

Analyzing Miniso's Marketing Strategy in Attracting Muslim Generation Z Consumers: A Case Study in Parepare, Indonesia

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Abstract: This study aims to analyze the marketing strategies implemented by Miniso in attracting Muslim Generation Z consumers in Parepare. The research focuses on product strategy, pricing, promotion, location, distribution, service, transaction processes, and the physical appearance of the store. This study employed a descriptive qualitative approach, with data collected from responses provided by Muslim Generation Z consumers, store employees, and the store manager of Miniso. The data were analyzed through data reduction, data display, and conclusion drawing. The findings reveal that Miniso attracts Muslim Generation Z consumers through products that are cute, aesthetic, unique, functional, and aligned with current trends. The pricing strategy is perceived as affordable and proportional to product quality. Promotional activities are conducted through social media platforms, including WhatsApp groups, Instagram, and TikTok. Friendly employee service, fast transaction processes, digital payment options, comfortable store design, and attractive product displays also serve as important factors influencing consumer purchase intention. These findings indicate that Miniso's appeal to Muslim Generation Z consumers is shaped not only by its products but also by a practical, visually engaging, and digitally oriented shopping experience that aligns with the lifestyle and consumption patterns of younger generations.

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INTRODUCTION

The development of the modern retail industry has brought significant changes to the way companies build relationships with consumers. Competition is no longer determined solely by product availability and pricing (Tasya et al., 2025). Retail companies are also required to provide a shopping experience that is attractive, convenient, efficient, and aligned with consumers' lifestyles. This transformation has become increasingly evident with the advancement of digital technology, which enables consumers to easily recognize brands, compare products, evaluate prices, and follow market trends. As a result, retail companies are expected to design marketing strategies that are not only sales-oriented but also focused on creating value, enhancing customer experience, and fostering emotional connections with consumers (Kotler et al., 2022).

Miniso has become one of the fastest-growing international retail brands in various countries, including Indonesia. The brand is widely recognized for its modern store concept, attractive product designs, diverse product selections, and relatively affordable prices for young consumers. Miniso does not merely offer daily necessities; it also provides lifestyle products such as accessories, perfumes, dolls, household items, beauty tools, and various small products with strong visual appeal. These product characteristics make Miniso highly appealing to consumers who prefer practical, aesthetic, and trend-oriented products. This study positions Miniso as the object of

analysis because the brand implements modern marketing strategies that are interesting to examine from the perspective of Muslim Generation Z consumers in Parepare.

The growth of Miniso in Indonesia cannot be separated from the expansion of the modern retail market. Indonesia has a large population, a high level of consumer spending, and a society that is increasingly open to international brands. The entry of various global brands into the Indonesian market indicates the strong economic attractiveness of the domestic market. International brands are therefore required to adapt their marketing strategies to the social characteristics, cultural context, and values of local consumers. Such adaptation is essential because the success of global brands is not determined solely by international reputation, but also by their ability to understand the needs, habits, purchasing power, and values embedded within local communities (Huang, 2025).

Indonesia also possesses a distinctive market characteristic due to its predominantly Muslim population (Addury & Pangestu., 2023). This condition makes Islamic values an important aspect that may influence consumer behavior. Muslim consumers do not merely consider product benefits, pricing, and quality; they may also take into account factors such as halal compliance, honesty of information, ethical promotion, fair pricing, and shopping convenience. In this context, modern retail marketing strategies need to address not only commercial aspects but also value-based considerations. Marketing practices that align with Islamic principles should not focus solely on increasing sales, but must also uphold transparency, honesty, responsibility, and consumer welfare (Kartajaya & Sula, 2006).

Furthermore, generation Z has turned an important consumer segment in modern marketing studies. This generation grew up alongside the internet, social media, digital services, and electronic payment systems (Mahmud & Addury, 2026). As a result, they have broad access to product information and consumption trends. They also tend to respond quickly to visual content, digital promotions, consumer reviews, and practical shopping experiences. These characteristics distinguish Generation Z from previous generations. They function not only as consumers but also as disseminators of information through social media, digital communities, and online interactions. Therefore, marketing strategies targeting Generation Z must pay attention to product design, visual communication, pricing, accessibility, digital promotion, and a comfortable shopping experience (Francis & Hoefel, 2018).

Among Muslim Generation Z consumers, consumption behavior tends to be more complex. On the one hand, they are closely connected to digital culture and global trends. On the other hand, they remain within a religious value system that may shape their consumption preferences. Young Muslim consumers may be attracted to products that are modern, cute, unique, and aesthetically appealing. However, they may also consider whether the products and marketing practices are consistent with Islamic values. This indicates that Muslim Generation Z represents a highly relevant consumer group for study, as their purchasing decisions may be influenced by a combination of digital lifestyle, religious identity, and perceptions of business ethics (Hendryadi, 2024).

