

A STUDY ON CUSTOMERS ATTITUDE & PERCEPTIONS TOWARDS CHINESE PRODUCTS WITH SPECIAL REFERENCE TO MEDCHAL REGION.

¹M.Akhila Reddy, ²Swathi Johna,

¹Assistant Professor, ²Research Student(21R01E0039),

¹Department of Management studies,

¹CMR Institute Of Technology, Hyderabad, India

ABSTRACT:- Chinese goods have a significant market presence in India. This is due to Chinese goods being more widely available than those from other nations. China's excellent export performance was predicated on its ability to maintain price competitiveness due to its low labor costs and high productivity. If China wants to maintain this economic development over the long term, they will have to create a new comparative advantage, which they may do by raising the standard of manufactured products. Thus, the purpose of this study is to understand Indian consumers' attitudes and levels of satisfaction with Chinese goods. On samples, this study is constructed. The sample size is 100 and was collected using a random sampling procedure. Creating a questionnaire for primary data collection and using the internet to get secondary data.

Keywords: Chinese goods, labor costs, productivity, economic development, satisfaction

INTRODUCTION

China's importance and influence in international trade have increased dramatically, particularly in emerging nations where other traditional trading partners are less prevalent. Most developing nations consider China as a "friendly" partner because of its foreign policy of not meddling in the domestic affairs of trading partners. China-made goods have so greatly expanded their market share in these areas. China has been building significant infrastructure projects in India through a process of financing, building, and in some cases operating, in addition to providing commerce in products. Due to their desire for expansion, several nations have borrowed substantial sums of money from China to build various infrastructure projects.

Recent press reports that Zambia and Kenya would let the Chinese government take over important ports and utility projects owing to their incapacity to repay the debts raised concerns about the ability of the countries to repay these loans.

This study sought to know customers attitudes towards goods manufactured in China against the local products. Consumers see their own products and those from other nations differently. Electronic devices were chosen since they were the most prevalent items that any respondent would have probably encountered. Additionally, they offer a chance to assess customer judgment of the items' effect on buyers' inclination to make purchases.

REVIEW OF LITERATURE

Om Jee Gupta*, Anurag Singh*(2019)

Customers' natural behavioral reaction is their animosity towards foreign companies and products. Considering this, research on the impact of hostility on consumer behavioral intention has long been a favorite topic.

This study aims to evaluate the negative impact of Chinese items on Indian consumers' desire to make purchases. The holy city of Varanasi is the sampling area. The replies were gathered from respondents who were eighteen years of age and older and who bought and used Chinese goods. The replies were gathered using the convenience sample method of non-probability sampling. The questionnaire was constructed with data collecting in mind, and validity was assessed.

Suvija S1 , Kripa Suresh2 , Thahira MA3 , Sinitha A4 , Sangeetha P5 , Neethu Murali6(2021)

Chinese goods are very significant in the Indian market. This is due to Chinese goods being more widely available than those from other nations. China's excellent export performance was predicated on its ability to maintain price competitiveness due to its low labor costs and high productivity. If China wants to maintain this economic development over the long term, they will have to create a new comparative advantage, which they may do by raising the standard of manufactured products. Thus, the purpose of this study is to understand Indian consumers' attitudes and levels of satisfaction with Chinese goods. On samples, this study is constructed. The sample size is 50 and was collected using a random sampling procedure. Creating a questionnaire for primary data collection and using Google to get secondary data.

Ahmet UYAR(2018)

The People's Republic of China has grown significantly as a manufacturing hub in recent years. China is the producer of many goods that are sold on international marketplaces. Such items, which come in extremely large quantities, can be purchased for very affordable costs. Chinese goods come in a variety of costs and quality levels, and customers utilize them either consciously or unconsciously. The goal of this study is to ascertain what customers generally think, feel, and do about Chinese goods that are utilized often nowadays. The study also addresses how the country of origin affects purchasing decisions. 319 customers were given a questionnaire to complete for this purpose. To evaluate the data, a frequency percentage analysis was utilized. Data were gathered, and the participants' attitudes towards Chinese items were examined based on their features using the t-test, variance analysis, and cross tabulation. The findings revealed that the majority of customers have a distaste for Chinese goods, that they do not wish to purchase them, and that the nation of origin significantly affects their purchasing preferences.

Dr. Chandan Thakur, Divyanshu Kumar, Soumya Vyas(2020)

Every nation has had difficulty in the year 2020. Every country has been influenced by COVID-19 in various ways, including an increase in instances, a decline in unemployment rates rising and the economy. The Indian government has launched a campaign called #vocalforlocal to prevent similar occurrences, encouraging people to start purchasing and producing goods on the domestic market. Since the coronavirus epidemic outbreak, customers have begun gravitating more towards regional or high-quality goods. Indian consumers began to steer clear of Chinese goods, which reduced the market's demand for them.

The opinion of Indian consumers has significantly changed in favor of spending more money to get high-quality goods. Since the Pandemic, a lot of things have been happening between India and China. Either COVID-19 or national security are involved. After seeing the change in the graph, we conducted a survey of more than 100 consumers to learn the causes affecting these markets. We investigated the perceptions of Indian consumers towards Chinese items during COVID19 and the elements that are causing these behavioral shifts after digging into the issue and going through these experiences ourselves.

Peter N. Kiriri (2019)

International marketing has rapidly expanded as a result of trade liberalization and the removal of trade obstacles in recent global developments. As a result, new markets have opened up and foreign goods are now available in domestic markets. Due to its advanced technology and low levels of production costs, China has assumed a prominent position in world commerce. Most of the globe can now be found with Chinese electronics.

This survey aimed to ascertain customer sentiments regarding goods created in China. The notions of consumer ethnocentrism and consumer hostility, as well as how they affected consumers' desire to purchase Chinese electronic items, served as its main guiding principles. A 385-person sample was selected, and 319 people took part. Data were gathered using a questionnaire that was adapted and modified from a study conducted in Vietnam by Quang, Dinh Chien, and Long (2017).

The investigation included confirmatory factor analysis (CFA), structural equation modelling (SEM), and factor analysis methodologies. The results showed that consumer ethnocentrism impacts the degree of consumer hostility among Kenyans. When customer hostility was present, it did not affect opinions of the products. Even though some of the respondents had voiced hostility

against China, this did not have a detrimental effect on opinions of the products. The respondents concluded that customer ethnocentrism affected product evaluations negatively, indicating that a high degree of ethnocentrism will result in negative perceptions of a product from a foreign nation.

RESEARCH PROBLEM

In India, there are many Chinese consumer goods available. They can be seen on roadways. In India, they are sold by hawkers, people pulling carts, and stores. Some items have a set price, such as "Any item for Rs. 30/-." Some people charge various prices for various goods. Others charge various prices for the same goods. There is also haggling. If you ask for anything for a low price, you'll probably receive it. The products include a wide variety of toys, including dolls, vehicles, motorbikes, trains, ludo games, balls, pens, automated erasable boards, pencil radios, pencil batteries, household equipment, feng shui objects, clocks, and watches, among others. The same is true for mobile phones and their accessories. Many mobile shops in India will offer Chinese phones and accessories. Chinese mobile devices come in a wide range. They have the same functionality, or even more, as branded mobile phones in India.

Why are there so many Chinese goods in India?

Why have they been successful in India?

Whether it is because of assistance from the Chinese government?

Do they produce high-quality goods?

Does their marketing vary from that of comparable Indian products?

NEED OF THE STUDY

Everybody's life has been influenced by the worldwide epidemic in some way. Distribution of the items and the international commerce supply chain have both been severely impacted. There has been widespread speculation that China is to blame for the virus' creation. Additionally, there has always been a commercial dispute between China and India.

