A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS CHINESE PRODUCTS IN KERALA

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By

NUSARATH K K

Under the guidance of

Dr. P. M. HABEEBURAHIMAN
Research Supervisor

Department of Commerce and Management Studies
PSMO College, Tirurangadi
Malappuram, Kerala
(Affiliated to the University of Calicut)
December 2022

NUSARATH K K
(Research Scholar)
Department of Commerce and Management Studies
PSMO College, Tirurangadi
(Affiliated to University of Calicut)
Malappuram, Kerala – 676306

DECLARATION

I hereby declare that this thesis entitled **"A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS CHINESE PRODUCTS IN KERALA"** is a bonafide record of research work done by me under the guidance of **Dr. P. M. Habeeburahiman**, Associate Professor (Retd.), Department of Commerce and Management Studies, PSMO College, Tirurangadi (Affiliated to the University of Calicut). I also declare that this thesis has not previously formed the basis for the award of any degree, diploma, fellowship or other similar title or recognition of any other university or institution.

Tirurangadi, **NUSARATH K K**

29.12.2022

Dr. P. M. HABEEBURAHIMAN
Associate Professor (Retd.)
Department of Commerce and Management Studies
PSMO College, Tirurangadi
(Affiliated to University of Calicut)
Malappuram, Kerala – 676306
Email: habeebfalaki@gmail.com

CERTIFICATE

This is to certify that the thesis entitled **“A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS CHINESE PRODUCTS IN KERALA”** is a bonafide record of research work carried out by **NUSARATH K K** under my supervision and guidance for the award of Ph.D. Degree of the University of Calicut. No part of the thesis has been presented for the award of any degree, diploma, or other similar title or recognition of any other university or institution before.

She is permitted to submit the thesis to the University of Calicut.

Dr. P. M. Habeeburahiman
Doctoral Guide

Tirurangadi

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LIST OF ABBREVIATIONS

ANOVA	-	Analysis of Variance
BIS	-	Bureau of Indian Standards
CAGR	-	Compound Annual Growth Rate
CEAMA	-	Consumer Electronics and Appliances Manufacturers Association
COO		Country of Origin
DC	-	Direct Cool
DF	-	Degree of Freedom
EFA	-	Exploratory Factor Analysis
FDI	-	Foreign Direct Investment
FF	-	Frost Free
FTA	-	Free Trade Agreement
GDP	-	Gross Domestic Product
GST	-	Goods and Service Tax
IBEF	-	India Brand Equity Foundation
MNCs	-	Multinational Companies
MSME	-	Micro, Small and Medium Enterprises
NBFC	-	Non- Banking Financial Company
RBI	-	Reserve Bank of India
SD	-	Standard Deviation
SEA		South East Asia
SPSS	-	Statistical Packages for Social Sciences
TFP	-	Total Factor Productivity

UK	-	United Kingdom
US	-	United States
USD	-	United States Dollar
UTI	-	Unit Trust of India
WTO	-	World Trade Organisation

CHAPTER I

INTRODUCTION

"Knowing who your customers are is great, but knowing how they behave is even better" – ***Jon Miller***

1.1 Introduction

Consumer buying behaviour refers to the buying behaviour of final consumers, both individuals and households, who buy goods and services for personal consumption (Kumar,2010). According to Solomon (2019), Consumer behaviour is the process of choosing, purchasing, using and disposing of products or services by the individuals and groups in order to satisfy their needs and wants.

Consumer behaviour is, in and of itself, a dynamic and complex phenomenon. It combines psychology, sociology, social anthropology, marketing and economics. Consumer buying behaviour is determined by the decision-making processes and actions people take when buying or using a product or service. A detailed understanding of consumers' buying behaviour and motivations towards different product offerings is essential since they are the core of the entire marketing system. Customers are portrayed as users, payers and buyers, based on their purchasing behaviour. Consumer behaviour can be challenging to predict, even for experts as it varies depending on numerous factors. Purchase of even the same product doesn't bring out the same behaviour. Hence, Consumer buying behaviour towards durable goods may be different from non- durable goods .

A consumer durable is a product which does not quickly wear out and is capable of keeping its utility for a long time. The consumer durable industry comprises appliances and durable goods for domestic use, including televisions, refrigerators, air conditioners and washers. Cell phones, microwave ovens and other electronics goods are also included in this category.

A number of economic reforms have been introduced in India over the past two decades, which have led to rapid economic growth. Increasing incomes, easy availability of finance, rising urbanisation, fall in prices due to increased competition, growth of consumer base in rural sector and the desire for a better life have led to the boom that is being experienced in the consumer market. The Indian consumer market is one of the world's largest. Multinational corporations view India as a regional hub for manufacturing and sales to cater to not only the Indian market, but also to the International markets. Although many countries have entered the Indian consumer durables market, China has excelled in terms of competitive price and vast product range. Throughout the year, India's trade with China has changed significantly in terms of volume and product variety. Thus, Indian consumer durable market is flooded with Chinese branded durables, which has impacted retail sector and customer buying behaviour in this segment. This situation has put forth lot of questions in this regard.

1.2 Background of the Study

Until the economic reforms , Indian economy was one of the most inward-looking and inefficient in the world. Pre liberalisation period was characterized by the dominance of a few business leaders who controlled the establishment, closure, and even expansion of business units. Due to high tariffs (up to 150%), export and import were less as well as FDI, which was less than two percent of the China figure (Beena,2004).

As a result of globalisation and liberalization, many international brands entered in to the Indian market in a competitive manner. Prior to it, India's consumer market was dominated by few domestic players, who together held 90% of the market (FICCI, 2009). In India, consumer markets were traditionally based on production concept marketing until the 1980s. As a result of the entry of more multinational companies, the market has been transformed and the competition has grown stronger.

Majority of these companies made new investements and expanded their presence in India, targeting Tier 2 markets as well as setting up production facilities.

The globalization, liberalization, demographic change and empowerment of women have brought drastic changes in both the urban and rural areas of India, which has resulted tremendous growth opportunities in these markets. Globalisation has resulted in an increase of trade volume day by day. Although durable products from many countries were available in Indian consumer durable market, China has been able to claim the title of lowest price (FICCI,2009). Today Chinese branded durables occupy the prominent position in the consumer durable market.

India-China trade relationship

China and India have had a long-standing relationship since ancient times. Although India and China have many similarities, their paths of development differ. India's economic reforms did not begin until the early 1990s, whereas China's growth process started in the late 1970s. Due to economic reforms and integration with the world economy, both nations have close ties with one another and a cordial relationship. China leads India in many areas, including industrialization, advanced technology, research and development and foreign direct investment.

As a result of the liberalization, China-India trade had exceeded one billion dollars for the first time in 1995. From thereon, they both play key roles at the global level and have received a lot of international attention lately because they are emerging giant economies (Sonia, 2011).

Various groups refer to China and India collectively as 'CHINDIA,' blending the names of these two nations linguistically and displaying their deep mutual connection. Each nation shares long borders, both are considered to be growing economies and are among the world's fastest-growing major economies. Although economic and strategic ties between the two nations are growing, there are a number of hitches also. A lot of issues are staining China-India relationship, including border disputes, adulterated products, fake goods, defense aggressiveness from the part of China and lastly issues arised due to covid-19 pandemic. Over and above all these obstacles, the biggest challenge facing India against China is the enormous trade imbalance. In the first nine months of 2022, bilateral trade between India and China reached USD 100 billion for the second consecutive year. While India's trade deficit climbed to over USD 75 billion, as per Chinese customs data (PTI, CNBC TV,2022).

After liberalization, every common man enjoyed the ease of access to foreign goods and services and any obstacles to the movement of goods and services between countries gradually became less obstructive, paving the way for development. Following massive imports of Chinese products, China became the world's top exporter to India.

1.3 Statement of the Problem

In almost all Indian retails especially in regional markets, there is a significant rise in the sale of Chinese branded durables. In the Kerala market, Chinese products like handicrafts, toys and electrical accessories are in high demand (Menon Vadakepat,2011) and are of lowest price (FICCI, 2009). Chinese branded mobile phones have the feature of innovative technology and affordable price (Chandola & Fu,2017). The overwhelming demand for low priced imported products indicates the high penetration level of Chinese products in to the Indian markets. Even though, locally made alternative products are available in the market, consumers prefer Chinese branded durables. This attitude of consumers preferring Chinese branded durables have raised the eyebrows of marketers and analysers. Hence, it is the time to study consumer buying behaviour towards Chinese products in Kerala.

There were many researches on consumer behaviour, especially with regard to influencing factors, country of origin impact, etc. But only limited studies in respect of Chinese branded products were focussed in the context of kerala. Hence, the present research focussed on consumers buying behaviour towards Chinese branded durables in Kerala.

1.4 Significance of the Study

Consumer research is crucial for the introduction of new products, increasing marketing scope and for improving productivity. Consumer behaviour is the most interesting and important area of marketing. Modern marketing aims to connect all the elements of business to ensure the satisfaction of the consumer. Understanding consumer behaviour and buying motivations are crucial for achieving this goal. Marketers will not be able to segment the market effectively and design effective strategies to penetrate the defined market segment without these insights. So the science of consumer behaviour is the foundation to successful marketing. The study will help for the following:

- Identifying the influencing factors for buying Chinese branded consumer durables.
- Understanding the level of perception and satisfaction of consumers towards Chinese branded durables.
- Identifying and exploiting the market opportunities.
- Providing suggestions for product improvement.
- Devising proper pricing and marketing strategies.
- Understanding retailer problems selling Chinese branded durables.

Consumers perception towards Chinese branded durables differ in certain factors like price, quality, functionality, country of origin and availability. Some consumers prefer low priced Chinese branded durables since Indian market is price sensitive. But the price doesn't commensurate the quality of Chinese branded durables. Since there exists different attitude towards Chinese branded durables , the satisfaction level of consumers also vary. So it necessitates a study in this regard.

The domestic players are losing their market share to the strategic Chinese entrepreneurs. The only way this problem can be solved upto an extent is by introducing favourable policies. Low value, huge profit margin , wide obtainability, customer demand and diversity are the major factors behind retailer's inclination towards Chinese brands over Indian brands. The market consists of both branded and non-branded products. The retailer's dependence on Chinese products without being branded is evident here. This call for an examination of the challenges facing retailers selling Chinese branded durables.

In this context, the following research questions are developed.

- Do consumers possess Chinese branded durables?
- What are the factors affecting purchase decisions of Chinese branded durables?
- What is the consumers buying behaviour towards Chinese branded durables?
- What does consumers perceive towards Chinese branded durables?
- To what extend, consumers are satisfied with Chinese branded durables?
- What are the promotional tools adopted by the Chinese branded durable dealers?
- What are the problems and challenges facing the retailers while dealing with Chinese branded durables.

1.5 Scope

Scope of the study is confined to the consumers of Chinese branded durables in Kerala. For the purpose of the research, entire Chinese branded durables are divided into 2 i.e., Home appliances and Consumer electronics. The study will cover Chinese branded toys also. The study includes both consumers and retailers of Chinese branded durables from organised and non-organised market. The rationale for the selection of the above consumer durables are that these durables are extremely popular among the various segment of consumers. The study is taken up in the selected districts of Kerala in order to know the consumer buying behaviour as to what drives them to purchase Chinese branded durables. Kerala was divided into three regions namely North, Central and South. From each of these regions, a district was selected and the consumers and retailers are selected from each district proportionately.

Studying the buying behaviour of consumers towards Chinese branded durables in Kerala will benefit a number of marketing researchers and people involved in manufacturing durables. The findings of this study will be useful to marketers, researchers, government agencies and non- government organisations for formulating strategies and policies

Classification of Chinese Branded Durables

Chinese branded durables were considered for the study. They were classified into two broad categories ie, home appliances and consumer electronics. Home appliances are again classified into white goods and brown goods. From white goods category, refrigerator of three brands and from brown goods category microwave oven comprising three brands are taken. Mobile phone is selected from consumer electronics and toys are also considered here due to the dominance of Chinese branded companies in the field of toys.

Table 1.1

Selected Chinese Branded Durables

Home Appliances / White goods / Refrigerator	Haier, Midea, Hisense
Home Appliances / Brown goods / Microwave Oven	Haier, Midea, Hisense
Consumer Electronics/ Mobile Phone	Oppo, Xiaomi, OnePlus, Huawei, Lenovo, Vivo
Toys	High Quality High Priced Toys, Average Quality Average Priced Toys and Low Quality Low Priced Toys

1.6 Objectives

The following are the objectives of the study

1. To identify the influencing factors for buying Chinese branded durables
2. To analyse the buying behaviour of consumers towards Chinese branded durables
3. To evaluate consumer perception towards Chinese branded durables

4 To measure the satisfaction level of consumers towards Chinese branded durables

5 To identify the promotional tools of retailers selling Chinese branded durables

6 To review the problems and prospects of retailers selling Chinese branded durables

1.7 Hypothesis

The study is based on the following hypotheses. Two types of hypotheses exist, those pertaining to consumers and those pertaining to retailers.

Hypotheses – Consumers

1 There is no signifiant association between brand option of Chinese branded durables and demographic profile of consumers

2 There is no significant difference in the influencing factors towards Chinese branded durables with respect to demographic profile of consumers .

3 There is no significant difference in the buying behaviour towards Chinese branded durables with respect to demographic profile of consumers.

4 There is no significant relationship between influencing factors and buying behaviour towards Chinese branded durables.

5 There is no significant difference in the perception towards Chinese branded durables with respect to demographic profile of consumers.

6 There is no significant difference in the satisfaction towards Chinese branded durables with respect to demographic profile of consumers.

7 There is no significant relationship between perception and satisfaction towards Chinese branded durables.

Hypotheses – Retailers

1 There is no significant association between the promotional tools of selected Chinese branded durables and type of retailers

2 There is no significant difference in the problems faced by the retailers with regard to the type of retailers .

1.8 Operational Terms Used in the Study

Consumer

Consumers are the individual, group or households who possess or consume at least one of the selected Chinese branded durables.

Customer

A customer is an individual or group that purchases any of the selected Chinese branded durables.

Marketer

Marketers are individuals or organizations that promote or exchange Chinese branded durables or services for money.

Consumer Behaviour

Consumer behaviour describes the way consumers behave when buying and using Chinese branded durables as well as the underlying motives behind those behaviours.

Consumer Buying Behaviour

A consumer's buying behaviour refers to the purchasing behaviour of an individual or household who uses the Chinese branded durables for personal or family use.

Durable Goods

Durable consumer goods are those that will not rapidly wear out or ones that will yield utility over time as opposed to being consumed immediately.

Home Appliances

The term 'home appliance' describes a machine which performs household functions such as cooking, cleaning and preserving food.

White goods

White goods are the appliances that are typically finished in white enamel include refrigerators, freezers, washing machines, dishwashers, air conditioners, etc. White goods are commonly used in houses to do housekeeping.

Brown goods

The term brown goods refers to small kitchen appliances which includes mixers, grinders, microwave oven etc.

Consumer Electronics

Electronic equipments used for communications (cell phones, telephones, laptops, e-mail-capable devices, etc), entertainment (flat screen TVs, video games, DVD players, etc.) and home office usage (printers, desktop computers, paper shredders, etc.) are considered consumer electronics.

Brand

A brand is a name, symbol, design or combination of these that makes it easy for consumers to identify the product or service offered by a particular seller or group of sellers and to differentiate them from those of rivals.

Brand Image

A brand's image is the associations consumers hold about the brand.

Domestic Brand

A domestic brand is one associated with a company of Indian origin, not a subsidiary of global corporations.

Foreign Brand

Foreign brands are products of a company which are not of Indian origin

Chinese Branded Durable Goods

Durable goods which belongs to Chinese registered companies are called Chinese branded durable goods.

Influencing Factors

The influencing factors are those that influence people to buy Chinese branded durables.

Consumer Perception

Consumer perception is defined as the impression, awareness or consciousness of a consumer towards a Chinese branded company or its products.

Consumer Satisfaction

The concept of consumer satisfaction refers to the degree of satisfaction consumers have with the Chinese branded durables during their purchase, use, and disposal.

Country of Origin

A country of origin is defined as the country or countries where an article or product was manufactured, produced, designed, or branded.

1.9 Research Methodology

An explanation of the research methodology is presented in this section.

1.9.1 Type of Study

Descriptive and inferential research is carried out in this study. Descriptive research describes the characteristics of a population. An answer to the questions when, why and how is not provided by this research. Instead, it describes 'what' are the characteristics of the population. Inferential research helps to draw inferences from the sample data about an entire population. This study aims to identify the various aspects of consumer behaviour regarding Chinese branded durables and to draw conclusions about the population.

1.9.2 Sources of Data

Data were gathered from both primary and secondary sources. Primary data for the present research work have been collected from consumers of selected Chinese branded durables and the retailers selling the selected Chinese branded durables in Kerala by using structured questionnaires. Moreover, the secondary data were taken from a variety of published and reliable sources including journals, magazines, government reports, books, dailies, periodicals, articles, research papers, websites, association publications, manuals, academic studies,company annual reports, etc.

1.9.3 Sampling Design

Population consists of the consumers and retailers dealing with any of the selected Chinese branded durables. A multi-stage random sampling was used in the study for selecting the sample respondents. As the first stage, Kerala has been divided into three regions as Southern, Central and Northern. From each region, one district each were identified by considering the population census, population density and per capita income (Indiacensus.net). Districts with high population and population density namely, Trivandrum, Ernakulam and Kozhikode has been selected. Then from each district, three Municipalities and three Panchayaths were selected at random as the second stage and as the last stage, one ward from each municipality and panchayaths were drawn. Respondents were selected from the ward by using the criteria, i.e., consumers using any of the selected Chinese branded durables.

Table 1.2

District -wise Per Capita Income, Population and Population Density of three Regions in Kerala

Zone	Population	Per capita income in Rs	Population density per sq. km.
NORTH ZONE			
Kasaragod	13,02,600	1,72,691	654
Kannur	25,25,637	1,**90,684**	852
Wayanad	8,16,558	1,64,099	383
Kozhikode	**30,89,543**	1,86,660	**1318**
Malappuram	**41,10,956**	1,54,463	1158
CENTRAL ZONE			
Palakkad	28,10,892	1,66,412	627
Thrissur	31,10,327	2,13,799	1026
Ernakulam	**32,79,860**	**2,51,104**	**1069**
Idukki	11,07,453	2,07,665	254
SOUTH ZONE			
Kottayam	19,79,384	2,18,837	896
Alappuzha	21,21,943	2,34,857	1501
Pathanamthitta	11,95,537	1,71,075	453
Kollam	26,29,703	**2,47,014**	1056
Thiruvananthapuram	**33,07,284**	2,22,741	**1509**
Kerala	3,34,06,061	2,05,484	860

Source: Census 2011.co.in, Indiacensus.net

1.9.4. Sample Size

Using the data obtained from the pilot study, the standard deviations of the main variables were calculated in order to determine the sample size. Accordingly, the highest standard deviation was applied in the formula (Aday & Cornelius, 2006). Following is the statistical equation used to determine the sample size .

Sample size of consumers

$$\text{Sample size } (n) = Z^2 \times \frac{sd^2}{e^2}$$

Where,

n = Size of the sample

Z = The value of standard normal variable at a given confidence level

(It is 1.96 for 95% significance level)

SD= standard deviation of the population

(Here standard deviation of the variable which has the greatest variance has been taken)

e = Acceptable error (It is assumed as .110)

$= 1.96^2 * 1.14^2 / .110^2$

$= 412.56$

Rounded to: 420

Sample Size of Retailers

$$\text{Sample size } (n) = Z^2 \times \frac{sd^2}{e^2}$$

Where,

n = Size of the sample

Z = The value of standard normal variable at a given confidence level

(It is 1.96 for 95% significance level)

SD= standard deviation of the population

(Here standard deviation of the variable which has the greatest variance has been taken)

e = Acceptable error (It is assumed as .164)

$= 1.96^2 * 1.024^2 / .164^2$

=149.25

Rounded to: 150

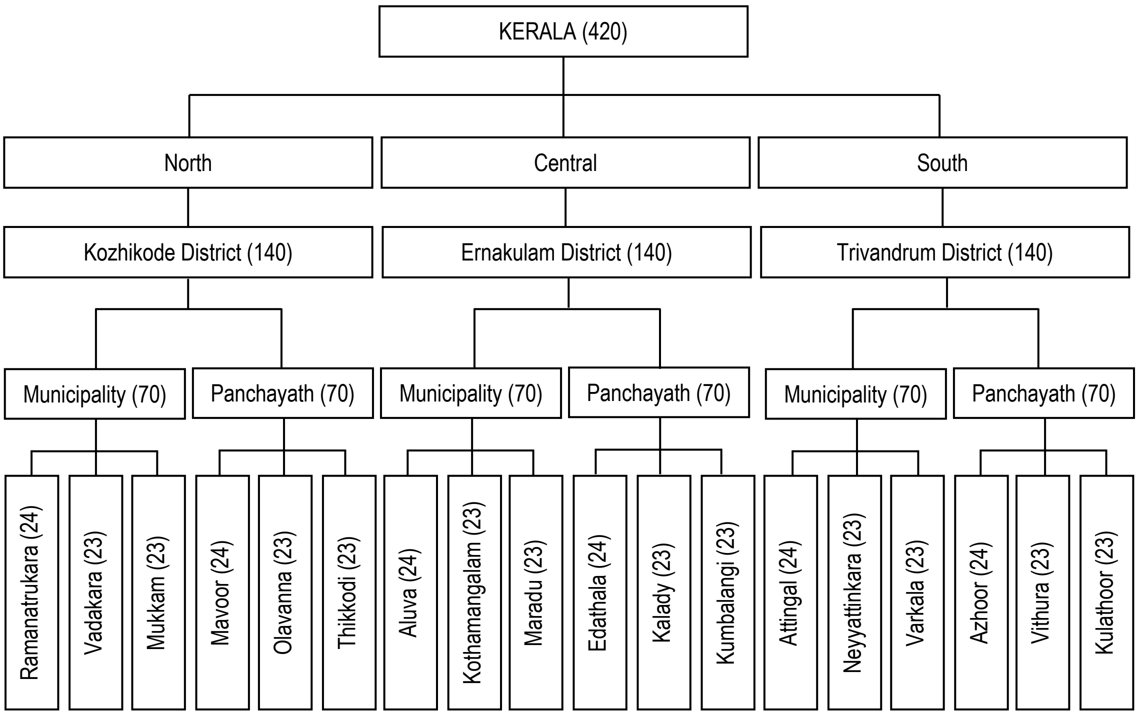
The calculated sample size for consumers and retailers are 420 and 150 respectively. It is divided equally among three districts ie, 140 consumers and 50 retailers from each district.

1.9.5 Selection of Samples

Figure 1.1 is illustrating the selection of the samples of Consumers

Figure 1.1

Selection of Samples of Consumers



Samples of Retailers

Retailers samples were selected by applying the same criteria as above (Figure 1.1). Total retailers are 150. From each district 50 retailers are selected out of which 35 retailers have been selected from municipality and 15 from panchayath.

1.9.6 Tools for Data Collection

In order to accomplish the research objectives, two well-framed questionnaires were designed to collect information from consumers and retailers regarding their buying behaviour towards Chinese branded durables. First, a questionnaire was designed to capture consumer information. There were six segments in the questionnaire. The first segment contained demographic information about the consumers. Next segment contains questions about the possession of Chinese branded durables and marketing incentives. The third segment discusses influencing factors and fourth segment look in to buying behaviour, perception factors in segment five and satisfaction factors in segment 6. The first two section contains open end questions and other section's questions are statement-based, with a five point Likert scale starting from strongly agree to strongly disagree. Cronbach's Alpha test was used to assess the reliability and consistency of the data collected from the respondents.

To collect data from the retailers of Chinese branded durables, second questionnaire was used. It begins with a general overview of the retail outlet, while the second section presents information on the Chinese branded durables they sell. The third section discusses the promotion strategy adopted by the company and the retailer, followed by questions on the challenges retailers face in section 4. One more question is asked regarding the measures to be taken to ensure the survival of domestic consumer durables.

1.9.7. Tools for Data Analysis

Data analysis were carried out using SPSS 20 for Windows. Descriptive statistics were used to summarize and describe the characteristics of the large amount of data collected from respondents. Data were analysed by using statistical tools such as percentages, Chi-square test, Mean score, Coefficient of correlation, One sample t- test, One sample Independent t-test and ANOVA. Factor analysis was used to find out the factors influencing the consumer and the problems encountered by the retailers. Tables and charts were used for the presentation of data.

1.9.8. Normality Test

Prior to conducting any statistical analysis, it is vital to test the normality of the data. The statistical procedures and tests differ between normal data and non-normal data. An analysis of normality checks whether a sample comes from a population with a normal distribution. By using Kolmogorov-Smirnov and Shapiro-Wilk tests, it can be determined that certain variables are normally distributed since their p-values are higher than 0.05. Additionally, Skewness and Kurtosis tests were carried out to evaluate significance of deviations and the results showed that all variables were in between the values 2.58 and 1.96 (Cramer, 1997:Cramer & Howitt, 2004, Doane & Seward, 2011).The results revealed that the data were normally distributed among variables, hence it assumes normality and can proceed the parametric test.

1.9.9 Variables Used in the Study

Table 1.3 shows total variables used in the study for analyzing the objectives of the study

Table 1.3

List of the Variables Used in the Study

1. Demographic Factors	1. Gender 2. Age 3. District 4. Area 5. Education 6. Occupation 7. Monthly income 8. Marital status
2. Influencers in the Buying decision	1. Self 2. Family 3. Friends 4. Society
3. Sources of Information	1. Advertisement 2. Friends 3. Family 4. Society 5. Dealers
4. Incentives received by the consumers	1. Price incentives 2. Free gifts 3. Additional extended guarantee and Warranty 4. Cost reduction for future purchase

5. Influencing Factors	1. Product type 2. Quality 3. Price 4. Variety 5. Brand image 6. Credit facilities 7. Exchange 8. Low maintenance cost 9. Retail schemes 10. Previous experience 11. After sales service 12. Guarantee and warranty 13. Advanced features 14. Durability
6. Buying Behaviour	1. Need recognition 2. Information search 3. Evaluation of alternatives 4. Selection 5. Repeated purchase 6. Preference for domestic brands 7. Rational thinking before purchasing 8. Time of purchase 9. Replacement of durables
7. Perception	1. Reasonable price 2. Superior quality 3. After sales service 4. Availability 5. Variety 6. Technological upgradation 7. Durability 8. Warranty and guarantee 9. Offers and discounts 10. Exchange value 11. Value for money 12. Low maintenance cost

	13. Advertising 14. Purchase plan 15. Prime choice 16. Recommendation to others 17. Banning of Chinese Products
8. Satisfaction	1. Price 2. Quality 3. After Sales Service 4. Availability 5. Variety 6. Durability 7. Offers and Discounts 8. Country of Origin 9. Adoption of New Technology 10. Brand image 11. Energy efficiency 12. Guarantee and warranty 13. Advertisement 14. Exchange Value 15. Value addition 16. Advanced features 17. Low maintenance cost 18. Value for money
9. Promotional tools of Chinese brands	1. Advertisement 2. Direct marketing 3. Publicity 4. Personal selling 5. Sales promotion
10. Promotional tools of retail outlet	1. Advertisement 2. Cost reduction 3. Exchange offer 4. Free gift 5. Interest free loan 6. Discounts, offers, coupons, etc. 7. Extended warranty and guarantee 8. Appointing agents

11. Problems and Prospects of Retailers	1. Price 2. Quality 3. Profit 4. Demand and sales Volume 5. Technology 6. After Sales Service 7. Guarantee and Warranty 8. Offers and discounts 9. Perception 10. Promotion 11. Competition

1.9.10. Reliability Testing

The Cronbach's alpha was used to evaluate the reliability of the pilot draft of the questionnaire, which is a convenient and usual measure for estimating the reliability of scales or items. Cronbach's alpha results should have a range of 0 to 1. It is generally agreed that a Cronbach's alpha above 0.70 is good, above 0.80 is better and above 0.90 is excellent.

Table 1.4

Reliability Test Results of the Questionnaire for the Consumers

No	Segments	Coefficient of alpha	No of items	Reliability level
1	Influencing factors	.786	14	Fair Reliability
2	Buying behaviour	.775	09	Fair Reliability
3	Perception towards Chinese durables	.804	17	Good Reliability
4	Satisfaction towards Chinese durables.	.883	18	Good Reliability

Based on the reliability measure for the entire scale, this study shows an acceptable reliability of .812. As shown in Table 1.4, the reliability values for all constructs range from 0.883 to 0.775, which is acceptable. As a result, the construct reliability in this research appears to be satisfactory.

Table 1.5

Reliability Test Results of the Questionnaire for the Retailers

No	Segments	Coefficient of alpha	No of items	Reliability level
1	Problems faced by the retailers	.920	11	Fair Reliability

Cronbach's Alpha for the scaled statements of the questionnaire for retailers shows .920 which is higher than the standard Cronbach's Alpha of 0.7. Hence it is proved that internal consistency of the scale is high and the questionnaire can be considered as highly reliable.

1.9.11 Validity Test

Content Validity refers to the systematic aspect of validity without relying on statistics to check whether it covers a representative sample of the behaviour domain to be measured or the extent to which the measurement reaches. Validity is ensured in this study by ensuring that the questionnaire have relevant questions. The researcher met with experts in the research and marketing fields in order to determine content related validity. Based on recommendations from research and marketing experts, final modifications were made and content related validity is validated.