The study of Islamic marketing provides an important foundation for understanding the relationship between marketing strategies and Islamic values. Abdullah et al., (2021) explain that Islamic marketing is grounded in the values of divinity, ethics, realism, and humanity. These principles position marketing activities as processes that must be conducted honestly, fairly, transparently, and responsibly. Marketing practices should not involve deception, manipulation, exploitation, or forms of consumption encouragement that may harm consumers. From the perspective of Islamic economics, business activities must consider product halalness, price

fairness, clarity of information, and public welfare. These principles become particularly relevant when international brands operate within Muslim markets, as global marketing strategies need to be adapted to local values and the needs of Muslim consumers.

Marketing strategies in the retail business can be understood through the elements of the marketing mix (Susila, 2026). These elements include product, price, place, promotion, people, process, and physical evidence. Product plays a role in creating consumers' initial attraction. Price shapes perceptions of value and affordability. Place relates to accessibility and distribution. Promotion functions to deliver information and generate consumer interest. People refer to employee service and interactions with customers. Process concerns transaction convenience and the smoothness of the purchasing flow. Physical evidence refers to store appearance, atmosphere, lighting, cleanliness, and visual design. All of these elements are essential in modern retail because consumers not only purchase products but also evaluate the overall shopping experience (Jayansyah et al., 2026).

Several previous studies have shown that international brands possess a strong ability to attract young consumers through product design, pricing strategies, and promotional activities. (Huang, 2025) illustrates that the marketing success of Miniso can be associated with the brand's ability to offer affordable products, attractive designs, and a distinctive store concept. These strategies have enabled Miniso to compete effectively in the global market. However, the study primarily emphasizes marketing success from a general business perspective. It does not specifically examine how Miniso's marketing strategies are perceived by Muslim consumers or how these strategies relate to the principles of Islamic economics.

Other studies on Muslim consumers indicate that religious values can influence purchasing behavior. Briliana (2025) found that religious commitment, halal marketing, and halal certification significantly influence the purchasing decisions of Muslim Generation Z consumers regarding halal cosmetic products. These findings indicate that young Muslim consumers do not merely consider product popularity; they also evaluate trust, transparency, and the compatibility of products with the values they uphold. Juita & Zaki (2025) also emphasize that digital marketing, halal awareness, Islamic lifestyle, and brand trust play important roles in shaping the consumption behavior of Muslim Generation Z consumers. These studies demonstrate that marketing strategies targeting young Muslim consumers need to consider both digital dimensions and value-based dimensions.

Studies on Miniso and Generation Z consumers also indicate that visual appeal and shopping lifestyle play important roles in purchasing behavior. Ariani & Farida (2025) found that discounts and shopping lifestyle significantly influence impulsive buying behavior among Generation Z consumers at Miniso. These findings suggest that young consumers tend to respond positively to attractive products, clear promotions, and enjoyable shopping experiences. However, the study did not specifically position Muslim Generation Z consumers as the primary subject of analysis. Furthermore, it did not examine Miniso's marketing strategies from the perspective of Islamic economic principles. Therefore, there remains a research gap in understanding how Miniso's marketing strategies are perceived by young Muslim consumers within a local context.

Parepare was selected as a relevant location for this study. Although the city is not a major metropolitan area, it remains connected to the development of modern retail, digital trends, and the consumption of international brands. This condition indicates that the penetration of global brands is not limited to large cities; such brands are also present in medium-sized cities and influence local consumption patterns. Within the context of a predominantly Muslim society, the presence of international brands deserves further examination because consumers may experience different

considerations between product attractiveness, modern lifestyle, and religious values. Research conducted in Parepare can therefore provide a more contextual understanding of how Miniso's marketing strategies operate among young Muslim consumers outside metropolitan centers.

Previous studies have primarily discussed Miniso from the perspective of business strategy success, impulsive buying behavior, product display, and shopping lifestyle. Other studies have mainly examined Muslim consumer behavior in relation to halal products, halal cosmetics, or halal food. However, studies that connect international retail marketing strategies, young Muslim consumers, and Islamic economic principles remain limited and require further development. This research gap is important because international retail businesses operating in Muslim-majority areas need to understand not only market preferences but also the values that influence consumer purchasing decisions. Based on this gap, this article focuses on the marketing strategies implemented by Miniso in attracting Muslim Generation Z consumers in Parepare. The discussion specifically addresses the first research problem proposed in the study, namely how Miniso's marketing strategies attract Muslim Generation Z consumers. The discussion is not intended to comprehensively examine all aspects of Sharia compliance. Instead, Islamic economic principles are positioned as a contextual value framework underlying the importance of the study. The primary analysis remains focused on marketing strategy elements, including product, price, promotion, location, service, transaction process, and store appearance.