The pandemic has altered customers' attitudes towards purchasing goods and carefully verifying the product's origin. Due to the idea that Chinese items may be contaminated with the COVID-19 virus in India, customers have started to steer clear of purchasing Chinese goods from the market. This change in the graph prompted us to investigate and examine how customers' attitudes towards Chinese goods are evolving.

SCOPE OF THE STUDY

The study covers to identify the reasons for purchasing Chinese products in Medchal district and the image of the customers regarding Chinese products in their mind and how do they consider Indian products.

OBJECTIVE OF THE STUDY

1. To understand the consumer attitude & preference towards the Chinese products
2. To identify the factors (price, quality, quantity, range) which influence the customers to purchase the Chinese products

PURPOSE OF THE STUDY

The purpose of this study is to understand customer attitudes and how those attitudes connect to the relevance of products in India.

Type of study: Descriptive in nature

Population: 300

Sample Frame: Medchal Region Size of the sample: 100

Sampling Techniques: simple random sampling

Target Group: students, employees, businessmen, homemakers etc.

Dependent Variable: consumer's attitude & perception

Independent Variable: Chinese products

Data collection:

Primary data: through questionnaire. Drafted with close ended questions and questions follow a pattern of Likert's scale.

Secondary data: through journals, articles, books and by browsing similar topics on the internet.

Hypothesis:

Ho: There is no significant difference between quality of China products and Indian products.

H1: There is significant difference between quality of China products and Indian products.

Ho: There is no significant difference in China Products and Indian products regarding longlasting.

H1: There is significant difference in China Products and Indian products regarding long lasting. Research Tools: mean, standard deviation, one sample T test.

OVERVIEW OF THE TOPIC



Due to the numerous foreign businesses that have flocked to China, the number of goods that are "Made in China" has skyrocketed.

Studies indicate that the quality of items made in China has improved, yet there is still skepticism when the phrase "Made in China" is spoken.



Features are chosen for this study based on the characteristics of a certain product. It covers consumer behavior, product behavior, cost, quantity, and quality, as well as customer happiness.

Price: Compared to other local and foreign items, Chinese goods are less expensive. Mainly due to their low cost and wide availability. The majority of those who are below average choose to purchase Chinese goods. Because their pocketbook will benefit. Therefore, the demand for Chinese goods varies depending on people's income levels.

Quantity: Individuals who make choices based on a product's number. They have their own desires and requirements.

Quality: The product's quality is a key component. Without a doubt, if someone is prepared to spend money, a high level of quality is guaranteed. According to their nature, high grade items are typically expensive. Consumers, however, are not happy with the quality of Chinese goods. They are worried that the products are of high quality, as everyone is aware that Chinese goods often have shorter lifespan.

Products' Behavior: Because natural resources are valued at a low level, products will follow suit. It occurred because of the usage of inferior raw materials. Products of poor quality and low prices aim to present an unfavorable impression to customers. Depending on how the items are differentiated, the picture of the products will alter.

Consumer Behavior: With today's market becoming more and more congested, it is more important than ever for businesses to understand why consumers make the purchases they do and to cultivate a deep bond with them. One impression that has a significant impact on customer behavior is the perceived quality of a good or service (Olson & Jacoby, 1972). When analyzing items, providing informative cues to the organization's purchasers is also helpful in understanding the age, education, and money have an impact on and influence how people evaluate things (Ahmed & d'Astous, 1995).

Beliefs: There are three different types of beliefs: descriptive, influential, and informative. Each of these three assumptions has a different origin and may influence how buyers perceive a product's features. Descriptive beliefs are derived directly from product encounters.

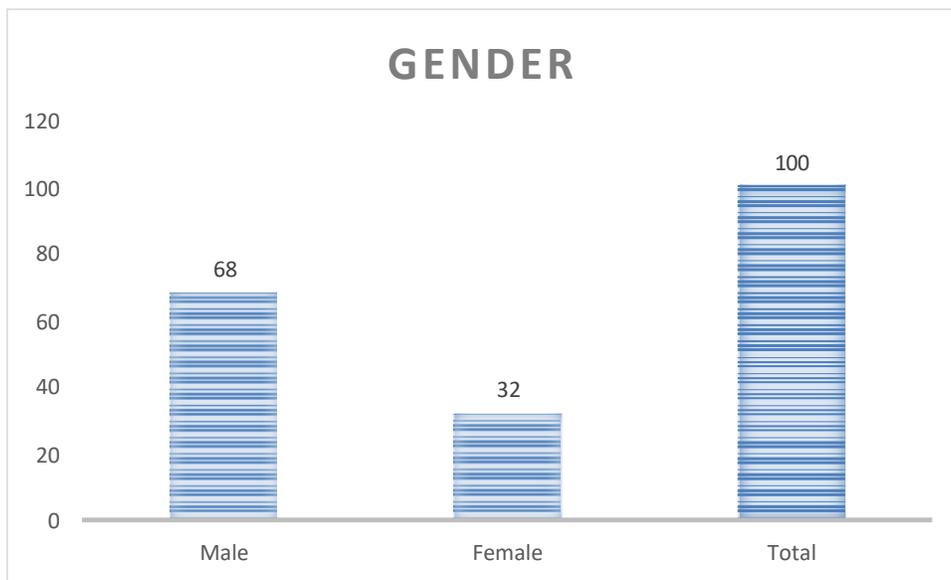
Culture: There are obviously many aspects that affect how consumers perceive brands and products, as well as how they feel about them. The culture of a product's country of origin is one of the elements. Age and identity in terms of ethics are examples of the subculture. The various perspectives held by individuals within each subculture may be influenced by environmental changes like economic growth or earlier access to knowledge.

People of all generations and ages may have been affected by or gone through various events that have molded their behavior and cultural values towards a certain nation or culture.

China has a large power distance, which suggests that social disparity is acceptable, that authoritative figures heavily influence society, and that people shouldn't have goals above their station. Chinese people prioritize their families over their jobs since they are a success-oriented and determined community. The Chinese are highly accustomed to the ambiguous meaning in the Chinese language, which may be difficult for Westerners to grasp, and their adherence to norms and laws may be flexible to fit the real scenario. Chinese society is thought of as well educated.

