European International University, EIU-Paris

Doctoral Thesis

Title:

Understanding Consumer Preference for Chinese Tire Brand over Established Branded Tires in Kuwait: A Study of Market Dynamics and Consumer Behavior.

Submitted by:

Md Umar Khan

EIU ID: EIU353193

In Partial Fulfillment of the Requirements for the Degree of

Professional Doctorate in Business Management.

Supervisor:

Prof. Dr. Sanjib Chakraborty.

Date:

October, 2024

ABSTRACT

In recent times, the tire industry in Kuwait has undergone a significant change in customer preferences, with more customers choosing Chinese tire brands over traditional ones. The emergence of Chinese tire brands in the Kuwait market has upset the traditional control held by established brands. Understanding the reasons that impact customers' decision to buy Chinese tire brands in Kuwait is crucial for both local and international companies in the tire industry. Even though, the existing studies have investigated in this context, it has been disregarded the Kuwait market. Therefore, the current research examines the elements influencing customer decisions and main reasons why consumers prefer purchasing Chinese tire brands instead of well-known brands. Furthermore, it has studied how consumers perceive Chinese tire brands in comparison to well-known brands.

The proposed research has adopted a qualitative research methodology to assess the study goals and hypothesis. The data was collected from ten consumers purchasing Chinese tire brands for their cars. The information was collected via a survey and examined using thematic analysis. The investigation results have verified that customers are mainly influenced to choose Chinese tire brands over established brands due to price and availability of tire sizes. In addition, a significant number of Kuwaiti consumers base their purchasing decisions on suggestions from friends and family members, with word-of-mouth being the primary driver for choosing Chinese tire brands. In general, it has been found that customers generally view Chinese tire brands positively when it comes to the value they provide for the price. The study will be useful for manufacturers in comprehending customer preferences and customizing products according to their needs.

Keywords: Customer Choices, Chinese Tire Brands, Kuwait Market, Market Dynamics and Customer Buying Behavior

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The Kuwait's tire sector is experiencing a crucial shift, categorized by the increasing demand of Chinese tire brands at the cost of established brands. The transition in customer preferences requires a complete examination into the primary factors impacting these choices (Lugioyo, 2022). The evolution of market dynamics requires comprehending of customer purchasing behavior for retailers and manufacturers (Grewal, Gauri, Roggeveen, & Sethuraman, 2021). The tire market in Kuwait is mostly import-driven with a high dependence on foreign producers to meet the requirement of an increasing vehicle fleet. The industry reports state that the market is subjected to develop at a Compound Annual Growth Rate (CAGR) of about 6% from 2022 to 2027, driven through raising infrastructural development and vehicle ownership. The inexistence of native tire producing amenities has led to a competitive environment where the universal brands, comprising those from Japan, India, China and Europe for market share (Advisors, 2024)

The Kuwait tire market is impacted by various dynamics, comprising fiscal circumstances, regulatory frameworks and consumer choices. The customers' raising buying power aligned with a developing preference towards private vehicle tenure has driven necessities for tires. Additionally, the focus of government on infrastructural plans like development of the Kuwait National Rail Network and expansion of the Kuwait International Airport has encouraged the necessity for tires among several vehicle areas comprising commercial and passenger vehicles (Mason, 2023).

In current years, Chinese tire brands have attained substantial adhesion in Kuwaiti market, stimulating the authority of established brands like Goodyear, Bridgestone, Continental, Pirelli and Michelin. The attraction of Chinese tires can endorsed to various factors such as affordability, perceived value, augmented availability and marketing tactics (Advisors, 2022). Thus, it is significant to understand customer purchasing behavior and influencing factors that impact customers' decision. Therefore, the proposed study investigates the influential factors of customer to purchase Chinese tire brands over established brands. Further, it also analyses the perception of customers towards Chinese tire brands which is crucial for market owners and manufacturers.

1.2 Overview of Tire Market in Kuwait

The tire market in Kuwait is a substantial part of the automobile sector. Kuwait is one of the richest countries in the Gulf Cooperation Council (GCC) and it claims a huge rate of vehicle ownership that increases the necessities for tires. In current times, the Kuwait tire market has attained a strong development with plans representing a CAGR of 6% to 7.55% from 2022 to 2028. The size of the market was forecasted at around USD 832.66 million in 2022 with anticipation to achieve about USD 1.26 billion by 2029. This development is recognized to various factors comprising increasing customer awareness about tire performance & safety, infrastructure growth and vehicle ownership (Research, 2023a)..

The Kuwait's tire market is articulated based on several criteria encompassing tire type, type of vehicle, sales channel and price category. The Kuwait's tire market is dynamic and vibrant which provides a broad range of tire creation types, particularly designed to cater to the various requirement of varied vehicle segments. The main classes of tire comprise bias and radial tires. The radial tires imposing the hugest market share due to their greater performance features like better durability and fuel efficacy. It also possesses exceptional heat dissipation abilities, these qualities have led to a crucial surge in requirement for radial tires in the nation. Remarkably, radial tires are greatly preferred as of their augmented durability and fuel effectiveness that are specifically significant for exploring the challenging desert grounds of Kuwait (Araujo-Morera, Verdejo, López-Manchado, & Santana, 2021).

Contrastingly, bias tires are prominent for their exceptional strength and load-bearing ability which dominate the heavy duty and commercial vehicles in the market. Their steadfast construction and capacity to hold high loads make them the desired option for sectors that are highly dependent on transportation like construction and logistics. Comprehending these market dynamics is significant for business targeting to effectually cater to the distinct necessities of the Kuwaiti tire market (Pelc, 2020).

The industry is further categorized into Off the Road (OTR) vehicles, two-wheelers, commercial vehicles and passenger cars. Driven by the huge compactness of personal vehicles, passenger cars depict the highest segment. The requirement for tires differs notably among varied kinds of vehicles. Passenger cars, being the most prevalent kind of vehicle, carry significant market share due to the constant demand for tire replacement (imarc, 2023). Light commercial vehicles also contribute to this demand because of the wide usage in transportation

services and local businesses. Finally, heavy commercial vehicles, despite minimal in quantity, need premium, great endurance tires to withstand heavy loads, therefore, crucially affecting the tire market in the Kuwait (Singh, Arat, & Taheri, 2019).

The tire dissemination happened through several channels comprising online platforms and dealer outlets. The most prevalent sales channel is the dealer segment, even though, online sales are increasing in acceptance. Based on varied consumer segments, tires are divided into premium, mid-range and budget as per the price standard.

In the globe, Kuwait has one of the greatest levels of vehicle ownership, with an intensively embedded car culture on society. This huge ownership rate transforms to a constant necessity for tires, specifically auxiliary tires as vehicles age. The notable vehicle density makes a constant necessity for replacement tires as prevailing ones slowly wear out over time. This circumstances not only fuels the tire market in Kuwait and also serves as a main driver of development and a vital part of the thriving automotive sector in the nation. The constant cycle of tire replacements acts as a testament to the nation's vibrant automotive ecosystem (Ottesen, Banna, & Alzougool, 2022).

The desert climate of Kuwait, well regarded for its scorching heat and sporadic sandstorms, depicts a unique concern for tires. In the demanding circumstance of Kuwait, customers emphasize tires which exhibit excellent resilience, boasting high temperature resistance, notable durability and a firm grip on sandy areas. As an outcome, there is a preceding preference for all-terrain and off-road tires which can overcome the rough land easily (Tong et al., 2023).

Kuwait has many rental and fleet leasing companies. Subsequently, there is an augmented requirement for rental vehicles comprising vans, SUVs and cars. Rental vehicle firms are depend on well-governed and steadfast tires to confirm the clients' safety (Research, 2023b). As rental organization often replace tires to retain their fleets in an ideal condition, it drives tire sales in the Kuwait market.

The Kuwait government has highly invested in infrastructure projects comprising road development and expansion. These growth initiatives also raise the need for both commercial and passenger vehicles, consequently driving the necessities for tires. The need for replacing tires is unavoidable as vehicles accumulate mileage. The improved awareness across customers

about the significance of timely tire replacement for performance and safety have boosted this requirement (Alshubiri, 2019).

The establishment of progressive tire technologies like Tire Pressure Monitoring Systems (TPMS) and run-flat tires has enriched customer interest in great-performance tires. These novelties enhance vehicle effectiveness and safety and also attaining market advancements. Raising environmental awareness has led customers to pursue eco-friendly and fuel-effective tire options. Industrialists are reacting through creating sustainable tires which are in line with universal environmental standards.

Furthermore, the government of Kuwait has executed safety and regulations standards targeted at confirming environmental sustainability and road safety. These regulations cover features like emissions, tread depth and tire quality. Acquiescence with these standards is obligatory for tire importers and manufacturers, nurturing the dissemination and creation of more eco-friendly and safer tire options. As there is a rise in customer awareness towards these regulations, there is a transition toward buying tires which meet these environmental and safety standards.

1.3 Chinese Tire Brands vs. Established Brands

The tire market in Kuwait comprises of various types of tire brands including Chinese tire brands and established international brands. The key market players are Bridgestone Corporation, Sumitomo Rubber industries Ltd (Dunlop), Continental AG, and Goodyear Tire & Rubber Company, Michelin Group, Pirelli & C. S.p.A, Yokohama Rubber Company Ltd and Kumho tire Co. Inc.

Chinese Tire Brands: Features and Market Position

Chinese tire brands have made substantial inroads into the tire market of Kuwait, frequently competing on value and price. As Chinese tire brands endure to attain market share, it is significant to comprehend their features, strengths and position within the Kuwait tire market. Few Chinese tire brands that have achieved popularity in Kuwait include Linglong, Farroad, Triangle, Kenda, Sailun Tire, this is well known for its decent quality and affordability. Linglong has gained popularity among budget-conscious customers in Kuwait. Furthermore, double Coin is famous for its commercial tires and has built a strong reputation in the truck and bus tire industry (Araujo-Morera et al., 2021).

- **Price:** Chinese tire labels often come at a lower cost compared to popular rivals, attracting budget-conscious consumers. They are popular in Kuwait because they are inexpensive, and consumers prioritize cost over brand loyalty in the country.

- **Varied Product Range:** Chinese tire manufacturers offer a varied range of tire options, including all-season, performance, and off-road tires, to cater to various consumer needs.

- **Enriched Quality:** Over time, Chinese tire manufacturers have made significant investments in research and development, resulting in improved tire quality and performance. Many Chinese brands are now meeting international quality standards, making them more appealing to the Kuwait market.

- **Marketing:** Chinese tire companies are using bold marketing strategies to increase brand visibility and enter the market. By backing local events and working with neighboring suppliers, these brands have increased their visibility (Ifan, 2020).

Established Tire Brands: Features and Market Position

The Kuwaiti tire industry has been dominated by major tire Brand such as Dunlop, Michelin, Bridgestone, Yokohama, Toyo, Hankook and Goodyear for an extended period of time. These brands are well-known for their reputation, quality, and performance. Strengths of established tire brands are described as follows,

- **Brand Reputation:** Established companies have built strong reputations over time, often associated with quality, safety, and reliability. This picture increases customer trust and loyalty, making it hard for new brands to compete.

- **Technology innovation:** Established tire companies invest substantial resources in research and development, leading to continuous advancements in tire technology. Brands set themselves apart by introducing new features, such as run-flat tires, improved tread designs, and eco-friendly options (Hodson, 2021).

