

Consumer Behavior and Marketing Factors of Famous Department Store in Chengdu, China

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ABSTRACT

This research aimed to 1) study the consumer behavior of the MINISO department store, 2) study the marketing factors of the MINISO department store, and 3) compare the marketing factors of the MINISO department store classifier by the demographics profile of the sample. This research was a quantitative method via accidental sampling of 385 respondents. The research instrument was a questionnaire. The statistics used for analysis were frequency, percentage, means, standard deviation, ranking, and hypothesis testing by ONE Way ANOVA.

The research results were as follows: 1) consumer behavior of MINISO department store customers was frequency of purchases three months ago between 2 times – 3 times 191 respondents (46.6 %), average purchase three months ago less than 188 respondents (48.8 %), and type

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of products purchase were household and consumer goods 107 respondents (27.8%), 2) marketing factors of MINISO department store at a high significant level were process, product, price, promotion, physical evidence, distribution, and people respectively, three and there were not significant deferent overall of marketing factors of MINISO department store classifier by age, marital status, occupation, average monthly income.

Keywords: Consumer behavior, marketing factors, and department store

BACKGROUND AND IMPORTANCE OF THE PROBLEM

The famous Chinese lifestyle brand MINISO has opened its first national flagship store in the Sichuanese capital, Chengdu. The brand is well-known in China and beyond for its Japanese-infused branding and eclectic products, including stationary, crockery, electronics, skincare, and more – often featuring adorable cartoon-style characters.

MINISO is a global brand specializing in cosmetics, personal care, toys, stationary, and more. The brand's stores in various countries make it the most appealing among the customers. Thus, MINISO's product design, in-store experience, social media campaigns, brand strategy, and overall marketing make it a renowned brand worldwide. (Lourina S.A. Pojoh, 2022)

The new flagship store in the Chunxi Road shopping district in central Chengdu saw its grand opening on February 5th. The 3-story outlet kept customers busy with a whole host of new in-store experiences,

including interactive checkpoints based on the Chengdu map, a ‘fragrance museum’ in line with the domestic boom in perfume consumption, and ‘IP zones’ whose products feature characters from a wide range of franchises and appeal to younger shoppers. A four-meter-tall art installation depicting MINISO’s mascot, Dundun, the chicken, was also there to greet fans as they arrived at the entryway. (Lourina S.A. Pojoh, 2022)

MINISO was founded in 2011 by Chinese entrepreneur Ye Guo Fu and Japanese designer Miyake Junya. Initially claiming to be a famous Japanese brand, despite operating in China. In such a short period, this company has detonated as an emerging business empire with 1,800 stores in 40 countries, delivering a heterogeneous collection of affordable, curated goods, challenging the physical pessimists. MINISO is now emerging as one of the top market brands. MINISO tag line is–“Let consumers worldwide buy better quality products at lower prices.” At the time of the establishment of MINISO, the physical economy was in decline due to the rise of e-commerce. The physical economy had applied a monopolistic influence on the market depending on its sales channel advantage. Even though MINISO succeeded by providing the actual value of the products and focusing on quality improvements. MINISO estimates to open 6000 stores worldwide. This study aims to present a reality check on the power of physical retailers in the rise of digital marketing. MINISO is a brick-and-mortar-only business model built around the reality of a

world with e-commerce. Over careful consideration of the customer and a unique artistic product, it achieves what online stores cannot: deliver an experience. (Lourina S.A. Pojoh, 2022)

According to the problem above, various factors are used to run their business to serve the needs and want a change of customers with high efficiency and effectiveness, which many department stores would like to know.

RESEARCH OBJECTIVE

1. To study consumer behavior of MINISO department store
2. To study marketing factors of the MINISO department store.
3. To compare the marketing factors of the MINISO department store classifier by the demographics profile of the sample.

HYPOTHESIS OF THE RESEARCH

Hypothesis: There was a significant deferent in the marketing factors of the MINISO department store classifier by the demographics profile of the sample.

