Master Thesis: The Influence of Marketing Mix on Swedish Consumers’ Decision Making-A Study of Haier Home Appliance Company

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1 Introduction

1.1 Focal company-Haier

Haier, as the largest manufacturer of white goods in China, possesses a very wide range of products in white goods and brown goods (digital and personal product), including Refrigerators, Air-conditioners, Washing Machines, Water Heaters, Kitchen Appliances, Color TV, Mobile Phone and Computers. (Haier Homepage, 2009)

Aiming to establish its global brand, Haier has concentrated on building its marketing, manufacture system globally. It has built 19 overseas trading companies, 24 factories, 5 design centers, to cooperate and serve for its oversea business. After the global strategy initiated by Ruiming Zhang, the CEO of Haier, Haier becomes more and more confident in the process of globalization. Haier has been through several steps, the 'brand building,' 'diversification,' and 'internationalization' stages, and now it is dedicated to perform on the fourth stage, that is, Global Branding. Haier is trying to enhance its brand recognition and loyalty. With continuously promoting its brand, Haier also focuses on the invention and innovation, by 2008, the company has owned 8333 patents, among which some has reached and exceeded international standards, such as one of Haier products is wash machine which could clean clothes without any washing-powder, such invention successfully eliminates chemic components in the washing powder which could contaminate rivers. (Haier Homepage, 2009) Such characteristic has won the favor of customers who are environmental friendly. The internationalization of Haier product is divided into three phases, that is, “Going Out”, “Going In”, and “Going Upward”. Going out means Haier makes trial sell in the target market in order to be familiar with local market, the entry mode is just export. When a company decides to enter the international market, exporting from the home country is considered as the easiest and most common way to take first step in
the process of internationalization at much less risk in financial loss. (Ghauri P. & Cateora Ph., 2006, P.277). After experience accumulation, Haier would consider to establish its own marketing channels and manufacturing base in target region, which is its “going in” strategy. After promoting its product in target market, Haier would be not as famous as existing competitors and its products could belong to low level range to fill in market blank. After a series of business operation, local consumers gradually recognize Haier’s product, Haier would promote its high level products in target market and strive to become one of top competitors in target market.

After accumulation of knowledge about the market, Haier would be very brave to adopt localization strategy by using FDI to get roots in the market so that it is easier and better for Haier to compete locally. The thirdly, Going upward is the outcome of the first two phase’ successful operation. With product differentiation and localization, Haier is more capable to push itself forward to more foreign market because of the experience in overseas business, and enhanced problem solving ability that is the one to differentiate products. (Yuping Du, 2004)

**1.2 Cracking into the international market**

When the world economy is in trouble because of financial crisis, no matter how driving the economy growth was in any country before, these countries plunge into the growth of unemployment rate and inflation led by excessive liquidity. However, the Swedish economy is performing, inflation rate has been moderate, and Swedish financial system performs well. Although Sweden, as a very open economy, is experiencing the impacts of the global slowdown, GDP growth still maintain 2 percent in 2008, and probably slightly lower in 2009 but with a clear recovery by that year’s end. (IMF, 2009)

Sweden has 40.4 percent more purchasing power per citizen than the
European average. Within Sweden itself, purchasing power has little variation. It means Swedish have much disposable income, because purchasing power is a measurement of per capita disposable income after tax. (GeoMarketing, 2008). As for a company, it mainly pursue the profits, which makes it search the market with profits potential. The high disposable income is kind of symbol of nation wealth. It is more likely to make profits in such market.

For Haier, now it just simply exports very limited products to Sweden, it is “Going out” phase to be familiar with this market. The reason to choose exporting as its entry mode is that export can minimize the level of risk and lower commitment (Bradley F., 1995, P. 350-351)

1.3 Problem Statement

**Strategy Question:** How should Haier enter into Swedish home appliance market?

**Research Question:** How do marketing mix factors influence Swedish consumers’ buying decision making process when they choose household appliance?

1.4 Purpose of Study

The increase in international business and global corporations have changed traditional way to do business, including marketing research and have stimulated the needs for international marketing research, which is to gather data about customers in international markets, and to monitor trends in these markets, as well as to conduct research to help decision maker to choose the appropriate strategies. (David and George, 2001) The increase in the global business has highlighted the importance of the problems related to international research. In this project, the problems regards to the decision making in Sweden, this thesis collects information on this area and wish to
solve the problem as well as to make preliminary survey in Sweden for the focal company, Haier. Researchers aim to find out how marketing mix factors influence consumers’ buying decision in Sweden. Then give suggestions and recommendation to the focal company, Haier, to let it be familiar with the customers in future market and referring to the factors authors find, Haier could prepare itself and make adaptation to the customers.

1.5 Target Audience

As Wilson notes, it is necessary for researchers to think for the focal company to collect information, so that the results of the research could better grab the attention of focal company. (Wilson A, 2003, P.232) Our project could arouse the attentions of Haier, because the collection of the preliminary market data could be useful for Haier to better know the consumers in Swedish market.
2. Methodology

In the following parts, authors would introduce the methods carried out to study our topic and how these methods help author to answer our research and strategic questions, as well as how researchers collect the data that could be stretched out and used in our analysis. According to Wilson, researcher should divulge the sequential activities before going deeper into research, if the data and results in the paper could provide useful information for the marketing decision maker. (2003) Owing to the data collected and information in this paper, it could be useful for our focal company, Haier to understand Swedish consumer, so that Haier can prepare itself before really crack into this market. Therefore, it is necessary for us to introduce our plans to conduct the research.

2.1 Research process

Referring to Wilson’s research process involving 6 steps to conduct research, the authors would follow the six procedures to stretch out our research. In the beneath part, authors will dwell on our research process.

Select of Topic
Finding Problem and purpose

Structure Conceptual Framework
Theory Selection

Research Method

Collection Data
Primary and Secondary Data

Analysis of Data

Conclusion & Recommendation
2.1.1 Topic selection: Finding Problem and purpose

Owing to the authors' educational background is International marketing; our knowledge is related to marketing in international business, which is the field authors are interested in and familiar with. Through a year's study in this field, authors have mastered the use of theories to analyze the business operation in reality. This paper offers us with a valuable opportunity to observe and study international marketing from both theoretical and practical dimensions. In addition, both of authors are from China; The authors found out there was seldom Chinese home appliance products appears in Swedish market which is very potential one. In order to help Chinese white goods producers better understand the future market in convinces for them to entry into this market, authors decide to take advantage of the condition that the authors are in this market, so that the writers can better investigate the consumer personally. Made-in-China is very familiar by the consumers in the world, and there are the business presences of Chinese home appliance product in other European countries. For Sweden, its civil disposable income is much higher than European average (GeoMarketing, 2008). However, Chinese brand is absent, which is negligence of Chinese enterprises. If Chinese home appliance can win over sophisticated consumers in mature market, it is beneficial for Chinese companies to learn internationalization process quickly. Whereas Swedish consumer's buying habit on home appliance products is unfamiliar by Chinese companies, in this paper, authors particularly design the relevant conceptual framework to help us to figure out the factors impacting Swedish consumer decision making. In order to have a successful battle of entry into Swedish market, authors choose a famous Chinese home appliance producer as our focal company that has competitive advantage an experience of operating business overseas. To sum up, authors come up with strategy question, that is, how Haier enters into Swedish home appliance market? And research question is that how Swedish customer reflect Marketing mix factors in their buying decision making process when they choose household appliance.
2.1.2 Literature Review

After deciding the topic, authors log in the internet database of University library, where authors have access to useful information in the existing articles written by dozens authors. Their views and research shed the lights on the topics which is similar with ours. Their achievements inspire and instruct us throughout our thesis. The article that “Assessing the consumer decision process in the digital marketplace” introduce that the history of consumer decision process’ development, from which authors have chances to take a whole picture of several kinds of consumer decision process, thus authors can pick one most suitable for our research direction. In Evan’s Consumer behavior, this book shed us lights on the factors influencing consumer decision process, for example, cultural, situational, social, personal, and marketing fix, all which would impact consumer decision process, some of them relate to personal psychological level, which is hard for researcher to conduct research by questionnaire. Through studying, authors filter some components related to consumer’s mental activity, and choose marketing mix to measure how marketing strategy influence consumer decision process. By visiting Haier’s homepage, the author find its wide range of products, some of them could be competitive in Swedish market, because authors compare same types home appliance, Haier's products include from low-class to hyper high class, all range of products could be chosen by target market consumers.

