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An Analysis of Product Quality's Effect on Consumer Preference from a Biological Science Perspective

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Article Info

ABSTRACT:

This study examines the relationship between product quality and customer satisfaction within the context of MINISO, a rapidly growing international retail brand known for its affordable yet stylish products. Using a mixed-methods approach, data was collected through surveys and interviews with MINISO customers to gauge their perceptions of product quality and satisfaction levels. Given the right circumstances, the word "quality" can mean a variety of things. Generally speaking, it means either: 1) a product or service's qualities that affect how well it can meet explicit or implicit needs; or 2) a product or service without flaws. In that aspect Retention of customers is greatly influenced by customer satisfaction through the Product quality. In this essay, we focus on the connection between the quality of the items supplied by the MINISO Company and the degree of client happiness and the buying process.

Keywords: Product Quality, Customer Satisfaction, Relation Of Customers, International Retailer.

1. Introduction

MINISO is a Chinese low-cost retailer and variety store chain that specializes in household and consumer goods including cosmetics, stationery, toys, and kitchenware. Its headquarters are in LIWAN District, Guangzhou under its Chinese holding company AIYAYA. In 2016, the company's sales revenue reached $1.5 billion. In March 2019, MINISO began a collaboration with Marvel Entertainment to sell its branded products. MINISO was founded in 2013 by Chinese entrepreneur YE GUOFU. MINISO'S first store opened in China in 2013. The company claims that Japanese designer Miyake JUNYA co-founded MINISO, although local media reports in China and Japan have questioned JUNYA 'S existence. The company initially claimedto be a famous Japanese brand, despite operating in Mainland China under Chinese company AIYAYA with no outlets in Japan, MINISO has since expanded outside of China and opened over a thousand stores worldwide. Founded by CEO Ye GUOFU, MINISO has opened more than 4,200 stores in over 80 countries and regions since 2013, including the US, UK, Canada, Australia, Spain, UAE, India, and Mexico.

Product Range of Miniso:
- Bags and accessories
- Daily life products
- Digital and electronics
- Fashion accessories
- Health and beauty
- Household items
- seasonal products
- stationery and gifts
- textile
- toy series

The low-cost, low-price business model is well developed; low prices for products in limited amounts leads to high store traffic and fast inventory turnover. The limited assortment, both in variety of SKUs and the quantity per SKU, and quick inventory turnover creates a treasure hunt experience that keeps consumers coming back with an urgency to buy. MINISO embraced this model, carrying only 3,000 SKUs on average per store. The products turn over in 21 days and new products arrive every seven days. Products designed in-house and an efficient supply chain based on bulk purchasing help the retailer keep costs low and allow the retailer to price products between $2 to $5 .

Objectives of the Study
1. To Study on the functioning of MINISO, VADAPALANI in India.
2. To Know and understand the scope of marketing and their productstrategy in India.
3. To Study on the customer experience with the MINISO'S products & services.
4. To Identify the factors affecting consumer buying behavior andconsumer decision making process.
5. To Conclude and suggest various strategies & tools for the effectivemarketing of the products and maintaining the customer base.

2. Review of Literature

A Case Study: Miniso

Author: Jigyasa Jayant, Kunal Malhotra, Mariam Adnan Alanjeri,Ishlok Mittal

Published Year: 2020

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 with1,800 stores in 40 countries, delivering an heterogeneous collection of affordable, curated goods, challenging the physical pessimists. MINISO is now emerging as one of the top market brands. MINISO tagline is– "let consumers around the world buy better quality products at lower prices". At the time of establishment of MINISO, the physical economy was in decline due to therise of e-commerce. Physical economy had applied a monopolistic influence on the market depending on its sales channel advantage. Even though MINISO was a success by providing the actual value of the products and focuses on quality improvements. MINISO is estimated to open 6000 stores worldwide. The purpose of this study is to present a reality check to 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 to do what online stores cannot: deliver an experience.

Factors Affecting Consumer Attitude to Shop at MinisoAuthor: Ongky Alex Sander, Tannia, Anthony Japutra
Published Year: 2020
The very rapid development of MINISO outlets in Indonesia and the increasing number of consumers, as marked by the increasing sales value, are the competitive values that need to be investigated further regarding what factors that can cause this phenomenon to occur. Besides, since the appearance of MINISO In Indonesia, several similar retailers have started to appear, buttheir existence has not been able to beat the MINISO. This research is causal research and the data collection was done by distributing the questionnaires to 180 respondents using the judgmental sampling technique. Data analysis used the SMARTPLS 3.0 statistical tool. The results show that perceived quality has a significant effect on consumer attitude. Meanwhile, the variables of perceived risk and price consciousness do not have a significant effect on consumer attitude. And finally, the consumer attitude variable has a significant effect on the willingness to buy.

