

A STUDY ON POPULARITY OF MINISO AND ITS GROWTH STRATEGY IN INDIA

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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SCHOOL OF MANAGEMENT STUDIES

**SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A” by NAAC I 12B Status by UGC I Approved by AICTE
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APRIL 2022



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SWEDA PREETHY R 40410180** who carried out the project entitled “**A Study on popularity of Miniso and its growth strategy in India**” under my supervision from January 2022 to March 2022.

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DECLARATION

I **SWEDA PREETHY R (404100180)** hereby declare that the Project Report entitled “**A study on popularity of Miniso and its growth strategy in India**” done by me under the guidance of **Dr. S JOYCE** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

SWEDA PREETHY R

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ABSTRACT:

This study attempts to evaluate the growth and popularity of Miniso in India with regard to its social media presence and its expanding franchise in India. Spending a little extravagant or collecting the favorite merchandise, miniso has covered it all. This home-style retailer store has aced a lot of awards and recognition by keeping the trend and releasing a new design every two weeks of the youth's favorite themed merchandise. Miniso promotes a brand philosophy based on amazingly creative cute products of high quality that are listed with competitive pricing. Miniso also takes its waste management seriously, which makes them focus on manufacturing products that are environmentally friendly to its product consumers.

This study aims to assess the popularity of Miniso and its growth strategy in India. The main purpose of this study is to understand the popularity, success, and growth of the sino/Japanese lifestyle products retailer miniso. In this survey, we used a quantitative survey method using a Google Forms survey from the target individuals. People of various age groups, are interested in shopping and are known to love shopping, with a sample of 120 respondents.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

MINISO is a Japanese-inspired lifestyle product retailer, offering high-quality household goods, cosmetics, and food at affordable prices. 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. MINISO advocates the philosophy of quality life and, in the brand spirit of “respecting consumers”, dedicates itself to providing customers with products of “high quality, competitive pricing, and creativity”. With simple and fashionable high-quality design, most of our products MINISO are priced really competitively, allowing us to get major buy-in from consumers.

Customers from around the world are attracted to shop from miniso because of certain aspects which include: Store Aesthetics, Giveaways and contest, Unique Collaboration, and creative products. With the unprecedented prosperity of the world economy, luxury brands from Europe are being blindly pursued by customers. However, counterfeit goods are also spread all over the market which results in people’s two extreme consumption patterns. As a reflection and criticism of this situation, MINISO was established! MINISO focuses on the essence of products, paying high attention to the value of quality and maintaining a reasonable balance between life and products at the same time. Companies have many ways to make the business become more competitive and can overcome the competition, these ways make certain businesses can survive in the competition. Companies do marketing strategies to survive the competition and to stay relevant within the industry. This change demands creativity in order to perfect and develop the current products. The development of new products will shape the future of the company. In strategic marketing, there are lots of variations within product development that can be done by the company. A store’s atmosphere can determine the image that the company wants to give to the customers. The diversification of products can add more value to the products that are offered. Customers can have a different set of choices in buying products and can also attract a different set of customers; thus bringing a more diverse set of customers and an improvement toward the company’s revenue.

MINISO established a new type of inventive collection store, which has become the influence in the department stores and shopping malls along with catering, fast fashion clothing, and entertainment. It strives to deliver consumers smarter, simpler and cozier products so that consumers can experience relaxed and happy lifestyles

when shopping. The brand logo is the image of a shopping bag, which is simple but fashionable. Although showing the industrial features perfectly, it also emphasizes the concept of consumption, which is of strong identification and unforgettable. The blend of Logo name and striking portfolio is an expression of "smile services" to consumers and advocates the "happiness is the best" life attitude. The essence of life is the pursuit of happiness.

Being Compared with the traditional retail industry, MINISO makes a new product style which is called "MINISO style" "at a low price, high quality with amusing design in the sense of products to meet the needs of today's customers. MINISO is a business model called "three high and three low".

1.2 RETAILER AND INTERNET

"The rise of the internet is killing physical retail," so goes the popular narrative. That idea certainly has merit and evidence to back it up—some types of retailers, such as traditional malls and shopping centers, have faced huge challenges. But perhaps it would be more correct to say that it is forcing change. Another truism that has become popular in recent years states, more or less, that the presence of constraints, as proposed to complete freedom, often better stimulates creativity and leads to better end results. This seems to be the case with the variety retailer MINISO.

Although retail product prices soared because of the many distribution layers, far surpassing actual value, consumers had no other choice but to accept it. But when e-commerce emerged, the physical economy met a great challenge. The success of MINISO, even though quite large, is still within our expectations because this model both meets the trends of economic development and the true needs of consumers. So since the foundation, we have foreseen that MINISO will enter into different markets around the world and be widely recognized. However, we didn't predict that it would happen in such short time—1,800 stores have been opened in the world within three years.

1.3 MOST POWERFUL COMPETITOR OF MUJI

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The reason why MINISO has a huge success overseas is that MINISO only achieved the following three extremes of the most basic cores and essences of retail brand in terms of both online and offline. MINISO's in-house design team gathered many talented Norwegian designers. The products encompass modern and trendy design,

what is known in China as the combination of “Japanese style” and “Scandinavian style” (北欧风格), which are both defined by simplicity and minimalism. This design is also combined with good quality.

1.4 MINISO MARKETING STRATEGY

1.4.1 FREQUENT PRODUCT LAUNCHES

Firstly, one of MINISO’s marketing strategies in China, is it launches new products once every week to bring consumers to the shop frequently. The target market of MINISO is 18-28 year old.

1.4.2 SMART COLLABORATION CHOICES

MINISO does not only take action to frequently launch new products, but also collaborates with many brands with high-awareness such as Hello Kitty, The Pink Panther, MARVEL and KAKAO FRIENDS. This co-branding strategy leverages the IP which Gen Z loves and provides them the unique and original design of products. The retailer understands the interests and behaviors of Gen Z and responds efficiently.

1.4.3 A JAPANESE SPIRIT

Miniso branded itself as a Japanese spirit, rather than a Chinese product manufacture. It brought it a positive image due to the general good impression of Japanese products in Indian consumers’ minds.

1.4.4 CELEBRITY ENDORSEMENT

MINISO chooses to collaborate with celebrities on a campaign basis instead of inviting them for a formal endorsement. For example, ADITI RAO in New Delhi has opened up a new store, recently.

1.5 OBJECTIVE OF THE STUDY

1.5.1 PRIMARY OBJECTIVE

- To study the popularity of Miniso and its growth in India.

1.5.2 SECONDARY OBJECTIVE

- To understand the brand profile and its philosophy.
- To analyze the marketing strategies with its franchise in India
- To Identify, if Miniso implements hedonic buying.

1.6 NEED FOR THE STUDY

Miniso is a Japanese / Chinese variety retailer store, which has franchises all over the world. Most of its products are manufactured with 70% of imported materials from

Korea, Sweden, Denmark Singapore. India is a potential market due to its high product consumption. Miniso has had rapid brand recognition and growth with our market in recent times.

1.7 SCOPE AND SIGNIFICANCE OF THE STUDY

Marketing strategies serve as the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. Marketing strategy involves careful scanning of the internal and external environments. Internal environmental factors include the marketing mix, plus performance analysis and strategic constraints. External environmental factors include customer analysis, competitor analysis, target market analysis, as well as evaluation of any elements of the technological, economic, cultural or political/legal environment likely to impact success.

1.8 LIMITATIONS OF THE STUDY

- There were restrictions within the time available to conduct the research, which, in turn, meant that the quantity of respondents had to be kept relatively small. The present research was conducted employing a small sample size of 153 respondents.
- Therefore, the sample does not represent the bulk of the population and therefore the geographical location was specific to India. the results could be indicative of issues experienced in other regions in India.

CHAPTER- 2

REVIEW OF LITRATURE

2.1 CUSTOMER SATISFACTION

Kotler and Keller (2009) generally define that satisfaction is the feeling of being happy or disappointed someone who arises because of comparing performance or results that are felt compared to expectations. It can be concluded that customer satisfaction is the customer's response to the comparison between performance and expectations in accordance with the evaluation of discrepancies after the customer uses a product. This satisfaction will be felt by customers if they have consumed a product or service.

2.2 PRODUCT DIVERSITY

Product diversity is a process of planning and controlling products in one group or the number of product groups that are in stock at retail stores.

According to *Kantohe* (2014), the diversity of goods offered or sold in various categories. Product diversity is a decision about product placement related to product availability / product diversity in the right amount and in a very appropriate location. Product diversity is a process of planning and controlling products in one group or the number of product groups that are in stock at retail stores.

Sayektiningrum (2015), product diversity has a significant influence on customer satisfaction. It means, the company needs to make product diversity as one of their strategy in order to pursue customer satisfaction.

Visual merchandising reflects the technique in presenting the appearance of products to attract the consumers' interest (*Sударsono*, 2017).

2.3 STORE ATMOSPHERE

Lestari (2018), store atmosphere has a significant influence on customer satisfaction. Means that providing a good atmosphere also one of the strategy to pursue customer satisfaction as Research.

(Muthiah et al., 2018). If the atmosphere is good and comfortable, it can enhance consumers' buying behavior. The store atmosphere must be designed attractively to keep consumers for a longer time and purchase products with higher willingness. It reflects the environment design through visual communication, lighting, color, music, and scent to drive the consumers' emotional response and perception and influence the consumers to purchase the Product.

(Kantoh, 2014) Atmosphere created by a combination of elements of store/outlet design, store planning, visual communication, and merchandising.

According to Siahu (2017), atmosphere is a term that is used to explain our feelings towards the shopping experience which cannot be seen. Store atmosphere is a physical characteristic of a store that can show the image of a store and attract consumers.

The window display dimension also shows an insignificant result in its effect toward the impulse buying. According to Levy & Weitz (2012), the window display is an effective means to create a store image for customers.

2.4 MARKETING APPROACH

Pritika Aurora (2021), Theodore Levitt of HBR used Marketing Myopia to define the pool of companies that jeopardized their fortunes by having a very inward-looking approach to fulfill the immediate needs of selling the product and not focusing on the consumer.

Rasheed et al. (2017) and Wauran and Poluan (2016) agreed that promotional activity had a significant positive effect on impulse buying.

Through the promotional activity, the company can attract new consumers, influence them to try new products, encourage them to buy more, increase the impulsive buying, and try to do close cooperation with retailers. In short, consumers become more impulsive when they find promotional items (Rasheed et al., 2017).

2.5 OPERATIONS IN INDIA

KEIL 2017, Miniso started operations in India with a total of 26 stores, out of which 21 in Delhi region and 3 in Mumbai, 2 in Lucknow and 1 in Bangalore. The company plans to expand business in India by increasing its footprint across the country.

2.6 MINISO IN PANDEMIC

"Despite the pandemic, MINISO has maintained a strong performance and has exciting plans to open in new markets across North America," - *Yedan 2022*

"Consumers are in for a joyous surprise when they get to know us in these untapped areas. The East Coast is now enjoying the MINISO retail experience previously only on the West Coast. There are really no other \$10 stores that offer the quality" - *fino 2022*

"Miniso likely to open new outlets more quickly, following the share listing"- *singapore listing 2021*"

2.6 PERCEIVED QUALITY

Najib,(2019) quality is a consumer attitude resulting from a comparison between expectations and the actual usefulness. perceived quality is an evaluation made by consumers regarding how all product quality attributes offered by providers are conveyed to consumers.

Mukhamad & Dharmawan (2020) explained that price consciousness is an eternal trend such as the attitude that varies among individuals, for example, a group of individuals will be more aware of the price than others. Therefore, different consumer segments can be differentiated based on their price awareness, that is, consumers with high awareness, are less involved with the purchase price aspect and are also less involved in price search

Marza, (2019) .consumers with a lower level of awareness, the factor of the size of the discount becomes one of the benchmarks for low prices. Consumers with low awareness will not be motivated to process the information about prices

Joseph, William (2021) consumers with a lower level of awareness, the factor of the size of the discount becomes one of the benchmarks for low prices. Consumers with low awareness will not be motivated to process the information about prices.

Shamsher (2020) explained that consumers with high expertise must have the knowledge of prices and must have the sensitivity to price changes to influence consumer attitudes in determining purchasing decisions of a product.

Malhotra, NK (2012) explained that purchasing decisions are complex processes, because the willingness to buy a product is usually related to the behavior, perceptions, and attitudes of the consumers themselves. Consumer behavior is a key point for consumers to be able to access and evaluate certain products.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies up for success.

3.1.1 Descriptive Research Design

In a descriptive design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analyzing, and presenting collected data. This allows a researcher to provide insights into the why and how of research. Descriptive design helps others better understand the need for the research.

3.2 SAMPLING TECHNIQUE

3.2.1 Convenience Sampling Method

Convenience sampling is a method adopted by researcher where they collect market research data from a conveniently available pool of respondents. It is the most commonly used sampling technique as it's incredibly prompt, uncomplicated, and economical.

3.3 SOURCES OF DATA

3.3.1 Primary Data

Primary data is a type of data that is collected by researcher directly from main sources through interviews, surveys, experiments, etc.

