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A study on buying practices of China products: Consumer perspectives

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Abstract

In recent years, government-claimed growth numbers have come under increased scrutiny, with both native and foreign financial and economic observers, as well as Chinese government officials, claiming that the government has been overstating its economic output. China products are equally competing the Indian market since 1991. Indian products do face the problem of high making changes comparatively with the china product. Many attempts have been made to improve the Indian economy and out of all the liberalization of the economy is the highlight. This invited foreign goods to the Indian market.

Keywords: Preferences, ideas and level of satisfaction of china products

Introduction

China is the world's second largest economy and a crucial player in the global supply chain. Due to its size and role in the world economy every aspect of the Chinese financial system is worthy of scrutiny as changes in the Chinese markets can have ripple effects in economies throughout the world. In recent years, government-claimed growth numbers have come under increased scrutiny, with both native and foreign financial and economic observers, as well as Chinese government officials, claiming that the government has been overstating its economic output.

The price of Chinese goods is 10-70% lower than that of Indian goods. Low price, bulk availability, and variety are some of the favorable features of the Chinese goods in India. Chinese products in huge quantity are put into Indian market and adversely affecting the Indian units. Chinese goods are not only affecting the domestic business and Indian market but also affecting the export market of our country. Indian goods are being replaced by 'Made in China' label both in India as well as abroad. Made in China label is slowly capturing the every segment of Indian market such as electronic goods, textile and garment industry, toys, medicines, car components etc.

Statement of problem

China products are equally competing the Indian market since 1991. Indian products do face the problem of high making changes comparatively with the china product. Chinese products as penetrated its pentacles in India since 1991. It replaced major Indian made products with its cheap price and new trendy design. Not only in electronic goods it established a good dominance in toys, plastic, electrical goods, etc. It targeted the middle income and low income group of people who are very cautious in their spending pattern. The products of china also had a good distribution system with low price and always its quantity is a question mark. This made us to find why consumers prefer china products, their buying pattern and hence a study on buying practices of china products. Customer perspective is identified as the problem of the study.

Scope of the study

Indian market is now having a definite segment of china products. These products are available in cheap price and there is a huge demand for the product. Through there is a risk of damage and replacement of the product still it gives a tuff competition to Indian products. Consumers are also very much interested in buying products at cheaper price and they are

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ready to compromise on quality. This is revealed by the dominance of china products in the market. This study aims to identify the consumers' preference for china products which will have a real picture of their share in the Indian markets. This study will also help to assess the improvements to be made in Indian products to make the Indian economy a steady growth. The study is carried to the Coimbatore city and hence it can be done to the rural population also.

Objectives of the study

1. To study the level of awareness of consumers different china product.
2. To study the ideas, preferences, buying practices of consumers towards china product.
3. To study the level of satisfaction on the different china products of consumers.

Research methodology

Area of the study

The area of the study refers to Coimbatore city. Coimbatore city is popular in known as Manchester of south India.

Sources of data

Primary data and Secondary data.

Tools for analysis

The tools used for the study descriptive analysis, chi-square analysis, weighted average score analysis.

Limitations

Due to the time constraint we have covered only Coimbatore city.

Review of literature

Kotler and Keller (2012) [1], In his article the effect of alternative price, promotion methods of consumers product, evaluations and purchase intensions have found that it is worth nothing that consumer buying behavior a studied as a part of marketing and its main objective it to learn the way how the individuals, groups or organizations choose, buy, use and dispose the goods and the factors such as their previous experience, taste, price, and branding on which the consumers based their purchase and decision.

Table 1: Analysis and interpretation Descriptive analysis Place of purchase of china product

S.No.	Purchase of China Products	No. of Respondents	Percentage
a	Duty paid shops	69	35
b	Departmental stores	37	19
c	Chain stores and super markets	49	25
d	Exhibitions and trade fairs	25	13
e	Online shopping	17	8
	Total	197	100

Source: Primary data

The above table indicates that out of those respondents, who have purchased china products 35% of the respondents have purchased from duty paid shop, 25% of the respondents have purchased from chain stores and super markets, 19% of the respondents have purchased from departmental stores, 13% of the respondents purchased from exhibitions and trade fairs, 8% of the respondents have purchased from online shopping.

