

ABSTRACT

This study delves into consumer brand preferences within Zara, a multinational fast-fashion brand, with a specific focus on its green brand positioning within the Join Life collection. Analyzing preferences for both the overall brand and this particular collection, the research aims to evaluate the efficacy of Zara's green brand positioning amid the fast-fashion industry's negative reputation and environmental concerns. Recognizing the potential issue of greenwashing, understanding consumer preferences becomes pivotal. The study employs the green brand positioning framework as the independent variable, examining cognitive impressions of environmental friendliness and active communication against competitors' efforts. Brand preference serves as the dependent variable, emphasizing Zara's ability to connect through perception, identity, awareness, emotional ties, and unique benefits. Involving a questionnaire survey with 400 respondents, which was distributed through the month of November to December of 2023, the study unveils a positive and moderate correlation of 0.351, indicating a significant influence of Zara's green brand positioning on consumers' brand preference, despite the negative stigmatization that revolves around the fashion industry, especially the fast-fashion industry. Substantiating Hypothesis 1 (H1), the regression analysis yields an R-Squared value of 12.3%, affirming the impact on consumers' brand preference.

Keyword: Join Life, fast-fashion, green brand positioning, brand preference