3.3.2 QUESTIONNAIRE

The research questionnaire attempted to record the response directed to find the growth and popularity of miniso in India. Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the **respondent's opinions about customer's satisfaction** like

Basic Introduction, Personal Details, Research related Questions, Perception Questions, Likert Scaling Questions, Suggestion Question

3.5 SECONDARY DATA SOURCES

Secondary data refers to data that was collected by someone other than the user. Common sources of secondary data for Journal, Books, Websites, organizational records and data that was originally collected for other research purposes.

3.6 STRUCTURE OF QUESTIONNAIRE

A questionnaire is a research instrument that consists of a set of questions or other types of prompts that aims to collect information from a respondent. A research questionnaire is typically divided into three sections. The first section related to the demographic profile of the respondents, the second section related to the company profile of the respondents and third section included questions related to the research objective and hypothesis. Open-ended, long-form questions offer the respondent the ability to elaborate on their thoughts. Close ended questions are defined as question types that ask respondents to choose from a distinct set of pre-defined responses.

3.7 SAMPLE SIZE

Sample size is a count of the individual samples or observation in any statistical settings such as a scientific experiment or a public opinion survey. The sample size for this research study is 153 collected respondents from PAN India.

3.8 PERIOD OF STUDY

The period of study is 2 months which is from January, 2022 to April, 2022.

3.9 ANALYTICAL TOOLS

The analytical tools used are Simple percentage analysis and SPSS for testing the hypothesis by Chi-Square and one way anova.

3.9.1 Percentage analysis

Research questions are always answered with a descriptive statistic: generally either percentage or mean. Percentage is appropriate when it is important to know how any of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories

3.9.2 Chi-square test

A Chi-square test is a hypothesis testing method. Two common Chi-square tests involve checking if observed frequencies in one or more categories match expected frequencies. This test is conducted by IBM SPSS software v2.6

3.9.3 One way ANOVA

The one-way analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of two or more independent (unrelated) groups (although you tend to only see it used when there are a minimum of three, rather than two groups

3.9.4 One sample T test

The one-sample t-test is used to determine whether a sample comes from a population with a specific mean. This population mean is not always known, but is sometimes hypothesized. The one-sample t-test is used when we want to know whether our sample comes from a particular population but we do not have full population information available to us.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1 Age of the respondents

SNO	AGE	NUMBER OF RESPONDANCE	PERCENTAGE
1	ABOVE 18	9	6.9
2	20-30	69	52.7
3	31-40	17	9.2
4	ABOVE 40	36	31.2

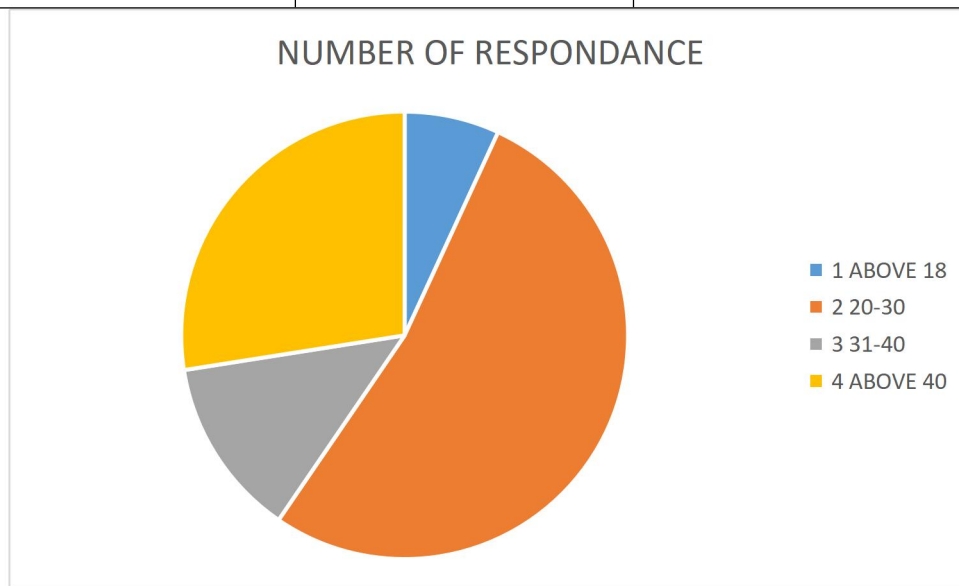


CHART 4.1.1 Age of the respondents

INTERPRETATION:

The table interpreters that 6.9% of the respondents are above 18. 52.7% are from the category age 20-30. 9.2% people are from 31-40 age category. 31.2% people belong to the age group above 40.

INFERENCE:

The majority of the category was from age category 20-30- 52.7%.

Table 4.1.2 Gender of the respondents

S NO	GENDER	NUMBER OF RESPONDENTS	PERCENTAGE
1	MALE	49	37.4
2	FEMALE	82	62.6

Gender

131 responses

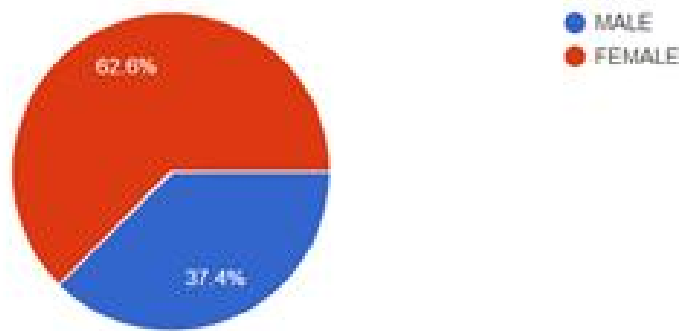


Chart 4.1.2 gender of the respondents

INTERPRETATION:

37.4% Of the people are male respondents. 62.6% are female respondents.

INFERENCE:

Majority of the respondents are from gender category female- 62.6%

Table 4.1.3 Education of the respondents

S NO	EDUCATION	NUMBER OF RESPONDENTS	PERCENTAGE
1	DIPLOM/ HIGH SCHOOL	14	10.7
2	UNDER GRADUATE	61	46.6
3	POST GRADUATE	49	37.4
4	DOCTORATE	7	5.3

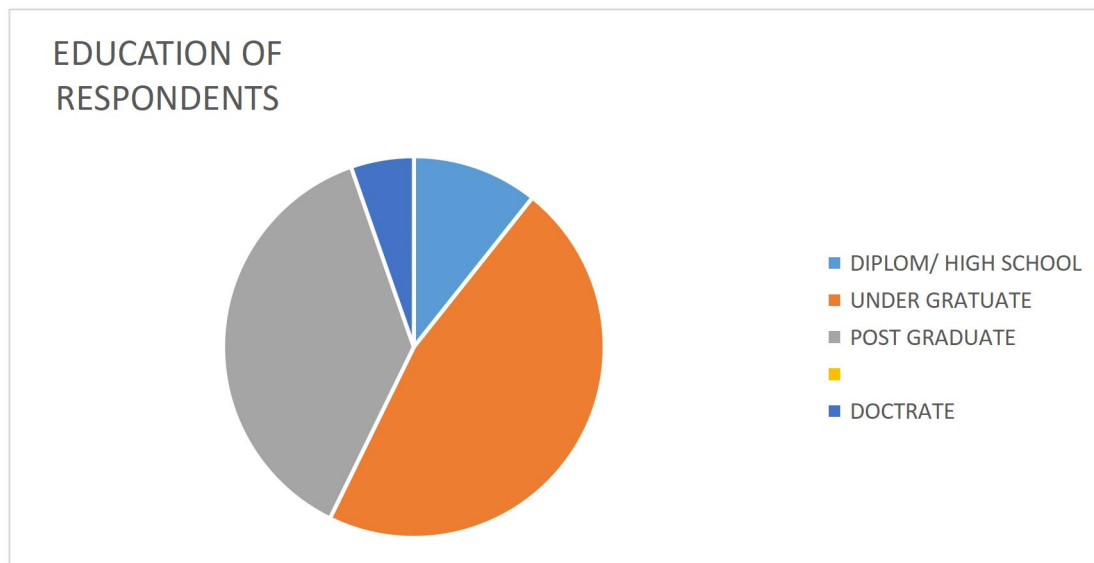


Chart 4.1.3 Education of the respondents

INTERPRETATION:

10.7% of the respondents are from education background of high school/ diploma. 46.6% of the respondents are Undergraduates, 37.4% are Post graduate and Doctorate are 5.3%

INFERENCE:

Majority of the people are from the category 46.6%

Table 4.1.4 How Did You Come Across Miniso Store

S NO		NUMBER OF RESPONDENTS	PERCENTAGE
1	INTERNET PROMOTIONS	35	26.7
2	SOCIAL MEDIA	68	51.9
3	MEDIA(DRAMA MOVIE)	15	11.5
4	THEMED MERCHANDISE	13	9.9

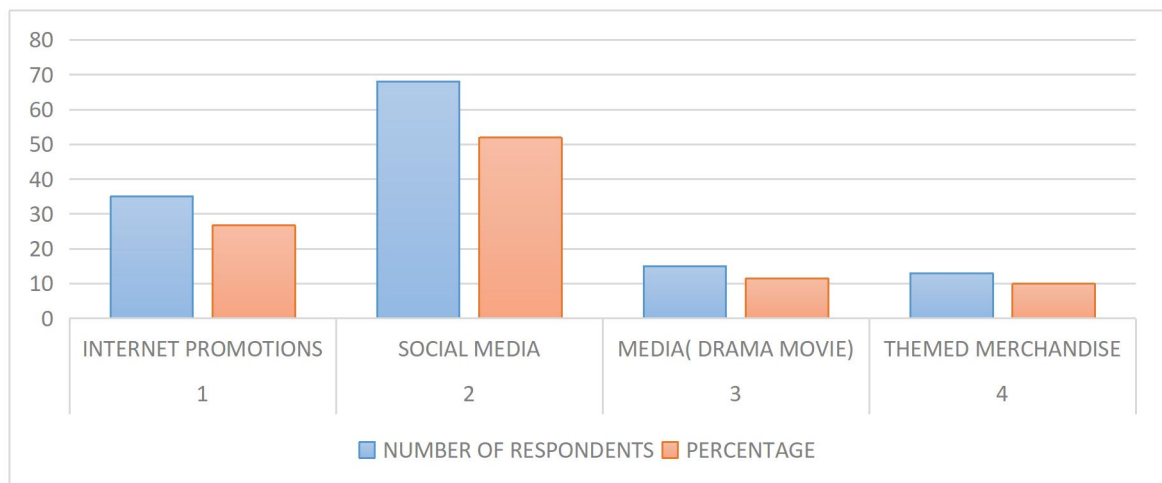


Chart 4.1.4 how did you come across Miniso

INTREPRETATION

26.7% respondents says they came across from internet promotions, 51.9% from social media, 11.5% from media and the rest are themed merchandise 9.9%.

INFERENCE

The majority of the respondents have come across Miniso from social media -51.9%

Table 4.1.5 Which type of Miniso store are you familiar with

S NO		NUMBER OF RESPONDENTS	PERCENTAGE
1	MINISO INDIA OFFICAL SITE	30	22.9
2	MINISO STORE AT YOUR CITY	45	33.6
3	MINISO SESSION AT AMAZON	56	42.7

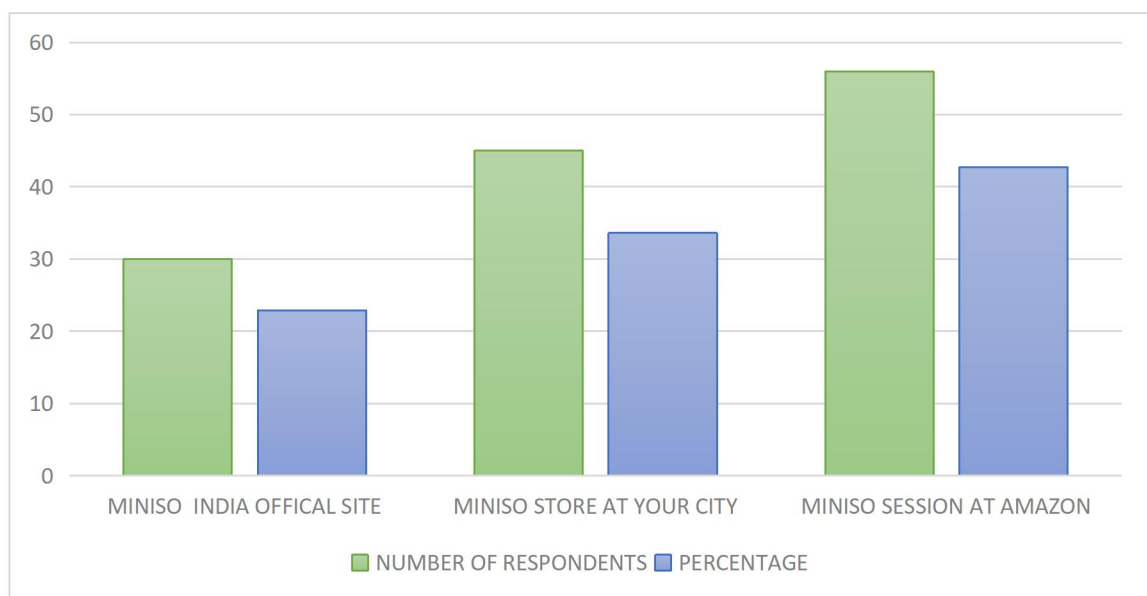


Chart 4.1.5 Which store of miniso are you familiar with

INTERPRETATION

22.9% of respondents say they came across through Official miniso India website, 33.6% came across from Miniso store from their city, 42.7% from Miniso section at amazon.

