



INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION AND MANAGEMENT

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A STUDY OF CONSUMER ATTITUDE TOWARDS CHINESE PRODUCTS (TOYS) IN INDIA WITH SPECIAL REFERENCE TO JALGAON DISTRICT IN MAHARASHTRA

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ABSTRACT

Chinese products have entered in India in a big way. You will see them on roads. The hawkers, pull carts in addition to shops are selling them in India. Some have a fixed price tag like "Any item for Rs 30/-". Some sell different items for different prices. Some sell same items for different prices. Bargaining is also done. If you demand for low price, most probably you will get it. The products range from variety of toys like dolls, cars, motorcycles, railways, ludo games, balls, pens, etc. Why there are lot of Chinese products in India? What is the reason for their success in India? Do they manufacture quality products? This and many other questions come in the mind. The paper studies the attitudes of consumers towards these Chinese products (toys) in India. It will study why Indian consumer buy Chinese products in India.

KEYWORDS

Chinese toys, consumer attitude, satisfaction, quality.

INTRODUCTION

There are lot of consumer Chinese products in India. You will see them on roads. The hawkers, pull carts in addition to shops are selling them in India. Some have a fixed price tag like "Any item for Rs 30/-". Some sell different items for different prices. Some sell same items for different prices. Bargaining is also done. If you demand for low price, most probably you will get it. The products range from variety of toys like dolls, cars, motorcycles, railways, ludo games, balls, pens, automatic erasable boards, pencil radios, pencil batteries, home tools, feng Shui items, clocks and watches etc. Same is the case with mobiles and its accessories. You will see lots of mobile stores in India selling Chinese mobiles and accessories. There is variety of Chinese mobiles available. The features in them are same or you can say more than that in branded mobiles in India. Why there are lot of Chinese products in India? What is the reason for their success in India? Whether it is due to help from the government of china? Do they manufacture quality products? Is their marketing strategy different than marketing of similar Indian products? This and many other questions come in the mind.

STATEMENT OF PROBLEM

It is in the air that certain Chinese consumer and industrial products have captured a major share of Indian market. Various consumer products like toys, electronic products, locks, Umbrellas, leather products, batteries, bulbs, mobile phones and accessories, clocks and watches etc. have gained a sizeable market share in India. Indian consumers are buying these products as they are different and less costly than similar Indian products.

RESEARCH METHODOLOGY

We tried to find out the attitude of Indian consumers through this research paper. A questionnaire (schedule) was prepared containing 21 questions on various issues like quality, price, brand name etc and asked to 150 consumers of Chinese product (Toys) in Jalgaon district. Likert scale was used for this purpose. The data was analysed with SPSS software. The survey was conducted in the month of February 2011.

HYPOTHESIS

Following null hypothesis was set for the study

Indian consumers prefer Chinese products over Indian products only due to low prices of Chinese products.

DATA ANALYSIS AND INTERPRETATION

A) ANALYSIS OF PERSONAL INFORMATION

1) Education of Respondents-

Factor	Frequency	Percent
10th	24	16.0
12th	30	20.0
Graduate	44	29.3
Post Graduate	52	34.7
Total	150	100.0

It was found that 64% of the respondents were graduate and above and remaining were at least 10th pass.

2) Marital Status-

Factor	Frequency	Percent
Married	118	78.7
Unmarried	32	21.3
Total	150	100.0

It was found that 78.7 % of the respondents were married and remaining was not married.

Sex-

Factor	Frequency	Percent
Male	124	82.7
Female	26	17.3
Total	150	100.0

It was found that 82.70% of the respondents were male and remaining was female.

3) Age (Binned)

Factor	Frequency	Percent
21 - 30	60	40.0
31 - 40	48	32.0
41 - 50	42	28.0
Total	150	100.0

It was found that maximum numbers of respondents (72%) were up to 40 years age. Remaining was above 40.

4) Income per year (Binned)

Factor	Frequency	Percent
50001 - 240000	61	40.7
240001 - 430000	32	21.3
430001 - 620000	5	3.3
Total	98	65.3
MissingSystem	52	34.7
Total	150	100.0

Some respondents did not disclose their income. 98 of the respondents answered this question. Out of the answered questions, 40.7% have income range up to 240000/- per annum. Rest were above that income slab.

B) ANALYSIS OF QUESTIONS POSED TO RESPONDENTS

1) The Chinese products are cheaper compared to similar Indian products

Factor	Frequency	Percent
Fully Agree	81	54.0
Agree	54	36.0
Uncertain	9	6.0
Don't Agree	4	2.7
Totally Not Agree	2	1.3
Total	150	100.0

It has been general perception in the public that price of Chinese products are less compared to similar Indian products. So it was necessary to ask this question to the consumers. It is found that 90% of the consumers believe that prices of these Chinese products are lower compared to that of similar Indian products

2) Chinese products have innovative design than that of similar Indian products

Factor	Frequency	Percent
Fully Agree	49	32.7
Agree	60	40.0
Uncertain	18	12.0
Don't Agree	21	14.0
Totally Not Agree	2	1.3
Total	150	100.0