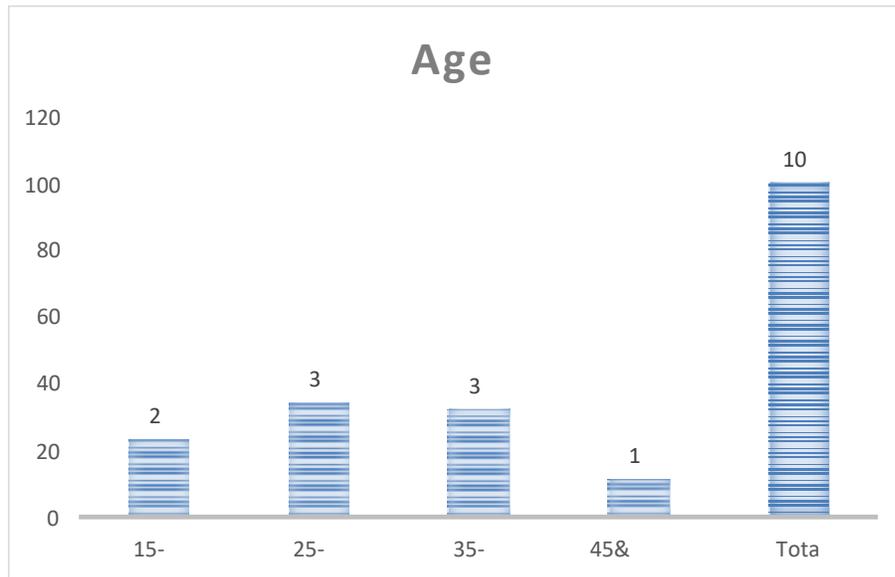
DATA ANALYSIS

Table-1	Male	Female	Total
Gender	68	32	100



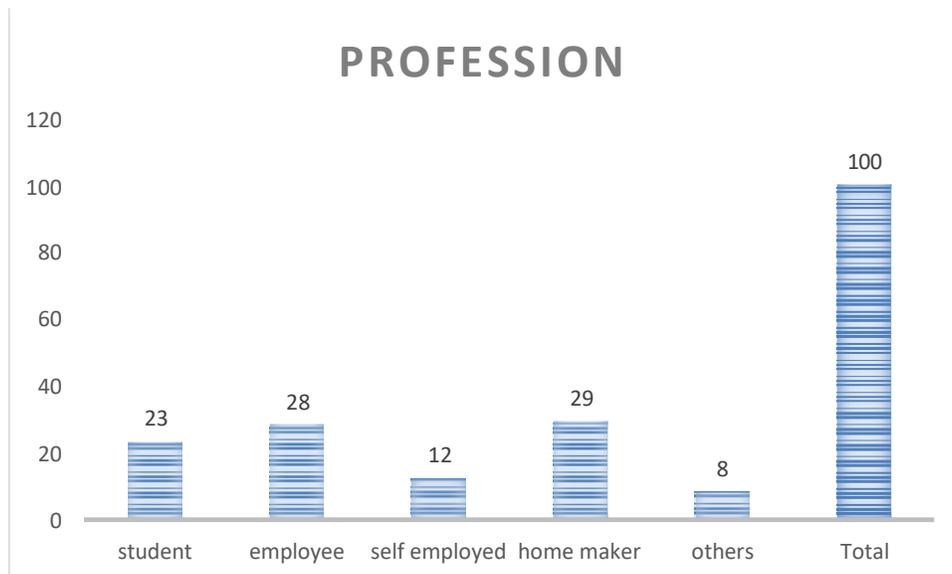
Interpretation: 68% of the respondents are male while the other 32% of the respondents are female.

Table- 2	15-25	25-35	35-45	45& above	Total
Age	23	34	32	11	100



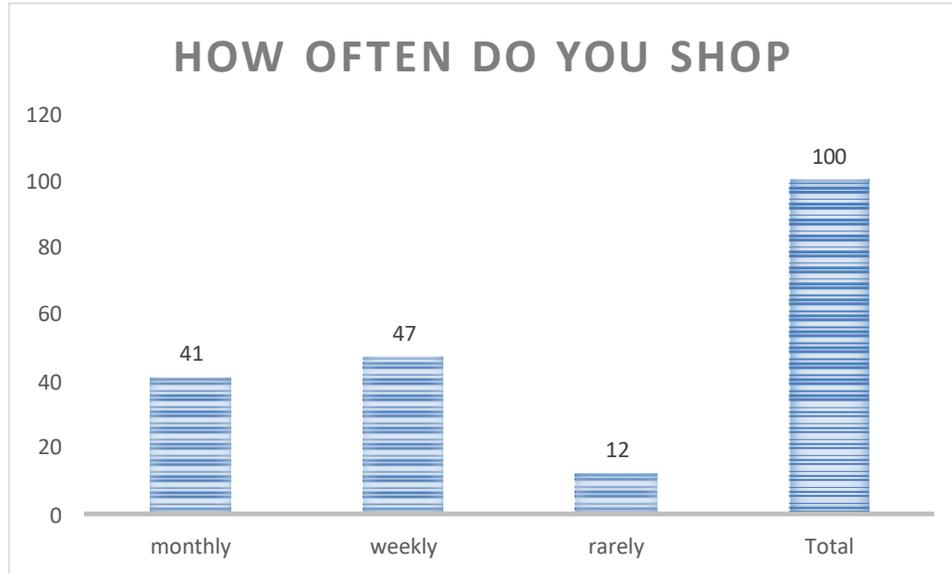
Interpretation: 23% of the respondents are between the ages 15-25. 34% of the respondents are between the ages 25-35. 32% of the respondents are between the ages 35-45. 11% of the respondents are 45 and above.

Table- 3	student	employee	self employed	home maker	others	Total
Profession	23	28	12	29	8	100



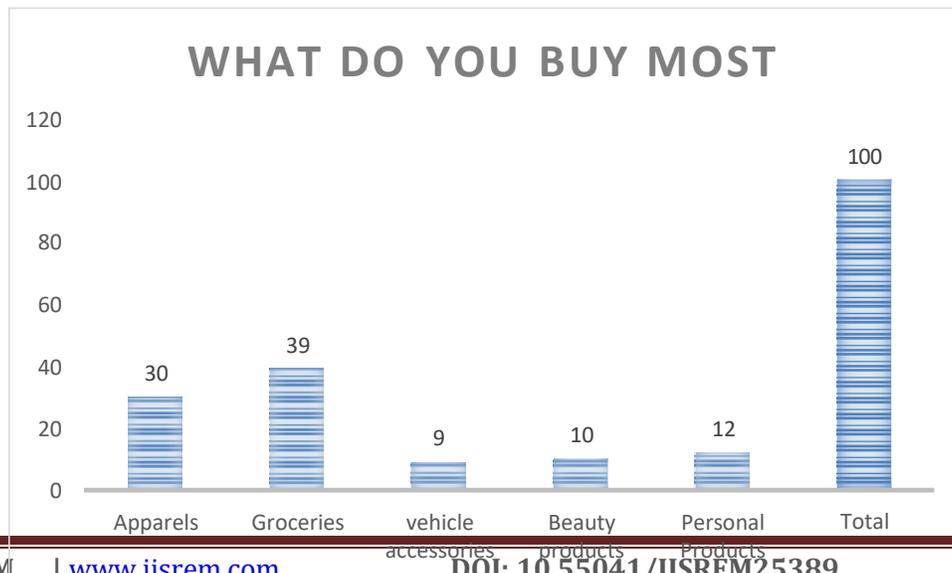
Interpretation: 23% of the respondents are students. 28% of the respondents are employees while 12% of the respondents are self-employed. 29% of the respondents are home makers. 8% of the respondents have other jobs.

Table- 4	monthly	weekly	rarely	Total
How often do you shop	41	47	12	100



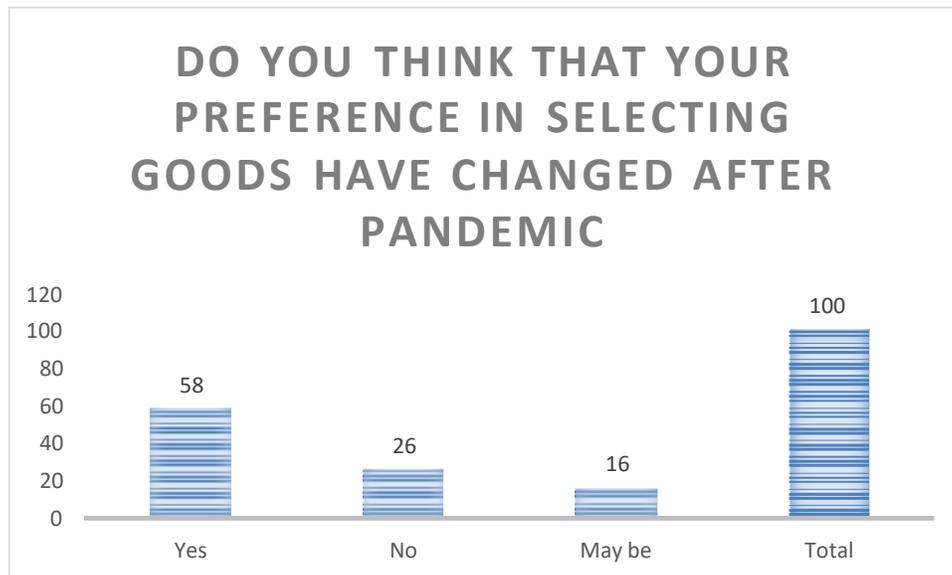
Interpretation: 41% of the respondents shop monthly, while 47% of the respondents shop weekly and 12% of the respondents shop rarely.

