

# Consumer Attitude and Satisfaction Towards Chinese Products In India

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**Abstract:** *In India Chinese products plays an important role in the market. This is because the availability of Chinese products is more that compare to other countries products. China had based this strong export success on being price competitive by the low wage cost with rapid productivity. China has no other choice than to develop a new comparative advantage if they want to sustain this economic growth in the long run, this by improving the quality of manufactured goods. So here study is about to know consumer attitude and satisfaction towards chines products in India. This study is based on samples. Random sampling method is used for sample collection sample size is 50. Primary data collection by preparing questionnaire and secondary data collection through Google search engine. Previous project reports related to this topic etc.*

**Keywords:** Customer Attitude, Chinese Products, Customer Satisfaction, Indian products

## I. INTRODUCTION

China has attracted a lot of international companies and therefor has also the “Made in China” products are increased. Studies shows an improvement of quality of the products that are Made in China, but there is still hesitation when people hear the word “Made in China”.

In this study features are taken according to the nature of a particular products. It includes consumer behavior, products behavior, price, quality, quantity, consumer satisfactions etc..

- **Price:** Comparatively Chinese products have less price according to foreign products and domestic products. Because of they are cheap rate and availability is also high. Most of the below average people are preferred to pay on Chinese products. Because it's worthy to their pockets. So demand for Chinese products are changes according to the income level of people.
- **Quantity:** People who prefer according to the quantity of the product. It is their own needs and wants.
- **Quality:** One of the major part of the product is its quality. If a person willing to pay money without any doubts, it's sure that the quality will be high. Normally high quality products having high price according to its nature. But money of the consumers are not satisfied with the quality of Chinese products. They fear about that the quality of the products, because everyone know that usually Chinese products do not having longer period of lifetime.
- **Products Behavior:** Because of cheap rate in nature the products also will be cheap. It is happened due to the use of low quality raw materials. Products which are having low quality and cheap rate intended to poor image in front of the consumers. The image of the products will changes according to the differentiation of the products.
- **Consumer behavior:** Today's increasingly crowded marketplace are changing the competition for firms, it is now more crucial to know the consumer buying motivation as well as develop a close relationship with them. The perceived quality of a product or a brand is one impression that is of considerable importance in consumer behavior (Olson & Jacoby, 1972). There are few later study's that examined the impact to introducing more



informational cues to the organisational buyers when evaluating products, this is also help to understand the impact and influences of individual characteristics such as age, education, and income when evaluating products (Ahmed & d'Astous, 1995).

- **Beliefs:** There are three kind of beliefs, discriptive, influential, and informational. All three beliefs are formed in different ways, and are potentially contributing to what consumers believe about products attributes. Descriptive beliefs are created directly from experiences with product.
- **Culture:** There are of course lot of factors that influence the consumer perception but also the attitudes a brand or product. One of the factors is the culture of a products county origin. Within the subculture, such as age and ethics identity. Peoples different views within the different subculture might be depends on things that have changed in the environment such as economic development or the earlier access to available information. People in different generation and age groups might have been influenced or have experienced different things that have shaped their behavior as well as culture value towards a specific country or culture.

China is a country with high power distance which means that inequality among the society is acceptable, highly influenced by authority and nor should they have aspirations beyond their rank. They are a success orientated and driven population, and May Chinese people sacrifice family over work. The Chinese people's devotion towards rules and laws may be flexible to suit the actual situation, they are very comfortable with ambiguous meaning in the Chinese language that could be hard for the Westerners to understand. The Chinese society is viewed as a retrained society.

## II. SCOPE OF THE STUDY

The main objective of this study is to know about the consumer's attitude towards Chinese products in India. To identify the consumer preference towards the quantity, quality, price of cines products. Also whether Chinese products, foreign products or domestic products are demanded. In this competition scenario, it's important to maintain quality and reasonable price to stand constant. Chinese products have different image in every consumer. The significance of this study is to know the attitude towards consumers and their attitude also significance related to signification of products in our India.