- **A wide variety of products are available:** Recognized brands offer a broad selection of tire choices for various types of vehicles and driving conditions, enabling customers to find suitable options for their needs.

- **Strong distribution channels:** Established brands utilize extensive networks to ensure their products are readily available in various retail stores in Kuwait. This improved availability enhances consumer confidence in purchasing these brands.

Comparison among Chinese Tire Brands and Established Tired brands

High Quality and Optimal Efficiency

When comparing Chinese tire brands to popular brands, various factors impact the assessment of quality and performance.

1. **Quality Control:** Reputable tire companies typically adhere to rigorous quality assurance protocols and worldwide standards, ensuring dependable performance and safety. Chinese tire manufacturers have made significant advancements in improving quality, although consumer perceptions of quality may vary.

2. **Performance characteristics:** Established brands often excel in aspects like longevity, grip, and handling. Chinese brands have shown improvement but may still not meet all performance criteria, especially in difficult driving situations.

3. **Safety regulations:** It ensures that recognized brands are deemed safer by thorough testing. Chinese businesses are beginning to place a higher importance on safety, even though consumers may still show a preference for established brands when it comes to safety (online).

Price-setting Tactics

The pricing of tires in Kuwait significantly influences consumer choices in the market.

1. **Affordability:** Chinese tire brands are generally less expensive compared to popular brands, appealing to budget-conscious buyers. Through the implementation of this pricing method, Chinese tire brand have managed to secure a significant market share in Kuwait.

2. **Value Proposition:** Recognized brands have the ability to justify their premium prices with superior quality, performance, and warranty options. Consumers who are prepared to spend more for added safety and reliability may opt for reputable brands.

3. **Promotional Tactics:** Both Chinese and reputable brands use promotional strategies to attract customers. Chinese businesses have the ability to offer discounts and promotions to appeal to price-conscious consumers, while established companies may focus on offering services such as warranties and customer support (Jurczak, 2021).

Customer Preferences

The customer choices play a significant part in forming the competitive environment of the tire market.

1. **Brand Loyalty:** Consumers often exhibit brand loyalty towards well-known brands, leading them to be willing to pay a premium for familiar names. However, customers worried about costs may prioritize affordability over brand loyalty and consider selecting Chinese tires.

2. **Influence of Recommendations:** Input from friends, family, and automotive industry experts has a significant impact on consumer choices. Famous brands may benefit from positive reviews, likewise Chinese brands also need to work harder to build trust and gain reputation.

3. **Awareness:** Consumer understanding of the significance of tire quality and safety is increasing. Due to growing recognition, renowned brands may retain a competitive advantage due to their long-established reputation for superior quality (Bertoli, Busacca, & Imperato, 2020).

In Kuwait, there is fierce competition in the tire market between Chinese tire brands and popular ones as they both seek to attract consumer attention. While Chinese brands have gained popularity for their affordability and quality improvements, established brands continue to benefit from their strong reputations, advancements in technology, and loyal customer base. Achieving success in the Kuwaiti tire industry will be determined by identifying consumer preferences, embracing innovation, and adapting to market trends.

1.4 Factors Influencing Customer Preferences

In the recent competitive market, confirming customer satisfaction and experience is not an option but a necessity for any successful business. The experience of consumer in a business serves a critical role in impacting their decisions to purchase, suggest or return to the business

(Patil & Rane, 2023). Thus, comprehending consumer needs and providing a value is significant for businesses to sustain customers and increase profits. The preferences of customers for particular products or brands arise from the amalgamation of varied factors. Some factors come from the product itself (such as price and durability), while others come from the customers (such as goals, perspectives, and disposable income).

Clients possess different preferences and might lean towards various qualities in a product, service, or market option. It is essential for businesses to comprehend customer preferences in order to customize their products and services to fulfill customer expectations (Kuncoro & Kusumawati, 2021). Similar to global trends, Kuwait has experienced a rush in E-commerce, comprising online tire retailers. Customers highly desire the convenience offered by E-Commerce sector through browsing, relating prices and buying tires. Online setup provides a broad range of tire choices, permitting customers to make informed decisions. Conventional brick and mortar tire retailers have embraced this trend through increasing their online existence and providing delivery amenities. The development of E-commerce has increased a novel dimension to the Kuwait tire market, making it more convenient to tech-savvy customers (Mahama-Musah, Vanhaverbeke, & Gillet, 2020).

There are various factors that impact purchasing intention and behavior of customers. The factors are psychological factors, comprising motivation, perception and awareness. Social factors such as family influence, reference groups and social status. Cultural factors like cultural values and subcultures also play a role in shaping customer choices. Furthermore, economic factors such as personal income and fiscal conditions and personal factors like personality, lifestyle and demographic also form the customer preferences. These are all the factors contributing and influences customer choices in their purchasing decisions (Hennequin, Huijbregts, & van Zelm, 2023).

In Kuwait, the tire sector encounters tough competition, leading to a consumer market that prioritizes pricing. Many Kuwaiti consumers prioritize price when selecting tires, which is why they find Chinese brands attractive due to their affordability. Cost-conscious consumers often find it important to consider Chinese tire companies that offer their products at significantly lower prices compared to popular brands (Research, 2023a).

Chinese tires are affordable, making it possible for consumers to buy new tires frequently without exceeding their budget. This is especially crucial in a market that has a high level of

vehicle ownership, leading to a frequent demand for tire changes. Price is significant; however, numerous consumers also consider the overall value they are receiving in exchange for their money. In recent years, Chinese tire makers have improved the quality of their products, offering satisfactory performance at reasonable prices. Cost-conscious customers are drawn to the blend of affordability and excellence.

Peer endorsements and community impacts have a significant impact on molding consumer tastes as a result of societal influences. Suggestions from friends and family have a significant influence on purchasing decisions in a closely-knit community like Kuwait. Positive experiences with Chinese tire brands can lead to increased adoption within social circles (Mishra & Maity, 2021).

1.5 Problem Identification

The tire sector in Kuwait comprises a wide range of product offering from well-established universal brands to developing alternatives like Chinese tire producers. While conventional tire brands have regulated significant customer loyalty and market share. Current trends represent a rising existence and adoption of Chinese tire brands within the Kuwait market. This transition stimulates a significant necessity to comprehend the underlying factors that affect consumer preferences in choosing tires. Despite the increasing popularity of Chinese tire brands in Kuwait, there is a lack of understanding regarding the factors that drive consumers to choose these brands over more established ones. The lack of comprehension poses challenges for marketers, businesses, and policymakers seeking to effectively connect with consumers.

The conventional study (Lugioyo, 2022) has investigated the impact of demographic variables on retail purchase of tires in the USA. It has disregarded the perception of customers and factors impacting customer purchasing behavior towards certain tire brands. The traditional study (Promprasert, 2020) has examined the purchasing intention of customers towards tires and wheels in Thailand. There exist a limited number of studies in the context of Kuwait tire sector.

1.6 Objective of the Study

The main purpose of the research is to comprehend customer preferences for Chinese tire brands over established brands in Kuwait in terms of market dynamics and consumer behavior. They key objectives are described as follows,

1. To identify the factors influencing consumer preferences for Chinese tire brands compared to established brands in Kuwait, including price sensitivity, brand loyalty, and perceived quality.

2. To discover the key motivations behind consumers' choices when selecting tires, including marketing influences, recommendations, and personal experiences.

3. To investigate the impact of socio-economic factors, such as income levels and vehicle ownership, on consumer choices regarding tire brands

4. To assess consumer perceptions of Chinese tire brands in terms of quality, safety, durability, and value for money compared to established brands.

1.7 Significance of the Study

In Kuwait, the development of Chinese tire brands has transformed the market dynamics. The current study concentrates on comprehending customer preferences for Chinese tire brands over other established branded tires in Kuwait. The present research will offer valuable information about recent market trends and behavior of consumer in Kuwait. Through understanding the influencing factors of customers' preferences, marketers, manufacturers and retailers are get informed about the raising customer demands. Uncovering the chief reasons and features that affects tire selection pattern of customers is beneficial for manufacturers for understanding customer choices and crafting marketing tactics to appeal more customers and retain in the competitive landscape. Customers are the asset of every company, comprehending their perception about Chinese tire brands make the manufacturers to create more compelling tires to gain their satisfaction. The outcome of the study contributes to achieving economic development of the firm.

1.8 Research Questions

The research questions of the proposed study are addressed as follows,

- What are all the factors that impacts customer inclinations for Chinese brands compared to established brands in Kuwait?

- What are the key motivations and role of marketing influences, recommendations and personal experience that drive choices of customers when selecting tires?

- How do socio-economic factors, such as income levels and vehicle ownership, affect customer selection about tire brands?

- What is the outlook of customers regarding Chinese tire brands in terms of quality, durability, safety and value for money related to established brands?

1.9 Research Hypothesis

The hypothesis of the current research is listed as follows,

- **$H_1$1:** Factors like price sensitivity, brand loyalty, and perceived quality have significantly influenced consumers' preferences for Chinese tire brands over established brands in Kuwait.

- **$H_0$1:** Factors like price sensitivity, brand loyalty, and perceived quality have not significantly influenced consumers' preferences for Chinese tire brands over established brands in Kuwait.

- **$H_1$2:** Key motivations like marketing influences, recommendations, and personal experiences have significant impact on choices of customers while choosing tires.

- **$H_0$2:** Key motivations like marketing influences, recommendations, and personal experiences have no significant impact on choices of customers while choosing tires.

- **$H_1$3:** Socio-economic factors comprising income levels and vehicle ownership have positive effect on customer choices about tire brands.

- **$H_0$3:** Socio-economic factors comprising income levels and vehicle ownership have negative effects on customer choices about tire brands.

- **$H_1$4:** Consumers have a positive outlook about Chinese tire brands in terms of quality, durability, value for money, and safety related to established brands

- $H_0$4: Consumers have a negative outlook about Chinese tire brands in terms of quality, durability, value for money, and safety related to established brands

1.10 Thesis Organization

Chapter-1: The introduction section of the dissertation defines the significance of comprehending customer preferences towards tire industry and brands in Kuwait. Furthermore, it outlines the tire market and tire brands in Kuwait. This chapter discusses the factors affecting customer preferences in selecting tires, identifies the problem and states the significance of the research. Additionally, it aids in formulating research objectives, research questions and hypothesis of the study.

Chapter-2: The chapter two offers review of prevailing literature related to the objectives of the proposed study. The literature review is categorized into several sub-headings like factors impacting customer choices and the effect of socio-economic factors on customer preferences. Finally, this chapter uncovers the pitfalls in preceding studies to enhance the contribution of the current study.

Chapter-3: The chapter three elucidates the tools and technique adopted in the current research to achieve the research purpose. This chapter offers comprehensive information on research design, the use of material and sampling techniques. The data collection and analysis tool used for the present study is also defined. Finally, the ethical consideration of the study will be stated.

Chapter -4: The chapter four deals with investigating the data with the help of demographic analyses and qualitative analyses. Further, thematic analysis is used to predict the underlying themes and patterns in the collected data. This chapter provides the outcome of the analysis which is associated with research objective. Finally, it discusses and relates the outcome of the proposed study with results of other traditional studies.

Chapter-5: The chapter five discusses the conclusion of the current research along with future recommendations.