INFERENCE

The majority of the respondents have familiar with 42.7% miniso session at amazon.

Table:4.1.6 Why do you admire Miniso products:

S NO		NUMBER OF RESPONDENTS	PERCENTAGE
1	COST EFFICIENCY	43	32.8
2	COZY AND CUTE STUFF	61	46.6
3	FANCY STATUS	18	3.7
4	THEMED MERCHANDISE	9	6.9

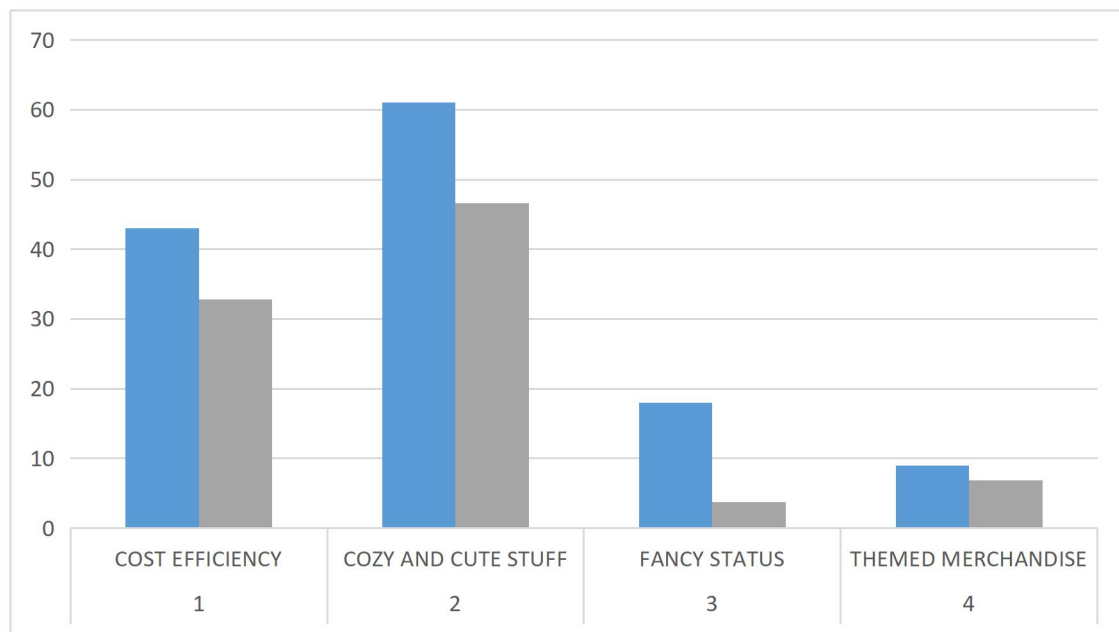


Chart- 4.1.6 why do you admire miniso products

INTERPRETATION

32.8% Admire miniso for cost efficiency, 46.6% for cozy and cute stuff, 3.7% fancy status and 6.9 admire miniso for themed merchandise

INFERENCE

The majority of respondents admire miniso for cute and cozy stuff- 46.6%

Table 4.1.7 What Miniso have you seen most advertised by influencer?

S NO		NUMBER OF RESPONDENTS	PERCENTAGE
1	HOME ACCESSORIES	47	35.9
2	SKINCARE AND MAKE UP ITEMS	36	27.5
3	STATIONARY	25	19.1
4	CUTE SOFT PLUSHIE, DOLLS	23	17.5

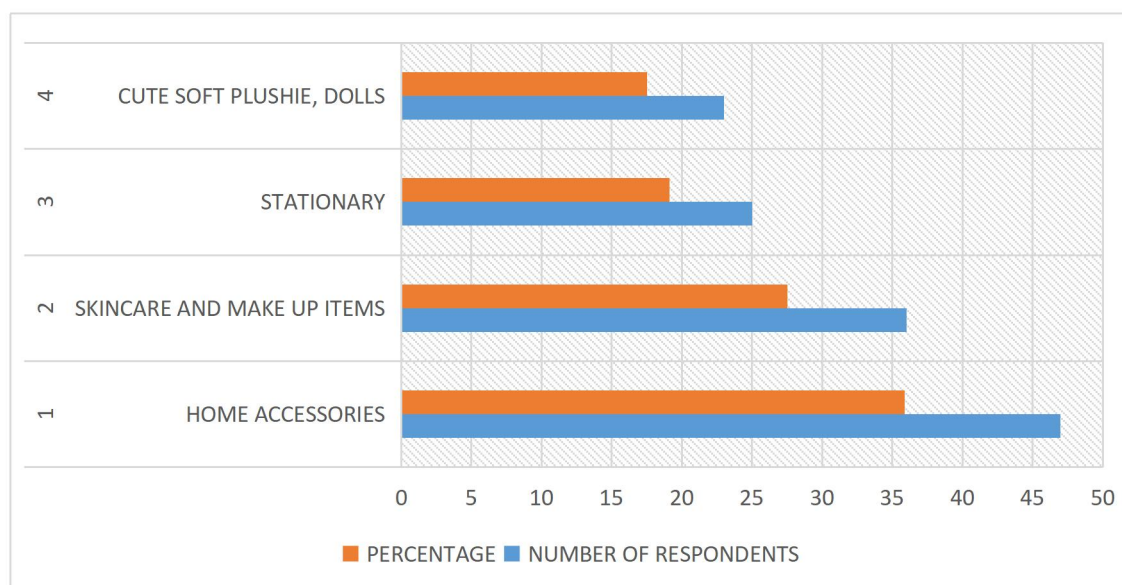


Chart 4.1.7 what miniso products have you seen most advertised by influencers

INTREPRETATION

The products most advertised by influencers according to respondents are, 35.9% state home accessories, 27.5% state skincare and makeup items, 19.1% state stationary and 17.5 states cute soft plushie.

INFERENCE

35.9% Respondents state most advertised product by influencers are home and life style accessory.

Table 4.1.8 How much do you spend when you visit the miniso store/ site?

S NO		NUMBER OF RESPONDENTS	PERCENTAGE
1	LESS THAN 500	53	40.5
2	LESS THAN 999	36	27.5
3	MORE THAN 1000	34	26
4	MORE THAN 5000	8	6.1

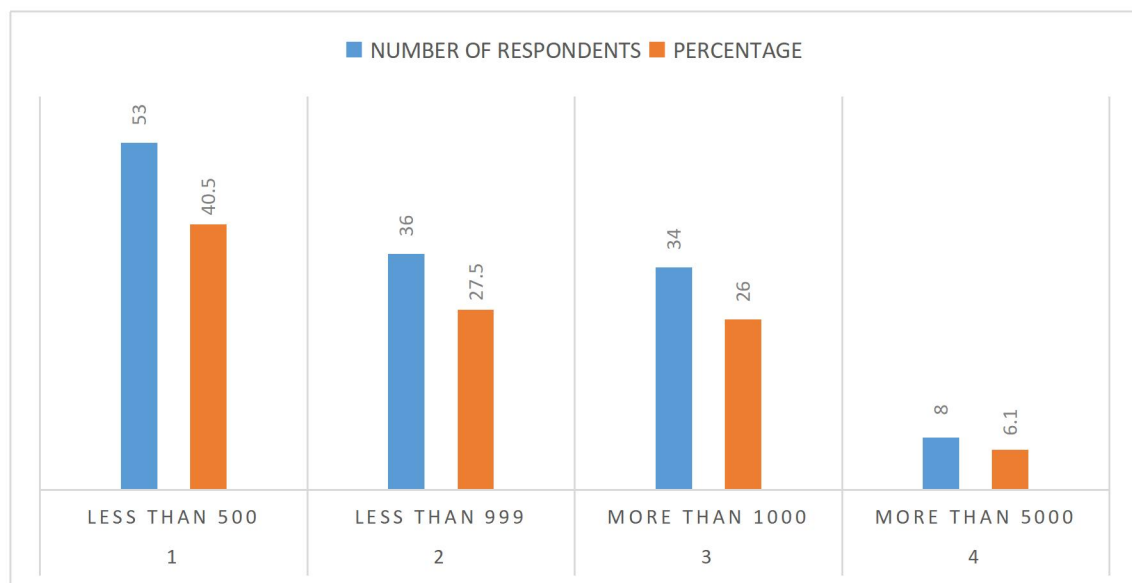


Chart 4.1.8 how much do you spend when visiting Miniso

INTERPRETATION

The study states that, 40.5% spend less than 500, 27.5% spend less than 999, 26% spend more than 1000 and 6.1% spend more than 5000 when they visit miniso store/ site.

INFERENCE

Majority spend less than 500 when they visit miniso store or site- 40.5%

Table 4.1.9 How often do you visit miniso store?

<i>S NO</i>		<i>NUMBER OF RESPONDENTS</i>	<i>PERCENTAGE</i>
<i>1</i>	<i>WEEKLY TWICE</i>	<i>23</i>	<i>17.6</i>
<i>2</i>	<i>WEEKLY ONCE</i>	<i>13</i>	<i>9.9</i>
<i>3</i>	<i>MONTHLY ONCE</i>	<i>19</i>	<i>14.7</i>
<i>4</i>	<i>OCCASIONALLY</i>	<i>76</i>	<i>58%</i>

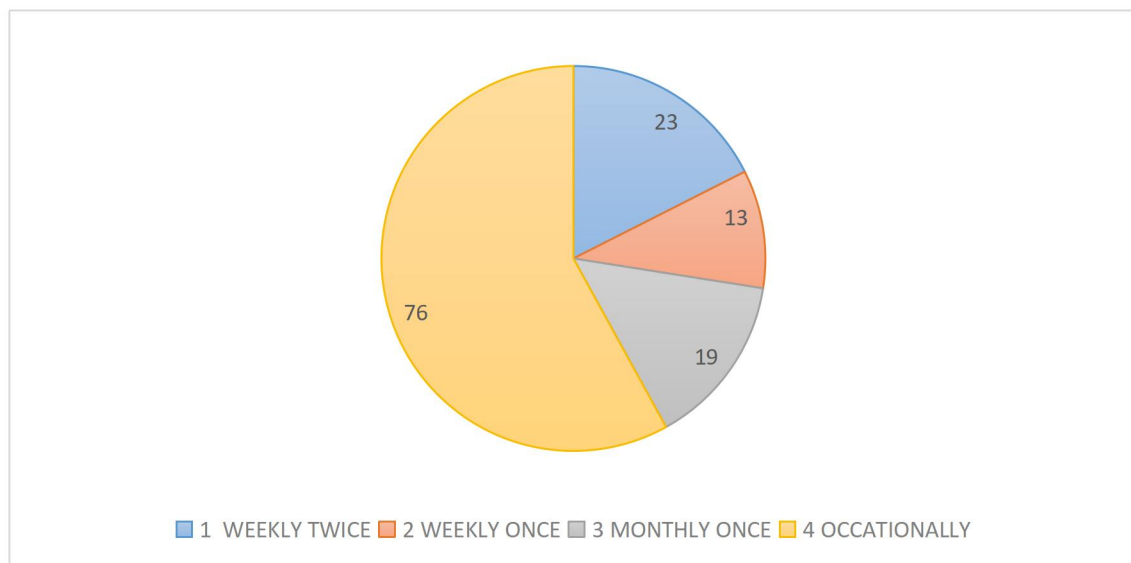


Chart 4.1.9 how often do you visit miniso store

INTERPRETATION

The study states that, 17.6% visit the miniso store weekly twice, 9.9% visit weekly once, 14.7% visit monthly once and 58% visit store occasionally.