2.1.3 Structuring conceptual framework

When authors build conceptual framework, authors have noticed some factors supposed to influence consumers impossible to monitor simply by survey with questionnaire. In order to maintain the accuracy of our results as much as possible, the authors filter these factors, such as cultural, social, situational factors which exert a subtle influence on consumer. Conversely, the authors have chosen a set of factors involving price, promotion, product, place, 4Ps, in short. 4Ps are the core concepts in marketing mix which is a kind of marketing
strategy. Although the surveys of marketing mix also involve subjectivity of both consumers and researcher, compared with situational factors and so on, the reliability is much larger. Our adaptation of consumer process model is EBM model, which is one of consumer process models, the reason why authors choose this one rather than others is its generality and applicability so that writers can combine it with marketing mix model as same time as guarantee these two models compatible to each other. (Thompson and Yon, 2001) the other part of our conceptual framework is comprised of marketing mix, which is a common analysis tool for the marketers. Regards that marketing mix is controllable factors for one company, company would pay more attention on mastering what they can control. In the international marketing task (Ghauri and Cateora, 2006, p.11), the authors can easily find there are many uncontrollable factors in both domestic and foreign market. Therefore, 4ps are the minority that company can take advantage of to impact targeted consumers.

2.1.4 Research Approach

Based on writers’ research question and purpose as well as data collection methods, researchers decide to adopt survey research to stretch out our research. In this work, authors develop a pre-code questionnaire and deliver the written document to Swedish citizens who are potential consumers for our focal company, Haier. The pre-code questionnaires are answered by sample group (Fisher, p. 158, 2004) According to Fisher notes, “the size of sample depends on the size of the margin of error and the size of population from which you are going to take the sample” (2004, p. 159) Consideration as the population of Sweden, the sample size is designed to 350 questionnaires. As for the margin of errors of +/-5 per cent is our standard to conduct our thesis.
2.1.5 Questionnaire development

In order to raise a questionnaire which have more response rate and easily to be analyzed, researchers develop our questionnaire while bearing in our mind some techniques. Fisher issues some tips that are relevant to our study, as follows, “1) Keep them as short as possible, 2) Give them a logical and sequential structure, 3) Divide the questionnaire into parts based on several your sub-objectives.”(Fisher, 2004, p.161) In terms of question formats, Fisher lists several question formats, dichotomous questions, multiple choice questions, checklists, rating scales, all the formats of questionnaire appear in our questionnaire. In the following part, our questionnaire would be presented and introduced to the audience the ideas behind questions.

In the authors’ questionnaire, all the questions connect to the factors of our conceptual framework, owing to which are our theoretical tools to answer our both strategic and research questions. Therefore, these questions are raised around each factor appearing in the model adopted. Reviewing our framework, there are two main parts involving in it, one is consumer decision making process, another is marketing mix, there are interaction between two. In marketing mix part, 4ps, including price, place, promotion, products, are authors’ hub around which authors come out with questions. As the same time, the answer that our interviewee give could reflect how the 4ps impacts their decision making, and the answer shows consumer’s preference about 4ps, so that the authors can come out the combines of 4ps that caters to Swedish consumer’s taste.

The authors raise several questions to figure out which advertising approach Swedish consumers comparably often touch, because if Haier entry into Swedish, it is unavoidable to promote its products, which needs the most effective advertising way to get close to its market segment, or Haier could have spent a lot of money on advertisement with little feedback from the
market. Therefore, the authors make some questions about promotion, as follows,

*If you plan to purchase small home appliances, what period are you prepared to purchase?*

*What channels you access to acquire information when you are prepared to purchase small home-appliances? You can choose some of them*

The authors also ask the impression of Swedish consumer to Chinese products in the view of origin country effects on consumer decision process. If the impression is not very good, Haier should need more promotion to correct the image of Chinese products, because negative feeling of Chinese products is related to Haier’s products.

- *What impression does Chinese product leave in your mind?*

Eugene’s research turned out that more than 80 percent of consumers in his survey visit the same store last time he or she visited. (1994) Therefore, if the authors find out the place where consumers often visit to buy home appliance, it means there are more chance for Haier’s product to get into the eyes of consumers, if Haier choose the right place to market its products. Therefore, in our research, the authors try to investigate the places where consumers often visit to purchase.

- *If you go to specialized store frequently, which specialized store did you go most often?*
- *What reason does the above place you chose attract you most? You are available to choose some of them*

- *Why do you visit the above place you choose? You can choose more than one choice.*
• *Where do you buy small home appliances usually?*

In the view of price factors, actually, it is the most important competitive advantage that Chinese products have. For our focal company, Haier is known as its performance/price ratio. The prevalence of Haier’s products in Chinese market to some extent is contributed by its low cost and high performance. Whether its pricing strategy is also suitable for Swedish market is in suspension. Therefore, in the questionnaire, the authors have some questions on this factor in order to find how price play role in the consumer decision process. In addition, the authors also mention some existing brand of home appliance, and ask interviewees’ view on the price of existing brands’ product; thus, it could become reference price for Haier’s products.

• *How do you think the price of small home appliances in Swedish market?*

• *How will you choose small home appliances between famous brand and infamous one, but much lower price?*

• *What brand do you think is of good quality and reasonable price? You can choose more than one*

In the questionnaire, the authors mentioned some products which are Haier’s famous one. Mainly, the authors want to whether potential consumers are interested in these products, if the results turn out to be positive, the authors can recommend Haier to promote these products at the beginning of entry Swedish market. There are a wide range of products in Haier, it is impossible for Haier to market all products, so it raises a question, which products are primary choices. Owing to there are many existing competitor’s products, if Haier promote the same types of products which would be swamped among many other existing brands in Swedish market, it would not achieve much
attentions from consumers. Therefore, in our choice of products of Haier, authors choose products with traits as the first foothold in Swedish market.

• *This Mini-refrigerator is rechargeable and enough small can fit into trunk for the convenient take for people who plans to go picnic and enjoy cold drinks like beer as well fresh food after long drive. Do you have interests to purchase such products at reasonable price?*

• *Mini-washing machine is much smaller than normal ones, and can be put under lavabo. Such product is used to wash people’s private clothes, like underwear; it can enable people washing private clothes, rather than using common washing machine, which others also use. Do you have interests to buy such product at reasonable price?*

### 2.2 Data collection

There are mainly two type of data source, that is, primary and secondary data. As results of different channel to gather data, primary and secondary data could complement and support to each other, to some extent, such integration of data could richen data in the project so that the arguments are more convincible and enhance the reliability of the thesis. In our work, there are two sources of our data, one is primary data mainly coming from the questionnaire of Swedish consumer, and our secondary data is from university’s database. Secondary data refers to the original and first hand information collected by authors. These data includes observation, experiments, interviews, survey such as questionnaires. (Ghauri and Gronhang, 2002, p.81) In this thesis, our primary data is from the questionnaire survey enclosed in appendix, which enables researchers to ask the questions of their particular project to obtain first handed data. (ibid)

As Ghauri and Gronhang noted, secondary data is the one from studies
already done by others, and there are two types of secondary data, that is, external sources and internal source, the former one includes published book and articles, the latter one refers to the information published by the focal company. (Ghauri & Gronhang, 2002, p.80) in our work, authors use some existing theory of others to build our conceptual framework through our university’s database and have access to know focal company’s product and the condition of Swedish market by visiting website.
3 Literature Review

In the following parts, authors would firstly relate other authors’ opinions about consumer decision making, then authors would mention the factors impacting consumer buying behavior already in theoretical field. It would include culture, social, situational, personal, and marketing strategy, all of which have impacts on consumer buying behavior. Among them, marketing strategy, the authors focus on marketing mix.

3.1 Consumer decision making

In the process of buying a product for consumers, there are 6 phases that consumer will possibly go through, that is, problem recognition that consumer realize his or her needs, information search that consumers through ads, personal contacts knows what kinds of product can meet his or her needs, estimation of multi-choices, buying decision making, purchase, post-purchase evaluation. Not all of these 6 steps relevant to consumer buying decision would be included depends on the extent of complexity. The study about consumer decision making is very comprehensive and so specific that each stage has been dwelled by other researchers. For instance, Beatty and Smith’s article divulge that the effort of consumer committed to search for information is positively connected with the step of purchase. (1987) Moorthy brought out a model that reveals the factors impacts on consumer’s decision making behavior and explains how the factors influence each other.
3.2 Culture Influences

Country origin affects the perception of a product in consumer’s mind so that some attributes is influenced. (Janda and Rao, 1997) Consumers often use country of origin as their evaluation tools to distinguish products’ quality and reliability when further information about the products has not been divulged. (Han and Terpstra, 1988) In such way, country of origin performs as informational function, because it gives consumers first impression on quality of the products, when the consumers are not familiar with the products. (Han and Terpstra, 1988) Moreover, country of origin can inspire consumers, for example, when the authors mentioned German quality, consumer would affirm the quality of the products under the condition without knowing any other information about the products. (Chaiken, 1980)

Product perception

Oriented-consumer marketing is more and more important. Different from the traditional marketing that is to sell and market what the manufacture produce, relationship marketing is more concern about what benefits consumer can get and whether the actual value meet perceived value of consumers. Therefore,
how consumer perceive the product is very important. (Rise and Trout, 1986)
Besides the product itself and the way to market, the service is also an important factor in the process of sales, because a part of value of products is accounted by the service before and after really sale, because physical surroundings of service environment can influence consumers’ affective and cognitive motives. (Wakefield and Blodgett, 1999) For example, department store, or peddle car, the place where the products are displayed can influence consumer’s perception of product and service quality.

