ZARA

A Marketing Research Story

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STORY OUTLINE

FASHION COLLECTION

01
BACKGROUND

02
HYPOTHESES
—

03
CONCLUSIONS

BACKGROUND

BACKGROUND

Why Zara?
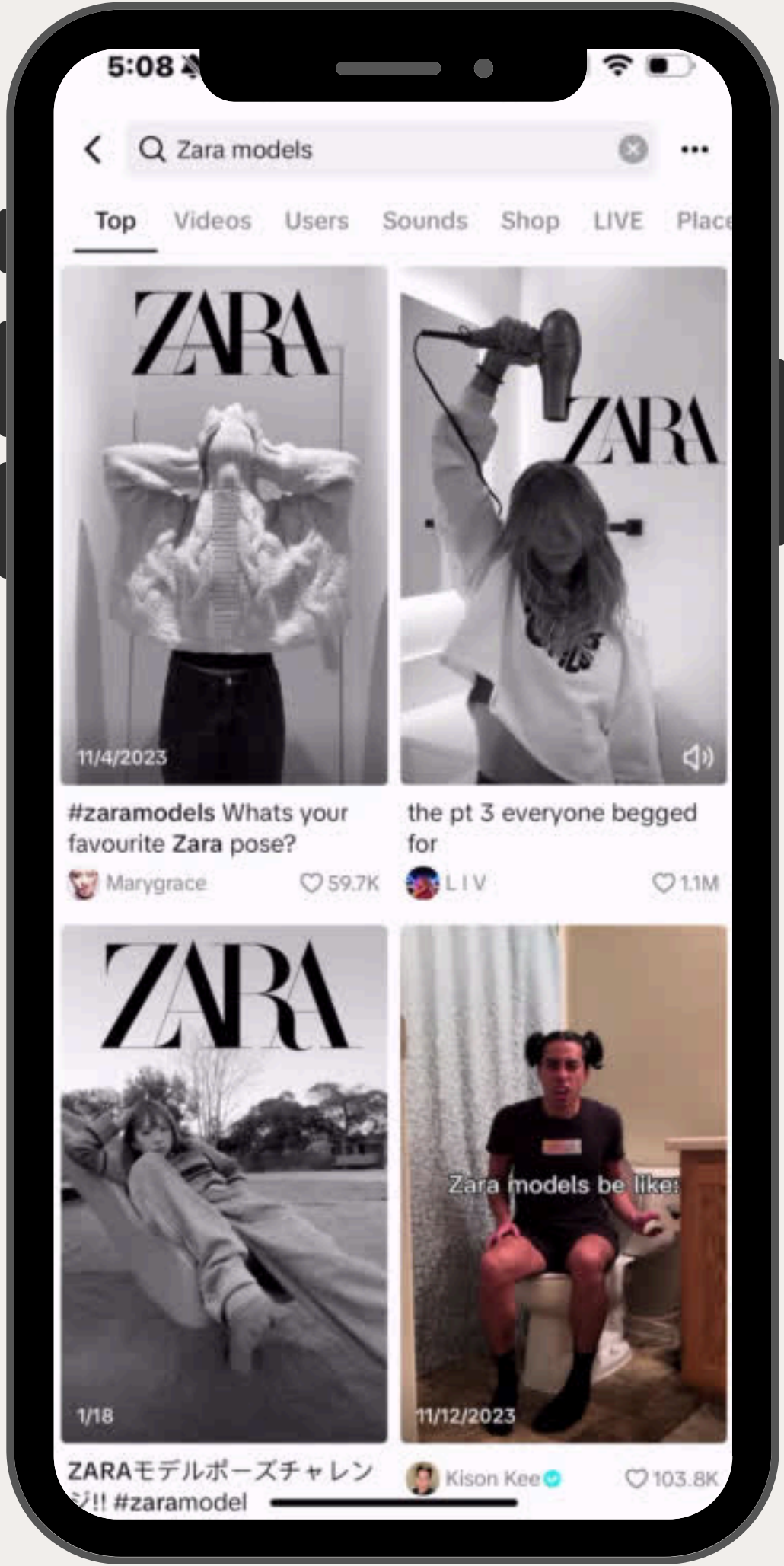- One of the World's largest fast fashion retailers
- Backlash of online interface
  - Personal and friends
  - Exploratory Research
  - TikTok Trends