INFERENCE

Majority visit the miniso store occasionally - 58%

Table 4.1.10 What kitchenware and home decor items you like from miniso

S NO		NUMBER OF RESPONDENTS	PERCENTAGE
1	SPOONS AND SPATULA	35	26.7
2	CHOPSTICK	12	9.2
3	TIFFIN BOX SET	33	25.2
4	GLASSWARE	51	38.9

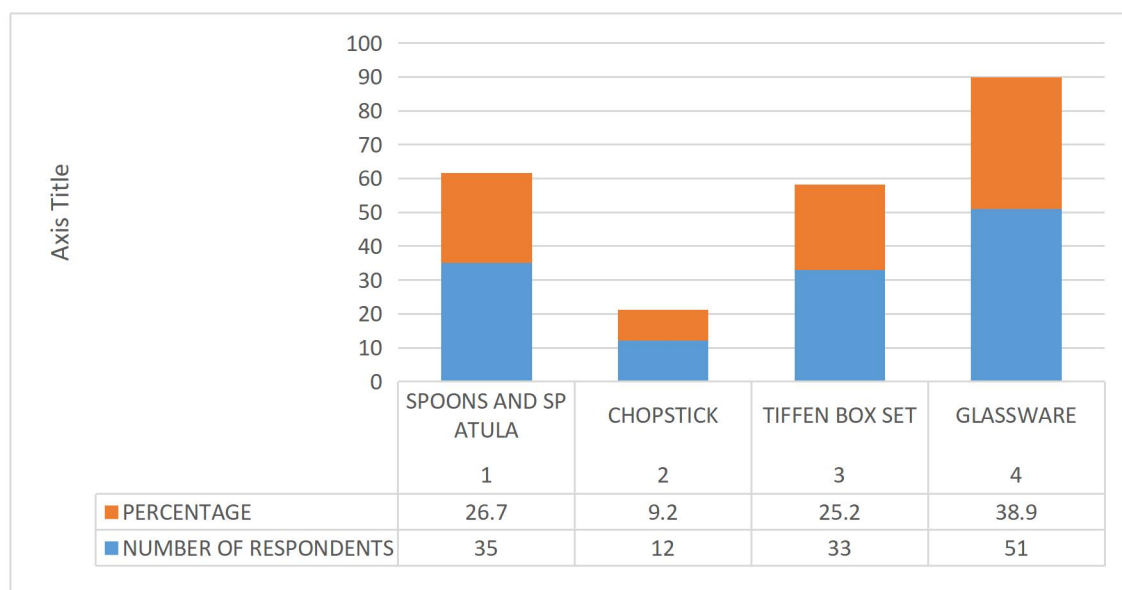


Chart 4.1.10 kitchen and home decor items

INTERPRETATION :

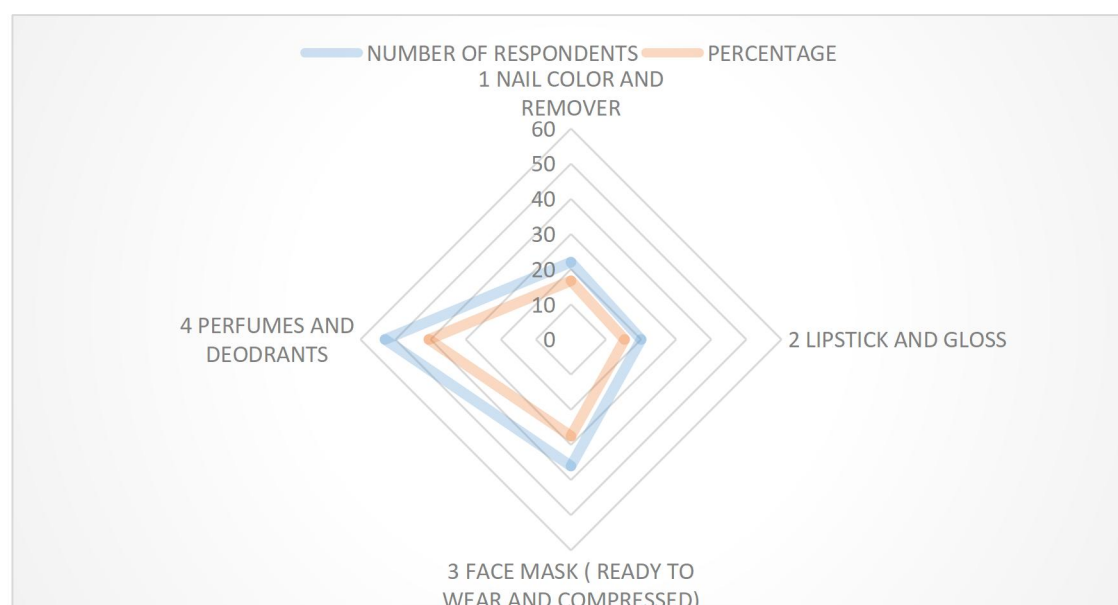
The study states that, 26.7% like spoons and spatula, 9.2% like chopstick, 25.2% like tiffin box set and 38.9% have stated they like glassware from kitchen and home decor products.

INFERENCE:

Majority of people like Glassware from kitchen and home decor products. - 38.9%

Table 4.1.11 What make-up items you like from miniso?

S NO		NUMBER OF RESPONDENTS	PERCENTAGE
1	NAIL COLOR AND REMOVER	22	16.7
2	LIPSTICK AND GLOSS	20	15.3
3	FACE MASK (READY TO WEAR AND COMPRESSED)	36	27.5
4	PERFUMES AND DEODORANTS	53	40.5



INTERPRETATION :

The study states that, 16.7% like nail color or remover, 15.3% lipstick and gloss, 27.5% like face mask and 40.5% respondents like perfumes and deodorants from make up and self care products.

INFERENCE:

Majority of people like perfumes and deodorants from make up and self care products in Miniso.- 40.5%

Table 4.1.12 What stationary items you like from miniso

S NO		NUMBER OF RESPONDENTS	PERCENTAGE
1	REGULAR AND THEMED STATIONARY (PENCIL CASE, PENS AND COLORING PENS)	44	33.6
2	REGULAR AND THEMED BAGS	26	19.8
3	SIPPER AND WATER BOTTLE	35	26.7
4	REGULAR AND THEMED NOTEBOOK(MEMO, REMINDERS)	26	19.8

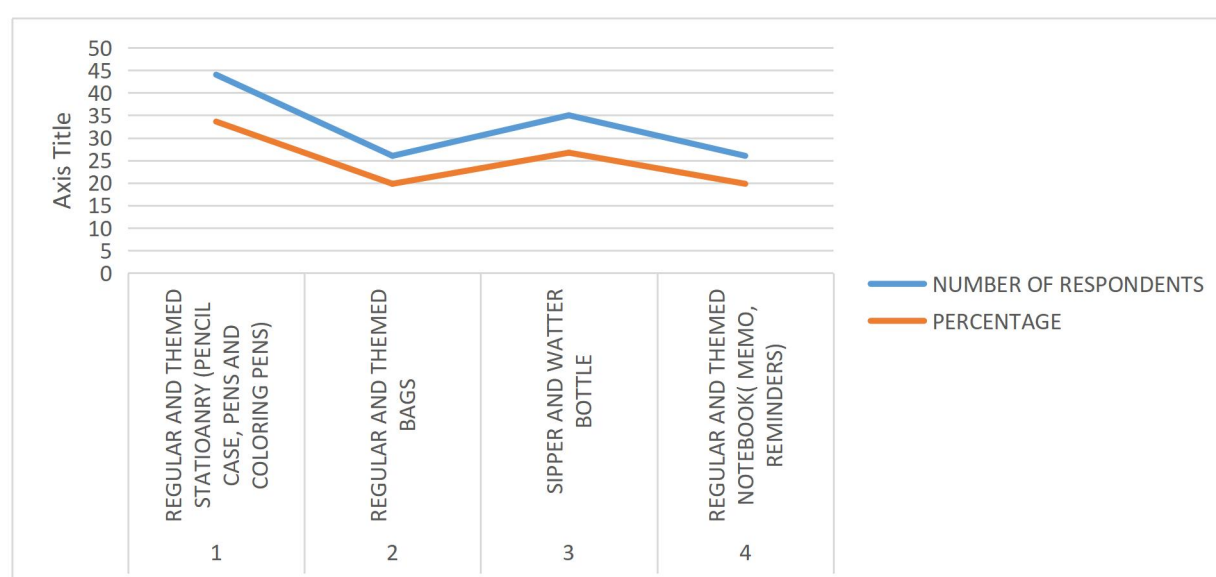


Chart 4.1.12 What stationary items you like from miniso

INTERPRETATION :

The study states that, 33.6% like regular and themed stationary (pencil case, pens and coloring pens), 19.8% like regular and themed bags and regular and themed notebook(memo, reminders) and 26.7% sipper and water bottle.

INFERENCE:

Majority of people like regular and themed stationary (pencil case, pens and coloring pens)- 33.6%

Table 4.1.13 What electronics *GADGETS* items you like from Miniso

S NO		NUMBER OF RESPONDENTS	PERCENTAGE
1	HEADPHONES AND SPEAKER	76	58
2	MESSAGE DEVICE	29	22.1
3	PEN-DRIVE AND MEMORY CARDS	26	19.8

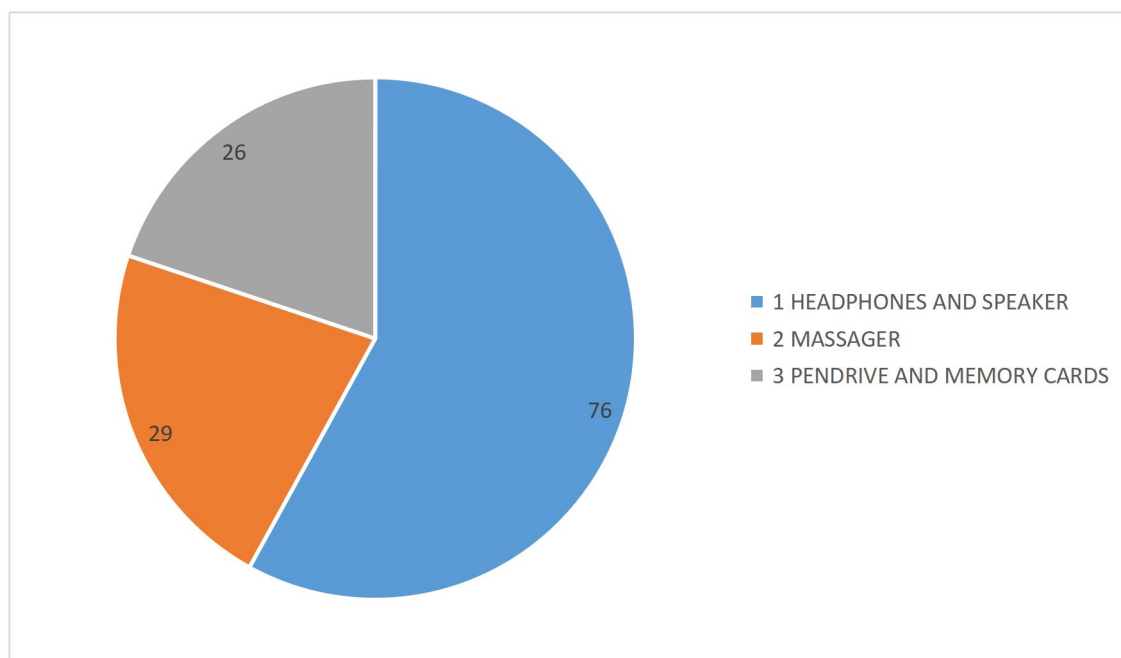


Chart 4.1.13 What electronics *GADGETS* items you like from Miniso

INTERPRETATION :

The study states that, 58% like headphones and speaker, 22.1% like message device, 19.8% people like pen-drive and memory cards from electronics and gadgets in miniso.

INFERENCE:

Majority of people like headphones and speaker from electronics and gadgets from miniso. - 58

Table 4.1.14 What themed products of miniso you are familiar with?

S NO		NUMBER OF RESPONDENTS	PERCENTAGE
1	K-POP MERCHANDISE	37	28.2
2	BARE BEAR CARTOON	30	22.9
3	MARVEL ADVENTURE FIGURINES	47	35.9
4	ANIME MERCHANDISE	17	13

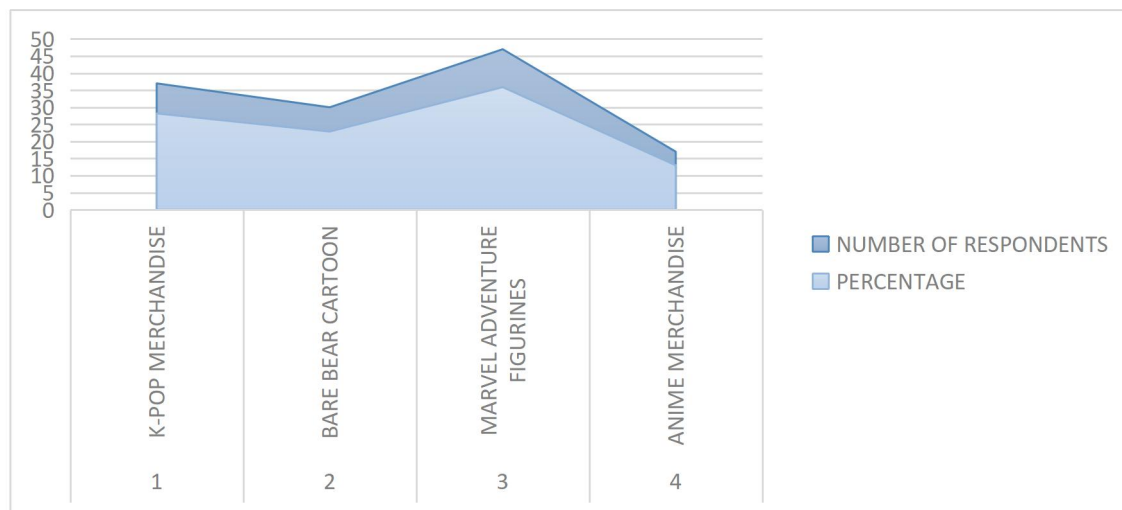


Chart 4.1.14 What stationary items you like from miniso

INTERPRETATION :

The study states that, 28.2% k-pop merchandise, 22.9% bare bear cartoon, 35.9% marvel adventure figurines and 13% like anime merchandise from themed products of miniso.