1.11Summary

The tire sector in Kuwait is categorized through a vibrant relationship among local consumer choices, the competitive market settings and the augmenting penetration of Chinese tire brands. The Kuwait tire industry has achieved a significant development by increasing vehicle ownership and raised customer awareness about tire performance and safety. The prevalence of import-driven market and availability of reasonable Chinese tires have altered the

expectations and shopping behavior of consumers. Furthermore, the rise of e-commerce also affects the consumer preferences about tires. The study states the vital part of socio-economic factors in shaping preferences of customers. Constant development in the economy of Kuwait also impacts the purchasing characteristics of citizens towards tire brands.

Additionally, comprehending the dynamics of socio-economic features is significant for distributors, retailers and manufacturers to adopt to the demands of Kuwait consumers. This section also highlighted the necessity to evaluate the outlook of customers towards Chinese tire brands. The proposed study measures whether Chinese tire brands meet the expectations of customers over established brands. This section outlined the significance of the study in contributing to the prevailing body of knowledge about consumer behavior in the tire market. Ultimately, the chapter stated objectives of the study, research questions and significance of the study. Overall, the chapter covers all the main aspects of the study.

CHAPTER-2

LITERARURE REVIEW

2.1 Background

The tire industry in Kuwait heavily depends on imports, receiving a significant amount of tires from various countries, including China. (Zhong, Cheng, Hu, & Liu, 2024). This study aims to explore the factors that influence consumer choices, particularly the growing inclination towards Chinese brands. In addition, there is robust growth observed in the Kuwaiti tire market. Various elements, like increasing vehicle ownership, urbanization, and infrastructure development, are fuelling the expansion. With increased funds, individuals seek cost-effective and reliable tire options, making Chinese brands an attractive alternative to popular ones like Michelin, Bridgestone, Pirelli, Continental and Goodyear.

In the same way, consumer behaviour in the tire market is influenced by factors like price sensitivity, perceived quality, brand loyalty, and marketing strategies. In Kuwait, consumers highly prioritize price sensitivity and tend to prioritize affordability while also valuing quality. Furthermore, a growing number of consumers now perceive Chinese tires in a more positive light due to improvements in quality and performance, resulting in higher levels of acceptance (Chinen, Matsumoto, McQuitty, & Kojima, 2022).

Moreover, the research has the intention to classify and analyse the important features affecting customer picks of Chinese tire brands in Kuwait. Further, through investigating market tendencies, preferences selected by customers, as well as inexpensive dynamics. The studies can offer valued understandings of Chinese brands can be efficiently positioned among recognised challengers. By considering these features, cannot alone assist the dealers and industrialists, but they contribute towards the complete improvement of the tire industry in Kuwait (Zuccaro et al., 2022).

2.2 Features Impacting Customer Choices

Correspondingly, the prevailing study has been created towards conducting a complete intentional analysis in identifying some planned concerns at Cooper Company, which is a U.S.-based single-business-unit focused on tires engineering, which can encounter and affect its imminent accomplishment and existence through signifying methods. This comprises an importance in what way Cooper can sustain its inexpensive benefit and validity. To some

extent, the prevailing study has been introduced through detailed examination, recognising the requirements and necessities of Cooper consumers for tire's consistency, efficiency, and protection, selecting numerous Cooper's challengers and approaches, formerly examining Cooper's setting, and estimating the product's end-of-life Subsequently, the existing study and exploration are continued by providing the enormous problems such as feeble global advertising initiatives, inadequate product range, particularly blue-ocean products, restricted improvement, unstable Cooper-Union dealings, vulnerable efficiency, in addition to indeterminate income structure (Baqi, Adi, Saeed, & Pawath, 2022).

Moreover, the outcomes of the existing study have been designated that there is a probable market for excusive Electric Vehicles (EVs) contrived through prominent brands that have licences in Kuwait. It has been designated that exclusive consumers would consider buying fully equipped EVs as second or third cars while keeping their existing ICE vehicles. As a result of perceptions that the road network and EV infrastructure in Kuwait need to be upgraded to facilitate a fuller transition to EVs. Furthermore, a transition has been contending and more likely to occur with governmental interventions that can drastically increase the price of gasoline in Kuwait, start to levy taxes or restrictions on Internal Combustion Engine (ICE) automobiles there, give financial or other incentives for EV purchase and ownership, build up and strengthen fast charging networks (DC to DC),and promote the installation of home wall box for charging EVs (Ottesen, Toglaw, AlQuaoud, & Simovic, 2022)

Additionally, EVs do not emit emissions during operation, but it is crucial to consider well-to-wheel emissions in different regions when assessing their overall impact on carbon footprint and global warming. In countries such as Kuwait and other GCC nations where renewable energy sources are not widely used, the aids of EVs are significantly diminished. Besides, the prevailing study has been examined CO2 emissions for two kinds of passenger vehicles such as Internal Combustion Engine (ICE) and an Electric Motor (EM). Whereas software has been used to develop longitudinal vehicle models for two different prime mover configurations, capable of simulating the energy consumed by Toyota Camry and Lexus UX 300e vehicles. Moreover, CO2 emissions from the two primary engines were calculated using the Kuwait DC that had been developed earlier. The results indicated that electric vehicles emitted a significantly lower amount of CO2 compared to internal combustion engine vehicles, almost half the amount (Doust & Otkur, 2023)

In the existing research, customers' behaviour has been examined when purchasing products made from recycled materials. Besides, the prevailing work involving 150 participants are carried out to examine the impact of discount, warranty, and money-back guarantee on consumers' inclination to buy recycled or refurbished items. Hence, the former work has been examined in what way individuals with different levels of Consumer Environmental Awareness (CEA) and Perceived Consumer Effectiveness (PCE) behave while buying various recycled or refurbished products. To reach this objective, we categorize items into four groups such as technology products, household items, personal belongings, high-end goods. Our study findings indicate a greater interest in recycled/remanufactured technology products versus remanufactured personal items. Moreover, the results have indicated that discounts and warranties boost consumer interest in purchasing recycled/refurbished products, but more than half of the participants prefer a money-back guarantee for these transactions. (Mahmoodi & Heydari, 2021)

In a prior study, a model has been introduced for making decisions on adopting tire design trademarks while optimizing multiple objectives. Besides, various methodologies for decision-making involving multiple attributes or criteria are valuable tools, but they do not guarantee optimal results. Presently, there is no ideal way to select a tire manufacturer or brand for specific design objectives. Hence, the prior model has been created as a binary goal programming model for maximizing the decision of choosing a tire brand design by selecting the most effective design that meets design objectives. Moreover, the model has solved the issues by the branch as well as bound system. The suggested model has allowed the adaptation of different design goals, tolerance levels, and restrictions. The projected model can be assisted in making efficient and effective decisions on whether to use a distinct tire logo for a innovative vehicle otherwise toward sticking with a different design for varying road conditions (Aly, 2021)

Converting significant quantities of plastic waste and old tires into asphalt pavement offers a viable answer to the growing issue of waste accumulation. The former study has been observed into the sustainability of various combinations of Hot Mixed Asphalt (HMA) by assessing their environmental, functional, and economic outcomes using a comparative LCA and LCCA method in the region. The mixtures included traditional styrene butadiene styrene (PMB) and a new recycled blend of devulcanized rubber and waste low-density polyethylene (DVR + LDPE composite) HMAs. Studies have indicated that HMA improved with a DVR + LDPE

combination outperforms standard choices by significantly reducing greenhouse gas emissions by 54.5% and 14.4% compared to unaltered and PMB HMAs, respectively. The cost evaluation can be applied using the same principle as well. (Ibrahim, Alam, & Faheem, 2024).

The study found that the recent structural changes are causing harm to related industries in the local economy (such as oil refining, chemical, and mechanical engineering), impacting not only the domestic economy but also those of European nations, the USA, and China. The study has identified crucial elements affecting the functioning of the auto service industry during a global health emergency. They focused on the uncertain job status of clients served by car repair shops, the presence of unclear social and informational factors affecting the industry's sustainability, the availability and bureaucracy of promised government assistance, and the level and timeliness of help from officials. The main emphasis is on forecasting the changing characteristics of the automotive service sector market. The significance of this research is to develop recommendations for dealing with the continuous instability of car service operations through the enforcement of precise management actions (Pestrikov, Maltsev, & Belyaev, 2021).

The current state of the plastics industry is characterized by a linear model that relies heavily on new resources and does not prioritize the growth of a robust recycling sector for collecting and reusing plastic waste in the market. This highlights an increasing problem with plastic waste that requires global cooperation to address and diminish the environmental dangers and socio-economic challenges linked to mishandled plastic garbage. Details about the government's responses to plastic pollution are provided, including global, continental, and community initiatives to tackle plastic refuse. The importance of the extended producer responsibility principle is also examined, as it helps improve plastic waste management by ensuring industries are responsible for collecting and recycling waste (Diggle & Walker, 2022)

2.3 Effect of Socio-Economic Factors on Consumer Preferences

A meta-analysis has been performed to examine the impact of socio-economic status, study design, theoretical framework, and measurement variables on the five paths within the Theory of Planned Behaviour (TPB) components. The results have shown that independent standard has limited descriptive power caused by its restricted measurement series, observed behavioural regulator is least explanatory because it lacks perceived control measurement; the some objects measuring recycling purpose and cause inaccuracies in reflecting participants'

psychosomatic performance, TPB accuracy improves with larger sample sizes, ideally at least six hundred, adding more variables decreases TPB accuracy due to their strong correlation with standard elements; and factors like research period, confined financial level, contributor features, and waste category also influence TPB application accuracy (Ma, Yin, Hipel, Li, & He, 2023).

The prior study has been examined different elements of the smart city concept to uncover its basic structure, utilizing a combination of quantitative and qualitative approaches. For achieving the results, text information is gathered from three sources like abstracts of scientific papers, blog articles from news sites, and posts on social networking sites. The text information is examined, and it has introduced a new method that merges topic modelling and thematic analysis in a semi-automated way. The findings have highlighted the intricate nature of the smart city sector that requires investigation from three perceptions such as implementations, methodology, as well as socio-economic view. From data analysis, 10 different components of the smart city idea are identified and they are mobility, energy, infrastructure, environment, scheduling and management, security, and residents (Kousis & Tjortjis, 2023).

The study has been examined the strategies employed by Gulf Cooperation Council (GCC) countries and countries in the Middle East such as Egypt and Iran to manage vehicle disposal and avoid the circulation of unsafe vehicles on the roads. Besides, the key areas of focus in studying ELV are significant measures taken, initiatives aimed at reducing emissions, and the process of dismantling vehicles. The methods are employed involve assessing the effectiveness of desktops, analysing data on new and decommissioned vehicles, and conducting surveys with users and government officials. Middle Eastern governments lack clear strategies to promote sustainable and environmentally friendly end-of-life vehicle policies, unlike countries in East Asia such as Japan, Taiwan, and Malaysia. Qatar distinguishes itself from other Middle Eastern nations with its explicit regulations on End-of-Life Vehicle procedures. The outcome has demonstrated the implementation of End-of-Life Vehicle programs and public education in these countries. This study will assist nations in implementing ELV strategies similar to those observed in Europe and East Asia, benefiting governments (Harun et al., 2023).