What was done to conduct our research?
- 52 interviewees
- Conducted timed & recorded experiments on Zara and H&M
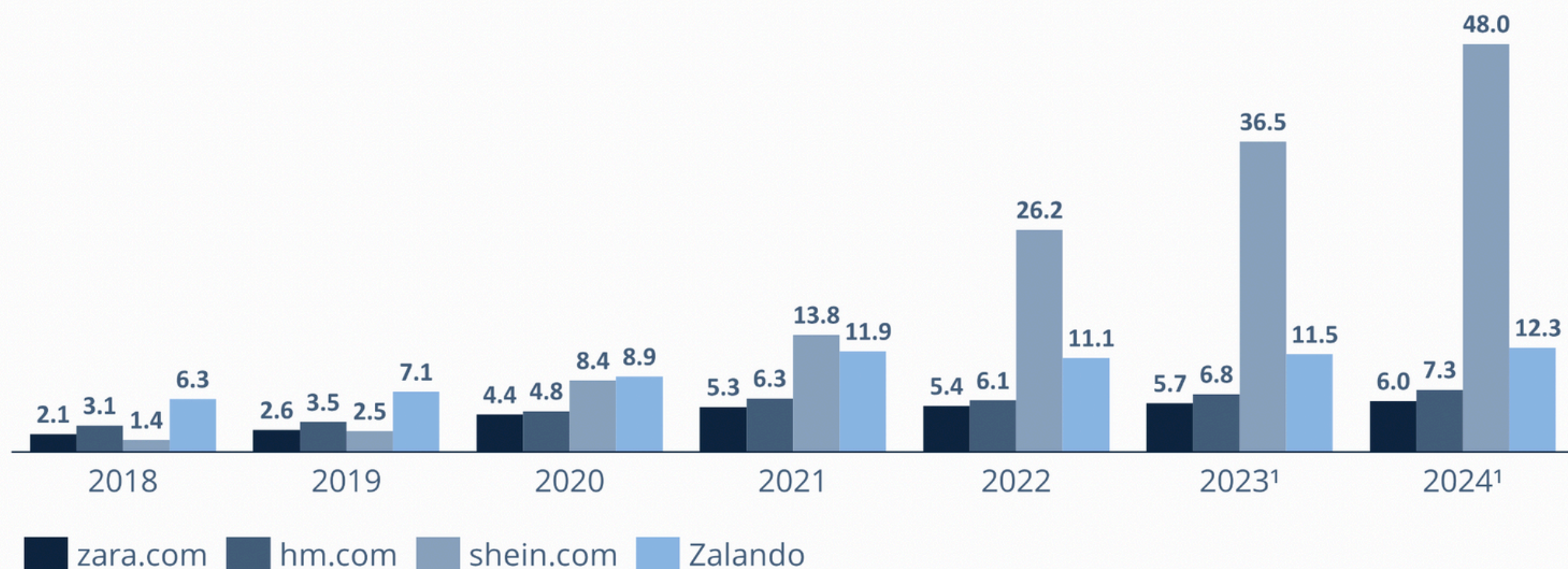- Post-experiment surveys
- Interviewer Google Form survey

2018
WEBSITE CONCEPT

ZARA

UI/UX
MOHAMED MOHSEN

ECOMMERCE NET SALES DEVELOPMENT OF ZARA.COM, HM.COM, SHEIN.COM, AND ALL ZALANDO DOMAINS, 2018-2024

in billion US$

	2018	2019	2020	2021	2022	2023[1]	2024[1]
zara.com	2.1	2.6	4.4	5.3	5.4	5.7	6.0
hm.com	3.1	3.5	4.8	6.3	6.1	6.8	7.3
shein.com	1.4	2.5	8.4	13.8	26.2	36.5	48.0
Zalando	6.3	7.1	8.9	11.9	11.1	11.5	12.3

Notes: (1) Forecast.
Sources: ECDB.