Table-5	Appar els	Grocer ies	vehicle accessories	Beauty products	Personal Products	Tot al
What do you buy most	30	39	9	10	12	100



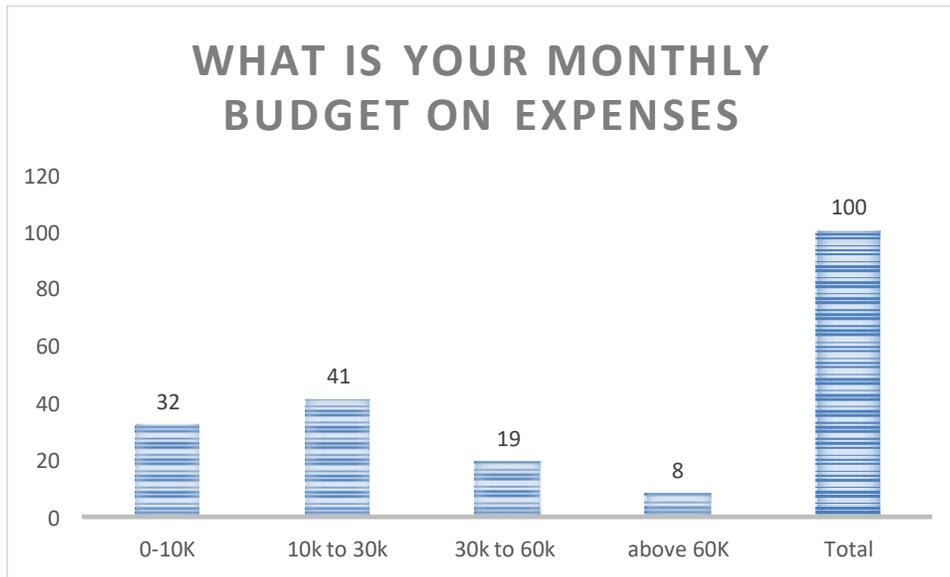
Interpretation: 30% of the respondents shop for apparel. 39% of the respondents shop for groceries. 9% of the respondents shop for vehicle accessories. 10% of the respondents shop for beauty products. 12% of the respondents shop for personal products.

Table- 6	Yes	No	May be	Total
Do you think that your preference in selecting goods have changed after pandemic	58	26	16	100



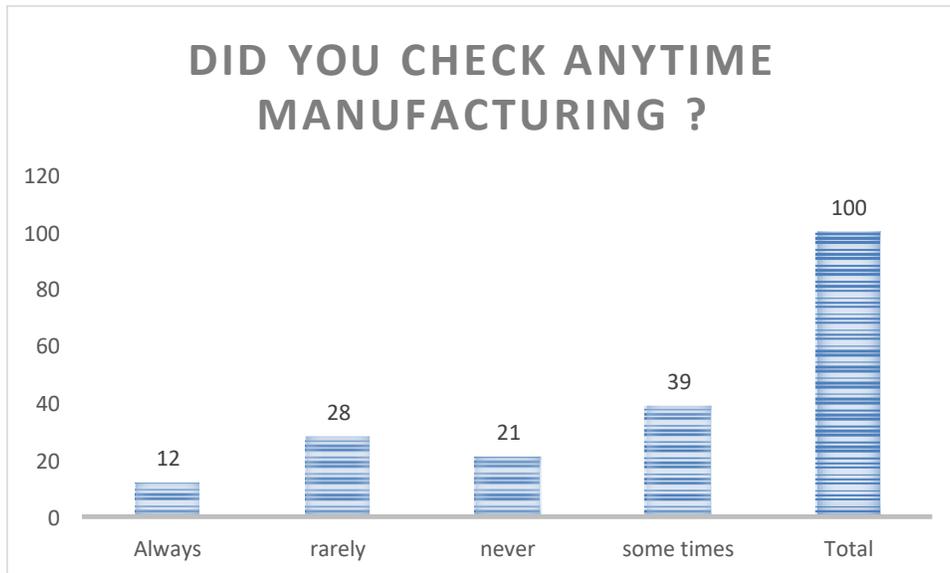
Interpretation: 58% of the respondents say that their preference in selecting products has changed after the pandemic. 26% of the respondents say that it has not changed while the other 16% of the respondents say that it might have changed over time.

Table- 7	0-10K	10k to 30k	30k to 60k	above 60K	Total
What is your monthly budget on expenses	32	41	19	8	100



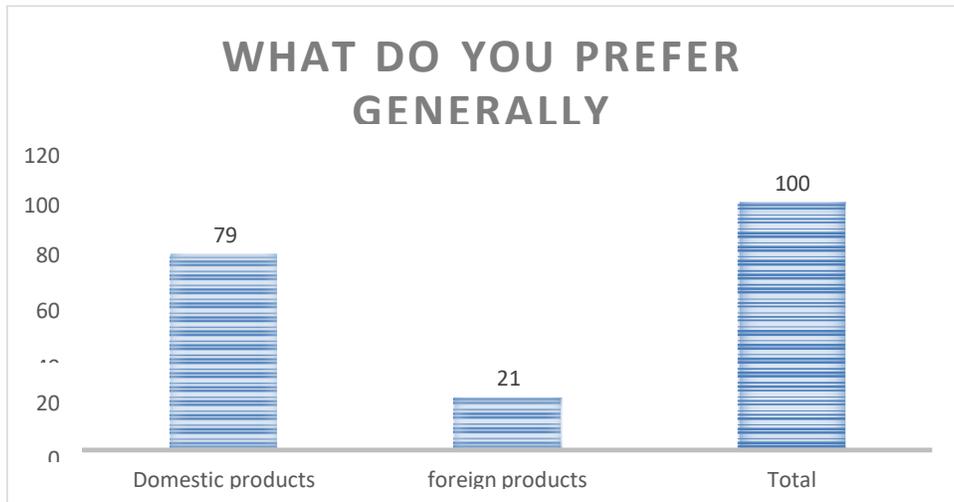
Interpretation: 32% of the respondent’s budget is between 0-10k. 41% of the respondent’s budget is between 10-30k while 19% of the respondent’s budget is between 30 – 60k while the other 8% of the respondent’s budget is over 60k.

Table- 8	Always	rarely	never	sometimes	Total
Did you check anytime manufacturing?	12	28	21	39	100



Interpretation: 12% of the respondents claim that they always check the date of manufacture. 28% of the respondents say that they rarely check the date of the manufacture. 21% of the respondents say that they never check the date of the manufacture. 39% of the respondents say that they do check the dates, but sometimes.

Table- 9	Domestic products	foreign products	Total
What do you prefer generally	79	21	100



Interpretation: 79% of the respondents prefer domestic products while 21% of the respondents prefer foreign products.