The expressed transition to EVs has the potential to enhance air quality, reduce CO2 emissions, support the growth of renewable energy, and improve the economy of countries. Moreover, the prevailing study has been examined the efficiency of EV and identified the primary barriers hindering their rapid expansion. A structured survey has been dined with 202 EV owners, in

addition to 15 interviews held with technicians from various service centres. Hence, the Research findings have indicated that MENA region in both market share and growth rate of Battery Electric Vehicles (BEVs), holding 52% of new BEV car sales in 2023, projected to exceed 80% by 2025. Moreover, Government backing, high costs of fossil fuels, and tax incentives have been crucial in driving the rise of electric vehicles, leading to their rapid expansion. Further, respondents in the study have identified common issues with electric cars such as quick battery depletion, restricted battery range, problems with the inverter, battery overheating, reduced performance in extreme temperatures, and rising costs. Ultimately, the preceding study has been indicated the need for schools to offer specific training courses for EV upkeep and repair, as well as for the government to boost incentives for the industry and tackle the problem of fake charging equipment, batteries, and components (Amrani et al., 2024).

The prevailing study has been analysed the historical progression of urbanization in Iraq and identifies three factors - political instability, rapid population growth, and the discovery of oil as explanations for its unsustainable nature, all of which are comprehensively examined and assessed. Besides, in the year 1930, Iraq's population is of 25% survived in city regions. Due to migration from rural to urban areas, forced displacement, and conflicts, the percentage rose to 71% in 2020. Oil has fuelled economic development, but it has also led to militarization and conflicts, diverting attention from urbanization and resulting in missed chances for prompt action. To reverse the unsustainable expansion of cities in Iraq, genuine political reform is necessary to tackle corruption and implement a comprehensive national plan to address the challenges stemming from urban growth (Hassan, 2023).

The objective of prevailing article is to examine the sustainable management of various systems on recycling End-Of-Life tires (ELTs) in China. Besides, systems for bicycles which includes e-bikes, electric motorcycles, and cars are being taken into consideration. The study has been revealed variations in pricing, managing costs, processing fees, and transportation fees. Accordingly, the recycled ELTs originate from automobiles. As a result, an economic model is developed to illustrate the differences between the different systems. The results have showed that the recycling of ELTs in cars is successful in China, whereas the recycling system for bicycles and electric motorbikes is not efficient. Moreover, a social welfare framework is developed to tackle the sustainable handling of different systems for recycling ELTs. The model findings indicate that subsidies ought to be determined by the weight of ELTs, and

offering subsidies targeted at recycling ELTs from bicycles and electric motorbikes in China could boost the effectiveness and sustainability of the recycling processes for these products (Huang, 2021).

Moreover low-impact and effective management of car tire disposal are important global issues in the automotive sector. Currently, there is a surplus of End-Of-Life (EOL) tires, prompting further investigation into Circular Economy (CE) tires as well Bio-Based (BB) tires. Likewise, incorporating BB and CE tires may be an effective approach to improve the overall sustainability of the tire's lifespan. At present, there is a limited amount of research on the factors that influence the acceptance of CE and BB tires. Whereas in the year 1989, a model has been made to assess the reception of various products considering socio-economic elements. The existing model is commonly used in many regions, but it does not effectively address the sustainability challenges of today's world. The objective of the work is to improve understanding of the factors that impact the acceptance of environmentally friendly tires. It has presented a framework of acceptance and influencing factors in three areas: consumer-related factors, perceived product characteristics, and moderating variables that encourage consumption (Wurster & Schulze, 2020).

The prior study has been aimed to measure the financial effect of road accidents in Lebanon by examining accident costs through two methods: willing-to-pay (WTP) and human capital (HC). Concerning the year 2010 and 2022, the WTP method had an average cost estimation of $1,281,393,100 ($753,563,928 in 2022), with the HC method estimating costs at $1,299,475,794. The expenses were comprised of 5.4% for vehicle costs, and 9.4% for productivity costs. According to the results of the survey conducted in this study, participants were willing to allocate roughly 73 to 74 dollars for a 50% drop in crash rates, and around 60 to 61 dollars for an 80% decrease in crash likelihood (Choueiri, 2023).

2.4 Research Gap

From the review of above conventional works, certain significant drawbacks are emphasized in this section,

- The former study has been provided a world-wide perspective but it has not delve deeper to the strategic implications for tire manufacturers operating in emerging markets and developing economies (Baqi et al., 2022).

- The prevailing study has been showed the significance of investor participation in providing the socio-economic expenditures on road crashes and it could not explore further effectual methods for engaging stakeholders (Choueiri, 2023).

- The prior study has been employed a WTW method to measure the carbon footprint and has not explored on the use of a complete LCA method, that reflects emissions from vehicle manufacturing, operation, and EOL phases (Doust & Otkur, 2023) .

- The prior study has been highlighted the significance of shareholder participation in providing the ELT recycling challenges and cannot explore towards an actual methods of fetching shareholders to substitute alliance as well as confirm the renewable of ELT reprocessing structures in China (Huang, 2021).

2.5 Summary

The chapter has been emphasized the increasing favour of Chinese tire brands among cost-conscious Kuwaiti customers. Moreover, there are gaps in knowledge about factors influencing brand perception, the impact of e-commerce, changes in preferences over time, the influence of regulations, environmental factors, consumer education, and socio-economic effects. Focusing on these discrepancies will offer a broader understanding of the competition between Chinese and high-end tire brands in Kuwait, helping manufacturers, distributors and retailers create specific strategies based on changing consumer tastes.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter discloses the research methodology approach utilized in current research to achieve the objective of the study through hypothesis framed. Further, it discusses the employed data collection techniques, materials and methods, sampling technique, selected target respondents and thematic analysis. The analytical results achieved through the utilisation of research technique will expose the Impact of factors on improving consumer preferences while this section emphasizes on methods implemented to attain reliable outcomes.

3.1 Research Design

The present study utilizes descriptive and empirical research design. It adopts qualitative method techniques for collecting and calculating the data. It permits to collect a comprehensive and complete data associated to the research subject. Further, it enables to achieve more detailed perception about difficult research questions. The technique is advantageous as it discovers many-sided concerns for the present research design (Hennink, Hutter, & Bailey, 2020). It allows for more strong and demanding investigation and leads to more precise and valid research results. As a result of these significant aspects, the current study holds qualitative technique for investigating the consumer preferences on Chinese brand tires by following various self-affirmation practices.

3.1.1 Variable Definition

The critical aspect of an entire mathematical dataset has been associated with defining a variable. Moreover, a variable is considered as the structures of respondents. Whereas these elements might be vague and hence, may vary along with some kinds of applicants. The variable of the study is categorised into two kinds, such as independent and dependent variables.

Dependent Variable: A dependent variable modifies according to an impact instigated by an independent variable. The dependent variables of the present research work are consumer preferences, tire selection, consumer choices regarding tire brands and Chinese tire brands. Likewise, dependent variable might be unwavering over deliberating the objective of the present study. The elements of the present study can be modifies to recognize the dependent variable and it is obvious that dependent variables completely rely upon independent variable.

Independent variable: It remains stable irrespective of any of the external applications. Independent variables are income levels and vehicle ownership, consumer perceptions, marketing influences, recommendations, and personal experiences and factors. These variables are essential for effectual research design. Hence, these independent variables are recognized through determining variables and its effects on the hypothesis on research question. The below figure 3.1 shows the research design.

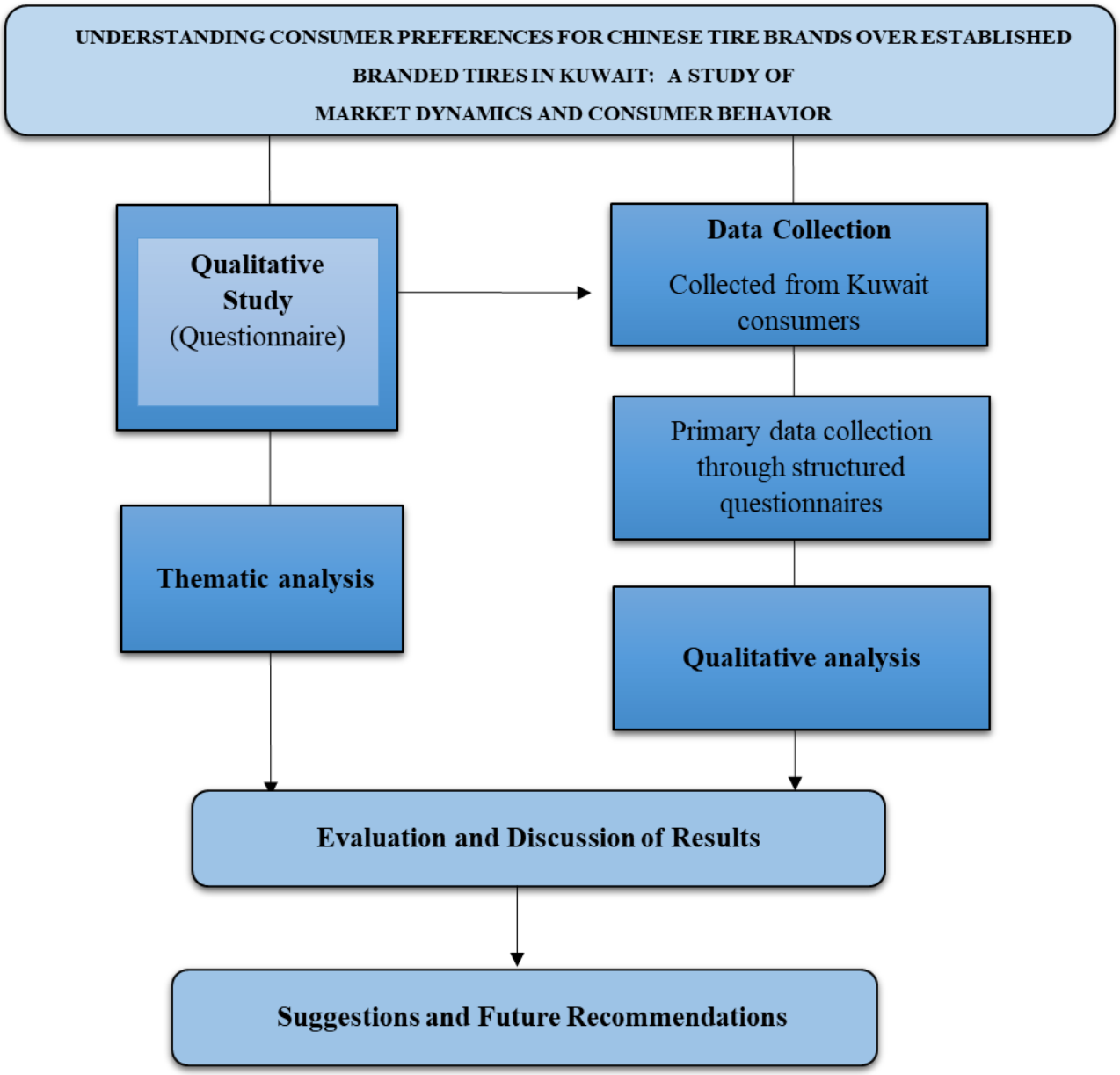


Figure 3.1 Research Design (Source: Author Compilation)

The figure 3.1 represents the research design of the current study. The Qualitative research is performed on the data gathered through the questionnaire answers which are collected from

Kuwait customers. The thematic analysis is performed to attain the research objectives. The above illustrated theoretical framework has explained about the flow of the research work. Furthermore, it is illustrated by initializing from the core topic of our research work and has proceeded with an unambiguous explanation about the pattern through which the study has been further ensued. Moreover, the outcomes acquired by analysing dependent and independent variables using independent and dependent variables.

