

Project Report

“A study on Word-Of-Mouth Publicity with respect To Zara”

Submitted to

**G. S. College of Commerce & Economics, Nagpur
(Autonomous)
Affiliated to Rashtrasant Tukadoji Maharaj Nagpur
University, Nagpur.**

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

Dakshita Dehariya.

Under the Guidance of

Dr. Kamlesh Thote.

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2023-24



G.S. College Of Commerce & Economics, Nagpur

Academic Year 2023-24



CERTIFICATE

This is to certify that “**Dakshita Dehariya**” has submitted the project report titled ‘**A study on Word-Of-Mouth Publicity with respect to Zara**’, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate. It is further certified that he has ingeniously completed her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Kamlesh Thote
(Project Guide)

Dr. Afsar Sheikh
(Co-ordinator)

Place: Nagpur

Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2023-24



DECLARATION

I here-by declare that the project with title “A study on Word-of-Mouth

Publicity with respect to Zara”

has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Dakshita Dehariya

Place: Nagpur

Date:

G.S. College Of Commerce & Economics , Nagpur

Academic Year 2023-24



ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. Praveen Mustoor, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Dr. Kamlesh Thote for his guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

Dakshita Dehariya

Place: Nagpur

Date:

INDEX

| S.No. | PARTICULARS | PAGE No. |
|-------|---|----------|
| 1. | Introduction | 6-9 |
| 2. | Company Profile. | 10-15 |
| 3. | Research Study. | 16-21 |
| | • Problem definition. | |
| | • Objectives. | |
| | • Hypothesis. | |
| | • Scope of the study | |
| | • Limitations | |
| 4. | Comparison between Word of Mouth Publicity and Advertising | 22-24 |
| 5. | Research Methodology | 25-27 |
| 6. | Data Analysis and Interpretation | 28-39 |
| 7. | Recommendations & Suggestions. | 40-41 |
| 8. | Conclusion | 42-43 |
| 9. | Bibliography | 44 |
| 10. | Appendices | 45-49 |
| | • Questionnaire | |

INTRODUCTION

WORD-OF-MOUTH PUBLICITY

Word-of-mouth marketing (or WOM marketing) is when a consumer's interest in a company's product or service is reflected in their daily dialogues. Essentially, it is free advertising triggered by customer experiences—and usually, something that goes beyond what they expected.

Word-of-mouth marketing can be encouraged through different publicity activities set up by companies or by having opportunities to encourage consumer-to-consumer and consumer-to-marketer communications. Also referred to as "word-of-mouth advertising," WOM marketing includes buzz, viral, blog, emotional, and social media marketing.

Word-of-mouth marketing differs from natural word-of-mouth references to a company's products and services in how it may come as the result of a promotion, encouragement, or other influence by a company, otherwise known as "seeding."

When a diner has a wonderful time at a restaurant because their expectations were exceeded and later tweets about it, or when someone had a great experience using a product in a new way and tells everyone they know about it, those are examples of word-of-mouth marketing. Also, word-of-mouth marketing does not stop at the first interaction; it tends to lead to a cascade of follow-on interactions.

The encouragement on the part of a company may take one of several forms. The best way is to give them a reason to talk, such as exceeding expectations or providing insider skills or information about a product.



Other strategies include offering consumers new ways to share information about a company's products and services, and engaging and interacting with the consumer, such as through exemplary customer service. This is especially valuable with social media-based customer service, which provides for seamless sharing and promotion.

Eighty-eight percent of people around the world said they trust recommendations from friends and family (earned media) above all other forms of advertising. This shows just how effective word-of-mouth marketing can be.

Consumers are more emotionally bonded to a company when they feel they are listened to by the company. That is why many companies will have sales representatives discuss their products and services with consumers personally or through a feedback phone line. This kind of interaction, as well as promotional events, can stimulate conversations about a company's product.

There is a significant temptation to fabricate word-of-mouth marketing. Accordingly, the Word-of-Mouth Marketing Association (WOMMA) crafted a code of ethics checklist for the industry, advising that the best word-of-mouth marketing strategies are credible, social, repeatable, measurable, and respectful, and there is no excuse for dishonesty.

Word-of-mouth marketing is important as it is an effective way to increase sales, promote products and services, increase brand recognition, and build customer loyalty. Many companies employ strategies that prompt customers to recommend their services and/or products and share positive experiences. Essentially, companies create the spark that causes the firestorm of chatter among consumers, and since studies show that most people trust the advice of family and friends, focusing on word-of-mouth marketing can be more beneficial and cost-effective than other forms of marketing.

Word-of-mouth (WOM) marketing is when a consumer shares a positive experience with their peers about a good or service. WOM marketing is great for businesses as it generates business without incurring additional marketing costs. Businesses can, however, purposely contribute to word-of-mouth marketing efforts.

WOM marketing is usually experienced over dinner parties, texts, and casual encounters between friends and family. It can also be set through buzz, viral media, blogs, and social media marketing.

How to do Word-of-Mouth Publicity:

Referral Programs: Referral programs are one of the most popular forms of word-of-mouth marketing. They involve incentivizing customers to refer their friends, family, and acquaintances to your business in exchange for rewards.