Implementation of Special Event Strategy Supporting BrandAwareness of Miniso Beauty Product
Author: Alexander Mamby Aruan, Vanessa Tiffany, Sasqia KhalizaRahmadilla,Santi Delliana

PUBLISHED YEAR: 2020

The name MINISO is already familiar to the people of Indonesia. Unfortunately, the fact that MINISO released a beauty product is still unknown to the public. This is proven by searching MINISO Make-Up Indonesia using Google on November 21st, 2018, which only reached 219,000 results. This is due to the lack of publications made by MINISO to create brand

awareness for MINISO make up products. Analysis of the implementation of the exclusive eventstrategy to support MINISO'S brand awareness product line was carried out to evaluate the results of the "Beauty Talk" event conducted by MINISO. The researcher uses the interview methodology and secondary data to analyze. The reference in this study uses the stages of Nine Steps of Strategic Public Relations by Ronald D. Smith. The interview showed a difference of opinion between the management of MINISO and the beauty influencers, especially in terms of event publications. From these results, MINISO can use the steps of Nine Steps of Strategic Public Relations as a reference in arranging an event and utilizing technological developments and digitalization to maximize publication to get maximum publicity.

1.   **THE INFLUENCE OF PRICE AND PERCEIVED QUALITY TOWARD REPURCHASE INTENTION WITH CUSTOMER SATISFACTION AS MEDIATING VARIABLE (CASE STUDY OF MINISO IN PONTIANAK)**
AUTHOR: KHUZNUL ANNISHA

PUBLISHED YEAR: 2019

The purpose of this study is to identify the influence of price and perceived quality toward repurchase intention with customer satisfaction as mediating variable. Buyers in Pontianak tend to buy new products offered and are aware of foreign brands, especially Japanese. MINISO has simple yet functional products and affordable with a variety of styles that are served every week, raises starting from the intention of buying, then buying, telling the experience of the product and creating the intention to repurchase, attract a variety of customers ranging from young and old, students or those who have worked. Some of them make purchases at MINISO twice or evenmany times. The study result indicates that price and perceived quality affect the customer satisfaction. Also price and perceived quality affect the repurchase intention (direct). Customer satisfaction can be partial mediating variable where when the mediating variable is only responsible for a part of the relationship between independent & dependent variables, limitations and scope of future research are also discussed.

Effect of Product Quality, Company Image and Price Perception on Customer Satisfaction
AUTHOR: RICARDO
PUBLISHED YEAR: 2021
The Literature Review article on the Effect of Product Quality, Company Image and Price Perception on Customer Satisfaction is a scientific article that aims to build a research hypothesjson the influence between variables that will be used in further research, within the scope of Marketing Management. The method of writing this Literature Review article is the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this Literature Review article are that: 1) Product Quality has an effect on Customer Satisfaction; 2) Company Image has an effect on Customer Satisfaction; and 3) Price Perception has an effect on Customer Satisfaction. Apart from these 3 exogenous variables that affect the endogenous variable of Customer Satisfaction, there are still many other factors including Price, Service Quality and Place variables.

2. **Research Methodology**

A research methodology encompasses how you intend to carry out your research.
This includes how you plan to tackle things like collection methods, statistical analysis,

participant observations, and more. The purpose of a research methodology is to explain the reasoning behind your approach to your research.

Aim:
The main aim is to analyze the study on impact of product quality on customer satisfaction

Primary Data:
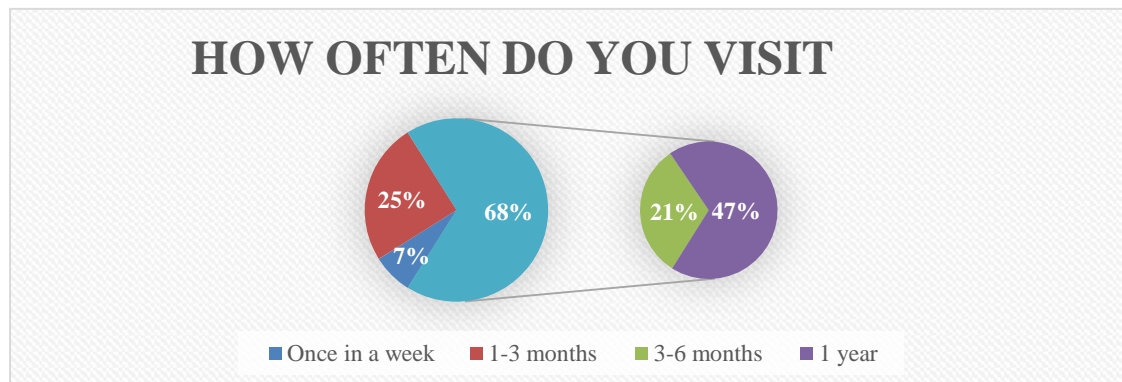The primary data is collected through a structured questionnaire.