3.2 MATERIALS AND METHODS

The current study utilizes various materials and methods to collect and analyse data from respondents. Qualitative methods include questionnaire that are developed to facilitate in-depth with participants. This interview method includes open-ended questions to explore the participant's experiences and state of mind during the time of purchasing in Kuwait. The quantitative analysis includes the questionnaires that are framed based on the research objective of the study. These questionnaires are structured written form where the participants are asked to fill it which will be useful for the researcher's analysis about the study. Furthermore, a method of purposive sampling is utilized in collecting data from the participants. Purposive sampling is nothing but following certain constraints to get data from specific set of people who are related to the study (Campbell et al., 2020). Furthermore, purposive sampling is practiced with flowing certain constraint like people purchasing tire brands in Kuwait. These methods are further enhanced to obtain better results in both the analysis.

3.3 SAMPLING TECHNIQUES

The present study will perform convenience sampling technique to select the target respondents for research. The respondent contributions will be selected to obtain data based on the outcome of consumer preferences on purchasing tires in Kuwait respectively. The collected valuable data for the qualitative method depends on the sample size which permits the researcher to reach the research objective **(Lakens, 2022).** Applicable sampling techniques will support while deriving samples to reinforce the objective of research. Also, it is used for researchers to insight the dataset to classify the patterns (Sreekumar, 2023).

The present study performs purposive sampling technique to select the target respondents for research. Purposive sampling, one of the non-probability sampling methods, is used ensure that the participant consumers chosen are those who are most likely to provide useful and relevant information regarding the factors required for the practice of tire purchasing in Kuwait. To

narrow down on a specific targeted group for an in-depth analysis of such people's experiences and others who are interested or engaged in purchasing tires among various brands, purposive sampling would be appropriate. This is because it allows for inclusion of the participants who are already involved in or interested in tire brands purchasing thus ensuring the data to be analysed is meaningful and applicable. The sampling methods generally requires Sample population and the Sample size and unit for the initiation of the research.

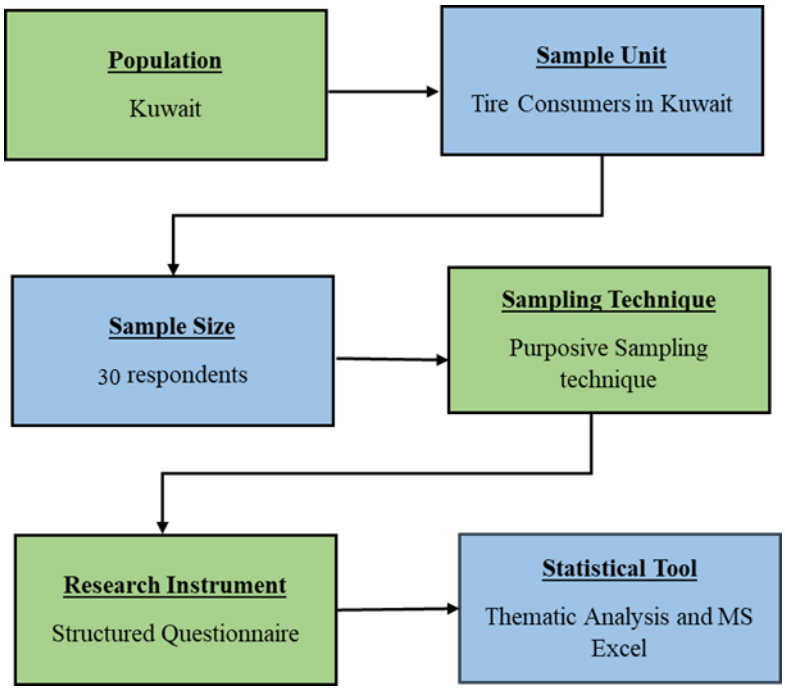


Figure 3.2 Sampling Procedure (Source: Author Compilation)

3.4 DATA COLLECTION

The data collection is a process of collecting information or data from various sources, identifying the type, origin, and tools involved. The process of collecting data can be categorized into two ways

- Primary data gathering
- Secondary data gathering

In this study, data is collected by means of primary data gathering method. It engages in collecting data directly from the participants who are aimed in this study. This type of collection focuses on specific participants related to the study. This data collection strategy is advantageous because it confirms that the collected data is recent, related and fit to the motives

of research objectives (Lester, Cho, & Lochmiller, 2020). Primary data collection is best suitable for the current study when compared to secondary data collection for several reasons. First reason is that it brings the essence of the research topic-investigating the impacts of various factors on purchasing tire brands in Kuwait. Furthermore, it entails different perceptions directly from the participants who are experiencing or going to experience these practices.

Moreover, primary data collection offers the flexibility to project exact questions and data collection tools. For this study, structured questionnaires are involved to collect qualitative data. The questionnaires are envisioned to quantitatively measure features in how the consumer feels during the time of purchasing tires while the questionnaires are aimed at discovering qualitative identifications related to market dynamics and consumer behaviors. Moreover, another substantial advantage of primary data collection is the ability to control the data collection process. This includes selecting the sample population by managing the accuracy of data recording and maintaining high ethical standards throughout the study.

3.5 RESEARCH INSTRUMENTS

The study used the method of gathering responses by the structured questionnaire and the questions were produced as open-ended questions. Since, the study is grounded upon primary data, the responses are reliable, honest and is free from manipulation. Furthermore, 4 objectives were produced where the first 2 objective comprise of 4 questions each and next 2 objectives comprise of 3 questions respectively. Therefore, questionnaire has 14 questions on the whole and hypothesis was produced based on constructed objectives.

Objectives	Questions
Factors influencing consumer preferences for Chinese tire brands compared to established brands in Kuwait, including price sensitivity, brand loyalty, and perceived quality.	1. What specific factors do you consider most important when deciding between Chinese tire brands and established brands in Kuwait?

	2. How does price differences among Chinese and established tire brands influence your purchasing decision? 3. What role does brand reputation play in your decision-making process when purchasing tires? 4. What influences your loyalty to a particular tire brand and how does this affect your purchasing decisions?
The key motivations behind consumers' choices when selecting tires, including marketing influences, recommendations, and personal experiences.	5. What motivates you to purchase tires for your vehicle? 6. How do marketing campaigns and advertisements influence your tire purchasing decisions? 7. Does recommendations from friends, family, influences your choice of purchasing tires? 8. Share your personal experiences that makes you to buy specific branded tires?
The impact of socio-economic factors, such as income levels and vehicle ownership, on consumer choices regarding tire brands.	9. How does your income level affect your tire purchasing decisions? 10. In what ways does the type of vehicle you own influence your choice of tire brands?

	11. What socio-economic factors do you believe are most significant that shapes your preferences for tire brands in Kuwait?
Consumer perceptions of Chinese tire brands in terms of quality, safety, durability, and value for money compared to established brands.	12. What are your general perceptions of Chinese tire brands in comparison to established brands? 13. What specific qualities do you associate with Chinese tire brands? 14. Describe your experiences with the durability, safety and value of Chinese tire brands compared to established brands.

3.6 DATA ANALYSIS

In the present study, the data analysis is carried out in two different ways including **"Thematic analysis"** for qualitative data. The results are descriptive to the reference of this study.

Thematic analysis

The data collected through questionnaire is interpreted by using a qualitative analysis method called thematic analysis. This approach is significant in recognizing, analysing and reporting themes or patterns in the data providing a complete indulgent of respondent's experiences with tire purchasing practices. This thematic analysis involves a six-step process to make a thorough and accurate analysis as follows,

- The initial step is acquaintance with the data, where the scholars engage themselves in the data by reading the records. This step is important as it permits the investigator to become intimately familiar with the information, recognizing noteworthy particulars and developing outlines.

- The second step implicates making preliminary codes. Here, the researcher analytically works through the entire details. Furthermore, labels like C1, C2 codes are assigned by categorizing related segments of the data.

- The third step is theme generation based on the obtained codes. The investigator observes the codes and unites them into possible themes, joining all data relevant to each likely theme. This step sorts each and every codes into two, themes and sub-themes. Additionally, it establishes a relationship between codes and themes.

- The fourth step is reversing the themes to make sure they precisely signify the data. The researcher evaluates and improves the themes by checking if the theme may be rejected, combined or developed to derive an intelligible and perfect demonstration of the data.

- Describing and naming the themes comes under the step five. In this step, the researcher conducts a thorough examination for enhancing the particulars of every theme. Perfect description and names for each theme are developed to capture the spirit of what each theme is about, confirming that the themes are dissimilar and summarize the facts accurately.

- The final step is the preparation of the report. The researcher writes up the findings, interlacing together the themes and data extracts to express a clear and convincing story of the data. This report highlights the understandings and implications exposed from the analysis, exemplifying the impact of factors on the customers.

This method allows for a complete investigation of the data, producing robust and meaningful results.

3.7 ETHICAL CONSIDERATION

Ethical considerations are significant in this research study, proving that the dignity, rights and well-being of the respondents are secured during the research process. The study follows to the principle of voluntary participation. As a result, the respondents are selected based on their own interest and readiness to be a part of the research process. They are provided with complete information sheet that describes the purpose of study, potential risks, procedures and benefits. Additionally, informed permission is obtained through a consent form that participants sign after being fully knowledgeable about the study. Additionally, participants receive a copy of

the patient information sheet and the consent form, as well as a kit of appreciation for their participation. Confidentiality and privacy of contributors are meticulously upheld. These measures support ethical standard and contribute to the trustworthiness and consistency of the research findings, fostering trust and respect between researcher and the participants.

3.8 SUMMARY

The chapter expressed a precise description of the method for gathering data with techniques on data analysis. The current study uses qualitative approach to gather data from consumers. The collected data served the purpose of the research study, which was listed with the help of thematic analysis. Questionnaires framed and the responses were collected from the consumers. This section discussed the sampling technique used and MS excel for data representation and collected data were analysed using thematic approach which includes data familiarisation, data reduction, theme generation and conclusion. The upcoming chapter will discuss the results obtained from thematic analysis.

CHAPTER 4

RESULTS AND DISCUSSION

The proposed research focuses on comprehending the preference of customers for choosing Chinese tire brands over popular branded tires. This chapter will uncover the factors influencing consumers to select Chinese tire brands for their vehicles over established brands. In addition, the motivation of customers and effect of socio-economic factors on their tire purchasing behavior will be revealed. The perception of customers towards Chinese tire brands will also be exposed in this chapter.

For the purpose of the current research, the data was gathered from 30 respondents comprising customers who purchase Chinese tires in Kuwait. The present study adopts qualitative research technique for assessing the gathered data. The collected data will be investigated through thematic analysis, intending to attain the research purpose.

4.1 Demographic Profile

Demographic plays a crucial part in understanding the features of the population. It comprises a broad range of variables associated to characteristics of population such as age, gender, occupation, and monthly income etc. These variables provides diversity about the composition and diversity of the populace. The most commonly utilized technique for analyzing the demographic data is the frequency analysis. It allows to evaluate the percentage (%) and Count (C) of every group in a demographic variable. The outcome of the investigation is utilized to make a brief summary of the defendants' demographic data. The present study has gathered age, gender, marital status, occupation and monthly income to understand the characteristics of the consumers participated in the survey.