3.3 Social influence

Reference Group
Three distinct uses of the term ‘reference group’ can be traced in the sociological literature and all of them are useful in consumer research. Anyone who can impact one’s behavior and buy decision is named as one’s reference group. (Bearden and Etzel, 1982) There are three traits in reference group, which are helpful in consumer research. Firstly, any social person belongs to one sociality circle, in which people share common value. Secondly, individual would like to joint such sociality circle. Thirdly, the activity of such sociality circle is agreed and taken by individual as own action. (Shibutani, 1955) Park and Lessig noted (1977), the influence of reference group can be concluded in three ways. Firstly, reference group actually is the brainpower of a consumer, when he or she consults information about the products he or she plans to buy. Reference group would provide some relevant suggestions and knowledge about the product or brand based on their knowledge. Secondly, the reference group would introduce the consumer to buy one product which accords with the preference in the group. Thirdly, reference group encourages its members to buy one products which could enhance their common image.
**Word of mouth**

Word-of-mouth is favored in many textbooks. Such means is considered as powerful weapons in market. (e.g., Henricks1998; Marney1995; Silverman1997) Bristor thinks word-of-mouth sounds like reliable and persuasive. (Bristor1990) such effectiveness is probably caused by the fact that consumers are more dependent on their reference group when they are making decision. The function of WOM is obvious when the consumer do not fully understand one product and starve for shortage of knowledge, because once WOM comes from experienced sources, such source is more easily accepted by consumers. (Bristor, 1990) Moreover, WOM information from trusty source can effectively solve the problem about low comparability and the absence of the potent way to search information about products. (Zeithaml and Bitner 1996)

3.4 Personal influence

**Age**

Rather than looking at the issue of age from only a chronological perspective, the authors can combine chronological age with other age perceptions (in Figure 5)

**Generation Y**

The people born in the period from 1977 to 1994 are categorized to Generation Y (Adam Smith Institute, 1998) some people summarize the traits of Generation Y, as follows, generation Y are more concerned about their private lives, which is embodied in the lives of generation Y, the clothes, the participation in more private group instead of community. Davidson (2003)
**Generation X**

The generation X is the group born from 1966 to 1976. One complex factor in Generation X has been believed to be individualistic, and doubts marketing activity. As Ritchie describes “Generation X dislike advertising … they dislike hype … overstatement, self importance, hypocrisy and the assumption that anyone would want to be disturbed at home by a sales man on the telephone (but) they do not reject the concept of conspicuous consumption.” (Ritchie, 1995: 159)

### 3.5 Situational influences

With deeper research in consumer behavior, the research has shed light on the situational influence on behavior. Ward and Robertson argued that there are more variables in situational factors than that of individual variables. (1973, p. 26)

Both individual and situational factors are so important that when researcher study consumer choices. (Engel, Kollat and Blackwell 1969) In academic world, theoreticians have reached common agreement that situation composes two dimension, time and space. (Belk, 1975) Situational influence sounds like environment, but latter one could cover more dimensions other than time and space. Situational influence, in common sense, covers physical surroundings influence which includes location, lighting, aromas, sound, temperature, collocation of merchandise and other physical surrounding which can influence consumers.

### Shopping motives

Although there are many theories of shopping motivation, no one theory has become dominant in the retailing literature. The variety of shopping motives that have been suggested in the literature (e.g. Tauber 1972) (in the Figure 6) are summarized and framed by the motivational typology described by
Westbrook and Black (1985). This typology posits that shopping motives fall into three categories: product-oriented, experiential, and a combination of product and experiential. In the first case, a store visit is motivated by purchase’s needs or the desire to acquire product information.

As for shopping motives, there are several ways to categorize the type of shopping motives, Westbrook and Black, called typology, in short (1985). The first class of shopping motives includes three varieties, as follows, product oriented, experiential, and the integration of these two kinds. Product orientation motive refers to consumers’ desire and demand to ask for information of products. (Martin, Ahmad, and Gordon, 2006) Experiential motives emphasize hedonic orientation, which becomes more and more important factors in consumer behavior. (Hirschman and Holbrook 1982) Hereby, it relates to the enjoyment of visiting in store or mall. (Bellenger and Korgaonkar 1980)

- **Personal motives**: role-playing, diversion, self-gratification, learning about new trends, physical activity and sensory stimulation.
- **Social motives**: social experiences, communication with others, peer group attractions, status and authority, and pleasure in bargaining.

Figure 5 made by author

The last motive category combines product and experiential elements, and occurs when the store visitor seeks to satisfy a purchase need as well as have a pleasurable recreational experience in the outlet. For example, a person may visit an outdoor equipment store in order to purchase hiking gear, but also to participate in enjoyable conversation about hiking experiences with a salesperson or other patron.
Westbrook and Black (1985) (Figure 9, P18) argues “the experience of satisfaction is necessarily a direct indicator of motive strength” and “the potency of motivation is revealed by the level of subjective satisfaction experienced by the organism.” What they say implies that there must be the connection between shopping motive and the preference such as satisfaction.

3.6 Marketing Mix

A company would design its own marketing mix to meet its target customers’ demands. There are four key factors in marketing mix, product, price, promotion, and place, 4P, in short. (Jobber, 1995, P.15) Four P aims to influencing consumers’ buying decision in the eyes of marketer. (Kotler, 2003, P.17) For marketers, four Ps is a set of tools to make their products more attractive to potential consumers than other competitors’ set of 4 P.

![Figure 6 Source: the authors adopted from A Framework for Marketing Management (Kotler P.,2003, P12 )](image)
3.6.1 Product
This factor relates to marketer’s offerings. Marketer would decide what offerings would be provided with consumers. (Jobber D, 1995, P.15) Products factor involves design, function, characteristics, packaging, quality, and so on, which is the portfolio of a product’s attributes supposed to present to potential consumers. With the changing taste of consumers, product attributes would be changed and combined to cater to new taste of consumers. To develop the business, companies would update the products and the attributes in products. (Kotler P, 2003 P.12.) products or services in the market from born to death would be through 4 steps, as follows, introduction, growth, maturity, decline. The question that which phase the offerings locate can lead to different marketing strategy.

![Perspectives of the product life cycle](image)

Marketing objectives

- **Introduction**: Create product awareness and trial.
- **Growth**: Maximize market share.
- **Maturity**: Maximize profit while defending market share.
- **Decline**: Reduce expenditure and milk the brand.

Source: Ghauri & Cateora, 2006

For standardized product, maturity phase probably is the phase that such product settles. Standardized products are the ones that are produced without big difference but sold in different market. Through standardized products sold in multi-markets, producer could achieve economic scale and reduce the cost to product differential products, so that producer can make unit product lower price and then make price more competitive. (Ghauri P. & Cateora P, 2005)
3.6.2 Price

“The amount of money charged for a product or service or the sum of the values that consumers exchange for the benefits of having or using the product or service” (Armstrong and Kotler, 2003, p. 353) Price is very important and obvious factor both for marketer and consumer. Whether the offering has right price really matters the sales of offerings. If the price is too high compared with expectation of consumers, there is no enough market existing, which implies the products fail to generate the volume, thus negatively affects the revenue out of sales. If the price is too low, even though sales are guaranteed, the offerings still fail to generate profits. The situation above is caused by frustrated pricing strategy, which forces the company to face the shortage of the fee of overhead and product’s innovation. Pricing strategy includes cost leader pricing, penetration pricing, pricing skimming, and differential pricing.

3.6.2.1 Cost leader pricing

This pricing strategy requires producer to produce goods at certain level of quality at the comparable low cost. On one hand, the producer could sell the products at average prices, but as a result of lower cost, the producer could have a larger profit margin. On another hand, the producer can sell its products at lower price than other competitors in order to make the price more competitive, thus it can be easy to attract consumer’s eyeball and enhance the price factors in marketing mix which positively influence consumer’s decision making. (Porter, 1980) Although, the producer makes fewer profits, it can obtain more market share and the loss of profits is counteracted by its lower cost of production. In addition, the producer could make itself out of other rivalry, because the consumers who like bargain can be tempted by the products at lower price, in such way, producer can effectively market its products and enhance brand recognition, and draw consumer’s attention, probably more effective than ads.
“Cost leader pricing might be used to sell off or stimulate interest in products considered to be in the maturity or decline stage of their life cycle.” (Business Bureau-UK, 2009)

3.6.2.2 Penetration pricing
Penetration pricing is suitable to be adopted when the product is in the introductory phase of product life cycle. This type pricing strategy helps the company to set foothold for its products in the target market. In such strategy, the price of products is lowered on purpose to entice as large potential consumer’s attention as possible. Penetration pricing strategy can effectively avoid other rivalries from occupying the target market and from imitating the company’s product and sell it at lower price, because for that case, competitors should invest to innovate the existing product and market it, and the existing products have be sold at low price, which decrease the possible profit margin of imitated products. (Business Bureau-UK, 2009)

3.6.2.3 Price skimming
Compared with Penetration pricing, price skimming is the opposition. This type pricing strategy increases the price on purpose in order to retract the costs and make immediate profits. This pricing strategy is applied under the condition that the product is in introductory phase and there is not many competitors existing in the market.