INFERENCE:

Majority of people like 35.9% Marvel adventure figurines from themed products in Miniso.

Table 4.1.15 How do you feel, about the price difference and product quality of miniso and local market products?

S NO		NUMBER OF RESPONDENTS	PERCENTAGE
1	GOOD PRODUCTS AT AFFORDABLE PRICE	72	55
2	COSTLY PRODUCTS BUT GOOD QUALITY	27	20.6
3	AVERAGE PRODUCTS AT CHEAP PRICE	12	9.2
4	CUTE UNIQUE PRODUCTS	20	15.3

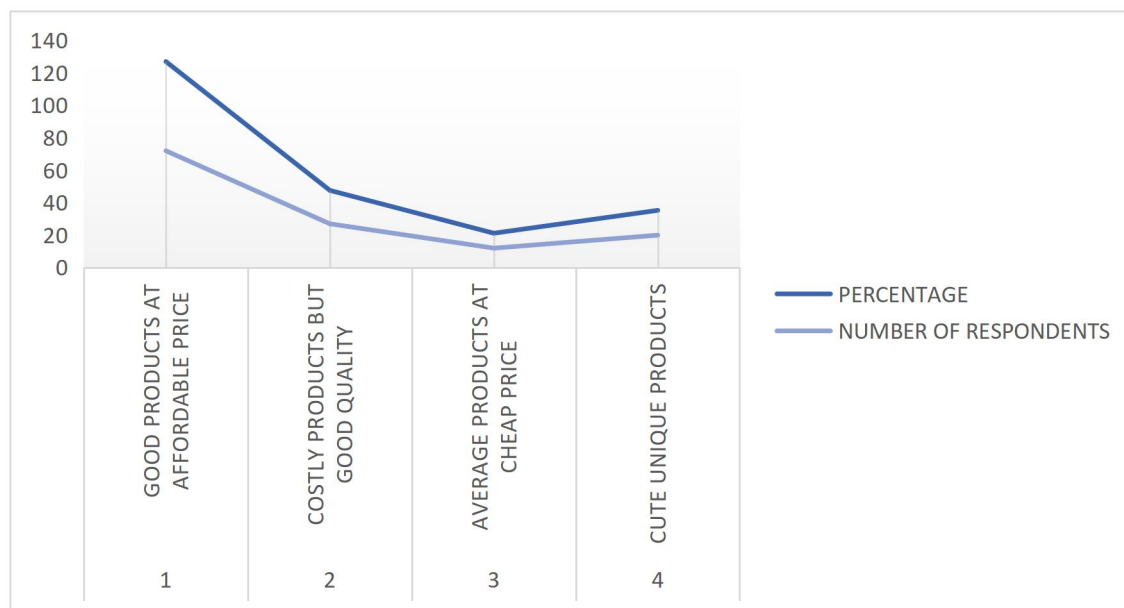


Chart 4.1.15 How do you feel, about the price difference and product quality of miniso and local market products

INTERPRETATION :

the study states that, 55% feel good products at affordable price, 20.6% feel costly products but good quality, 9.2% feel average products at cheap price, 15.3% feel cute unique products about the price difference and product quality of miniso and local market products.

INFERENCE:

Majority of people feel good products at affordable price about the price difference and product quality of miniso and local market products. -55%

Table 4.1.16 *Do you think, Miniso engages you in Hedonic buying? (buying not so necessary products on the impulse of the moment)*

S NO		NUMBER OF RESPONDENTS	PERCENTAGE
1	STRONGLY AGREE	35	26.7
2	AGREE	49	37.4
3	NEUTRAL	36	27.5
4	DISAGREE	7	5.3
5	STRONGLY DISAGREE	4	3.1

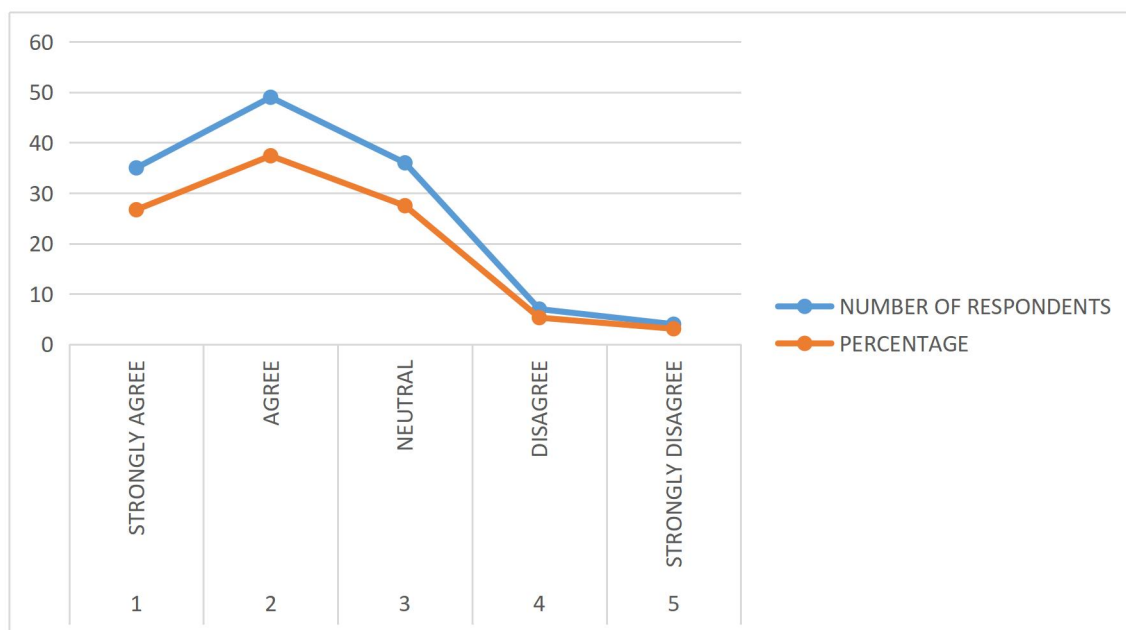


Chart 4.1.16 *Do you think, Miniso engages you in Hedonic buying? (buying not so necessary products on the impulse of the moment)*

INTERPRETATION :

The study states that, 26.7.4% respondents strongly agrees, 37.4% agrees 27.5 a state neutral, 5.3% disagree and 3.1% strongly disagree with statement, Miniso engages you in Hedonic buying.

INFERENCE:

Majority of respondents, 37.4% agrees with the statement, Miniso engages you in Hedonic buying.

Table 4.1.17 How do you feel, about the price difference and product quality of miniso and local market products?

S NO		NUMBER OF RESPONDENTS	PERCENTAGE
1	AFFORDABLE COST	62	47.3
2	ADORABLE/ THEME MERCHANDISED PRODUCTS	34	26
3	PEER PRESSURE/STATUS OR FANCY	5	3.8
4	SHOP ATMOSPHERE .	30	22.9

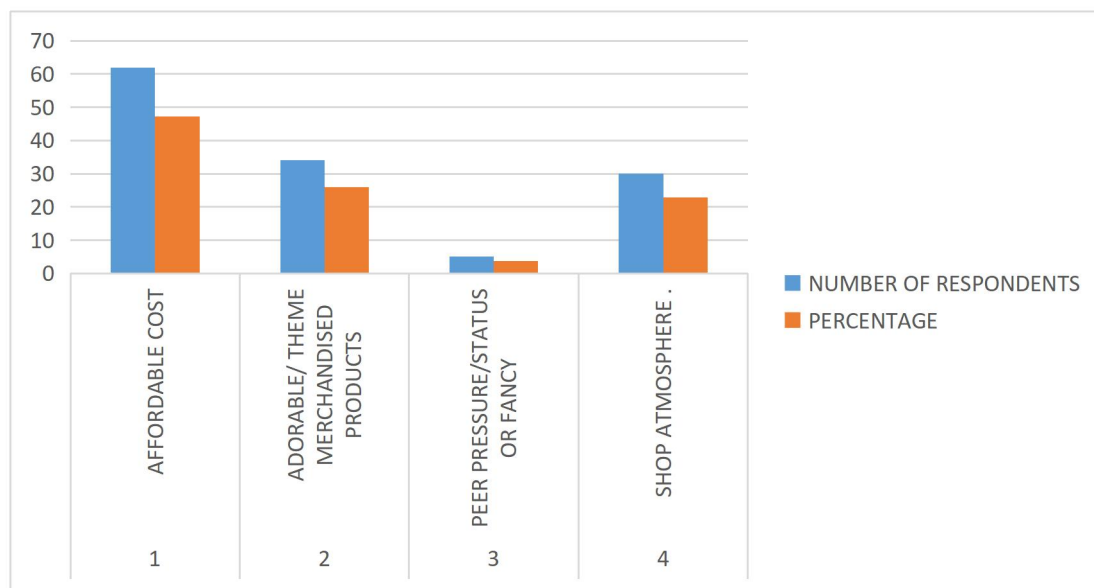


Chart 4.1.17 How do you feel, about the price difference and product quality of miniso and local market products

INTERPRETATION :

The study states that, 47.3% state affordable cost, 26% adorable themes merchandise, 3.8% peer pressure, and shop atmosphere, How do you feel, about the price difference and product quality of Miniso and local market products.

INFERENCE:

Majority of people state 47.3% affordable cost How do you feel, about the price difference and product quality of miniso and local market products.

Table 4.1.18 When you visit the MINISO site, have you bought/ wish listed items that you saw immediately?

S NO		NUMBER OF RESPONDENTS	PERCENTAGE
1	YES, I HAVE BOUGHT	56	42.7
2	YES I HAVE WISHLISTED	38	29
3	NO I HAVE NOT DONE EITHER	26	19.8
4	NO, I HAVE NEVER VISITED THE SITE BUT HAVE GONE TO STORE	11	8.4

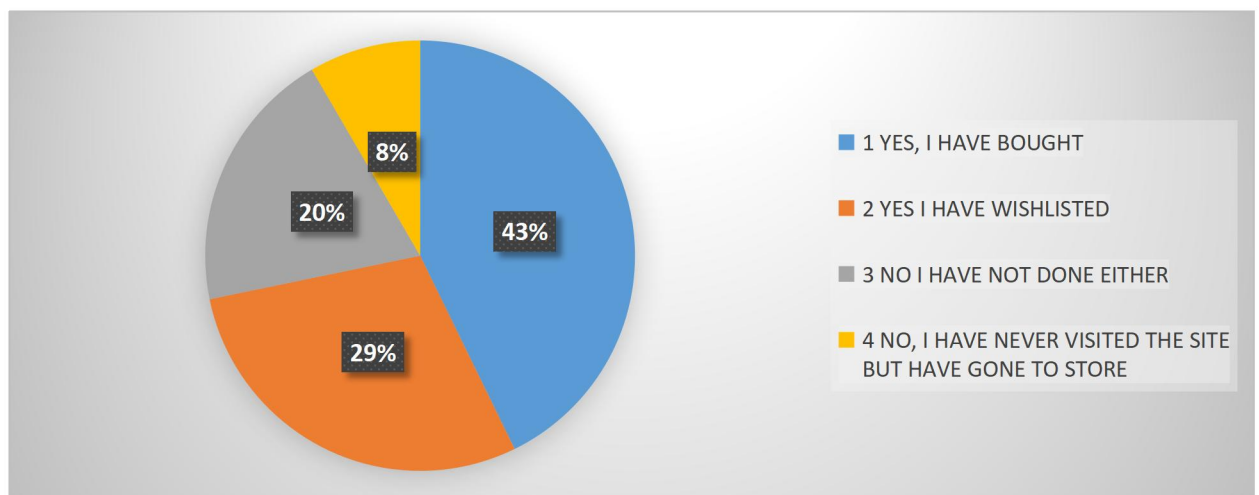


Chart 4.1.18 When you visit the MINISO site, have you bought/ wishlisted items that you saw immediately

INTERPRETATION :

The study states that, 42.7% states yes, i have bought, yes i have wish listed, no i have not done either, no, i have never visited the site but have gone to store.

INFERENCE:

Majority of respondents, state yes, i have bough to When you visit the MINISO site, have you bought/ wish listed items that you saw immediately

Table 4.1.19 When you visit the MINISO store, have you bought/ wish listed items that you saw immediately?