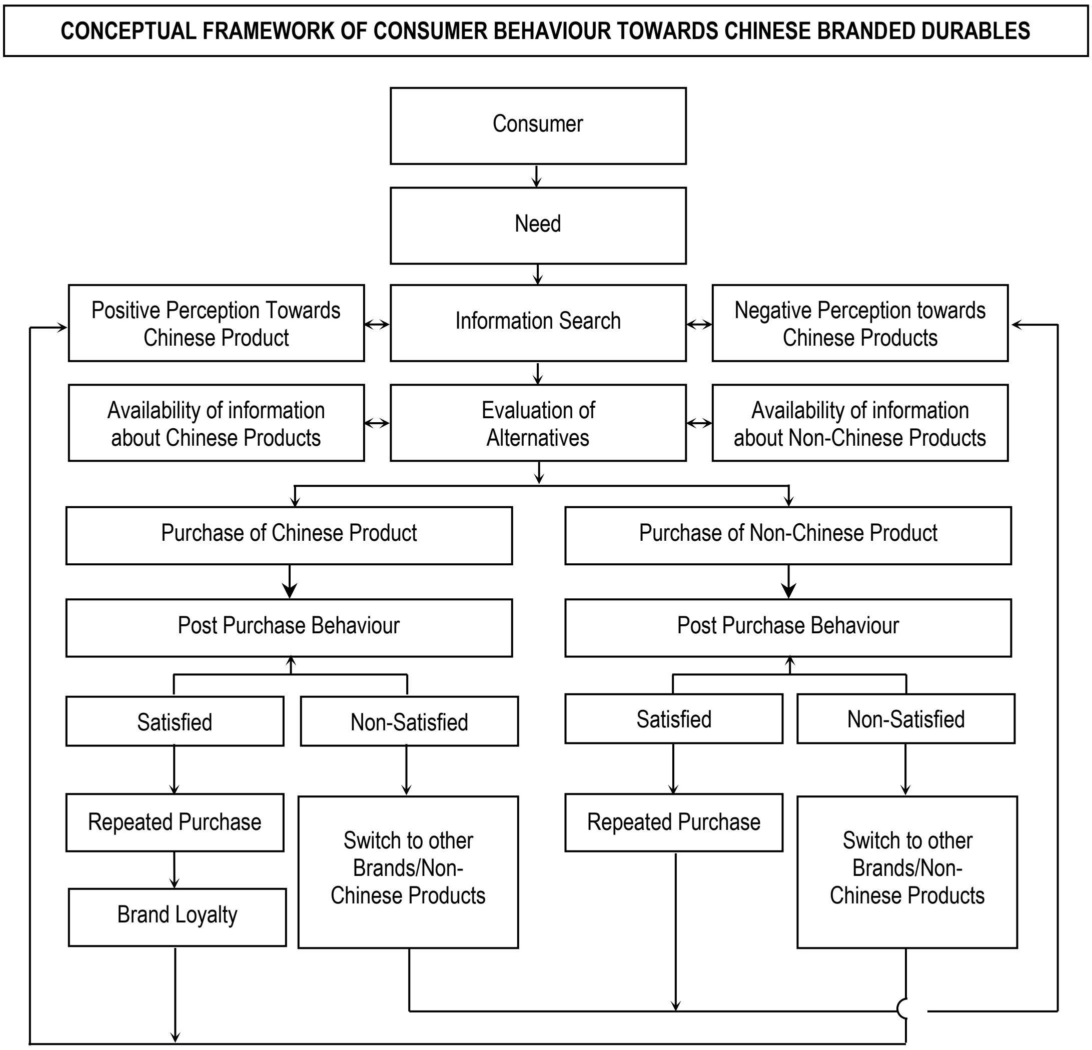
1.9.12. Conceptual Model for Consumer Behaviour Towards Chinese Branded Durables

Consumer buying behaviour is determined by their needs. Marketing professionals need to identify the consumer's needs and wants, how to obtain information about different products and how to select the right product. This assists them in guiding the buyer at every stage of their journey. Consumer behaviour models are therefore relevant in this regard.

Consumer behaviour models explain why and how consumers make purchasing decisions. There are several consumer behaviour models that have been developed by experts in the field with the goal of establishing a predictable map of consumer decision making from the first step of the purchase process to the final conversion. Following is a diagram of the model developed in this study, which describes consumer behaviour towards Chinese branded durables.

Figure 1.2

Model of Consumer Behaviour towards Chinese Branded Durables



The model begins with the consumer. It explains in detail how consumers make decisions. Consumers, whenever they are faced with a need for consumer durables, search for information about the different products and brands that can meet their needs. In this situation, the consumer relies on advertisement, friends, family, society, etc. for information. Consequently, Chinese brands are perceived positively or negatively. The consumer evaluates alternative products and brands available in the market according to their price, quality, durability, availability, offers and discounts. The consumer then chooses among Chinese brands or non-Chinese brands. After the purchase, the consumer forms post purchase behaviour, ie, satisfaction or dissatisfaction. As long as the consumer is satisfied, he/she will repeat purchases from the same brand. When the consumer is dissatisfied, he/she switches brand, either to non-Chinese branded durables or to other brands of Chinese branded durables. Likewise if the consumer is satisfied with the non-Chinese branded durable, he may go for repeated purchase of the same brand or otherwise he will switch to other brands or Chinese brands.

Consumers dissatisfaction or brand switching leads to the failure of the brand. It may be due to several factors like inferior quality, high price, non availability, poor after sales service etc. Here marketers can conduct surveys or research and development in this regard. On that basis necessary changes in the product or strategies can be done by the marketer.

1.9.13. Pilot Study

Pilot studies were conducted among 50 consumers who were using Chinese branded durables and 40 retailers who deal with Chinese branded durables from Malappuram district. In response to the pilot study, the reliability and validity of the scale were tested by appropriate methods and on the basis of findings from the pilot study, the questionnaires were further refined and this refined questionnaires were used for the final data collection.

1.10. Period of Study

The study was conducted during the period 2016 to 2022. Primary data on the study area were collected over a period of 35 months from 1st July 2019 to 31st May

2022. In particular, the reason for choosing this time frame was to reduce the impact of the Covid 19 pandemic on the market. In addition, consumers were becoming more aware of Chinese branded durables during this time period.

1.11. Limitations of the Study

Like most of the studies, the present study also is not free from limitations. Some of which are mentioned below:

1. Since the data were collected immediately after the lockdown caused by the Covid-19 pandemic, there is a possibility of having the covid impact on the data.

2. Consumer behaviour is examined only from the perspective of individual consumers and retailers, but excluded organization consumers.

3. As consumers behaviour is changing day by day, the results inferred from the consumer behaviour may also vary.

1.12. Schemes of the study

The report of the study is organised in seven chapters as follows.

Chapter 1: Introduction

This chapter discusses the introduction and methodology design of the study. It covers the key aspects of the study including research problem, significance of the study, scope of the study, objectives, hypothesis, definition of the concepts used in the study, conceptual model, methodology, tools for data collection and analysis, limitations of the study and chapter scheme of the study.

Chapter 2: Review of Literature

This chapter deals with the previous studies in the research area and is classified into three heads such as studies related with factors influencing buying behaviour, studies related with consumer durables and retailers, and India's trade relationship with China and other nations.

Chapter 3: Theoretical Background -Indian Consumer Durable Market and Consumer Buying Behaviour

This chapter represents the overview of current market structure of the consumer durable, conceptual framework of consumer buying behaviour and the study of selected Chinese branded consumer durables. It deals with factors influencing to buy Chinese durables and models of consumer behaviour.

Chapter 4: Retailers in the Consumer Durable Market

This chapter examines retailers in consumer durable market, promotional tools and the problems of retailers while dealing with Chinese branded durables.

Chapter 5: Buying Behaviour and Perception towards Chinese Branded Durables.

The chapter five deals with the measurement of buying behaviour, perception, satisfaction and the factors influencing to buy Chinese branded durables. Comparison of demographic factors with these four variables is also analyzed.

Chapter 6: Retailers Promotional Strategy and their Problems

This chapter presents statistical results of the study pertaining to the sale of Chinese branded durables, promotional tools, problems of the retailers and its interpretations.

Chapter 7: Findings, Suggestions and Conclusions

The final chapter includes summary of the study, findings of the study, suggestions on the basis of findings, conclusion and the scope for further research.

1.13. Conclusion

This chapter imparts an introduction to the study of consumers buying behaviour towards Chinese branded durables in Kerala. This section describes the background, significance, India-China trade relationship, scope, problem statement, objectives, hypothesis, operational definitions, research methodology and the period of the study. Towards the end of the chapter, the limitations and chapter scheme of the study are outlined.

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CHAPTER II

REVIEW OF LITERATURE

"Words are sacred. They deserve respect. If you get the right ones, in the right order, you can nudge the world a little" – **Tom Stoppard**

2.1 Introduction

This chapter depicts an extensive review of the relevant studies related to the consumer durable, consumer behaviour and Chinese brands in order to identify the research gap. A good amount of researches and articles have been conducted and published in this area ,hence studies from both Indian and international studies were included in the literature review. Considering the topic of this research, the literature review is logically divided into three sections, namely :

1. Studies related with factors influencing buying behaviour
2. Studies related with consumer durables and retailers
3. Studies related with India's trade relationship with China and other nations.

2.2. Studies Related with Factors Influencing Buying Behaviour

There are a number of factors influencing buying intention. Price, quality, durability, after sales service etc. For certain products, some factors are important, while for some other products falling in the same product category, some other factors are more influential. When it comes to Chinese branded products, country of origin, price and quality are considered as the most prominent factors.

Suvija. S, Kripa Suresh (2021) assessed Indian consumers' attitude and satisfaction towards Chinese products. Since Chinese products are attributed for low quality and low price, people of lower and middle income levels choose Chinese products. Among the features examined in this research are product price, quality, quantity, consumer behaviour, product behaviour and customer satisfaction. In spite of the fact that China has become the primary manufacturing hub worldwide, many people still remain hesitant when hearing the term made in China. It is determined that customers are not very positive about Chinese products and there is strong preference for domestic products over foreign products. In the study, price was shown to be the important factor among the various influencing factors and a large percentage of respondents are neither satisfied nor dissatisfied with Chinese products

Sathya and R. Indirajith (2018) investigated consumer purchasing behaviour at Tiruvarur district, Tamilnadu towards durable goods. Variables defining product quality and standard, based on expectations and satisfactions were taken into account. The study reveals that demographic features of the consumers have no relation to the purchase behaviour and there was also no brand loyalty found for consumer durables. As a summary, the study recommends better quality products, heavy advertisement and instalment schemes for consumers.

Krishan Kumar Boora (2018), exemplified through this study about the ethnocentric preference for Chinese products among Indian consumers. Chinese products are spread all over India, even in the interiors and remote villages, which range from low quality, low priced basic goods to high priced, high quality and automatic goods. Due to the dumping policies of Chinese companies, negative impact on local economy and territorial issues between the countries, there is a tendency to ban or restrict Chinese products in Indian market by the government. Study shows that banning of Chinese products resulted in the decrease of sales, which had an adverse effect on Indian economy and India's relationship with China. The ethnocentricity of Indian consumers are described by three factors like the feeling of nationalism, product availability and economic risk. It has been reported by the study that Indian consumers are aspired to buy made in India products over made in China products and the ethnic preferences of consumers influence their attitude towards

Chinese products in a variety of ways. The study concludes by recommending domestic companies for the reformulation of its production and distribution strategies.

Rakesh Kumar (2014) concentrated on consumer behaviour towards four-wheelers. 1000 samples were taken and tools like percentage analysis and chi-square analysis were used. Comprehensive understanding of the concept of consumer behaviour and the major demographic factors affecting consumer behaviour towards four-wheeler like age, sex, income, occupation, education, marital status and family background were examined. Survey reveals that price and new advancement in technology plays a major role in decision making. It also revealed that consumer behaviour changes as changes occur in the demographic dominant factors.

Srivastava (2014) examines the effect of country of origin on consumer satisfaction with special emphasis on Chinese products based on actual consumer data. The study revealed that the country of origin matters in international business as a result of its ability to impact purchase behaviour and other critical outcomes. It is a fact that consumer tends to base their opinions about a product on the country's national image where it is made. In developing countries Chinese origin products are gaining market share and India is not an exception. Indian consumers are not much bothered about the country of origin. Additionally he added that price plays the biggest role in buying decision followed closely by quality and functionality of a product.

Alireza Nalchi Kashi (2013) observed Iranian consumers buying behaviour towards foreign and local brands of home appliances. Data were collected from 850 customers through questionaire and the sample size was determined with the use of Kokran formula. The results show that innovation is the most influencing factor for buying US brands followed by perceived quality and emotional value. Structural equalisation model was used for finding out the relationship between the various variables like need for uniqueness, perceived quality, emotional value, purchase intention towards foreign brands etc. This study provides valuable suggestions to the local manufacturers and retailers, and equip them to design aggressive marketing strategy to enhance consumer perception of quality, attitudes towards local brands etc.

Ghassan Sleman, Seyed Rajab Nikhashemi(2013) tried to evaluate Malaysian customers perception towards Chinese products. Four main variables like price, product quality, product type and country of origin were taken for the study. Study indicates that price and product quality have positive relation with Chinese products in the middle and lower income groups. Country of origin and product type is not a big concern for the customers. Authors are of the opinion that the low quality image for the Chinese products in the market can be changed by providing good quality and innovations for a long period of time. This study gives idea to the marketers regarding factors to pay attention while introducing products to the Malaysian market.

Marichamy (2013), his study aim to find how women consumers behave, while buying durable goods in Madurai city, Tamilnadu. As per the study, Consumer behaviour changes as and when new, innovative and latest products enter in to the market. As women grew in all aspects, they are aware about cost, quality, market changes etc and are willing to accept updates. Women consumers behaviour has some specific traits, by focusing on these factors sales promotion activities can secure more sales and customers. Companies advertising campaign is observed to have the most significant impact, followed by quality of the product and the family's joint decision. Author concludes the study by suggesting towards the producers and dealers to understand the importance of consumer and to make products as per their need and wants with regard to both quality and after sales services in the existing price range.

Marvel Mosain Montolalu (2013) emphasised on Chinese product attributes and consumer attitude in the context of Monodo city in Indonesia. As made in China products are present in different brands all over the world today, most of the consumers have bought and used it at least once in their life time. Consumers tend to buy Chinese products because of its low price and product design which follow the market trend. Whenever they want a good quality product, they look for products from developed countries . This study clearly state that price is the most significant factor in influencing consumer choice ,quality and product design comes only after that.

Surendra Malviya and Manminder Singh Saluja(2013) focused on the influencing factors towards the purchase decision of smart phones in Indore city. For the study, confirmatory factor analysis model was used and found out that brand, social image and product features like technology and durability are the leading factors which influence the purchase. The study reveals that price is not a major factor as consumers are ready to buy smartphones even if the price of it goes up a bit for the special features. Towards the brand preference, gender has no relation, whereas age group shows slight inclination towards specific brands ,as certain brands like Apple was not preferred by the old age group.

Laiq Muhammed Khan and Riswan Ahmed (2012) have emphasised on the comparison of Chinese and Non-Chinese products in terms of quality, durability and value in the markets of Pakistan. Specifically, this study found that Chinese products are perceived as having an average lower price and quality, than Pakistani local products and products other than Chinese origin. However, they could not locate any significant difference in the perceived value and perceived quality of Chinese and Non-Chinese products. The researcher concludes that Chinese products must focus more on improving the quality of their products to retain market dominance.

Zeenath Ismail, Sarah Masood (2012), in their study sought to identify the factors influencing consumers to prefer international brands over domestic brands. Among Karachi youth, price, quality, country of origin, ethnocentrism, fashion trends, status symbols, and other factors were examined. Quality was found to be the most important factor followed by fashion trend and price. Another important influencing factor is persons status symbol. In spite of some consumers are using international brands as status symbols, some are criticizing foreign brands for imposing western culture and threatening local brands.

Sushanth. P.J (2010), in his thesis examined how media affects consumer behaviour. This study indicates that consumer behaviour is directly and indirectly influenced by visual and sound media. Directly it affects the habit and taste of the consumer and it alters consumer perceptions and values indirectly through uninterrupted exposures to the various media. Consumers view media as an informative and a supporting tool to arrive at a decision. Among the various media, newspaper and television have more influence. Earlier experience also have an impact on consumption behaviour.

2.3. Studies Related with Consumer Durables

Consumer durable market is one of the fast growing and competition oriented market. Innumerable studies have been conducted with regard to consumer durables especially with regard to home appliances and mobile phone. But only few studies were conducted regarding Chinese consumer durables in the state of Kerala.

J Thiagarajan and S.Balakrishnan (2022) examined the prospects and challenges of the Indian toy industry under the impact of Covid-19, the Aatmanirbar Bharath policy of the government and global trends. Competitive price of toys and advanced technology made it impossible for India to compete with the Chinese, who supplies 80% of Indian domestic demand through imports. China is in a position to offer goods and services at low prices, as they receive various incentives from the Chinese government. Domestic firms are facing number of challenges including increased import duties on raw materials and capital goods, and the introduction of quality standards. In spite of these challenges, the Covid-19 spread, lock-down, 'local se vocal' revolution, Admanirban Bharath, etc. posed high potential for the Indian toys industry. In conclusion, the study recommends that government should undertake measures for quality improvement and cost reduction to remain competitive in the global market.

Uma Shankar Yadav and Ravindra Tripathi (2022), in their study focused on Indian toy industry and its future prospects. The toy industry in India is of great important because toys play a major role in a child’s growth and development. Both young and adults are also using toys for various needs and experience. Until five years ago, the toy industry was dominated predominantly by Chinese players but now the Indian toy producers have captured and dominate the market through various measures like quality, attractive pricing, promotional measures and design and development activity. Indian government is also imposing high tariff on imports so as to help native production houses. It is revealed through this study that, India is expecting a very big development in the future and is waiting for the favourable policy incentives on the part of government like concessional GST rate, special export incentives, advertising and other promotional measures.

Lekshmi. R. Nathan (2021) made an earnest attempt to analyse the challenges faced by the retailers due to the outbreak of Covid 19. Retailers face several issues including reduced income, reduction of purchasing power of consumers, unavailability of goods, inability to manage fixed expenses, and difficulty in shifting to online business. The report found that about half of the retailers had to deal with stock expiration issues, and approximately half of the retailers got the benefits of the moratorium extension. It concludes with recommendations for retailers regarding the insurance of goods and shops as well as suggestions for government and authority regarding marketing support for retailers.

Muralidhara and Murali (2021) have critically explored the major issues and challenges of the retail outlets in the Karnataka state by gathering data from both customers and retailers. It examines three types of retail outlets, namely government, co-operative and private retailers in terms of customer attitudes, problems faced, and retailing experiences with them. In this study, major retail companies were covered and examined the challenges that the retailers face, including high taxes, poor infrastructure, red tape, bureaucratic barriers, and high property prices etc.

Reetu Chandra (2021) made an investigation about native Indian toys, its history, cultural importance and opportunities. Toys play an important role in the comprehensive development of the children. It contributes in one way or the other towards the mental and social development of a child. Native toys like kodappalli toys, Thanjavur toys, Natungram doll , etc. have nourished and fancied children for decades. The Indian government has been supportive for the promotion of native toys but with little success. The study gives an explanation of the causes for the failure in promoting native toys like time consuming in production, less profit, tiring process, etc. The study also give measures and suggestions for the promotion of native toys all over the world like technical and financial support to the manufacturers, adopting new market strategies, motivating the use of local resources etc.

Elsa George (2019) tried to examine the problems encountered by small retailers in India by using secondary data. Small industries contribute to economic growth through a variety of means, including reducing monopolies, reducing unemployment and developing localities. Retail industries, especially small ones, are plagued by problems such as online competition, competition from big chains and high maintenance costs. Several recommendations are given in the study for solving the problems, including government support, healthy competition, and better customer relationships.

Maria Del and Abhishek (2019) have made an analysis on the Chinese branded mobile phone Huawei and an investigation of the factors behind its success. Huawei phones are used in more than 170 countries and also provides telecom networks, IT, smart devices and cloud services. Company uses innovative strategies to enter new markets and to widening their company presence globally. Companies shareholders are its employees. Research and Development, Innovation, strategic partnership with supplier companies, timely analysis of the challenges or problems and the ability to address these challenges led the company to quick grow and become one of the most recognised and valued brand in the technology sector around the world.

Nikhil Patil and Meenal Pendse (2019), intended to identify the various marketing strategies adopted by different mobile companies in India. As marketing strategy is the most contributing factor to capture the market, increase sales and revenue, companies use marketing strategy depending on the product, company and market features. As part of marketing strategy, Apple uses its products. Nokia uses sentimental strategy and skimming price strategy is used by Samsung. Xioami, one of the largest smart phone manufacturer is using a strategy of the combination of six aspect like product, advertising, promotion etc. The other two Chinese brands like Vivo and Oppo are focussing on selective marketing strategy and emphasised on high quality as well as good battery life respectively. Thus through the different strategies , mobile companies enters into the market and generate value for their products.

Yan Gong, LI Zhu and Jingyi Zhu (2019) studied about the success and the strategies of Chinese branded mobile phones in Southeast Asia. Due to the economic development and large potential investors, Southeast Asia mobile phone market has grown rapidly. Indonesia is the biggest mobile phone market. Around 62 % of the total shipments are of Chinese branded mobile phone. Among the various Chinese brands, Oppo occupies the prominent share. Reason behind the success of this Chinese branded mobile phone is the marketing strategies used by them. They use brand location strategy, pricing strategy, promotion strategy, placing strategy and also product strategy. Most of the Chinese brands like Oppo, Vivo and Xioami opened their manufacturing industries in Indonesia and invested in research and development. Chinese companies use offline channels for the marketing due to the inefficient e-commerce and proper after sale service. Their pricing strategy is formulated by considering the poor, rich and middle range of people and for promotion they use advertising, sponsorship and endorsement.

Anumesh Kariappa (2018) tried to analyse the marketing mix and marketing strategies of Chinese mobile brand Xiaomi in India. Xiaomi mobile brand occupies the fourth position in market share among the mobile manufacturers in India. Xiaomi marketing strategy includes launching a wide variety of mobile phones with advanced features, affordable price etc. It poses high threat to other mobile companies. Xiaomi uses penetration pricing strategy and flash sales promotion strategy. It has a wider market in 11 other countries. Study shows that Xiaomi make use of social media for the exchange of information on a daily basis. Main disadvantages or threat of Xiaomi are that, company do not have sales point in offline mode , have weak distribution network and shortage of service centres.

Aparna mathew (2018) probed into the various problems of retailers in the Kottayam district of Kerala. In addition to market competition, retailers face competitive trends, government regulations, economic disparity, difficulty in supply chain management, frauds in retail, etc. Retailers of both large scale and small scale were considered here. A significant relationship can be found between the difficulties faced by retailers and the failures of the retail business in regard to issues such as bad debts, market competition, government regulations, lack of space, rent problems, and shortages of manpower. The rent problem among retailers is enormous. Retailer satisfaction with the service provided by wholesalers do not vary among sectors. The study pointed out the suggestions and the required changes put forward by retail executives, financial institutions, and the government authorities so as to boost retail sector.

Julie Jose (2018), in her thesis compared electronic goods and white goods, also explores the consumer behaviour in Kerala towards consumer durables. In particular, this study examines the factors that affect purchase behaviour, pre-purchase behaviour, the decision to purchase and post purchase behaviour. The study identified the most influencing demographic factors as personal, psychological and social determinants, while cultural and emotional factors have no significance. Usually customers buy the durables only when there is a need for that and for the post purchase behaviour of electronic goods, customers give more importance for the after sale service. In the case of white goods, it perceived the performance which count most. This study provides a window for the marketers to prioritise the areas to be addressed while formulating marketing strategy.

Praveen R Unnithan (2018) gives an insight into the perception and influencing factors of retailers dealing with electronics products in Kerala towards the products and the distributors. Among the leading manufacturers in the four categories of the electronics devices that include electric fans, electric pumps, electric lights and water heaters are V-Guard, Havells, Legrand, RRKabel, Finolex, Bajaj, Usha, etc. Competition, price, demand, quality, brand, retailer satisfaction, profit margin, and promotion are the factors affecting retailers' perception. Upon analysis, it was evident that retailers' preference for these products was dependent on the brand and profit margin, followed by promotions and retailer satisfaction. The report also describes the challenges that the retailers face as well as the solutions they have come up with.

Ambili and Ambilikumar (2017), investigate the preference of youths of Kerala towards the online and offline retailing. Increasing urbanization, high literacy rates, a large proportion of young people in the total population, high smart phone penetration, etc., have led to an explosion in online retail trade in Kerala. The major players in online retail trade are amazon, flipkart, Mynthra, Ebay, Snapdeal etc. The study shows that age plays a dominant role in the preference for online retail trade, i.e, online retail trade is preferable to young people more than elderly people and among young people, men dominate. Young people are easily attracted to the market owing to online advertisements, discounts and offers with a wide variety of products. Online retail has limitations too, such as the absence of touch and feel, delays and bad delivery, which drive the elderly people to prefer offline retailing.

Shuvonkor Karmokar (2017) tries to develop a suitable marketing strategy for the white appliances company for the marketing of micro wave oven in Indian market. The main competition was from the leading players like LG, Samsung and Whirlpool. Most of the consumers are not aware about the utility of microwave oven. A good number of the customers think that oven is used for reheating food and not suitable for making Indian food . So the company formulated suitable strategy to make customers aware about the use of microwave oven through media, introduce attractive price and appropriate promotional measures . The main attraction of white appliances products were the use of ultra moist technology for all of its products, which was not prevalent for all the products of other competitors at that time.

Vikas Tripathi (2017) attempted to examine the factors that influence the buying decision for durable products, particularly split ACs. The impact of various factors like price, brand equity, advertisement, celebrity endorsement, country of origin and product preference were examined. Ranking of the relative importance of these factors were done. For this, the design used was orthogonal followed by conjoint analysis. It has been understood that customers are not bothered about the price of the product, but country of origin is the most influential factor. Service centres, distribution channels and the cost of service are the other factors which influence product preference based on COO. In the context of India, celebrity endorsement has high influence. Several companies and multinationals are attracted to the Indian electronics industry due to its growth potential and this study provides necessary inputs to devise suitable strategy for the marketers.

Omkar Dastane and Wahid Zahid (2016) conducted a survey on the purchase intention of South East Asian young adults regarding the smart phone brands. SEA market show diversity in buying intentions among the seven key markets with Singapore being the most mature, while Indonesia, Thailand and Vietnam are the biggest and fastest growing. Take into account the youth culture, ICT infrastructure and urbanization as the key reasons for the growth of SEA markets, this study considered the purchase influences of young adults based on variables such as perceived quality, perceived price, brand awareness and social influences. This study has determined that social influence is the dominant factor among the four and the other factors are crucial. It concludes by providing some guidelines for smartphone brands for developing or modifying the existing value proposition by focusing on low cost products, which will result into a significant rise in the sales of smartphone brands.

Sudhadeep Chakraborty (2016) conducted a study with the aim of finding out the influential factors of brand preferences towards consumer durables and the top brands preferred by the customer. The study was carried out in Tinsukia town by using quota sampling technique. The study results highlight that, several factors such as cost effectiveness, followed by brand name, product design, advertisement etc are the important considerations for buying. The top brands are LG for refrigerator as well as television and Philips for electrical mixer and iron, Hawkins for pressure cooker and Usha for ceiling fan. Furthermore, the study depicts that consumers are happy with their choices of consumer durables and loyal to their brands. Brand loyalty towards the selected products are not significantly related to household income.

Meet Shah (2015), attempted to identify the reasons why retailers in Pune city favour Chinese toys over Indian toys. The study tries to identify the issues faced by the Indian toy industry and to suggest possible solution to the challenges presented by Chinese toys. Due to high customer demand, low prices, and the range of products, retailers prefer Chinese toys. Despite being of good quality, Indian toys are expensive due to outdated technology and insufficient technical capability. Indian toy industry is also challenged by the lack of toy-specific designers. Based on the findings, Indian toy manufacturers need to make electronic toys and battery operated toys of good quality specifically for the domestic market. Companies should take initiative to educate customers about the toxic effects of Chinese toys, so that they will shift their choice towards branded and quality Indian toys.

Seema Laddha (2015) examined product buying behaviour and brand awareness among rural consumers. The study was conducted in Jhunjhunu district of Rajasthan by collecting data from the rural consumers. Due to the changes in economic and social factors, changes can be observed in purchasing behaviour of the public. As nearly 70% of the population lives in rural areas and the demand for durable goods are expected to be doubled within a period of 4 years, many companies are coming forward to capitalize on this opportunity. It was found that consumers who purchase durable goods in the selected geographical area has good brand awareness and brand loyalty. In conclusion, suggestions are made to adapt the product according to the changing consumer purchase behaviour and market approach, in order to sustain the longevity of consumer interest towards durable products.

Prasant Sarangi (2015) investigated about the demand pattern for major durability products in the Indian consumer durable market. The consumer durable market has grown rapidly due to increased disposable income, rising awareness, easier access, life style changes, regulatory frameworks and policies of the Indian government. Make In India strategy is also playing a positive role. Around 65% of the revenue comes from urban market, so there is ample scope for further development from rural market. For the demand analysis, four durables like colour television, refrigerator, air conditioner and washing machine were taken and it has been demonstrated that determinants such as income, durable possessions and level of education directly affect the demand while age and size of the household have negative effect on the demand for consumer durables.

Faisal Akhtar, Asif Akhtar Khan (2015), concentrated their studies on Make In India strategy and mobile phone production in India. Mobile phone production in India is one of the most important sector among the 21 sectors designated for the Make in India strategy. The prevailing conditions for the development of mobile phone industry is some what satisfactory but not par with the leading mobile manufacturing countries around the world. Study fingers need of drastic changes in India's manufacturing polices. In addition to the investment in this sector from both domestic and foreign investors, necessary steps must be done for the uninterrupted supply of components needed for mobile phone production, as of now India is importing almost all the components from other countries.

Lai Chi Choy (2015) conducted a study on consumer's perception towards Chinese branded mobile phones in Ipoh, Malayasia. Several variables including price, quality, product features and brand awareness were found to have an impact on consumer's buying intentions. While price is the most significant factor in buying decisions, consumers are considering quality with regard to country of origin. The result shows that quality influences the most, followed by product features and price.

Shwetha (2015) investigated the promotional strategies used by Indian and Chinese mobile handset manufacturers in the competitive smart phone market. A comparative analysis was done. Study results indicate that promotional activities should be based on pricing, target marketing, branding, technology, usage tracking etc. Researcher suggested that consumers feedback could be used as a means of analysing the interrelationships of various players in the smart phone ecosystem. The study advise that Indian smart phone companies should be vigilant and develop a great promotional strategy so as to reach untapped markets for low-cost smart phone.

Rohit Singh (2014) made an analysis of the Indian consumer appliances ecosystem in terms of productivity and competitiveness and also to identify the barriers to the progress of this sector. A SWOT analysis as well as analysis of the demand drivers, market size and growth rate of some major products in this category were done and the findings shows that local players face challenges such as lack of infrastructure, a complex tax system, shortages in supply chains and logistics. The study has revealed that WTO, FTA and other government policies have high impact on the consumer electronics and home appliances industry. It also recommend to make amendments on its policies for enhancing competitiveness of this sector.

Deepesh Singh (2012), work was pertaining to Samsung mobile phone, its marketing strategies and the future of its business. Two main competitors Samsung and Nokia were compared in terms of quality, features and price. It was found that

Samsung's market share is constantly increasing while Nokia's share is decreasing drastically. The strategy high quality with low price was adopted by the Samsung, which helps to lead the Indian mobile market and consequently rose its market share and revenue. Chinese mobiles are the major players in India's mobile market and Indian companies are collaborating with Chinese companies, importing in bulk quantity and marketing here under its brand name. In order to compete and retain market share in the Indian market, Samsung must focus more on advertisement and promotional measures like sponsorship, campaign etc.

Vanaja Menon Vadakepat (2011) explores the demand state for various wide-spread consumer durables of Chinese origin such as handicrafts, stationery, toys, electrical accessories and build wares in Kerala market. It was found that handicrafts and toys are in high demand, whereas stationary and electrical appliances show an average demand while buildwares are having only below average demand. It was discovered that based on the study, Indian customers expect products to provide dedicated responsiveness, regardless of where the products are originated. The made in China brands must therefore traverse a long road with diversified market strategies if they want to capture the minds of consumers in Kerala with a strong sense of loyalty.