Table- 10	yes	no	Total
Did ever you bring Chinese products	89	11	100

Interpretation: 89% of the respondents will buy Chinese products.11% of the respondents do notprefer to buy.

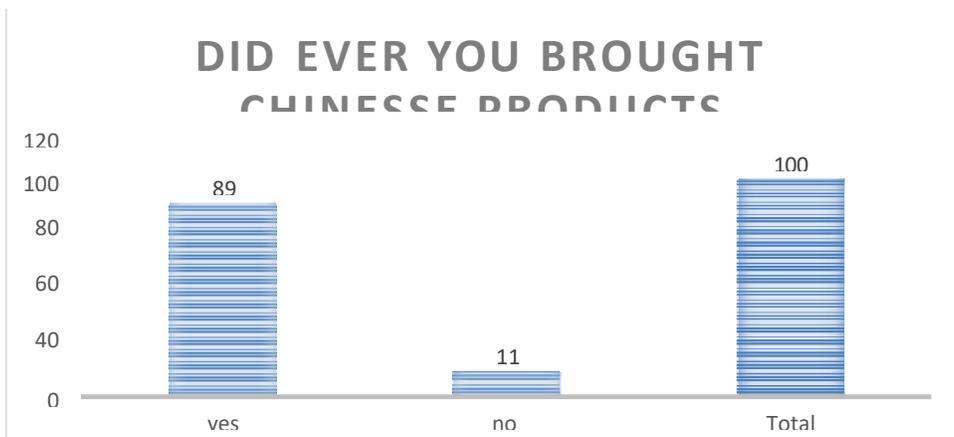
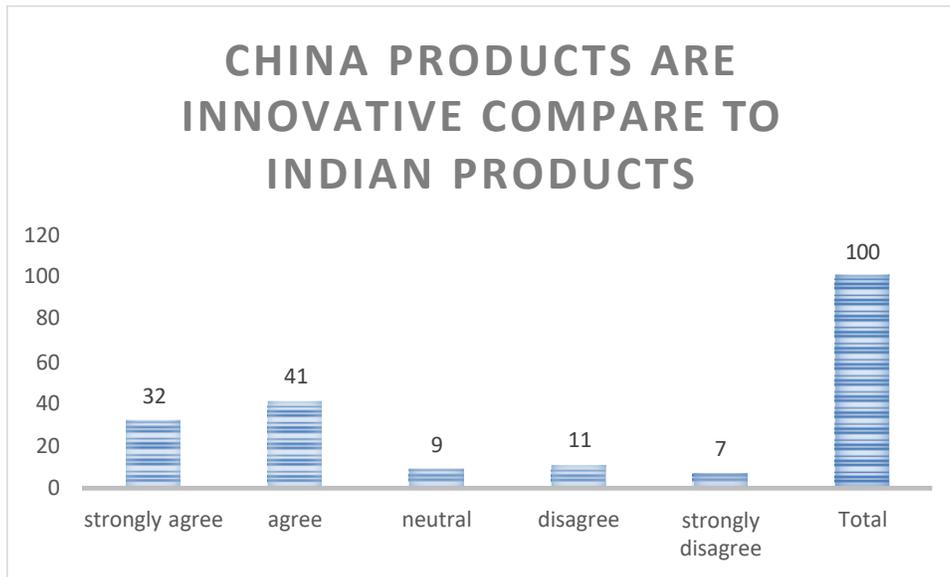


Table- 11	strongly agree	agree	neutral	disagree	strongly disagree	Total
Do you think that China products are priced less compared to Indian products	49	32	10	5	4	100



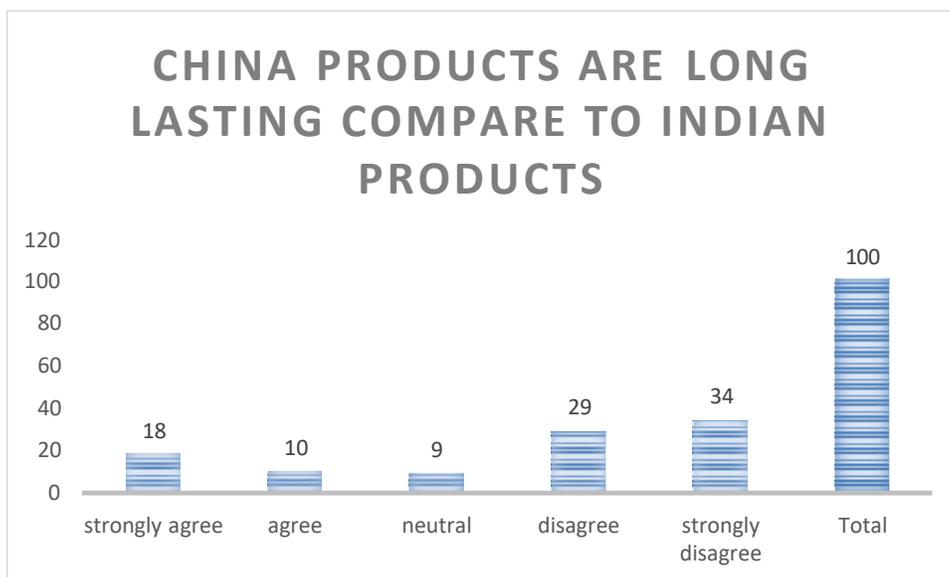
Interpretation: 49% of the consumer strongly agree that China products are priced less compared to Indian products.

Table- 12	strongly agree	agree	neutral	disagree	strongly disagree	Total
China products are innovative compared to Indian products	32	41	9	11	7	100



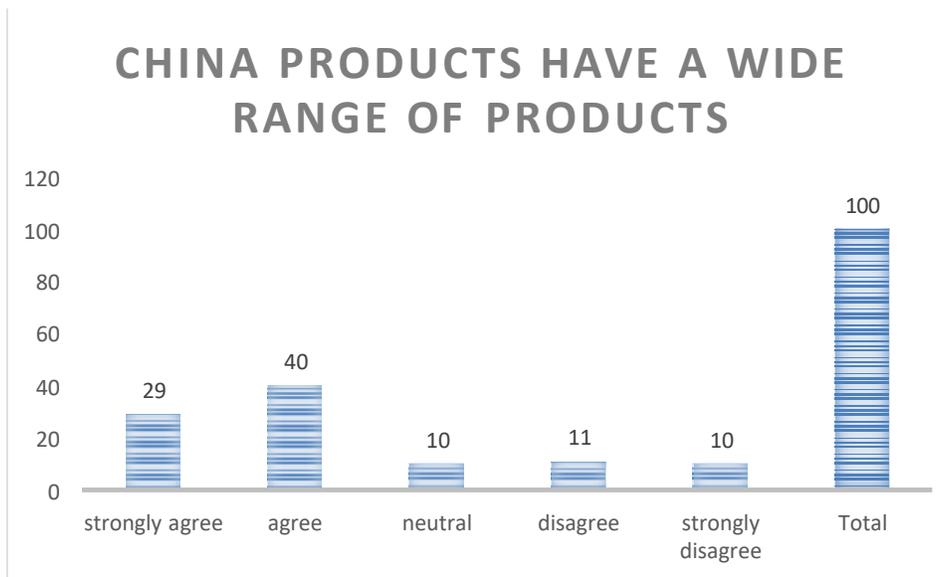
Interpretation: 41% of the respondents feel that China products are innovative.

