

3.1 The Marketing Mix - People

ZARA

PETITE

Zara’s consumers are likely to have emotional buying motives. This is due to the fact that Zara’s offerings are fashion and trend-driven, appealing to many young, impressional consumers wish for aesthetic pleasure, social approval and comfort.

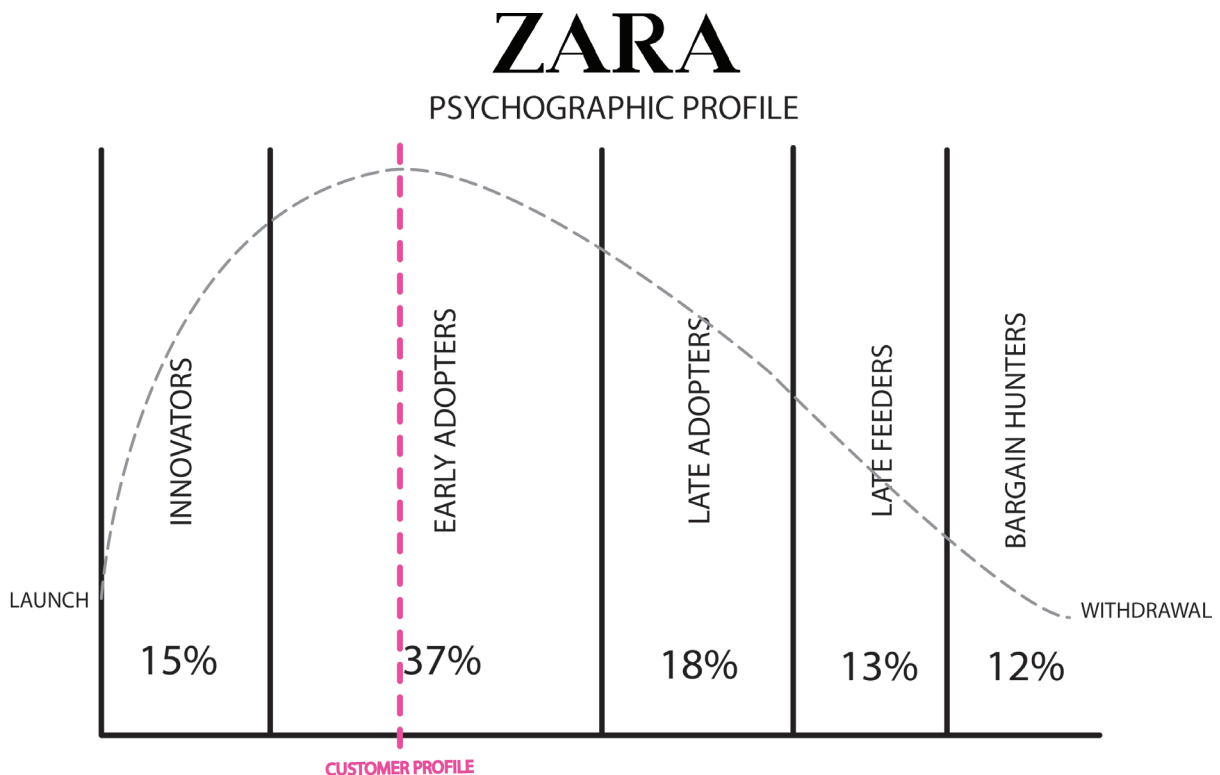
According to Mintel, the majority of shoppers in Zara are classified as group E in the socio-economic grading. This would be students, and young professionals, perhaps just starting their career.



Figure : Zara’s promotional images (shown above) featured on their Facebook reveal Zara’s consumer.

The Zara customer can be identified in the ACORN profile as mainly in the category of ‘urban prosperity’ which includes young urban professionals and low income singles.

Psychographic profile



The majority of Zara’s consumers would be early adopters as many of the designs featured in collections are straight from the catwalk, and arrive in-store quicker than any other high-street brand.