This study offers both academic and practical contributions. Academically, it expands the study of international retail marketing by positioning Muslim Generation Z consumers as a group characterized by both digital orientation and religious values. The article also highlights the local context of Parepare, thereby enriching marketing studies that have predominantly focused on major metropolitan cities. Practically, this article may serve as a reference for retail businesses in designing marketing strategies that are more compatible with the characteristics of young Muslim consumers. Effective marketing strategies should not merely offer attractive products and competitive prices; they must also consider information transparency, shopping convenience, digital communication, service quality, and alignment with consumer values.

Therefore, research on Miniso's marketing strategies in attracting Muslim Generation Z consumers in Parepare (South Sulawesi, Indonesia), is important to conduct. This study can provide insight into how international brands establish appeal within local markets characterized by both religious and digital orientations. It also demonstrates how elements such as product, price, promotion, place, service, process, and physical evidence contribute to shaping consumer interest. The findings are expected to contribute to the development of marketing studies, Islamic economics, and retail business strategies that are more responsive to the needs of young Muslim consumers.

RESEARCH METHOD

This study employed a descriptive qualitative approach. This approach was selected because the study aims to provide an in-depth description of Miniso's marketing strategies based on field data rather than statistically testing relationships between variables. The focus of this article is limited to the first research question, namely how Miniso's marketing strategies attract Muslim Generation Z consumers in Parepare (South Sulawesi, Indonesia). This limitation is important to ensure that the discussion remains focused on marketing strategy elements such as product, price, promotion, location, distribution, service, transaction processes, and store appearance. Although

the original research proposal contained two research questions, this article only utilizes the first research question as the basis of analysis.

The object of this research is Miniso's marketing strategy as an international retail brand. The research was conducted in Parepare City. The selection of this location was based on the relevance of Parepare as an area characterized by a predominantly Muslim society and the growing development of modern retail consumption (Arwin et al., 2025). Miniso was selected as the research object because the brand applies marketing strategies that are closely connected to young consumers through product appearance, store concept, digital promotion, and shopping experience. Therefore, both the research location and object were considered appropriate for addressing the focus of the study.

The research data consisted of primary and secondary data. Primary data were obtained from three groups of informants: Muslim Generation Z consumers (two persons), store employees (two persons), and the store manager (a person). The data was taken purposively considering the accuracy, efficiency, and aims of this study. Muslim Generation Z consumers served as the primary data source to understand product attractiveness, price perceptions, promotion, service, payment systems, store design, and shopping convenience. Store employees were interviewed to obtain information regarding product offerings, customer service, payment processes, and complaint handling. The store manager provided information related to product selection, pricing policies, distribution, promotion, employee training, and store service standards. Data from these three groups were used to ensure that the analysis of marketing strategies could be examined from both consumer and internal business perspectives. Secondary data were obtained from supporting documents relevant to the study. These documents included the research proposal, documentation of informant responses, marketing literature, Islamic economics literature, and previous studies related to retail marketing strategies and Muslim consumers. Secondary data were used to strengthen the interpretation of primary data and to situate the findings within a broader academic context.

Data collection techniques consisted of observation, interviews, and documentation. Observation was conducted to directly examine Miniso's marketing strategies, particularly in terms of product display, store atmosphere, product arrangement, transaction processes, and customer service. Interviews were conducted to obtain information from informants regarding experiences, perceptions, and marketing practices occurring within the store. Semi-structured interviews were employed to allow the researcher to maintain a question guideline while still being able to develop additional questions based on informants' responses. Documentation was used to complement and verify data obtained from observations and interviews. The research proposal also positioned documentation as secondary data functioning to support, verify, and complement primary findings.

The primary research instrument in this study was the researcher. The researcher was responsible for designing interview guidelines, collecting data, organizing data, interpreting findings, and preparing the research report. Supporting instruments included interview guidelines and documentation of informants' responses. The interview guidelines were designed based on the marketing strategy focus, namely product, price, promotion, place, people, process, and physical evidence. These instruments assisted the researcher in maintaining consistency in the data collection process and ensuring alignment with the research problem.

Data validity was examined through source triangulation and technique triangulation. Source triangulation was conducted by comparing data obtained from Muslim Generation Z consumers, store employees, the store manager, and research documents. Technique triangulation was

conducted by comparing findings derived from observations, interviews, and documentation. These procedures were implemented to ensure the credibility and trustworthiness of the data. The research proposal also emphasized that triangulation was employed to minimize subjectivity and to obtain a more comprehensive understanding of Miniso's marketing strategies.

Data analysis followed the stages of data reduction, data display, and conclusion drawing Huberman, et al (2014). Data reduction was carried out by selecting data relevant to the first research question. Data not directly related to marketing strategies were excluded from the main discussion. Data display was presented in descriptive narrative form based on themes such as product, price, promotion, location, distribution, service, transaction process, and store appearance. Conclusions were drawn after the data had been systematically reviewed, categorized, compared, and interpreted. These stages were consistent with the analytical framework outlined in the research proposal, which applied data reduction, data display, and conclusion drawing as the core procedures of qualitative analysis.