Social media: Social media platforms such as Facebook, Twitter, and Instagram can be used to spread the word about your brand and products. Encouraging customers to share their experiences and reviews on these platforms can be a powerful way to generate word-of-mouth marketing.

Influencer Marketing: Influencers are individuals who have a large following on social media platforms. You can work with them to promote your products or services to their followers.

Customer Testimonials: Customer testimonials are a great way to generate word-of-mouth marketing. They are usually shared on your website, social media pages, and other online platforms to spread the word about your business.

Events and Networking: Events such as trade shows, conferences, and networking sessions are a great way to meet potential customers and spread the word about your business.

Word of mouth is the best advertising because it is highly trusted. People are more likely to believe and act on recommendations from people they know and trust, rather than from a business or advertisement. Additionally, word of mouth is extremely cost-effective, as it does not require a lot of money for advertising and promotion. Finally, it is one of the most powerful forms of advertising, as it can reach a much larger audience than any other form of advertising

In this research project we will look at Word-of-Mouth Publicity with respect to the brand, Zara. We will take a wider look at the company's profile, objectives, need and limitations of this study.

We will analyze and interpret primary and secondary data collected, test hypothesis and conclude it accordingly.

Company Profile

Zara

Zara is a Spanish fast-fashion company that sells clothing, accessories, beauty products, and perfumes. Zara was founded by Amancio Ortega and Rosalía Mera in 1975 as a family business in Galicia, Spain. It is the largest constituent company of the Inditex group, one of the world's largest distribution groups. Zara's business model includes design, production, distribution, and sales through its retail network. Zara has 6,500 stores in 88 countries, including 21 stores across 11 cities in India. The company started its international expansion Porto, Portugal in 1988 followed by the United States and France. During the Nineties, Zara expanded to Mexico- Greece- Belgium- Sweden and in the next decade opened stores in Japan- Singapore- Russia- Malaysia- China- Morocco- Estonia- Hungary- Philippines, Costa Rica- Indonesia- South Korea- India- South Africa and Australia. Digitalization was the next step forward. On September 2010, Zara launched its online boutique. The long-awaited website went online in Spain- UK- Portugal- Italy- Germany and France and later in the US and Asia. Pretty soon Zara launched a smartphone application which was downloaded by two million people in record time.





Zara is one –stop for anybody looking to purchase formal or casual attire. Zara has a variety of styles to pick from. Every year, it introduces at least 10,000 new designs. Zara items are popular among both high-end fashionistas and the general public. The accessibility of a product line is influenced by the preferences of the target market.

ZARA's target consumer is often between the ages of 18 and 40, with a medium-high income. Zara's fashion industry tagline is 'cheap quick fashion,' and it caters to a global customer market. Zara has grown into a global brand, but its success isn't due to high-profile designers or Zara's "quick fashion" approach.

As a representation of fast fashion, the rapid imitation approach emphasizes fast design, fast manufacturing, and quick sale with the fastest speed in response to market demand. Zara's target demographic is between the ages of 20 and 35, and they are fashion-conscious but unable to afford expensive labels. As a result, to fulfill consumer demand for this client base, Zara develops a quick fashion strategy, as a result, to fulfill consumer demand which is a huge success in today's market.

Zara spends very little money on marketing.

It has a reputation for being press-shy. Its owner, too, never conducts press interviews. It does not engage in any flamboyant campaigns, unlike its competitors. Zara's advertising is not broadcast on television because of this. Its traditional marketing, on the other hand, is eye-catching and concentrates on the fashion trends that young people enjoy. Zara's unique selling offer is its quick turnaround time, wide range of designs, and low prices. rather than using expensive marketing tactics, it promotes itself through advertisements and social media. Zara has a massive social media following.

Zara, Inditex's flagship retail format, generated 66% of the company's overall sales in 2012. Currently, Europe accounts for 66% of group sales, though sales in Spain accounting for 22% of revenue have stalled due to the poor economy, causing the company to aggressively seek new markets.

Inditex has doubled its store count from 3,000 to 6,000 since 2007 as it expanded its store's pace by between 8% and 10% a year. Recently Inditex has opened more than a store a day, or about 500 stores a year.

It is reported that this growth rate is to be maintained for the next three to five years, with an emphasis in Asia.¹ Sales also benefited from a global roll out of online stores, starting with Zara Home in 2007 and each additional retail format in 2010. Zara is the most prominent online concept currently receiving more than 1.3 million unique visitors per day.² Though Inditex has yet to provide more information about online sales, Credit Suisse estimates online purchases will generate over \$782.5 million by the end of 2013, almost doubling 2012 level of 3 companies. In total, the company is connected to 2 other companies through its directors.

Target consumers: The consumers that are targeted by the Zara franchise could be:

- Teenagers, kids, and working-class
- Consumers of all age groups
- GenX generation
- Low, middle, and high-income level consumers.



Reportedly, Zara needs just one week to develop a new product and get it to stores, compared to the six-month industry average, and makes roughly 40,000 designs of which around 12,000 new designs are selected and produced each year. Zara has a policy of zero advertising; the company preferred to invest a percentage of revenues in opening new stores instead.