3.6.3 Promotion
Promotion includes advertising, personal selling, sales promotion, direct marketing, sponsorship and public relations. It aims to let consumers know the company’s offerings, realize the value in the offerings and benefits that consumer can obtain from the products. Promotion mix is one aspect of company’s strategy to enhance brand image and recognition. (Kotler P., 2003, P.12)
Promotion is the important means to let one offering go known by public. Through frequent exposure of products, promotion leave the impression in consumer’s minds, which could impact consumer’s decision making, when they fact many alternatives. If put other factors aside for a while, to some extent, promotion is positively related to the sales of products. Promotion involves several techniques, as follows,

Utilization of Advertising Agency

If the company want to promote its products in certain market, but it is unfamiliar with the target consumer in specific market and it has no substantial experience in operation of business overseas. To find a advertising agency in which professional personnel has rich knowledge about the market, is a rational and promising approach for the company lack of knowledge and experience.

Personal Selling

It is very direct way for the company to communicate with consumers, and know what they are considering and what is their preference. Through personal selling, the company builds the bridge with consumer based personal level. The problems can be solved presently and the question can be answered directly from the consumer. In one words, it is a very quick and effective, way to communicate with consumers.

Advertisement

Advertising can either be concentrated on the general image of the company or a specific product for example a special offer. There are several types of advertising, as follows, Television, radio, newspaper and magazines, travel trade press, posters, cinema, exhibitions and trade fairs, internet and so on. The publish of advertisement on television is the most expensive compared with others; it would cost companies much in few minutes or even seconds.
However, it does not the more expensive the advertisement is, the more effectively products can reach potential consumer’ eye, if the company fails to figure out the time of watching television of consumer, for example. Therefore, company should know what mass media approach potential consumers mostly participate, or all efforts are in vain.

3.6.4 Place (Channel of distribution)
Place relates to distribution channel, the effective and stable access to end consumer at right time, place, condition. Owing to distribution channel to some extent depends on external logistics, which could involve retailer or wholesaler. Producer should choose right retailer or wholesaler in charge with pass the producer's offering to end consumer at efficient cost. (Jobber D., 1995, P15-16) the cost of distribution channel could influence the price factor of products, thus, indirectly impact on the perceived value of consumer. Therefore, marketer are supposed to overcome the obstacle in the channels and build strategic and cooperative partnership with distribution so that to warrant the quality of distribution at reasonable price. (Kotler P., 2003,P.12.)

Several categories of intermediaries are listed below: Agents or brokers, Merchant: Distributors or dealers, Franchise, Wholesalers, Retailer: (Paul, Chris & Kelly, 2008, p.563) Company has to recognize their specific locations in the channel of customer marketing and their roles in which they has to play. Manufacture is the one who is in charge of producing the merchandises. Wholesalers are the ones who stock merchandises in advance before merchandises entering into the next level of distribution. In most condition, they wish vend merchandises in large volume. Distributors or dealers are the ones who provide spare parts, vend inventory and responsible for after-sales service. They receive merchandises from wholesalers and wish to vend what they got to retailers in a smaller volume. Retailers are the ones who sell merchandises to final consumers directly. Generally, Franchise is the one who
is perceived as one kind of retailer who has subscribed contracts to vend merchandises based on the demand of franchisor who is the proprietor of the primal merchandises (Paul, Chris & Kelly, 2008, p.563)

Customers think much of store location and store location is considered to be criteria of relative importance for shoppers to select shopping items. (Baltas and Papastathopoulou, 2003) In most condition, commodities are sold in well-known store were believed as superior to those sold in infamous store when compared with quality, variety name, packaging, warranties and brand name (Omar, 1996) Customers are endowed with distinguishing abilities when confronted with stores with different varieties, thus they are capable of differentiating which stores are of high-quality and which ones are not. Generally, non-convenience stores which are equipped with a great deal of diversified goods, capacious space, and circumspect services are perceived as high-quality compared to convenience stores, although which are characterized by more personal attention, easy to access and near to dwelling. When weekends are approaching, there are customers flowing into department stores or supermarkets to select purchasing items, especially some home appliances or daily necessities rather than other retail formats such as grocery stores (Uusitalo, 2001 ) Moreover, while customers needs to

Figure 3: Consumer marketing Channel
Source: Kotler & Keller, 2006, p.474, made by the authors
purchase a new set of white goods like refrigerator or freezer, they favor to shop in a specialized stores where they can receive professional advices and special –assistance (Moschis et al.2004)
4. Conceptual Frameworks

“The consumer decision model is an attempt to theoretically stimulate the decision-making process of consumers. One of the advantages of the EBM model is its generality and its applicability to a wide range of situations”.( Thompson and Yon, 2001) Owing to its generality and applicability, this model can be used our research foundation on which researchers develop a branch adoption of marketing mix. Regarding to the closed connection between two models and applicability of them, researchers combine these model according to our research question. In the above literature review, the authors have mentioned several factors which could influence consumer decision making process. Some of the factors related to abstract level, such cultural, situational ones that hardly can be observed, therefore, it is very difficult for researcher to survey and analyze, If there was not marketing mix to specify the model, the generality of consumer decision models seems too big to finish. Through the knowledge of factors impacting decision making process, researchers find marketing mix plays important role in consumer’s decision process, and the information about the 4ps factors are comparably easier to be collected, which could be useful for the company to scheme its marketing strategy. In the fierce competition, companies spare no efforts to influence consumer’s buying decision in order to make profits and survive in the business jungle. Marketing mix are very common tools to distinguish one company’s product from others. Referring to their product with different attributes, companies try to fit into their niche, the target market segment through deploying particular factors in marketing mix, because the factors in the marketing mix are controllable factors for company and can effectively influence the decision of consumers when they are choosing products. Therefore adoption of one model below could help us to answer research question
Figure 7 (Made by Author)
5. Empirical Data

As the authors know Haier, as the largest manufacturer of white goods in China, possess has a very wide range of products in white goods and brown goods (digital and personal product), including Refrigerators, Air-conditioners, Washing Machines, Water Heaters, Kitchen Appliances, Color TV, Mobile Phone and Computers.(Haier Homepage, 2009) owing to its too wide series of products, it is impossible to market all products in Swedish market in short term. Therefore, the authors choose two symbolic products which probably sharpen Swedish consumers’ interest. In the following part, the authors would get more details about these two products.

5.1 Mini-Washing machine, Whiz Kid of Haier

Whiz kid fully solved several problems that global consumers have, firstly, the problem of seasonal washing, because in summer, people would sweat much more, so that people’s clothes are easy to get collar and sleeve dirty. If choosing big washing machine, it would cause inconvenience, and much more fee of water and electricity. Secondly, Healthy Problem: With people’s growing concerns about health, it is more necessary to separate one’s clothes from others, especially, people’s underwear, because there is a chance that crossing infection happens when one wash clothes after one having health problem. Especially for the kids, they have vulnerable immunity system. In addition, baby’s skin is tender, if using the same washing machine. Babies’ clothes unavoidably catch the detergent left by washing adults’ clothes. Relative analysts note there are three reasons contributing popularity of Haier whiz kid. Whiz kid is the vanguard, it has profound knowledge of consumers’ needs, after the consisting innovation of technology, the range of whiz kid has developed the 18th generation, the whiz kid also has the function like bactericidal, disinfect, detergent-free other than more suitable volume.(B770, 2009)
Whiz kid entirely adopts streamline and curved sculpt, the washing body has a compact structure and shrinks the volume of the entire body by narrowing down a distance between the washing body and the sleeve as well as the internal pail and the external pail to cater to requirement of small living area in modern family. Haier’s whiz kid also adopts an internal pail of stainless steel and has a washing capacity of 5kg to cater to demands of different kinds in a family. In addition, its unique double ten function, which is capable of fast washing in 5 minutes and has ten series of water level available to choose. Fast washing in 10 minutes means clothes of a little stain can be finished washing, bleaching, dehydrating within 10 minutes and the whole process accelerates the speed of washing maximally and enhances washing efficiency. Ten level of water selection means it is available to choose a suitable level of water from the ten level of water according to the amount of how weight the clothes are. It is very accurate to control the amount of water used in order to save water, people can wash small set of clothe items by using a washing machine with large volume. Besides it, Haier’s washing machine adopts intelligent and blurry control, which is capable of automatically selecting an appropriate procedure based on the weight and quality of clothing items. Moreover, people are able to observe the condition of washing machine more direct and convenient through the digital screen. It brings a healthy life to us by its unique function of pail desiccation which utilizes the winds produced by a high-speed rotation in the pail to dry the internal and external pail as well as stop germ breeding in it. (Apinpai, 2009)