RESULTS AND DISCUSSION

Product Strategy as the Main Consumer Attraction

The findings of this study indicate that products serve as the primary factor attracting Muslim Generation Z consumers in Parepare. Consumers mentioned various products commonly purchased at Miniso, including pillows, dolls, perfumes, blind boxes, diffusers, household items, air fresheners, sandals, snacks, toys, and accessories. The main reasons consumers were attracted to these products were related to their cute appearance, attractive design, acceptable quality, practical benefits, and uniqueness that could not easily be found in other stores. Several consumer responses revealed that the appeal of Miniso products lies not only in their functionality but also in their visual elements and the emotional experience associated with viewing or purchasing the products. Consumer data showed that products such as pillows, dolls, perfumes, blind boxes, and diffusers were purchased because they were considered cute and visually appealing, while sandals and snacks were favored because of their simple designs, acceptable quality, and affordable prices.

These findings indicate that Miniso implements a product strategy based on visual value, uniqueness, and functionality. Products are not positioned merely as necessities but also as part of young consumers' lifestyles. This strategy aligns with the characteristics of Generation Z consumers, who tend to respond positively to visually attractive products and products that can easily be shared through social experiences. Products that are cute, aesthetic, and trend-oriented can create initial attraction before consumers even consider price or promotion. In the context of Miniso, products function as the main entry point that encourages consumers to enter the store, browse products, and eventually make purchases.

Information obtained from the store manager further supports these findings. The products most favored by Muslim Generation Z consumers include dolls, blind boxes, perfumes, air fresheners, and makeup tools. Product selection is adjusted to the needs and preferences of the surrounding community. This indicates that Miniso's product strategy does not merely follow standardized international branding patterns but also considers local market demand tendencies. The store manager also stated that non-halal food products are not distributed, indicating that product selection takes Muslim consumers' comfort and religious considerations into account.

This strategy is important because Muslim Generation Z consumers simultaneously hold two major considerations. First, they are attracted to products with visual appeal and practical value.

Second, they seek reassurance that the products they purchase do not conflict with Islamic values. In this context, Miniso attracts consumers through a combination of trend-oriented product design and product selection that does not create concern among Muslim consumers. This findings deal with (Ariani & Farida, 2025), who found that Miniso products attract Generation Z consumers due to visual appeal, discounts, and shopping lifestyle factors. Their study demonstrated that price discounts and shopping lifestyle significantly influence impulsive buying behavior among Generation Z consumers at Miniso Galaxy Mall Surabaya. This finding supports previous studies while offering a distinct contribution to the literature. The present study reveals that young consumers' purchasing decisions regarding Miniso products are driven not only by functional value but also by aesthetic appreciation, lifestyle alignment, and the overall shopping experience. This highlights a novel dimension of consumer behavior in which experiential and identity-related factors play a significant role alongside product utility.

Pricing Strategy through Perceptions of Affordability and Quality Compatibility

Price emerged as an important aspect of Miniso's marketing strategy. The findings reveal that most consumers perceive Miniso product prices as standard, affordable, worthwhile, and compatible with product quality. Some consumers acknowledged that Miniso products are not always cheap, but they still considered the prices reasonable because the products feature cute designs, attractive appearances, trend-oriented styles, and acceptable quality. These findings indicate that consumers evaluate price not only based on nominal value but also on whether the price corresponds to the design, quality, benefits, and shopping experience obtained.

The findings demonstrate that Miniso's pricing strategy operates through value perception. Miniso is not necessarily perceived as the store offering the lowest prices. However, the prices remain acceptable because consumers receive products with attractive appearances and enjoyable shopping experiences. This perception is particularly important because Generation Z consumers tend to be selective in evaluating products. They do not merely pursue low prices but also consider the additional value provided by the product. Interviews with the store manager revealed that product prices are determined based on central management policies and adjusted according to periodic price changes, which generally occur every month. Prices also follow Miniso's national standards, with both regular and discounted pricing options. This strategy indicates that pricing is centrally controlled while still being supported by discount mechanisms designed to accommodate consumers' purchasing power.

Information from employees also showed that prices are explained to consumers by emphasizing affordability and product durability. Employees communicate those consumers can obtain long-lasting quality at affordable prices. This communication approach forms part of Miniso's pricing strategy. Prices are not only displayed through labels but are also explained through product benefits and quality considerations. The discussion highlights that Miniso's pricing strategy serves three functions. First, price functions as a tool for building perceptions of affordability. Second, price becomes a basis for evaluating quality compatibility. Third, discounts function as additional attractions that can stimulate purchasing decisions. Among Muslim Generation Z consumers in Parepare, prices perceived as fair and compatible with quality contribute to Miniso's acceptance as a preferred shopping destination. These findings were also illustrated by (Isnaini & Noerchoidah, 2021), which demonstrated that price discounts significantly influence impulsive buying behavior among Generation Z consumers at Miniso. Although price and discount strategies remain important determinants of consumer purchasing behavior, this study offers a new perspective by showing that

their effectiveness is mediated by consumers' perceptions of product aesthetics and lifestyle congruence. This suggests that promotional appeals and lifestyle-oriented consumption jointly influence purchase intentions among young consumers.