George Andez (2010), in his thesis states that toys play a dominant role in the all round development of the children. Parents are highly involved in the purchase decision of toys and the toy market is very complex due to the mix of various seasonal and situational factors. Quality occupies an important role in toys market and the important market constitutes children in the upper primary section. The age of child as well as income of the parent are the two important factors and there is stiff competition between the players to grab the market share. Advertisement, innovation, internet and catalogue are the important factors influencing the customer. To improve the brand image, Players in the toys market have to make an evaluation of the market and do necessary changes in the toy attributes, promotion mix and marketing strategy. This can help the marketers to retain its customers and also to attract new customers. The study shows that 81.6% of the children involve themselves in the identification of new toys. However, there is no significant difference in the identification of new toys among the various age groups of children.

S. Lalitha (2007), in her thesis attempted to give a detailed analysis of branded consumer durables like Television, Refrigerator and Air Conditioner. Study gives a comprehensive description about brand preference and brand awareness. Thorough analysis of marketing strategy and its models provide an insight into various factors which play a vital role while making a purchase decision on consumer durables like Colour Television, Refrigerator and Air Conditioners. The main dominant factors are Brand, Low maintenance, Durability, Quality, Price and Technology. Based on the sample data, the brand LG occupies a sizeable market share with regard to the three durables which was considered for the study.

2.4. Studies Related to India's Trade Relationship with China and Other Nations

In this section, India’s trade relationship with China and other countries are scrutinized. Micro and macro factors like import, export, political, govt policies etc comes in numerous research papers. No specific studies were found regarding Chinese consumer durables other than electronics and consumers behaviour towards it.

Anjali khandelwal and Neha Khandelwal (2022), an attempt has been made in this study to investigate the Aatmanirbhar Bharat Abhiyaan policy of Indian government initiated during the covid-19 pandemic period. The policy is designed to make India a self-sufficient country. In other words it should be self-reliant in producing the necessary products and eventually contributing to the global economy through exporting surplus products. Achieving both import substitution and export is possible through this mission. The critical factors for MSME success are namely skilled labour, financial stability and market competitiveness. MSME sector is one of the important pillars of the economy, contributes high employment opportunities, socioeconomic development and also rural development in India.

Amulya Anil (2020), the author analyzed the impacts of Covid-19 on Indo-China trade by providing a background of past trade trends between the two countries as well as briefly discussing the principles of trade in both countries. During Covid 19, the economy of both countries were adversely affected: imports from China decreased drastically and exports from India showed a negative growth. The trade deficits between them widened in a way unfavourable to India. As a result of Covid-19 reality, India has begun to venture into indigenous productions and has gained few new markets. Many countries wish to switch to India instead of China for investments. Additionally, India needs to stimulate its qualitative internal production so that it can increase exports and become self-sufficient.

Angan Sengupta (2020), in his study evaluated the young Indian consumers perception and buying behaviour towards Chinese products in the light of India-China border conflict. Many mantras to boycott and also to create hostility towards Chinese products were raised on social media , but none of them worked well because of the lack of an Indian substitute for the Chinese product. It also pose opportunities to Indian producers for exploiting the animosity, by producing Indian substitute for Chinese products. Based on the results, customers care more about price and quality of the product than its origin country.

Mohd Akhter Ali and M. Kamraju, (2020), tried to evaluate the after effects of banning Chinese products in India. Due to the recent (2020) India-China conflict, there is a national sentiment among Indian to boycott products from China and Indian policy makers have taken some electronic necessities imports, vehicle components imports and toys market, which are dominated by China. If India ban Chinese products, manufacturers will not get an uninterrupted supply of spare parts and components. India cannot substitute this shortage itself due to the policy restrictions and the complicated laws existing in India. In short although as per WTO rules, India cannot ban products from any country fully and the effect of banning will be higher on India than China, because Chinese export to India is around 0.9 %, whereas Indian export to China is around 16%. The authors concludes the study by making few suggestion to the government for rectifying the trade deficit with China.

Amit Bandari (2020) concentrated on China's FDI in India , which comes to India mainly through other countries. The report clearly describes in detail Chinese investments in various sectors in India. The last five years have seen Chinese companies investing strategically in Indian market. Chinese FDI were the first venture investors for Indian start-ups, provided the long term capital, which Indian market needed badly. Later, China saw opportunities in India like electric mobility and soft power sectors such as smart phones , apps and then to digital data sector.

Neeraj Singh Manhas (2020) intended to identify the consequences of globalisation on Indian economy. It produced both positive and negative impact on Indian economy. On the positive side, India's GDP as well as purchasing power has increased and India is in the list of countries, who are leading the world economy. The negative consequences are non development of agriculture sector since globalisation and farmers are suffering a lot. In the domestic and global market the competition became too high in terms of goods and services and interdependence is also increased. Due to this interdependence among the countries, while formulating any domestic strategy due consideration is to be given to the conditions and circumstances prevailing in the rest of the countries of the world.

Rakhi (2020) analyses FDI in India. FDI is very important for the growth of the economy. For the last two decades, India received FDI funds around US $ 82,000 million. Of this amount, 2/3 went to the service sector. Recently government has taken various measures and amendments in FDI policy in order to attract more foreign investment as it helps in rectifying unfavourable balance of payments between trading countries. The study figure out Singapore as the largest source of FDI into India.

Shilpa Sree (2020), in her thesis attempted to give a detailed analysis on the Chinese electronic products in India. Study reveals that customers have positive perception towards Chinese products with respect to demographic variables like age, education, income, marital status etc. As India is a major importer of electronic products from China, Indian electronics market has flooded with Chinese products and India has unfavourable Balance of Trade and Balance of Payment. The study concludes by giving suggestions to Indian policy makers, in order to reduce BOP deficit like to enhance tariff on Chinese import, time based execution of Make In India strategy, encourage new entrepreneurs and create ethnocentrism so as to dissuade Indian customers from Chinese products.

Santosh Mehrotra (2020) attempted to study the Industrial policy with regard to Make in India strategy. As the manufacturing sector is the most important sector and growth in this sector would leads to growth in other sectors, it contributes to economy growth and more jobs will be created. The reason behind the nondevelopment of this sector are the lack of proper industrial polices, lack of coordination between interdependent investment, labour investment, research and development, etc. Author concludes by recommending the government for formulating and executing proper industrial strategy besides foreign direct investment and imposition of tariff on imports so as to promote local products .

Richa Srivastava (2019) evaluated Indian economy as a result of 'Make in India' venture. As the main objective of this initiative is to convert India as a major manufacturing centre, a large number of multinationals and Indian companies are attracted towards the initiative. In addition to establishing intellectual property rights and promoting foreign direct investment, Make in India has introduced multiple new initiatives. Although it benefits the Indian economy in many ways, it poses few threats also like lower export and customer base due to low quality of domestic products. This study also lists the differences between Make In India and Made In India. Basically Make in India is showing a positive impact on Indian economy like creating more job opportunities, introduction of new technology, growth in the GDP etc.

Gurbir. S. Khera (2017) studied about Chinese Investments in India. After the liberalisation of Indian economy and drastic reforms in international relations, large volume of FDI channelised into India. Even though India attracted good amount of foreign investments, it was not up to the level our policy makers anticipated. The contribution of Chinese investments was very low, i.e., around .036%.India's share to the world GDP is .2% while China's share is 1%. Study points out the reasons for the low FDI in India like insufficient government support, obstacles in communication, non realisation of India's growing consumerism etc. Some of the major companies in which Chinese investors , invested are mobile wallet Paytm, Hike, healthcare start-up pranco etc. China's main smartphone companies have started their manufacturing plants in India like Huwai, Redmi, Oppo etc. and a major part of its output are marketed in India itself.

S. Palani and K. Balamurugan (2016), tried to make a comprehensive comparison of the Balance of Payments of India and China and also to measure the relationship between its components like export, import, GDP and Balance of Payment. India and China are the top growing countries in Asia, two most populous countries in the world and the two major trading partners. But their trade and Balance of Payments are not similar. China's performance is far better than India. This outstanding performance of China is due to its efficient reforms in its policies. This study concludes by giving various suggestions to the government to modify Indian trade and EXIM policies for rectifying the deficit in the BOP.

Pavel Chakraborty and Michael Henry (2016), aim to find out how Chinese imports are affecting the diversity of the products offered by Indian manufacturers. Detailed firm-product-year data for a period of 15 years , across 105 industries were used. As per the study, Indian manufacturing companies are not affected by the Chinese competition on their product variety as a whole. Specifically they discovered that small companies are widening their product ranges and large firms are reducing their product offerings. Firms that offer multiple products are dropping peripheral products in favour of core product and small firms are going for product innovations. It is prevalent in both exporters and non-exporters as well as in domestic private firms.

S N Babar (2014), made a comparative study regarding FDI in India and China. FDI helps a country for its development in various ways like improve the competitiveness of exports, creating jobs and developing skills, making technology advancements and expanding financial resources. The study shows that highest FDI inflows were to the service sector in India followed by computer hardware and software, telecommunication etc. Largest investors were from Mauritius followed by Singapore, Japan etc. While in the case of China, major FDI inflows were to the leasing and business service followed by banking, trade etc and the major investor was USA. In essence, compared to India, China attracted more international direct investments in 2010.

Sarfraj Ahmed (2012) tried to discover the modifications and needed upgradation in the consumer durables products so as to lessen Chinese imports. In the Indian market, Chinese goods dominate due to their lower prices, innovations and variety, rendering Indian products uncompetitive. A combination of rising labour cost and hard policies that doesn't support businesses involved in manufacturing led to closure of a large number of the SSI's. In order to address all of these issues, the Indian government as well as the country's manufacture must make drastic changes. As per the study, imposition of anti-dumping duties, the banning of Chinese imports and safeguarding duties are not the solutions to the issues. Enhancement of our sector's efficiency and competitiveness through reformation in our policies and other aspects of our industries are urgently required to solve the dominance and dumping of Chinese products.

Ms. Sonia (2011) analysed the reasons for China's economic supremacy over Indian economy. Despite similarity in certain aspects of economic development, these two countries economic growth are at different level. In both the countries, the adverse effects of globalisation are evident in the existence and in-equal distribution of resources. Lack of development in rural areas are a major problem for both the countries. According to the study, the economic success is primarily due to the early reforms of economic policies, the provision of quality infrastructure and the productivity of the workforce. As far as judicial system is concerned, India is far better. China may face some challenges in future with respect to its political and economic freedom and its relationship with other countries

Manish Pandey and Xiao -yuan Dong (2009) made a comparative analysis of the manufacturing industries of China and India. India and China are the two fastest growing economies in the world. Compared to India, the manufacturing industries of China has grown rapidly. As per the study China made two important policy reforms like ownership reforms and labour reforms which accelerated growth in manufacturing sector. India on the other hand, did not undertake sufficient steps to reform ownership structure or downsize the workforce of public enterprises as China did. Even though India has an excellent institutional infrastructure and corporate governance, China's TFP, manufacturing industries grew at a higher rate than India's at about 12%. In the beginning, China's comparative advantages was in non-durable goods and later into consumer durables also. Manufacturing industries at the 3 digit level were used for the study.

Md Lutfor Rahman and Ahammed Mohammed Ali (2009) made an attempt to compare the FDI inflow into India with Bangladesh. As per the world investment report, there is a significant variation in the FDI inflow to India compared to Bangladesh. FDI received by India is 23 times greater than that of Bangladesh. India government's open door policy and the specific features like skilled and low wage rate labour, liberalisation of trade policy, financial sector reforms ,etc. have attracted more FDI and thereby India became the 5^{th} top FDI beneficiary in Asia. Even though Bangladesh has positive aspects like low wage, investment friendly custom regulations, stable exchange rate etc, its FDI is still low. This study concludes by giving certain suggestions to the Bangladesh policy makers like to follow open door policy, remove administrative barriers and competitive drawbacks, increase quality of skills and infrastructure etc to make Bangladesh attractive to overseas investors.

2.5 Research Gap

Majority of the previous researches were focussed on the consumer behaviour, influential factors, impact of country of origin on Chinese product, demand for Chinese product and also the recognition of Chinese brand in the world market. But only limited studies were conducted with regard to consumer behaviour towards Chinese products. Despite this, most studies involving Chinese branded products have been conducted outside India. Hence this study attempts to fill the gap that has rarely been studied on consumers buying behaviour towards Chinese branded durables in the context of Kerala state.

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CHAPTER III

THEORETICAL BACKGROUND OF THE STUDY - INDIAN CONSUMER DURABLE MARKET AND CONSUMER BUYING BEHAVIOUR

"Don't find customers for your products, find products for your customers" – **Seth Godin**

3.1 Introduction

The study focuses on the purchasing behaviour of the consumers towards Chinese branded durables in Kerala. So it is of great significance to examine the theoretical framework of consumer durables, Chinese brands and buying behaviour. An attempt is made in this chapter to achieve these goals. Further this chapter explicates the profiles of the selected four Chinese-branded durables. Since all marketing activities are focused on consumers, the study of consumer behaviour is of at most importance and is interdisciplinary. The knowledge of consumer behaviour assists marketing firms in segmenting markets, developing marketing strategies and to measure marketing effectiveness. This chapter has been divided into two sections, one dealing with the theoretical framework of consumer durables and the other with consumer behaviour.

3.2 Consumer Durables

Consumer durables refers to the items, that will not quickly break down or wear out and will serve the consumer for many years to come. Products such as electronic goods, kitchen appliances, home furnishings and leisure equipment are popular and common examples of consumer durables. Consumer durables can be broadly divided into two namely, home appliances and consumer electronics. Consumer durables have the advantage of not having to be constantly replaced because they are built to last for more than three years on an average.

The durability of a product may vary according to an individual's social status. A product may be less durable for an upper or upper middleclass consumer, since he has the purchasing power to replace or buy new one according to his aspirations. Durability for the same product may be prolonged for working class consumer as they may use the product to its full life cycle due to their financial constraints. But there are exceptions like automobiles, refrigerators, etc, since they are expensive and last longer.

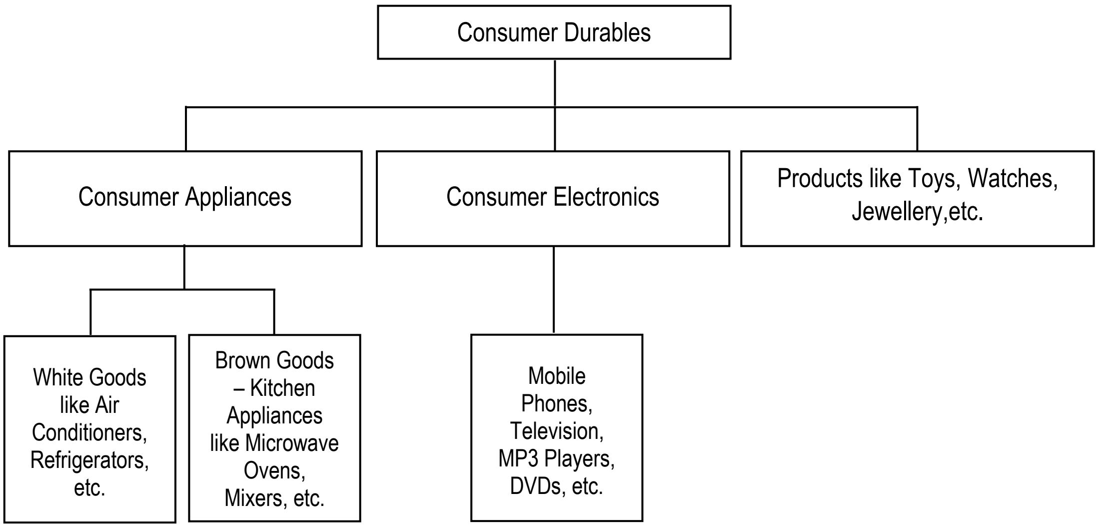
The majority of households possess at least a few durable products. Home appliances are the most common type of durable. These include refrigerators, washing machines, air conditioners, stoves, mixers, grinders, etc. When it comes to mobile phones, it is available with almost every adult in Kerala. Since consumer durables are basically high-priced and long-lasting item, its purchase decision is crucial. In order to make a purchasing decision, consumers take into account many factors like consult with friends and family members as well as gather information from different sources.

3.2.1 Market Segmentation of the Consumer Durables Industry

The consumer durables industry is broadly segmented into two categories, consumer electronics and consumer appliances. Consumer appliances can also be categorized as Brown goods and White goods. There are certain items that are not included in both home appliances and consumer electronics. So these items can be placed in separate categories. Furniture, toys, motor vehicles and so on are examples. The key product lines under each segment are:

Figure 3.1

Segmentation of Consumer Durable Industry



3.2.2 Indian Consumer Durable Market

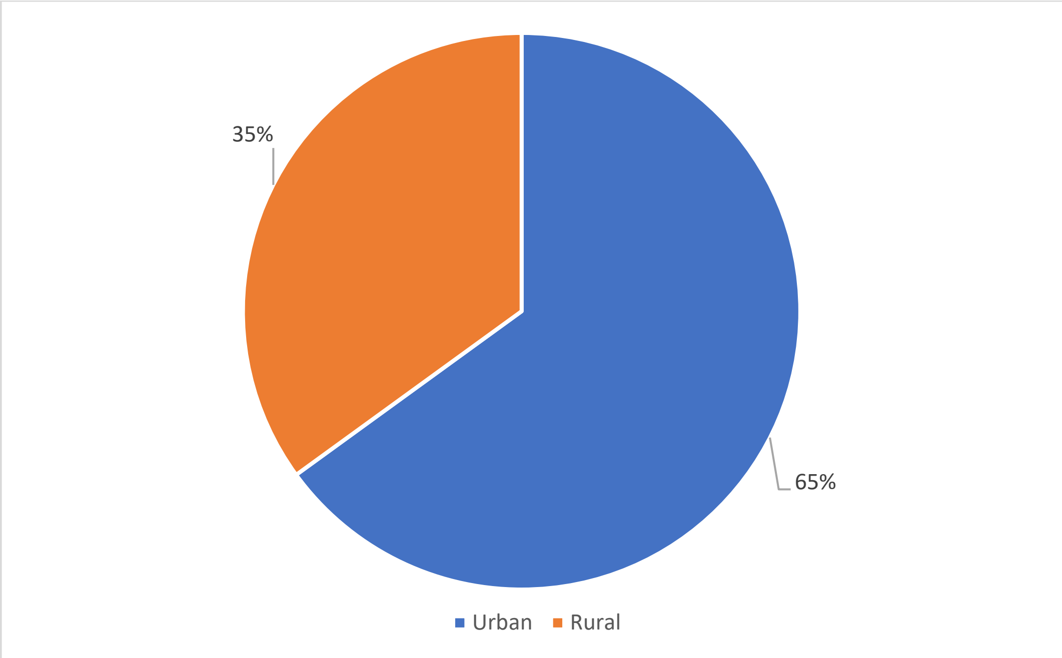
India's consumer market is dominated by consumer durables, which are the largest and fastest growing segments. Before1990's, the Indian consumers had limited choice only, as most products & services were manufactured in India and the offerings were limited. Before liberalization, the Indian consumer durable market was dominated by few domestic companies like Kelvinator, Godrej, Allwyn, Voltas, etc. And they were controlling not less than 90% of the market for consumer durables. But with the liberalisation in1990's, foreign investors entered into India and multinational corporations all around the world saw India as a centre for future growth. Consequently foreign and International companies were allowed to open offices in India, produce products and provide services. Following liberalization, foreign players such as LG, Sony, Samsung, Whirlpool, Daewoo and Aiwa become the players and thus capturing a large portion of the Indian consumer durable market (Sushil Pande, Ashish Kumar, Srivastava, 2013). Globalisation provided Indian consumers a wide variety of products and services from foreign companies and agencies. The Indian consumer durable market is forecasted to grow by 9% CAGR by 2022 to reach US$ 48.37 billion(IBEF,2022). In addition, with the introduction of

Make In India Strategy in 2014, many multinational companies have made investments in India and also established manufacturing hubs in the country.

Globalization and privatization brought stiff competition into the market, which eventually benefited the consumers. Domestic companies in Indian consumer durable market such as Blue Star Ltd, Godrej Group, Onida Electronics, IFB Industries Ltd, Orient Electrical, Bajaj Electricals Ltd, Crompton Greaves Consumer Electrical Ltd, Voltas Ltd, Dixon Technologies Limited, Videocon Industries Limited, etc were able to compete successfully against the top foreign companies such as Whirlpool corporation, LG Electronics, Samsung group, Daikin Industries Ltd, Sony Corporation, Philips N.V, etc. In the financial year 2021, Whirlpool India Limited led the household appliances market with a revenue of 60 billion Indian rupees (Sun,2022). Domestic brands like Bajaj and Crompton are also popular in this market. The penetration rate for smart devices such as smartphone, smart TV and smart wearable in India were initially low, but by 2025 it is predicted to grow to 58 billion U.S. dollars with a market size that will be much bigger than other mature markets around the globe. Chinese vendor Xiaomi has performed very well in the area of smart phones and smart wearable in recent years. After all, the Indian consumer durable market is flooded with foreign branded products, thus capturing a large portion of the Indian consumer durable market. Among the foreign products, Chinese branded products occupy a special position in certain category of products especially consumer durables.

Figure 3.2

Segmentation of Indian Consumer Durable Market



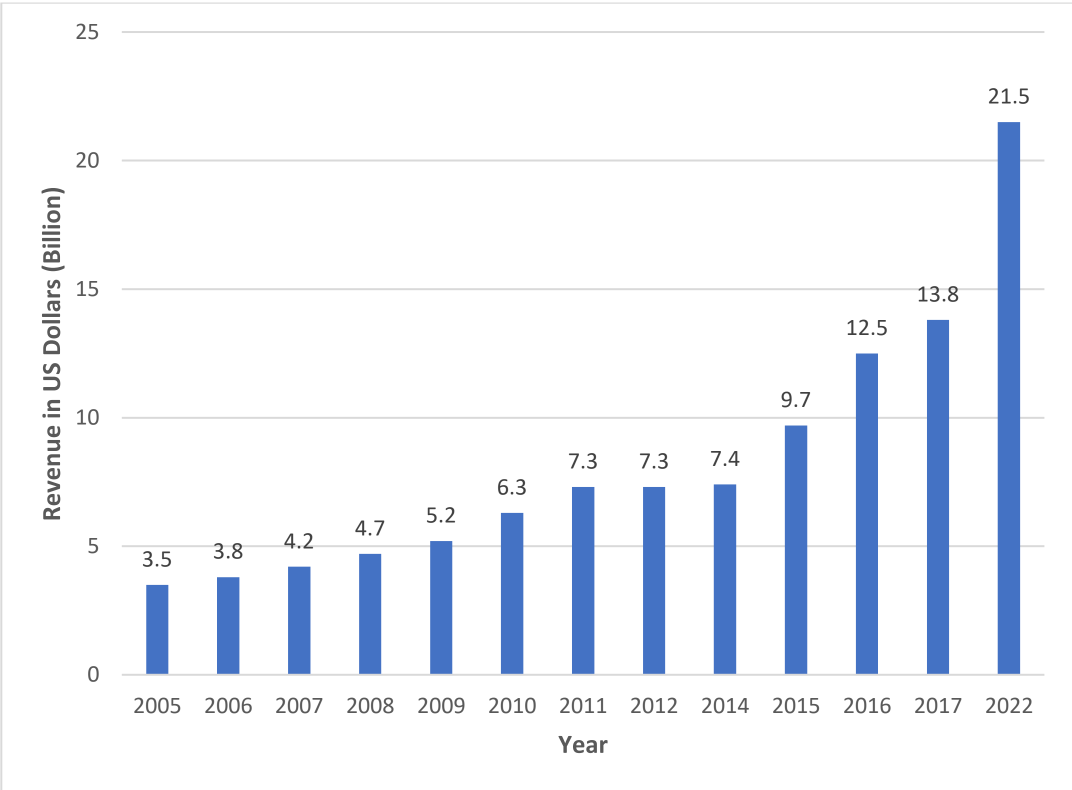
Source: Rashmi, 2016

The Indian consumer durable markets are broadly divided into urban and rural segments. India's consumer durables industry generates 65 percent of its revenue from urban markets which constitute middle class and a large affluent class as well as a small economically disadvantaged group. Both urban and rural markets are growing at the rate of 15% on an average. Marketers from around the world are focusing on this segment, since a drastic growth in purchasing power is expected in the coming years. Over the last few years, the consumer durable industry has experienced substantial growth. There are millions of people employed in this sector, which plays an important role in the economic growth of the country. As a result, imports are increasing and a growing manufacturing base in consumer durables is well positioned in India. There have been several factors driving growth in the sector, such as emerging retail boom, housing demand and an overall increase in affluence throughout the population.

The huge population, growing income and purchasing power, make India the second and third largest markets for major appliances and small appliances respectively. Major growth drivers in the market are the Government of India's policies and regulatory frameworks including easing license rules and approving 51% foreign direct investment (FDI) in multi-brand and 100% in single-brand retail brand outlets (Sarangi, 2015). India is likely to emerge as the world's largest middle class consumer market surpassing both China and US, with an aggregated consumer spend of nearly US$ 13 trillion by 2030 (Bharadwaj,2013).

Figure 3.3

Consumer Durable Market Revenue in India

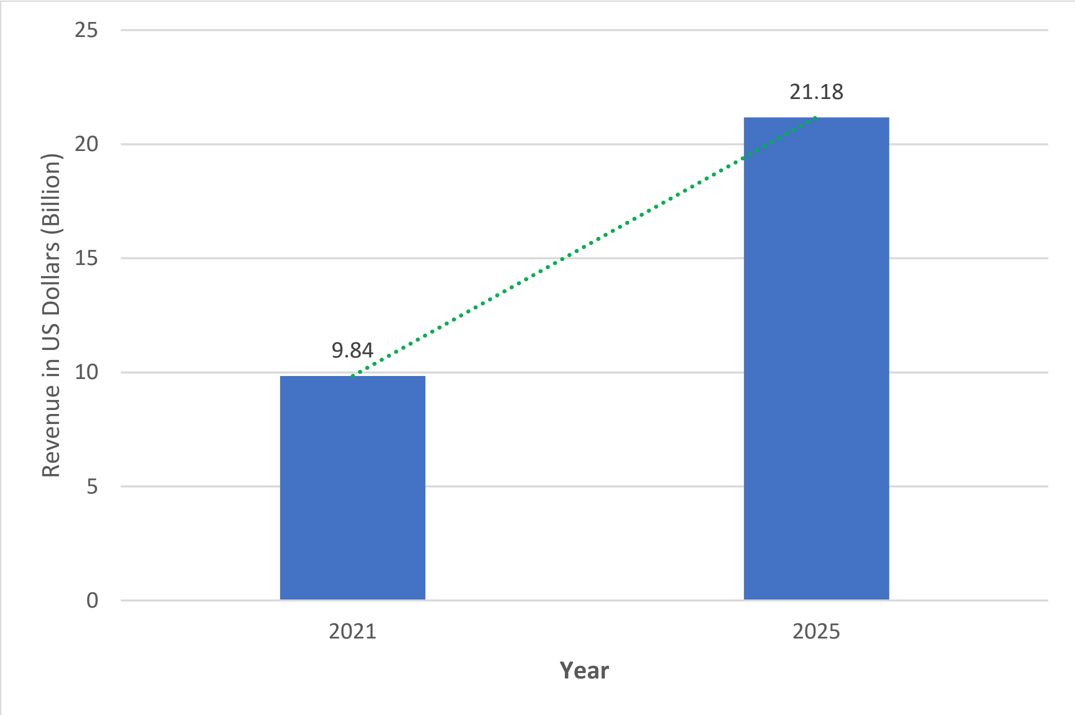


Source: Sun,2022

Figure 3.3 shows the consumer durable market revenue in India from the year 2005 to 2017, with an estimate for the year 2022. It is estimated that the market revenue for consumer durables will be 21.5 billion US dollars in 2022, compared to 13.8 billion US dollars in 2017 (Sun, 2022).

Figure 3.4

Indian Appliances and Consumer Electronics Industry



Source: IBEF,2022

The above chart shows the growth rate of Indian Appliances and Consumer Electronics (ACE) Industry. The Indian appliances and consumer electronics industry stood at US $ 9.84 billion in 2021 and is expected to more than double to reach US $ 21.18 billion by 2025.

3.2.3. Factors Responsible for the Growth of Consumer Durable Market

Over the past few years, consumer durables have experienced significant growth. There are numerous factors contributing for the expansion of consumer durable market. The factors are:-.

a) Increasing Disposable Income

As the Indian economy grows, more families are earning double incomes, more women are working and more nuclear families are being formed. In turn, this has led to an increase in disposable income which triggers the purchase of consumer durables.

b) Growing use of plastic money and easy availability of consumer financing

The consumer finance sector is one of the most important drivers of the industry. Credit and debit cards that provide incentives like cash back or discounts on selected sales have resulted in an increase in spending amongst consumers, thus fuelling durable demand. As a result, retailers have partnered with banks and Non-Banking Financial Companies (NBFC) to provide consumers with easy financing options, making expensive products more affordable for people of lower and middle income.

c) Existing potential in semi urban and rural markets

In semi-urban and rural areas, there is a significant growth opportunity that is vastly untapped and unexplored. As a result of increased affordability of durable products, the expansion of transmission networks and the expansion of supply channels, distributors are able to cover previously non served regions and fuel general growth of the economy. The rural durable market has seen an annual increase of nearly 30%.

d) Rise in the share of organised retail

As incomes rise, purchasing power increases and youth prefer branded products. Non-organized products are being substituted with organized products leading to an increase in organized shopping market share. The supply chain has to be streamlined and demand will increase, especially for branded and high end goods.

e) Digital Influence

Digital penetration is rapidly growing as digital access becomes more affordable. It has helped to promote product awareness and boost consumer spending on home appliances and electronics. This is expected to result in a strong rise in spending on consumer durables in the years to come.

f) Consumer Preferences

At the time of purchase, consumers generally consider price, brand and various discount schemes. Products with advanced and innovative features, competitive pricing, its strong brand name, festival discounts, etc, increase preference for the company's products. Indian consumer durable and electronics markets are expected to undergo transformation as the demographic structure changes, global trends become more apparent, new and innovative products become available and efforts are made to promote healthier living. Global brands are continuously helping consumers to improve their homes and lifestyles.

3.2.4 China is the world's biggest manufacturer

China makes up 28.7% of the total global manufacturing output (Felix Rechter 2021). In the manufacturing sector, China is one of the world's strongest economies and exports its products worldwide. China continues to be the global hub for consumer durable sourcing and manufacturing. It accounts for 72% of global air conditioner production, 47% of refrigerator production, 45% of television production, 35% of washing machine production and over 52% of mobile phone production(FICCI 2009). China's home appliance industry continues to expand further. Export of home appliances from China amounts to US $ 22.9 billion with an increase of 63.4 percent yearly (Online,2021).