S NO		NUMBER OF RESPONDENTS	PERCENTAGE
1	YES, I HAVE BOUGHT	50	38.2
2	SOMETIMES I HAVE BOUGHT	50	38.2
3	NO I HAVE NOT DONE EITHER	28	21.4
4	NO, I HAVE NEVER VISITED THE SITE BUT HAVE GONE TO SITE	3	2.3

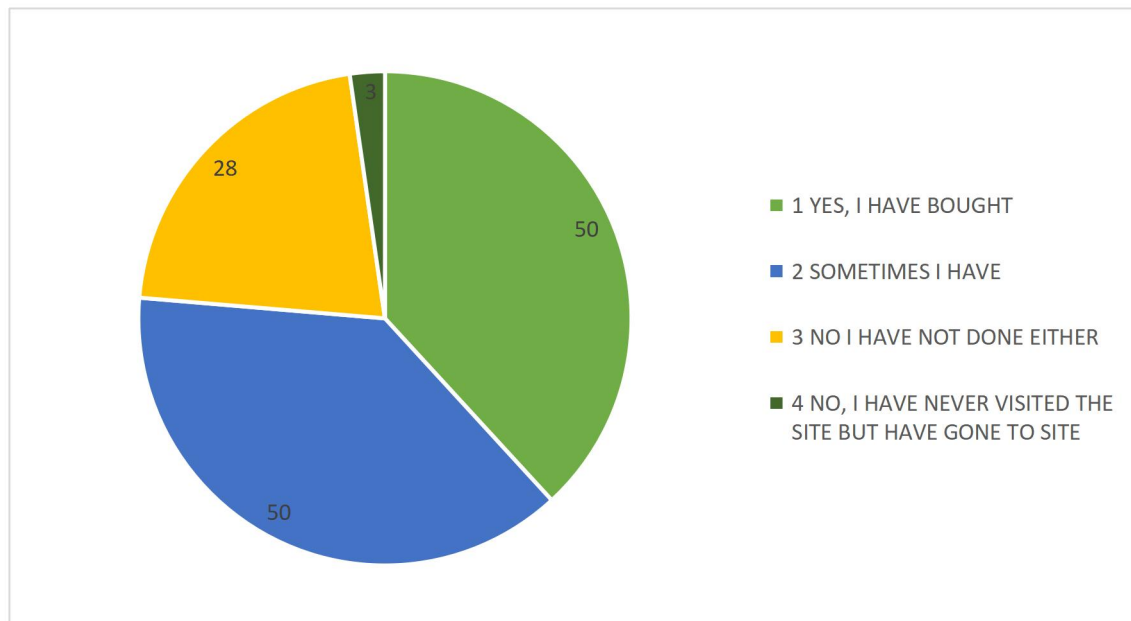


Chart 4.1.19 When you visit the MINISO store, have you bought/ wish-listed items that you saw immediately

INTERPRETATION :

The study states that, 38.2% yes, i have bought, 38.2% yes i have wish-listed, 21.4% no i have not done either, 2.3% no, i have never visited the site but have gone to store.

INFERENCE:

Majority of respondents, state yes, i have bough to When you visit the MINISO site, have you bought/ wish-listed items that you saw immediately

Table 4.1.20 How Often have you come across ads from miniso?

S NO		NUMBER OF RESPONDENTS	PERCENTAGE
1	VERY OFTEN	28	21.4
2	OFTEN	22	16.4
3	SOMETIMES	58	38.9
4	RARE	30	22.9

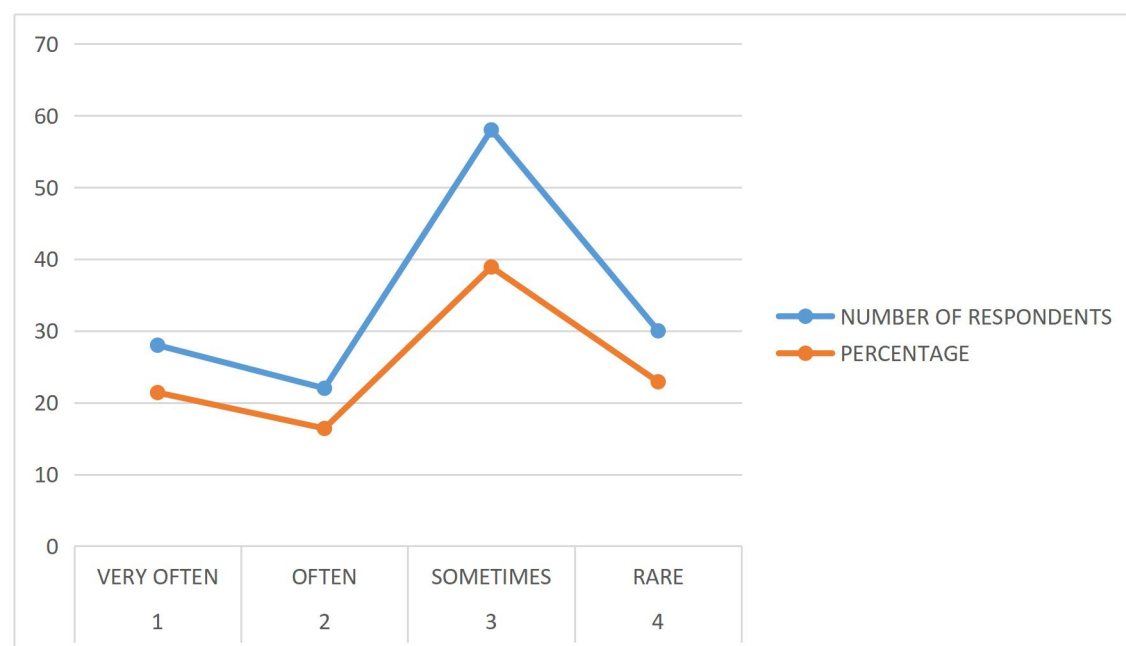


Chart 4.1.20 How Often have you come across ads from miniso?

INTERPRETATION :

The study states that, 21.4% saw very often, 16.4.% saw often, 38.9% saw sometimes, 22.9% rarely seen the ads.

INFERENCE:

Majority of people have seen the miniso ads sometimes.- 38.9%

Table 4.1.21 RATE YOUR FAVORITE PRODUCTS FROM MINISO (all from electronics to beauty and home decor, 1 being lowest and 5 being highest)

S NO		NUMBER OF RESPONDENTS	PERCENTAGE
1	1	0	0
2	2	0	0
3	3	30	22.9
4	4	36.6	48
5	5	40.5	53

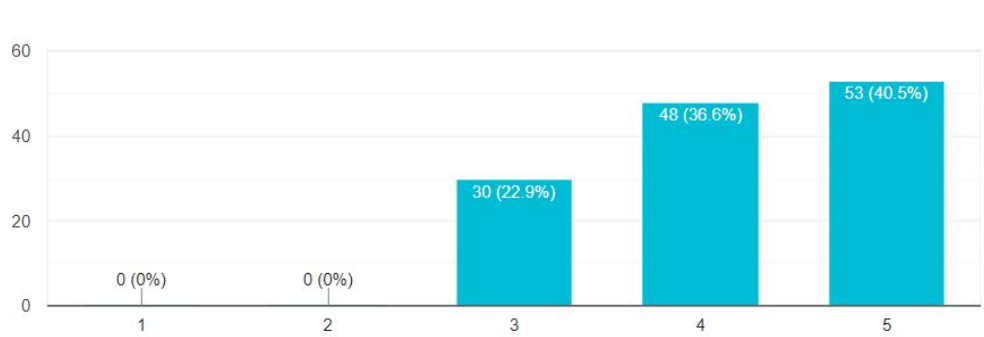


Chart 4.1.21 RATE YOUR FAVORITE PRODUCTS FROM MINISO (all from electronics to beauty and home decore, 1 being lowest and 5 being highest)

INTERPRETATION :

The study states that, 22.9% have rated 3, 48\$ have rated 4, 53% have rated 5.

INFERENCE:

Majority of people have rated 5- 53%

4.2 CHI SQUARE

Table 4.2.1 The significance between PEOPLE FAMILIAR WITH MINISO and AGE

NULL HYPOTHESIS (H0): There is no significance between people familiar with miniso and age.

ALTERNATIVE HYPOTHESIS(H1): There is a significance between people familiar with miniso and age.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE* HOW MUCH DO YOU SPEND WHEN VISITING MINISO	131	100%	0	131	0	100.0%

	VALUE	DF	ASYMPTONIC SIGNIFICANCE (2 SIDED)
PEARSON CHI SQUARE	11.635 ³	12	0.475
LIKEHOOD RATIO	14.301	12	0.282
N OF VALID CASES	131		

INFERENCE: Since the value of p is greater than 0.05 in all the cases of performance factors, we accept THE ALTERNATIVE HYPOTHESIS. There is significance between age and PEOPLE FAMILIAR WITH MINISO.

4.3 ONE WAY ANOVA

Table 4.3.1: The statistical significant difference between gender and impulsive buying in miniso

NULL HYPOTHESIS (H0): There is no significance difference between gender and impulsive buying in miniso

ALTERNATIVE HYPOTHESIS(H1): There is a significance difference between gender and impulsive buying in miniso

ONE WAY ANOVA					
Impulsive buying in miniso					
	Sum of Squares	df	Mean Square	F	Sig.
1	13.409	4	3.252	3.45	.014
2	44.518	50	.890		
3	57.927	54			
4					

INFERENCE: Since the value of p is greater than 0.05 in all the cases of performance factors, we accept THE ALTERNATIVE HYPOTHESIS. There is significance between Gender and Impulsive Buying.

4.4 ONE SAMPLE T-TEST

The one-sample t-test is a statistical hypothesis test used to determine whether an unknown population mean is different from a specific value.

NULL HYPOTHESIS (H0): There is no significance between products liking in beauty and electronics

ALTERNATIVE HYPOTHESIS(H1):There is a significance between products liking in beauty and electronics

One-Sample Test					
Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence ... Lower
RATE YOUR FAVORITE PRODUCTS FROM MINISO (all from electronics to beauty and home decore, 1 being lowest and 5 being highest)	61.322	130	.000	4.176	4.04

INFERENCE: Since the value of p is that 0.000 in all the cases of performance factors , we accept THE NULL HYPOTHESIS. There is no significance between products liking in beauty and electronics

CHAPTER - 5

5.1 FINDINGS

1. The majority of the category was from age category 20-30- 52.7%.
2. Majority of the respondents are from gender category female- 62.6%
3. Majority of the people are from the category 46.6%
4. The majority of the respondents have come across Miniso from social media - 51.9%
5. The majority of the respondents have familiar with 42.7% miniso session at amazon.
6. The majority of respondents admire miniso for cute and cozy stuff- 46.6%
7. The majority of respondents 35.9% state most advertised product by influencers are home and life style accessory.
8. The Majority spend less than 500 when they visit miniso store or site- 40.5%
9. The Majority of respondents visit the miniso store occasionally - 58%
10. Majority of people like Glassware from kitchen and home decor products. - 38.9%
11. Majority of people like perfumes and deodorants from make up and self care products in Miniso.- 40.5%
12. Majority of people like regular and themed stationary (pencil case, pens and coloring pens)- 33.6%
13. Majority of people like headphones and speaker from electronics and gadgets from miniso. 58%
14. Majority of people like 35.9% Marvel adventure figurines from themed products in Miniso.
15. Majority of people feel good products at affordable price about the price difference and product quality of miniso and local market products. -55%
16. Majority of respondents, 37.4% agrees with the statement, Miniso engages you in Hedonic buying.
17. Majority of people state 47.3% affordable cost How do you feel, about the price difference and product quality of miniso and local market products.
18. Majority of respondents, state yes, i have bought to When you visit the MINISO site, have you bought/ wish listed items that you saw immediately- 43%

19. Majority of respondents, state yes, i have bough to When you visit the MINISO site, have you bought/ wish-listed items that you saw immediately- 38
20. Majority of people have seen the miniso ads sometimes.- 38.9%
21. Majority of people have rated 5- 53%

5.2 CONCLUSION

It is clearly established through our contemplative analysis that miniso has clearly establish its market with name and recognition in India. Though this study is not subjected to entire population of India, the results from descriptive analysis tell us that the product diversity and smart collaboration choices, Miniso has a brand identity. Impulsive buying has become a common attribute because of less cost and variety of products. the brand preaches a tag, " quality lifestyle need not cost fortune" which is also a practise among miniso designing products.Finally, researchers encourage MINISO India to develop a marketing strategy of to encourage consumers to make impulse purchases. We may use promotional activities such as discounts, seasonal product referrals, and the use of social media as an advertising tool.

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MINISO

Hello!

Miniso is a japanese/chinese entreprise which offers product range from life style, home decore to make up and toys. The motive of this study is to understand the popularity of MINISO in INDIA.

* Required

1. NAME *

2. Age *

Mark only one oval.

☐ Above 18

☐ 20-30

☐ 31-40

☐ above 40

3. Gender *

Mark only one oval.

☐ MALE

☐ FEMALE

4. Education *

Mark only one oval.

☐ DIPLOMA/ HIGHER SECONDARY

☐ UNDERGRADUTE DEGREE

☐ POST GRADUATE DEGREE

☐ DOCTRATE

5. Hometown *

6. How did you come across the miniso store? *

Mark only one oval.

- ☐ Internet promotions
- ☐ Media (Drama, movie)
- ☐ Social Media
- ☐ Themed merchandise

7. Which store of miniso are you familiar with? *

Mark only one oval.

- ☐ Miniso India Official website
- ☐ MINISO STORE at your place.
- ☐ Miniso section @ amazon
- ☐ Other: _____

8. How often would you visit the Miniso store? *

Mark only one oval.

- ☐ Weekly twice
- ☐ weekly once
- ☐ monthly once
- ☐ Occationally

9. How much do you spend minimum when you visit the miniso store/ site? *

Mark only one oval.