SCOPES OF THE RESEARCH

- 1.Scope of the content:** This research is to study consumer behavior and marketing factors of the MINISO department store

and compare the marketing factors of the MINISO department store classifier by the demographics profile of the sample.

2.Scope of the population: Data will be collected from the customers who purchase from MINISO department stores and stay in the Sichuanese capital, Chengdu area, China. 385 respondents

3.Scope of Location: The research area are in the Sichuanese capital, Chengdu

4. Scope of Research period: start on March – June 2023

BENEFIT OF THE RESEARCH

Some benefit of the study is addressed as follow

1. Will increase the sale volume of the MINISO department store and related business.
2. Enhance marketing factors of the MINISO department store classifier by the demographics profile of the sample.
3. The result of this research will improve the marketing factors of department stores and related businesses.

LITERATURE REVIEW

Theory and Concept Consumer Behavior

Consumer behavior, as defined by the American Marketing Association, encapsulates the dynamic interaction of affect, cognition,

behavior, and environmental events by which humans conduct their lives' exchange aspects (American Marketing Association, n.d.). It involves studying how individuals opt to expend their resources, including time, money, and effort, on various items. This process spans the selection, procurement, utilization, and disposal of goods and services to meet their needs and desires (Solomon, 2014). Consumer behavior is also impacted by various factors, such as social and psychological elements, marketing, and consumer characteristics (Kotler & Keller, 2012).

Marketing aims to meet and gratify the needs and wants of a targeted customer base (Kotler & Armstrong, 2012). Despite the inherent complexity of comprehending consumer behavior, businesses can profit from understanding consumers' motivations and decision-making processes (Hawkins & Mothersbaugh, 2010). For instance, Whirlpool has deployed anthropologists to observe how consumers use their appliances at home, thereby tailoring their products to their users' needs (Whirlpool Corporation, n.d.). Misunderstanding or lack of insights into customers' motivations and preferences can lead to significant mistakes. Kodak's introduction of its Advanta camera serves as a cautionary tale. The product failed to resonate with the predominantly middle-aged baby boomer market, which preferred simplicity over high-tech complexity (Kodak, n.d.).

Consumer behavior research investigates several vital questions:

1. What role do cultural, social, personal, and psychological factors play in consumer buying behavior?
2. How does a consumer make a purchasing decision?

The stimulus-response model provides a foundation for understanding consumer buying behavior, illustrating how marketing and environmental stimuli influence consumers' consciousness and purchasing decisions (Schiffman & Kanuk, 2010). Culture, subculture, social class, and personal and psychological characteristics significantly shape consumer behavior (Solomon, 2014; Schiffman & Kanuk, 2010; Kotler & Keller, 2012).

1. Culture is the most fundamental determinant of a person's wants and behavior (Schiffman & Kanuk, 2010).
2. Subculture: Subcultures, smaller segments within larger cultures, offer more specific identification and socialization for their members and can considerably influence market segments (Radice, 2017).
3. Social class: Social classes reflect not just income but also occupation, education, and other indicators. Individuals within each social class exhibit similar behaviors compared to persons from different social classes (Kotler & Armstrong, 2012).

In addition to cultural factors, social factors such as reference groups, family, and social roles and statuses also significantly influence a consumer's behavior (Hawkins & Mothersbaugh, 2010).

In conclusion, understanding the myriad factors influencing consumer behavior is critical for businesses to devise successful marketing strategies and products that cater to their target customers' needs and wants.

Theory and concept of marketing factors

The marketing mix- the four P's Product, Price, Place, and Promotion is a crucial factor that requires careful consideration by organizations, as producing goods holds no significance if these products are not sold (Kotler & Armstrong, 2019). This mix is essentially the process of designing and incorporating various marketing elements to ensure the attainment of business objectives. Marketing goods requires management to pay special attention because production lacks relevance without selling products. A business's marketing mix represents the strategic amalgamation of different marketing elements: Product, Price, Place, and Promotion fashioned to secure the fulfillment of business goals. The "Product" entails decisions about product design, packaging, labeling, and the variety of the product. Price-related decisions are paramount, as sales largely hinge on the product's pricing.