Table 4.1 Demographic characteristics of Participants

Group	**Parameter**	**C**	**%**
Age	**Below 18 Years**	3	10%
	19-25 Years	6	20%

	26-35 Years	12	40%
	36-50 Years	6	20%
	Above 50 Years	3	10%
Gender	**Male**	27	90%
	Female	3	10%
Marital Status	**Single**	9	30%
	Married	21	70%
Occupation	**Government Employee**	9	30%
	Private Employee	6	20%
	Self-Employed	9	30%
	Homemaker	3	10%
	Retired	3	10%
Monthly Income	**Less than 500 KD**	3	10%
	500-999 KD	6	20%
	1000-1499 KD	6	20%

	1500-1999	6	20%
	2000-2499 KD	6	20%
	Above 2500 KD	3	10%
How often do you replace your tires?	**Every 6 months**	12	40%
	Once a Year	6	20%
	Every 2 years	6	20%
	Every 3 Years	3	10%
	Only when necessary	3	10%

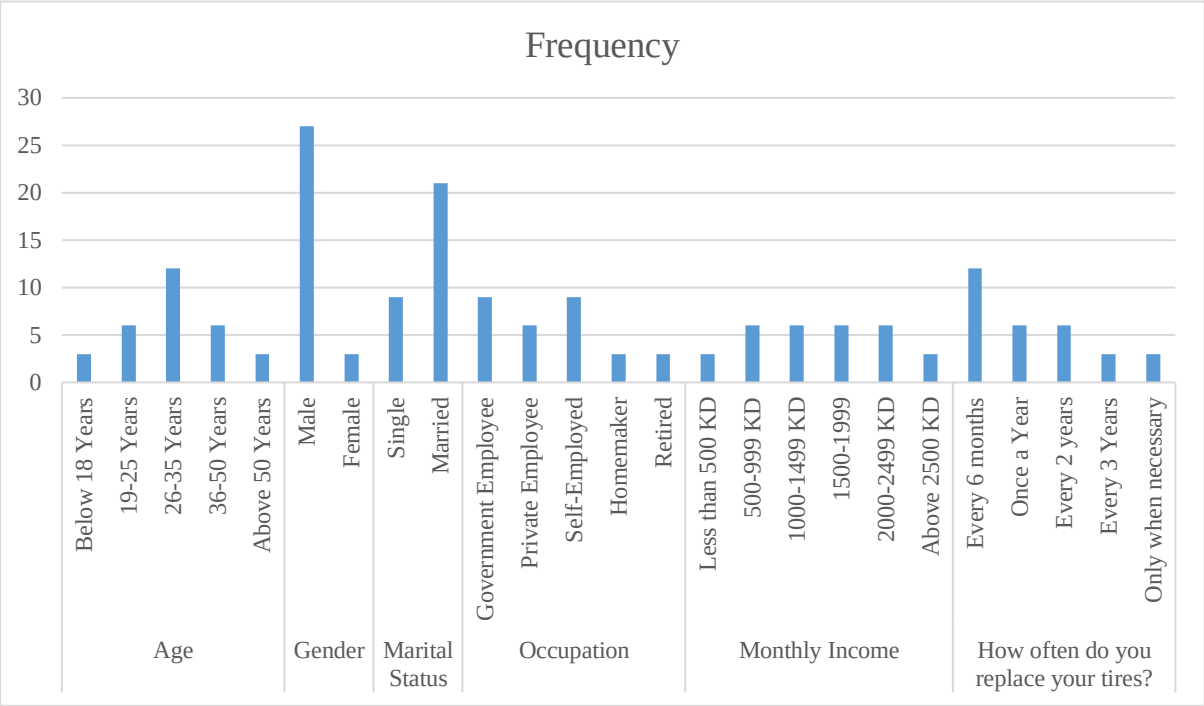


Figure 4.1 Demographic characteristics of Defendants

The table and figure 4.1 demonstrates the demographic characteristics of consumers participated in the survey. 40% of survey participants fall within the 26 to 35 age range, indicating a substantial influence on survey participation and Chinese tire brand purchases. 20% of the sample is made up of individuals who are between the ages of 19-25 and 36-50. 10% of individuals belong to the age groups under 18 or over 50, both of which are relatively smaller. Most of the participants are male, with 90% identifying as male, compared to just 10% who are female. This indicates that most customers of Chinese tire brands are men. Out of the participants, 70% are married, while the remaining 30% are single.

The participants have a relatively wide variety of occupations. Government employees make up 30% of the sample, with an equal amount of self-employed individuals. 20% of people work in private companies, 10% stay at home, and 10% are no longer working due to retirement. The data indicates that income is evenly distributed across various income brackets, with an emphasis on the 1000-2499 KD range. 40% of participants change their tires every 6 months, while 20% do so annually, another 20% every 2 years, and 10% every 3 years. The remaining 10% only replace their tires when necessary. This shows that the participants are actively working to upkeep their vehicles.

4.2 Qualitative Analysis

Qualitative analysis involves interpreting non-numeric information and is a method used to analyze data. The aim is to understand the basic themes, patterns, and meanings found in the data. Qualitative research could serve as a powerful tool for understanding the human experience. It can provide insight into people's thoughts, feelings, and motivations. Qualitative analysis is beneficial for identifying trends and patterns that are evident in the data.

Thematic Analysis

Thematic analysis is an approach in qualitative research used to identify and examine recurrent themes or patterns within a particular set of data. This flexible technique is applicable to various forms of qualitative data such as interviews, focus groups, observations, and textual documents. The thematic analysis includes 6 steps, outlined as follows:

Step 1: Data familiarization.

Step 2: Initial code generations.

Step 3: Generating themes from the created codes.

Step 4: Reviewing themes.

Step 5: Defining themes.

Step 6: Report writing from the interpretations made.

Stage I: Getting acquainted with the information

Knowing the qualitative data collected is essential for thematic analysis. Through completing this phase, the researcher achieves a more comprehensive grasp of the collected data. The transcripts of the responses are constantly analyzed for data familiarity.

Stage II: The development of initial codes.

The following step in this investigation includes creating codes using the gathered information. The codes can generate a descriptive label layout that succinctly clarifies the text. The code functions as a marker used to fetch and separate similar data. Hence, the researcher is able to view and assess all the information in the dataset connected to the correct code.

The code will be developed according to the feedback from the participants. The primary objective is to classify text by analyzing participants' responses in written form, then generating codes. Categorizing data helps to comprehend the objective of research in an organized fashion. The process of encoding compresses the related data into data chunks. The following table represents the created codes from the achieved interview transcripts of Consumers who bought Chinese tire brands in Kuwait.

Table 4.2 Generating Codes For Factors Influencing Consumer Preferences For Chinese Tire Brands Compared To Established Brands In Kuwait, Including Price Sensitivity, Brand Loyalty, And Perceived Quality.

Questions	**Respondents**	**Answers**	**Code-Generated**

1. What specific factors do you consider most important when deciding between Chinese tire brands and established brands in Kuwait?	R1	I always look for the best value for my money. If the Chinese tire brands offer similar quality at a lower price, I'm inclined to choose them	[C1] Best value for my money [C2] Long lasting and good performance [C3] Easy findings of tires
	R2	Quality is crucial for me. I want tires that last and perform well, so I often read reviews to compare the durability of Chinese brands against established ones	
	R4	I consider how easily I can find the tires I want. If a Chinese brand has better availability in local shops or online, that influences my decision.	
2. How does price differences among Chinese and established tire brands influence	R1	I'm very price-sensitive. If the Chinese tires are significantly cheaper, I'm likely to choose them, especially if I'm on a budget.	[C4] Cheaper [C5] Special promotions or discounts

your purchasing decision?	R3	Special promotions or discounts on Chinese tires can sway my decision. I often wait for sales before making a purchase.	[C6] Money saving Option
	R5	In times of economic uncertainty, I lean towards cheaper options. If I can save money with Chinese tires, that's a big factor in my decision.	
3. What role does brand reputation play in your decision-making process when purchasing tires?	R2	I rely heavily on consumer reviews and ratings. If a Chinese brand has positive feedback, I'm more likely to consider it despite its lesser-known reputation.	[C7] Consumer reviews and ratings [C8] Recommendations from friends and family
	R3	Recommendations from friends and family about a brand's reputation can significantly influence my choice. If someone I trust had a good experience with a Chinese brand, I'd be more open to trying it.	[C9] Consumer reviews and ratings [C10] Recommendations from friends and family

	R4	I rely heavily on consumer reviews and ratings. If a Chinese brand has positive feedback, I'm more likely to consider it despite its lesser-known reputation.	
	R5	Recommendations from friends and family about reputable brands can heavily influence my choice.	
4. What influences your loyalty to a particular tire brand and how does this affect your purchasing decisions?	R1	If I've had a good experience with a brand, I tend to stick with it. Trust built from previous purchases is hard to break.	[C11] Good experience with a brand [C12] Brand aligns with my values [C13] Hearing positive feedback from others
	R3	If a brand aligns with my values (e.g., sustainability), I'm more inclined to remain loyal to them.	
	R5	Hearing positive feedback from others about a brand can reinforce my loyalty.	

Stage III: Theme Creation

Codes attained	Generate Themes
[C1] Best value for my money	Price
[C2] Long lasting and good performance	Quality
[C3] Easy findings of tires	Availability
[C4] Cheaper	Cost-effective
[C5] Special promotions or discounts	Reviews from Customers
[C6] Money saving Option	Peer influence
[C7] Consumer reviews and ratings	Past Positive Experience
[C8] Recommendations from friends and family	
[C9] Consumer reviews and ratings	
[C10] Recommendations from friends and family	
[C11] Good experience with a brand	
[C12] Brand aligns with my values	
[C13] Hearing positive feedback from others	

Table 4.3 The key motivations behind consumers' choices when selecting tires, including marketing influences, recommendations, and personal experiences.

Questions	Respondents	Answers	Code-Generated

1. What motivates you to purchase tires for your vehicle?	R1	My primary motivation is safety. I want to ensure that my tires can handle Kuwait's roads and weather conditions.	[C14] Primary motivation is safety [C15] Best vehicle performance [C16] The worn out tires motivates to replace them

CHAPTER 4

RESULTS AND DISCUSSION

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For the purpose of the current research, the data was gathered from 30 respondents comprising customers who purchase Chinese tires in Kuwait. The present study adopts qualitative research technique for assessing the gathered data. The collected data will be investigated through thematic analysis, intending to attain the research purpose.

4.1 Demographic Profile

Demographic plays a crucial part in understanding the features of the population. It comprises a broad range of variables associated to characteristics of population such as age, gender, occupation, and monthly income etc. These variables provide diversity about the composition and diversity of the populace. The most commonly utilized technique for analyzing the demographic data is the frequency analysis. It allows to evaluate the percentage (%) and Count (C) of every group in a demographic variable. The outcome of the investigation is utilized to make a brief summary of the defendants' demographic data. The present study has gathered

age, gender, marital status, occupation and monthly income to understand the characteristics of the consumers who participated in the survey.