Zara set up its own factory in La Coruña (a city known for its textile industry) in 1980 and upgraded to reverse milk run type production and distribution facilities in 1990. This approach, designed by Toyota Motor Corp., was called the just-in-time (JIT) system. It enabled the company to establish a business model that allows self-containment throughout the stages of materials, manufacture, product completion, and distribution to stores worldwide within just a few days.

Most of the products Zara sells are manufactured in Spain, Portugal, Turkey, Morocco, Bangladesh and more recently – Amania. While some competitors outsource all production to Asia, Zara manufactures its most fashionable items – half of all its merchandise – at a dozen company-owned factories in Spain (particularly in Galicia, Portugal and Turkey. Clothes with a longer shelf life, such as basic T-shirts, are outsourced to low-cost suppliers, mainly in Asia.

The company can design a new product and have finished goods in its stores in four to five weeks; it can modify existing items in as little as two weeks, which results from its advanced operation management. Shortening the product life cycle means greater success in meeting consumer preferences. If a design does not sell well within a week, it is withdrawn from shops, further orders are canceled and a new design is pursued. Zara monitors customers' fashion changes. Zara has a range of basic designs that are carried over from year to year, but some fashion-forward designs can stay on the shelves less than four weeks, which encourages Zara fans to make repeat visits. An average high-street store in Spain expects customers to visit three times a year. That goes up to 17 times for Zara.

As a result of increasing competitive pressures from the online shopping market, Zara is shifting its focus onto online as well, and will consequently open fewer but larger stores in the future. In May 2022, a £1.95 return fee was implemented for some online orders in Britain and other core markets. This fee was introduced in Spain as of February 2023.

In November 2022, a pre-owned platform will also be launched via its website and app in UK. Other than posting now-unwanted Zara purchases online for sale, shoppers can book repairs and donate unwanted items online or via a store. If successful, this service will be expanded to other key markets.

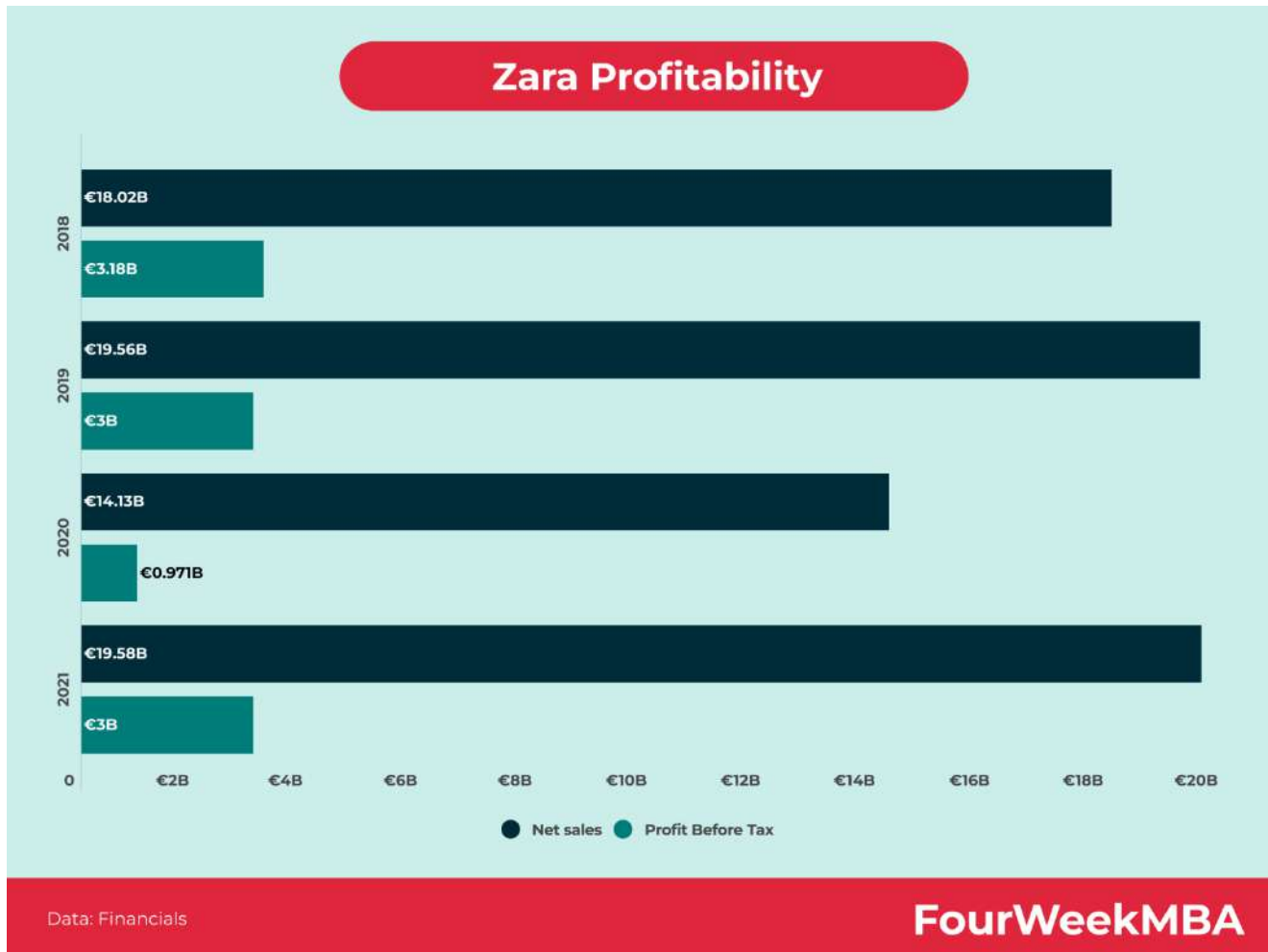
Starting November 2022, Russians will be able to order products online from a range U.S. and European brands, including Nike, Zara and H&M, according to an announcement from Russia's postal service.