Digital Promotion Strategy through WhatsApp, Instagram, and TikTok

The findings of this study indicate that consumers become aware of Miniso promotions primarily through social media, WhatsApp groups, Instagram, TikTok, and friends. Consumers perceive Miniso's promotions as attractive, clear, easy to understand, and not excessive. One notable pattern emerging from the consumer data is that promotional strategies are effective because they utilize communication channels closely connected to the habits of Generation Z consumers. Young consumers tend to obtain promotional information not only directly from the store but also through social media and digital interactions.

Statements from the store manager further reinforce these findings. The promotional media most frequently used to attract Generation Z consumers are WhatsApp, Instagram, and TikTok. The store utilizes social media platforms but does not rely on local influencers. Instead, all promotional content is created internally by the store team. Promotional activities are also conducted digitally through official social media accounts and official store WhatsApp groups. This promotional strategy demonstrates that Miniso adapts its marketing practices to the digital habits of young consumers. WhatsApp functions as a fast and community-oriented information medium, while Instagram and TikTok serve as visual platforms for displaying products, store atmosphere, and promotional campaigns. The combination of these three media platforms enables promotions to reach consumers who are highly active in digital environments. Information obtained from employees also revealed that promotional strategies are supported by attractive product displays and online product offerings. Employees additionally communicate product advantages directly to consumers as part of face-to-face promotional interactions. This indicates that Miniso's promotional activities do not operate solely through digital channels; they also occur through direct communication between employees and consumers within the store environment.

Miniso's digital promotion strategy carries strategic importance because Generation Z consumers are highly connected to social media platforms. Visually attractive promotions can stimulate curiosity, encourage consumers to visit the store, and strengthen purchase intention. However, promotional strategies must not only be attractive but also clear and non-excessive. Consumer data indicate that Miniso's promotions are generally perceived as sufficiently honest and not overly exaggerated. This aspect is particularly important because Muslim consumers may evaluate promotional activities not only from the perspective of visual appeal but also from the perspective of ethics. These findings align to (Ahmad Maulidizen et al., 2025), who explain that the purchasing behavior of Muslim Generation Z consumers is influenced by religious, social, economic, and technological factors. The study also characterizes Generation Z as a digital generation that is critical, rational, and value-oriented. Therefore, Miniso's promotional activities through digital media should continue to emphasize clear and accessible information. Unlike studies that primarily focus on the effectiveness of promotional content, the present study reveals that information clarity serves as an essential mechanism for building trust among young Muslim consumers, thereby strengthening the relationship between digital marketing and purchase decisions.

Location and Distribution Strategy to Maintain Consumer Accessibility

Store location constitutes an important component of retail marketing strategy. Findings from the store manager indicate that the Miniso store location was selected because it is situated in the city center and is easily accessible. A strategic location enables consumers to access the store more conveniently. In the retail business context, accessibility can influence consumers' decisions to visit the store, browse products, and make purchases. Miniso's location strategy serves a practical function. Generation Z consumers tend to prefer shopping experiences that are easy, fast, and convenient. A store located in the city center offers advantages because it is more accessible to consumers. An easily identifiable location also supports digital promotion strategies. When consumers discover promotions through social media or WhatsApp, they can more easily visit the store because the location is already strategically positioned. Product distribution also emerged as an important aspect of the strategy. Data from the store manager indicate that product distribution is generally conducted twice a month through two mechanisms. The first mechanism involves identifying products that are highly demanded and frequently purchased by consumers. The second mechanism involves the store manager submitting product requests through an application system according to store needs.

These findings demonstrate that Miniso applies a distribution strategy that is responsive to market demand. Products with high consumer demand become the basis for maintaining product availability. This strategy is important because products favored by Generation Z consumers are often trend-driven. If popular products quickly become out of stock and are not replenished promptly, purchasing opportunities may decline. Conversely, regular and demand-based distribution can help maintain consumer interest. Miniso's distribution strategy also reflects a combination of centralized systems and local store responsiveness. The central management system regulates product and pricing standards, while local stores monitor consumer preferences and place orders according to local demand. Because of this pattern, Miniso is able to stay consistent as a global brand while also being able to adjust to the demands of the Parepare market.

Service Strategy as a Reinforcement of the Shopping Experience

Service became an important factor in shaping consumers' shopping experiences. Consumer data showed that employee service was perceived as friendly, helpful, and capable of explaining products clearly. Consumers also considered the payment process to be fast and practical. This indicates that service is not only understood as friendliness, but also includes speed, clarity of information, and employees' readiness to assist customers.