Tags, labels and stickers proclaim "Made in China" on a variety of products. Even though the products of China are mostly similar to those of the US and other countries, most people buy them because of their low prices. With lower production costs and higher quality production, China has now supplanted the US as the world's top manufacturing hub over the past 10 years. The emergence of China as "the factory of the world" is the result of its strong business ecosystem, lack of regulatory compliance, low taxation and competitive currency practices apart from its low labour cost (Bajpai,2022).

a) Low wages

China, being the most populous country in the world, has large workforce. The supply of workers is more than the demand, even though the wage is low. This phenomenon help China in the manufacture of goods with low cost, consequently it reduce the price of the product. Taking advantage of the huge labour pool in China, industries are able to produce in bulk, meet seasonal requirements and even respond quickly to sudden increases in demand.

b) Business Ecosystem

As industrial production does not take place on its own, it requires a network of suppliers, customers, component manufacturers, distributors and government agencies to work together. China has established a business ecosystem which is comprised of component manufacturers, low cost workers, technical workers, assembly suppliers and customers. All these links enable China to accelerate its economy and capture market world wide.

c) Lower Compliance

A number of basic rules and guidelines are expected of manufacturers around the world regarding child labour, safety standards, wage laws and environmental protection. Historically, Chinese factories have worked long shift hours and didn't provide workers with compensation insurance, while environmental protection laws are routinely ignored, resulting in lower production costs.

d) Taxes and Duties

In 1985 China came up with the policy to rebate the export tax and also abolish the system of double tax on export goods, meaning zero percent Value Added Tax (VAT) which allowed them to enjoy the rebate policy and VAT exemption, which in turn helped to reduce the price of their goods. In addition companies and investors were attracted to this policy due to the low cost of goods it produced.

e) Currency

Several countries have accused China of artificially depressing its Yuan's value in order to compete in the export market. A rise in the Yuan is always taken care of by China by buying the dollar and selling the Yuan. But devaluing the Yuan artificially caused a trade war between the United States and China, which is still bleeding.

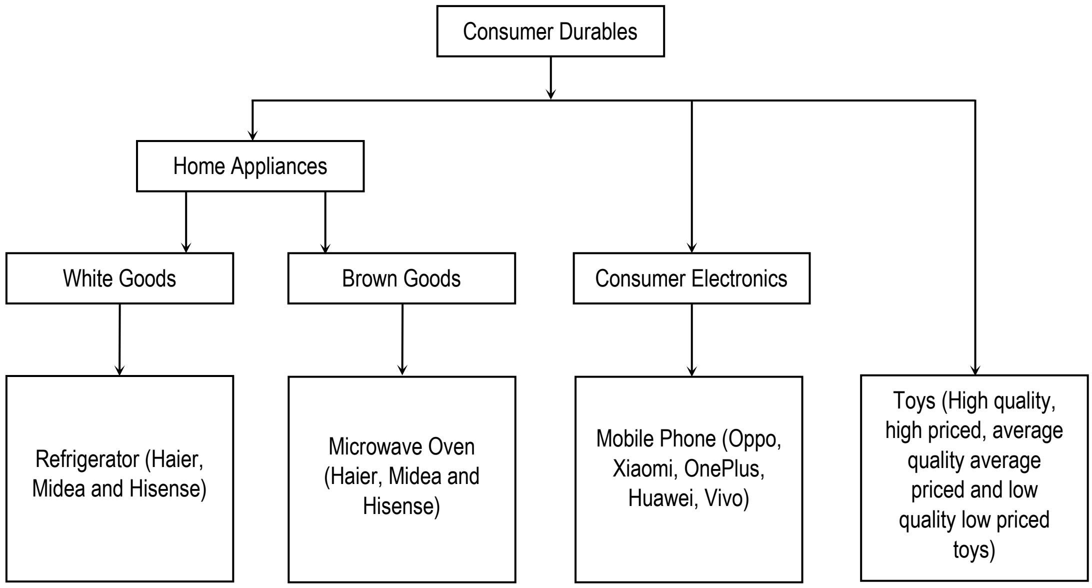
The combination of cheap labour, less compliance and a more business-friendly atmosphere made China the largest manufacturer in the world. As a result, most of the products in the market have the Made in China label.

3.2.5 Chinese Branded Consumer Durables

Consumer durables like refrigerator, air conditioner, television, washing machine, etc, are considered essential parts of the contemporary home. Consumer durables are generally expensive goods that last over three years, such as electronics and home appliances. Through innovation, it makes life more convenient by saving time, money and effort, providing products that many people consider essential to a certain standard of living. The continuous inflow of disposable income and the progressive development of technology are creating a greater need for a wide range of consumer durable goods. It is in turn leading to a strong level of competition among different consumer durable brands available in the country. Among the various available brands of consumer durables, only four selected Chinese branded consumer durables like refrigerator, microwave oven, mobile phones and toys are taken for this study.

Figure 3.5

Chinese Branded Durables

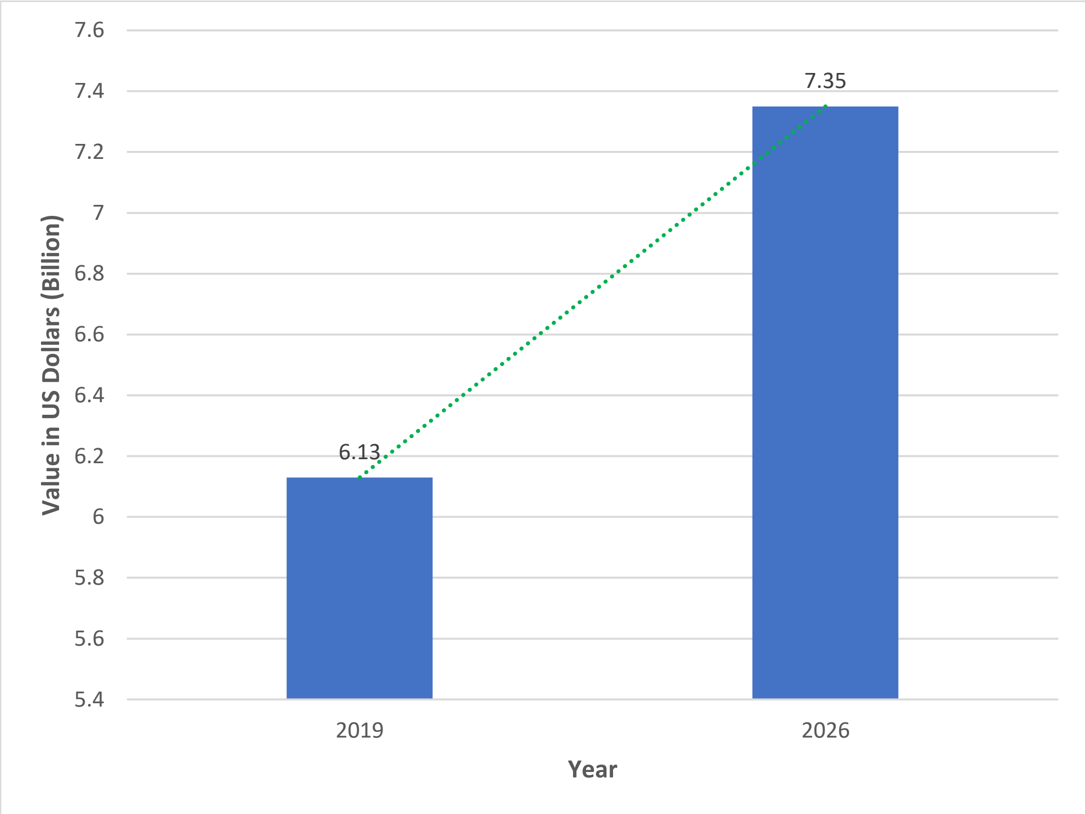


a) Home Appliances

Household appliances are machines or devices that we use at home to perform tasks such as washing, cooling, heating and cooking. Home appliances can be divided into two, i.e., white goods and brown goods. Traditionally large home appliances were available only in white colour from which the term white goods were derived. At present they are available in many different colors, but still referred as white goods. Examples of white goods are refrigerator, washing machines, air Conditioners, etc. Brown goods are relatively light electronic consumer durables. Examples of brown goods are micro wave oven, TVs, audio video equipments, etc. The Indian market is undergoing rapid growth in the home appliance segment. In 2021, the Indian consumer electronics market had a total value of USD 78.95 billion and is expected to grow at a CAGR of 12.78% for the forecast period of 2023-2027 to reach USD 160.03 billion by 2027 (Markets,2022). Urbanization and aspirational demand in rural areas, coupled with government reforms such as GST are propelling the appliances industry into its next phase of exponential growth. There is intense competition and moderate consolidation in the Indian home appliances market, as top players hold a large market share. In order to maintain a competitive edge, manufacturers are increasing research and development investments in order to offer the most technologically advanced products to their consumers.

Figure 3.6

Indian Home Appliances Market

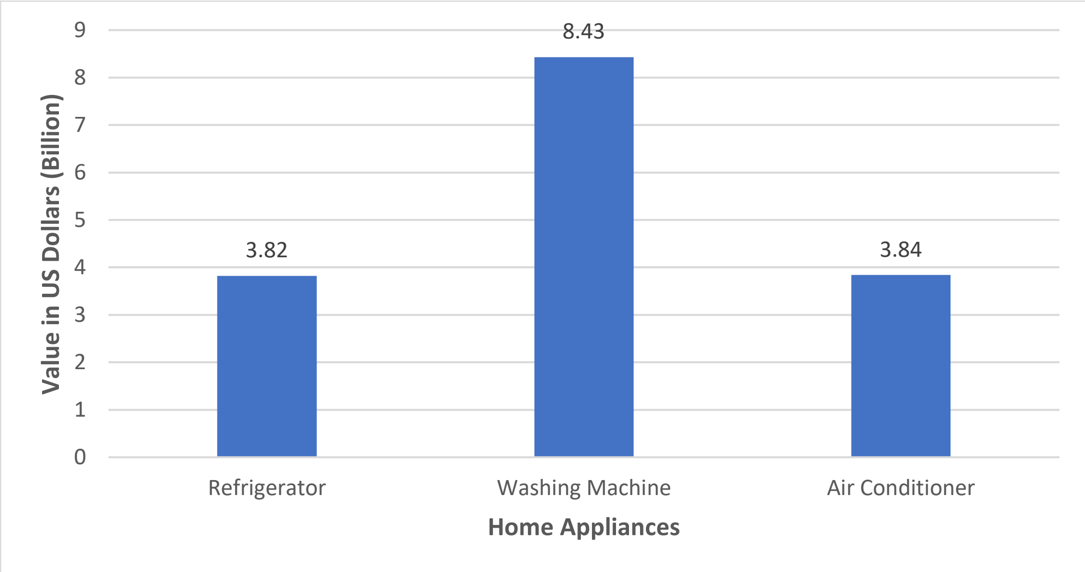


Source: Blueweave,2020

In 2019, the Indian appliance market reached USD 6.13 billion and by 2026, it will reach USD 7.35 billion, growing at a CAGR of 4.4%.

Figure 3.7

Market Value of Home Appliances in the Year 2021

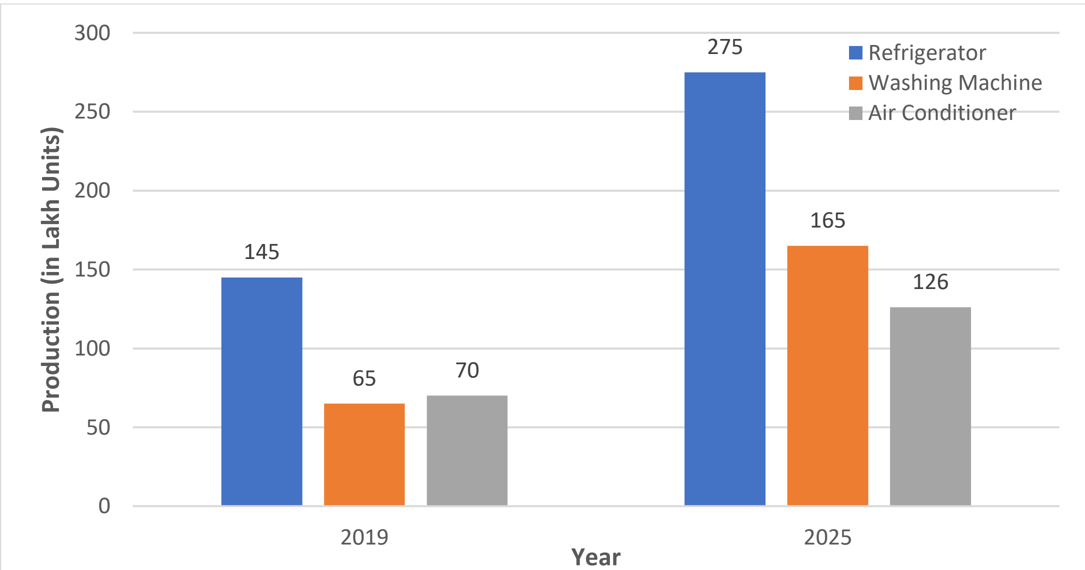


Source: IBEF,2022

Figure 3.7 shows the market value of home appliances i.e., refrigerator, washing machine and air conditioner in the year 2021. The value of washing machine is higher than that of refrigerator and air conditioner.

Figure 3.8

Production of Major White Goods



Source: IBEF, 2022

Figure 3.8 shows the market value of major white goods in lakh units i.e., refrigerator, air conditioner and washing machines for the year 2019 and forecast for the year 2025.

Refrigerator and Microwave Oven

A growing property market and unfavourable weather conditions, also due to government policies that encourage energy-saving appliances, India has the highest demand for refrigerators and washing machines. The Indian refrigerator industry has been in existence since 1950. The white goods sector was used to be classified as a luxury industry, subject to oppressive licensing and taxation. The situation has changed since the Indian economy liberalized in the early 1990s. Currently, there are no foreign trade restrictions due to the government's removal of all restrictions on investments and licenses. In the aftermath of liberalization, foreign firms entered the Indian market and many domestic companies in the field of consumer electronics like BPL and Videocon, have expanded into the refrigerator market too.

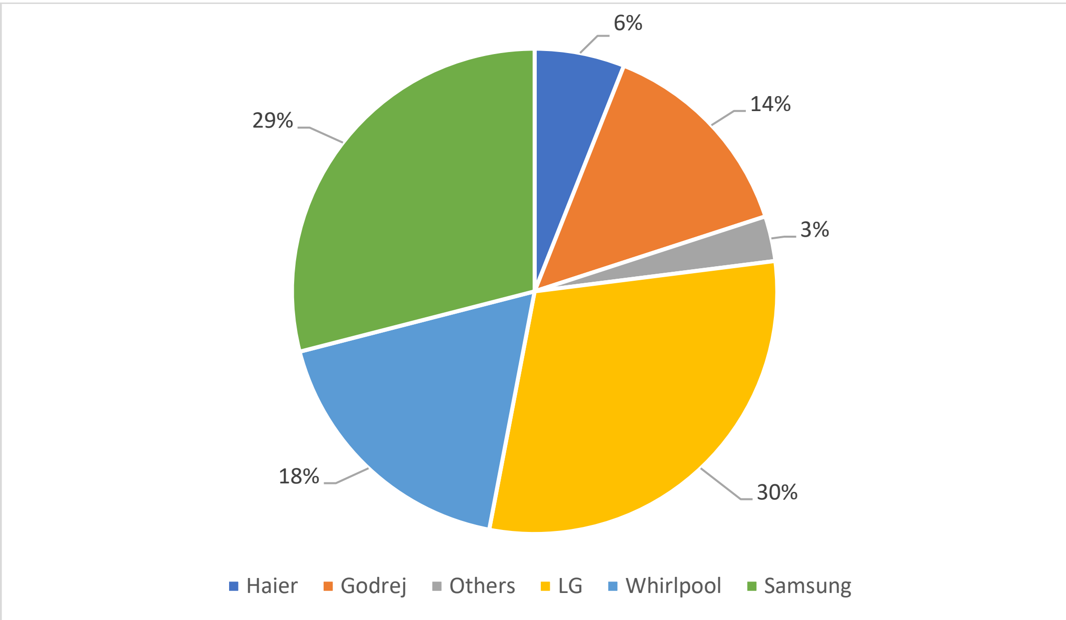
Refrigerators play a crucial role in any household's kitchen. Perishable food and beverages can be safely stored in the refrigerator. Refrigerators are of different types based on its model (mini freezers, top freezers, bottom freezer, side by side, french door, merchendizers), capacity (50 litres to 750 + litres), technology (smart-frost free and conventional direct cool) and also by end user (residential, commercials, restaurants, hospital, education, enterprises, etc.). Approximately 55% of the refrigerator market share is held by single door refrigerators in 2021 (Techsciresearch,2022). As consumers shift to refrigerators with more features and storage space, the market share will decline, but it is likely to maintain its dominance for the coming few years. The fastest growing refrigerators are top-freezers and side-by-side refrigerators, because consumers' preferences have shifted toward modernity instead of traditional models. Now the refrigerator market is highly competitive as the consumers have a wide variety of choices.

Consumers in India attach the highest coveted value to refrigerators, second to televisions. Currently there are two basic types of refrigerators in the market i.e, Direct Cool (DC) and Frost Free (FF) refrigerator. As the frost free type is little higher priced, direct cool type of refrigerator continues to dominate the market.

Refrigerator sales declined during the covid-19 pandemic. However, they have recovered almost 96% of their pre-covid levels and e-commerce has seen significant growth as companies began generating revenue from refrigerators online. A market value of USD 2.9 billion was achieved in the year 2020 for the Indian refrigerator market. By 2027, it is expected to reach USD 6.1 billion at an impressive CAGR of 11.2 % (Blueweave, 2020). The driving forces for the growth of the Indian refrigerator market are the increase in disposable income, easy financial schemes, increase in urbanization, improving living standards, rising number of nuclear families and also the use of refrigerator in various industries such as healthcare and food production. Demands for the products are also likely to rise due to the increasing electrification of rural areas, the popularity of online sales and the influence of social media. The following table shows the market share of refrigerator market in the year 2021.

Figure 3.9

Market Share of Refrigerator in Indian Market

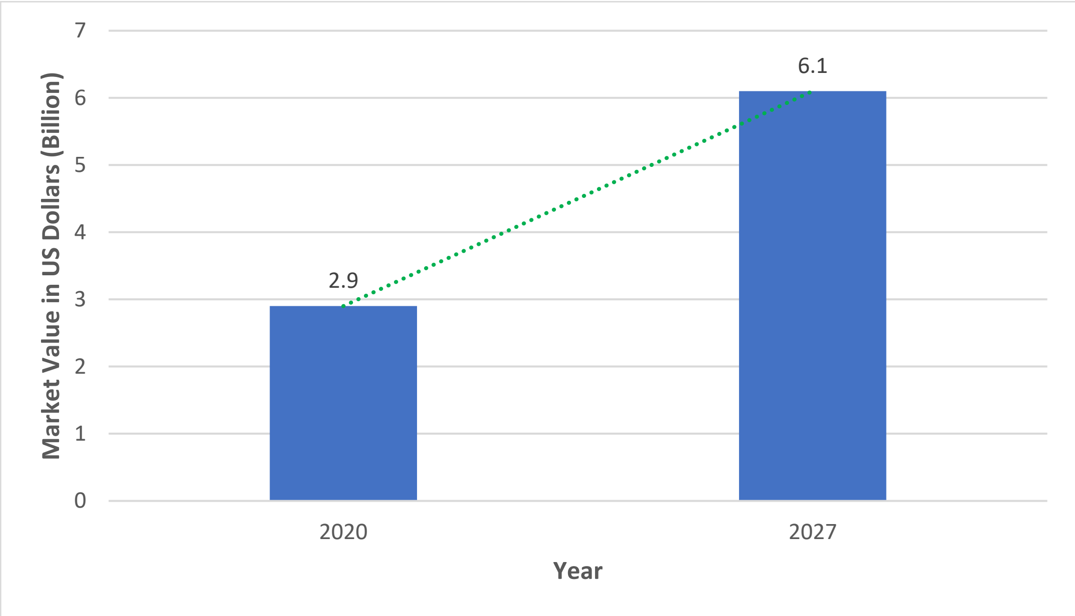


Source: Sun 2022

The Indian refrigerator market was dominated by LG in 2021, with a market share of 30%. The second largest market share belonged to Samsung with 29%, Whirlpool-18%, Godrej-14%, Haier-6% and Others-3%. Main players operating in the Indian refrigerator market are LG Electronics, Samsung India Electronics, Godrej, Whirlpool, Hair, Hitachi, Panasonic,Blue star ltd, Bosch, Seimens, etc. Additionally, new players have entered the market in recent years, which will further contribute to the future growth of the market. Among these refrigerators Haier, Midea, Hisense, Procool, etc, are Chinese brands. For the study only the Chinese branded refrigerators Haier, Midea and Hisense were opted.

Figure 3.10

Indian Refrigerator Market



Source: Blueweave, 2020.

Indian refrigerator market was valued at USD 2.9 billion in the year 2020 and is forecasted to grow by CAGR of 11.2% to reach at USD 6.1 billion by 2027.

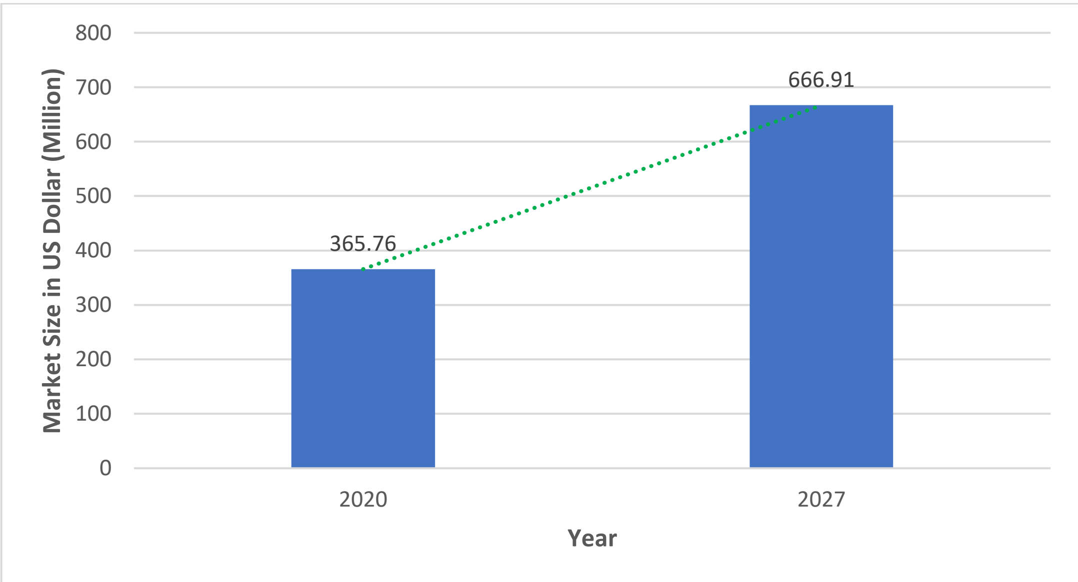
Microwave ovens are part of the brown goods segment in the home appliances industry. As the name implies, a microwave oven is a machine that cooks food by using microwaves, a type of radio wave. In the past, microwave ovens were mainly found in industrial settings, now they are common in domestic kitchens. Average income Indian households no longer consider microwave oven a luxury. Increase in ready-to-eat foods, the growing number of working people, a growing awareness of different cooking appliances, an increase in disposable income and the advancement of modular kitchens contribute for its growth.

As the microwave oven takes less time to cook relatively to that of other gas and electric means, many customers are attracted to it. In addition to cooking, it can be used for reheating, baking, grilling etc. There are different types of microwave oven depending on type, capacity (25 litre, 25-30 litres, above 30 litres, etc.) and end user (residential, industrial).

Three types of microwave ovens are solo microwaves, grill microwaves, and convection microwaves. Out of these, the most popular microwave ovens in India are convection microwave ovens, which account for 70% of sales. The microwave oven market is predicted to grow at a compound annual growth rate of 8.96% and reach USD 666.91 million by 2027 from 365.76 million in the year 2020 (MMR, 2021). The growing middle class and nuclear families in India are the main drivers of the market. There are many players in Indian microwave oven market. Key players include Electrolux, GE Appliances, Haier, June Life, LG Electronics, Panasonic, Samsung, Sharp, Whirlpool, etc. Main Chinese branded microwave ovens are Haier, Midea and Hisense.

Figure 3.11

Indian Microwave oven Market



Source: MMR, 2021

Figure 3.11 shows the Indian microwave oven market USD 365.76 in 2020. It is expected to grow at a CAGR of 8.96%.

Haier

Haier is a Chinese multinational home appliances and consumer electronics company founded in 1984. The Haier brand is currently one of the largest and leading home appliance brands in the world and has become a leading refrigerator brand in the subcontinent within a short span of time. It is one of the few Chinese brands with strong brand value among global consumers and started its business operations in 2004. In 2021, Haier was ranked the number one brand in major appliances globally for 13 consecutive years (Euromonitor,2021).

There are a wide variety of products manufactured by this company, including refrigerators, microwave ovens, air conditioners, televisions, water heaters, etc. It is well known for its well-built products that last. Haier also produces industrial appliances that are used in factories such as commercial freezers and Air conditioners. It also markets entire range of refrigerators from small 50 Litre to large 700 + Litre, side by side refrigerators, etc, for the households and has a wide portfolio. India is one of its largest markets and main contributor to Haier's networth. Haier has two plants located in India, one in Pune and the other in Noida.

The Haier brand offers a wide range of kitchen and home appliances including microwave ovens for home kitchens. The brand offers affordable and quality kitchen appliances. Haier microwave ovens have exclusive features, in addition to 400 auto cook settings, steam cleaning options, child lock options, multi-stage cooking and defrost features. The microwave oven has a digital display and a standby mode, which saves energy when it is not in use. It occupies a distinct position among the leading brands of microwave ovens in India.

Hisense

Hisense is a multinational company based in China, a major manufacturer of electronic appliances. Company exports products to more than 160 countries world wide. Its primary product is television, but it also manufactures white goods, set-top boxes, digital television broadcasting equipment, laptops, mobile phones and optical components for the data communication and telecommunication industries. The company sells products under a variety of brand names like Gorenje, jointly owned Hisense-Hitachi and Hisense-Kelon, Ronshen Savor and Toshiba. The new generation of Hisense refrigerators has been launched in India. With a capacity range of 44 litres to 690 litres, the range includes four types of doors - French doors, side-by-sides, top freezers, and single doors. Company uses sponsorship of mega sport events as a medium of advertisement. Hisense is the official sponsor of FIFA World cup 2022.When compared to other Chinese brands, this brand comes in top five in China as per the market share.

Midea

The company is one of China's largest home appliance producers and exporters. Company is listed in Forbes global fortune 500 company (#253), which manufacture lighting products, water appliances, floor care, small kitchen appliances, laundry, large cooking appliances and refrigeration appliances. Midea is the world's largest robotic appliance manufacturer. Midea's new motto is "Midea - make yourself at home". Midea pursue a strategy of continuing to be a highly dynamic company with consistent growth, a characteristic of an international corporation. Toshiba home appliances, KUKA's German robotics business and Eureka floor care company were all acquired by MIDEA in 2016 .

Bulk of the sale from consumer durables appliances in the Midea Group, comes from refrigerator division. Company produces, develops, manufactures, and exports a wide range of refrigerators including side by side fridges, wine coolers, compact fridges and freezers, in a variety of sizes, shapes and functions. It has two manufacturing plant in India, one in Haryana and other one in Pune. Midea was recognized as one of “Forbes China 2021 Top ten Chinese companies in industrial digital transformation”.

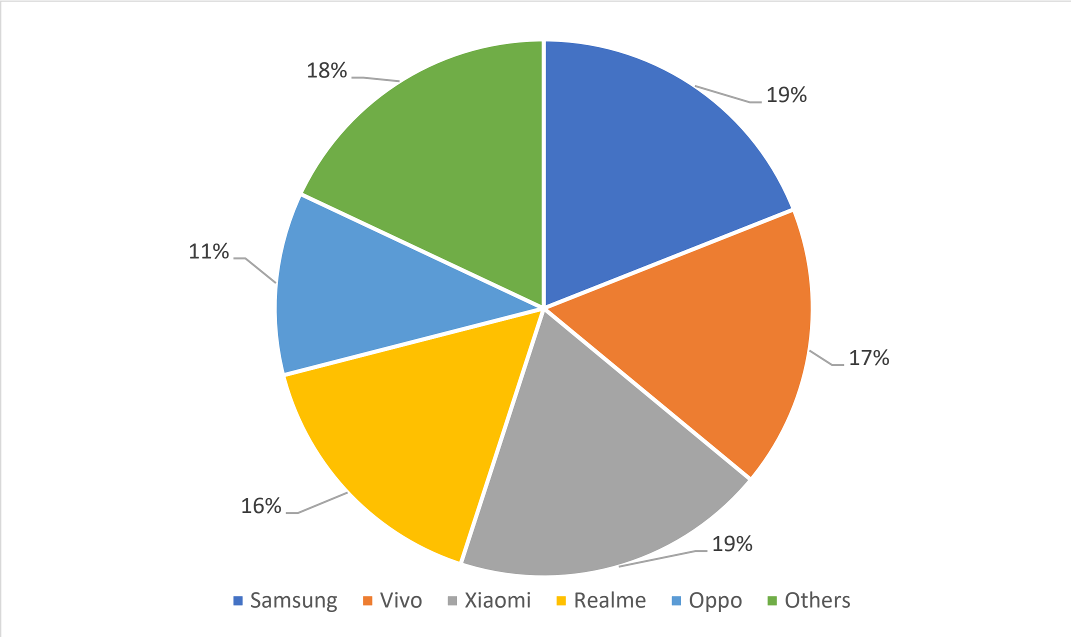
3.2.5(b) Consumer Electronics

In 2021, the India consumer electronics market was valued at USD 71.17 billion. The market is expected to grow at a 6.5% CAGR from 2022 to 2030 to reach USD 124.94 billion by 2030 (Grandviewresearch,2021). As smart electronic devices continue to replace traditional consumer electronics, the consumer electronics market is undergoing constant development. The consumer electronics industry in India is the world's largest driven primarily by smart phone sales. The revenue generated from smart phones sale form the lion share of the total revenue for the industry. Smart phone penetration across the country is projected to drive consumer electronics market growth through the forecast period. Currently the second largest import item in India's import basket with a share of over 11.0 percent is electronic goods after petroleum (Rekha Misra,2019).

In a digitally driven world, mobile phones have become essential to our daily lives. Cell phones were originally invented in 1973, primarily as a communication device, but today mobile phone has transformed in such a way that it is an essential part of our daily life. The smart phone industry is experiencing rapid growth due to improved hardware and faster wireless communication. Smart phones have a wide range of advanced capabilities. A greater number of people are able to afford mobile phones as prices dropped. The most popular global manufacturers of mobile devices are Apple, Samsung, Huawei, Meizu, ZTE, Xiaomi, Sony, Google, LG, TCL, Motorola mobility, Nokia, Realme, OnePlus, Oppo, Vivo, Micromax Informatics etc. The market share in India for smartphones in FY 2021 was 71% dominated by Chinese brands like Xiaomi, Oppo, Realme, Vivo, and One Plus, while foreign brands (excluding China) and Indian brands made up the remaining 29% . As the second largest mobile phone exporter in the world, India is rapidly becoming a global manufacturing hub.

