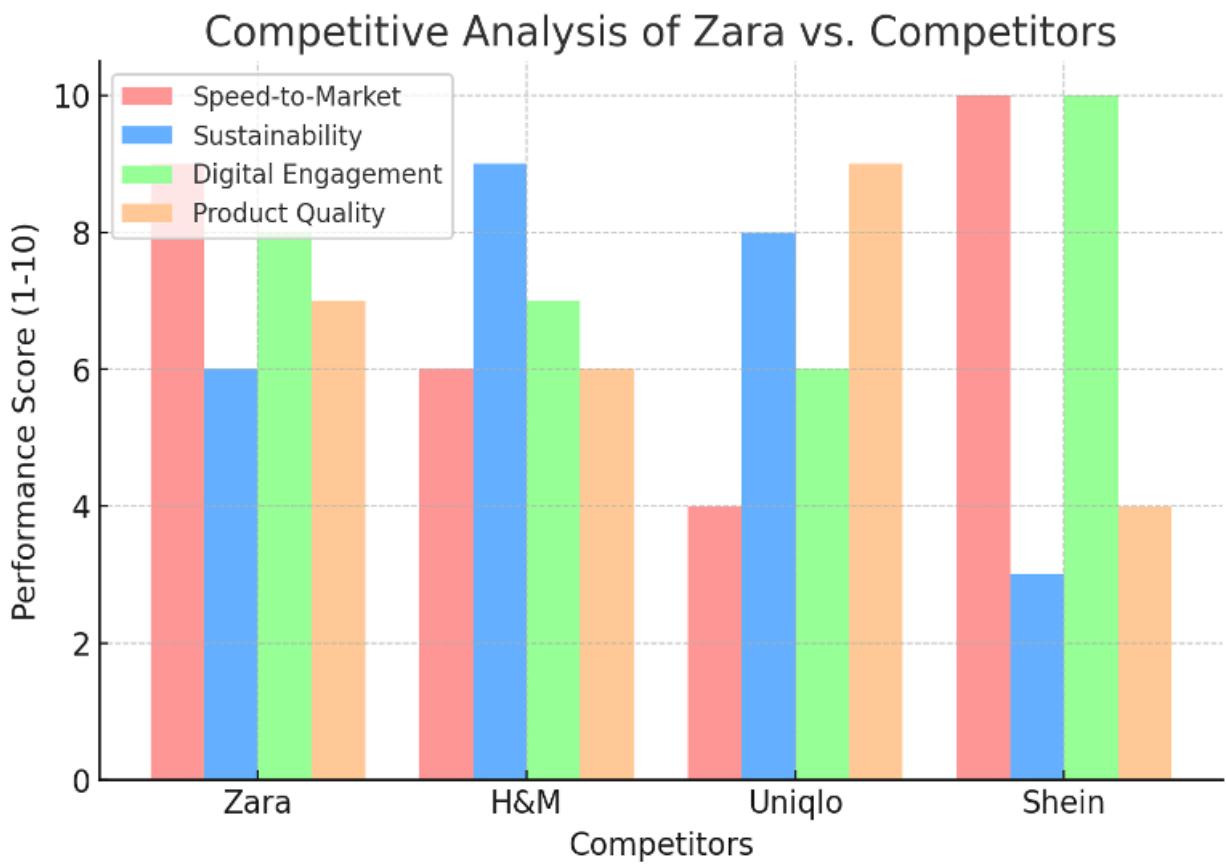


Figure 5: Competitive Analysis of Zara vs. Competitors

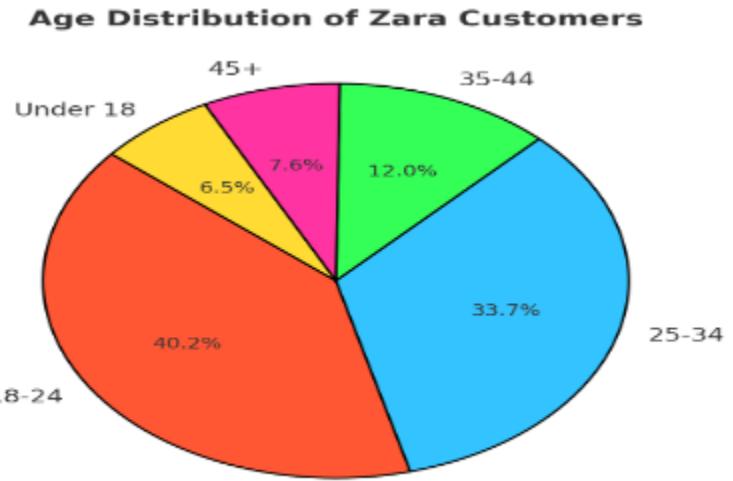


Figure 6: Pie Chart representing the Age Group from Google forms Survey

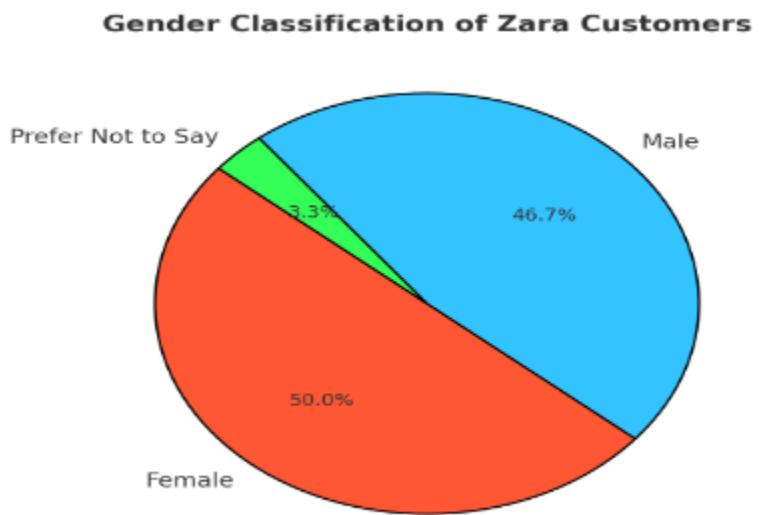


Figure 7: Pie Chart representing the gender difference from Google forms Survey

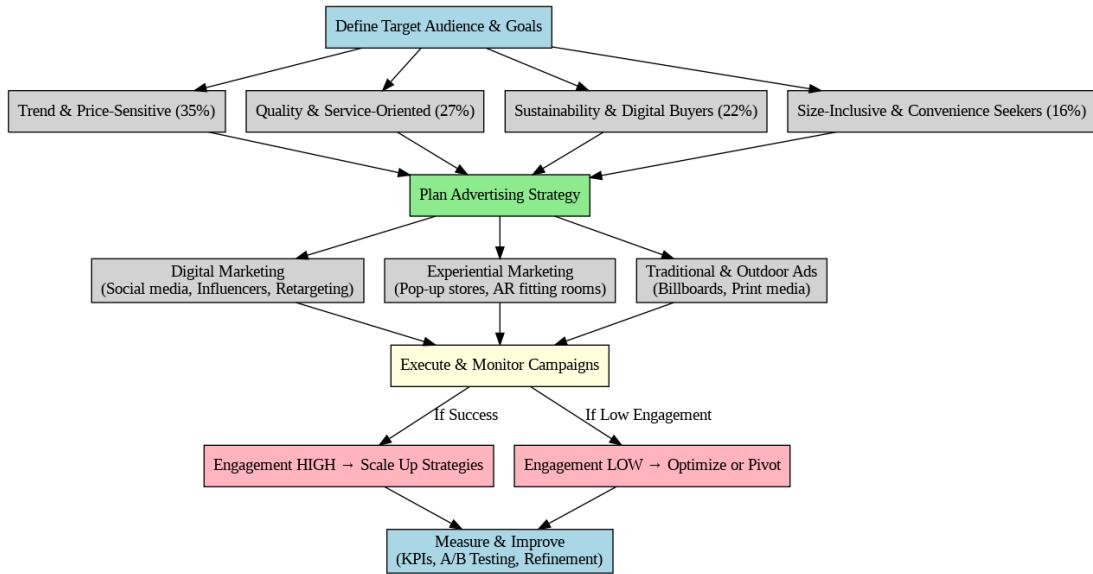