The concept of the "Price" within the marketing mix refers to whether a uniform price will be charged or if different prices will be implemented for the same product in various markets. The third pivotal element, "Place," pertains to decisions concerning where products will be

made available for sale. "Promotion" consists of decisions on increasing sales, with various methods and tools employed. The relative significance of these methods is decided when focusing on promotion within the marketing mix.

In essence, the marketing mix involves decisions about the products to be made available, the pricing for these products, and the incentives to be offered to consumers in the markets where the products would be sold. Such decisions are made in light of the impact of external marketing forces, such as consumer behavior, competitors' strategies, and governmental policies.

Kotler (2019) defined the marketing mix as "the combination of controllable marketing variables that the firm employs to achieve the desired level of sales in the target market." Therefore, the marketing mix represents the optimal blend of the four P's—Product, Price, Promotion, and Place—to accomplish marketing objectives. These elements are also referred to as marketing mix or controllable variables, as their use can be tailored to meet business needs. E. Jerome McCarthy in his 1960 book *Basic Marketing*, E. Jerome McCarthy popularized this four-factor classification, often referred to as the four P's—Product, Price, Place, and Promotion (Kotler & Armstrong, 2019).

Thus, the marketing mix signifies the fitting combination of the four P's—Product, Price, Promotion, and Place—to accomplish marketing goals. These elements are also known as marketing mix or controllable

variables, given their adaptability to business needs. The decisions about the same product's price in different markets, the choice of the market where products will be sold ("Place"), and the strategies for increasing sales ("Promotion") are all integral to this mix. The marketing mix comprises decisions concerning the products to be sold, their pricing, and the incentives offered to consumers in the markets where these products are available. These decisions consider external marketing influences, such as consumer behavior, competitors' strategies, and government policies.

The MINISO department store

The esteemed Chinese lifestyle brand MINISO inaugurated its premier national flagship store in Chengdu, Sichuan's capital city (Retail News Asia, 2023). The brand's unique blend of Chinese and Japanese aesthetics, coupled with diverse products such as stationary, crockery, electronics, skincare, etc., has propelled it to global recognition (Nunlist, 2017).

MINISO, established in 2013 by Chinese entrepreneur Ye Guofu and Japanese designer Miyake Junya, started its operation in China but was marketed as a famous Japanese brand (Nunlist, 2017). The company has impressively grown into a formidable business powerhouse with over 1,800 stores in 40 countries, offering an eclectic range of affordable and curated goods (Nunlist, 2017). When the traditional physical economy was

declining due to the rise of e-commerce, MINISO introduced a brick-and-mortar-only business model (Nunlist, 2017). Despite these adversities, MINISO successfully offered products of actual value, emphasizing quality enhancements strongly (Nunlist, 2017). MINISO's marketing strategy involves crucial activities such as identifying target customer groups, suitable product placement, reasonable pricing, effective distribution, and promotional efforts (Retail News Asia, 2023).

Key strategies include:

1. Market Entry Strategy: MINISO has ventured into international markets, launching over 5000 stores in several countries, including the US, Canada, South Korea, India, UAE, and Hong Kong (Retail News Asia, 2023). The brand's focus on appealing product design, reasonable prices, and high quality aligns with customer specifications (Retail News Asia, 2023).
2. Communication Strategy: Recognized as a fast fashion brand, MINISO leverages social media platforms for product communication or launches, using hashtags like #LoveLifeLoveMiniso, #MinisoLife, and #MinisoIndia to advertise its products (Retail News Asia, 2023).
3. Intensive Management Strategy: MINISO's unique interior decoration style and careful product presentation provide an irresistible shopping experience (Retail News Asia, 2023).

4. Product Design Strategy: With a team of primarily Japanese designers, MINISO is renowned for its high-quality, appealing products offered at affordable prices (Retail News Asia, 2023).
5. Brand Strategy: To appeal to a broad range of middle-class customers, MINISO partners with globally recognized brands like Hello Kitty and Marvel Studio (Retail News Asia, 2023).