Figure 3.12

Smart Phone Market Share India 2022



Source: Sharma, 2022

Figure 3.12 shows the market share of smart phone in India for Q2 2022 and it reveals that Chinese branded mobiles are dominating in the market.

BBK Electronic Corporation

BBK electronic corporation is a Chinese multinational conglomerate which is specialized in developing consumer electronic products. It is one of the worlds largest smart phone manufacturers. Brands like OnePlus, OPPO, Vivo, Realme, IQOO, Narzo, etc. are owned by the company.

OnePlus leads the Indian premium smart phone segment with 34% market share. It was launched in 2014 and was marketed as a mobile phone with astonishing camera capabilities. The mobile has become a popular choice among young employees who are looking for an all-round mobile with a great camera and fancy features.

Oppo is an entry level premium smart phone with cutting edge technologies like impressive hardware, color OS based smart software and more. Oppo has been able to increase its brand recognition as well as market share and now has products in more than 20 countries including China, the US, Europe, Australia, South Asia, and Africa.

VIVO is a major player in Indian smart phone market. Vivo's advertising strategy has made it popular in India. Due to its in-house production, company was able to meet the 100 % demands from Indian market. Besides designing and developing phones, it also develops software Funtouch OS 11. Its excellent camera and exemplary design has huge fan following in India.

Realme began as a sub-brand of Oppo and has grown into a brand of its own. Realme is one of the fastest growing 5G smartphone brands with 83% growth rate. It specializes in providing technology products that provide a comprehensive superior experience for youth in a budget range. The company has held records for fastest charging smart phone in India and has produced India's first 5G smart phone.

Xiaomi Corporation

Xiaomi Inc is a Chinese designer and manufacturer of consumer electronics and home appliances. Since launching its first smart phone in 2011, Xiaomi has grown into one of the world's most popular smart phone brands. It is the second largest manufactures of mobile phone in the world with 17% share. Redmi is one of its subsidiaries.

Xiaomi has grown into one of the world's most popular smartphone brands. Within a short period of time, Xiaomi has been able to establish a large market not only in China, but in many developed and developing countries as well. Its screen performance is excellent and sleek design is well accepted by the consumer. Its a premium brand with affordable price range.

Redmi is poised as a budget phone mainly targeting entry level users and average income group. Redmi therefore have lower prices while maintaining higher specifications. With different models to choose from, it has an entry-level Redmi phone, a mid-range Redmi Note smart phone and a high-end Redmi K series smart phones .

Huawei Technologies Co. Ltd

As one of the world's largest telecom infrastructure suppliers, Huawei is a leader in the field of communication technology and information. The Chinese telecommunications company manufactures mobile phones since 1997. Company operate in over than 170 countries and serves more than 3 million people around the world.

HUAWEI became second largest manufacturer of mobile phones in the world overtaking Apple in 2018. The company's most popular mobile was the Honor, which was a big success in the Indian market due to its battery capacity and superior processor.

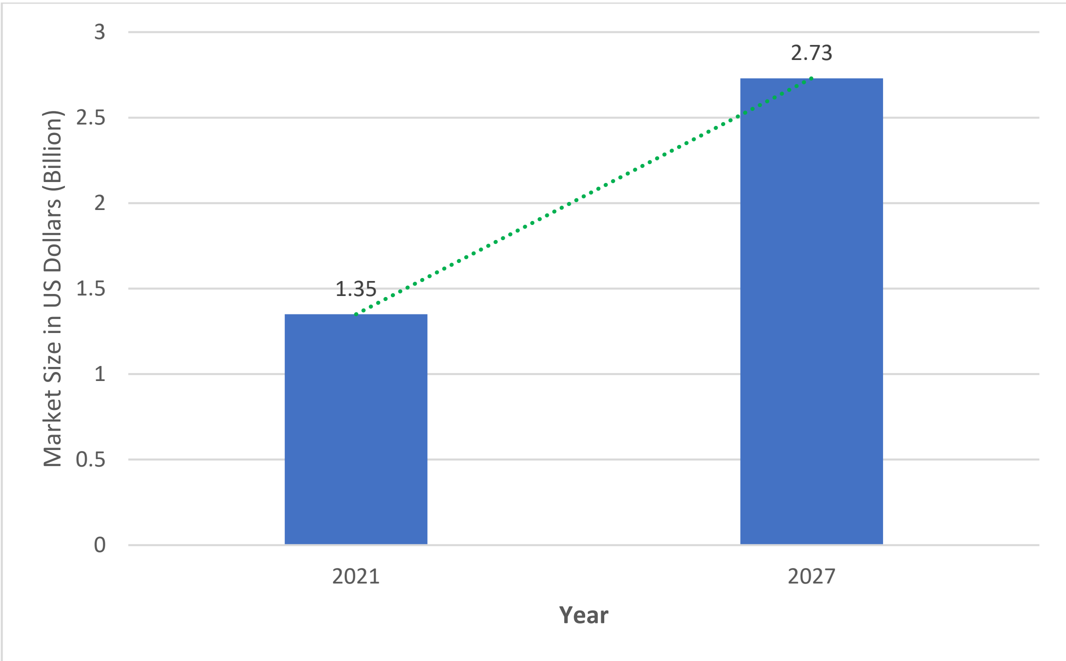
3.2.5 (c) Toys

Approximately five thousand years ago, the Indus Valley Civilization introduced toys in to India. In the beginning, toys included whistles shaped like birds, sliding monkeys and small carts made from sticks, clay and rocks found in nature. With the advent of advanced technology and machinery, companies have been encouraged to manufacture modern and innovative toys. Toys are a major part of the Indian consumer market due to its large consumer base. In terms of population, it is the second most populated country in the world with approximately 1.39 billion people. Further, about half of the total population is under 25 years old, which make the country a hotspot for toy manufacturers. In addition to the country's strong economic expansion and rising disposable income, the country's increasing domestic demand for toys is also a driver of the trend. The toy industry in the country has experienced rapid growth. Toys of different variety can be found in the market, including both traditional and modern toys. As trends evolve, more innovative and hi-tech toys have been developed in place of conventional toys. There has been a shift from wooden building blocks to Legos and Barbie dolls have taken over the traditional cloth doll (markets,2022).

In recent years, India's GDP has shown strong growth rates, placing it among the world's largest economies. Driven by this trend, the middle-class population has experienced increase in wages. Consumption patterns have also changed as consumers have more disposable income. Over the past few years, this has led to a significant shift from traditional, medium or low-end battery-operated toys to smart innovative electronic toys, ie upmarket plush toys.

Figure 3.13

Indian Toys Market



Source: Markets,2022

Figure 3.13 exhibits the value of Indian toys market as 1.35 billion in the year 2021 and is expected to grow at a CAGR of 12.6% to reach at 2.73 billion for the year 2027.

The term toy refers to miniature playing objects, models and tools designed for young children. Primarily toys provide entertainment, it enhance IQ development, improve concentration and creativity is also promoted. Logical and spatial thinking is enhanced when infants use toys. Toys also provide emotional support to children, improve their cognitive abilities and enhance their social and physical attributes. There are a myriad of variations of toys available in the market, including cards, action figures, board games, rattles, mechanical cars and so on. Toys comes in various sizes and they are manufactured using a variety of materials like cloth, plastic, wood, metal, etc. Due to the launch of several state-of-the-art gaming consoles and the growing popularity of online gaming, the Indian toys market had a temporary sales dip, which was primarily driven by mobile video games. But recovered well as the introduction of innovative product variants integrating advanced technologies, including artificial intelligence, machine learning, speech recognition, etc.(Markets,2022).

Indian toy market consists of domestic toy companies, Chinese toy companies and other foreign companies. Some of the Indian toy companies are Funskool, Brainsmith, Buddyz, Clever cubes, Aditi Toys, Peacock toys ,etc. Chinese toy companies include Yixing Great Plastic Products Co (a producer and distributor of plastic and rubber toys, primarily balls), Woodfield Toys Ltd (major wooden toy China manufacturer specializes in the production of baby products), Yiwu Maydo Toys Co (a major producer of toys with a yearly output of 60 million products), Dongguan Yi Kang Plush Toys Co (an ISO 9001: 2008 accredited OEM and ODM toy manufacturer and exporter), Zenit Industrial (a producer and distributor of children's products from kids' bikes to skateboards, but they're best known for their timber and plastic products), Rastar Group (a producer of electrical toys and sell their goods in 47 nations, including the United States and numerous European countries), Hangzhou Times Industrial Co. Ltd (a prominent producer of educational toys),Yangzhou D King Toys & Gifts Co (a renowned producer and exporter of soft toys, gifts, and children's clothing), Dongguan Changan Rongqi Toy Factory (a plastic toy producer and distributor) and Guangdong Zhenfeng Science And Educational Toys Co. Ltd (a renowned producer of educational toys, toy cars, and legos) .

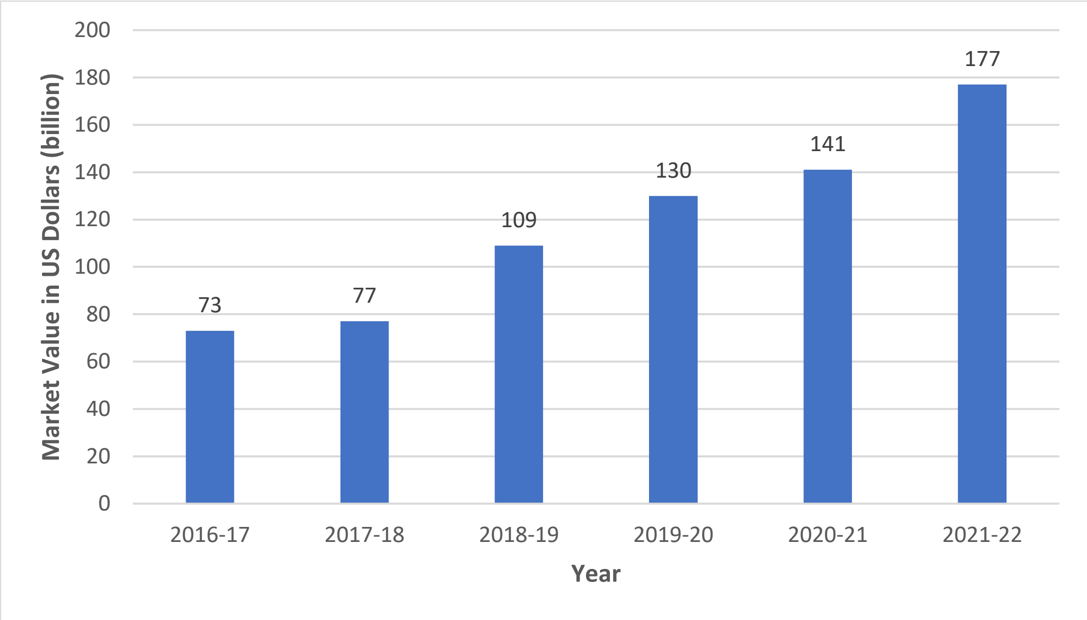
Funskool (India), Lego (Denmark), Mattel (American multinational toy manufacturing and entertainment company), Hasbro (American toy company), Mega Bloks (Best toy company of Canada origin) etc are among the leading players in the Indian toys industry. Regionally Maharashtra made toys dominate the market. Aside from Maharashtra, Tamil Nadu, Karnataka, Gujarat and Delhi toys are also popular. In terms of toy types, infant/preschool toys are the most popular segment since they promote problem-solving skills and motor skills. Besides electronic toys, game and puzzle toys, plush toys, activity toys, dolls, ride-ons and outdoor play toys are also popular types of toys. Toy price ranges from inexpensive low cost to costly high-end versions in all most every toy category. Toys are produced by small, medium and large domestic manufacturers. Technology based innovative toys are manufactured mainly by internationally known brands (markets,2022).

Indian toy market can be divided into three, i.e., low quality low priced toys , average quality average priced toys and high quality high priced toys. Chinese toys have become more popular in Indian markets due to their cheap price and innovative designs. To get rid of Chinese dominance in Indian toy market, govt of India has taken measures to boost domestic manufacturing. Government initiatives such as increasing customs duties on imported toys and requiring BIS certification for imports has helped Indian toy companies to get a very clear edge in domestic markets. There is a growing demand for toys featuring Indian mythological characters, desi movie characters and superheroes such as Chota Bheem as domestic players affectively challenge Chinese and other dominant countries imports.

Increased exports have helped the sector to explore global markets. Manufacturers are increasing capacity to meet both domestic and international demand. A sharp decline has been observed in the importation of toys into India from USD 304 million in 2018-19 to USD 130 million in 2020-21 (PTI,2022). Exports have increased from USD 109 million in 2018-19 to USD 177 million in 2021-22(ET NOW,2022)

Figure 3.14

India's Toy Export Trend



Source: ET NOW, 2022

The figure 3.14 shows the export trend of Indian toys. Toys export has shown a growth trend from USD 73 million in 2016 -17 to USD 177 million in 2021-22, which reveals a CAGR of 15.91%.

3.2.6 Make in India and Chinese Brands

On 25th September 2014, the Indian government launched the Make in India initiative with the sole aim of inspiring various commercial sectors to develop products in India and sell them throughout the world, thus making India a global manufacturing hub.

The vast majority of Chinese companies' customers are Indians and they lead the market so China established several companies and manufacturing units in India. This resulted in the establishment of 20 mobile companies and 80 other Chinese companies that offer services and devices in India (javatpoint,2021). India has become the world's second largest mobile phone industry and more than 200 mobile phone manufacturing plants have been established within the last 5 years.

Xiaomi's and apple's smart phones are manufactured in India by Bharat FIH. The two special economic zones in India where Xiaomi produces most of its mobile phones are the Sri City zone in Andhra Pradesh and the Sriperumbudur zone in Tamil Nadu. Also, these factories export their products to Nepal and Sri Lanka, which contribute to India's economy. Approximately 65 percent of Xiaomi phone components are sourced within the country, resulting in lower prices for Indian customers (IANS,2019).

With manufacturing facilities in Greater Noida in Uttar Pradesh, Oppo Electronics India manufactures and markets smart phones in India. Haier Electronics Group has two manufacturing facilities in Pune (Maharashtra) and Noida (Uttar Pradesh). Midea, home appliance company has a remarkable production capacity manufacturing facility, located in Supa-Partner Industrial area, Maharashtra.

3.2.7. COVID-19 and its impact on India-China Trade

The first COVID-19 case was reported in China on November 17, 2019 and in India on January 30, 2020. As the pandemic spread, countries all over the world were forced into partial or total lock downs, which adversely affected the international economy. Global trade has been negatively affected by COVID-19, resulting a shift in world economic order. As both China and India are perceived to be the fastest growing economies in the Asian region and major trading partners, India-China trade was negatively affected by the covid -19 pandemic.

In the initial phase of covid-19, factories in China were closed and it affected the bilateral trade between India and China. During the year 2019, the trade between India and China had declined by US doller 3 billion, but the trade deficit still continued to be as high as US dollar 56.77 billion. Even though the Government of India took steps to protect the trade industry, the India-China trade declined by 12.4% in the first two months of Covid-19. India's imports from China fell by US$ 9.5 billion from January to February and its exports to China declined by US$2.5 billion (PTI,2020). India also faced with the shortage of electric components, which are often imported from China and imposed duties on the export of certain items like precious stones, pearls, woven fabrics etc. Due to these measures, India's exports fell by 35 per cent in March 2020, while its annual shipments also declined, with shipments amounting to US$ 314.31 billion in 2020 compared with US$ 330.08 billion in 2019 (Anil, 2020).

India used to import large amounts of steel from China, but due to the lock down China stopped steel production. By taking advantage of the opportunity created by China, i.e., shutting down steel production units, India's steel exports in 2020 increased by 18% more than its imports. Exports of steel to southeast Asia and diesel to Beijing has increased as well. Following that, the Chinese government made a remarkable recovery and out performed India by dumping into African and Asian countries. As a result, the Indian government imposed anti-dumping duties on 25 obvious importable products.

As a result of COVID-19 pandamic, India has begun to venture into indigenous productions and has gained self dependence in some strategic areas. Additionally, India needs to stimulate its qualitative internal production so that it can increase exports and become self-sufficient. Due to strict COVID-19 restriction imposed by China, International companies with manufacturing hub in China are looking for other options like India for investments.

3.3. Consumer Buying Behaviour

(Kotler, Keller.K.L,2012) state that consumer buying behaviour is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organisations in order to satisfy their needs and wants.

"Consumer behaviour can be defined as the activities and actions of people and organizations that purchase and use economic goods and services, including the influence on these activities and actions"- E.J.F. Engel

Buying behaviour refers to the decisions, actions and processes taken by people when buying and using products. In marketing, consumer buying behaviour refers to the purchasing behaviour of ultimate consumers as well as the customer's reaction to marketing strategies. Therefore, consumer behaviour is defined as the act of purchasing and consuming goods and services, which is directly associated with spending of one's resources. An organization's ability to understand consumer buying behaviour has become one of their most important and complex tasks. An individual's consumer buying behaviour describes how he/she decide to spend their available resources (time, money and effort) on consumption related items such as what they buy, why they buy, when and where they buy, how often they use it, how they evaluate it after purchase and the effect such evaluations have on future purchases and disposal.

A profound understanding of consumer behaviour is one of the cornerstones of modern marketing and it is essential for managing marketing efficiently and effectively. The marketing manager's essential task under the marketing concept is to understand the purchase behaviour of the target market. However, consumer behaviour is the most dynamic of all marketing activities due to the rapid change in consumer preferences, which are influenced by a variety of factors at any given time. Thus, it is essential to continuously study, analyse and understand it. By analysing consumer behaviour, we can identify unfulfilled consumer needs and wants. By studying trends and conditions in the market, consumer’s lifestyles, income levels and emerging influences, unmet needs and wants can be revealed. Behaviour exhibited by consumers before buying a product or service (both online and offline) are called Consumer buying behaviour. A variety of actions may be performed during this process, such as gathering information, consulting with friends and family, engaging with social media, etc. A firm's marketing initiatives can be better tailored by scrutinising marketing strategies that have previously succeeded in influencing consumers to buy by understanding the process. We need to understand why buyers make the purchases they do? What influences consumer purchases?

It is the consumer who rules the market. Getting high profits and status by satisfying the needs and wants of consumers is the most important goal of every company. Understanding the needs of consumers is the key to satisfying them. Every consumer has a different mindset and attitude toward purchasing, consuming, and disposing of a product, making consumer behaviour extremely complex. A deep and frequent study of consumer behaviour will enable experts to predict their future behaviour with ease. It will help the companies to produce, introduce and to modify the existing products in such a manner that consumers are fully satisfied with the products. For marketers or salespeople, the consumers are the most important individuals, so they should consider the likes and dislikes of the consumers in order to provide them with the products and services they need accordingly. Marketing starts with understanding the needs of consumers and ends with satisfying them. A study like this is important in a competitive environment because it informs the marketer about which products are used by consumers and which are not, along with their reasons. Studying consumers' behaviour is crucial for keeping existing consumers and attracting new ones. It helps a brand to identify threats and opportunities. The understanding of consumer behaviour is vital for an organization's long-term survival and success.

As technology in society changes consumer buying behavior is constantly changing. There is diversity of climate, religion, language, literacy level, customs, economic status and so forth in India. These heterogeneities impact consumption patterns and buying behaviour of individuals. A few decades ago, Indian consumers were primarily concerned with saving money and spending money only on basic necessities and a few luxury enjoyments. Presently, the scenario is completely different. As Indian consumers now possess immense knowledge about the offerings, high income levels and are exposed to Western shopping trends, they have increased their spending levels and are pursuing enhanced living standards.

. Consumers consider several factors while buying, such as whether to purchase, from whom to purchase etc. Buying begins in the mind of the consumer, which leads to exploring alternatives between products with their relative advantages and disadvantages. This results in internal and external research. The term consumer is commonly used to describe both individuals and organizations that consume. Understanding what motivates consumers to buy a product and what prevents them from doing so is crucial for marketers. To understand a consumer's buying behaviour, a marketer must analyse it from different angles. Hence, the purpose of this study is to examine the reasons behind purchase and the various stages of the decision-making process as well as the factors influencing the buying behaviour of consumers in Kerala.

3.3.1 Types of Consumers

Consumption behaviours can be divided into two categories: personal consumption and organizational consumption.

a) Personal consumer

Those who purchase goods and services for their own use, for use in their household or as gifts for friends or family are considered personal consumers. All of these frameworks are based on the idea that the product or service will be used by the ultimate consumer, referred to as end users.

b) Organizational consumer

It is a consumer who purchases goods and services for the purpose of buying, selling or manufacturing. As part of their business operations, they purchase goods and services. The category of organizational consumers includes both profit and non-profit enterprises, government agencies and institutions.

3.3.2 Types of Buying Behaviour

Based on the degree of buyer involvement and the degree of difference between buyers, Kotler (Kotler, Armstrong, Saunder, Wong, 1999) developed a behavior model that consists of four types of buying behaviors.

Figure 3.15

Buying Behaviour Model

	High Involvement	Low Involvement
Significanct difference between the brands	**Complex Buying Behaviour**	**Variety Seeking buying behaviour**
Few difference between the brands	**Dissonance buying behaviour**	**Habitual buying behaviour**

Source: (Kotler, Armstrong,1999)

When a consumer is highly involved with a product and there is a significant difference between the brands, they engage in complex buying. In other words, before purchasing a high quality brand, a consumer researches it extensively.

A consumer's dissonance-reducing behaviour occurs when they are highly involved in the purchase of an expensive or infrequent product. In terms of existing brands, there is little difference.

Consumers tend to seek variety when perceived differences between brands are significant but low consumer involvement is present.

When consumers are not involved in the buying process and its difficult to identify significant brand differences, they are likely to adopt habitual buying behaviour.

3.3.3 Participants in the Buying Process

Buyers can be easily identified for many products. The choice of shaving equipment is usually made by men, while the choice of lipstick is usually made by women. In other cases, a group of people is responsible for making the decision. For instance, A teenage son, a friend, a husband, a wife or another member of the family may be involved in deciding what automobile to buy. Marketing programs can be fine-tuned if a company knows the main participants and their roles. Knowing these roles is crucial for designing the product, determining messages, and allocating budgets.

While making a purchase decision, consumers perform the following roles.

Initiator

A person who comes up with the idea of buying a particular product or service.

Influencer

A person who influences another's buying decision through their opinions, advice or ideas.

Decider

A decider is the person who makes the final decision on buying decision, including whether or not to buy, what to buy, how to buy, when to buy and where to buy.

Buyer

A buyer is a person who actually purchase something. Buyer may be the ones who decide or someone else may decide for them.

User

The user is the actual person who consumes or uses the product or service.

3.3.4 Consumer Buying Process

There are many steps in the buying process that a consumer must go through before purchasing a product or service. The buying process starts long before the actual purchase and continues long afterward. These are the five stages in the buying process.

- Need recognition
- Information search
- Evaluation of alternatives
- Purchase decision
- Post purchase decision

Need recognition

A buyer starts the buying process by recognizing a consumption need or problem. A state that is perceived to be different from a desired state is called problem recognition. Unfulfilled needs lead to tension and then people may go after those needs to satisfy them. Occasionally out of stock items or routine depletions may force the purchase of an item. When a consumer reaches the threshold of problem awareness, he or she is compelled to fulfil the need.

Information Search

As soon as a need is recognized, consumers are much more likely to search for and process the pertinent information. Occasionally he recalls relevant information from his memory, otherwise he searches for new information about the product under consideration from external sources. The person becomes interested in their products after gathering information from different sources. If a consumer has satisfied the same need before, chosen a particular brand and had positive experiences with it, he repeats the purchase decision and stops the information search, but if he is not satisfied with his previous experience, he engages in an extensive information search.

Evaluation of alternatives

An evaluation of alternatives is the third step in the buyer's decision-making process. When it comes to high priced items, this stage is crucial. This stage involves checking the products and brands that are in the consumer's evoked set. It is during this stage that consumers seek answers to questions such as what options are available to them and which is the best. This involves comparing and distinguishing different products and services. Functional and psychological benefits are the main criteria consumers use to evaluate alternatives.

Purchase decision

In this stage, by weighing the benefits and drawbacks of alternatives, one is set to make a purchase decision as to buy or not to buy, which product or brand to buy and where to buy it etc. This might involve financial arrangements, payment methods, delivery methods, etc. Consumers decide to purchase their preferred brand after evaluating all their alternatives. Due to circumstances such as unexpected changes in situation, unavailability, the purchase intention may change. Sometimes purchase intentions do not result in actual purchases. Majority of the time, purchase intentions turn into actual purchase.

Post purchase decision

It is defined as the consumer's response to the product or service after using it, which is either satisfied or dissatisfied. Consumer satisfaction is achieved when expectations are met or exceeded and purchase decisions are reaffirmed. A consumer's dissatisfaction is caused by a failure to meet their expectations. Therefore, marketers have a great responsibility to monitor post-purchase satisfaction, actions and usage of product.

3.3.5. Influencing factors for buying foreign products

There are various factors which induces a consumer to buy foreign products. The factors are type of the product, price, quality, warranty, advertisement, brand, friends and family, country of origin, availability, consumer’s ethnocentrism, packaging etc.

a) Product Features:

The unavailability of the desired features in local products contributes to consumers' preference for foreign brands and products. The local consumer product industry appears to be a very diverse, but not enough diverse or innovative. As a result many consumers who cannot satisfy their needs and wants with local products rely heavily on foreign brands or foreign products. Over time, they develop a kind of fondness for foreign brands and products and are less likely to switch even if local producers offer similar products.

b) Quality of the product

The perception among some consumers is that foreign products offer a higher level of quality than local products. The word quality is a very subjective term, making it very challenging to define. The perceived quality of a product is the impression a consumer has of its excellence. International brands are perceived as having a higher quality and more prestige by most consumers according to research. As long as a brand is regarded as globally available, consumers will assume the product is of high quality, since its international acceptance is seen as a sign of its excellence.

c) Ethnocentrism

A claim that individuals believe their own group is superior is called ethnocentrism, which is solely a social phenomenon. As a result, individuals who belong to the same group are considered in-groups, while those who do not belong to the group are perceived as out-groups, which is believed to harm the in-group. In Ethnocentrism, indigenous products are strongly favoured or a moral obligation to buy them is present. Ethnocentrism is characterized by a rejection of foreign goods. A skewed evaluation of foreign products is likely to be made by consumers with ethnocentrism tendencies since they prefer home-grown products. Consumers who have high ethnocentrism tend to have more favourable attitudes towards products from countries with similar cultures (John.J.Watson, Katrina Wright 2000) . Buying local brands promotes patriotism according to ethnocentric consumers and foreign brands are regarded as an economic and employment threat. Their ability to understand local needs also makes them prefer local brands.

d) Country of Origin

The country of origin effect is a psychological effect describing how consumer preferences, attitude and purchasing decisions are influenced by products country of origin. A product's country of manufacture can influence consumer's decision, whether it is positive or negative. Various stereotypes are attached to a country's product by consumers. Number of studies have indicated that "made-in" labels are directly related to perceptions of the product quality. In accordance with the research, consumers hold stereotyped images of certain countries and these images influence their opinion on products originating from that country. Stereotypes differ from country to country. The evaluation of products from developed and highly industrialized countries is higher than that of products from developing countries. In today's global economy, manufacturers are sourcing materials and semi-finished components from all over the world. Hence, it may have a different country of origin and manufacturer.

e) Price of the products

A product's price plays an important role in influencing consumer behaviour. Demand for a commodity is largely determined by its price. According to the law of demand, when a product's price falls, the quantity demanded increases and vice versa. It has been demonstrated that certain categories of products are preferred by customers because of their price rather than other factors. Prices of certain products differ significantly between their Indian and foreign counterparts. Even though foreign goods from Asian country have low unit costs, the retail cost of these items is often higher than domestic alternatives due to the additional costs like transportation, customs duties, brokerage services, banking fees etc. Once consumers perceive a price difference between locally owned and foreign owned brands, price dissimilarities begin to affect their preference combined with other purchase deciding factors. Prices difference between locally owned brands and foreign owned brands, act as a moderator between perceptions of brand ownership and purchase intentions.

f) Social Status

There are a number of reasons why consumers might prefer global brands, including associations with higher prestige or the fact that the elite class uses them. Due to their relative scarcity and higher price, global brands may have a higher prestige than local brands. A global brand can also symbolize cosmopolitanism. Some consumers prefer global brands because they enhance their self-image as sophisticated, cosmopolitan, and modern. Alternatively, local brands are positioned and targeted based on a deep cultural understanding, so they offer a symbol of authenticity and prestige, as well as a sustainable unique value.

g) Friends and Family

A reference group is made up of groups or individuals who can be consulted for guidance and opinions. It is important to consider these sources which influences purchase. Reference groups include family and friends, whose skills, knowledge and personality can influence a person's buying decisions. If a friend has a negative experience with a product, one is less likely to buy it. Many studies have demonstrated that consumers are more likely to trust information they acquire through direct personal experience than information they acquire through other means. It leads to strong beliefs.

3.3.6 E-Consumer Behaviour

Online shopping and internet buying behaviour refer to the process of purchasing items or services over the Internet (also called E-Consumer Buying Behaviour). Unlike other consumers, cyber consumers are not visible or accessible (K.K. Srivastava, Sujata Khandai,2002). With the advent of the World Wide Web in the mid-1990s, e-business became increasingly popular. In addition to revolutionizing many fields, e-business has completely changed the way of doing business as well as selling and buying. Along with affecting consumer thinking and decision making, it reduced considerably the physical activities involved in the decision-making process. Business execution can be improved by consumers using the internet. By generating and exploiting business opportunities more efficiently and quickly, marketers can become more competitive. The consumer has a greater chance of getting better products by using interconnected networks, thus ensuring a greater level of satisfaction and delight for a lower price. This ensures quicker transactions and deliveries while saving time. These changes are not only in the thinking of the consumer, but also bring vast changes in the consumer behaviour. The use of online shopping or retail shopping has expanded tremendously over the last few years and its influence on the shopping process has been profound.

3.4. Conclusion

Over the years, the Indian consumer durable market has undergone significant changes in terms of trends and patterns. Several factors including rising disposable incomes, increasing consumer awareness, easy access to credit and the shift in perception are contributing to the sustained growth of the consumer durables industry in India. The Indian consumer market is inundated with Chinese products and in certain products China dominates, particularly for consumer electronics.. New companies and technologies are putting pressure on incumbents in this highly competitive sector. Although imports are expected to drive the growth, many Indian and multinational companies are either establishing local capacities or are expanding capacity to meet domestic and global demands. As retail networks and online retail has expanded, product accessibility has increased even to the most remote areas. The development of wide channels of distribution, product differentiation in areas of importance to the consumers and innovative ideas regarding promotion and financing are all needed for long-term success. It is important to tailor products and business approaches to meet the unique needs of Indian markets. From the consumer durable market analysis it can be concluded that this sector has huge potential in India. Furthermore, the present government's initiative "Make in India" could offer a great deal of opportunity to this industry.

