

Chapter 5

Managing and Influencing Consumer Behavior to Become a Worldwide Leader in the Apparel Industry

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ABSTRACT

This chapter details the various strategies used by Zara, a leading apparel company, to manage and influence the behavior of its customers. The chapter starts with a brief history of Zara and an overview of the apparel industry. Then it details how Zara delivers realistic and achievable fashion for its customers, and it analyzes the revolutionary concept of “fresh” fashion that Zara has been the first to implement in the fashion business. Next, the chapter provides an in-depth analysis of the pivotal role of the store and the employees in the marketing strategy of Zara for managing and influencing its customers’ purchasing behavior. Afterwards, the chapter considers the unique advertising and branding strategy of Zara and the influence of its strong and powerful brand on the fashion consumers. Finally, the chapter reflects on the challenges that Zara is currently facing with its expansion strategy in the Chinese market and on the Internet where consumers may have different expectations and behaviors.

INTRODUCTION

In 2013, the Spanish group Inditex has managed to be once again the unconditional worldwide leader in the apparel industry for the sixth year in a row. This is quite spectacular in the fashion business, known to be as versatile as its customers and where it is difficult to stay as the top for a long time. The revenue growth was quite spectacular up to

27% compared to the previous year. Furthermore, Zara, the flagship brand of Inditex, has achieved for the first time to become the most valuable apparel brand worldwide, ahead of Nike, H&M, and Ralph Lauren, in the 2013 ranking of global top brands by Millward Brown.

This achievement is the result of a meticulous strategy based on a unique way to manage and influence fashion customers: It relies on a simple

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Handbook Of Research On Managing And Influencing Consumer Behavior

de Sousa, Joana Coutinho



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Handbook of Research on Managing and Influencing Consumer Behavior Kaufmann, Hans-Ruediger, 2014-10-31
In recent years all types of businesses have increasingly focused on the importance of the relationship with the customer. Customer knowledge management has become a well known term used in the business and academic worlds for understanding how to control consumer behavior. The Handbook of Research on Managing and Influencing Consumer Behavior discusses the importance of understanding and implementing customer knowledge management and customer relationship management into everyday business workflows. This comprehensive reference work highlights the changes that the Internet and social media have brought to consumer behavior and is of great use to marketers, businesses, academics, students, researchers, and professionals.

Handbook of Research on Managing and Influencing Consumer Behavior, 2015
Handbook of Research on Managing and Influencing Consumer Behavior Hans-Ruediger Kaufmann, 2014-10-31
This book discusses the importance of understanding and implementing customer knowledge management and customer relationship management into everyday business workflows and highlighting the changes that the Internet and social media have brought to consumer behavior.

Service Marketing Strategies for Small and Medium Enterprises: Emerging Research and Opportunities Rahman, Muhammad Sabbir, Zaman, Mahmud Habib, Hossain, Md Afnan, 2018-12-04
The contribution of small and medium enterprises (SMEs) is acknowledged as an influential engine to economic growth. However, the biggest challenge faced by these SMEs is the lack of competitive service offerings for their target customers due to unstandardized products and a lack of consumer engagement and strategies. *Service Marketing Strategies for Small and Medium Enterprises: Emerging Research and Opportunities* is an essential reference source that provides guidelines on how SMEs can achieve sustainability through positive marketing outcomes and effective customer services. Featuring research on the assessment of SMEs' customer service expectations, listening to customers through qualitative research, service quality model and its marketing implications, integrated marketing communications for SME environments, effective service encounters and relationship developing strategies for SMEs, this publication provides new models for managers, industry professionals, academicians, and researchers.

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Building Brand Identity in the Age of Social Media: Emerging Research and Opportunities Ekhlassi, Amir,Niknejhad Moghadam, Mahdi,Adibi, Amir Mohammad,2018-01-12 To survive in today s competitive business environment marketing professionals must look to develop innovative methods of reaching their customers and stakeholders Social media is a useful tool for developing the relationships between businesses and consumers Building Brand Identity in the Age of Social Media Emerging Research and Opportunities is a critical scholarly resource that examines the media consumption and habits of consumers to evaluate the challenges of brand building Featuring coverage on a broad range of topics such as brand identity brand loyalty and social media branding this book is geared towards marketing professionals business managers and individuals interested in how social media fits into today s marketing environments

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