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## **Impact of Brand Image towards Customer Loyalty on Zara Products**

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### **ABSTRACT:**

The study shows how customer happiness and brand awareness play a mediating role in the relationship between brand image and customer loyalty. This paper's goal is to identify the variables that affect client loyalty. Examining how brand image affects consumer happiness and loyalty intention is the primary goal of this study. Additionally, it looks at the connections between customer satisfaction and loyalty intention, brand image and customer contentment, and brand image and customer satisfaction with Zara Products.

**Keywords:** Brand image, Brand awareness, Customer satisfaction, Customer Loyalty

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### **Introduction:**

Customer loyalty is the power force of the relationship between an individual's attitudes and repurchase from the same source/platform. To assess client happiness, the study concentrated on their purchasing habits of the customers with Zara Products. Customer loyalty is one of the most overused terms in business today. These objectives were met by using the descriptive research design.

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### **Company Profile:**

Zara is one of the largest international fashion companies. It belongs to Inditex, one of the world's largest distribution groups. The customer is at the heart of our unique business model, which includes design, production, distribution and sales through our extensive retail network.

Zara's success is largely due to its extremely quick time-to-market—truly "fast fashion." The technique of introducing new trends to the market as soon as possible at the lowest possible cost is known as fast fashion. Even though Zara stands out in a lot of other areas as well, its nimble supply chain is largely responsible for its ability to quickly develop year after year and rank among the world's most profitable fashion businesses. More importantly, Zara's strategy for creating an agile supply chain is really intriguing.

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**Objective of the study:**

- To investigate the connection between customer happiness and customer loyalty as well as how these factors affect long-term business performance is the aim and purpose of this study.
- This study emphasizes how crucial it is to evaluate customer loyalty and happiness in order to improve company organizations.
- To understand ZARA'S marketing strategies.
- To understand the connections between customer satisfaction and loyalty intention, brand image and customer contentment, and brand image and customer satisfaction with Zara Products.

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**Methodology:****Sample Design :**

The sample design which is used to study are quantitative and qualitative approach.

**Sample size:**

Sample size taken for the study is 100 respondents.

**Sources of data:**

There are two methods used to gather the data:

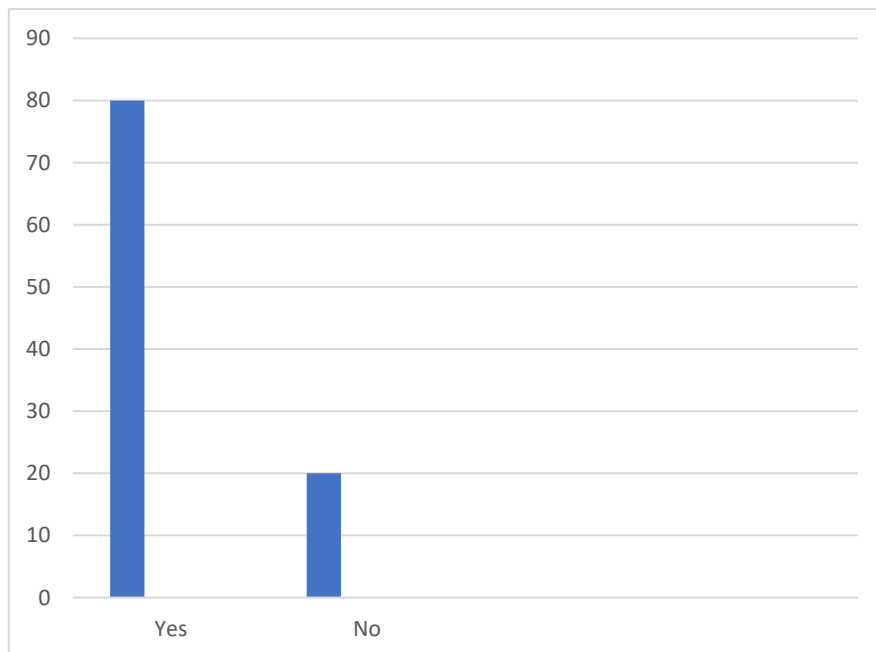
Primary data: Because the primary data was recently gathered, it has an authentic quality. It was gathered using a questionnaire. When the respondents went to their various show rooms, they received the questionnaires.

Secondary data are those that have previously been gathered by another party. Journals, newspapers, magazines, the internet, etc. are its primary sources.