Table 4.1 Demographic characteristics of Participants

Group	Parameter	C	%
Age	**Below 18 Years**	1	10%
	19-25 Years	2	20%
	26-35 Years	4	40%
	36-50 Years	2	20%
	Above 50 Years	1	10%
Gender	**Male**	9	90%
	Female	1	10%
Marital Status	**Single**	3	30%
	Married	7	70%
Occupation	**Government Employee**	3	30%
	Private Employee	2	20%
	Self-Employed	3	30%

	Homemaker	1	10%
	Retired	1	10%
Monthly Income	**Less than 500 KD**	1	10%
	500-999 KD	2	20%
	1000-1499 KD	2	20%
	1500-1999	2	20%
	2000-2499 KD	2	20%
	Above 2500 KD	1	10%
How often do you replace your tires?	**Every 6 months**	4	40%
	Once a Year	2	20%
	Every 2 years	2	20%
	Every 3 Years	1	10%
	Only when necessary	1	10%

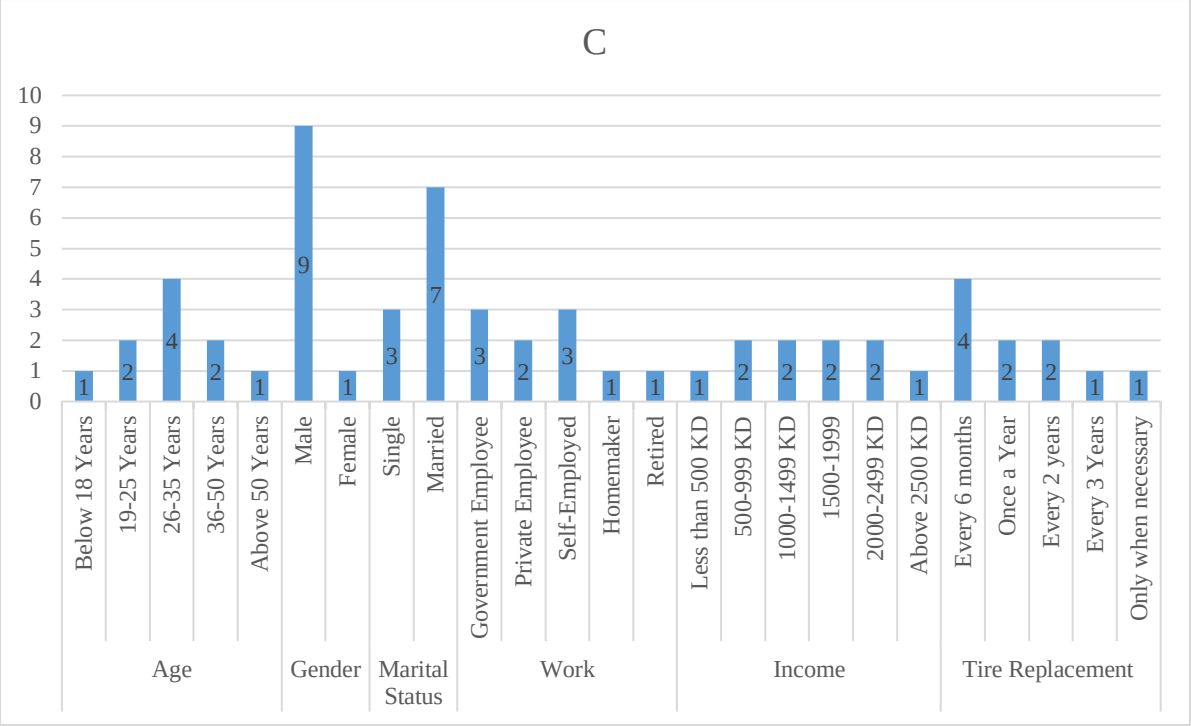


Figure 4.1 Demographic characteristics of Defendants

The table and figure 4.1 demonstrates the demographic characteristics of consumers who participated in the survey. 40% of survey participants fall within the 26 to 35 age range, indicating a substantial influence on survey participation and Chinese tire brand purchases. 20% of the sample is made up of individuals who are between the ages of 19-25 and 36-50. 10% of individuals belong to the age groups under 18 or over 50, both of which are relatively smaller. Most of the participants are male, with 90% identifying as male, compared to just 10% who are female. This indicates that most customers of Chinese tire brands are men. Out of the participants, 70% are married, while the remaining 30% are single.

The participants have a relatively wide variety of occupations. Government employees make up 30% of the sample, with an equal number of self-employed individuals. 20% of people work in private companies, 10% stay at home, and 10% are no longer working due to retirement. The data indicates that income is evenly distributed across various income brackets, with an emphasis on the 1000-2499 KD range. 40% of participants change their tires every 6 months, while 20% do so annually, another 20% every 2 years, and 10% every 3 years. The remaining 10% only replace their tires when necessary. This shows that the participants are actively working to upkeep their vehicles.

4.2 Qualitative Analysis

Qualitative analysis involves interpreting non-numeric information and is a method used to analyze data. The aim is to understand the basic themes, patterns, and meanings found in the data. Qualitative research could serve as a powerful tool for understanding the human experience. It can provide insight into people's thoughts, feelings, and motivations. Qualitative analysis is beneficial for identifying trends and patterns that are evident in the data.

Thematic Analysis

Thematic analysis is an approach in qualitative research used to identify and examine recurrent themes or patterns within a particular set of data. This flexible technique is applicable to various forms of qualitative data such as interviews, focus groups, observations, and textual documents. The thematic analysis includes 6 steps, outlined as follows:

Step 1: Data familiarization.

Step 2: Initial code generations.

Step 3: Generating themes from the created codes.

Step 4: Reviewing themes.

Step 5: Defining themes.

Step 6: Report writing from the interpretations made.

Stage I: Getting acquainted with the information

Knowing the qualitative data collected is essential for thematic analysis. Through completing this phase, the researcher achieves a more comprehensive grasp of the collected data. The transcripts of the responses are constantly analyzed for data familiarity.

Stage II: The development of initial codes.

The following step in this investigation includes creating codes using the gathered information. The codes can generate a descriptive label layout that succinctly clarifies the text. The code functions as a marker used to fetch and separate similar data. Hence, the researcher is able to view and assess all the information in the dataset connected to the correct code.

The code will be developed according to the feedback from the participants. The primary objective is to classify text by analyzing participants' responses in written form, then generating codes. Categorizing data helps to comprehend the objective of research in an organized fashion. The process of encoding compresses the related data into data chunks. The following table represents the created codes from the achieved interview transcripts of Consumers who bought Chinese tire brands in Kuwait.

Table 4.2 Generating Codes For Factors Influencing Consumer Preferences For Chinese Tire Brands Compared To Established Brands In Kuwait, Including Price Sensitivity, Brand Loyalty, And Perceived Quality.

Questions	**Respondents**	**Answers**	**Code-Generated**
1. What specific factors do you consider most important when deciding between Chinese tire brands and established brands in Kuwait?	R1	I always look for the best value for my money. If the Chinese tire brands offer similar quality at a lower price, I'm inclined to choose them	[C1] Best value for my money [C2] Long lasting and good performance [C3] Easy findings of tires
	R2	Quality is crucial for me. I want tires that last and perform well, so I often read reviews to compare the durability of Chinese brands against established ones	

	R4	I consider how easily I can find the tires I want. If a Chinese brand has better availability in local shops or online, that influences my decision.	
2. How does price differences among Chinese and established tire brands influence your purchasing decision?	R1	I'm very price sensitive. If the Chinese tires are significantly cheaper, I'm likely to choose them, especially if I'm on a budget.	[C4] Cheaper [C5] Special promotions or discounts [C6] Money saving Option
	R3	Special promotions or discounts on Chinese tires can sway my decision. I often wait for sales before making a purchase.	
	R5	In times of economic uncertainty, I lean towards cheaper options. If I can save money with Chinese tires, that's a big factor in my decision.	

3. What role does brand reputation play in your decision-making process when purchasing tires?	R2	I rely heavily on consumer reviews and ratings. If a Chinese brand has positive feedback, I'm more likely to consider it despite its lesser-known reputation.	[C7] Consumer reviews and ratings [C8] Recommendations from friends and family
	R3	Recommendations from friends and family about a brand's reputation can significantly influence my choice. If someone I trust had a good experience with a Chinese brand, I'd be more open to trying it.	[C9] Consumer reviews and ratings [C10] Recommendations from friends and family
	R4	I rely heavily on consumer reviews and ratings. If a Chinese brand has positive feedback, I'm more likely to consider it despite its lesser-known reputation.	
	R5	Recommendations from friends and family about reputable brands can heavily influence my choice.	

4. What influences your loyalty to a particular tire brand and how does this affect your purchasing decisions?	R1	If I've had a good experience with a brand, I tend to stick with it. Trust built from previous purchases is hard to break.	[C11] Good experience with a brand [C12] Brand aligns with my values [C13] Hearing positive feedback from others
	R3	If a brand aligns with my values (e.g., sustainability), I'm more inclined to remain loyal to them.	
	R5	Hearing positive feedback from others about a brand can reinforce my loyalty.	

Stage III: Theme Creation

Codes attained	**Generate Themes**
[C1] Best value for my money	Price
[C2] Long lasting and good performance	Quality
[C3] Easy findings of tires	Availability
[C4] Cheaper	Cost-effective
[C5] Special promotions or discounts	Reviews from Customers
[C6] Money saving Option	Peer influence

[C7] Consumer reviews and ratings [C8] Recommendations from friends and family [C9] Consumer reviews and ratings [C10] Recommendations from friends and family [C11] Good experience with a brand [C12] Brand aligns with my values [C13] Hearing positive feedback from others	Past Positive Experience

Table 4.3 The key motivations behind consumers' choices when selecting tires, including marketing influences, recommendations, and personal experiences.

Questions	**Respondents**	**Answers**	**Code-Generated**
1. What motivates you to purchase tires for your vehicle?	R1	My primary motivation is safety. I want to ensure that my tires can handle Kuwait's roads and weather conditions.	[C14] Primary motivation is safety [C15] Best vehicle performance

	R2	I want my vehicle to perform at its best. Good tires enhance handling and fuel efficiency, which motivates me to buy quality tires.	[C16] The worn out tires motivates to replace them
	R4	When I notice my tires are worn out or damaged, I'm motivated to replace them immediately to avoid accidents.	
2. How do marketing campaigns and advertisements influence your tire purchasing decisions?	R3	Advertisements featuring discounts or special offers can prompt me to make a purchase. I often act on these deals.	[C17] I often act on discounts deals [C18] Social Media advertisements and influence of influencers

	R4	Social media ads and influencer endorsements significantly impact my choices. If I see positive reviews from trusted figures, I'm more inclined to buy.	[C19] Brands highlighting safety
	R5	Ads that connect emotionally or highlight family safety resonate with me. If a brand emphasizes safety in their marketing, I'm more likely to consider it.	
3. Does recommendations from friends, family, influences your choice of purchasing tires?	R2	Yes, I trust recommendations from friends and family more than ads. Their experiences guide my choices.	[C20] Recommendations from friends and family. [C21] Positive feedback from peers

	R3	Hearing about someone's positive experience with a specific brand can sway my decision. I value first-hand accounts.	[C22] Recommendation from word of mouth
	R5	Recommendations often carry more weight than marketing message	
4. Share your personal experiences that makes you to buy specific branded tires?	R1	I once bought a Chinese brand that exceeded my expectations in terms of performance and price, so I'm more open to trying them again.	[C23] Good past experience with the brand [C24] Words and recommendation from family members [C25] Great quality at a reasonable price
	R2	My family has always used a specific brand, and their trust in it has influenced my decision to stick with it.	

	R5	I found a brand that offered great quality at a reasonable price, which encouraged repeat purchases.	