Zara stores have men's and women's clothing as well as children's clothing (Zara Kids). Zara Home designs are located in European stores. The majority of Zara customers are aged between 18 and about 35. After products are designed, they take 10 to 15 days to reach the stores. All of the clothing is processed through the distribution center in Spain. New items are inspected, sorted, tagged, and loaded into trucks. In most cases, the clothing is delivered within 48 hours. Zara produces over 450 million items per year.

Zara also includes accessories, shoes, swimwear, beauty and perfumes.

Under its Zara Home line, Zara launched what is believed to be the first detergent that reduces the abrasion of textile micro-fibers during washing. It is claimed the solution, jointly developed by Inditex and BASF Home Care and I&I Solutions Europe in Spain and Germany, can reduce the release of microfibers by up to 80 per cent, depending on fabric type and washing conditions.

ZARA's Profitability:



Source: FourWeekMBA (Profits and sales calculated in Billion Euros)

RESEARCH STUDY

PROBLEM DEFINITION

The basic purpose of this study is to see, if advertisement of a product is absolutely necessary to make it big and gain profit from it.

Here I've taken the example of Zara

We will see how this particular brand have grown and gained profits from its products and made the brand a household name with advertising.

We will particularly focus on WOM (Word-of-Mouth) Publicity in this study.

OBJECTIVES OF THE STUDY

The following are the objectives of this study:

- The main objective of this study paper is to see how brand, mainly Zara became a huge brand without advertising and marketing their products.
- They strictly work on Word-of-Mouth publicity.
- The need of this paper is to establish or prove the fact that brands can become huge or grow without spending resources and money on marketing.
- Marketing is considered as an important part of growing a Business, but brands like Zara has established that businesses could go big without spending resources on marketing and utilizing those resources in other departments. They work on word-of-mouth publicity.

HYPOTHESIS OF THE STUDY

Hypothesis: -

Null Hypothesis: Spending many resources on the marketing of a company's products is not necessary to make the brand big or grow in the market.

Alternative Hypothesis: Spending many resources on the marketing of a company's products are necessary to make the brand big or grow in the market.

We are taking only one Hypothesis in this research study.

SCOPE OF THE STUDY

Word of mouth is very vital as it can form strong relationships with consumers when it is positive.

In particular, word of mouth that contains recommendations to others is considered to be the source of information that has the most effect before buying. Researchers emphasized that positive word of mouth can be created if a product or service meets or exceeds the expectations of customers.

The following are the scope of this study:

- It can encourage many small scaled and medium scaled brands and companies to spend less on a products advertisement and spread good word of mouth reviews for their product if it is up to themark.
- It can work as a secondary data for people who wants to research on WOM or Zara.

Limitations of the study:

The following are the limitations of this study:

- The data in this study is mainly customer surveys and consumer interviews and very fewer secondary data.
- This study is based on surveys and interviews of customers limited to Nagpur only.
- This research study tries to prove that spending ample of company resources on Advertising is not always necessary for making the brand go big or grow in the market; which can be contradictory to many brands and companies.
- As Zara does not have a physical branch in Nagpur, the study is restricted to customer surveys only.

COMPARISON
BETWEEN
WORD OF MOUTH PUBLICITY
AND
ADVERTISING

COMPARISON BETWEEN WORD-OF-MOUTH PUBLICITY AND ADVERTISING

A great deal of research finds that word of mouth is more effective than other types of marketing. Whether compared to traditional advertising, media mentions, or promotional events, word of mouth is more useful in creating new users and customers. Indeed, many researchers suggests that “word of mouth generates more than twice the sales of paid advertising”

Why is word of mouth more effective? Two main reasons.

- **Trust**

Not surprisingly, we trust our friends more than we trust ads. Ads always say the product is great. “Nine out of ten dentists prefer new Colgate toothpaste.” “Critics agree that Batman is the best movie of 2022.” But because ads always say the product is wonderful, we tend not to believe them.

Our friends, however, will tell it to us straight. They’ll tell us if the product is good, or bad, and as a result we’re more likely to believe their recommendation.