ECDB

01 HYPOTHESES

H1: ZARA'S WEBSITE IS PERCIEVED AS ARTISTIC & EDITORIAL

Due to its unique online design, we decided to analyze this hypothesis to see if Zara's layout influenced customer sentiment that their shopping experience was elevated and similar to that of browsing through a magazine catalogue.

Variables:

1. Zaras website looks artistic
2. H&M's website looks artistic
3. Zaras's website looks editorial
4. H&M's website looks editorial
5. Zara's website looks minimalistic
6. H&Ms website looks minimalistic
7. Zara's website looks modern
8. H&M's website looks modern
9. How important is the artistic appeal of a website to your overall shopping experience?

Variables	website_ impression_1	website_ impression_2	website_ impression_3	website_ impression_4	website_ impression_5	website_ impression_6	website_ impression_7	website_ impression_8	importance_ artistic
Means	4.226415	2.603774	4.037736	2.867925	2.622642	3.396226	4.188679	3.396226	3.037736
P-values	1.889E-12	0.007902	2.048E-10	0.3751	0.04886	0.01385	3.948E-13	0.01385	0.7957
	significant	significant	significant	not significant	significant	significant	significant	significant	not significant

Notes: Paired Samples T-Tests were run between website_impression_1 & website_impression_2 (p-value = 2.697e-13), webstie_impression_3 & website_impression_4 (p-value = 5.063e-07), website_impression_5 & website_impression_6 (p-value = 0.003753), and website_impression_7 & website_impression_8 (p-value = 0.0002299). All were statistically significant.

H1: FINDINGS

- Participants found Zara more is artistic, editorial, and modern, than H&M
- Participants didn't find Zara to be minimalistic
- Participants were indifferent about the importance of artistic appeal on their shopping experience (if they are indifferent Zara should then focus on aspects their consumers care more about)

02 HYPOTHESES

H2: ZARA'S UNIQUE AESTHETIC MAKES THE BRAND LOOK MORE LUXURIOUS

Zara uses design techniques to help its clothing create an elevated perception of luxury, the brand strategically utilizes materials, styling, and marketing to create an illusion of higher quality and exclusivity, thus influencing consumer perceptions.

Variables:

1. Zara's clothing looks luxurious
2. H&M's clothing looks luxurious
3. Zara's clothing looks high quality
4. H&Ms clothing looks high quality

Variables	percieved_quality_1	percieved_quality_2	percieved_quality_3	percieved_quality_4
Means	3.903846	2.269231	3.846154	2.653846
P-values	8.108e-11	6.993e-07	9.301e-11	0.01861
	significant	significant	significant	significant

Notes: Paired Samples T-Tests were run between perceived_quality_1 & perceived_quality_2 (p-value = 5.201e-16) and perceived_quaity_3 & perceived_quality_4 (p-value = 7.096e-11). Both were statistically significant.

H2: FINDINGS

- People found that Zara's clothing looked more luxurious than H&M
- Agree that Zara's clothing looks higher quality than H&M

03 HYPOTHESES

H3: THE LAYOUT OF THE WEBSITE IS OVERWHELMING TO CONSUMERS

Based on our preliminary research, it became apparent that Zara's interface was difficult to navigate

Variables:

1. It was easy to find the products I was looking for on Zara's website
2. It was easy to find the products I was looking for on H&M's website
3. The product categories and subcategories were well-organized on Zara's website
4. The product categories and subcategories were well-organized on H&M's website
5. Zara's home page is overwhelming
6. H&M's home page is overwhelming
7. Zara's product pages are overwhelming
8. H&M's product pages are overwhelming
9. Zara's navigation bar was easy to use
10. H&M's navigation bar was easy to use
11. Zara's website is user-friendly
12. H&M's website is user-friendly
13. Total Shopping Time on Zara
14. Total Shopping Time on H&M

PT.1

| Variables	website_overwhelm_1	website_overwhelm_2	website_overwhelm_3	website_overwhelm_4	website_overwhelm_5	website_overwhelm_6
Means	2.811321	3.716981	3.09434	3.867925	3.792453	2.396226
P-values	0.3407	0.00001249	0.5924	0.00000003879	0.0009492	0.0002431
	not significant	significant	not significant	significant	significant	significant