5.1.1 The traits of Haier car refrigerator
Portable warm-cold refrigerator is favored by our door people and drivers, in broiling summer, portable refrigerator can provide the cool beverage with these people. In cold winter, this refrigerator also offers people warm food and drinks. This product is light-weighted, and easy to be carried. Haier car refrigerator utilize semiconductor to generate coldness and warm, so it avoids
the noise and chlorine pollution caused by compressor and cold-producing medium. Owing the above trait, it consumes less electricity. Haier portal fridge can use 220v power source in household, if when the place without alternating current, this fridge can be inserted to the cigarette lighter socket in the car, it is very convenient for consumer to recharge the refrigerator. The usage of this kind of fridge is very easy, before the trip, people push the button of cold or warm, and connect to power supply. Or during the trip, connect to cigarette lighter socket. In most two hours, the refrigerator would produce the temperature wanted. The warm function of Haier fridge is designed to keep food warm rather than warming food, but if the food is stored for comparable longer time, for example, 2 hours, it also can warm food, at 65 degree, maximum. For Haier, it has various series of mini car refrigerator, the following is all kinds of products as well as some index.(News, 2009)

5.2 Results of Survey
In the following part, the authors would present the results of the questionnaires designed that are distributed by 350 respondents. Owing to most part of the questionnaire is multiple choices question, the authors would figure out the proportion of the amount. The rest questions refer to the opinions and make respondent record their own opinions. Author would conclude and summarize respondents’ opinions in short.
In this thesis, there are 350 respondents involved in our survey. According to the results of the first question, there are 173 male respondents, and 177 female respondents, respectively accountable of 49.4 percentages, and 50.6%.
In the question 3: Which following factors attract you most, when you choose small home appliances? You can choose more than one.
A. Functions     B. Quality   C. Brand   D. Price   E. Appearance
F. Brand         G. Size      H. latest product I. Energy-efficiency J. Product once used K. Recommendation of friends L. Whether there is
advertisement about the product (the existence of advertisement)

In the following chart, the authors count the amount of each option and count the proportion of one specific option in the former. Therefore, the authors can use a percentage number to express and highlight each option frequency chosen. In other question that respondents can choose more than one option, the authors also use the same statistic methods, in order to avoid misunderstanding, hereby, introducing how to count and get the results of percentage.

![Factors influencing Swedish consumer decision-making](image)

In the question 4: how will you choose small home appliances between famous brand and unknown one, but at much lower price?

A. Buy famous one  B. Buy unknown one  C. Depend on circumstance, the frequency of use of the product, if the frequency is high, I tend to buy the product with famous brand.

168 respondents choose option A. In their experience of buying small home appliance, they tend to buy the products with well known brand. Only 23 out of 350 respondents choose option B, buying unknown one. the rest, 159
respondent buy small appliance depending on the frequency of use of products. Once the frequency of use is high, they think products with famous brand could guarantee the quality and function well.

In Question 5, the authors introduce one famous of Haier products, Mini-refrigerator, which is very popular in domestic and some overseas markets. This Mini-refrigerator is rechargeable and enough small can fit into trunk for the convenient take for people who plan to go picnic and enjoy cold drinks like beer as well fresh food after long drive. In authors’ options, by using semantic differential question, in which respondents can rate the extent of interest to the focal product can be more accurate. The results are as following.

<table>
<thead>
<tr>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>10%</td>
<td>38%</td>
<td>21%</td>
<td>19%</td>
<td>12%</td>
</tr>
</tbody>
</table>

In the successive Question 6, the authors investigate the perceived price of potential consumers, which price of mini-refrigerator the consumer think is reasonable and feel interested. 153 out of 350 respondents choose option A 500-700 kronor and 131 people get B 700-900 kronor, there are 43 and 23 respondents, respectively choose option C and D.
In the question 7, the authors give short introduction about the second focal product, mini-washing machine, which is used to wash people's private clothes, like underwear, it can enable people washing private clothes, rather than using common washing machine, which others also use.

Question 8 is the successive one of Question 7 in order to figure out the price at which potential consumers would buy mini-washing machines. 223 respondents think the price between 500-700 kronor would be reasonable and attractive. 72 and 55 people take option B and C apart.

Owing to the origin country is one of factors influencing consumer decision making, and both of focal products are from China, it is necessary to investigate the attitude of Swedish consumer towards Chinese products. In this product, the authors design semantic differential question to measure the impression of Swedish consumer upon Chinese product.
In the question 10th, the authors suggest respondents write down the opinion about Chinese products, so that the authors can know the good points of Chinese product, what is not. Regarding to the amount of questionnaire, it is unnecessary to sort out all comments from respondents, but the authors have concluded some typical view from both sides. First of all, the cheap is common words to describe Chinese products. The dispute begins from views on quality. People with the idea that Chinese products are great, believe the performance/price ratio is high enough, quality is good, and the price is lower also. The rest people think Chinese product is only cheap, but its quality is not reliable.

In Question 11, the authors list several methods to advertise the products, like poster, TV advertisement, newspaper, radio, internet, recommendation of friends, introduction of sale personnel, and others in order to find the channels consumers access to know the products. Respondent can freely choose more than one option according to personal buying experience.
About question 12th, more than 75.4% of respondents purchase small home appliance without care about sale promotion, but in any time they need. Only 24.6% people would plan to buy based on the period of sale promotion, promotion activity of retailers is more attractive for this group of consumers.

About question 13th, more than half of our respondents in our survey at large think the price of small home appliance in Swedish market is high but acceptable. The choices of the rest of respondent spread in option A. too high, C, reasonable, D don’t know, 58, 62, and 51 respectively. 179 respondents choose option B, high, but acceptable.

The question 14th refers to the place of consumers’ buying. First of all, the authors categorize specialized home appliance store, and non specialized store, as well as non traditional store, internet. 253 respondents usually buy their small home appliance in specialized store, 69 buy such products in supermarket also selling others commodities besides small home appliance, only 24 respondents choose internet as the means to buy favored products. In the question 15th, the authors design the question aiming to figure out the preference of consumers to the place, it will help us to give advices to the focal
company so that it can better know the place factors in the marketing mix. In this question, respondent still have right to choose more than one option. In our 5 options, they respectively stand for the 4 factors in the marketing mix, A wide variety of products, B products with lower price, C more sale promotion, D good after sale service, E convenience. Our results turn out there are 167 respondents chooses option A, 138 opt B, only 33 people choose such store because of the sale promotion, 125 people tend to buy small home appliance in the store where provides good after sale service. 96 respondents choose store based on the location convenience.

In the Question 16th, the authors list several specialized home appliance chain stores which scatter all over in the Swedish market. If the company has the knowledge of the place where consumer often visit and buy thing, it would help the company market its products in the right place.

![Pie chart showing the percentage of choose certain home appliance stores]

<table>
<thead>
<tr>
<th>Store</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A, On-off</td>
<td>2%</td>
</tr>
<tr>
<td>B, Media-mart</td>
<td>36%</td>
</tr>
<tr>
<td>C, Expert</td>
<td>10%</td>
</tr>
<tr>
<td>D, Siba</td>
<td>14%</td>
</tr>
<tr>
<td>E, Elgiganten</td>
<td>32%</td>
</tr>
<tr>
<td>F, Others</td>
<td>6%</td>
</tr>
</tbody>
</table>

In the successive question 17th, the authors want to know what points of the above store respondents choose attract consumer to purchase.
In the last question, the authors try to know the preference of payment of Swedish consumer. There are two options, A payoff one time, B, Divided Payment. People choosing option A are outnumber the ones choosing B, that is 316 against 34.
6. Analyses

In the following part, the authors will analyze what preferences of Swedish customers are when they select home-appliance based on the results of the questionnaire. Given that there are 173 male consumers compared to 177 female consumers taking part in our investigation, it convinces audiences that the sexual distributions of the people the authors research are relatively even. In addition, authors mainly focus on the target groups who are belonged to Generation X or Generation Y, thus what the questionnaire reflects mostly the preference of the aging groups fell into such two generation categories.