Based on employee interviews, the service standards implemented included serving consumers politely, answering questions clearly and comprehensively, offering positive greetings, and assisting customers until the completion of their shopping process. Employees also communicated product advantages to consumers. This strategy demonstrates that service becomes a direct part of marketing. When employees are able to explain products effectively, consumers obtain information that can strengthen their purchase intention. Meanwhile, information from the store manager revealed that service begins as soon as consumers enter the store. Employees greet consumers with the phrase "Welcome to Miniso," provide shopping baskets while consumers shop, and perform greeting-to-closing interactions during the payment process. The store manager also stated that there are service standards covering the entire customer journey from entering to leaving the store. Employee training is conducted weekly, while coaching is carried out daily during store briefings.

These findings indicate that Miniso's service is structured. Service is not carried out spontaneously alone, but follows specific standards. Daily training and coaching help maintain service consistency. In the retail business, service consistency is important because consumers evaluate stores through repeated experiences. If consumers feel well served, the likelihood of returning to shop may increase. The context of Miniso is also supported by empirical research. A study by (Siregar et al., 2023) showed that service quality was tested as a factor influencing customer satisfaction and repurchase intention. The study involved 200 respondents who had purchased Miniso products at least twice within the last six months, and all research hypotheses were accepted. This means that service quality plays an important role in shaping customer satisfaction and consumers' intention to repurchase.

While previous studies have primarily emphasized the functional aspects of service quality, the present study demonstrates that Muslim Generation Z consumers also evaluate service through ethical lenses, particularly honesty, politeness, and responsibility. Employee accounts revealed that honesty is embedded as a guiding principle in promotional communication and customer interactions. This finding provides a novel contribution by identifying ethical service practices as a key factor that strengthens consumer trust and enhances the perceived credibility of retail brands among Muslim consumers.

Payment Processing and Complaint Handling Strategies

Payment processing became part of the marketing strategy because it influences consumers' final comfort during shopping. Consumer data showed that the payment experience at Miniso was perceived as fast, convenient, smooth, and practical. Consumers not only pay attention to the products they purchase, but also evaluate whether the transaction process is easy to complete. This finding is in line with (Chatzoglou et al., 2022) and (Addury et al., 2020), who explained that the shopping experience in retail stores is an important factor influencing consumers' intention to make repeat purchases. This means that the payment process should be understood as part of the shopping experience, rather than merely an administrative stage after consumers select products.

The results of the store manager interview showed that Miniso provides debit, QRIS, and cash payment systems. In addition, the membership system can be used to obtain shopping discounts in the form of reward points. Store employees also stated that the payment process is carried out by informing customers of all available cash and non-cash payment options, confirming the transaction, and providing proof of payment. Ramadhan & Afandi (2025) found that the use of QRIS facilitates cashless payments and improves transaction efficiency. Their study also showed that consumers prefer QRIS because the process is considered more practical compared to cash payments. Thus, the use of QRIS and debit payments at Miniso can accelerate transactions, reduce payment barriers, and enhance consumer convenience while shopping.

These findings indicate that Miniso adapts its transaction process to modern consumer shopping patterns. Digital payment methods such as QRIS and debit cards make transactions faster. The membership system provides additional value because consumers can receive discounts from accumulated shopping points. This strategy can increase consumer satisfaction because the purchasing process feels practical and beneficial. Complaint handling also became an important aspect. Information from store employees indicated that when complaints occur, employees are required to apologize sincerely, clearly identify the problem, and provide the best possible solution. If defective products are involved, employees must follow up by reporting the issue to their supervisors. Meanwhile, interviews with the store manager revealed that the store

seeks solutions to ensure that consumers are not disadvantaged and makes improvements based on the complaints received.

This complaint-handling strategy is important because consumers evaluate a store not only when transactions run smoothly, but also when problems arise. Adzhigalieva et al, (2022) showed that complaint handling and service recovery influence customer satisfaction, while customer satisfaction can mediate the relationship between complaint handling and customer loyalty and retention. Kania & Salsabila (2024) also found that a company's response to complaints can influence consumer trust in the brand and customer loyalty. The findings suggest that apologies, problem diagnosis, solution implementation, and follow-up actions constitute essential mechanisms for maintaining consumer trust in Miniso. Stores that demonstrate responsiveness and accountability in addressing consumer complaints are more likely to preserve positive consumer relationships. Extending previous research, this study reveals that complaint handling functions not merely as an element of after-sales service but also as a reflection of ethical responsibility toward consumers, thereby strengthening trust and long-term brand credibility.

Store Display Strategy as Physical Evidence of Marketing

Store appearance became one of the prominent marketing strategies in attracting consumers' interest in Miniso. Consumer data showed that Miniso's store design was perceived as attractive, cute, simple, modern, comfortable, neat, easy for finding products, and visually pleasing. Some consumers also considered the air-conditioned environment as part of the store's comfort. Employee data indicated that the store appearance was maintained through cleanliness, neatness of the front area and interior, organized product displays, updated product arrangements, a comfortable store atmosphere, and bright lighting. The store manager also explained that the store design was made more aesthetic and adapted to current trends. A distinctive characteristic of the store appearance could be seen in the placement of product displays at the front of the store so that they were easily visible to consumers from outside.