## III. REVIEW OF LITERATURE

Dr.Naveen Singh, (2012) Indians are ever ready to buy Chinese goods. For them, Chinese goods are favorably cheaper than Indian products and the fact that they come in wide varieties. In Economics, there is a term called dumping and these dumping of products or import can come out to be disaster for the economy. As the memory of an Indian consumer weak, the stream of Chinese products started in the late 90s and gained momentum. Om Jee Gupta, (2018) India and China are the two huge significant economies on the planet. Then two are developing at a fast pace. Chinese items are available all the world including India (OEC, 2017). China and India are neighbors along the Himalayan district as well as offer an extraordinary history of multifaceted and financial relations. Individual used to head out widely to one another's nation. Schniedrajans et.al (2004) used the same materiel as used by Schniedrajanscao and Olson (2004) to measure the consumer's current value. They also found that the average quality rating of cines products was 2.082 out of 10 supporting the hypothesis that Chinese manufactured products are perceived as having significantly lower quality than those import from other companies. In recent years perceived quality has been the subject of considerable interest to both partitions and researches mainly in services marking (ironing and Taylor, 1992, Parasuraman, zetham and berry (1996). Indeed, the belief that perceived quality lead to repeated purchase in the bedlock of any business. Devaraj, Fan and kholi (2002) demonstrated that consumer satisfaction as related to quality service could be accurately measured with surveys instruments. Schniedrajans, Cao and Olson (2004) have concluded that perception of consumer purchasing behavior can accurately measured. Also price and durability can be linked together to compute a consumer matric called Product value.

## IV. OBJECTIVES



1. To know the attraction of Chinese products among customers
2. To know the customer satisfaction towards Chinese products

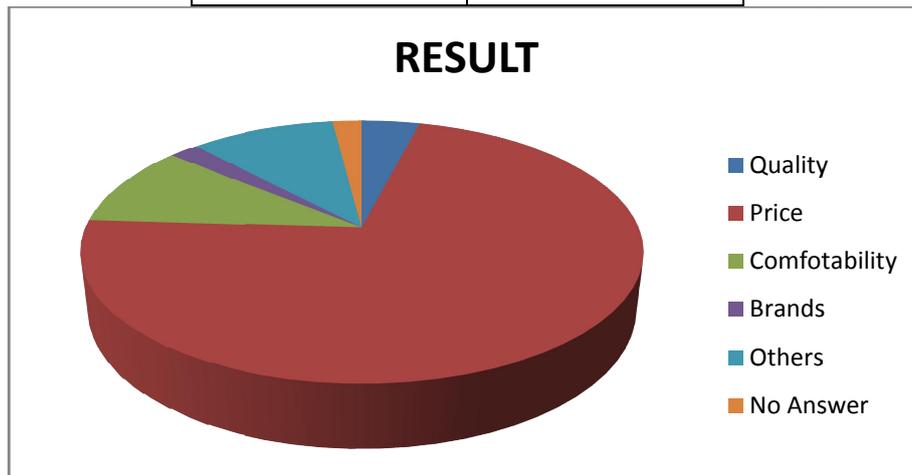
V. RESEARCH METHODOLOGY

Research methodology refers that the method which used for this study. This study is descriptive in nature and makes use of a descriptive research design. Both primary and secondary data are used for this study. Primary data is collected through survey. Secondary data were collected from website, books, journals etc. This study is based on samples. Random sampling method is used for sample collection sample size is 50. Primary data collection by preparing questionnaire and secondary data collection through Google search engine. Previous project reports related to this topic etc.

5.1 Data Analysis and Interpretation

The main element to consume Chinese products

OPTION	PERCENTAGE
Quality	4.00
Price	72.00
Comfort ability	10.00
Brands	2.00
Others	10
No Answer	2

