

# 3.3 The Marketing Mix - Price

Z A R A

P E T I T E

Zara's pricing is affordable, with different ranges to suit different budgets of the target consumers e.g. Zara Collection creates prestige image with premium pricing suited for shoppers with a high disposable income.

One overall pricing policy evident from the price band matrix below is Psychological Odd Pricing. This is where prices are set just below an even figure (such as £34.99) to drive demand for irrational purchases, and perhaps to give the illusion that a product is much cheaper due to less figures.