Table- 13	strongly agree	agree	neut ral	disag ree	strongly disagree	To tal
China products are long lasting compared to Indian products	18	10	9	29	34	100



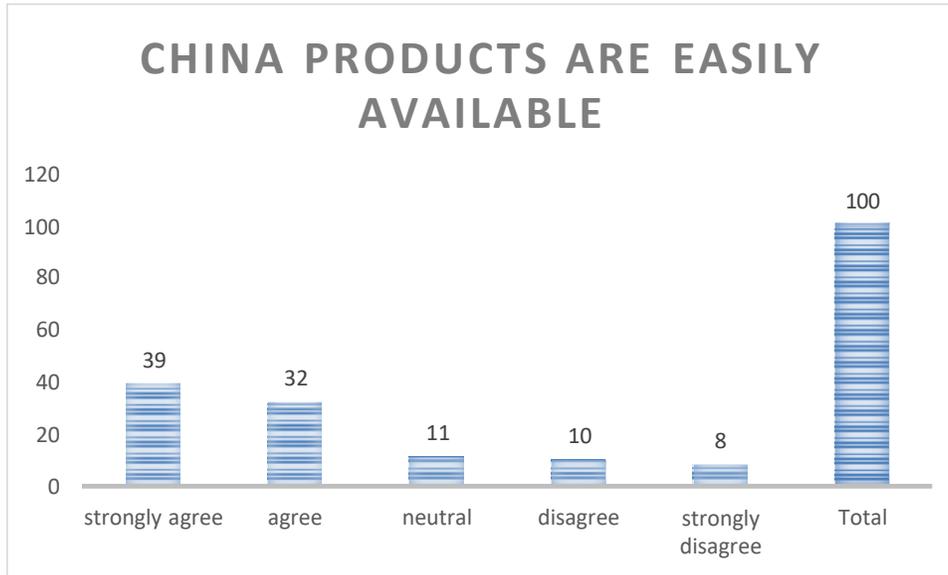
Interpretation: 34% of the respondents feel that they strongly disagree that statement that China products are long lasting.

Table- 14	strongly agree	agree	neut ral	disag ree	strongly disagree	Tot al
China products have a wide range of products	29	40	10	11	10	100



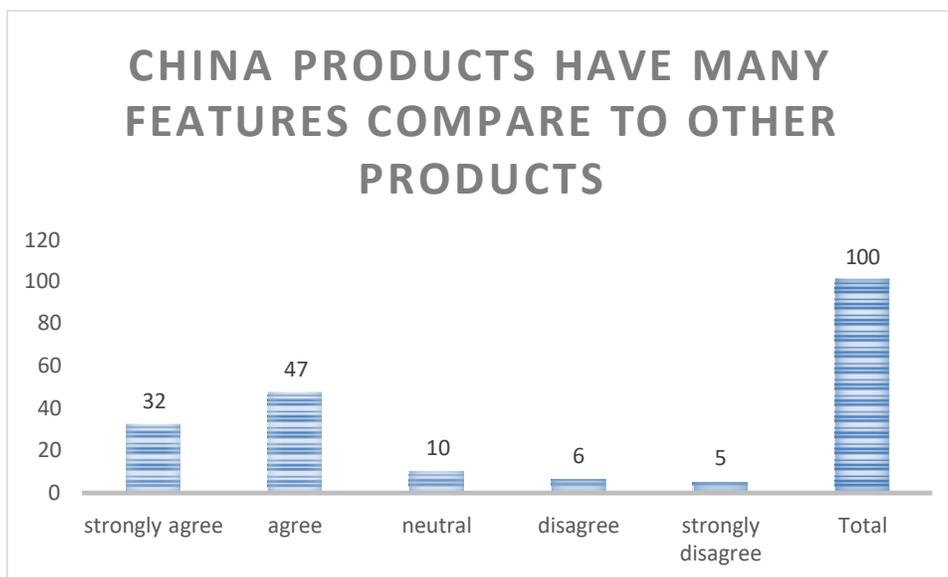
Interpretation: 40% agree that China manufactures different variety of products.

Table- 15	strongly agree	agree	neutr al	disagr ee	strongly disagree	Tot al
China products are easily available	39	32	11	10	8	100



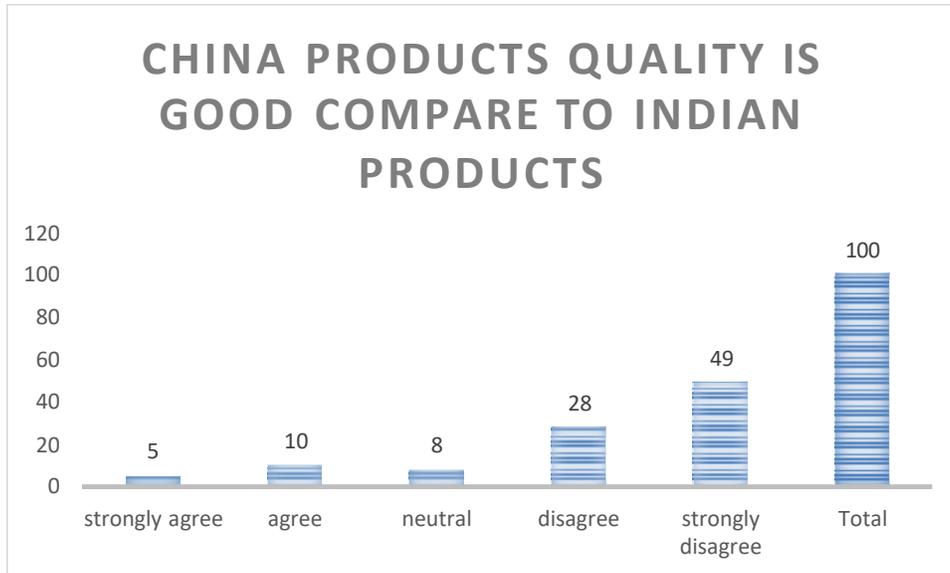
Interpretation: 39% of the customers agree that China products are easily available.

Table- 16	strongly agree	agree	neutral	disagree	strongly disagree	Total
China products have many features compare to other products	32	47	10	6	5	100



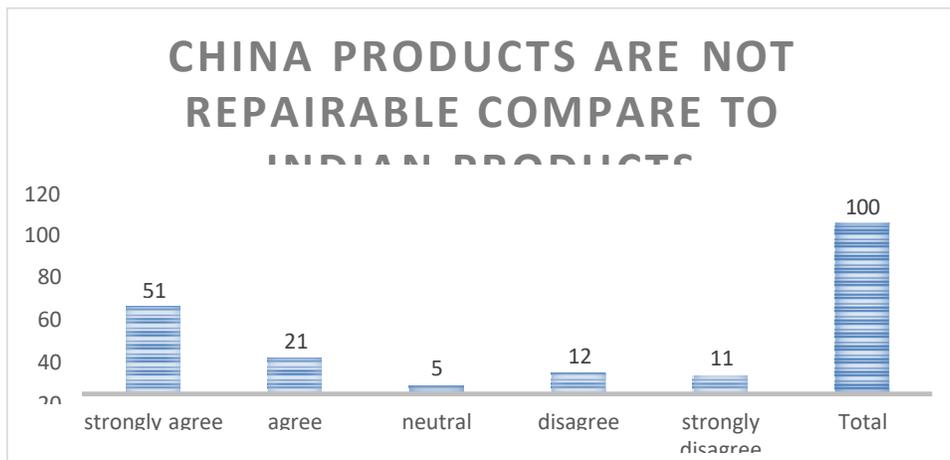
Interpretations: 47% agree that China products will have extra features in their products like mobile phones.