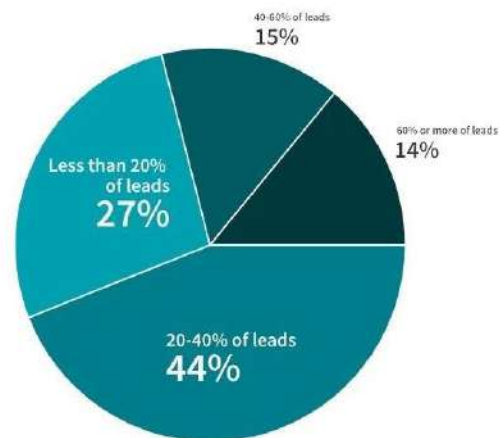
- **Better Targeting**

Word of mouth is also more targeted. Say your company sells golf clubs. To target your message at potential customers, you might advertise in a golf magazine. But while some of the magazine’s readers might be in the market for clubs, many may not be. So, in the end, some of the ad rupees are wasted.

Word of mouth is much more focused. No one’s going to talk to you about a great baby clothes website if you don’t have a baby. People only tell you about things that they think are at least somewhat relevant to your interests. Word of mouth is like a searchlight that goes through a social network, finding the most interested receivers for a given piece of information.

Word of mouth form of marketing is considered as the best form when it comes to influencing the customers. According to a study by Nielsen in 2022, approximately ninety-two percent people tend to completely believe their friends and relatives over other traditional forms of advertising whilst making a buying decision. This recent figure was a steep rise as compared to nearly twenty percent in 2019.

% leads that come from word of mouth: All experts



MADE WITH
beautiful.ai

According to an expert survey conducted, 44% of the market leads in the business comes from Word-Of-Mouth Publicity.

RESEARCH METHODOLOGY

Type of Research Used

Research can be classified in many different ways on the basis of methodology of the research, the knowledge it creates, the user groups, the research problem it investigates, etc.

Following is the methodology that we have used in research:

Quantitative Research:

In natural and social sciences, and sometimes in other fields, quantitative research is the systematic empirical investigation of observable phenomena via statistical, mathematical, or computational techniques. The objective of quantitative research is to develop and employ mathematical models, theories, and hypotheses pertaining to phenomena. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships.

Quantitative research is generally closely affiliated with ideas from 'the scientific method', which can include:

- The generation of models, theories and hypotheses.
- The development of instruments and methods for measurement.
- Experimental control and manipulation of variables.
- Collection of empirical data.
- Modeling and analysis of data.

QUANTITATIVE RESEARCH

| ADVANTAGES | DISADVANTAGES |
|--|--|
| <ul style="list-style-type: none"> ● Specific research problem ● Clear independent and dependent variable ● High level of reliability ● Minimum personal judgement | <ul style="list-style-type: none"> ● Limited outcomes due to structured method ● Unability to control the environment ● Expensive (large number of respondents) |

Types of Data Used

Here, we have used both Primary and Secondary Data while conducting research.

What is primary data?

Primary data is the data collected directly by the researchers from main sources through interviews, surveys, experiments, etc. primary data are usually collected from the source – where the data originally originated from and are regarded as the best kind of data in research.

In this project questionnaire method for survey is used for collection of primary data.

What is Secondary Data?

Secondary data is the data that have been already collected by and readily available from other sources.

Such data are cheaper and more quickly obtainable than the primary data and also may be available when primary data cannot be obtained at all.

Here various websites and books being referred for secondary data.

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS.

Analysis of data is a process of inspecting, cleaning, transforming, and modelling data with the goal of discovering useful information, suggesting conclusion, and supporting decision making.

The process of evaluating data using analytical and logic reasoning to examine each component of data provided... Data from various source is gathered, reviewed and then analyzed to form finding or conclusion.

Why do we analyze data?

The purpose of analyzing data is to get usable and useful information. The analysis, irrespective of whether data is quantitative or qualitative, may:

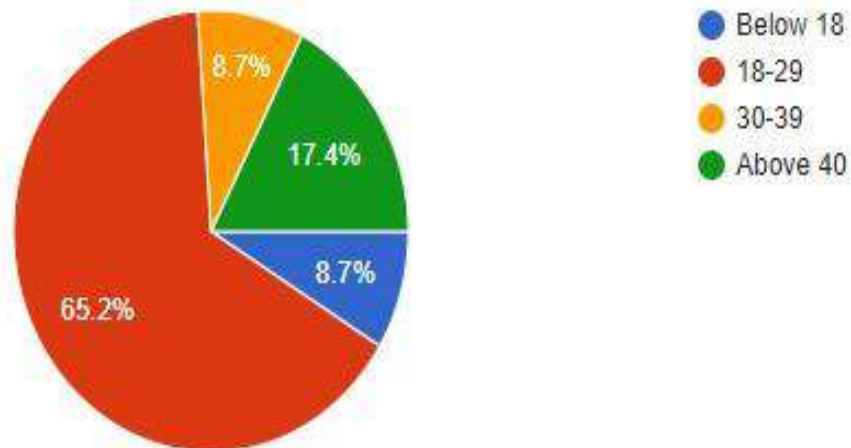
- Describe and summaries the data.
- Identify relationship between variables.
- Compare variables.
- Identify difference between variables.
- Forecast outcomes.