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CHAPTER IV

RETAILERS IN THE CONSUMER DURABLE MARKET

"Great salespeople are relationship builders who provide value and help their customers win" – **Jeffrey Gitomer**

4.1 Introduction

This chapter discusses an overview of retail industry in India. It examines buying behaviour towards Chinese branded durables from retailers perspective and analyse the promotional strategy used by the retailers for the sales promotion of selected Chinese branded durables. At present retail sector faces lot of problems and challenges. Here an attempt is made to list the problems faced by organised and non-organised retailers in Kerala, who deal with Chinese branded durables .

4.2 Retailers and Retail Industry

According to Philip Kotler, "Retailing includes all the activities involved in selling goods or services directly to the final consumer for personal or non-business use". As a soci-economic system, retail brings people together to exchange goods and services. It matches the needs of the ultimate consumer with those of the manufacturers and agriculturists to provide the essentials of life as well as promote new lifestyles, thus contributing to community harmony, happiness and prosperity (Rudrabasavaraj,2010).

Buying and selling goods and services directly to consumers is referred to as retail. The diverse needs and wants of customers are fulfilled through the retailer by ensuring the timely delivery of goods and services to consumers at reasonable price.

As the link between manufacturers, wholesalers, suppliers and consumers, the retail industry plays a crucial role. In addition to offering various products and brands to their customers, they sort them, break bulk, maintain stocks, act as a channel of communication, store, bear risks, transport and advertise, and provide certain additional services (Panda,2007). Consumers can obtain durable products with easy credit through the collaboration of retailers with banks and financial houses. Thus retail businesses add value to the products and services they offer to customers and make buying products easier and more enjoyable for consumers.

Due to heavy competition and changing consumer needs, it is difficult for retailers to retain existing customers and to attract new ones. Growth in urban consumption, rising incomes and a steep rise in rural consumption are expected to increase retail sales in India. It is crucial for retailers in today's market to differentiate themselves by meeting the needs of customers better than their competitors. A retailer should prepare marketing plans that include selecting a target market, selecting and procuring products, setting up an ambiance in the store, promoting products at certain prices and placing products correctly within the store. Providing high-quality service is widely regarded as the first step in creating competitive advantage in retailing. Consequently, retailers will experience success by providing better customer service and products.

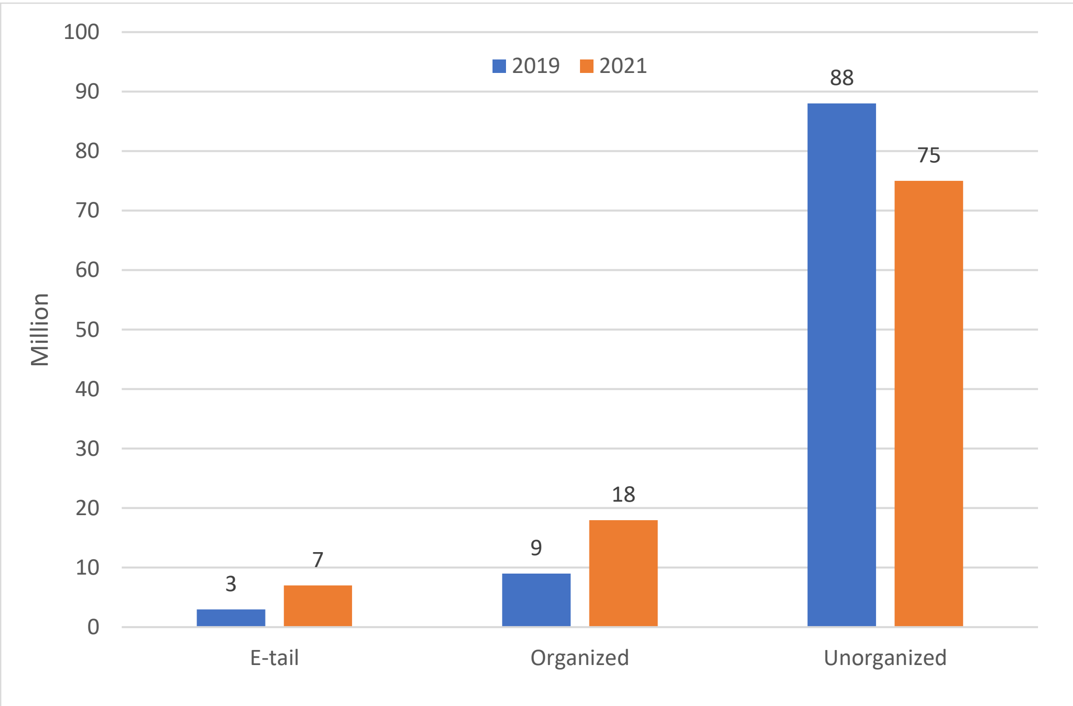
4.2.1 Indian Retail Industry

India's retail market has undergone profound changes and grown tremendously during the last decade. The arrival of several foreign players has intensified the competition in the market. A major portion of India's GDP (10%) comes from the retail sector. It is estimated that more than 8% of Indian jobs are in retail sector, which is the largest industry in India (IBEF,2022). A wide variety of segments and sectors are being developed in the Indian retail industry as a result of the abundance of opportunities. The Indian retail industry is expected to reach US $ 1.7 trillion by 2026 from US $ 0.8 trillion in 2020. A rise in consumer demand resulted in retail sales in September 2021 reaching 96% of pre-covid sales, even though the emergence of Covid 19 adversely affected the entire retail sector (PTI,2021). Globally, the Indian retail market is the fifth largest in volume. Retail sector has been ranked as the most attractive emerging market for investment.

In terms of retail markets, Indian markets are the most traditional, a noticeable shift towards organized retailing has occurred in the Indian retail sector over the last decade. Retailers in the organised sector enjoy some advantages due to ambience, space, price and other factors, while retailers in the unorganized sector faces challenges due to ineffective supply chain management, inability to incorporate new technology, E-commerce, etc. (Ashutosh Kumar and Fahad Khn, 2020). Indian retail industry is dominated by unorganised sector by 88 percent in the year 2019 and it is forecasted to decrease for the coming years. The following table shows the distribution of Indian retail industry in this regard.

Figure 4.1

Distribution of Indian Retail Industry



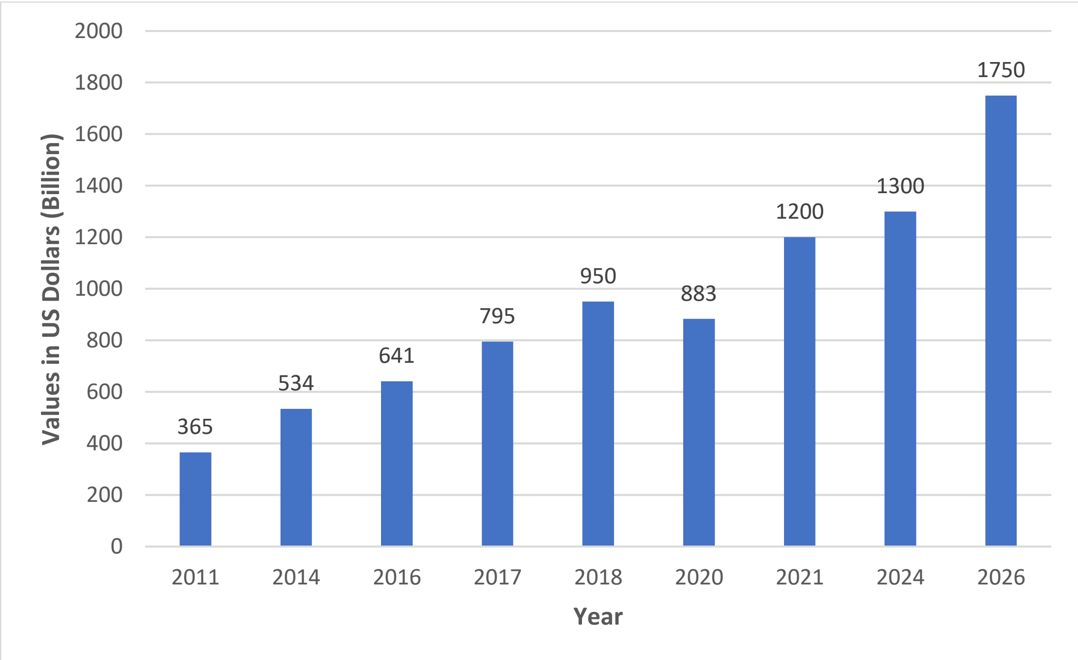
Source: statista.com

4.2.2 Retail Market Size

Market size in India is projected to increase to 1.7 trillion USD by 2026, up from 883 billion USD in 2020. A decrease was observed in 2020 due to the Corona virus pandemic, even though the overall trend had been upward up to 2019 and 2021 was nevertheless a year of market recovery.

Figure 4.2

Indian Retail Market Size



Source: Statista- Retail and Trade

4.2.3 Recent Trends in Retailing Sector

The Indian retail sector is witnessing a revolution in the last two decades owing to rapid urbanization and changing consumption. Some of them are the following:

a **Introduction of organised retail**: Several mega-malls and shopping malls have been built in the country, which has contributed to retail growth.

b **Increased disposable income**: Due to a large youth population with income, retail sector has a great deal of potential for grow.

c **Increased purchasing power**: Income and purchasing power in India have increased by more than double in the last 10 years.

d **Change in the attitude of consumers**: There is a shift in consumer preferences from low prices to better convenience, greater value, and a more enjoyable shopping experience.

e **Easy credit facilities**: Consumer durables have become more affordable for Indian consumers because of concepts such as quick and easy loans, EMIs, and credit cards.

f **Awareness about diverse brands and products**: Brands and products have become popular in India due to liberalised policies and exposure to international markets.

4.2.4 Types of retail outlets

Depending on their ownership, functions, product lines, shopping effort etc. retail outlets can be categorised in to different types. Based on its functions, it falls into the following categories (Chettan Baja,2005).

a **Departmental stores**: These are large retail stores with multiple departments, offering a broad range of merchandise, frequently part of a retailer's chain. There are department stores that serve as speciality shops or stores that sell only a few products. In most cases, department stores are located in planned shopping centers or in up market down town locations.

b **Discount Stores**: A discount store is a retail store that offers products at discounted rates than the standard market price. They are self-serve and general merchandise stores. As compared to department stores, discount stores usually offer a smaller selection and sometimes poor quality products.

c **Hyper market:** The term hypermarket refers to a big retail chain offering low-cost goods. The main characteristics of these stores are their large size, low operating costs and margins, low prices and an extensive selection of items. In general, hypermarkets have over 50,000 square feet of selling space.

d **Supermarket:** Supermarkets are retail stores that specialize in selling food and household items properly organized and placed. A supermarket combines the convenience of a small grocery store with the variety of household items needed for the families.

e **Warehouse stores:** Stores that sell limited stock in bulk at a discount rate are called warehouse stores.

f **Speciality store**: The name speciality store suggests that the shop specializes in a particular product and sells nothing else.

g **Malls**: It is a retail complex containing a variety of retail stores, restaurants and other business establishment in a big building complex.

h **Dollar stores:** The prices at dollar stores are fixed, but they offer selected products at extremely low prices

4.2.5 E Tailers

With today's technology, consumers have the option of shopping from the comfort of their homes. Their orders can be placed through the internet, they can pay with cards and the products are delivered directly to their homes. It is convenient for people who have a busy schedule and are unwilling to visit retail outlets. Recently, smart phones and other digital media have also fueled the growth of online sales channels in India. In India, online sales have been among the fastest-growing distribution channels, partly due to the ability to discuss quality and features of products with other consumers and partly due to the ability to compare prices on various platforms. However, it is possible that the products ordered might not arrive in the same condition as ordered. This type of shopping may incurs transportation charges to the consumers.

Example - Flipkart, Amazon, AJIO etc

4.3 Promotional Strategy

Various marketing strategies are used by businesses to sell their product. Promotion is an important part of any business's marketing strategy that helps to gain more customers or develop brand loyalty in existing consumers. Promotion includes activities that create positive awareness about a product, service, organization or event. As a result, demand for the product increases, which in turn increases sales. Promotions for customers usually last for a limited period of time and are temporary.

It is important for a company to choose its promotion strategy based on factors such as its product type, budget and target audience. When a promotional strategy is effective, it generates more revenue than marketing expenditures. It is because people will only learn about the product through promotion. Their decision to purchase a product is based on their knowledge of the product. It is essential to distinguish each brand from its competitors by utilizing advertising & promotion to sell different products to the same set of consumers. Promotional strategy has the primary purpose of convincing target customers that the goods and services offered are superior to those of the competitors. Consumer durable companies and retailers alike frequently use occasion-based promotional strategies in Kerala.

In order to reach the target market and achieve the overall objectives of an organization, a promotional mix is created by combining a variety of promotional tools. To achieve marketing objectives, only developing a product isn't sufficient. In this regard, promotion mix is an integral component of the marketing.

4.3.1 Importance of using promotional strategy

The benefits of consumer promotions are as follows:

a **Build brand loyalty**: Current consumer base may stay loyal if they are properly rewarded with special offers on sales. Offering special promotions to repeat customers shows how much brand value them.

b **Gain new customers**: Promoting brand in an exciting way can spur consumers to experiment with it for the first time. It's a great way to let them know more about the products or services.

c **Boost profits**: Promotions can boost sales at certain times of the year when brands experience a slump in sales. Promos can help the brand to sell merchandise or services quickly.

d **Clear out old merchandise**: If the company has a lot of old inventory lying around, a clearance promotion can get rid of it. It allows to introduce new and exciting products to consumers as well as help them feel like they got a good deal.

e **Gain leads**: Consumer contact information can be obtained by designing promotions in such a way that the consumers are persuaded to hand over the needed information. It's a great way to get them on companies sales page.

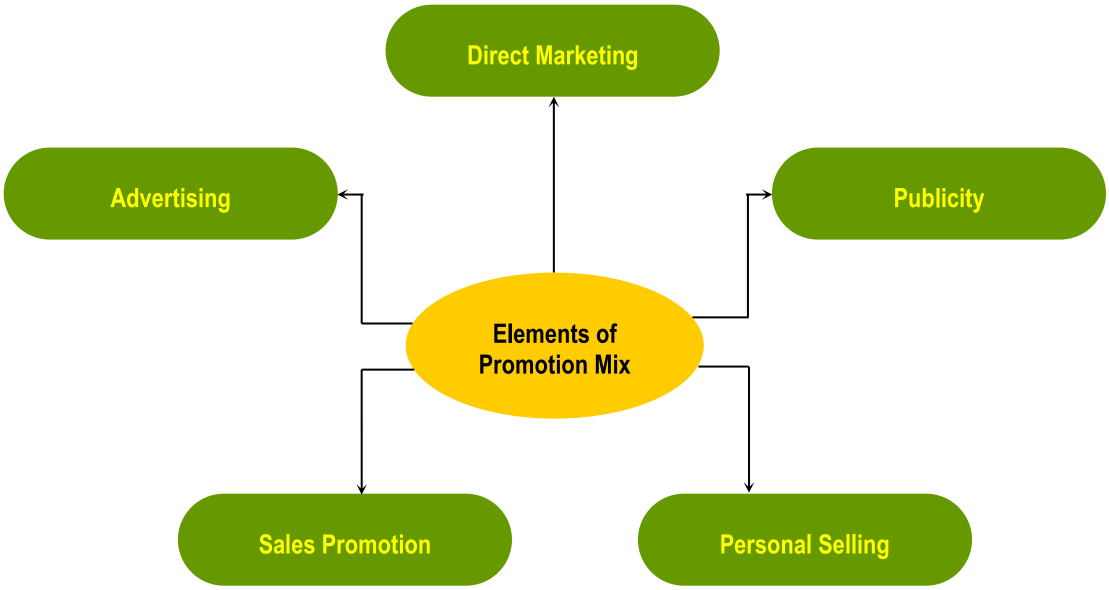
f **Make brand known**: Promotions for consumers can help the brand to become more well known. By using the right advertisings, companies can get attention from prospect consumers.

4.3.2 Components of Promotion Mix

A company's promotion mix consists of a number of promotional methods to develop, sustain and expand demand for its products and services. There are many components of the promotion mix, including advertising, personal selling, sales promotion, publicity and public relations. To achieve its promotional goals, marketers can use all the methods of promotion and the challenge is to determine the right mix. Promotion mix is primarily composed of the following components.

Figure 4.3

Components of Promotion Mix



Advertising

The term advertising refers to a method of promoting a product by paying attention to it through paid announcements. It could be a TV commercial, radio advertisement, newspaper advertisement, billboard advertisement or even a digital advertisement through social media platforms and search engines. It is a one-way communication between the brand and the consumer.Advertisement may be personal or non-personal and can reach a large number of people. It is the most widely used and most popular tool. Advertising accounts for a significant portion of promotional budgets.

Personal selling

Salespeople present products face-to-face to prospects consumers (potential and actual) for the purpose of selling the product to them. It involves presenting products to customers and having personal conversations with them. The process of selling happens face-to-face or over the phone, as well as online, via video conferencing or text messaging. It is considered as a highly effective and costly tool of market promotion. A two-way conversation takes place and feedback is instantaneous.

Publicity

As a means of mass communication and a traditional form, publicity serves as a means of promotion. Putting commercially significant news in mass media does not constitute a paid form of mass communication. Neither the organization nor its members pay for publicity. The media provides publicity through reporters, columnists and journalists. It is the act of giving public speeches, giving interviews, conducting seminars, making charitable donations, inaugurating with film actors, cricketers, politicians, popular figures, stage shows, etc. that attract the media to publish their news.

Sales Promotion

Marketing activities that increase consumer purchasing and dealer effectiveness that are not included in advertising, publicity and personal selling are called sales promotion. Short-term and non-routine incentives are generally available to both dealers and consumers as part of sales promotion. The methods most frequently used for sales promotion include demonstrations, trade shows, exhibitions, exchange offers, seasonal discounts, free services, gifts, contests, etc. Customer sales promotions are designed primarily to motivate immediate purchases or dealers to perform more effectively. Moreover it is viewed as a complement to advertising and personal selling.

Direct Marketing

Rather than using an indirect medium like a retailer or wholesaler to reach the target customers, direct marketing contacts them directly. As an effective promotional tool, it involves communicating directly with prospective customers through channels such as door-to-door advertising, promotional telephone calls, SMS, emails, instant messages, targeted advertisements etc. However, personal selling is different from direct marketing. In spite of the fact that it involves direct contact between the brand and the customer, it is not often an extremely personalised sales process.

4.4. Major Problems faced by the Retailers in Kerala

Despite its rapid development, the Kerala retail industry still need a lot of improvement in order to prosper. As Kerala is a consumer state, retailing is one of the important sector in the Kerala economy. Numerous challenges and problems are faced by the retailers in retail marketing including price / market competition, competitive trends, government regulations and growing economic disparities (Muralidhara,2021). Because of the dependency of Kerala on its neighboring states for consumer needs, problems connected with infrastructure and supply management also pose a threat. In addition to identifying the retail marketing issues, the retailers must formulate a plan to resolve them. Some of them are the following:-

a) **Lack of Technology Adoption**

For retail outlets, the availability, feasibility and adoption of technology are the most significant challenges. For the day to day functioning of retail outlets, such as billing and payments, keeping stock records, managing supply chains and for performing distinguished duties too, technology is being used in developed countries . Retail outlets in Kerala should adopt technology and implement modern retail practices to manage their operations(Rajesh.K.A, 2022).

b) **Lack of Infrastructure and Logistics**

The retailer's face the problem of inefficient infrastructure and logistics, which results in inefficient processes as well as huge losses. Infrastructure in Kerala lacks a strong foundation. Therefore, infrastructure like transport, warehouse, etc, has to be improved to ensure efficient distribution(S.Sowjanya,2017).

c) **Scarcity of Skilled Workforce**

Organised retailers are facing problem in getting skilled personnel as employees. Huge cost is incurred for their training and detainment in the industry.

Long working hours and low wages are the main factors which turn away employees from this industry.

d) **Fraudulence in Retail**

As the size of the sector increases, the number of thefts, frauds and inconsistency in the system increase. The challenge of retail shrinkage is one of the most common challenge faced by the retailers.

e) **Inefficient Supply Chain Management**

Delivering the right goods at right time at right place is very important for the retail sector, as it helps to make supply chain management effective and reduce inventory cost. In Kerala, there is lack of efficient supply chain management and modern technology need to be used to make it effective.

f) **Market competition**

A high level of market competition is another issue, especially in the current globalization context. Online retailers are a significant threat to retailers not only in organized markets, but also in unorganised market. Price war between organised and unorganised retail sector is increasing, but this may eat in to the profit margin of the competitors.

g) **Reduction of revenue**

Business suffered a significant decline due to the covid lock down. It substantially reduced their incomes, ultimately affecting their livelihoods. Although the market has recovered to about 90% of the pre-covid pandemic levels, some of the negative effects of the lock down is still remaining(PTI,2021).

h) **Government regulation**

Government regulatory rules are consumer oriented ,which most of the time hinders retailers capacity to formulate efficient marketing strategy. Due to strict import regulations, it is difficult to obtain sufficient stocks from foreign countries. It is time consuming to process licenses and other legal documents.

i) **Finance**

Retailers face a severe problem of being unable to secure adequate finance to operate their businesses. Most of these businesses start with a small capital base, which means they rely heavily on local financial resources and are often exploited by moneylenders. Many banks cannot afford to provide sufficient collateral security or guarantees, which is required to lend money.

j) **Attracting and retaining customers**

Retailers face difficulties in retaining existing customers and attracting new customers. Consumer behaviour is unpredictable. The changing mindset of consumer makes it important for retailers to meet their customers' expectations. By conducting market surveys, retailers can understand what their customers want and meet those expectations.

k) **Availability**

Availability of sufficient stock is a major concern of the retailers. Maintaining an optimum level of inventory is the core of a business. A lot of factors affect the availability of stock like, failure in distribution channel, insufficient stock with distributer/manufacturer, raw material scarcity etc.

l) **Difficulty in shifting to online**

People have become accustomed to buying things online after the Covid. Lack of technological knowledge and high setup costs make it difficult for retailers to shift their business on-line. Retailer with digital presence is noticed by the customers easily, as a good amount of consumers search for products online.

In addition to the above challenges and problems, retailers also face problems like socio-economic and culture diversity of the different sectors of the market, complexity of the tax structure, power supply problem, high cost of operation, bad debt, high rent, lack of retail space, etc. Retailers have to make adequate measures in order to solve the above listed problems so as to succeed in the market.

4.5. Conclusion

The retail marketing trend has become one of the most dominant aspects of the entire economic cycle in India. In India, most of the retail sector is unorganised. Retail sector shops, stock and sell products from all over the world. Consumers in India are becoming more aware of Chinese products and there has been a shift to Chinese goods, even though the demand for Indian products and services remains high. The changing lifestyles, needs and values of consumers have made it more challenging to retain them. Kerala retail sector has high growth potential even though some tough problems and challenges exist. For retailers to stay competitive, they need to implement both marketing and promotional strategies utilizing available technology and undergo rapid modernization.

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CHAPTER V

BUYING BEHAVIOUR AND PERCEPTION TOWARDS CHINESE BRANDED DURABLES

Without big data analytics, companies are blind and deaf, wandering out onto the web like deer on a freeway" – **Geoffrey Moore**

5.1 Introduction

In this chapter, a brief analysis of the primary data has been conducted in connection with the opinions expressed by the respondents regarding the buying behaviour for the Chinese branded durables, influencing factors, perception and satisfaction towards the selected Chinese branded durables. Primary data were collected by using a questionnaire from 420 sample respondents. A combination of parametric and non-parametric tests were used for the analysis and the results are presented in charts and tables. A statistical analysis was conducted with the help of the Statistical Package for Social Sciences (SPSS 20.0). Hypotheses were tested and interpretations were made.

5.2 Demographic Profile of the Respondents

Any research study requires an assessment of the profile of respondents. Demographic features have significant influence on the consumers buying behaviour. Consumer demographic features such as gender, age, region, locality, education, occupation, monthly income and marital status are presented with their respective percentages and frequencies in the table 5.1.

Table 5.1

Demographic Profile of the Respondents

Demographic Variables	Categories	Number	Percentage
Gender	Male	223	53.1
	Female	197	46.9
Age	Below 30	249	59.3
	30 - 50	127	30.2
	Above 50	44	10.5
Region	North	140	33.3
	Central	140	33.3
	South	140	33.3
Locality	Rural	184	43.8
	Semi-urban	144	34.3
	Urban	92	21.9
Education	SSLC	20	4.8
	Plus Two	149	35.5
	Graduation	131	31.2
	PG	85	20.2
	Professional Degree	35	8.3
Occupation	Private sector	66	15.7
	Government sector	47	11.2
	Self employed	101	24.0
	Retired	20	4.8
	Unemployed	186	44.3
Monthly Income	Less than 25,000	235	56.0
	25,000 - 50,000	135	32.1
	Above 50,000	50	11.9
Marital status	Married	206	49.0
	Unmarried	214	51.0
Total		**420**	**100**

Source: Survey Data

Table 5.1 shows that 53.1 percent respondents are male and 46.9 percent respondents are female. It is portrayed that 59.3 percent of respondents belong to the age group of below 30 years and 30.2 percent of respondents come under the category of age group 30-50. The proportion of respondents coming under the age group of above 50 years is 10.5 percent.

Table clearly shows that among the total sample respondents, 33.3 percent each belongs to north, central and south region. In connection with locality of residence, 43.8 percent of the sample respondents belong to rural area, 34.3 percent belongs to semi-urban area and 21.9 percent belongs to urban area.

Regarding educational qualification, about 35.5 percent of respondents have Plus Two qualification followed by Graduate (31.2 %), Post Graduate (20.2 %) and Professional degree with 8.3 percent of the respondents. 4.8 percent respondents have only SSLC qualifications.

Concerning occupation of the respondents, 24 percent respondents are self-employed and 44.3 percent are unemployed.The private sector represent 15.7 percent of respondents, while the government sector represent 11.2 percent of respondents and the retired sector represent 4.8 percent respondents .

Figures regarding monthly income reveals that 56 percent of respondents are having an income of less than rupees 25,000 and 32.1 percent respondents are earning an income in between Rs 25,000-50,000. Respondents belong to 11.9 percent are lying in an income group of above 50,000 rupees.

From the table, it can be inferred regarding the marital status that 49 percent of the respondents are married and 51 percent respondents are unmarried.

5.3 Sources of Information

There are various sources of information like advertisement, friends, family, etc. which help the consumers to learn about a product and help in deciding between competing brands. The respondents in the sample, received information about Chinese branded durables from multiple sources. The following table represents frequencies of different sources of information about Chinese branded durables .

Table 5.2

Source of Information about Chinese Branded Durables

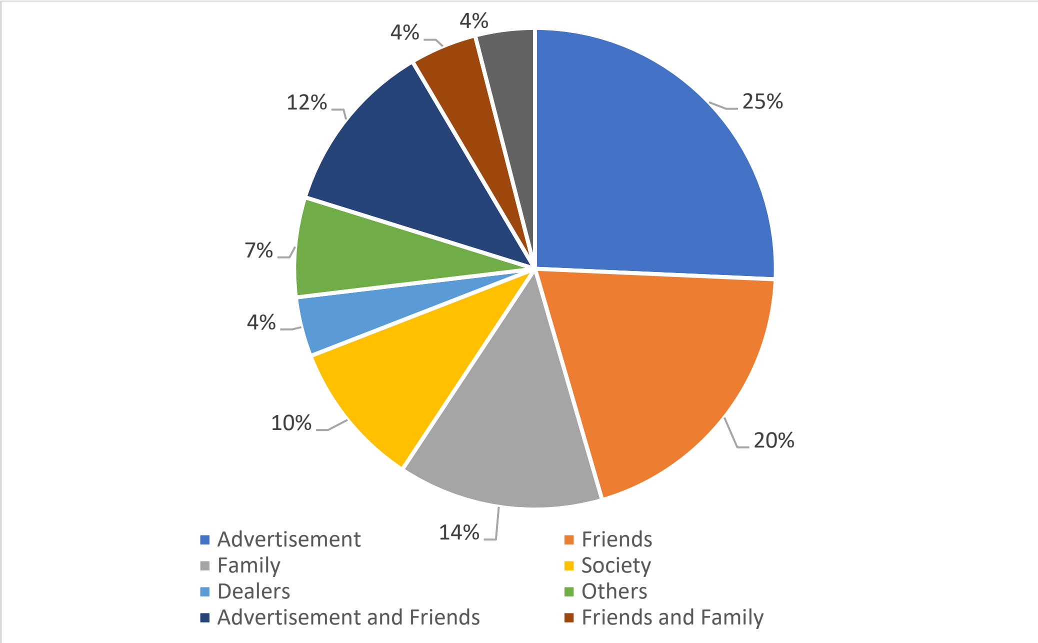
Source	**Number**	**Percent**
Advertisement	108	25.7
Friends	83	19.8
Family	58	13.8
Society	41	9.8
Dealers	17	4.0
Other sources	28	6.7
Advertisement and Friends	49	11.7
Friends and Family	19	4.5
All Sources	17	4.0
Total	420	100.0

Source: Survey Data

As per the table 5.2, it is clear that for 25.7 percent of respondents advertisement is the main source of information followed by friends (19.8%) and family (13.8%) respectively. For four percent of the respondents all the sources like advertisement, friends, family, society, dealers and other sources give information about Chinese branded durables. This conclusion is supported by the figure 5.1.

Figure 5.1

Source of Information about Chinese Branded Durables



5.4 Influencers in the Buying Decision

The term influencer refers to a person who influence others to make final decisions in a buying decision. In the current globalized markets, opinion leaders play a vital role in consumers purchase decisions.