No products can survive today if it is not innovated according to changing taste of consumers. Innovative products have the capacity to sell themselves in the market. It is found that 72.7% of the consumers believe that these Chinese products are innovative in products design compared to similar Indian products

3) They are superior in performance compare to similar Indian products

Factor	Frequency	Percent
Agree	19	12.7
Uncertain	17	11.3
Don't Agree	66	44.0
Totally Not Agree	48	32.0
Total	150	100.0

It is important that performance of products should be consistent and superior, so as to succeed in the market. Durable products like mobiles and telephones should provide consistent service to the consumers. It is found that 76% of the consumers say that Chinese products are not superior and consistent in performance than similar Indian products. 11.3% are uncertain about this factor.

4) Chinese products are difficult to repair than similar Indian products

Factor	Frequency	Percent
Fully Agree	58	38.7
Agree	21	14.0
Uncertain	22	14.7
Don't Agree	30	20.0
Totally Not Agree	19	12.7
Total	150	100.0

Durable products should be repaired immediately to satisfy the customers. The product should be having less complicated parts so as to be repaired. It is found that 52.7% of the consumers believe that Chinese products are difficult to repair. But 32.7 % of the consumers don't agree with this view.

- 5) You are fully satisfied with Chinese products

Factor	Frequency	Percent
Fully Agree	4	2.7
Agree	27	18.0
Uncertain	49	32.7
Don't Agree	53	35.3
Totally Not Agree	17	11.3
Total	150	100.0

It is found that only 20.7% of the consumers are satisfied with Chinese products. But 46.6 % of the consumers don't agree with this view. 32.7% are uncertain about this factor.

- 6) There is no guarantee/warranty provided for Chinese products

Factor	Frequency	Percent
Fully Agree	79	52.7
Agree	38	25.3
Uncertain	14	9.3
Don't Agree	19	12.7
Total	150	100.0

Any company to earn the confidence of its consumers in its products provide warranty or guarantee to its products. This helps to increase the loyalty of consumers towards its products. But it is found that 78% of the consumers believe that Chinese products do not have Warranty /Guarantee.

- 7) Packaging of Chinese products is satisfactory

Factor	Frequency	Percent
Fully Agree	20	13.3
Agree	83	55.3
Uncertain	23	15.3
Don't Agree	14	9.3
Totally Not Agree	10	6.7
Total	150	100.0

Proper packaging of products is very necessary for tough handling. It should be such that the inside product is not damaged due to mishandling of product. It is found that 68.7% of the consumers believe that proper packaging is provided for Chinese products in India. 15.3% are uncertain about this factor.

- 8) There is no proper description of products, price, content, how to use etc. on the label of Chinese products

Factor	Frequency	Percent
Fully Agree	36	24.0
Agree	79	52.7
Uncertain	17	11.3
Don't Agree	14	9.3
Totally Not Agree	4	2.7
Total	150	100.0

The package should have proper label on it which gives complete information about contents of products, date of manufacturing and date of expiry, price of product etc. 76.7% of the respondents believe that there is no proper description of these Chinese products on label regarding price, contents, how to use etc. 12% don't agree with this view.

- 9) They are easily available on time in the market

Factor	Frequency	Percent
Fully Agree	41	27.3
Agree	82	54.7
Uncertain	12	8.0
Don't Agree	15	10.0
Total	150	100.0

Availability of products plays an important role in any product category. If products are not available on time, consumers will buy other similar products of competitor. It is found that 82% of the consumers believe that these Chinese products are easily available from importers on time.

10) Chinese products offer better quality than similar Indian product

Factor	Frequency	Percent
Fully Agree	2	1.3
Agree	14	9.3
Uncertain	38	25.3
Don't Agree	71	47.3
Totally Not Agree	25	16.7
Total	150	100.0

Quality of a product plays an important role in its marketing. The better quality products are always a fancy for customers. Quality increases reliability of products. Here 64% of the consumers agree that quality of Chinese mobiles and telephones is not as good as similar Indian products. It means that quality is not the criteria for selling of Chinese products. 25.3% are uncertain about this factor.

11) You are loyal to Chinese products in India

Factor	Frequency	Percent
Fully Agree	12	8.0
Agree	39	26.0
Uncertain	50	33.3
Don't Agree	37	24.7
Totally Not Agree	12	8.0
Total	150	100.0

It is seen here that 34 % of the consumers are loyal to Chinese products in India. 33.3% are uncertain about this factor. 32.7% don't agree with this view.

12) There is more variety in Chinese products compared to similar Indian products

Factor	Frequency	Percent
Fully Agree	49	32.7
Agree	86	57.3
Uncertain	13	8.7
Totally Not Agree	2	1.3
Total	150	100.0

In India, there is a wide variety of customers. They range from people who earn Rs 50 per day to million per day. The products should be such that it should be able to cater to different segments of the population. It is found that 90% of the consumers believe that Chinese products have different varieties to cater to different needs of consumers in India.