The research method used was survey through questionnaire.

A sample size of 50 people was taken.

Q1. Age?

Your age ?

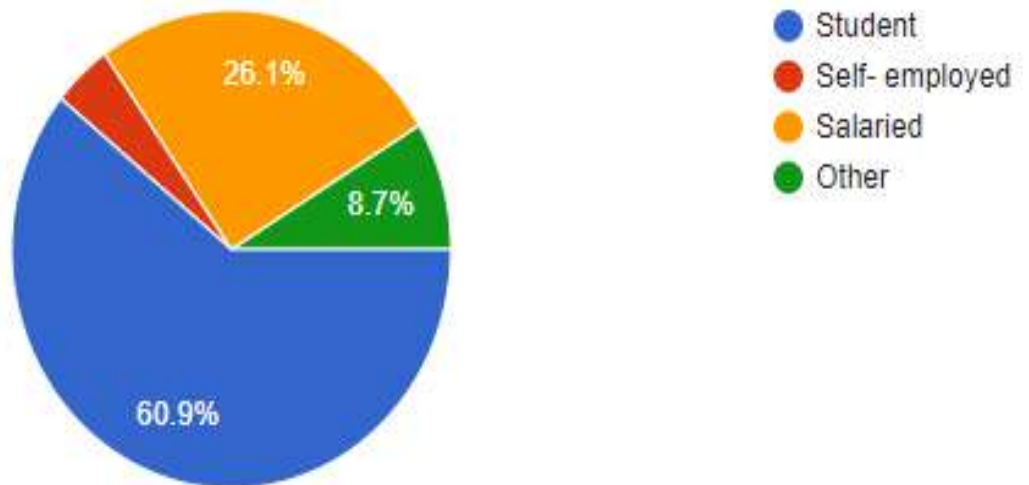


Interpretation:

Most of the people are from the age group of Above 40 and 18-29 (65.2%) rest are from the age group of 30-39 and Below (both, 8.7 % respectively).

Q2. Your Occupation

Your Occupation ?



Interpretation:

Almost 60.9% of people are students, 26.1% people are salaried, and the rest 4.3% are self-employed and 8.7% are salaried.

Q3. Do you know the cloth brand of Zara?

Do you know the cloth brand of Zara ?

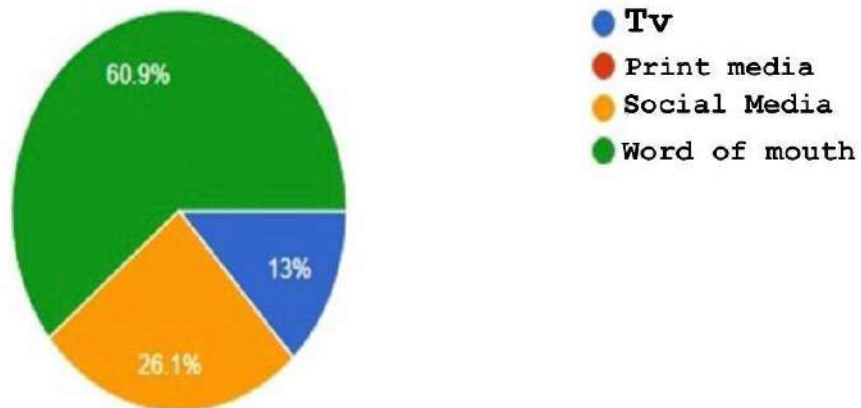


Interpretation:

100% of people here know the brand Zara

Q4. How do you know the Zara Brand?

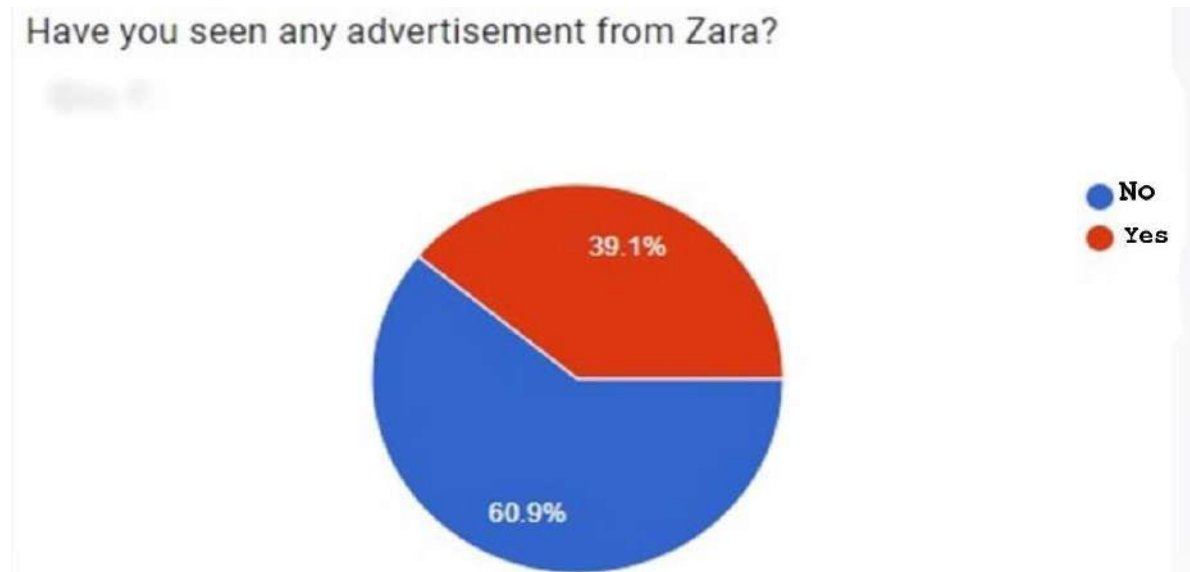
How do you know the Zara Brand ?