Table 5.3

Influencers in the Buying Decision towards Chinese Branded Durables

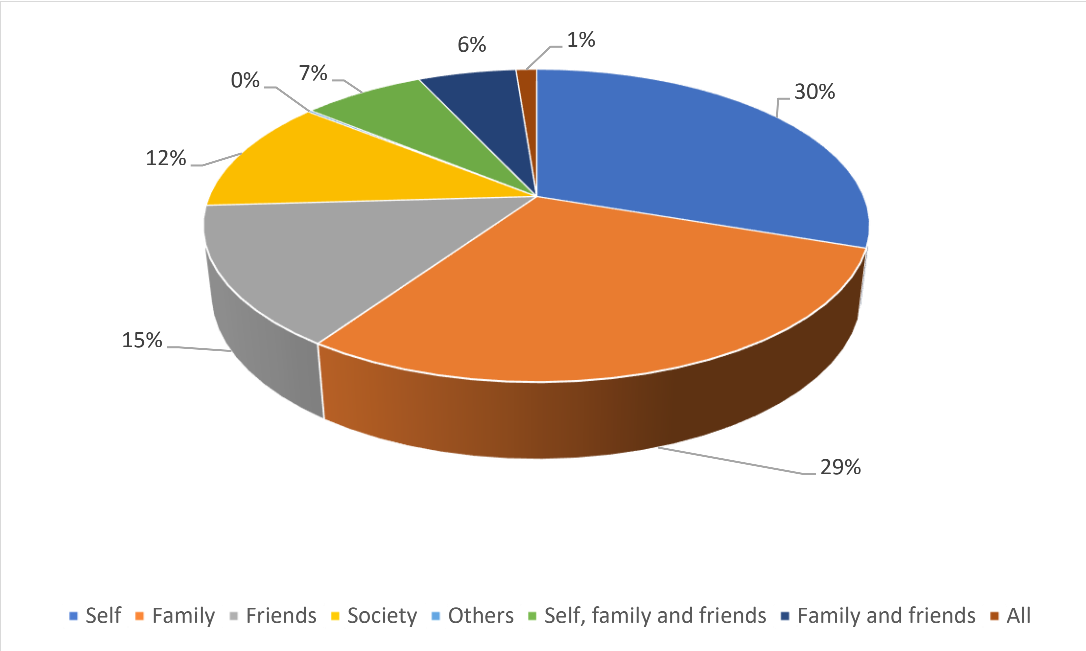
Influencers	Number	Percent
Self	127	30.2
Family	123	29.3
Friends	61	14.5
Society	49	11.7
Others	01	0.2
Self, family and friends	30	7.1
Family and friends	24	5.7
All influencers	05	1.2
Total	420	100

Source: Survey Data

From the table 5.3, it is observed that for 30.2 percent of the respondents, they themselves are the influencers followed by family for 29.3 percent of respondents, friends for 14.5 percent of the respondents, society for 11.7 percent of the respondents and for 1.2 percent of the respondents all influencers, i.e., self, friends, family and society form the influencers.Table 5.3 data is substantiated by the figure 5.2

Figure. 5.2

Influencers in the Buying Decision towards Chinese Branded Durables



5.5 Frequency of Buying Chinese Durables

Purchase frequency refers to the number of purchases made by a customer over a period of time. It is one of the performance indicators of the company. Depending on the product category, purchase frequency may differ.

Table 5.4

Frequency of Buying Chinese Branded Durables

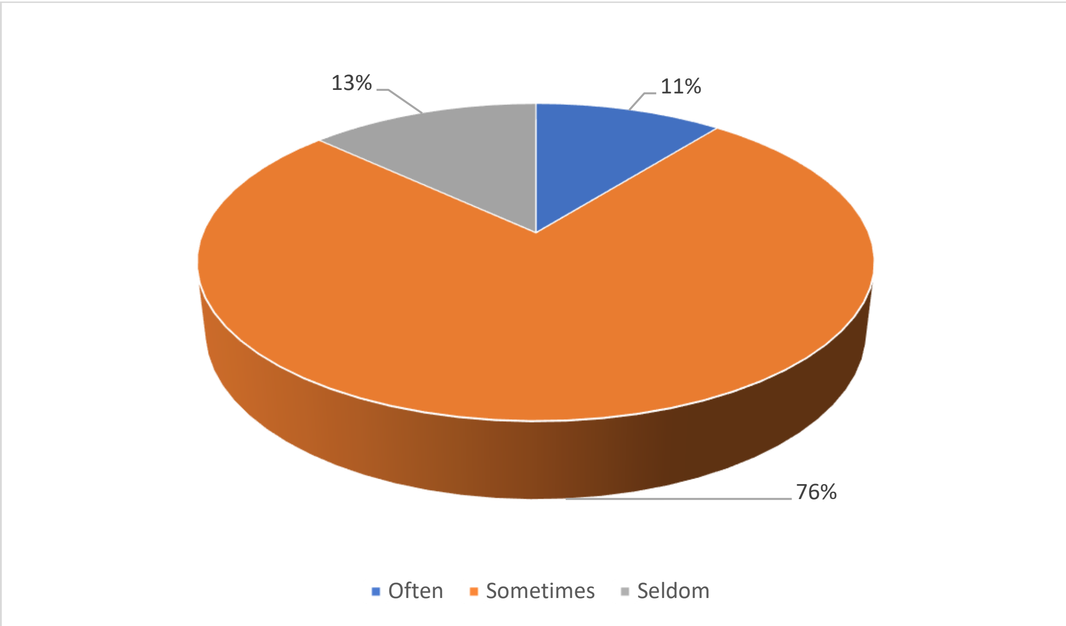
Buying Frequency	Number	Percent
Often	45	10.7
Sometimes	320	76.2
Seldom	55	13.1
Total	420	100

Source: Survey Data

Table 5.4 exhibits that majority of the respondents buy Chinese branded durables irregularly (76.2 percent), 10.7 percent buy regularly and 13.1 percent buy rarely. The data of Table 5.4 is represented in the following chart .

Figure. 5.3

Frequency of Buying Chinese Branded Durables



5.6 Incentives Received by the Customers

'Incentives are anything that persuade a person to alter their behaviour' (Gneezy, Uri -2011). Marketing incentives are the rewards given by a business to its present and potential customers to promote sales. Most of the time, customers receive incentives in one form or other. The following table represents whether respondents received incentives or not.

Table 5.5

Incentives Received by the Customers

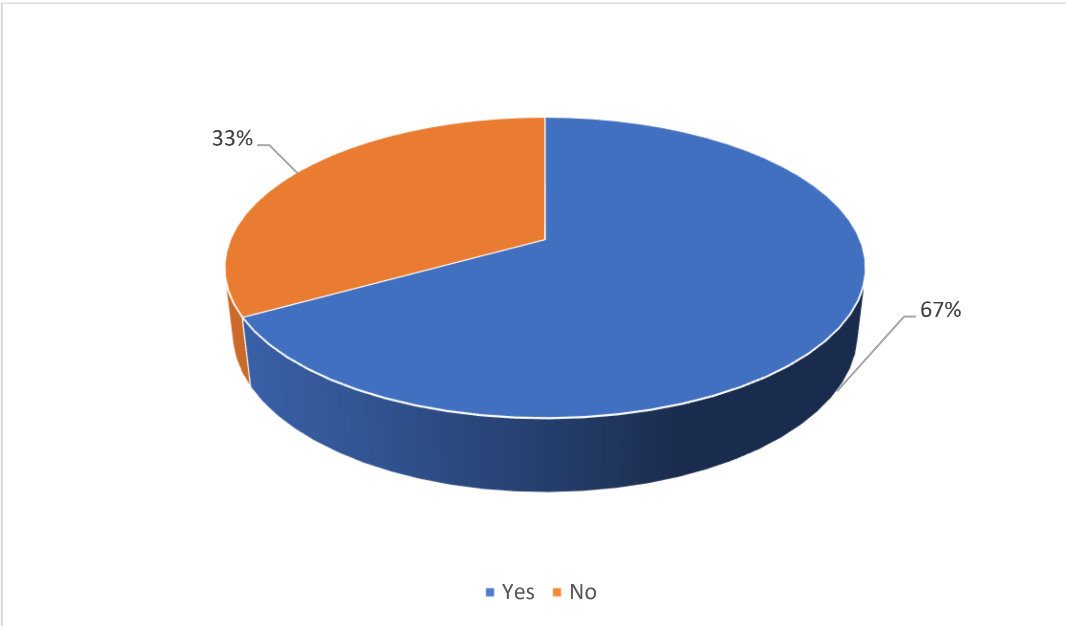
Incentives received	Number	Percent
Yes	281	66.9
No	139	33.1
Total	420	100.0

Source: Survey Data

Table 5.5 discloses that 33.3 percent of the respondents have not received any incentives while buying Chinese branded durables but 66.7 percent of the respondents received the incentives.It is represented by the figure 5.4.

Figure 5.4

Incentives Received by the Customers



5.7 Type of Incentives Received by the Customers

Generally, incentives can be classified as financial and non-financial. Financial incentives are the rewards or payments given to a customer while non-financial incentives are non-monetary rewards like recognition, awards etc for achieving certain goals or targets. The following table is with regard to the type of incentives received by the customers while buying Chinese branded durable.

Table 5.6

Type of Incentives Received by the Customer

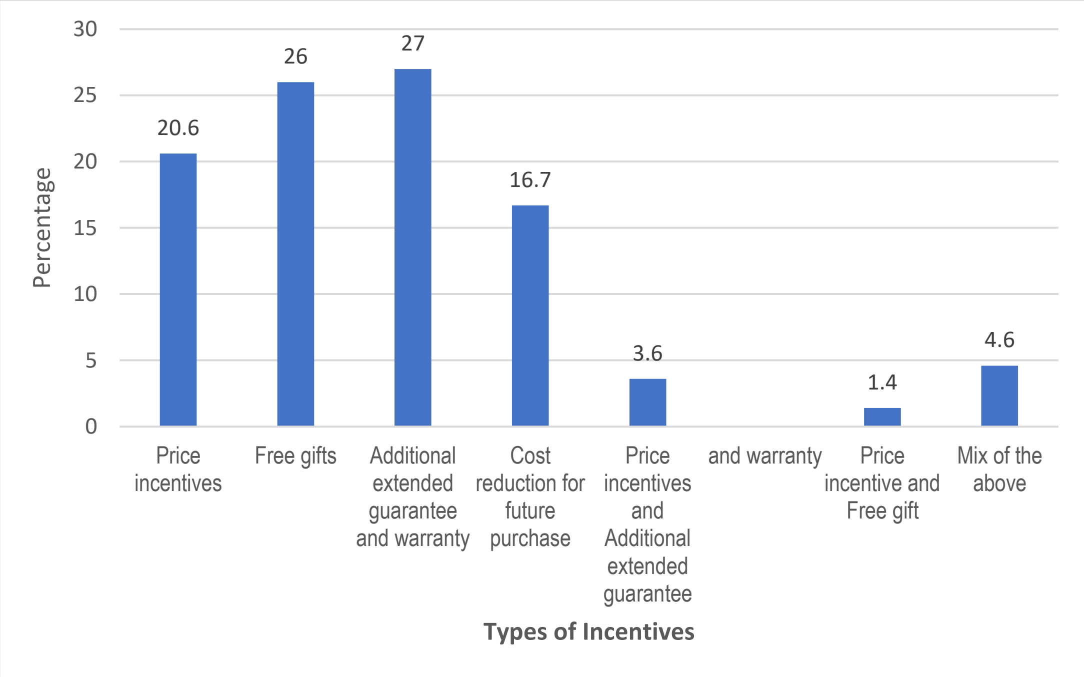
Type of Incentives	Number	Percent
Price incentives	58	20.6
Free gifts	73	26.0
Additional extended guarantee and warranty	76	27.0
Cost reduction for future purchase	47	16.7
Price incentives and Additional extended guarantee and warranty	10	3.6
Price incentive and Free gift	04	1.4
Mix of the above incentives	13	4.6
Total	281	100

Source: Survey Data

Table 5.6 reveals the type of incentives received by the customers while buying Chinese branded durables. Compared to other incentives, additional extended guarantee and warranty is the most received one (27%) followed by free gift by 26 percent of the respondents. 4.6 percent of the respondents received combination of the price incentives, free gifts, additional extended guarantee and warranty, etc. as the incentives. The following is the graphical representation of the table 5.6.

Figure. 5.5

Type of Incentives Received by the Customer



5.8 Country of Origin of Selected Consumer Durables

Country of origin is the country of brand origin where an article or product comes from. Products of different country of origin are available throughout the world. The following table shows the country of origin of the selected consumer durables that the consumer use.

Table 5.7

Country of Origin of the Selected Consumer Durables

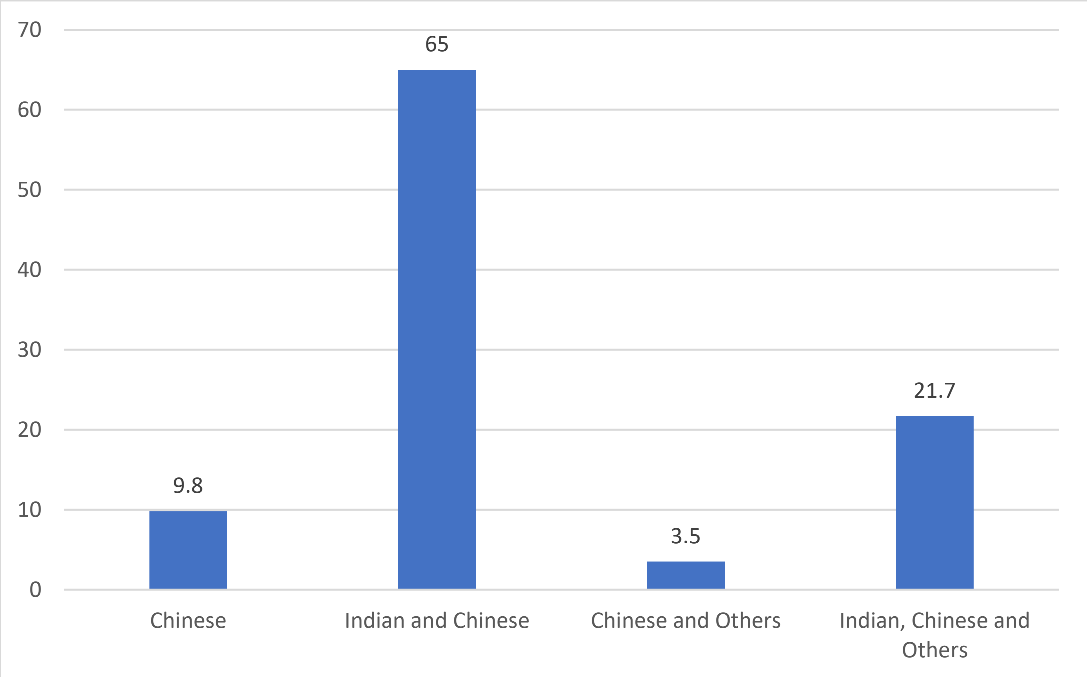
Country	Number	Percent
Chinese	41	9.8
Indian and Chinese	273	65.0
Chinese and Others	15	3.5
Indian, Chinese and Others	91	21.7
Total	420	100.0

Source: Survey Data

From the analysis it is observed that majority of the respondents use both the Indian and Chinese branded consumer durables (65 percent), 21.7 percent are using the durables of Indian, Chinese and other foreign brands. 9.8 percent use Chinese branded durables and 3.5 percent of the respondents are using both Chinese and other foreign branded consumer durables. Pictorial illustration of the table 5.7 is shown below

Figure 5.6

Country of Origin of the Selected Consumer Durables



5.9 Brand Option of Chinese Branded Durables

Four consumer durables are taken in this study. They are Refrigerator, Microwave Oven , Mobile phone and Toys. Even though a large number of Chinese brands are available here, for this study only few brands are selected.

Among the various Chinese brands of refrigerator, only three brands Haier, Midea and Hisense are considered. Out of 420 respondents only 63(15%) are using Chinese branded refrigerators. The below table represents statistical analysis of the brand option of Chinese branded refrigerator.

Table 5.8

Brand Option of Chinese Branded Refrigerator

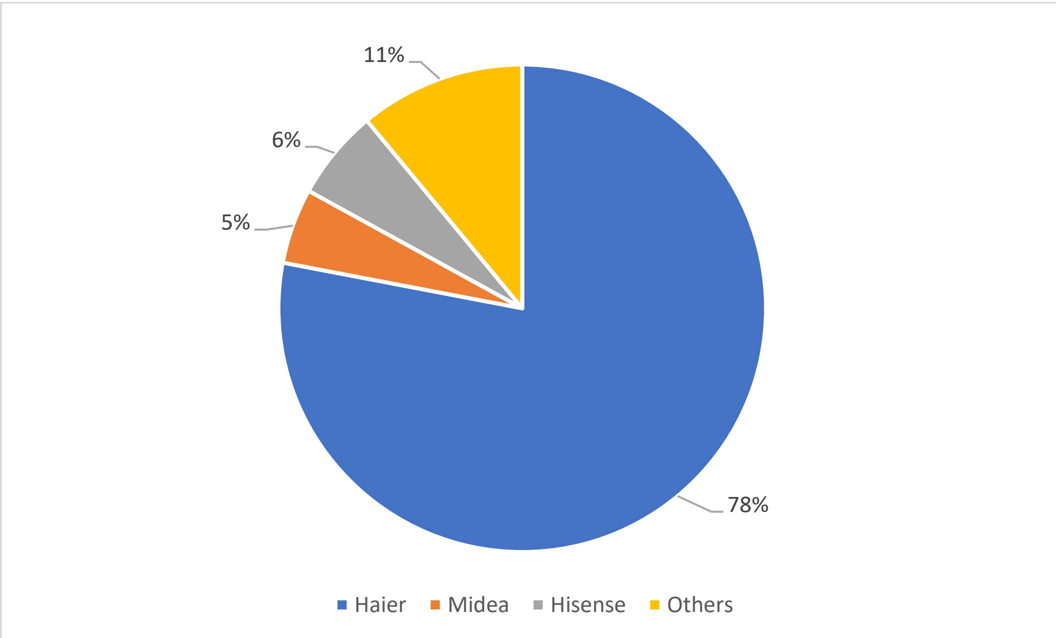
Brands	Number	Percent
Haier	49	78
Midea	3	5
Hisense	4	6
Others	7	11
Total	63	100

Source : Survey Data

From the analysis, it has been found out that among the users of Chinese branded refrigerator, 78 percent of the respondents have Haier brand , 5 percent of respondents have Midea brand and 6 percent of respondents have Hisense brand of refrigerator. Remaining respondents (11%) use other Chinese brands of refrigerator. This interpretation is substantiated by the figure 5.7.

Figure 5.7

Brand Option of Chinese Branded Refrigerator



Like refrigerator, microwave oven are of different brands. Among the various Chinese brands of microwave oven, only three brands Haier, Midea and Hisense are considered. Out of 420 respondents only 56(13.33%) are using Chinese branded microwave ovens. Statistical analysis of the brand option of Chinese branded microwave oven are presented in the table 5.9.

Table 5.9

Brand Option of Chinese Branded Microwave Oven

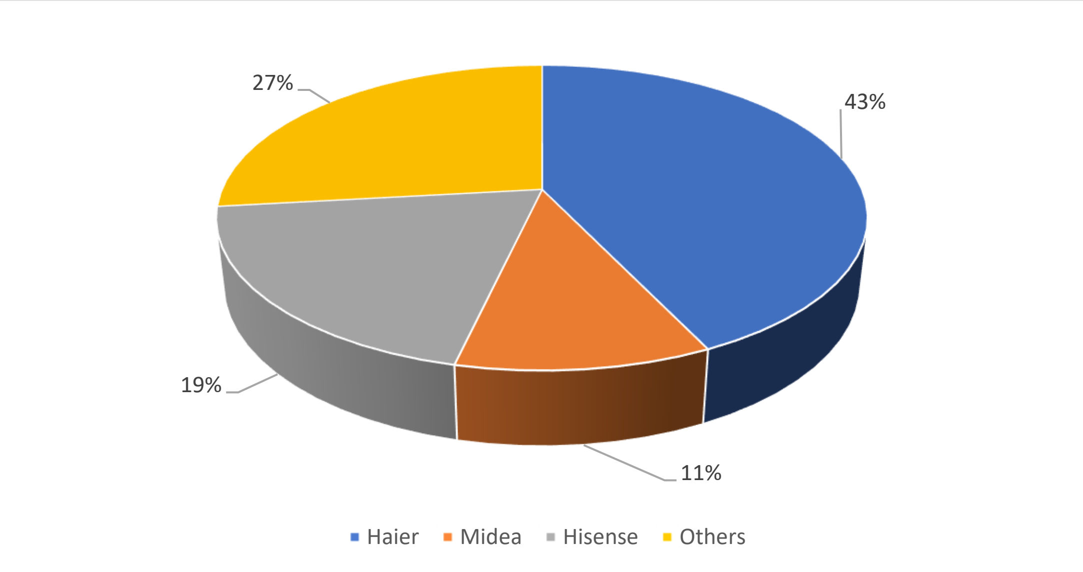
Brands	Number	Percent
Haier	24	42.9
Midea	6	10.7
Hisense	11	19.6
Others	15	26.8
Total	56	100

Source : Survey Data

Table 5.9 shows that among Chinese branded microwave oven users, 42.9 percent of the respondents use Haier brand of microwave oven , 19.6 percent of the respondents use Hisense brand and only10.7 percent use Midea brand. Other brands of Chinese microwave oven are used by 26.8 percent of the respondents. Graphical representation of Table 5.9 is in the following figure.

Figure 5.8

Brand Option of Chinese Branded Microwave Oven



Indian smart phone market is flooded with Chinese smartphones due to extremely competitive prices that they offer. There are a number of Chinese branded mobile phone like Xiaomi, Vivo, Oppo, One Plus, Lenovo, Huawei etc in the Kerala market. Out of 420 samples, it is clear that 320(76%) respondents are using Chinese branded mobile phones. The following table shows the Chinese mobile brands used by the respondents.

Table.5.10

Brand Option of Chinese Branded Mobile Phone

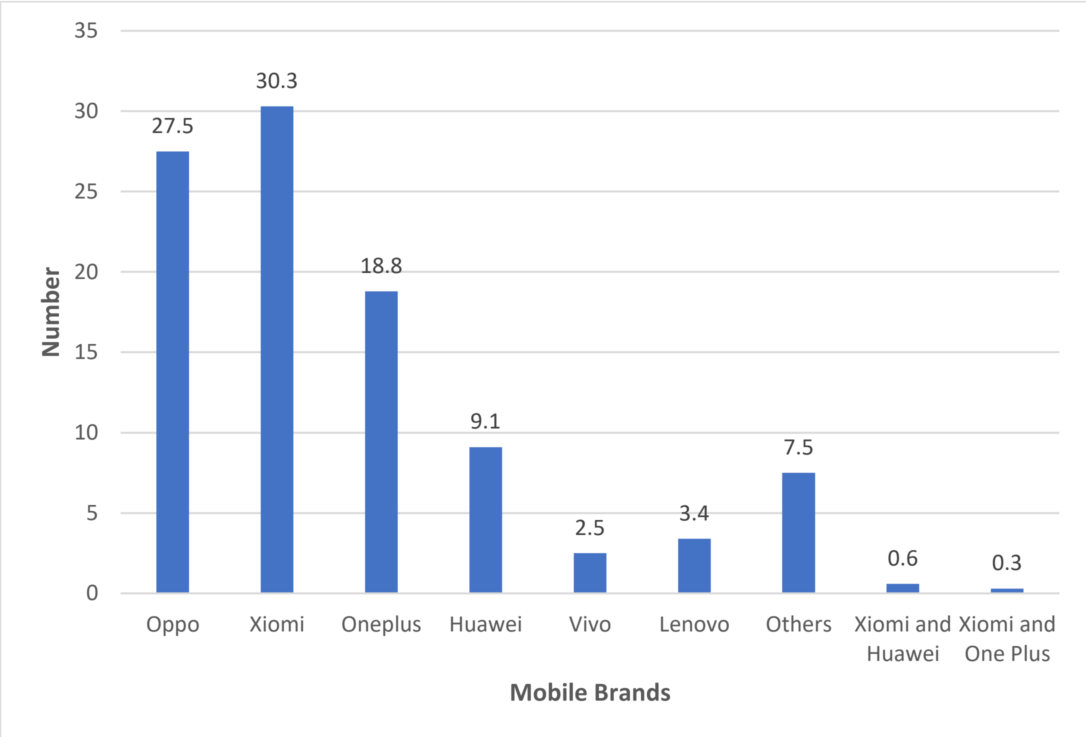
Brands	Number	Percent
Oppo	88	27.5
Xiaomi	100	31.3
OnePlus	60	18.8
Huawei	29	9.1
Vivo	08	2.5
Lenovo	11	3.4
Others	24	7.5
Total	320	100.0

Source: Survey Data

From the table 5.10, it is seen that majority of the respondents own Xiaomi brand of mobile (31.3 %) , followed by Oppo and One plus as 27.5 percent and 18.8 percent respectively. Only 2.5 percent of the respondents own Huawei brand and Lenovo brand by 3.4 percent of the respondents. This conclusion is supported with the figure 5.9.

Figure.5.9

Brand Option of Chinese Branded Mobile Phone



China has been the world's largest toy manufacturing and exporting hub for decades. The value of toys and games exported out of China in 2021 exceeded 100 billion U.S.dollars, accounting for 56 percent of global toy exports (Ma, 2022).There are so many toy manufacturing Chinese companies like Sunny Toys Co.Ltd, Dongguan Jun Ou Toys Co., Market Union Co., Skylark Network Co., Intergears International Limited etc. But consumers have low awareness about the Chinese toy brands. So For the purpose of study, Chinese toys are classified into three ie, high quality high priced toys, low quality low priced toys and average quality average priced toys. Out of 420 samples, it is clear that 178(42.38%) respondents are using toys of Chinese origin. The following table shows the category of Chinese toys used by the customers.

Table 5.11

Category Option of Chinese Branded Toys

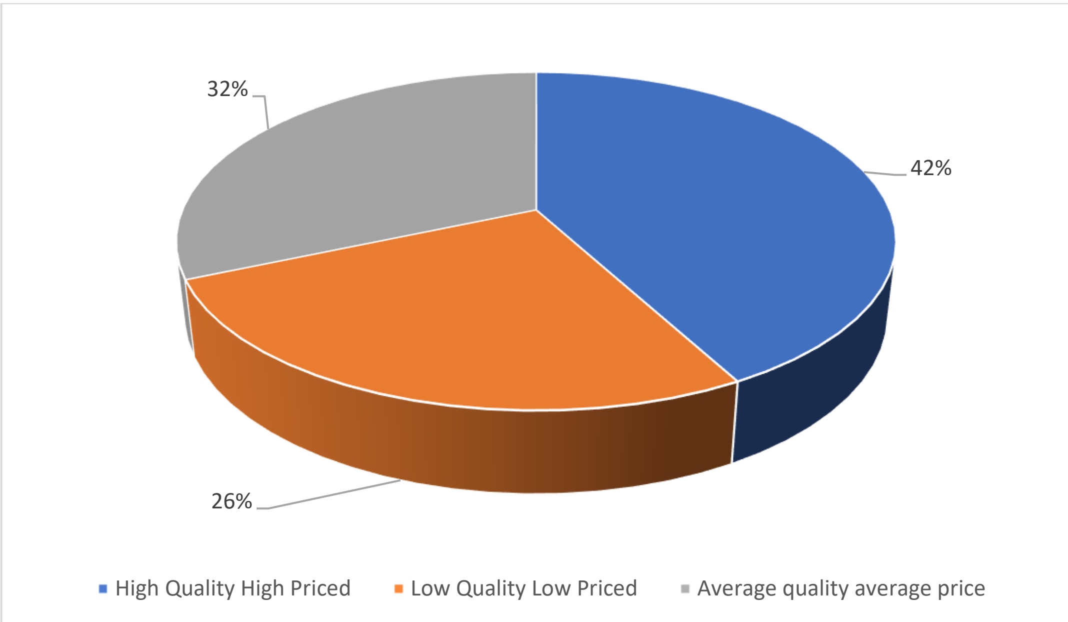
Type	Number	Percent
High Quality High Priced	75	42.1
Low Quality Low Priced	47	26.4
Average quality average price	56	31.5
Total	178	100.0

Source: Survey Data

From the table 5.11, it is seen that 42.1 percent of the respondents use high quality high priced toys followed by 31.5 percent of the respondents, who use average quality average priced toys and 26.4 percent of the respondents use low quality low priced toys. The following is the illustration of the table 5.11

Figure 5.10

Category Option of Chinese Branded Toys



Brand Option of Chinese Branded Durables and Demographic Variables

There are various brands of Chinese branded durables like Haier, Midea, Hisense, Xiaomi, Oppo, One Plus, vivo etc. Demographic variables include gender, age, locality, region, education, occupation, monthly income and marital status of the respondents. There may be association between the brand option of Chinese branded durables and demographic variables. To test the association between this two, some hypotheses were formed and the tests were conducted using the chi-square test of independence.

Hypothesis

To test the association across various demographic variables the following hypothesis were formed.

$H_{5.1}$*: *There is no association between brand option of Chinese branded durables and demographic variables

As there are four selected Chinese branded durables, to test the association between brand option of Chinese durables and demographic variables with regard to each Chinese branded durables, the following sub hypothesis were formed

$H_{5.1.1}$ ***There is no association between brand option of Chinese branded refrigerator and demographic variables***

Table 5.12

Brand Option of Chinese Branded Refrigerator and Demographic wise Cross-Tabulation

Refrigerator		Haier	Midea	Hisense	Other	Total	Chi-square
Gender	Male	26	2	3	4	35	.827
		41.3%	3.2%	4.8%	6.3%	55.6%	
	Female	23	1	1	3	28	
		36.5%	1.6%	1.6%	4.8%	44.4%	
	Total	49	3	4	7	63	
		77.8%	4.8%	6.3%	11.1%	100%	
Age	Below 30	30	1	2	3	36	.039**
		47.6%	1.6%	3.2%	4.8%	57.1%	
	30- 50	14	0	2	4	20	
		22.2%	0.0%	3.2%	6.3%	31.7%	
	Above 50	5	2	0	0	7	
		7.9%	3.2%	0.0%	0.0%	11.1%	
	Total	49	3	4	7	63	
		77.8%	4.8%	6.3%	11.1%	100%	
Region	North	14	2	2	5	23	.152
		22.2%	3.2%	3.2%	7.9%	36.5%	
	Central	11	0	0	2	13	
		17.5%	0.0%	0.0%	3.2%	20.6%	
	South	24	1	2	0	27	
		38.1%	1.6%	3.2%	0.0%	42.9%	
	Total	49	3	4	7	63	
		77.8%	4.8%	6.3%	11.1%	100%	
Locality	Rural	19	1	0	2	22	.152
		30.2%	1.6%	0.0%	3.2%	34.9%	
	Semi-urban	15	1	4	5	25	
		23.8%	1.6%	6.3%	7.9%	39.7%	
	Urban	15	1	0	0	16	
		23.8%	1.6%	0.0%	0.0%	25.4%	
	Total	49	3	4	7	63	
		77.8%	4.8%	6.3%	11.1%	100%	

Refrigerator		Haier	Midea	Hisense	Other	Total	Chi-square
Education	SSLC	1	0	1	0	2	.459
		1.6%	0.0%	1.6%	0.0%	3.2%	
	Plus Two	17	1	0	3	21	
		27.0%	1.6%	0.0%	4.8%	33.3%	
	Graduation	15	2	2	2	21	
		23.8%	3.2%	3.2%	3.2%	33.3%	
	PG	13	0	1	1	15	
		20.6%	0.0%	1.6%	1.6%	23.8%	
	Professional Degree	3	0	0	1	4	
		4.8%	0.0%	0.0%	1.6%	6.3%	
	Total	49	3	4	7	63	
		77.8%	4.8%	6.3%	11.1%	100%	
Occupation	Private Sector	5	0	0	2	7	.110
		7.9%	0.0%	0.0%	3.2%	11.1%	
	Government sector	7	0	1	0	8	
		11.1%	0.0%	1.6%	0.0%	12.7%	
	Self employed	13	1	0	0	14	
		20.6%	1.6%	0.0%	0.0%	22.2%	
	Retired	1	1	1	0	3	
		1.6%	1.6%	1.6%	0.0%	4.8%	
	Unemployed	23	1	2	5	31	
		36.5%	1.6%	3.2%	7.9%	49.2%	
	Total	49	3	4	7	63	
		77.8%	4.8%	6.3%	11.1%	100%	
Monthly Income	Less than 25,000	27	1	2	6	36	.180
		42.9%	1.6%	3.2%	9.5%	57.1%	
	25,000 - 50,000	16	1	0	0	17	
		25.4%	1.6%	0.0%	0.0%	27.0%	
	Above 50,000	6	1	2	1	10	
		9.5%	1.6%	3.2%	1.6%	15.9%	
	Total	49	3	4	7	63	
		77.8%	4.8%	6.3%	11.1%	100%	

Refrigerator		Haier	Midea	Hisense	Other	Total	Chi-square
Marital Status	Married	26	2	2	2	32	.618
		41.3%	3.2%	3.2%	3.2%	50.8%	
	Unmarried	23	1	2	5	31	
		36.5%	1.6%	3.2%	7.9%	49.2%	
	Total	49	3	4	7	63	
		77.8%	4.8%	6.3%	11.1%	100.%	

Source: Survey Data ** Significant at 0.05 level

From the table 5.12, it is clear that only for one demographic variable, i.e., for age, Chi-square value is less than 0.05. The acceptance and rejection of the hypotheses are shown in the table 5.13

Table 5.13

Chinese Branded Refrigerator and Demographic Variables-Chi-square test

Variables	Chi-square value	df	P value	Accept/ Reject
Gender	.893[a]	3	.827	Accept
Age	13.268[a]	6	.039	Reject
Region	9.406[a]	6	.152	Accept
Locality	9.406[a]	.6	.152	Accept
Education	11.837[a]	12	.459	Accept
Occupation	18.185[a]	12	.110	Accept
Income	8.894[a]	6	.180	Accept
Marital Status	1.787[a]	3	.618	Accept

Source: Survey Data

As per the table 5.13, for all the demographic variables except for age, hypothesis is accepted. Hence the hypothesis, There is no association between brand option of Chinese branded refrigerator and demographic variables, is accepted.