- ☐ less than 500
- ☐ less than 999
- ☐ more than 1000
- ☐ more than 5000

10. Why do you admire miniso products? *

Mark only one oval.

- ☐ Cost efficiency
- ☐ cozy and cute stuff
- ☐ fancy status
- ☐ Themed merchandise

11. What products have you seen most advertised by influencers? *

Mark only one oval.

- ☐ Home accesories and kitchenware
- ☐ Skin care and make up items
- ☐ Stationary
- ☐ Cute soft Plushie and dolls

12. What KITCHENWARE AND HOME DECORE products you like from miniso? *

Mark only one oval.

- ☐ SPOONS AND SPATULA
- ☐ CHOPSTICK
- ☐ TIFFEN BOX SET
- ☐ GLASSWARE

13. What MAKE UP products you like from miniso? *

Mark only one oval.

- ☐ NAIL POLISH and REMOVER
- ☐ LIPSTICK AND LIP GLOSS
- ☐ FACE MASK (WET AND COMPRESSED)
- ☐ PERFUMES AND DEODRANTS

14. What STATIONARY products you like from miniso? *

Mark only one oval.

- ☐ REGULAR AND THEMED STATIONARY (MARVEL PENCIL AND POUCHES)
- ☐ REGULAR AND THEMED BAGS
- ☐ SIPPER AND WATER BOTTLE
- ☐ REGULAR AND THEMED NOTEBOOKS

15. What kind of toys you like from miniso? *

Mark only one oval.

- ☐ PLUSHIES
- ☐ Dolls and Miniature
- ☐ MARVEL THEMED DOLLS
- ☐ Other: _____

16. what kind of ELECTRONIC GADGETS do you prefer from MINISO most? *

Mark only one oval.

- ☐ HEADPHONES and SPEAKER
- ☐ MASSAGER
- ☐ PENDRIVE AND MEMORY CARDS
- ☐ Other: _____

17. Which themed product of Miniso you are familiar with? *

Mark only one oval.

- ☐ K-pop merchandise
- ☐ BARE BEAR cartoon/ pen pen cartoons
- ☐ Marvel adventure figures
- ☐ anime merchandise

18. How do you feel, about the price difference and product quality of miniso and local market products? *

Mark only one oval.

- ☐ Good products at affordable price
- ☐ Costly products but good quality
- ☐ Average products at cheap price
- ☐ Cute unique products

19. Do you think, Miniso engages you in Hedonic buying? (buying not so necessary products on the impulse of the moment) *

Mark only one oval.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

20. Why do you feel the need to impulsive buying while visiting miniso? *

Mark only one oval.

- ☐ Affordable cost
- ☐ Shop Atmosphere
- ☐ Adorable/ Theme merchandised products
- ☐ Peer pressure/Status or fancy

21. When you visit the MINISO site, have you bought/ wishlisted items that you saw immediatly? *

Mark only one oval.

- ☐ yes, i have bought
- ☐ yes, i have wishlisted
- ☐ no i haven't bought
- ☐ no, i have never visited the site but have gone to store

22. When you visit the MINISO store, have you bought/ wishlisted items that you saw immediatly? *

Mark only one oval.

- ☐ yes i have
- ☐ sometimes I have
- ☐ No i haven't
- ☐ I never visited the store, only online site.

23. How Often have you come across ads from miniso? *

Mark only one oval.

☐ very Often

☐ often

☐ sometimes

☐ rare

24. Do you want more departments/ products to be added the nearest miniso store? *

25. RATE YOUR FAVORITE PRODUCTS FROM MINISO (all from electronics to beauty and home decore, 1 being lowest and 5 being highest) *

Mark only one oval.

1

2

3

4

5

☐☐☐☐☐

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Google Forms

A STUDY ON POPULARITY OF MINISO AND ITS GROWTH STRATEGY IN INDIA

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ABSTRACT

This study attempts to evaluate the growth and popularity of Miniso in India with regard to its social media presence and its expanding franchise in India. Spending a little extravagant or collecting the favorite merchandise, miniso has covered it all. This home-style retailer store has aced a lot of awards and recognition by keeping the trend and releasing a new design every two weeks of the youth's favorite themed merchandise. Miniso promotes a brand philosophy based on amazingly creative cute products of high quality that are listed with competitive pricing. Miniso also takes its waste management seriously, which makes them focus on manufacturing products that are environmentally friendly to its product consumers. This study aims to assess the popularity of Miniso and its growth strategy in India. The main purpose of this study is to understand the popularity, success, and growth of the sino/Japanese lifestyle products retailer miniso.

1.1 INTRODUCTION

MINISO a Japanese-inspired lifestyle product retailer. They are offering high-quality household goods, cosmetics, and food at economical, cost effective, fair prices. Since 2013 MINISO has set up business in 4,200 stores around 80

countries and regions. This includes US, UK, Canada, Australia, Spain, UAE, India, and Mexico. MINISO upholds the philosophy of quality life and, encourages the brand spirit of “respecting consumers”, while dedicating itself to provide customers

with products of “high quality, competitive pricing, and creativity”. With a simple yet fashionable high-quality design, most of the products are priced really competitively, allowing them to get major buy-in from customers.

Customers from all around the world are attracted to shopping from miniso with regards to certain aspects which includes: Store Aesthetics, Giveaways and contest,

Unique Collaboration, and creative products. With the unprecedented prosperity of the world economy, luxury brands from Europe are being blindly pursued by customers. However, counterfeit goods are also spread all over the market which can result in people's two extreme consumption patterns. As a reflection and criticism of this situation, MINISO was established! MINISO focuses on the essence of products, along paying high attention to the value of quality and maintaining a reasonable balance between life and products at the same time. Companies have many ways to make the business become more competitive and could overcome the competition by these ways making certain businesses can survivable in the competition. Companies do marketing strategies to survive the competition and to stay

relevant within the industry. This change demands creativity in order to perfect and develop the current products. The development of new products will shape the future of the company. In strategic marketing, there are lots of variations within product development that can be done by the company. A store's atmosphere can determine the image that the company wants to give to the customers. The diversification of products can add more value to the products that are offered. Customers can have a different set of choices in buying products and can also attract a different set of customers; thus bringing a more diverse set of customers and an improvement toward the company's revenue.

1.2 AREA OF STUDY

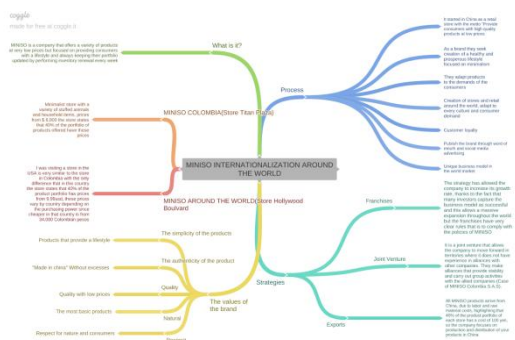
THE BRAND PHILOSOPHY

MINISO established a new type of inventive collection store, which has become the influence in the department stores and shopping malls along with catering, fast fashion clothing, and entertainment. It strives to deliver consumers smarter, simpler and cozier products so that consumers can experience relaxed and happy lifestyles when shopping. The brand logo is the image of a shopping bag, which is simple but fashionable. Although showing the industrial features perfectly,

it also emphasizes the concept of consumption, which is of strong identification and unforgettable. The blend of Logo name and striking portfolio is an expression of "smile services" to consumers and advocates the "happiness is the best" life attitude. The essence of life is the pursuit of happiness.

RETAILER AND INTERNET

"The rise of the internet is killing physical retail," so goes the popular narrative. That idea certainly has merit and evidence to back it up—some types of retailers, such as traditional malls and shopping centers, have faced huge challenges. But perhaps it would be more correct to say that it is forcing change. Another truism that has become popular in recent years states, more or less, that the presence of constraints, as proposed to complete freedom, often better stimulates creativity and leads to better end results. This seems to be the case with the variety retailer MINISO.



BUSINESS OF MINISO AROUND THE WORLD AD ENTITIES

1.3 MOST POWERFUL COMPETITOR OF MUJI

The success of MINISO, even though quite large, is still within our expectations because this model both meets the trends of economic development and the true needs of consumers. So since the foundation, we have foreseen that MINISO will enter into different markets around the world and be widely recognized. However, we didn't predict that it would happen in such short time—1,800 stores have been opened in the world within three years. The reason why MINISO has a huge success overseas is that MINISO only achieved the following three extremes of the most basic cores and essences of retail brand in terms of both online and offline. MINISO's in-house design team gathered many talented Norwegian designers. The products encompass modern and trendy design, what is known in China as the combination of "Japanese style" and "Scandinavian style" (北欧风格), which are both defined by simplicity and minimalism. This design is also combined with good quality.



THE LOGO RESEMBLENCE OF MUJI AND MINISO

1.4 MINISO MARKETING STRATEGY

1.4.1 FREQUENT PRODUCT LAUNCHES

Firstly, one of MINISO's marketing strategies in China, is it launches new products once every week to bring consumers to the shop frequently. The target market of MINISO is 18-28 year old.

1.4.2 SMART COLLABORATION CHOICES

MINISO does not only take action to frequently launch new products, but also collaborates with many brands with high-awareness such as Hello Kitty, The Pink Panther, MARVEL and KAKAO FRIENDS. This co-branding strategy leverages the IP which Gen Z loves and provides them the unique and original design of products. The retailer understands the interests and behaviors of Gen Z and responds efficiently.

1.5 OBJECTIVE OF THE STUDY

- To study the popularity of Miniso and its growth in India.
- To understand the brand profile and its philosophy.
- To analyze the marketing strategies with its franchise in India

- To Identify, if Miniso implements hedonic buying.

REVIEW OF LITERATURE

Hudya(2018) have carried out a study to understand the effect of visual merchandising, store atmosphere, and price on impulse buying at Miniso Store in Indonesia.

Lestari (2018), store atmosphere has a significant influence on customer satisfaction. Means that providing a good atmosphere also one of the strategy to pursue customer satisfaction as Research.

Sayektingrum (2015), product diversity has a significant influence on customer satisfaction. It means, the company needs to make product diversity as one of their strategy in order to pursue customer satisfaction.

(Kantohe, 2014) Atmosphere created by a combination of elements of store/outlet design, store planning, visual communication, and merchandising.

KEIL 2017, Miniso started operations in India with a total of 26 stores, out of which 21 in Delhi region and 3 in Mumbai, 2 in Lucknow and 1 in Bangalore. The company plans to

expand business in India by increasing its footprint across the country.

RESEARCH METHODOLOGY

Descriptive research has been used, it involves survey and fact-finding enquiries of different kinds, the purpose of descriptive research are the descriptive of state of affairs, as it exists at present. Questionnaire method have been used as a tool for a data collection in this research. The secondary data for the study was collected from book, company websites, magazines and other sources.

Sample size : 153

A pilot study was undertaken with an objective to evaluate the tools prepared for the study and to find whether they are providing the information required. A duration of the study is from August 2021 to November 2021. Location of the study is India and above 18 age group people were targeted.

TYPE OF QUESTIONS:

- Linear scaling question
- Multiple choice questions
- Agreeability scale.

CHI-SQUARE:

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

ONEWAY ANOVA:

One-way analysis of variance is a technique that can be used to compare whether two samples mean are significantly different or not.

ONE SAMPLE T-TEST:

The one-sample t-test is a statistical hypothesis test used to determine whether an unknown population mean is different from a specific value.

IV DATA ANALYSIS AND INTREPRETATION

4.1 PERCENTAGE ANALYSIS

SNO	AGE	NUMBER OF RESPONDANCE	PERCENTAGE
1	ABOVE 18	9	6.9
2	20-30	69	52.7
3	31-40	17	9.2
4	ABOVE 40	36	31.2

Table 4.1.1 Age of the respondents

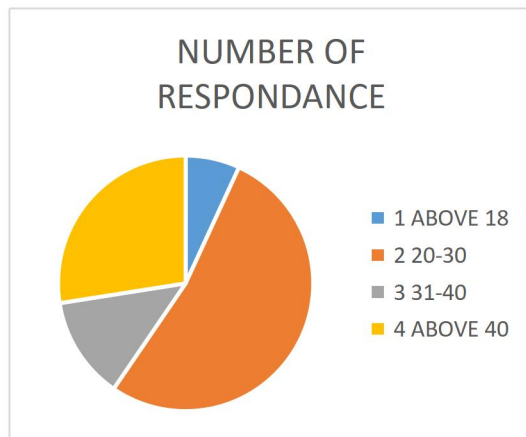


CHART 4.1.1 Age of the respondents

INTERPRETATION:

The table interpreters that 6.9% of the respondents are above 18. 52.7% are from the category age 20-30. 9.2% people are from 31-40 age category. 31.2% people belong to the age group above 40.

INFERENCE:

The majority of the category was from age category 20-30- 52.7%.