Secondary Data:
The secondary data is collected through published data, journal and from the internet. The questionnaire contained details of demographic data of 8 questions and about 9 research oriented questions which makes total of 17 questions.
I.   The sampling technique is based on convenient sampling.
II.   The sample size of the research is 28 responses.

Data Collection:

How Often Do You Visit Miniso

How often do you visit miniso	FREQUENCY	PERCENTAGE
Once in a week	2	7.10%
1-3 months	7	25%
3-6 months	6	21.40%
1 year	13	46.40%

Interpretation:
● The majority of respondents (46.40%) visit Miniso once a year,
● 1-3 months (25%),
● 3-6 months (21.40%) and the least frequent being once a week (7.10%)

✓ While a small percentage visit once a week, indicating dedicated and frequent shoppers,

✓ The majority of the respondents visit Miniso less frequently, suggesting a mix of regular and occasional shoppers who restock on essentials, explore new arrivals or take advantage of promotions at different intervals

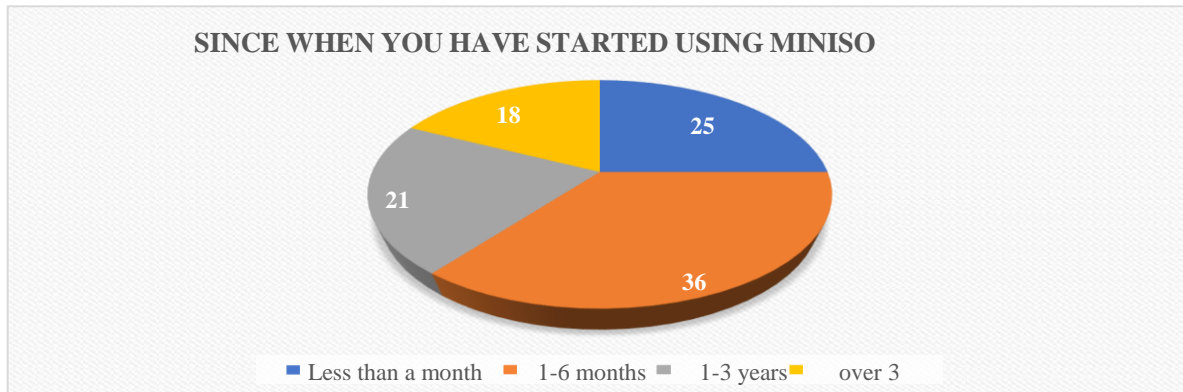**Are You Satisfied With the Product Quality**

Are you satisfied with the product quality	FREQUENCY	PERCENTAGE
Highly satisfied	7	25%
Satisfied	13	46.40%
Neutral	8	28.60%
Dissatisfied	0	0%
Highly dissatisfied	0	0%

ARE YOU SATISFIED WITH THE PRODUCT QUALITY

29	25
	46

■ Highly satisfied ■ Satisfied ■ Neutral ■ dissatisfied Highly

Interpretation:
- 25% of the respondents are highly satisfied with the product quality
- 46.40% of the respondents are satisfied with the product quality
- 28.60% of the respondents are neutral with the product quality

✓ The majority of the respondents comprising (71.40%) are either highly satisfied or satisfied, suggesting a generally positive perception of the products quality among the surveyed population

Since When You Have Started Using Miniso Products

Since When You Have Started Using Miniso Products	Frequency	Percentage
Less than a month	7	25%
1-6 months	10	35.70%
1-3 years	6	21.40%
over 3 years	5	17.90%