Table- 17	strongly agree	agree	neut ral	disag ree	strongly disagree	To tal
China products quality is good compare to Indian products	5	10	8	28	49	100



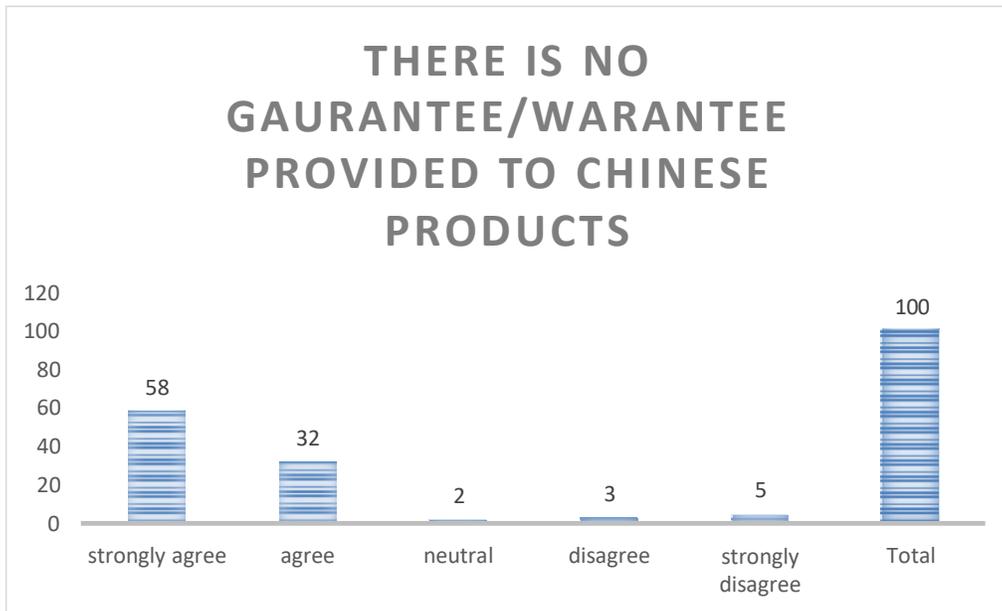
Interpretation: 49% of the customers feel that they disagree with the statement that China products have good quality.

Table- 18	strongly agree	agree	neut ral	disag ree	strongly disagree	To tal
China products are not repairable compared to Indian products	51	21	5	12	11	100



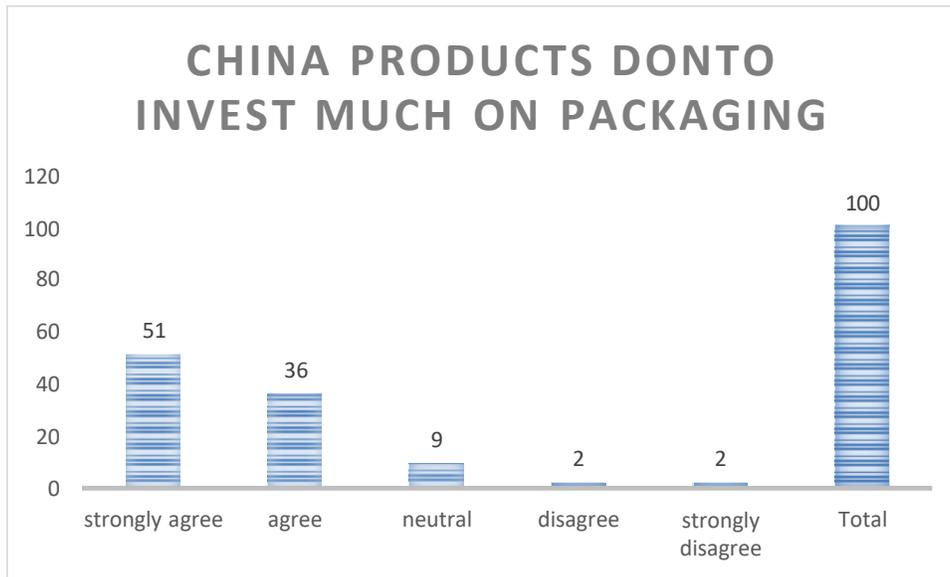
Interpretation: 51% of the respondents strongly agree that China products are not reliable compared to Indian products

Table- 19	strongly agree	agree	neut ral	disag ree	strongly disagree	To tal
There is no guarantee/warrantee provided to Chinese products	58	32	2	3	5	100



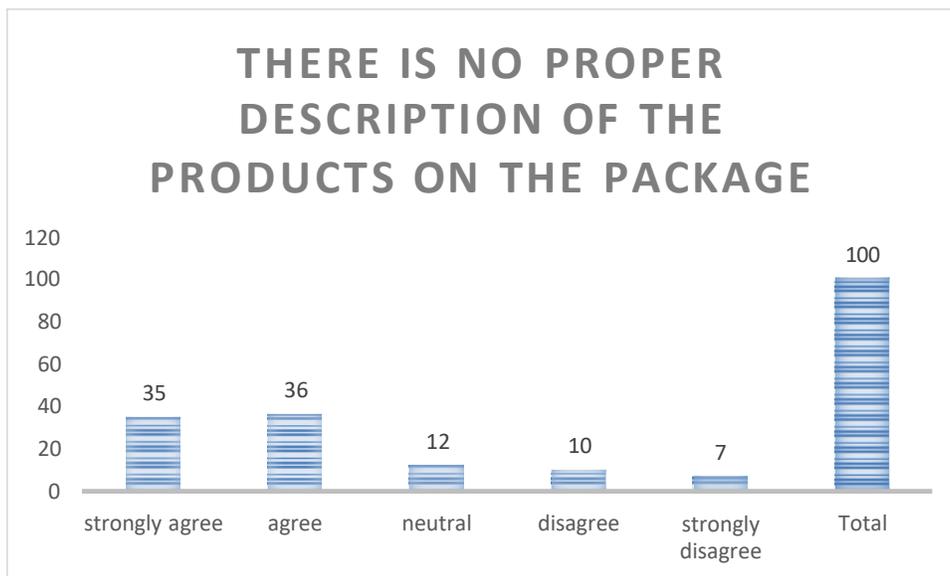
Interpretation: 58% of the respondents strongly agree that there is no guarantee/warrantee provided to Chinese products.

Table- 20	strongly agree	agree	neut ral	disag ree	strongly disagree	Tot al
China products don't invest much on packaging	51	36	9	2	2	100



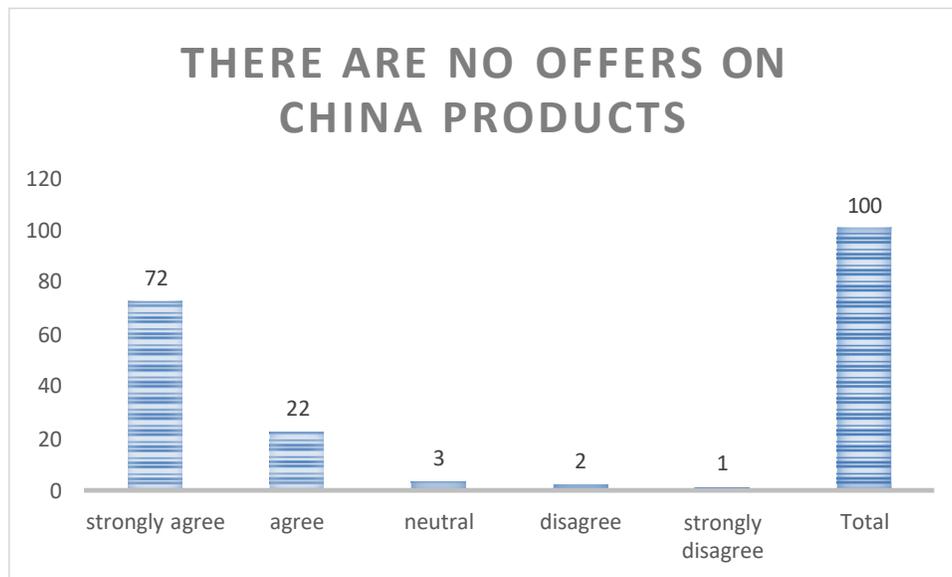
Interpretation: 51% strongly agree that China do not invest much on packaging.