6.1 Product

*Factor influencing consumer purchasing decision*

<table>
<thead>
<tr>
<th>Name</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.Functions</td>
<td>10.4</td>
</tr>
<tr>
<td>B.Quality</td>
<td>20.8</td>
</tr>
<tr>
<td>C.Price</td>
<td>22.9</td>
</tr>
<tr>
<td>D.Appearance</td>
<td>8.3</td>
</tr>
<tr>
<td>E.Brand</td>
<td>4.2</td>
</tr>
<tr>
<td>F.Size</td>
<td>3.9</td>
</tr>
<tr>
<td>G.lastest product</td>
<td>2.4</td>
</tr>
<tr>
<td>H.Energy-efficiency</td>
<td>17.4</td>
</tr>
<tr>
<td>I.Product once used</td>
<td>2</td>
</tr>
<tr>
<td>J.Recommendation of friends</td>
<td>2</td>
</tr>
<tr>
<td>K.Whether there is advertisement about the product</td>
<td>1.8</td>
</tr>
</tbody>
</table>

(Table 1, from questionnaire)

According to the result of the table above, the authors observe that Swedish consumers take Price factor as the first consideration as they select home appliance, because our respondents choose price option most with 22.9%, thus the authors speculate they are relative sensitive to price of a product. At the same time, a record, which is of 20.8% also demonstrate that Swedish consumers are inclined to focus on Quality of a product when they choose home appliance, followed by a percentage of 17.4% on Energy-efficiency that is taken as the third reference as Swedish consumers selecting home appliance. It implies that Swedish consumer are supposed to be defined as a conscious consuming group who are strongly influenced by its subculture, that
is always in a pursuit of a product with a energy-saving characteristic. (Schouten and McAlexander, 1995)

**The likely scale about preference of Swedish consumers toward mini-refrigerator**

<table>
<thead>
<tr>
<th>Name</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, Strongly interest</td>
<td>10</td>
</tr>
<tr>
<td>2, Interest</td>
<td>37.7</td>
</tr>
<tr>
<td>3, No Preference</td>
<td>21.1</td>
</tr>
<tr>
<td>4, Less interest</td>
<td>18.9</td>
</tr>
<tr>
<td>5, Poorly interest</td>
<td>12.3</td>
</tr>
</tbody>
</table>

(Table 2, from questionnaire)

In the Table 2, it records how much Swedish consumers favor mini-refrigerator the authors introduced. Based on the questionnaire, authors find that Swedish consumers choose the option of Interest most with a proportion of 37.7%, which gives the authors a hint that it is likely that Swedish consumers would like to purchase the product authors introduced derived from a Product orientation motive (Martin, Ahmad, and Gordon, 2006). Besides it, there are 10% of the respondents who express a strong interest to mini-refrigerator. As they read the portable size and unique function characterized by mini-refrigerator in authors’ questionnaire, they always inquire the detail information about the product further. According to results of survey, 10% percentage of Swedish consumers who have strong interests in mini-refrigerator are willing to try our product, so that it enables Haier’s mini-refrigerator to land on the Swedish market possible.

**The likely scale about preference of Swedish consumers toward mini-washing machine**

<table>
<thead>
<tr>
<th>Name</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, Strongly interest</td>
<td>19.1</td>
</tr>
<tr>
<td>2, Interest</td>
<td>38.6</td>
</tr>
<tr>
<td>3, No preference</td>
<td>22.6</td>
</tr>
<tr>
<td>4, Less interest</td>
<td>11.7</td>
</tr>
<tr>
<td>5, Poorly interest</td>
<td>8</td>
</tr>
</tbody>
</table>

(Table 3, from questionnaire)

From the Table 3, the proportion of Swedish consumers who feel interested in mini-washing machine is of 38.6%, which is higher than the proportion of them choosing the other four. This result tells the authors that mini-washing machine
is attractive to Swedish consumers and it is possible that Swedish consumers are willing to purchase one considering its advantage in terms of dapper size and unique function. In addition, there are 19.1% of the respondents who express having strong interests in mini-washing machine. As they finished out the questionnaire, they always hope to inquire some details about the mini-washing machine further by an e-mail or through face-to-face communication.

*Rating scale about opinions of Swedish consumers toward Chinese product*

<table>
<thead>
<tr>
<th>Name</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, Excellent</td>
<td>9.7</td>
</tr>
<tr>
<td>2, Good</td>
<td>12.3</td>
</tr>
<tr>
<td>3, Neutral</td>
<td>20.9</td>
</tr>
<tr>
<td>4, Not good</td>
<td>37.7</td>
</tr>
<tr>
<td>5, Poor</td>
<td>19.4</td>
</tr>
</tbody>
</table>

(Table 4, from questionnaire)

In the Table 4, it reflects the attitude that Swedish consumers show toward Chinese products. With regards to the data collected, the authors realize that Chinese products has bad images in Swedish consumer's eyes, authors think it is mainly resulted from a poor and not reliable impression in the quality of Chinese product. Just as authors find out 37.7% of the respondents answering Chinese product that is not good, the authors believe that most Swedish consumer do not think it is worth to purchase product made in China. Besides it, Regarding to what the result reflected, there are also 20.9% of the respondents who neither like nor dislike Chinese product, country origin actually affects the perception of Chinese product in Swedish consumer's mind. And it will set an obstacle when Haier entering into Swedish market because of the attitudes Swedish consumers show toward Chinese product is already bad. Just as how consumer perceive the product is very important (Rise and Trout, 1986), it would be a big challenge For Haier to attract Swedish consumer to its own products due to existing bad images about Chinese product which is already left in Swedish consumer's eyes.
6.2 Price

The percentage of price preference about Mini-refrigerator

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.</td>
<td>500-700kr</td>
<td>43.7</td>
</tr>
<tr>
<td>B.</td>
<td>700-900kr</td>
<td>37.4</td>
</tr>
<tr>
<td>C.</td>
<td>900-1100kr</td>
<td>12.3</td>
</tr>
<tr>
<td>D.</td>
<td>1100-1300kr</td>
<td>6.6</td>
</tr>
</tbody>
</table>

(Table5, from questionnaire)

In the Table5, it displays that most Swedish consumers favor the price of mini-refrigerator if that is fixed between 500—700kr, and 700-900kr because of 43.7% of the respondents choosing the least price scope, that is 500-700kr and 37.45 % of the respondents who choose the price that is between 700-900kr.

The percentage of price preference about Mini-washing machine

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>A.</td>
<td>500-700kr</td>
<td>63.7</td>
</tr>
<tr>
<td>B.</td>
<td>700-900kr</td>
<td>20.6</td>
</tr>
<tr>
<td>C.</td>
<td>900-1100kr</td>
<td>15.7</td>
</tr>
</tbody>
</table>

(Table6, from questionnaire)

In the Table6, it illustrates that 63.7% of the respondents prefer what the mini-washing machines costs at the price between 500kr-700kr. It shows the authors that Swedish consumers are willing to accept a mini-washing machine with a low price. However, the respondents who choose the price between 700-900kr and the price between 900-700kr separately occupies 20.6% and 15.7% of respondents.

In the end, based the data collected, there are 51% of the respondents who believe that the price of small home-appliance in Swedish market are high, but acceptable, followed by 17.7% of the respondents who support the current price of small home–appliance in Swedish market, Swedish consumers are capable of accepting a product if it spends a little bit more. Furthermore, the data has reflected that Swedish consumers are getting used to accept a
product with a relative high price. It would not advisable if only depressing the price of mini-home appliances authors introduced due to that it is likely to cause a distorted impression that Haier’s products are not reliable and not of the same quality as the other brand in Swedish market.

6.3 Promotion

*The percentage of Channel preference to acquire information*

<table>
<thead>
<tr>
<th>Name</th>
<th>Percentage%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Poster</td>
<td>8.7</td>
</tr>
<tr>
<td>B. TV advertisement</td>
<td>8</td>
</tr>
<tr>
<td>C. Newspaper advertisement</td>
<td>12.3</td>
</tr>
<tr>
<td>D. Radio</td>
<td>0</td>
</tr>
<tr>
<td><strong>E. Internet</strong></td>
<td><strong>32.8</strong></td>
</tr>
<tr>
<td><strong>F. Recommendation of friends</strong></td>
<td><strong>24.6</strong></td>
</tr>
<tr>
<td>G. Introduction of sales personnel</td>
<td>10.4</td>
</tr>
<tr>
<td>H. Others</td>
<td>3.2</td>
</tr>
</tbody>
</table>

(Table 7, from questionnaire)

In the Table 7, it shows us that there are 32.8% of the respondents who favor to acquire information through Internet. It provides us with valuable information that Internet becoming an imperative channel from where Swedish consumers search for information about the product they are falling interested in. Therefore, reinforcement in promoting small home appliance in the Internet would be important if Haier schedules to expand its own business in Swedish market. Besides it, as there is 24.6% of the respondents who really care about what their friends recommended while they are prepared to buy a product, it is obvious that, the word of reference group is quite convincing particularly when being as the third party who provide consultative information about the product the asker who plans to purchase. (Park and Lessig noted 1977)

In the end, regarding to the primary data, majority of Swedish consumers don’t care purchasing small home appliance whether it is during a period of promotion because of 75.4% of the respondents who choose the option of buying the product at any time if needed, even without promotion compared to
only 24.6% of the respondents who answer that they would consider promotion as a main reason to purchase small home appliance.

6.4 Place

*The percentage of preference to choose specialize home appliance stores*

<table>
<thead>
<tr>
<th>Name</th>
<th>Percentage %</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. On-Off</td>
<td>2</td>
</tr>
<tr>
<td>B. Media-Markt</td>
<td>36</td>
</tr>
<tr>
<td>C. Expert</td>
<td>10</td>
</tr>
<tr>
<td>D. Siba</td>
<td>14</td>
</tr>
<tr>
<td>E. Elgiganten</td>
<td>32</td>
</tr>
</tbody>
</table>

(Table 8, from questionnaire)

In the Table 8, 36% Swedish consumers going to Media-Markt mostly, followed by 32% of them who are willing to go to Elgiganten a bit less. However, compared to only 10% and 14% of Swedish consumers who choose to go Siba and Expert separately, it is clear that Media-Markt is one of the best favorite specialized store where Swedish consumers mostly often visit and Elgiganten ranged as the second. Therefore, it is possible that Haier’s mini-small home appliances could be received maximum public exposure if it is capable to have a display platform in such two specialized stores. At the same time, a high-frequency of visiting records in these two specialized stores implies that both Media-Markt and Elgiganten are the places where Haier wins Swedish consumers most possibly just as most of Swedish consumers who favor to select small home appliance in there.