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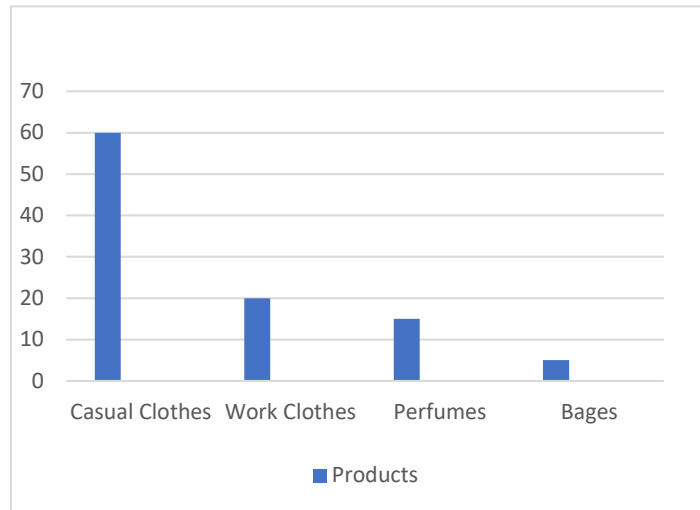
**Data analysis & interpretation:**

1. Do you visit Zara stores regularly



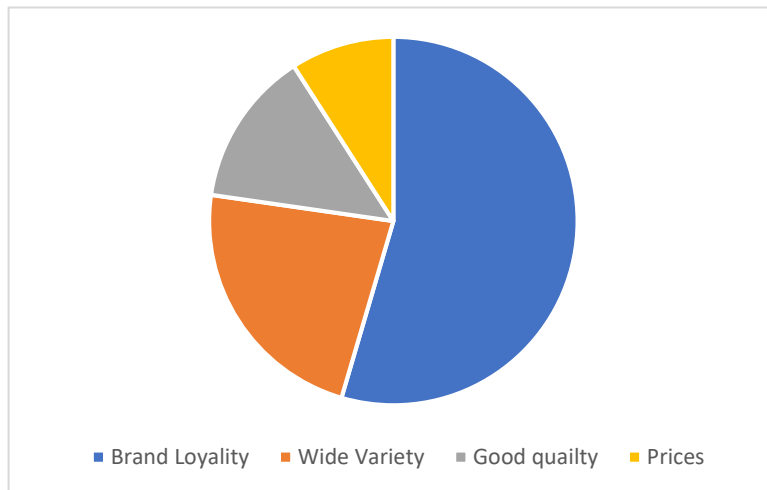
According to the Graph-1,80% of the respondents agreed that they regularly visit the Zara stores,20% of the respondents do not visit the store regularly.

2. Which products do you buy from Zara



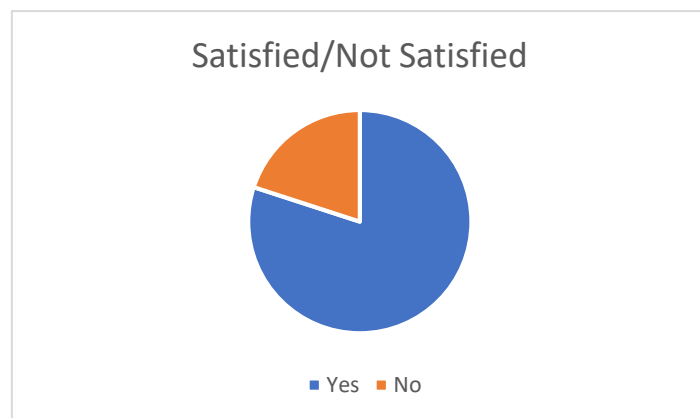
According to the Graph-2, 60% of the respondents buy casual clothes from Zara, 20% of the respondents buy work clothes from Zara, 15% of the respondents buy perfumes from Zara, 5% of the respondents buy bages from Zara.

3. Why do you shop at Zara.



According to the Pie Chart, 60% of the respondents like brand loyalty of Zara, 25% of the respondents like wide variety offered by Zara, 15% of the respondents like quality offered by Zara, 5% of the respondents like the pricing offered by Zara.

4. Are you satisfied with the products from Zara.



According to Graph-4, 80% of the respondents are satisfied by the products offered by Zara, 20% of the respondents are not satisfied with the products from Zara.

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**Finding:**

Majority of the respondents agreed that they regularly visit the Zara stores.

Majority of the respondents buy casual clothes from Zara.

Majority of the respondents like brand loyalty of Zara.

Majority of the respondents are satisfied by the products offered by Zara.

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**Suggestion:**

To increase client loyalty.

To provide a user-friendly website and excellent customer support.

Always provide customers with more than they anticipate

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**Conclusion:**

The Zara brand was founded with a clear understanding of its target market and the ability to anticipate, understand, and satisfy their desire for stylish clothing at reasonable costs. The brand has a distinct competitive advantage due to its capacity to allow its customers to co-create designs. Zara's worldwide success can be attributed to its culture of respecting the idea that customers are the most authentic and skilled trend setters, and this belief must be consistently represented in all of the company's future business initiatives.

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