Figure 8: Proposed workflow diagram for Zara's advertising campaign generated using Python

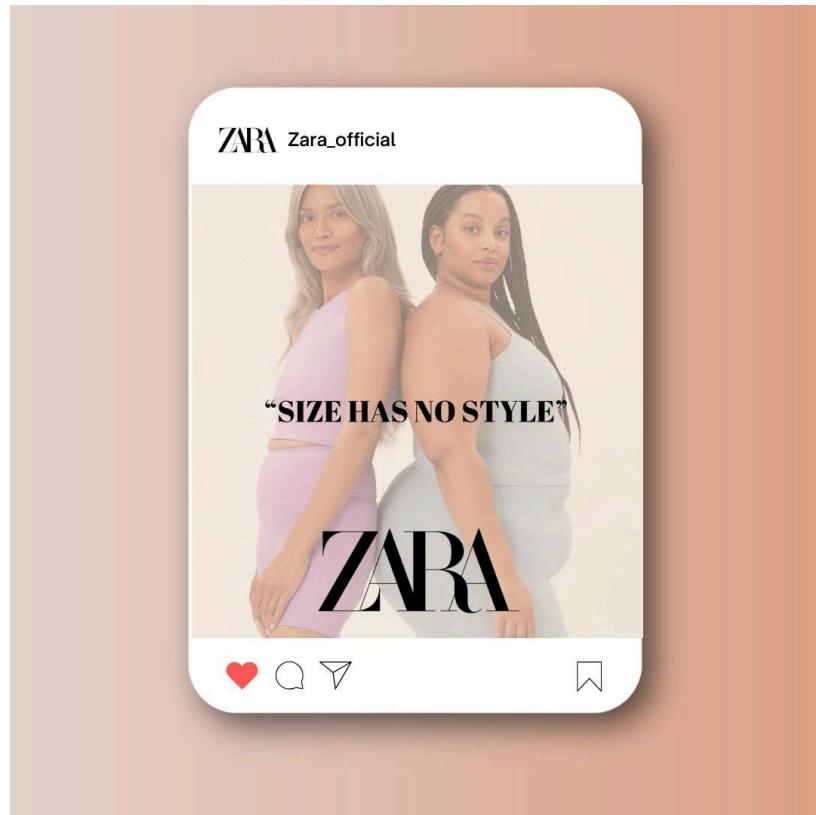


Figure 9: Instagram Advertisement for Zara generated using Canva



Figure 3: Billboard Advertisement for Zara generated using Canva



Figure 4: Advertisement for Zara sourced from google images



*Figure 5: Advertisement for Zara taken from google images*