These findings indicate that the store's physical evidence functions as a strong marketing tool. Consumers do not only evaluate products separately, but also assess the overall store atmosphere. A clean, bright, neat, and aesthetic store appearance can create a positive first impression and make consumers feel more comfortable while shopping. The placement of products at the front of the store can also attract consumers' attention from the moment they see the store from outside. These findings are in line with Cordova et al, (2020) who explained that visual merchandising, such as storefront displays, interior arrangements, and store atmosphere, can influence consumers' purchasing decisions in retail stores.

Store appearance becomes increasingly important because Miniso products possess strong visual value. Cute and aesthetic products become more attractive when displayed in a neat, bright, and comfortable store environment. Thus, product strategy and physical evidence strategy support one another. Attractive products require good displays, while good displays make products appear more prominent and easier to access. Research by (Teviana, 2023) at Miniso Plaza Medan Fair showed that brand image, store atmosphere, and visual merchandising had a positive and significant influence on consumers' purchasing decisions. Saputri & Jalari (2023) also found that visual merchandising had a significant effect on impulse buying among Generation Z consumers at Miniso stores in Solo City.

Research by (Ariani & Farida, 2025) supports these findings as well. The study showed that visual merchandising, price discounts, and shopping lifestyle simultaneously influenced impulse

buying among Generation Z consumers at Miniso Galaxy Mall Surabaya. While visual merchandising did not always exhibit a statistically significant partial effect, the present study reveals that its contribution extends beyond direct purchase stimulation. Unlike previous studies that primarily assess visual merchandising through its immediate influence on buying behavior, this research highlights its strategic function in shaping consumers' shopping experiences, perceptions of store attractiveness, and overall comfort. These findings suggest that visual merchandising operates as a supporting mechanism that enhances the effectiveness of other marketing strategies, thereby creating conditions that facilitate purchasing behavior.

Integration of Miniso's Marketing Strategies in Attracting Muslim Generation Z Consumers

Based on the overall findings of this study, Miniso's marketing strategies in attracting Muslim Generation Z consumers in Parepare City can be understood as an integrated strategy. The strategy does not rely on only one marketing element. Miniso combines attractive products, prices perceived as appropriate, digital promotion, strategic location, regular distribution, friendly service, practical payment systems, complaint handling, and aesthetic store displays.

The product strategy becomes the initial attraction. Consumers are interested because Miniso products are considered cute, unique, aesthetic, useful, and different from those of other stores. The pricing strategy strengthens this attraction because consumers perceive the prices as appropriate for the quality and design of the products. The digital promotion strategy makes product and promotional information more easily accessible to young consumers. The location and distribution strategies maintain product accessibility and availability. The service strategy creates positive interactions between the store and consumers. The digital payment strategy makes transactions faster and more practical. The store display strategy enhances the visual experience and shopping comfort.

In the context of Muslim Generation Z consumers, Miniso's marketing strategies are also attractive because they do not create strong value barriers for consumers. Consumer data showed that customers felt comfortable shopping because Miniso products were considered general in nature and not contradictory to Islamic values. Data from the store manager also indicated attention toward non-halal products, particularly food and beverage items.

These findings indicate that marketing strategies targeting young Muslim consumers cannot rely solely on design and promotion. Stores also need to maintain clarity of information, honesty in promotion, fairness in pricing, and product suitability. (Briliانا, 2025) showed that the digital consumption behavior of Muslim Generation Z consumers in the halal market is influenced by religious commitment, halal marketing, halal certification, online reviews, and online shopping behavior. These findings corroborate the present study and provide a novel insight into the behavior of young Muslim consumers. The results suggest that marketing strategies are more likely to be effective when they incorporate elements of trust, ethical values, and consumer confidence, indicating that purchasing decisions are shaped by both commercial considerations and value-oriented evaluations.

Discussion of Findings in Relation to the Marketing Mix Concept

When analyzed through the marketing mix framework, Miniso's strategy encompasses seven main elements. The first element is product. Miniso products possess strong visual characteristics, diverse categories, and functions that closely align with the needs of young consumers. Products such as perfumes, plush toys, blind boxes, air fresheners, makeup tools, sandals, snacks, toys, and

accessories are among those that attract considerable consumer attention. These products fulfill both practical needs and self-expression needs.

The second element is price. Miniso's prices are not always perceived as inexpensive, but many consumers consider them reasonable and consistent with product quality. The combination of regular prices and discounts serves as a strategy to maintain attractiveness. Prices that are perceived as fair also strengthen acceptance among Muslim consumers because they do not create the impression of unfairness or consumer exploitation. The third element is place. The store's location in the city center makes Miniso easy to find. Its strategic location helps consumers access the store after receiving promotional information through social media. An easily accessible location supports promotional effectiveness and increases the likelihood of store visits.