Ye Guofu initiated MINISO with the aspiration of creating a novel business model that would break away from traditional retailing's price inflation, aligning price with the actual value of products, and prioritizing quality improvement (Nunlist, 2017). Though the rate of MINISO's expansion exceeded initial expectations, its success reiterates the market's substantial demand for retail brands like MINISO (Nunlist, 2017).

Several elements, including Japan's popular 100-yen shops, the harmonious existence of the physical economy and e-commerce in Europe and America's markets, and the rising trend of minimalism, inspired the creation of the MINISO store (Nunlist, 2017). In collaboration with the chief designer, Miyake Junya, these elements were incorporated into the store's furnishings, product design, and business model (Nunlist, 2017).

RESEARCH METHODOLOGY

This research aimed to 1) study the consumer behavior of the MINISO department store, 2) study the marketing factors of the MINISO department store, and 3) compare the marketing factors of the MINISO

department store classifier by the demographics profile of the sample. This research was a quantitative method via accidental sampling of 385 respondents. The research instrument was a questionnaire. The statistics used for analysis were frequency, percentage, means, standard deviation, ranking, and hypothesis testing by ONE Way ANOVA.

RESEARCH RESULT

The research results were as follows:

1) consumer behavior of MINISO department store customers was the frequency of purchases 3 months ago between 2 times – 3 times 191 respondents (46.6 %), average purchase 3 months ago less than 188 respondents (48.8 %), and type of products purchased were household and consumer goods 107 respondents (27.8%).

2) Marketing factors of the MINISO department store at a high significant level were process, product, price, promotion, physical evidence, distribution, and people, respectively,

3) There were no significant differences in the overall marketing factors of the MINISO department store classifier by age, marital status, occupation, and average monthly income.

DISCUSSION

The research found that the marketing factors of the MINISO department store at a highly significant level were process, product, price,

promotion, physical evidence, distribution, and people, respectively.

The researcher would like to discuss the following:

1. Product was the marketing factor of the MINISO department store at an essential level, so the executive of the department store should improve the quality of the product; the product can stratify customer's wants and needs, product design, especially clothing is fast fashion, product is nature and reverts to the essence of life, and product also leaving beautiful nature to later generations of consumers. It is consistent with the research of Lourina S.A. Pojoh (2022), THE INFLUENCE OF PRODUCT DIVERSITY AND STORE ATMOSPHERE ON CUSTOMER SATISFACTION AT MINISO MANADO. The diversity of business keeps developing over time, which creates more fierce competition in business. Companies use marketing strategies to survive the match and to stay relevant in the industry. Companies can make the corporation more competitive by improving their product.

2. Price was the marketing factor of the MINISO department store at a high significant level, so the executive of the department store should improve the pricing to a reasonable price, high price for a new high-end product, multiple pricing appropriate to the size of products, price cheaper than another brand, and psychological pricing (99, 199. 999, ETC.) respectively. It is consistent with the research of Nurul Silfiyah Isnaini (2021), MINISO Royal Plaza Surabaya Consumer Impulse Buying Behavior.

This research analyzes the effect of price discounts, visual merchandising, and shopping lifestyle on impulse buying of Miniso Royal Plaza Surabaya consumers found that the price discount affected sales volume

3. Distribution was the marketing factor of MINISO department store at a high significant level, so the executive of the department store should improve Omi channel (online, in a physical store, or by phone); MINISO sells its products by media developed, Online (Facebook, Instagram, line, YouTube, Google, or another online channel), Channel of MINISO be the most significant benefit for customers, and direct and indirect sales direct sales of MINISO respectively. It consistent with the research of Nurul Silfiah Isnaini (2021), Miniso Royal Plaza Surabaya Consumer Impulse Buying Behavior; this research is to analyze the effect of price discount, visual merchandising, and shopping lifestyle on impulse buying of Miniso Royal Plaza Surabaya consumers found that the distribution effected to market share