SINCE WHEN YOU HAVE STARTED USING MINISO

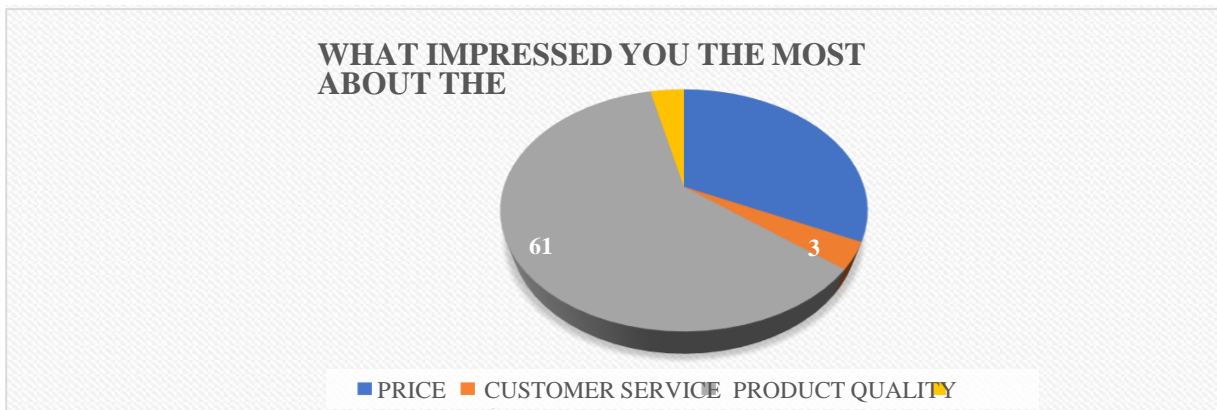Less than a month   1-6 months   1-3 years   over 3

Interpretation:
- 25% of the respondents have started using Miniso product less than a month ago
- 35.70% of the respondents have started using Miniso product 1 to 6 months
- 21.40% of the respondents have started using Miniso product 1 to 3 years
- 17.90% of the respondents have started using Miniso product over 3 years

✓ This distribution showcase a mix of both new and established customers, highlighting Miniso's ability to attract and retain customers across different time frames of product usage.

What Impressed You the Most about the Product

What Impressed You The Most About The Product	Frequency	Percentage
PRICE	9	32.10%
CUSTOMER SERVICE	1	3.60%
PRODUCT QUALITY	17	60.70%
OTHER	1	3.60%

WHAT IMPRESSED YOU THE MOST ABOUT THE

PRICE   CUSTOMER SERVICE   PRODUCT QUALITY

Interpretation:
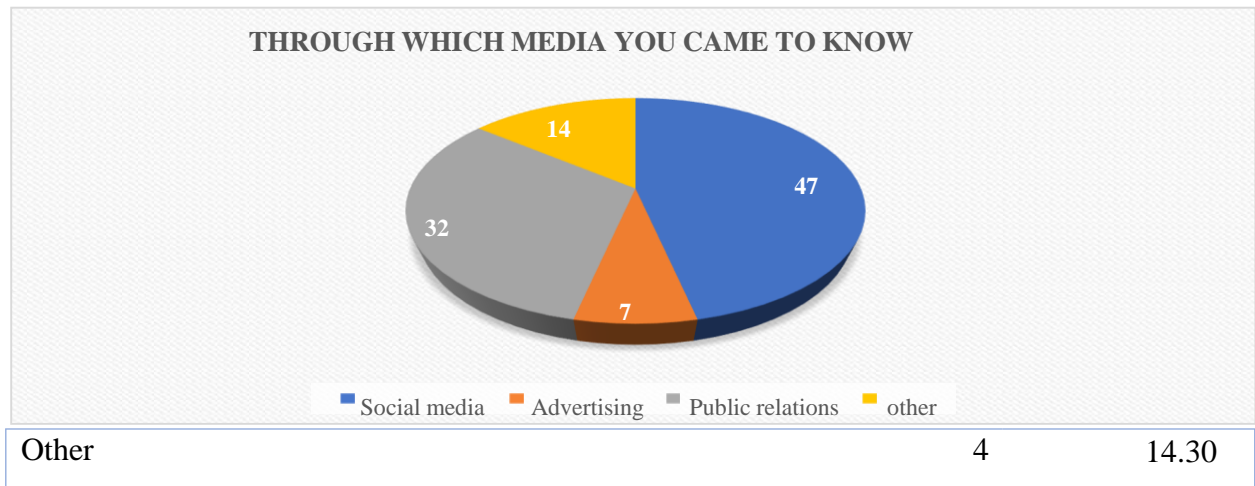- 32.10% of respondents were most impressed by the price of the product
- 3.60% of respondents were most impressed by the customer service
- 60.70% of respondents were most impressed by the product quality
- 3.60% of respondents selected other factors as the most impressive aspect of the product