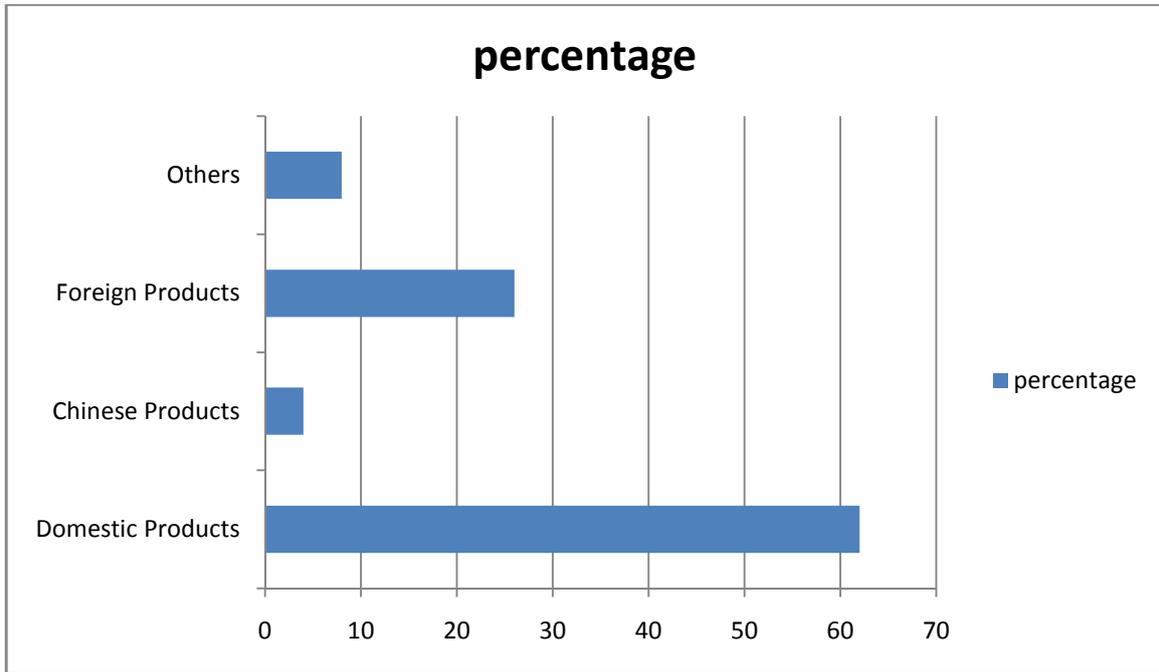


A. Interpretation

The data shows that the main element to consume Chinese products is its price and others are not much important according to the respondents.

Which kind of products customers prefer more

OPTION	PERCENTAGE
Domestic Products	62
Chinese Products	4
Foreign Products	26
Others	

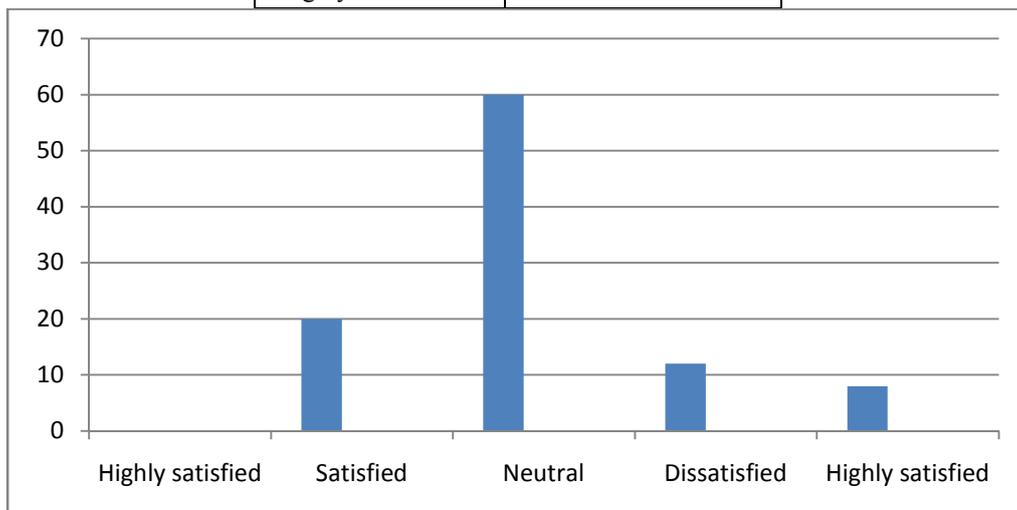


**B. Interpretation**

Most of the respondents prefer domestic products (62%). Only 4% of respondents prefer Chinese products. And the remaining 26% of the respondents prefer to buy foreign products.

Satisfaction level of customers towards Chinese products

OPTION	PERCENTAGE
Highly Satisfied	0
Satisfied	20
Neutral	60
Dissatisfied	12
Highly Dissatisfied	8



### **C. Interpretation**

Only 20% of respondents are satisfied while using Chinese products. Majority of the respondents are voted for neutral. Remaining 12 % are dissatisfied and 8% are highly dissatisfied.

### **VI. FINDINGS**

The main element to consume Chinese products is its price and others are not much important according to the respondents. Most of the respondents prefers domestic products (62%). Only 4% of respondents are prefers Chinese products. And the remaining 26% of the respondents are prefers to buy foreign products. Only 20% of respondents are satisfied while using Chinese products. Majority of the respondents are voted for neutral. Remaining 12 % are dissatisfied and 8% are highly dissatisfied.

### **VII. CONCLUSION**

All the conclusions are drawn based on the analysis and Interpretation of the primary data regarding the consumer's satisfaction and attitude towards their Chinese products. From the analysis and Interpretation it is concluded that most of the consumers are not satisfied with the quality and overall impression towards Chinese products. Only few respondents are satisfied or having good impression towards Chinese products, and the report shows that quality and price is the most important factor that affects Chinese products satisfaction in the minds of majority of consumers.

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