Table- 21	strongly agree	agr ee	neut ral	disag ree	strongly disagree	To tal
there is no proper description of the products on the package	35	36	12	10	7	100



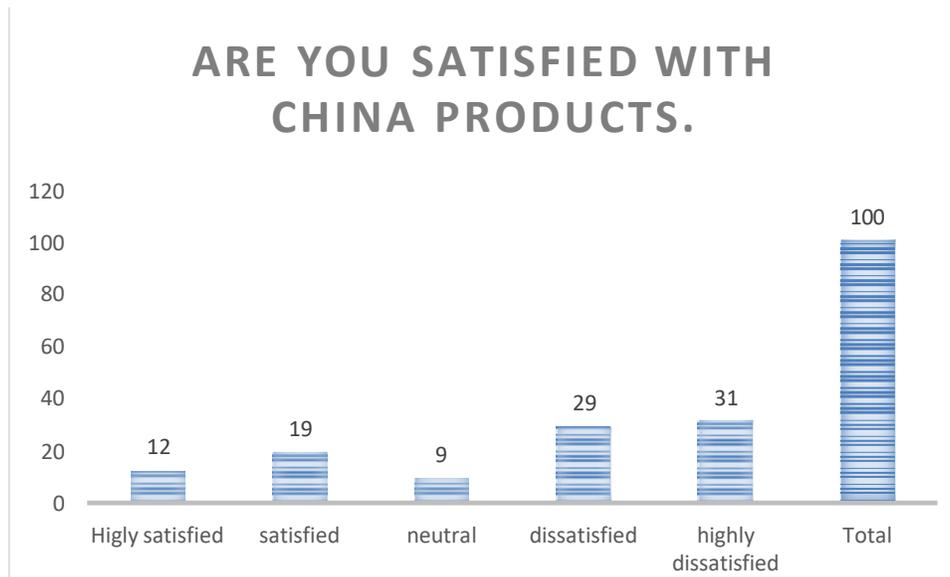
Interpretation: 36% of the respondents agree that China will not write proper description on the package of the products.

Table-22	strongly agree	agree	neutral	disagree	strongly disagree	Total
There are no offers on China products	72	22	3	2	1	100



Interpretation: 72% of the respondents strongly agree that China products will not come with any offers or discounts.

Table-23	Highly satisfied	satisfied	neutral	dissatisfied	highly dissatisfied	Total
Are you satisfied with China products.	12	19	9	29	31	100



Interpretation: 31% of the respondents feel that they are highly dissatisfied with the products. Balance will purchase the products only if the price is less or if it is an emergency as they are easily available.

	strongly agree	agree	neutral	disagree	strongly disagree	Total	Mean
Do you think that China products are priced less compared to Indian products	49	32	10	5	4	100	4.17
	strongly agree	agree	neutral	disagree	strongly disagree	Total	
China products are innovative compared to Indian products	32	41	9	11	7	100	3.8
	strongly agree	agree	neutral	disagree	strongly disagree	Total	
China products are long lasting compared to Indian products	18	10	9	29	34	100	2.49
	strongly agree	agree	neutral	disagree	strongly disagree	Total	
China products have a wide range of products	29	40	10	11	10	100	3.67
	strongly agree	agree	neutral	disagree	strongly disagree	Total	
China products are easily available	39	32	11	10	8	100	3.84
	strongly agree	agree	neutral	disagree	strongly disagree	Total	
China products have many features compare to other products	32	47	10	6	5	100	3.95
	strongly agree	agree	neutral	disagree	Strongly disagree	Total	
China products quality is good compared to Indian products	5	10	8	28	49	100	1.94

summary of likerts scale	Output
1.0 to 2.4	Negative attitude
2.5 to 3.4	Neutral
3.5 to 5.00	positive attitude

CONCLUSION : This shows that all customers accept that china products are priced less, they are innovative, have wide range of products, easily available in the market and product have more features. Customers also have negative opinion on quality of the china products and don't consider china products as durable products.

China products quality is good compared to Indian products	strongly agree	agree	neutral	disagree	strongly disagree	Total	
	5	10	8	28	49	100	1.94

Ho: There is no significant difference between quality of China products and Indian products.

H1: There is significant difference between quality of China products and Indian products.

One sample t test result

P value and statistical significance:

The two-tailed P value equals 0.0836

By conventional criteria, this difference is not quite statistically significant. Since p value is 0.0836 is more than 0.05 so reject H0. And accept H1.

Confidence interval:

The hypothetical mean is 1.00

actual mean is 20.00

The difference between these two values is 19.00 the 95%

Confidence interval of this difference: From -4.01 to 42.01

Intermediate values used in calculations: $t = 2.2923$ $df = 4$

Standard error of difference = 8.289

China products are long lasting compare to Indian products	Strongly agree	agree	neutral	disagree	strongly disagree	Total	
	18	10	9	29	34	100	2.49

Ho: There is no significant difference in China Products and Indian products regarding long lasting.

H1: There is significant difference in China Products and Indian products regarding long lasting. One sample t test results

P value and statistical significance:

The two-tailed P value equals 0.0192

By conventional criteria, this difference is considered to be statistically significant.

Confidence interval:

The hypothetical mean is 1.00The actual mean is 20.00
The difference between these two values is 19.00The 95%

confidence interval of this difference: From 5.09 to 32.91

Intermediate values used in calculations:

$t = 3.7924$

$df = 4$

standard error of difference = 5.010

FINDINGS FROM THE STUDY

1. Chinese goods cost less than Indian goods that are comparable to them.
2. Chinese goods include cutting-edge product design. When compared to comparable Indian items, they also provide greater features and diversity.
3. Customers are also pleased with these Chinese goods since they are more feature-rich and affordable than comparable Indian goods.
4. Indian customers are not devoted to purchasing Chinese goods. They only purchase because comparable Indian items don't appeal to them as much.
5. The overall marketing plan for selling Chinese goods in India combines two marketing strategies: cost leadership and distinctiveness.
6. Since both low- and middle-income consumers of these goods, segmentation technique was not observed. Sometimes, wealthy individuals may also purchase these items.

CONCLUSION

Based on the analysis and interpretation of the primary data about the consumers' attitudes and happiness with their Chinese products, all of the findings have been made. The research and interpretation lead to the conclusion that the majority of consumers are dissatisfied with the quality of and general perception of Chinese goods. Only a small percentage of respondents expressed pleasure with or a favorable opinion of Chinese products, and the study's findings indicate that quality and price are the two factors most likely to influence customers' perceptions of Chinese items as being satisfying.

RECOMMENDATIONS

- Consumer awareness of product quality has increased recently. As a result, it presents a chance for indigenous producers to begin production in India and displace Chinese goods.
- The government has launched a robust push called vocal for local to support local manufacturers at the neighborhood market. The Initiative was introduced at the ideal moment to support neighborhood businesses.
- Producers, retailers, and all other businesses should use this chance to establish themselves as industry leaders.
- Given that they frequently buy just once a month and are prepared to pay greater costs for quality, the younger generation can be the target market for many items.