Table 4.1.2 Gender of the respondents

S N O	GEND ER	NUMBER OF RESPOND ENTS	PERCEN TAGE
1	MAL E	49	37.4
2	FEM ALE	82	62.6

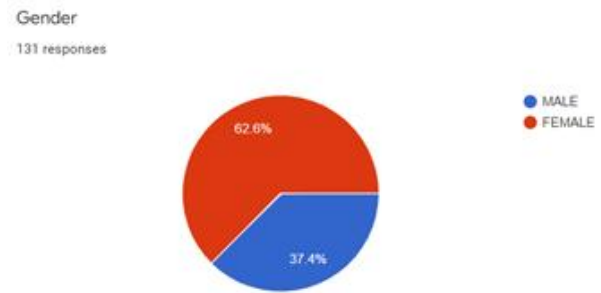


Chart 4.1.2 gender of the respondents

INTERPRETATION:

37.4% Of the people are male respondents. 62.6% are female respondents.

INFERENCE:

Majority of the respondents are from gender category female- 62.6%

Table 4.1.3 Education of the respondents

S N O	EDUCATIO N	NUMBER OF RESPONDEN TS	PERCENTA GE
1	DIPLOM/ HIGH SCHOOL	14	10.7
2	UNDER GRATUATE	61	46.6
3	POST GRADUATE	49	37.4
4	DOCTORAT E	7	5.3

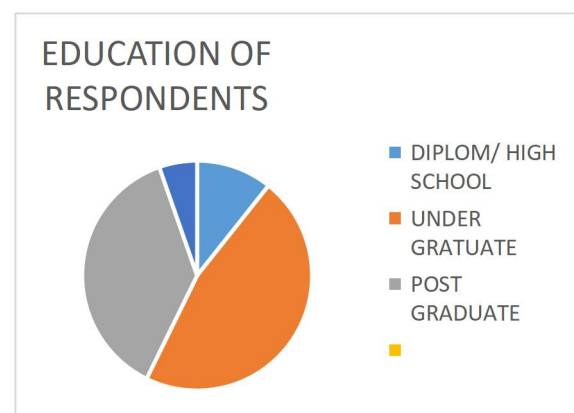


Chart 4.1.3 Education of the respondents

INTERPRETATION:

10.7% of the respondents are from education background of high school/ diploma. 46.6% of the respondents are Undergraduates, 37.4% are Post graduate and Doctorate are 5.3%

INFERENCE:

Majority of the people are from the category 46.6%

Table:4.1.6 Why do you admire Miniso :

S N O		NUMBER OF RESPONDENT S	PERC ENTA GE
1	COST EFFICIENCY	43	32.8
2	COZY AND CUTE STUFF	61	46.6
3	FANCY STATUS	18	3.7
4	THEMED MERCHANDISE	9	6.9

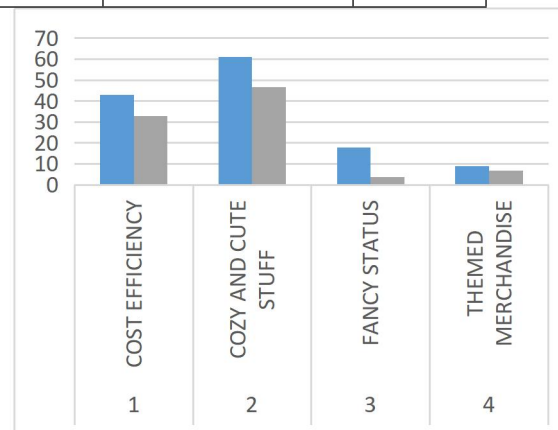


Chart- 4.1.6 why do you admire miniso products

INTERPRETATION

32.8% Admire miniso for cost efficiency, 46.6% for cozy and cute stuff, 3.7% fancy status and 6.9 admire miniso for themed merchandise

INFERENCE

The majority of respondents admire miniso for cute and cozy stuff- 46.6%

Table 4.1.7 What Miniso have you seen most advertised by influencer?

S N O		NUMBER OF RESPONDENTS	PERCEN TAGE
1	HOME ACCESSORIES	47	35.9
2	SKINCARE AND MAKE UP ITEMS	36	27.5
3	STATIONARY	25	19.1
4	CUTE SOFT PLUSHIE, DOLLS	23	17.5

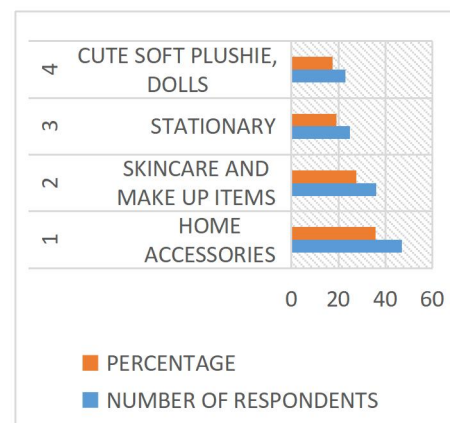


Chart 4.1.7 what miniso products have you seen most advertised by influencers

INTREPRETATION

The products most advertised by influencers according to respondents are, 35.9% state home accessories, 27.5% state skincare and makeup items, 19.1% state stationary and 17.5 states cute soft plushie.

INFERENCE

35.9% Respondents state most advertised product by influencers are home and life style accessory.

Table 4.1.8 How much do you spend when you visit the miniso store/ site?

S N O		NUMBER OF RESPOND ENTS	PERCENT AGE
1	LES S THA N 500	53	40.5
2	LES S THA N 999	36	27.5
3	MO RE THA N 1000	34	26
4	MO RE THA N 5000	8	6.1

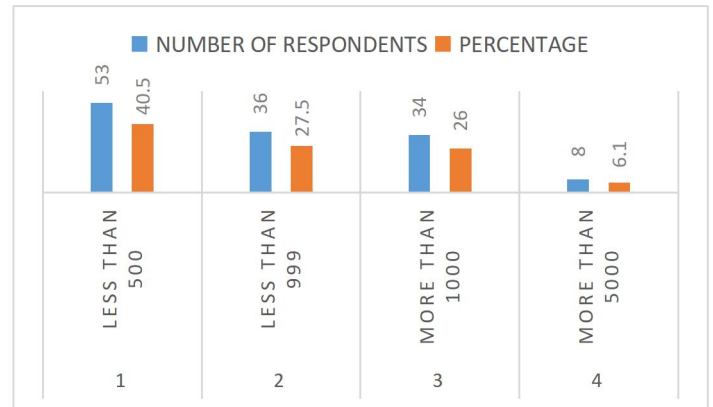


Chart 4.1.8 how much do you spend when visiting Miniso

INTERPRETATION

The study states that, 40.5% spend less than 500, 27.5% spend less than 999, 26% spend more than 1000 and 6.1% spend more than 5000 when they visit miniso store/ site.

INFERENCE

Majority spend less than 500 when they visit miniso store or site- 40.5%

4.2 CHI SQUARE

Case summary						
	Case					
	Valid		Missi ng		Total	
	N	Perc ent t	N	Perc ent	N	Perc ent
AGE* HOW MUCH DO YOU SPEND WHEN VISITING MINISO	131	100 %	0	131	0	100.0 %

Table 4.2.1 The significance between PEOPLE FAMILIAR WITH MINISO and AGE

NULL HYPOTHESIS (H0): There is no significance between people familiar with miniso and age.

ALTERNATIVE HYPOTHESIS(H1): There is a significance between people familiar with miniso and age

	VALUE	DF	ASYMPT ONIC SIGNIFI CANCE (2 SIDED)
PEARSON CHI SQUARE	11.635 ³	12	0.475
LIKEHOOD RATIO	14.301	12	0.282
N OF VALID CASES	1.31		

INFERENCE: Since the value of p is greater than 0.05 in all the cases of performance factors, we accept THE ALTERNATIVE HYPOTHESIS. There is significance between age and PEOPLE FAMILIAR WITH MINISO.

4.3 One way ANOVA

Table 4.3.1: The statistical significant difference between gender and impulsive buying in miniso

NULL HYPOTHESIS (H0): There is no significance difference between gender and impulsive buying in miniso

ALTERNATIVE HYPOTHESIS(H1):

There is a significance difference between gender and impulsive buying in miniso

ONE WAY ANOVA					
Impulsive buying in miniso					
	Sum of Sq uar es	d f	M ea n Sq ua re	F	Sig .
1	13.409	4	3.252	3.45	.014
2	44.518	50	.890		
3	57.927	54			
4					

INFERENCE: Since the value of p is greater than 0.05 in all the cases of performance factors, we accept THE ALTERNATIVE HYPOTHESIS. There is significance between Gender and Impulsive Buying.

4.4 ONE SAMPLE T-TEST

The one-sample t-test is a statistical hypothesis test used to determine whether an unknown population mean is different from a specific value.

NULL HYPOTHESIS (H0): There is no significance between products liking in beauty and electronics

ALTERNATIVE

HYPOTHESIS(H1): There is a significance between products liking in beauty and electronics

One-Sample Test				
	Test Value = 0			
	t	df	Sig. (2-tailed)	Mean Difference
RATE YOUR FAVORITE PRODUCTS FROM MINISO (all from electronics to beauty and home decor, 1 being lowest and 5 being highest)	61.322	130	.000	4.176

INFERENCE: Since the value of p is that 0.000 in all the cases of performance factors, we accept THE NULL HYPOTHESIS. There is no significance between products liking in beauty and electronics

CHAPTER - 5

5.1 FINDINGS

1. The majority of the category was from age category 20-30- 52.7%.
2. Majority of the respondents are from gender category female- 62.6%
3. Majority of the people are from the category 46.6%
4. The majority of the respondents have come across Miniso from social media -51.9%
5. The majority of the respondents have familiar with 42.7% miniso session at amazon.
6. The majority of respondents admire miniso for cute and cozy stuff- 46.6%
7. The majority of respondents 35.9% state most advertised product by influencers are home and life style accessory.
8. The Majority spend less than 500 when they visit miniso store or site- 40.5%
9. The Majority of respondents visit the miniso store occasionally - 58%
10. Majority of people like Glassware from kitchen and home decor products. - 38.9%
11. Majority of people like perfumes and deodorants from make up and self care products in Miniso.- 40.5%
12. Majority of people like regular and themed stationary (pencil case, pens and coloring pens)- 33.6%
13. Majority of people like headphones and speaker from electronics and gadgets from miniso. 58%
14. Majority of people like 35.9% Marvel adventure figurines from themed products in Miniso.
15. Majority of people feel good products at affordable price bout the price difference and product quality of miniso and local market products. -55%
16. Majority of respondents, 37.4% agrees with the statement, Miniso engages you in Hedonic buying.
17. Majority of people state 47.3% affordable cost How do you feel,

about the price difference and product quality of miniso and local market products.

18. Majority of respondents, state yes, i have bough to When you visit the MINISO site, have you bought/wishlisted items that you saw immediately- 43%
19. Majority of respondents, state yes, i have bough to When you visit the MINISO site, have you bought/wishlisted items that you saw immediately- 38
20. Majority of people have seen the miniso ads sometimes.- 38.9%
21. Majority of people have rated 5- 53%

5.2 CONCLUSION

It is clearly established through our contemplative analysis that miniso has

clearly establish its market with name and recognition in India. Though this study is not subjected to entire population of India, the results from descriptive analysis tell us that the product diversity and smart collaboration choices, Miniso has a brand identity. Impulsive buying has become a common attribute because of less cost and variety of products. the brand preaches a tag, " quality lifestyle need not cost fortune" which is also a practise among miniso designing products.Finally, researchers encourage MINISO India to develop a marketing strategy of to encourage consumers to make impulse purchases. We may use promotional activities such as discounts, seasonal product referrals, and the use of social media as an advertising tool.

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ANNEXURE III

Summary

Highly determined and self started student currently pursuing my MBA in HR and marketing. Having an outstanding academic record along with good written and oral communication skills, I believe my enthusiasm, competency and interest would make me an asset to your team.

Education

Sathyabama Institute of Science and Technology
MBA (HR and Marketing)

Kalasalingam University of Science and Technology
B.tech (2016-2020)

QUALIFICATION & YEAR OF PASSING	INSTITUTION	% OF MARKS OBTAINED OR CGPA
MBA (HR AND FINANCE)-2022	SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY	8.9
B.TECH CSE (2016-2020)	KALASALINGAM UNIVERSITY OF SCIENCE AND TECHNOLOGY	6.8
HSSLC -2016	ST JOSEPH OF CLUNY MHSS	68%
SSLC -2014	ST JOSEPH OF CLUNY MHSS	86%

Academic Achievements

- ❖ Mini-project Customer experience on usage of UPI APPS
A customer satisfaction project to understand the opinion on various UPIApps
- ❖ A Study on Impact of Customized Marketing on Small Business.
A Study to identify the extend of personalized marketing be favorable to smallbusiness.
- ❖ Presented a paper titled “A Smart Attendance Automation And MoniteringSystem Enhanced Using Facial Recognition Techniques” In International Conference On “Applied Soft Computing Techniques (Icasct’18)”.

Other Activities

- ❖ Volunteer and organizer for seminars, workshop and cultural meets-department of management studies - Sathyabama University
- ❖ BEC – CAMBRIDGE UNIVERSITY qualified with score of 155(level b1).
- ❖ Student body vice president- ACM –KARE
- ❖ Event Organizer, PR, Treasurer- Photography club, KARE
- ❖ Content Creator, Editor - College magazine