Interpretation:

Majority of people knows the Brand Zara from word of mouth from other people.

Q5. Have you seen any advertisement from Zara?

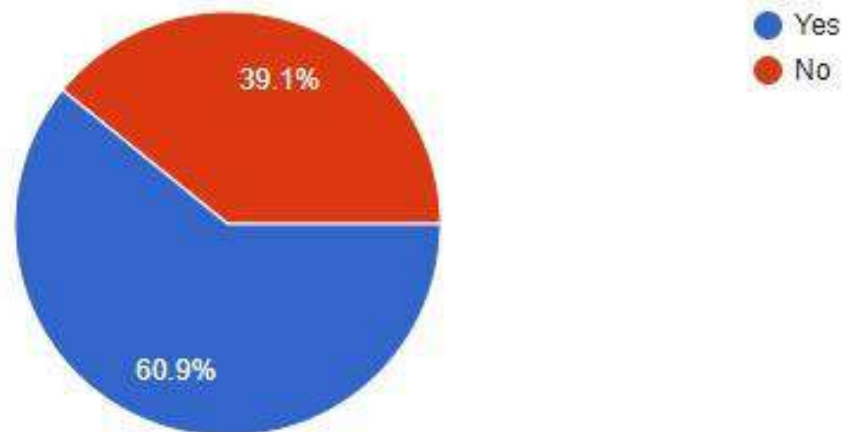


Interpretation:

Almost 60.9 % people have not seen advertisement of Zara.

Q6. Do you think advertisement is necessary to market a product and
Make it big?

Do you think advertisement is necessary to market a product and make it big?

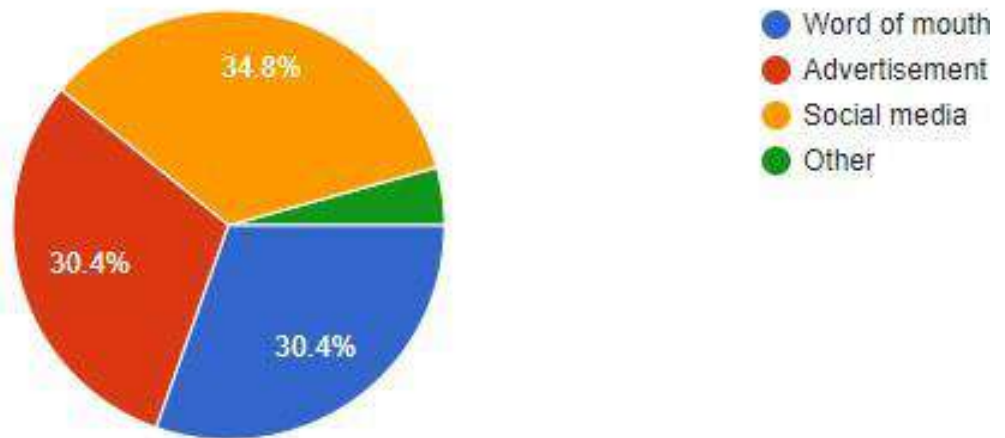


Interpretation:

39.1% of people think advertisement is not necessary to market a product.

Q7. What according to you is the best way of publishing a product?

What according to you is the best way of publishing a product ?

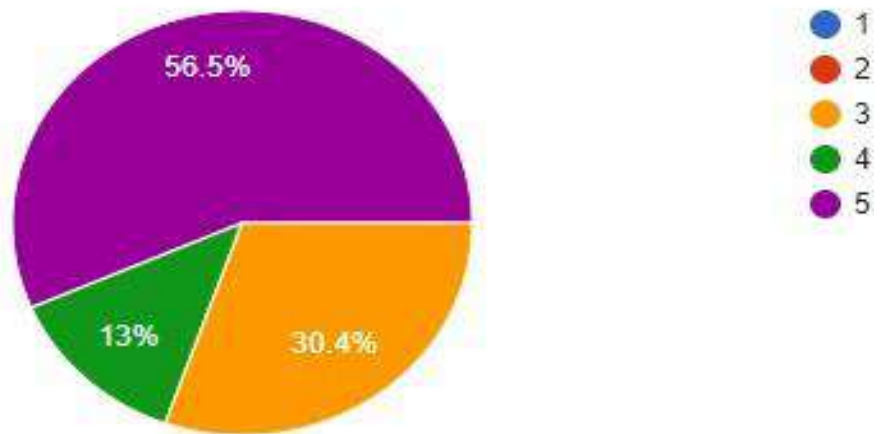


Interpretation:

30.4% users think word-of-mouth publicity is the best way to circulate your product, the rest think it is social media and advertisement [30.4%]

Q5. On a scale of 1-5 how much will you rate Zara?