Most of the respondents have purchased china products from duty paid shops.

Chi-square analysis

Personal factors and media of awareness of a china product

Hypothesis: The personal factors of the respondents have no significant influence on media of awareness to buy a china product.

Table 2: Personal factors and media of awareness of a china product

Personal factor	Chi-square test	P-value	Significant value	S/NS
Age	10.408	.015	0.05	NS
Gender	5.560	.783	0.05	NS
Marital status	2.028	.567	0.05	NS
Educational qualifications	140471	.272	0.05	NS
Occupational status	8.867	.450	0.05	NS
Monthly income	28.103	.005	0.05	S
Type of family	3.406	.333	0.05	NS

Note: S-Significant (P-value< 0.05), NS-Not Significant (P-Value> 0.5)

From the above table it is found that the hypothesis is accepted (significant) in one cases and the hypothesis is rejected (not significant) in six case. It is concluded that Age, Gender, Educational qualifications, marital status, Occupational Status, Monthly Income, and Type of Family

have not significant influences media of awareness to buy a china product.

Weighted average score Analysis

Table 3: Features of China Products

Factors	Rank	I 6	II 5	III 4	IV 3	V 2	VI 1	Total	Rank
Utility	No	23	39	36	34	35	30	679	III
	Score	138	195	144	102	70	30		
Design	No	49	86	36	10	10	6	924	I
	Score	294	430	144	30	20	3		
Cost	No	59	39	36	29	24	10	838	II
	Score	354	195	144	87	48	10		
Durability	No	14	20	37	59	26	51	622	IV
	Score	84	100	148	177	52	51		
Guarantee warrantee	No	8	7	16	38	76	52	465	V
	Score	48	35	64	114	152	52		
After sale service	No	5	8	23	31	47	83	432	VI
	Score	30	40	92	93	94	83		

R-Rank

From the above table it is clear that out of the total respondents for the study reason for features of china products. Most of respondents have given top priority design, followed by factors like to availability, quality, cost, durability, after sale service, guarantee/warrantee. It is concluded that the respondents have given top priority to design.

Findings suggestions and conclusion

Findings

1. Most of the respondents have purchased china products from duty paid shops.
2. Age, Gender, Educational qualifications, Marital status, Occupational Status, Monthly Income, and Type of Family have not significant influences media of awareness to buy a china product.
3. The number of respondents have given top priority to design.

Suggestions

1. **Make in India:** The government should understand that many domestic industries are closed due to tough competition with the china product. The propaganda make in India should be made strong and almost many celebrities can be used to this machine. The psychological affinity to the nation will help the Indian domestic industries to rejuvenate from its crisis.
2. **Best price:** The Indian manufactures try to give their customers best price at the product comparatively with the Chinese goods. Reasonable and fair price will give good attention to the consumers towards Indian products. Government can absorb help in this aspect by giving them some tax rebates.
3. **Restrict import:** These should be severe restriction on china products in order to save the Indian Markets. Only products which are not availed in the Indian market can be supported with the Chinese product. This will help the domestic market to regain its loss.

Conclusion

India is a developed country with huge population. It has to meet the demand and need of every citizen of the country. This need and demand is on increasing trend. Many attempts have been made to improve the Indian economy and out of all the liberalization of the economy is the highlight. This invited foreign goods to the Indian market. China being producer oriented economy found a good market in the Indian economy. This is because of cheap price. All sort of inferior goods are dumped into Indian market which resulted

in weakening in the Indian industries. The study also revealed no consumer will prefer on Chinese product and it is high time to bring back the last consumers of Indian product. This can be done only by various measures adopted by the Indian government and Indian industries adequate and reforms should be brought in. So that the concept of Make in India will have a real sense.

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