Notes: Paired Samples T-Tests were run between website_overwhelm_1 & website_overwhelm_2 (p-value = 0.0003209), website_overwhelm_3 & website_overwhelm_4 (p-value = 0.0006435, and website_overwhelm_5 & website_overwhelm_6 (p-value = 6.566e-07), total_time_zara & total_time_hm (p-value = 0.04143) All were found statistically significant

PT.2

Variables	website_overwhelm_7	website_overwhelm_8	website_overwhelm_9	website_overwhelm_10	website_overwhelm_11	website_overwhelm_12
Means	3.886792	2.490566	3.245283	3.641509	2.660377	3.792453
P-values	0.00000003117	0.0003679	0.1801	0.0003947	0.06855	0.0000005126
	significant	significant	not significant	significant	moderately significant	significant

Notes: Paired Samples T-Tests were run between website_overwhelm_1 & website_overwhelm_2 (p-value = 0.0003209), website_overwhelm_3 & website_overwhelm_4 (p-value = 0.0006435, and website_overwhelm_5 & website_overwhelm_6 (p-value = 6.566e-07), total_time_zara & total_time_hm (p-value = 0.04143) All were found statistically significant

H3: FINDINGS
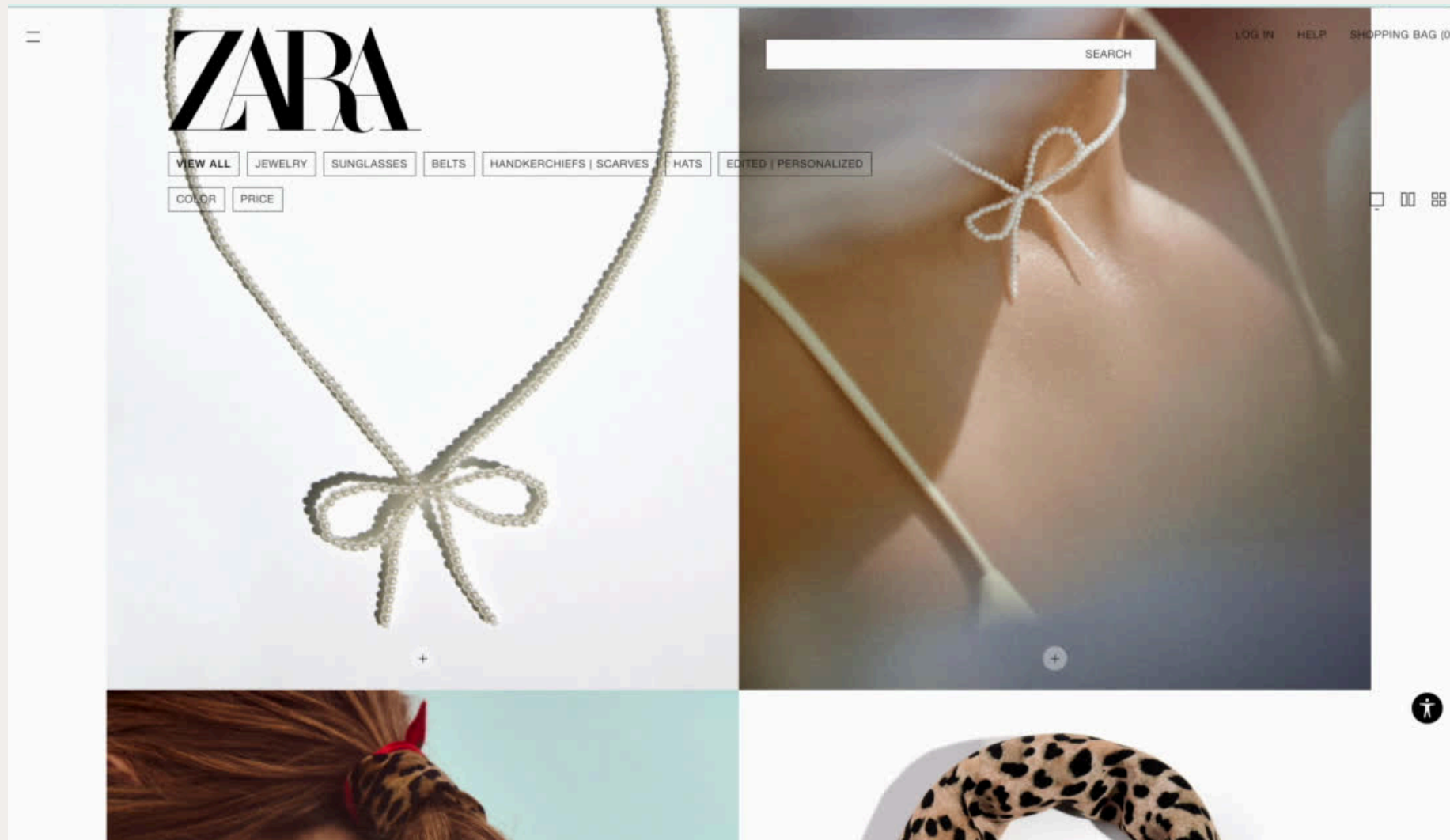
- Participants found it was easier to find products on H&M than Zara
- Participants found that H&Ms navigation bar was more well organized than Zara
- Participants found Zara's home and product pages were overwhelming
- Participants found H&M's website was easy to use
- Participants didn't find Zara's website was easy to use
- On average, participants spent longer shopping at Zara than H&M