On a scale of 1-5 how much will you rate Zara?



Interpretation:

Around 56.5% of people rate the Brand Zara 5 on a scale from 1-5.

- **Size of the industry In India**

Domestic market size of the clothing and fashion industry: 68 billion dollars.

- **Geographical distribution**

Mumbai, Delhi, Kolkata, Bangalore

- **Relevant talking points:**

What Zara represents – i.e. consumer's perception of the brand. People may lean on
Toward the following:

- Style
- Quality
- Good price quality ratio
- Clean simple image

HYPOTHESIS ANALYSIS:

Testing of Hypothesis:

Null Hypothesis: Spending many resources on the marketing of a company's products is not necessary to make the brand big or grow in the market.

Alternative Hypothesis: Spending many resources on the marketing of a company's products is necessary to make the brand big or grow in the market.

The above Data analysis and interpretation shows us that spending many resources of a company on marketing their product is not always necessary.

Most people believe word-of-mouth publicity is the best way to publicize a product.

Thus, the **Null Hypothesis** is proved true.

FINDINGS,
RECOMMENDATIONS
AND SUGGESTIONS

FINDINGS:

From the study above we have the following findings: -

- Most of the people thinks Word-of-Mouth publicity is the best way to publicize your product.
- 50% of people thinks advertisement is not necessary to make a product go big.
- Almost majority of people have heard about Zara.

RECOMMENDATIONS OR SUGGESTIONS:

As from the data interpreted above, we have seen 50% of people also think advertising is necessary for a business, Zara in future should consider minimal marketing for attracting more customer.

CONCLUSION

Conclusion:

From this study we can conclude the following points:

- Most people think word-of-mouth publicity is better than others
- Zara is an excellent example of this.
- It created its brand name strictly on WOM publicity.
- Its revenue is almost 40% more than its competitors in the market.
- It is considered a perfect example of WOM marketing.
- Although many people also think advertising is also necessary to make a brand go big.
- Comparing WOM and Advertising statistically shows word-of-mouth publicity is better preferred by people.
- But it does not always work, it depends on the company and differs from company to company.
- The null hypothesis taken in this study was proven true with the help of consumer survey.

Bibliography

Websites:

- <https://www.zara.com/in/>
- <https://martinroll.com/resources/articles/strategy/the-secret-of-zaras-success-a-culture-of-customer-co-creation/>
- <https://yourstory.com/2023/05/zara-fast-fashion-success-no-advertising>
- <https://retail.economictimes.indiatimes.com/tag/zara>
- <https://www.nytimes.com/2012/11/11/magazine/how-zara-grew-into-the-worlds-largest-fashion-retailer.html>
- <https://www.forbes.com/sites/pamdanziger/2018/04/23/zaras-difference-pull-people-in-not-push-product-out/?sh=7c99352b23cb>
- <https://economictimes.indiatimes.com/industry/cons-products/fashion/-/cosmetics/-/jewellery/zaras-india-sales-increase-40-in-fy23/articleshow/100234517.cms?from=mdr>
- <https://medium.com/@kalyanii8927/fashion-history-zara-19ac531d9ab1>
- <https://www.indiatimes.com/worth/news/the-success-story-of-zara-559147.html>
- <https://fashinza.com/brands-and-retail/news/the-secret-behind-zaras-success/>

Books:

- Marketing Management by Philip Kotler, 15th Edition.
- Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements by G. Cordell and Spike Jones.
- Marketing Management; Text and Cases, Indian Context by Tapan K. Panda.

APPENDICES:



Word of Mouth Publicity Survey with Respect to Zara

B R U E X

Dear Participants,

Thankyou for participating in the survey! Your input is essential in helping us better understand word of mouth publicity w/respect to Zara. This survey aims to gather insights into your experiences related to Zara offerings.

Please take a few minutes to complete the following questions.

Instructions:

- your responses are confidential and will only used for research purposes.
- please answer all questions to the best of your ability.

Your age ?

- Below 18
- 18-29
- 30-39
- Above 40

Your Occupation ?

- Student
- Self-employed
- Salaried
- Other

Do you know the cloth brand of Zara ?

Yes

No

How do you know the Zara Brand ?

TV

print media [newspaper, magazine]

Word of mouth [from friends, parents]

Social media

Have you seen any advertisement from
Zara?

yes

No

Do you think advertisement is necessary to
market a product and make it big?

Yes

No

What according to you is the best way of publishing a product ?

- Word of mouth
- Advertisement
- Social media
- Other

On a scale of 1-5 how much will you rate Zara?

- 1
- 2
- 3
- 4
- 5