13) Chinese products have more features compared to similar Indian products

Factor	Frequency	Percent
Fully Agree	48	32.0
Agree	36	24.0
Uncertain	16	10.7
Don't Agree	24	16.0
Totally Not Agree	26	17.3
Total	150	100.0

Consumer will buy a product if it provides more features in addition to its basic utility. Chinese mobiles and telephones provide more features than similar Indian mobiles within the given price. It is found that 56% of the consumers believe that these Chinese products provide more features than similar Indian products. 33.3 don't agree with this view.

14) There is no sales promotion offer like gift on purchase, exchange offer etc on Chinese products

Factor	Frequency	Percent
Fully Agree	54	36.0
Agree	23	15.3
Uncertain	38	25.3
Don't Agree	33	22.0
Totally Not Agree	2	1.3
Total	150	100.0

Today due to growing competition, promotion of products has become important. Products are promoted directly to consumers through various offers like discounts, coupons. It is found that 51.3% of the consumers believe that Chinese products are not promoted to Indian consumers through sales promotion tools like discounts, offer etc in India. 23.3% don't agree with this view.

15) Bargaining is possible on Chinese products in India

Factor	Frequency	Percent
Fully Agree	27	18.0
Agree	84	56.0
Uncertain	31	20.7
Don't Agree	8	5.3
Total	150	100.0

It is found that 74% of the consumers believe that bargaining is possible on Chinese products in India. 20.7% are unsure about this factor.

16) Chinese products are more durable compared to similar Indian products

Factor	Frequency	Percent
Agree	19	12.7
Uncertain	27	18.0
Don't Agree	71	47.3
Totally Not Agree	33	22.0
Total	150	100.0

It is found that 69.3% of the consumers believe that Chinese products are not durable compared to similar Indian products. Only 12.7% believe that Chinese products are durable compared to similar Indian products.

HYPOTHESIS TESTING-

For the above hypothesis, we would like to see whether Indian consumer prefers Chinese products only due to low price of Chinese products.

For this we have to test see that the mean of following factors is less than or equal to 2. If it is higher than 2 we have to use T test to see if it significantly differs from value 2. (Value 2 is for agreed).

For this hypothesis, following 5 parameters were considered-1) Price of product

2) Innovative design of product

3) On time availability of product

4) Different varieties of product

5) Features of product

If any two factors (*except for price*) have value less than or equal to 2, then we can say that Indian consumer do not prefer Chinese products over Indian products only due to low price of Chinese products. There are other factors also responsible for buying Chinese products.

Factor	The Chinese products are cheaper compared to similar Indian products	Chinese products have innovative design than that of similar Indian products	They are easily available on time in the market	There is more variety in Chinese products compared to similar Indian products	Chinese products have more features compared to similar Indian products
N	150	150	150	150	150
Mean	1.61	2.11	2.01	1.80	2.63
Median	1.00	2.00	2.00	2.00	2.00
Mode	1	2	2	2	1
Std. Deviation	.826	1.059	.871	.705	1.500
Variance	.682	1.121	.758	.497	2.249

From the above table it can be seen that the means of all the above variables are close to 2. But three variables are above 2. For this we can conduct a One sample T test for the above two variables to see if there is any significant difference between their means and the hypothesized mean (i.e. 2)

ONE-SAMPLE TEST

Factor	Test Value = 2					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Chinese products have innovative design than that of similar Indian products	1.311	149	.192	.113	-.06	.28
They are easily available at important market places in the town	-1.282	149	.202	-.080	-.20	.04
Chinese products have more features compared to similar Indian products	5.118	149	.000	.627	.38	.87

From the above table it can be seen that the significance is above 0.05 for innovative design and easy availability of products. So there is no significant difference between the means and the hypothesized mean for the above two cases.

Out of 4 factors, 3 factors have value less than or equal to 2.

Thus we can say that the Indian consumer prefers Chinese products over Indian products not only due to low price of Chinese products but also due to other factors like innovative design, variety of products and availability of Chinese products compared to similar Indian products.

So the null hypothesis is rejected.

MAJOR FINDINGS

- 1) The prices of Chinese products are lower compared to similar Indian products.
- 2) Chinese products are innovative in products design. They also have more features and variety compared to similar Indian products.
- 3) Consumers are also satisfied with these Chinese products due to its lower price and more features and variety than similar Indian products.
- 4) Indian consumers are not loyal to Chinese products. They only buy because similar Indian products are not so appealing.
- 5) Overall marketing strategy to market Chinese products in India is a combination of cost leadership strategy and differentiation strategy. Segmentation strategy was not noticed as both low and middle income people buy these products. Sometimes rich people also may be buying these products.
- 6) Chinese products are not durable compared to similar Indian products.
- 7) There is no specific branding strategy. But the only brand name that is popular for these Chinese products in India is 'Made in China'.

CONCLUSION

Chinese products are popular in India because in addition to low price they offer more features and variety compared to similar Indian products. Indian products are more durable but they are costly than Chinese products. So Indian companies should try to develop products which are innovative in design and are also less costly compared to similar Chinese products.

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