04 HYPOTHESES

H4: ZARA'S PRODUCTS ARE NOT CLEARLY DISPLAYED

Based on observations prior to conducting our experiment, we came to the understanding that the products on Zara's website were not clear to users.

Variables:

1. The photos on Zara's website gave me a clear indication of the product
2. The photos on H&M's website gave me a clear indication of the product
3. The models on Zara's website accurately show how the clothes look when worn
4. The models on H&M's website accurately show how the clothes look when worn

Variables	photo_impressions_1	photo_impressions_2	photo_impressions_3	photo_impressions_4
Means	3.115385	3.865385	2.769231	3.846154
P-values	0.5129	0.00000002632	0.1287	0.0000001854
	not significant	significant	not significant	significant

Notes: Paired Samples T-Tests were run betweenphoto_impressions_1 & photo_impressions_2 (p-value = 0.001251) and photo_impressions_3 & photo_impressions_4 (p-value = 2.798e-08). Both were statistically significant.

H4: FINDINGS
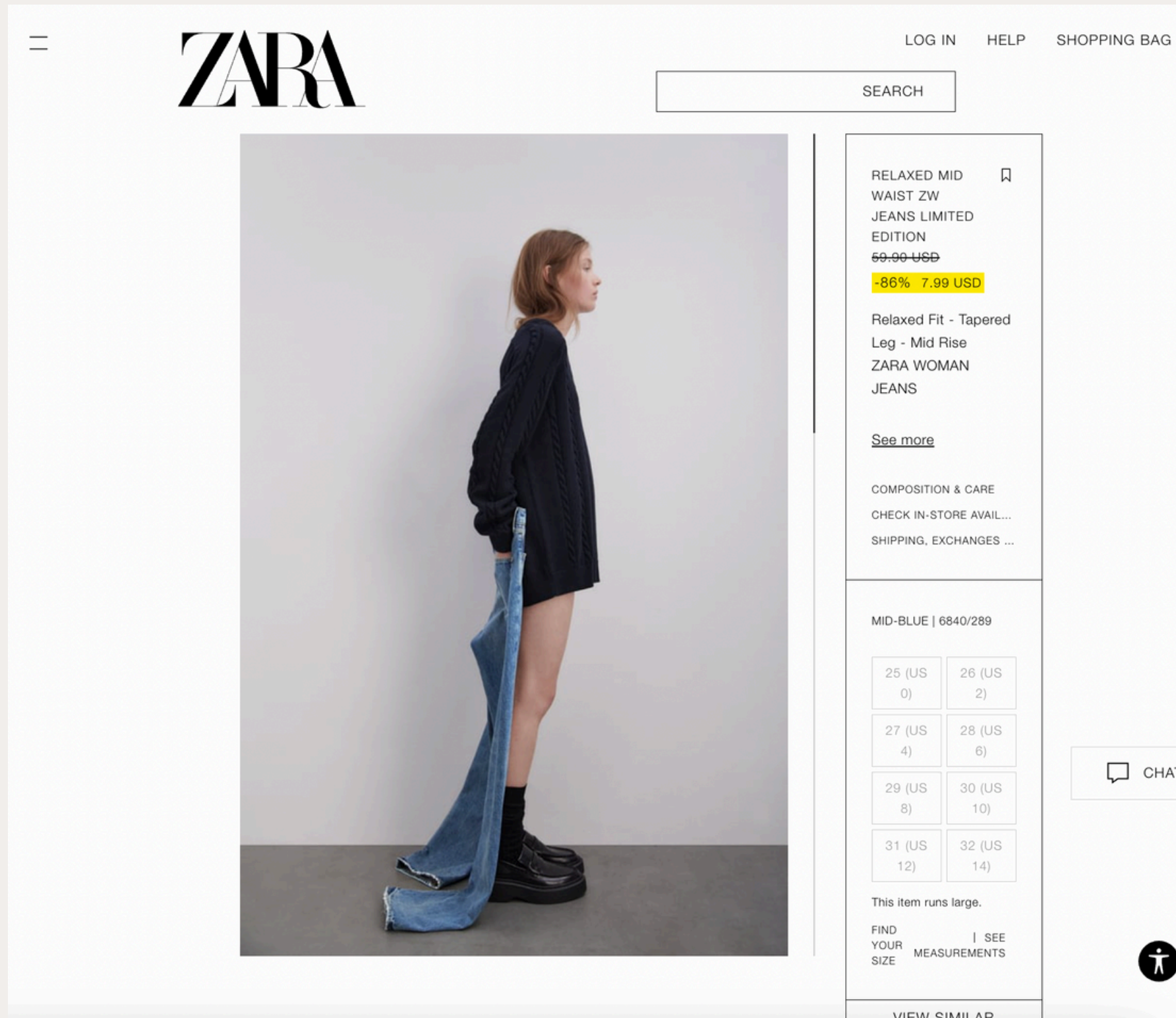
- Participants found that H&M gave a better indication of the product than Zara
- Participants found that models on H&M more clearly displayed the product than Zara

05 HYPOTHESES

H5: ZARA ATTRACTS A FASHION BASED AUDIENCE

We decided to analyze this hypothesis to shed light on the audience that Zara draws. Our speculation was grounded in the belief that an artistic appearance of the website would likely resonate more with individuals keen on fashion.

Variables:

1. I am interested in fashion