Theme Creation

Obtained Codes	**Created Themes**
[C14] Primary motivation is safety [C15] Best vehicle performance [C16] The worn out tires motivates to replace them [C17] I often act on discounts deals [C18] Social Media advertisements and influence of influencers [C19] Brands highlighting safety [C20] Recommendations from friends and family. [C21] Positive feedback from peers [C22] Recommendation from word of mouth [C23] Good past experience with the brand [C24] Words and recommendation from family members	Safety Concerns Quality & Performance Discounts and Offers Peer Influence and Word of mouth Past Positive Experience

[C25] Great quality at a reasonable price	

Table 4.4 The impact of socio-economic factors, such as income levels and vehicle ownership, on consumer choices regarding tire brands

Questions	**Respondents**	**Answers**	**Code-Generated**
1. How does your income level affect your tire purchasing decisions?	R1	I look for the best value within my budget, often leaning towards more affordable options.	[C25] Best value in budget [C26] Good deals
	R3	My income level directly influences how much I can spend on tires.	
	R5	When I have extra funds, I'm willing to spend more on tires, but I still look for good deals."	

2. In what ways does the type of vehicle you own influence your choice of tire brands?	R3	Different vehicles have specific tire needs. My SUV requires all-terrain tires, so I look for brands that specialize in those.	[C27] Different Tires require certain tires [C28] Vehicle size [C29] Availability in the market
	R4	The size of my vehicle dictates my options. Some brands may not offer the right size for my car, limiting my choices.	
	R5	The type of vehicle I own sometimes limits my options based on what's available in the market for that specific vehicle type.	

3. What socio-economic factors do you believe are most significant that shapes your preferences for tire brands in Kuwait?	R1	Living in an urban area affects my access to different brands. In cities, I have more options, including Chinese brands.	[C30] More availability [C31] Regulations for safety and quality [C32] Availability in the market
	R3	Policies regarding tire safety and quality can influence my choices. I prefer brands that comply with local regulations for safety."	
	R5	The presence of certain brands in local markets affects consumer choices.	

Creating Themes

Generated Codes	**Created Themes**
[C25] Best value in budget	Good deals
[C26] Good deals	Vehicle size
[C27] Different Tires require certain tires	Availability

[C28] Vehicle size [C29] Availability in the market [C30] More availability [C31] Regulations for safety and quality [C32] Availability in the market	

Table 4.5 Consumer perceptions of Chinese tire brands in terms of quality, safety, durability, and value for money compared to established brands.

Questions	**Respondents**	**Answers**	**Code-Generated**
1. What are your general perceptions of Chinese tire brands in comparison to established brands?	R1	I perceive Chinese brands as offering good value for the price.	[C33] Good value for the price [C34] Variety of choices [C35] Budget-conscious [C36] More competitive
	R2	Chinese brands often provide a wide range of options, which is appealing.	
	R3	I perceive Chinese tire brands as offering good value for money, especially for budget-conscious consumers.	

	R4	Chinese brands are becoming more competitive, and I see them as serious contenders against established brands.	
2. What specific qualities do you associate with Chinese tire brands?	R3	I associate Chinese tire brands with affordability and budget-friendly options.	[C37] Affordability [C38] Budget-friendly options [C39] Embracing new technologies and improving quality
	R4	There's a growing perception that Chinese brands are adopting better technology and improving quality.	
	R5	They are often seen as budget-friendly options.	
Describe your experiences with the durability, safety and value of Chinese tire	R1	Chinese tires often provide good value, especially for everyday use, but I worry about their	[C40] Good value, especially for everyday use

brands compared to established brands.		long-term performance.	

Theme Generation

Attained Codes	**Created Themes**
[C33] Good value for the price [C34] Variety of choices [C35] Budget-conscious [C36] More competitive [C37] Affordability [C38] Budget-friendly options [C39] Embracing new technologies and improving quality [C40] Good value, especially for everyday use	Value for money Good Value Adopting advancements and augmenting quality

Fourth stage: Themes review.

This phase encompasses the generated themes that are categorized to eradicate the data redundancy and reveal the data similarity.

- Price
- Quality
- Availability

- Cost-effective
- Reviews from Customers
- Peer influence
- Past Positive Experience
- Safety Concerns
- Performance
- Discounts and Offers
- Word of mouth
- Good deals
- Vehicle size
- Value for money
- Adopting advancements and augmenting quality

Fifth Stage: Define themes.

This phase involves the listing of reviewed themes which will be categorized according to the research findings.

The factors influencing consumer preferences for Chinese tire brands compared to established brands in Kuwait, including price sensitivity, brand loyalty, and perceived quality.

- Price
- Availability
- Quality
- Cost-effective

The key motivations behind consumers' choices when selecting tires, including marketing influences, recommendations, and personal experiences.

- Reviews from Customers
- Peer influence
- Past Positive Experience
- Word of mouth
- Discounts and Offers

The impact of socio-economic factors, such as income levels and vehicle ownership, on consumer choices regarding tire brands

- Good deals
- Vehicle size
- Availability
- Cost-effective

Consumer perceptions of Chinese tire brands in terms of quality, safety, durability, and value for money compared to established brands.

- Value for money
- Safety Concerns
- Performance
- Cost-effective
- Adopting advancements and augmenting quality

Sixth stage: Report writing from the inferences made

The inferences accomplished from the thematic analysis of the data congregated from the qualitative data are,

- Price and availability are the pre-dominant factors impacting the consumer preferences for Chinese tire brands compared to established brands in Kuwait
- Peer influences and word of mouth are the key motivations behind consumers' choices when selecting tires
- Vehicle size, deals and income level of the owners have noteworthy impact on the consumer choices.
- In terms of consumer perspectives, Chinese tire brands are cost-effective, safety, high performance, and quality accomplished through the technologies.

4.3 Discussion

The existing study (Kazmi, Asim, & Manzoor, 2020) examined the influence of consumer perception on performance and sales of tyre industry of Pakistan. The study overview how buying behaviour and consumer perception affects the performance and sales of organization. When it comes to the matter of selection between the imported brands and locally manufactured products, consumer perception impacts the performance and sales of local manufacturing companies since, many focus on purchasing imported brands. The study also compared the customer perception of tires with Japanese, American, Chinese, Korean and European. Found consumer are influenced by some key factors associated with choosing the imported brands, which are branding, brand reputation, brand quality and price. Most of the consumer focused on price and preferred Chinese tyres. In addition, revealed many consumers are concerned regarding the quality of the tyre after price factor.

Likewise, the present study also determined to find the factor influencing consumer preferences for Chinese tire brands compared to some established brands in Kuwait. Also, assessed the consumer perceptions of Chinese tire brands in terms of safety, quality, durability and value for money compared to established brands. The outcome of the study involved similar element price along with other factors such as brand loyalty, perceived quality in examining the consumer preference component. The findings highlighted that availability of tire size and price of the imported tires as chief factors influencing the customers of Kuwait in purchasing Chinese tire brands over established brands. In addition, identified that customers had a positive perception towards Chinese tire brands in terms of value for money.

The prevailing study (Wells & Tan, 2024) examined the association among price and quality (functional values), intrinsic and extrinsic (social value), attitude and emotional value towards a brand, and as the direct relation among purchase intention of tires and attitude concerning brand. In addition, investigated the moderating influence of social factors on the connection among purchasing intention and attitude concerning a brand. Applied quantitative research methodology and purposive sampling technique. Found extrinsic social values such as friends influence, social status, promotions and impression, has a direct positive relationship with attitude concerning brands. Indicated intrinsic social value like uniqueness and quality ha significant influence towards the brand. In addition, revealed, attitude concerning a brand was identified to have direct positive association with purchase intention.

Similarly, the current study investigated the factors influencing the consumer (in Kuwait) behaviors for Chinese tire brands, key motivations behind the consumer's choice when selecting tires. In addition, examined the consumer perception of Chinese tired brands in terms of safety, quality, durability and value for money. The outcome of the investigation has confirmed that price and availability of tire sizes are the chief factors that influence customers to purchase Chinese tire brands over established brands. Furthermore, most of the Kuwaiti consumers purchasing choices were affected by recommendations by friends and family members and words of mouth are the main factors impacting consumer choices to select Chinese tire brands.

Overall, the outcomes have been identified that customers had a positive perception towards Chinese tire brands in terms of value for money.

4.4 Summary

This chapter offered a comprehensive analysis and result portion using thematic approach for collected qualitative data. The section begins for identifying and interpreting the hidden pattern within data. The outcome revealed the significance of price and availability of tire size in influencing consumer in purchase, effect of family and friends and word of mouth on consumer choice in tire brands, highlighted income level and vehicle ownership to be important socio-economic factors of consumers regarding purchasing tire brands. In addition, found, consumer perception of Chinese tire brands in terms of quality and value for money were most significant.

CHAPTER 5

CONCLUSIONS

This chapter defines the complete conclusion of the current study. This section also emphasized the implications of the research and restrictions in the proposed study. In accordance with the results of the data investigation, appropriate future suggestions will be provided. The conclusion and suggestions offered by the investigation aid manufacturers, producers and retailers to comprehend customer preferences and achieve their satisfaction. The suggestions will be beneficial for researchers to advance upcoming studies and research.

The Kuwait tire sector has experienced a crucial transition in consumer demands in present times, with a rising number of customers demands towards Chinese tire brands over established tire brands. The entry of Chinese tire brands in the Kuwait market has disturbed the conventional dominance of established brands. Therefore, comprehending the factors that influence customers to purchase Chinese tire brands in Kuwait is significant for both native and universal players in the tire sector. Thus, the proposed research investigates the factors that affect customer choices and key motivations behind consumers buying Chinese tire brands over established brands. In addition, it has analyzed the perception of consumers towards Chinese tire brands related to established brands.

The proposed research has embraced a qualitative research approach to evaluate the study objectives and hypothesis. The primary data was congregated from 30 consumers who are buying Chinese tire brands for their vehicles. The data was gathered through a questionnaire and investigated through thematic analysis. The outcome of the investigation has confirmed that price and availability of tire sizes are the chief factors that influence customers to purchase Chinese tire brands over established brands. Furthermore, most of the Kuwaiti consumers purchasing choices were affected by recommendations by friends and family members and words of mouth are the main factors impacting consumer choices to select Chinese tire brands.

Overall, the outcomes have been identified that customers had a positive perception towards Chinese tire brands in terms of value for money. The research will be valuable for Tire manufacturers & local distributors to understand customer preferences and tailor products based on their requirements.

5.1 Future Recommendations

The upcoming recommendations can lead to the growth of knowledge regarding the influential factors for customer preferences to choose particular branded tires over established ones.

The future advancements of the current research are mentioned as follows,

1. Upcoming studies can relate customer perception towards Chinese tire brands and established brands.

2. Future research can examine the effect of pricing tactics on customer choices, like how varied pricing models impact customer preferences among Chinese and established tire brands.

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APPENDIX

LIST OF ABBREVIATIONS

CAGR	Compound Annual Growth Rate
GCC	Gulf Cooperation Council
OTR	Off The Road
TPMS	Tire Pressure Monitoring Systems
EVs	Electric Vehicles
ICE	Internal Combustion Engine
EM	Electric Motor
CEA	Consumer Environmental Awareness
PCE	Perceived Consumer Effectiveness
HMA	Hot Mixed Asphalt
TPB	Theory of Planned Behavior
BEVs	Battery Electric Vehicles
ELTs	End-Of-Life tires
CE	Circular Economy
BB	Bio-Based
WTP	Willing-To-Pay
HC	Human Capital