*The percentage of reason to choose a specialized store*

<table>
<thead>
<tr>
<th>Name</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A. Product quality and after-service</td>
<td>34.80%</td>
</tr>
<tr>
<td>B. Quality of personnel</td>
<td>24.80%</td>
</tr>
<tr>
<td>C. Shopping surrounding and brand activities</td>
<td>20.50%</td>
</tr>
<tr>
<td>D. Unique brand atmosphere</td>
<td>10.60%</td>
</tr>
<tr>
<td>E. Provide with relaxing place (e.g. coffee bar)</td>
<td>9.30%</td>
</tr>
</tbody>
</table>

(Table 9, from questionnaire)

In the Table 9, it demonstrates of what Swedish consumers think much as they visit a specialized store. It is pretty clear that Product quality and after-service
which is an important factor that affects Swedish consumer to choose which specialized store to go because there are 34.8% of the respondents who express positive feeling to Product quality and after-service. In addition, quality of personnel is also closely related to whether Swedish consumers prefer to visit one specialized store due to 24.8% of the respondents who pay attention to Quality of personnel in one specialized store. Therefore, the quality of product and after-service, as well as quality of personnel, are strongly influence Swedish consumers to make a purchasing decision when they select small home appliance. Furthermore, regarding to the data reflecting 20.5% of Swedish consumers who also take into account the shopping surrounding and brand activities as they shopping around the specialized store of home appliance, authors think the physical surrounding like the location, lighting, and display of merchandise also encourage them to decide to purchase in the end. (Belk, 1975)
7. Conclusions

In order to answer the research question, the authors come up with our conceptual framework to analyze the question. The theoretical framework is constituted by two models, EBM and Marketing mix, owing to these two models have close connection and are generality to be compatible for each other. In order to better answer research question, the authors designed the questions based on the conceptual framework, which covers four factors of marketing mix, thus reflecting how these factors influencing Swedish consumer’s decision making. In addition, considering limited time and wide product options, the authors focus only two products of Haier, that is, mini-refrigerator and mini-washing machines. The authors distribute three hundred and fifty copies of questionnaire to different respondents, in order to make sure all respondents can understand the content of questionnaire; we also translate it into Swedish version in case respondents do not know well enough (see in Appendix). From the results of the questionnaire, authors can shed lights on the consumer’s reflection towards, price, promotion, place, and product. Through analyzing the questionnaire data, the authors find out Swedish consumers are price sensitive group and think the price of small home appliance is high, although acceptable. In addition, they require the products with high quality and function at low price. For them, the energy efficiency and environment friendly are also very important. In terms of two products authors choose, the price range from 500 to 700 Kronor could be attractive for Swedish consumer. From the data the authors acquire in this table, authors conclude that Swedish consumers are price-sensitive and have own strong awareness of quality and energy-saving while choosing home appliance.

From product perspective, according to the questionnaire, there are 48% of the respondents are inclined to purchase famous brand compared to only 23 % of
them buying a brand without many people knowing when they choose and purchase a product, so that the authors conclude that Swedish consumer are strongly influenced by brand effects as they shopping. Besides it, just as 45.4% of the respondents who favor to purchase the durable products with a famous brand, the authors think shaping brand images that is crucial to Haier if it plans to introduce its own products in Swedish market.

From the promotion perspective, internet has become the most frequent access to acquire the information of the product; the recommendations of friends are also a common approach for Swedish people. They buy small home appliance based on the time their needs appears, rather than there are promotion activity. For the place where buying, Swedish consumer seems prefer specialized chain store, top 1.Media Markt, the second, Elgiganten, then Siba, which are the stores consumer visit most. For producer, to choose the right retailer is very important in Sweden, because in Swedish consumer's opinion, the image of retailer also stands for the quality of the products sold. Therefore, producer should carefully choose retailer whose image is true of or higher than the brand image of producer. To some extent, the good image of retailer would also enhance the one of products and influence consumer's decision making process. Consequently, the authors conclude that Internet and Word-of –Mouth would be crucial channels for Haier to promote its brand and products if it determines to step into Swedish market.
8. Recommendations

According to the research result and strategic question, authors provide some suggestions from marketing mix perspectives, in order to help focal companies to be familiar with Swedish market and make adaptation in their previous marketing mix.

Product:

The choice of products is very important, in the research, authors focus on two mini products and according to the outcome of the questionnaire, respondents show interests on these two products. Therefore, the authors recommend Haier promotes these two products as its first entry activity. Because in a mature market, there are industry giants existing in the market, for Haier, as a new entrant, it will be inevitable to compete with existing players if Haier promotes its traditional white goods like normal refrigerator and home appliance such as TV as its first move in Swedish market. It will be not optimistic for Haier to take some market shares from existing player. However, it will avoid fierce competition and comparably easier to penetrate Swedish market, if Haier choose some products from its wide product range to find product niche, where has not been so crowded, there would be more chance for Haier to outperform others. After all, mini-refrigerator and mini-washing machines have be innovated 18 generations by Haier, which has much more experience and research in these. If Haier markets these products, what Haier is good at to compete with others in this segment where existing producer are not well-known. After marketing these products, Haier would make its products walk into Swedish household and gain some reputation and brand recognition, it wound not be late by then to market other product range like TV, big refrigerator and so on. The authors also found the characteristics of these two products cater to the factors influencing Swedish consumer decision making. Haier’s products are well-known as good quality, and energy efficiency.
Price:
As results of the fact that Swedish consumers are price sensitive, the prices of these two products should be maintained from 500 to 900 Kronor, within this range, according to our survey 81.1% respondents reasonable. Although, the profit of these two products is very limited when considering the logistics and tax and so on, it is the first move of Haier in Swedish market, it is equivalent to make an advertisement to let its products enter into Swedish household, then Swedish consumer can gradually know Haier’s products and be more willing to take Haier as an option if they have satisfactory experience of using Haier’s products before. If Haier price these two products much higher than the price Swedish consumer think reasonable. It definitely negatively affects the amount of purchasing group; it will restrict the knowledge of Swedish consumer on Haier’s products. In our view, Haier should adopt penetration pricing strategy, it would enable Haier to expand its market share and brand recognition in Swedish market. In such way, Haier can stimulate consumers to try its product so that consumer can know the quality of Haier’s products.

Promotion:
Around this factor, the authors investigate the most frequent advertising that Swedish consumers get in touch with. Authors find that internet, as the outcome of 21 century, plays more and more important role in people’s lives and bring the companies with a new platform to present and promote their products. In the survey, the number of people chooses internet as the common way is the most, the proportion reach 32.8%, the second is from the recommendation of friends, within reference group, and there are also people who use internet as their common channel to know products. Therefore, the authors suggest Haier develops propaganda in the gateway site and other popular website. In the advertising portfolio of Haier, it should increase the scale of investment on advertising on internet in Swedish market. Compared with TV advertisement only accountable for 8% in our respondents, advertising
on internet has price advantage and more effectively reach the focal group in Swedish market. Given the information the authors have acquired, the authors do not think that Haier has to consume so much energy and money in promoting activities as well as put so much concentration on holding on what kinds of promoting activities during which period of time. Instead, the authors believe that development of Internet resources and expansion of word-of-mouth among Swedish population would be practical and economical way to promote Haier’s brand. Therefore, the authors perceive that Swedish consumers are not prone to be influenced by any kinds of promotion activities, which exactly display the characters described by the Generation Y who doubts marketing activities and dislikes advertisement.

**Place:**
In the choice of selling channel, the authors list several retailers whose chain stores cover Swedish market, among those, the number of people choosing Media-Markt and Elgiganten is outstanding, at 36% and 32% respectively in our respondents. In addition, 34.8% respondents choose specific stores to buy home appliance, because they think these store guarantee after-service and the quality of products sold, in addition, 24.8% think quality of sales personnel is one important factor in choosing stores, 20.5% choose specific stores because of good shopping surrounding and brand activities. After considering where and why two questions, authors conclude Media-Markt and Elgiganten are the ones that Haier should choose as its primary retailers, because of the following two merits. First, more people choose these two retailers as their destination of buy home appliance, which enable Haier, as new entrant, to present itself and get closer to its potential consumers. Secondly, the brand image of these two retailers stands for good quality and after service as well as qualified and professional sale personnel, it will positively effect the image of Haier’s products, thus people think Haier’s products have good quality and after service, because the warrantor of Hair are Media-Markt and Elgiganten
which have good reputation. In addition, owing to more respondents have bad impression of Chinese product, choice of these two retailers would balance and dilute the worry about the quality of Haier’s products. Therefore, the right distribute channel impacts the consumer’ judgment on products, thereby, influence consumer’s decision making.