The fourth element is promotion. Miniso's promotional activities are conducted through WhatsApp, Instagram, TikTok, and the store's official accounts. Promotion is also reinforced through direct offers made by employees. This strategy aligns with the habits of Generation Z consumers, who are closely connected to digital media. Attractive and clear promotions can build purchase intention without necessarily relying on local influencers. Next, the fifth element is people. Employees play an important role in communicating product advantages, explaining prices, serving consumers, assisting throughout the shopping process, and handling complaints. Friendly and informative service becomes part of the marketing strategy because it can strengthen consumer trust.

The sixth element is process. The shopping process at Miniso includes welcoming consumers, providing shopping baskets, assisting customers during shopping, processing payments, and handling complaints. The payment process, which accommodates cash, debit cards, QRIS, and membership programs, demonstrates adaptation to modern transaction habits. Lastly, the seventh element is physical evidence. The aesthetic store design, product displays visible from outside the store, store neatness, bright lighting, and comfortable atmosphere all form part of the visual marketing strategy. This physical evidence strengthens Miniso's image as a modern, clean, and youth-oriented retail store that aligns with the preferences of young consumers.



Figure 1. Seven Elements of Marketing Strategy at Miniso

Findings Implications

The findings of this study have several implications. First, Miniso's marketing strategy in Parepare demonstrates that Muslim Generation Z consumers respond positively to products that combine visual appeal, functionality, and affordability. This implies that retail businesses need to maintain a balance between product design and product quality. Visually attractive products should continue to provide clear benefits so that consumers perceive the price paid as worthwhile. Second, digital promotion needs to be implemented consistently and clearly. Social media platforms and WhatsApp have proven to be important channels for reaching young consumers. However, promotional activities should not focus solely on attracting attention. Promotions should also communicate accurate information, avoid exaggeration, and be easy to understand. For Muslim consumers, promotional clarity can serve as a foundation for trust. Third, employee service should continue to be strengthened. The findings indicate that friendly service, fast payment processes, and effective complaint handling are important components of the overall shopping experience. Therefore, employee training and coaching programs should be maintained to ensure service standards remain consistent.

Fourth, store appearance should be preserved as a marketing strength. Miniso products possess strong visual characteristics. Consequently, display organization, lighting, cleanliness, and store comfort become important factors in attracting consumer interest. A well-designed store environment can encourage longer visits and increase purchasing opportunities. Fifth, Muslim

consumer comfort should be considered in marketing strategies. Although this study focuses on marketing strategies, the findings indicate that consumers feel more comfortable when products and promotional activities do not conflict with Islamic values. This can become an added value for Miniso in regions with predominantly Muslim consumers, such as Parepare.

All in all, the findings demonstrate that Miniso's marketing strategy in attracting Muslim Generation Z consumers in Parepare operates through the integration of attractive products, prices perceived as fair, digital promotion, strategic location, responsive distribution, friendly service, practical transaction systems, and aesthetically appealing store displays. These strategies align with the characteristics of young consumers who appreciate visually appealing products, comfortable shopping experiences, digital information, and fast transaction processes. At the same time, these strategies are also acceptable to Muslim consumers because they do not create significant value-related barriers.

CONCLUSION

This study concludes that the effectiveness of Miniso's marketing strategy in attracting Muslim Generation Z consumers lies not in a single marketing element, but in the integration of multiple factors that collectively create a value-driven and enjoyable shopping experience. The findings suggest that purchasing decisions among Muslim Generation Z consumers are influenced by a combination of functional, aesthetic, experiential, and trust-related considerations. Product attractiveness, digital engagement, service quality, and shopping convenience work together to shape positive consumer perceptions and strengthen purchase intentions.

Regarding a theoretical perspective, this study extends existing marketing literature by demonstrating that Muslim Generation Z consumers evaluate marketing strategies through a multidimensional lens that encompasses not only economic and functional benefits but also visual appeal, experiential value, ethical considerations, and trust. These findings contribute to a growing understanding of how contemporary retail marketing can effectively address the preferences of digitally connected and value-conscious consumer segments. From a managerial perspective, the results imply that retailers targeting Muslim Generation Z consumers should move beyond traditional product- and price-oriented approaches. Greater emphasis should be placed on creating aesthetically appealing products and store environments, maintaining transparent and trustworthy communication, delivering responsive customer service, and leveraging digital platforms that align with the media consumption habits of younger consumers. Such an integrated strategy can enhance customer satisfaction, trust, and long-term loyalty.

Despite these contributions, this study is limited to Muslim Generation Z consumers in a single city and focuses on one retail brand. Future research may examine different geographical contexts, compare multiple retail brands, or investigate additional factors such as religiosity, digital engagement, consumer trust, and brand loyalty using larger and more diverse samples. Such studies would provide a broader understanding of the evolving consumption behavior of Muslim Generation Z consumers in contemporary retail environments.

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