4. Promotion was the marketing factor of the MINISO department store at a high necessary level, so the executive of the department store should improve the review on social media, advertise products and services effectively, buy 1 get 1 free or 50% discount, sale promotions for each occasion, a Marketing campaign that resonates with MINISO customer target. It consistent with the research of Nurul Silfiah Isnaini (2021), Miniso Royal Plaza Surabaya Consumer Impulse Buying Behavior; this research is to analyze the effect of price discount, visual merchandising, and shopping

lifestyle on impulse buying of Miniso Royal Plaza Surabaya consumers found that the promotion was also affected to market share

5 People was the marketing factor of the MINISO department store classifier at a high necessary level, so the department store executive should improve MINISO staff performance, service mind of MINISO staff, staff courtesy, willingness to help staff, and serviceability of staff, respectively. It is consistent with the research of NUCHRAWIN PHUMIRAT (2021), MARKETING MIX IN CONSUMER PERSPECTIVE AND SATISFACTION TOWARDS QUALITY OF SERVICE RELATED TO MINISO BRAND EQUITY OF CONSUMERS IN BANGKOK METROPOLITAN AREA, The purpose of this study is to investigate the marketing mix in consumer perspective and satisfaction with the quality of service related to brand equity of MINISO consumers were effected from people of MINISO

6. Process was the marketing factor of the MINISO department store at a high significant level, so the executive of the department store should improve the cashier, return, speed of the service, and product search processes, respectively. This is consistent with the research of Kachen Jeakkhachorn (2017), who has Studied Marketing Mix Factors Affecting the Energy Drinks Purchase Decision of Laborers in the Mueang Chiang Mai District. This study was to study marketing mix factors affecting laborers' energy drink purchase decisions in the Mueang Chiang Mai district.

7. Physical evidence was the marketing factors of MINISO department store at a high necessary level, so the executive of the department store should improve the allocation of each MINISO is more attractive, sufficient space available to accommodate large crowds at the busy hours, decoration of MINISO, creative exterior signage attacks to do shopping in MINISO, the distance between aisles is sufficient respectively. It is consistent with the research of Zhenzhen Tu's (2021) Study on the Marketing combination Strategy of famous and excellent products. In the last two years, favorite products have become popular in China's major cities. In areas where traffic is high and bustling, such as pedestrian streets or large shopping malls, Japanese leisure brands such as "famous products" will come to your eye. From the perspective of strategic management and based on the Blue Sea strategy, this paper analyzes and studies the marketing strategy of famous and excellent brands affected by Physical evidence.

SUGGESTION

According to research results, it can be suggested that:

1. Product executive of the department store should improve the quality of the product; the product can stratify customers' wants and needs; product design, especially clothing, is fast fashion; the product is

natural and reverts to the essence of life and the product also leaving beautiful nature to later generations of consumers.

2. Price executives of department stores should improve the pricing to a reasonable price, high price for a new high-end product, multiple pricing appropriate to the size of products, price cheaper than other brands, and psychological pricing (99, 199. 999, ETC.), respectively.

3. The distribution executive of the department store should to improve the Omi channel (online, in a physical store, or by phone); MINISO sells its products by media have developed Online (Facebook, Instagram, line, YouTube, Google, or other on line charnel), Channel of MINISO be the most significant benefit for customers, and direct and indirect sales direct sales of MINISO respectively.

4. The promotion executive of the department store should improve the review on social media, advertise products and services effectively, buy 1 get 1 free or 50% discount, sell promotions for each occasion, and marketing campaign that resonates with the MINISO customer target.

5 People executive of department store should to train MINISO staff performance, service mind of MINISO staff, staff courtesy, willingness to help staff, and serviceability of staff, respectively

6. The process executive of the department store should improve the cashier process, return process, speed of the service process, and product search process, respectively

7. Physical evidence executive of the department store should improve the allocation of each MINISO to be more attractive, make sufficient space available to accommodate large crowds at busy hours, decorate the MINISO, creative exterior signage attacks to do shopping in MINISO, the distance between aisles is sufficient respectively.

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