In the end, according to the data above, the authors think that the reason behind Swedish consumers visiting these two kinds of specialized stores frequently is because of the product they provide is of good images in quality and after-service as well as the personnel in there are of good word-of moth in employee quality. Therefore, the authors suggest that Haier should utilize the good image of existing Swedish retailers such as Media-Markt or Elgiganten to enhance its product image if it is possible. That is because the good image of these two retailers invisibly could assist Haier in heightening its own impression in local market. The authors believe it would be helpful for Haier to win a good brand image at the beginning of entering into Sweden.
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55
The Service Industries Journal, Vol,16 No.1 January, pp 58-66


Peter, H,G , 1993, Transnational corporations and international trade and payments, *Transnational Corporations and Management Division, Departments of Economic and Social development*


![Mini-car refrigerator](car.jiage.cc)
Capacity: 20Litre.
Volume: 400*400mm
Source: car.jiage.cc

![Mini-car refrigerator](car.jiage.cc)
Capacity: 20Litre.
Type code:DCC-20M
Volume:350x350mm
Source: car.jiage.cc

![Mini-car refrigerator](product.danawa.com.cn)
Capacity: 14Litre
Volume:235x235mm
Source: product.danawa.com.cn

![Mini-car refrigerator](www.zhigou.com)
Capacity: 20Litre.
Type code:DCC-20M
Volume:350x350mm
Source: ycwb.com

![Mini-car refrigerator](www.zhigou.com)
Capacity: 20Litre.
Type code:DCC-20M
Volume:350x350mm
Source: ycwb.com

![Mini-car refrigerator](car.jiage.cc)
Capacity: 14Litre
Volume:310x310mm
Source: car.jiage.cc

![Mini-car refrigerator](www.zhigou.com)
Capacity: 20Litre.
Type code:DCC-20M
Volume:350x350mm
Source: ycwb.com
Mini-car refrigerator Mini-car refrigerator
Type code: DCC-34M Type code: DCC-35M
Volume: 300x334mm Volume: 350x350mm
Source: xjd.ea3w.com Source: www.qcdz.cn
Questionnaire

This questionnaire is utilized to finish the research done by student of Malardalen University. The aim of this questionnaire is to investigate how Sweden customers make purchasing decisions when they select small home-appliances from a perspective of product, price, promotion, and place. No individual question would be traced. The researcher will appreciate you kindly taking part in this research. The scope of small appliance in this investigation includes (mini refrigerator, mini washing machine)

1. Choose your gender:   A. Male    B. Female

2. Which year are you born?

______________

3. Which following factors attract you most, when you choose small home appliances?
You can choose more than one.
A. Functions   B. Quality   C. Brand   D. Price   E. Appearance
F. Brand   G. Size   H. latest product   I. Energy-efficiency   J. Product once used
K. Recommendation of friends   L. Whether there is advertisement about the product

4. How will you choose small home appliances between famous brand and unknown one, but at much lower price?
A. Buy famous one
B. Buy unknown one
C. Depends on circumstance, the frequency of use of the product, if the frequency is high, I tend to buy the product with famous brand.

5. This Mini-refrigerator is rechargeable and enough small can fit into trunk for the convenient take for people who plan to go picnic and enjoy cold drinks like beer as
well fresh food after long drive. Do you have interests to purchase such products at reasonable price?

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6. What price of Mini-refrigerator do you think is reasonable, if you are interested?
A. Between 500 and 700 Krone, B. between 700 and 900 Krone, C 900-1100, D1100-1300

7. Mini-washing machine is much smaller than normal ones, and can be put under lavabo. Such product is used to wash people’s private clothes, like underwear, it can enable people washing private clothes, rather than using common washing machine, which others also use. In addition, owing to the baby’s tender skin, it is better to be distinguished from adults’ clothes. Do you have interests to buy such product at reasonable price?

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</table>

8. What price of Mini-washing machine do you think is reasonable, if you are interested?
A. Between 500-700 Krone, B. 700-900, C 900-1100

9. What impression does Chinese product leave in your mind?

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<tr>
<th>Excellent</th>
<th>Poor</th>
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<tbody>
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</table>

10. What is your impression on Chinese products?

11. What channels you access to acquire information when you are prepared to purchase small home-appliances? You can choose more than one.
A. Poster B. TV advertisement C. newspaper advertisement D. Radio E. Internet F. recommendation of friends G. introduction of sales personnel H.
12. If you plan to purchase small home appliances, what period are you prepared to purchase?
A, during the period of promotion
B, promotion is not main reason, but any time if need

13. How do you think the price of small home appliances in Swedish market?
A, too high      B, high, but acceptable      C reasonable      D. don’t know

14. Where do you buy small home appliances usually?
A. Specialized home appliance store
B. Supermarket also selling others commodities besides home appliance
C. Internet

15. If you go to specialized store frequently, which specialized store did you go most often?
F, Others

16. Why do you visit the above place you choose? You can choose more than one choice.
A. wide variety of products
B. products with lower price
C. more sale promotion
D. good after sale service
F. Convenience

17. What reason does the above place you chose attract you most? You are able to choose several of them
A. Product quality and after-service
B. Quality of personnel
C. shopping surrounding and brand activities
D. unique brand atmosphere
E. Provide with relaxing place (e.g. coffer bar)

18. If you determine to purchase one kind of small home appliance, what way of payment do you prefer?
A. Payoff one time B. Divided Payment

Thank you for your corporation!
Konsument enkät


De produkter som frågorna gäller är minikylskåp och minitvättmaskiner

Personliga Frågor:

1. A. Man           B. Kvinna

2. Födelseår: ............... 

   A. Funktionalitet B. Kvalitet C. Pris D. Utseende/design E. Välkänt märke F. Storlek G. Senaste modell
   H. Energisnål I. Liknande produkt jag tidigare använt J. Rekommendationer från vänner K. Uppgifter från annonsblad

4. Skulle ni Välja att köpa varor av ett känt märke till ett högt pris eller ett billig okänt märka?
   A. Köpa välkänt märke
   B. Köpa det okända märket
   C. Beror på omständigheterna, om det är en produkt jag använder mycket skulle jag välja det dyrare market.
5. Minikylskåpet är en portabel produkt med laddningsbara batterier lämplig att ta med sig i en väska för att ta med på utflykt eller under en lång biltur för att ha tillgång till kylade drycker eller mat. Hur stort skulle ert intresse vara att köpa en sådan produkt?

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<tr>
<th>Stort Intresse</th>
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6. Vilket pris är rimligt för en sådan produkt?
A. Mellan 500 och 700 Kronor,  B. Mellan 700 och 900 Kronor, C 900-1100, D1100-1300

7. En Minitvättmaskin är en produkt som är mycket mindre än en vanlig tvättmaskin, den kan användas för att tvätta underkläder eller t.ex. baby kläder om man inte vill blanda de kläderna i den vanliga tvätten.

Skulle du kunna tänka dig att köpa en sådan produkt?

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8. Vilket pris är rimligt för en sådan produkt?
A. Mellan 500-700 Kronor,  B. 700-900,  C 900-1100

9. Vilket rykte anser du att Kinesiska produkter har

<table>
<thead>
<tr>
<th>Mycket bra</th>
<th>Mycket dåligt</th>
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10. Vad är din åsikt om Kinesiska produkter om du använt sådana?
T.ex. Tycker du de är bra och värda att köpa, eller tycker du att de är billiga och inte håller rimlig kvalitet

A. Affischer  B. TV reklam  C. Annonser  D. Radio  E. Internet  F. Rekommendationer från vänner och bekanta  G. Information från försäljare  H. Andra sätt

12. Om du tänker köpa ny hushållsutrustning, när genomför du ett sådant inköp?

A. Under en kampanjperiod
B. När jag behöver utrustningen oavsett om det pågår en kampanj eller inte.

13. Vad tycker du om prisnivån på den svenska marknaden för denna typ av produkter

A. För hög  B. Hög, men acceptabel  C. Acceptabel  D. Vet ej

14. Var köper du dina hushålls maskiner

A. Speciella affärer specialiserade på den typen av varor
B. Supermarkets som har denna typ av produkter tillsammans med andra varor
C. Via Internet


A. Stort urval av produkter.
B. Produkter med låga priser
C. Många rabatter erbjudanden
D. Bra service och garantier
F. Bekvämt läge

16. Om du ofta besöker specialiserade affärer, vilken eller vilka av följande besöker du?

A. On-off  B. Media-markt  C. Expert  D. Siba  E. Elgiganten  F. Others_________

17. Av vilken anledning väljer du att besöka specialiserade butiker? Du kan välja flera olika alternativ

A. Produktkvalitet och service
B. Kunnig personal
C. Trevlig miljö att göra sina inköp i
D. Man kan köpa kända märkesvaror
E. Finns områden för att vila (t.ex.. Kaféer)

18. När du köper vitvaror/köksutrustning hur brukar du betala

A. Direkt vid inköpsställfallet.  B. Avbetalning

_Tack för din hjälp att besvara våra frågor_