Overall it highlights the product quality is the most significant factor that impresses the respondents

Through Which Media you Came to Know About Miniso

Through Which Media You Came To Know About Miniso	Frequency	Percentage
Social media	13	46.40%
Advertising	2	7.10%
Public relations	9	32.10%

THROUGH WHICH MEDIA YOU CAME TO KNOW

14
32
47
7

■ Social media ■ Advertising ■ Public relations ■ other
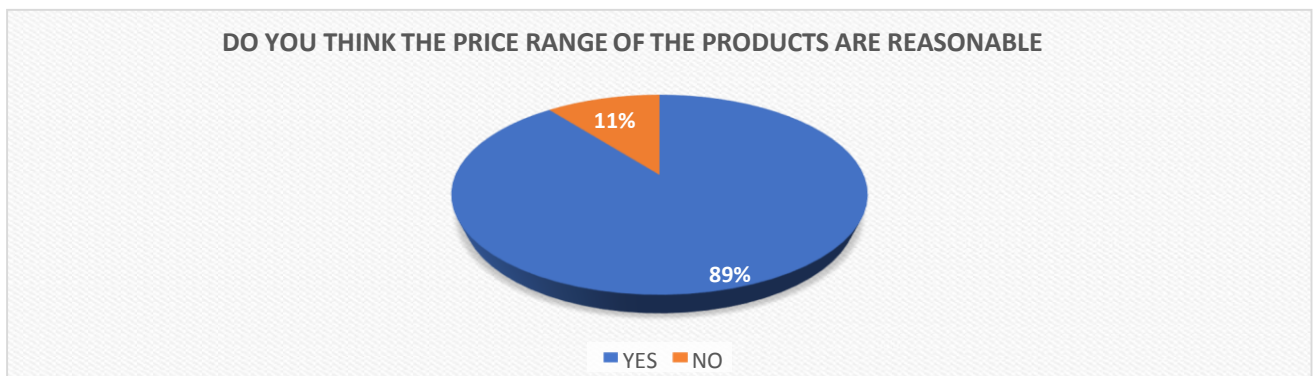
Other	4	14.30

Interpertation:

- 46.40% of the respondents came to know about Miniso through social media
- 7.10% of the respondents came to know about Miniso through advertising
- 32.10% of the respondents came to know about Miniso through public relations
- 14.30% of the respondents came to know about Miniso through other way

✔ Overall the Miniso came to knowledge of the customers through social media

Do You Think the Price Range of the Products Are Reasonable

Do You Think the Price Range of the Products Are Reasonable	Frequency	Percentage
YES	25	89.30%
NO	3	10.70%

DO YOU THINK THE PRICE RANGE OF THE PRODUCTS ARE REASONABLE

11%
89%

■ YES ■ NO

Interpretations:
- 89.30% of respondents believe that the price range of Miniso products is reasonable
- 10.70% of respondents do not think the price range of Miniso products is reasonable

✓ Overall the data reflects a generally positive approach towards the pricing of Minisoproduct with a small fraction of respondents expressing some dissatisfaction with theprice rangen

One Sample Test
OUTPUT:
H$_O$: THERE IS NO SIGNIFICANCE DIFFERENCE BETWEEN SATISFACTION LEVEL OFCUSTOMER ON PRODUCT QUALITY.
Ha: THERE IS SOME SIGNIFICANCE DIFFERENCE BETWEEN SATISFACTION LEVELOF CUSTOMER ON PRODUCT QUALITY.

	N	Mean	Std. Deviation	Std. Error Mean
SATISFACTION LEVEL	25	3.96	.735	.147

					Test Value = 3
					95% Confidence Interval of the Difference
	t	df	Sig. (2-tailed)	Mean Difference	Lower
SATISFACTION LEVEL	6.532	24	.000	.960	.66

3. Result
- There is no significance difference between satisfaction level of customers and theproduct quality
- The customers are very much satisfied with the product quality and most of thecustomers are satisfied with product quality under the cheapest price. Here the significance level (2 tailed) is .000 therefore p(0.000< 0.05) which is reject H$_0$

Descriptive Statistics
Output:

		AGE	GENDER	MONTHLY INCOME	EMPLOYMENT
N	Valid	25	25	25	25
	Missing	0	0	0	0

Mean		2.92	1.68	2.2	1.6
Median		3	2	1	1
Mode		3	2	1	1
Std. Deviation		0.954	0.476	1.658	0.913
Variance		0.91	0.227	2.75	0.833
Skewness		1.422	-0.822	0.846	1.643
Std. Error of Skewness		0.464	0.464	0.464	0.464
Kurtosis		4.721	-1.447	-1.158	2.159
Std. Error of Kurtosis		0.902	0.902	0.902	0.902
Range		5	1	4	3
Minimum		1	1	1	1
Maximum		6	2	5	4
Percentiles	25	2.5	1	1	1

Result

1.   Age of the Respondents:
● Mean age: 2.92, Median age: 3.00, Mode: 3
● The respondents' ages are slightly positively skewed (Skewness = 1.422) with a higher mean than the median, indicating that the distribution is slightly skewed to the right. The data range from 1 to 6, with a standard deviation of 0.954, suggesting moderate variability in ages.

2. Gender of the Respondents:
●   Most common gender: 2 (which presumably corresponds to a specific gender category)
●   There is negative skewness (-0.822) indicating that the distribution is skewed to the left. The mean (1.68) is slightly lower than the median (2.00), suggesting a slightly left-skewed distribution.

3. Monthly Income:
● Mean income: 2.20, Median income: 1.00, Mode: 1
● The distribution of monthly income is positively skewed (Skewness = 0.846), indicating that most respondents have lower incomes, with a few having higher incomes, and the distribution is somewhat right-skewed. The data range from 1 to 5, with a standard deviation of 1.658, indicating considerable variability in incomes.

4.   Employment:
● Mean employment status: 1.60, Median employment status: 1.00, Mode: 1
● The distribution of employment status appears to be positively skewed (Skewness = 1.643), indicating that most respondents are likely employed, with a few unemployed. The data range from 1 to 4, with a standard deviation of 0.913, suggesting moderate variability in employment status.

Overall this data suggest that the respondents are primarily young with a slight skew towards older ages, predominantly of a particular gender, likely females with varied but generally lower monthly incomes and are most employed

Findings
1.   The descriptive statistics show the mean, median, mode, standard deviation, variance,

and skewness. Standard error of skewness, kurtosis, standard error of kurtosis, range, minimum and maximum value, and percentiles of age, gender, monthly income, and employment

2. As per the result of one sample test the significance level (2-tailed) is .000 therefore (.000< 0.05) which is rejected HO. So, there is some significant difference between the satisfaction levels of customers.
3. Most of the customer is under the age group of 20-30
4. 46.4% of people often visit the MINISO product once a year.
5. Most of the customer is satisfied with the MINISO product.
6. 61% of the customers are satisfied with the product quality which influenced them to buy theproduct often.
7. Most of the consumers are using the product for 1-3 years, and through this, there is aretention of customers.
8. Most of the customer know about the MINISO product through social media (websites,Instagram, YouTube, and many others)
9. The product also provides prices at a reasonable rate, 89.3%of the customers are satisfiedwith the price range.
10. 92.9% of the customers will also recommend the product to their colleagues and friends.
11. The most visited products by customers are cosmetics, bags, and perfumes.

Suggestions
1. Most of the customers are not aware of the product. The company could have done an advertisement through television so that many people would be able to know about the product.
2. More new products could have also been introduced so that the customers will be interestedto buy more products.
3. By asking customers' needs and wants for the product and improvising them, there will bebetter customer satisfaction.
4. Only a few employees are working in the company so the customers feel that there is no customer assistance while shopping, by appointing more employees and by assisting the customer in a good manner customer retention and satisfaction will be improved.
5. Establish a new culture of quality within the unit of quality management of the company thereby making available qualitative products that will be able to meet the expectations of thecustomer.
6. Prices could be much more reasonable so that people from various class meets their demands

4. Conclusion

1. This study employed Survey research design to evaluate the impact of product quality on customer satisfaction. The findings of the study reveal that customer satisfaction is a functionof the firm product quality.
2. The company should always maintain the quality of the products and services it produces, itis very useful for the survival of the company to further strive optimally to produce consumers who have high loyalty while maintaining what is the company's advantage.
3. This shows that the quality of a product can provide confidence for consumers because consumers today really want products that have good quality, are not easily damaged, as wellas if consumers are satisfied it will produce a positive impression for consumer loyalty, because satisfied consumers will come back to buy another time.

4.   Hence the customer satisfaction has a great impact on the product quality

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