2. Due to my sense of style, Zara's website is appealing
3. Due to my sense of style, H&M's website was appealing
4. Zara's clothes represent my sense of style
5. H&M's clothes represent my sense of style

Variables	fashion_interest_1	fashion_interest_2	fashion_interest_3	fashion_interest_4	fashion_interest_5	fashion_interest_1 ~ data$fashion_interest_2 + data$fashion_interest_3	data$fashion_interest_1 ~ data$fashion_interest_4 + data$fashion_interest_5	fashion_interest_2, data$fashion_interest_3, paired = TRUE	fashion_interest_4, data$fashion_interest_5, paired = TRU
Means	4.038462	3.653846	2.980769	3.653846	2.865385	non	non	0.6730769	0.7884615
P-values	2.449e-08	0.0002646	0.8996	0.0001015	0.383	0.04634	0.04634	0.002021	0.0004859
	significant	significant	not significant	significant	not significant	significant	significant	significant	significant

H5: FINDINGS

- In general people found Zara's website appealing and representative of their personal style
- People who are interested in fashion were more likely to find Zara's website more appealing than H&M's
- People who are interested in fashion were more likely to find Zara's website more representative of their sense of style than H&M

CONCLUSIONS

CONCLUSIONS

- Zara's website was overwhelming
- Zara's website was artistically appealing but consumers didn't show much importance to that aspect of the website
- Their models did not clearly demonstrate their clothing
- To enhance Zara consumer satisfaction they should be focusing on making their website more user friends and properly display their product.