$H_{5.1.2}$ ***There is no association between brand option of Chinese branded microwave oven and demographic variables***

Table 5.14

Brand Option of Chinese Branded Microwave Oven and Demographic wise Cross-Tabulation

Microwave oven		Haier	Midea	Hisense	Other	Total	Chi-square
Gender	Male	13	4	5	8	30	.871
		23.2%	7.1%	8.9%	14.3%	53.6%	
	Female	11	2	6	7	26	
		19.6%	3.6%	10.7%	12.5%	46.4%	
	Total	24	6	11	15	56	
		42.9%	10.7%	19.6%	26.8%	100%	
Age	Below 30	17	2	6	5	30	.002**
		30.4%	3.6%	10.7%	8.9%	53.6%	
	31- 50	6	1	4	10	21	
		10.7%	1.8%	7.1%	17.9%	37.5%	
	Above 50	1	3	1	0	5	
		1.8%	5.4%	1.8%	0.0%	8.9%	
	Total	24	6	11	15	56	
		42.9%	10.7%	19.6%	26.8%	100%	
Region	North	4	0	1	14	19	.000**
		7.1%	0.0%	1.8%	25.0%	33.9%	
	Central	5	0	1	1	7	
		8.9%	0.0%	1.8%	1.8%	12.5%	
	South	15	6	9	0	30	
		26.8%	10.7%	16.1%	0.0%	53.6%	
	Total	24	6	11	15	56	
		42.9%	10.7%	19.6%	26.8%	100%	

Microwave oven		Haier	Midea	Hisense	Other	Total	Chi-square
Locality	Rural	11	3	3	4	21	.152
		19.6%	5.4%	5.4%	7.1%	37.5%	
	Semi-urban	7	2	7	10	26	
		12.5%	3.6%	12.5%	17.9%	46.4%	
	Urban	6	1	1	1	9	
		10.7%	1.8%	1.8%	1.8%	16.1%	
	Total	24	6	11	15	56	
		42.9%	10.7%	19.6%	26.8%	100%	
Education	SSLC	0	0	0	2	2	.545
		0.0%	0.0%	0.0%	3.6%	3.6%	
	Plus Two	6	3	2	3	14	
		10.7%	5.4%	3.6%	5.4%	25.0%	
	Graduation	10	2	5	4	21	
		17.9%	3.6%	8.9%	7.1%	37.5%	
	PG	6	1	4	4	15	
		10.7%	1.8%	7.1%	7.1%	26.8%	
	Professional Degree	2	0	0	2	4	
		3.6%	0.0%	0.0%	3.6%	7.1%	
	Total	24	6	11	15	56	
		42.9%	10.7%	19.6%	26.8%	100%	
Occupation	Private Sector	5	0	1	2	8	.024**
		8.9%	0.0%	1.8%	3.6%	14.3%	
	Government sector	0	0	1	4	5	
		0.0%	0.0%	1.8%	7.1%	8.9%	
	Self employed	10	4	2	2	18	
		17.9%	7.1%	3.6%	3.6%	32.1%	
	Retired	0	0	2	0	2	
		0.0%	0.0%	3.6%	0.0%	3.6%	
	Unemployed	9	2	5	7	23	
		16.1%	3.6%	8.9%	12.5%	41.1%	
	Total	24	6	11	15	56	
		42.9%	10.7%	19.6%	26.8%	100%	

Microwave oven		Haier	Midea	Hisense	Other	Total	Chi-square
Monthly Income	Less than 25,000	14	3	4	9	30	.015**
		25.0%	5.4%	7.1%	16.1%	53.6%	
	25,000 - 50,000	9	3	5	0	17	
		16.1%	5.4%	8.9%	0.0%	30.4%	
	Above 50,000	1	0	2	6	9	
		1.8%	0.0%	3.6%	10.7%	16.1%	
	Total	24	6	11	15	56	
		42.9%	10.7%	19.6%	26.8%	100%	
Marital Status	Married	11	3	5	9	28	.836
		19.6%	5.4%	8.9%	16.1%	50.0%	
	Unmarried	13	3	6	6	28	
		23.2%	5.4%	10.7%	10.7%	50.0%	
	Total	24	6	11	15	56	
		42.9%	10.7%	19.6%	26.8%	100%	

Source: Survey Data ** Significant at 0.05 level

Table 5.14 shows that for demographic variables, i.e., for age, region, occupation and income, Chi-square value is less than 0.05. For all other variables, Chi-square value is greater than 0.05. The acceptance and rejection of the hypothesis are shown in the table 5.15

Table 5.15

Chinese Branded Microwave Oven and Demographic Variables-Chi-square test

Variables	Chi-square value	df	P value	Accept/ Reject
Gender	.709[a]	3	.871	Accept
Age	21.328[a]	6	.002	Reject
Region	36.785[a]	.6	.000	Reject
Locality	7.608[a]	.6	.152	Accept
Education	10.817[a]	12	.545	Accept
Occupation	23.489[a]	12	.024	Reject
Income	15.840[a]	6	.015	Reject
Marital Status	.858[a]	3	.836	Accept

Source: Survey Data

As per the table 5.15, for four demographic variables, hypothesis is accepted and for other four variables, its rejected. So it can be concluded that the hypothesis, there is no association between brand option of Chinese branded microwave oven and demographic variables, is rejected with respect to age, region, occupation and income, while in respect of gender, locality, education and marital status, the hypothesis is accepted.

***$H_{5.1.3}$* There is no association between brand option of Chinese branded mobile phone and demographic variables**

Table 5.16

Brand Option of Chinese Branded Mobile Phone and Demographic wise Cross-Tabulation

Mobile Phone		Oppo	Xiaomi	OnePlus	Huawei	Vivo	Lenovo	Others	Total	Chi-square
Gender	Male	43	54	38	12	4	4	10	165	.321
		13.4%	16.9%	11.9%	3.8%	1.3%	1.3%	3.1%	51.6%	
	Female	45	46	22	17	4	7	14	155	
		14.1%	14.4%	6.9%	5.3%	1.3%	2.2%	4.4%	48.4%	
	Total	88	100	60	29	8	11	24	320	
		27.5%	31.3%	18.8%	9.1%	2.5%	3.4%	7.5%	100%	
Age	Below 30	56	60	36	25	5	5	13	200	.464
		17.5%	18.8%	11.3%	7.8%	1.6%	1.6%	4.1%	62.5%	
	32- 50	24	26	19	3	2	4	7	85	
		7.5%	8.1%	5.9%	0.9%	0.6%	1.3%	2.2%	26.6%	
	Above 50	8	14	5	1	1	2	4	35	
		2.5%	4.4%	1.6%	0.3%	0.3%	0.6%	1.3%	10.9%	
	Total	88	100	60	29	8	11	24	320	
		27.5%	31.3%	18.8%	9.1%	2.5%	3.4%	7.5%	100%	

Mobile Phone		Oppo	Xiaomi	OnePlus	Huawei	Vivo	Lenovo	Others	Total	Chi-square
Region	North	21	32	12	8	3	7	21	104	.000*
		6.6%	10.0%	3.8%	2.5%	0.9%	2.2%	6.6%	32.5%	
	Central	37	35	18	7	3	4	2	106	
		11.6%	10.9%	5.6%	2.2%	0.9%	1.3%	0.6%	33.1%	
	South	30	33	30	14	2	0	1	110	
		9.4%	10.3%	9.4%	4.4%	0.6%	0.0%	0.3%	34.4%	
	Total	88	100	60	29	8	11	24	320	
		27.5%	31.3%	18.8%	9.1%	2.5%	3.4%	7.5%	100%	
Locality	Rural	39	44	27	18	2	5	11	146	.814
		12.2%	13.8%	8.4%	5.6%	0.6%	1.6%	3.4%	45.6%	
	Semi-urban	30	32	18	7	4	2	9	102	
		9.4%	10.0%	5.6%	2.2%	1.3%	0.6%	2.8%	31.9%	
	Urban	19	24	15	4	2	4	4	72	
		5.9%	7.5%	4.7%	1.3%	0.6%	1.3%	1.3%	22.5%	
	Total	88	100	60	29	8	11	24	320	
		27.5%	31.3%	18.8%	9.1%	2.5%	3.4%	7.5%	100%	

Mobile Phone		Oppo	Xiaomi	OnePlus	Huawei	Vivo	Lenovo	Others	Total	Chi-square
Education	SSLC	3	6	2	2	0	1	0	14	.622
		0.9%	1.9%	0.6%	0.6%	0.0%	0.3%	0.0%	4.4%	
	Plus Two	39	36	20	14	2	2	9	122	
		12.2%	11.3%	6.3%	4.4%	0.6%	0.6%	2.8%	38.1%	
	Graduation	27	30	22	6	3	3	5	96	
		84%	9.4%	6.9%	1.9%	0.9%	0.9%	1.6%	30.0%	
	PG	16	21	13	5	1	3	6	65	
		5.0%	6.6%	4.1%	1.6%	0.3%	0.9%	1.9%	20.3%	
	Professional Degree	3	7	3	2	2	2	4	23	
		0.9%	2.2%	0.9%	0.6%	0.6%	0.6%	1.3%	7.2%	
	Total	88	100	60	29	8	11	24	320	
		27.5%	31.3%	18.8%	9.1%	2.5%	3.4%	7.5%	100%	
Occupation	Private Sector	12	10	13	3	1	3	6	48	.268
		3.8%	3.1%	4.1%	0.9%	0.3%	0.9%	1.9%	15.0%	
	Government sector	10	13	5	1	2	3	2	36	
		3.1%	4.1%	1.6%	0.3%	0.6%	0.9%	0.6%	11.3%	
	Self employed	23	23	17	6	1	1	2	73	
		7.2%	7.2%	5.3%	1.9%	0.3%	0.3%	0.6%	22.8%	
	Retired	1	6	2	2	0	1	3	15	
		0.3%	1.9%	0.6%	0.6%	0.0%	0.3%	0.9%	4.7%	

Mobile Phone		Oppo	Xiaomi	OnePlus	Huawei	Vivo	Lenovo	Others	Total	Chi-square
	Unemployed	42	48	23	17	4	3	11	148	
		13.1%	15.0%	7.2%	5.3%	1.3%	0.9%	3.4%	46.3%	
	Total	88	100	60	29	8	11	24	320	
		27.5%	31.3%	18.8%	9.1%	2.5%	3.4%	7.5%	100%	
Monthly Income	Less than 25,000	50	50	31	23	3	6	17	180	.033**
		15.6%	15.6%	9.7%	7.2%	0.9%	1.9%	5.3%	56.3%	
	25,000 - 50,000	27	36	19	5	5	4	1	97	
		8.4%	11.3%	5.9%	1.6%	1.6%	1.3%	0.3%	30.3%	
	Above 50,000	11	14	10	1	0	1	6	43	
		3.4%	4.4%	3.1%	0.3%	0.0%	0.3%	1.9%	13.4%	
	Total	88	100	60	29	8	11	24	320	
		27.5%	31.3%	18.8%	9.1%	2.5%	3.4%	7.5%	100%	
Marital Status	Married	37	49	26	11	4	5	13	146	.827
		11.6%	15.3%	8.1%	3.4%	1.3%	1.9%	4.1%	45.6%	
	Unmarried	51	51	34	18	4	5	11	174	
		15.9%	15.9%	10.6%	5.6%	1.3%	1.6%	3.4%	54.4%	
	Total	88	100	60	29	8	11	24	320	
		27.5%	31.3%	18.8%	9.1%	2.5%	3.4%	7.5%	100%	

Source: Survey Data

** Significant at 0.05 level

Table 5.16 reveals that Chi-square value for demographic variables like region and income, is less than 0.05. For all other variables, Chi-square value is greater than 0.05. The acceptance and rejection of the hypotheses are shown in the table 5.17

Table 5.17

Chinese Branded Mobile Phone and Demographic Variables-Chi-square test

Variables	Chi-square value	df	P value	Accept/ Reject
Gender	.6.993[a]	6	.321	Accept
Age	11.776[a]	12	.464	Accept
Region	54.753[a]	12	.000	Reject
Locality	7.618[a]	12	.814	Accept
Education	21.280[a]	24	.622	Accept
Occupation	27.804[a]	24	.268	Accept
Income	22.417[a]	12	.033	Reject
Marital Status	2.853[a]	6	.827	Accept

Source: Survey Data

From the table 5.17, it can be seen that in respect of demographic variables region and income, hypothesis is rejected, as the p value is less than 0.05. For other variables like gender, age, locality, education, occupation and marital status, hypothesis is accepted. In short it can be concluded that the hypothesis, there is no association between brand option of Chinese branded mobile phone and demographic variables, is accepted.

H5.1.4 ***There is no association between brand option of Chinese branded toys and demographic variables***

Table 5.18

Brand Option of Chinese Branded Toys and Demographic wise Cross-Tabulation

Toys		High quality high priced	Low quality low priced	Average quality average priced	Total	Chi-square
Gender	Male	49	23	27	99	.084
		27.5%	12.9%	15.2%	55.6%	
	Female	26	24	29	79	
		14.6%	13.5%	16.3%	44.4%	
	Total	75	47	56	178	
		42.1%	26.4%	31.5%	100%	
Age	Below 30	48	31	30	109	.401
		27.0%	17.4%	16.9%	61.2%	
	33- 50	23	14	19	56	
		12.9%	7.9%	10.7%	31.5%	
	Above 50	4	2	7	13	
		2.2%	1.1%	3.9%	7.3%	
	Total	75	47	56	178	
		42.1%	26.4%	31.5%	100%	
Region	North	23	14	17	54	.728
		12.9%	7.9%	9.6%	30.3%	
	Central	28	13	21	62	
		15.7%	7.3%	11.8%	34.8%	
	South	24	20	18	62	
		13.5%	11.2%	10.1%	34.8%	
	Total	75	47	56	178	
		42.1%	26.4%	31.5%	100%	

Toys		High quality high priced	Low quality low priced	Average quality average priced	Total	Chi-square
Locality	Rural	25	24	19	68	.045**
		14.0%	13.5%	10.7%	38.2%	
	Semi-urban	27	12	28	67	
		15.2%	6.7%	15.7%	37.6%	
	Urban	23	11	9	43	
		12.9	6.2%	5.1%	24.2%	
	Total	75	47	56	178	
		42.1%	26.4%	31.5%	100%	
Education	SSLC	3	1	5	9	.459
		1.7%	0.6%	2.8%	5.1%	
	Plus Two	30	12	14	56	
		16.9%	6.7%	7.9%	31.5%	
	Graduation	21	18	20	59	
		11.8%	10.1%	11.2%	33.1%	
	PG	15	10	10	35	
		8.4%	5.6%	5.6%	19.7%	
	Professional Degree	6	6	7	19	
		3.4%	3.4%	3.9%	10.7%	
	Total	75	47	56	178	
		42.1%	26.4%	31.5%	100%	
Occupation	Private Sector	12	10	7	29	.813
		6.7%	5.6%	3.9%	16.3%	
	Government sector	5	5	5	15	
		2.8%	2.8%	2.8%	8.4%	
	Self employed	19	12	14	45	
		10.7%	6.7%	7.9%	25.3%	
	Retired	1	2	3	6	
		0.6%	1.1%	1.7%	3.4%	
	Unemployed	38	18	27	83	
		21.3%	10.1%	15.2%	46.6%	
	Total	75	47	56	178	
		42.1%	26.4%	31.5%	100%	

Toys		High quality high priced	Low quality low priced	Average quality average priced	Total	Chi-square
Monthly Income	Less than 25,000	37	27	38	102	.063
		20.8%	15.2%	21.3%	57.3%	
	25,000 - 50,000	26	13	17	56	
		14.6%	7.3%	9.6%	31.5%	
	Above 50,000	12	7	1	20	
		6.7%	3.9%	0.6%	11.2%	
	Total	75	47	56	178	
		42.1%	26.4%	31.5%	100%	
Marital Status	Married	32	24	28	84	.584
		18.0%	13.5%	15.7%	47.2%	
	Unmarried	43	23	28	94	
		24.2%	12.9%	15.7%	52.8%	
	Total	75	47	56	178	
		42.1%	26.4%	31.5%	100%	

Source: Survey Data ** Significant at 0.05 level

From the table 5.18, it is perceived that Chi-square value for the demographic variable locality, is less than the significant value 0.05. For other variables like gender, age, region, education, occupation, income and marital status, Chi-square value is greater than 0.05.The acceptance and rejection of the hypotheses are shown in the table 5.19

Table 5.19

Chinese Branded Toys and Demographic Variables-Chi-square test

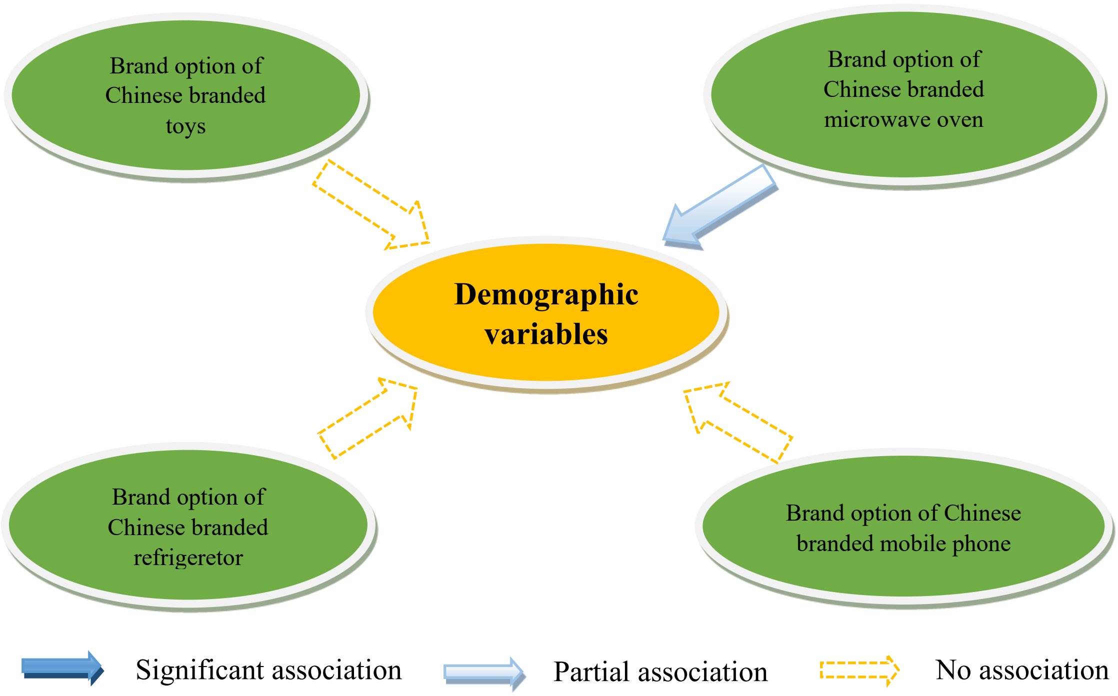
Variables	Chi-square value	df	P value	Accept/ Reject
Gender	4.961[a]	2	.084	Accept
Age	4.034[a]	4	.401	Accept
Region	2.044[a]	4	.728	Accept
Locality	9.768[a]	4	.045	Reject
Educational	7.746[a]	8	.459	Accept
Occupation	4.463[a]	8	.813	Accept
Income	8.928[a]	4	.063	Accept
Marital Status	1.076[a]	2	.584	Accept

Source: Survey Data

Table 5.19 shows the acceptance of the hypothesis, there is no association between brand option of Chinese branded toys and demographic variables. As the hypothesis is rejected only in terms of the demographic variable locality, it can be concluded there is no significant association between brand option of Chinese branded toys and demographic variables.

Figure 5.11

Acceptance of the hypothesis --There is no association between brand option of Chinese branded durables and demographic variables.



5.10 Influencing Factors Towards Chinese Branded Durables

There are a number of factors, which influences a customer to purchase Chinese branded durables. The main four factors that affect a customer's decision when making any purchase are, product, price, promotion, and distribution. Purchase intention is influenced by a number of factors. Understanding the significance of each factor is critical for a marketer.

The factors influencing buyers purchase intention towards Chinese branded durables has been identified by listing 14 factors and by using Likert scale. Likert scale comprise of five points ranging from highly important to highly unimportant (5 = highly important, 4 = important, 3 = Neutral, 2 = unimportant, 1= highly unimportant). Likert scale factors and its responses are presented in the table 5.20. Here influencing factors are identified and tested using mean score and standard deviation.

Table 5.20

Influencing Factors towards Chinese Branded Durables--Descriptive Statistics

No	Statements	Mean	SD
1	Type of products	3.94	1.099
2	Quality of products	4.17	1.064
3	Price of products	4.10	.995
4	Variety of products	3.88	1.047
5	Brand image	3.89	1.023
6	Credit facility	3.43	1.044
7	Exchange of products	3.49	1.159
8	Low maintenance	3.76	1.128
9	Retail schemes	3.40	1.033
10	Previous experience	3.60	1.265
11	After sales service	3.88	1.038
12	Guarantee and warranty	4.33	.802
13	Advanced features	4.11	.920
14	Durability	4.47	.716
	Total	3.89	.649

Source: Survey Data

From the Mean score analysis, it has been found out that all the factors have significant influence on the buying intention towards Chinese branded durables. As the mean value is higher for the factor durability (4.47) and guarantee and warranty (4.33), it has most influence.

Factor Analysis

By using factor analysis data was reduced. Each factor and its dimensions are analysed using Exploratory Factor Analysis to determine their relative importance and influence. Using this analysis, a large number of factors can be condensed into fewer components for briefing. The result of EFA is presented in table 5.21

Table 5.21

KMO and Bartlett's Test

Kaiser- Meyer-Olkin Measure of Sampling Adequacy.		.880
Bartlett's Test of Sphericity	Approx. Chi-Square	2367.075
	Df	91
	Sig.	.000

Source: Survey Data

An analysis of the interconnection between the variables is conducted using Kaiser-Meyer-Olkin (KMO) statistics. As the measure varies between 0 and 1, higher values are better. The minimum value should be 0.6. The above table indicates that KMO Measure of Sampling Adequacy test is considerable (because the test value is greater than 0.700 at 0.880) and Bartlett's Test of Sphericity is also found to be considerable (approx. Chi-square = 2367.075, Df = 91, Significance 0.000). This indicates that there exists a correlation among the influencing factors towards Chinese branded durables and the data set is fit to perform factor analysis. To analyze the obtained factors, Varimax Rotation Technique is applied and all item loadings above 0.50 are considered for factor analysis.

Accordingly, the Principal Component Analysis was conducted in Table 5.22, and three factors are identified with Eigen value greater than 1, which altogether explain 59.669 % of variance.

Table 5.22

Total Variance Explained Influencing Factors towards Chinese Branded Durables

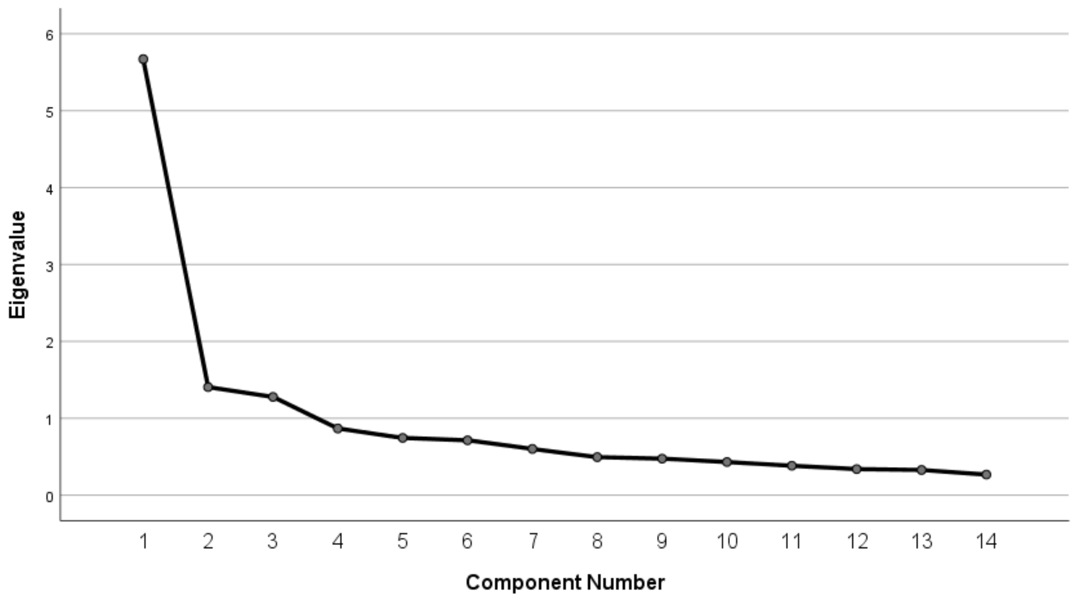
Component	Initial Eigen Values			Extraction Sums of Squared Loadings			Rotation sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.670	40.502	40.502	5.670	40.502	40.502	3.457	24.691	24.691
2	1.405	10.038	50.540	1.405	10.038	50.540	3.054	21.817	46.508
3	1.278	9.129	59.669	1.278	9.129	59.669	1.843	13.161	59.669
4	.867	6.195	65.863						
5	.745	5.321	71.184						
6	.714	5.099	76.283						
7	.601	4.296	80.579						
8	.495	3.535	84.114						
9	.475	3.394	87.508						
10	.431	3.080	90.588						
11	.383	2.735	93.323						
12	.339	2.425	95.748						
13	.328	2.340	98.088						
14	.268	1.912	100.00						

Source: Survey Data

The above table shows the details of total variance explained by the factors influencing towards Chinese branded durables. The cumulative percentage shows that a total of 59.669 % of variance is explained by the original variables. This 59.729 % is made up of three factors. This means that significant amount of variance is explained by the reduced three factors alone. Therefore it is better to take three variables alone for further analysis. Among the three factors, the first factor accounts for around 40.502 % of variance with an Eigen value of 5.670%. Second factor explains 10.038% of variance with an Eigen value of 1.405 %. The next 9.129 % of variance is explained by third factor which has the Eigen value of 1.278 %. These results are shown in the Scree Plot diagram below.

Figure 5.12

Scree Plot



The Scree Plot diagram reveals that there are three factors that affect the curve before it becomes approximately a straight line (or before the curve flattens). In the Scree Plot, the eigenvalues of each factor are plotted against each other. It is used to determine how many factors to retain. A Scree Plot represents Eigen values on the X axis and variable numbers on the Y axis. We can select all factors that lie above 1. Here the curve starts to flatten after the third point.

Now Exploratory Factor Analysis has reduced the 14 items into three factors, which have influence towards Chinese branded durables. The table 5.23 shows the details of each factor along with component loadings.

Table 5.23

Rotated Component Matrix Influencing Factors towards Chinese Branded Durables

Factors	Component		
	1	2	3
Product Type	.786		
Product Quality	.763		
Product Price	.723		
Product Variety	.678		
Exchange	.583		
Product Brand Image	.560		
Low maintenance	.542		
Guarantee and Warranty		.780	
Advanced Features		.775	
Durability		.773	
After Sales Service		.660	
Previous Experience		.558	
Retail Schemes			.844
Credit Facility			.816

Source: Survey Data

Three factors are extracted from the rotated component matrix. From the matrix it is clear that the first factor is having seven statements, second factor is having five statements and third factor is having two statements. Based on the statements included into the factors can be named as: 1) Product motive factors, 2) Promotional factors and 3) Factors relating to credit and retail schemes.

Strength of factors

By using factor analysis, the 14 items are factored into three main components such as Product motive factors, Promotional factors and factors relating to credit and retail schemes based on variables loaded under each factor. The following table shows mean value for those three main factors.

Table 5.24

Strength of Factors important for Influencing towards Chinese Branded Durables

Factors	Mean	SD
Product motive factors	**3.89**	**.774**
Product type	3.94	1.099
Product quality	4.17	1.064
Product variety	3.88	1.047
Product price	4.10	.995
Product brand image	3.89	1.023
Product low maintenance	3.76	1.128
Product exchange	3.49	1.159
Promotional factors	**4.08**	**.725**
Guarantee and warranty	4.33	.802
Advanced features	4.11	.920
After sales service	3.88	1.038
Experience	3.60	1.265
Durability	4.47	.716
Factors relating to credit and retail schemes	**3.42**	**.917**
Credit facilities	3.43	1.044
Retail schemes	3.40	1.033

Source: Survey Data

The above table clearly illustrates that almost all the factors are influencing consumers towards Chinese branded durables. It can be said that mean value in respect of promotional factors (4.08) are the highest. This implies that promotional factors seems to be most dominant factor among the various influencing factors. Second important factor is product motive factors with mean value of 3.89 followed by credit and retail schemes with mean value of 3.42.

The most important influencing factor towards Chinese branded durables is promotional factor. It relates to the aspects pertaining to guarantee and warranty (4.33), advanced features (4.11), after sales service (3.88), previous experience (3.60) and durability (4.47). Before selecting a Chinese branded durables, consumers give due consideration to the promotional factors.

Product motive factors are the second important factor which influences consumers. The variables comprise of this factor are product type (3.94), product quality (4.17), product variety (3.88), product price (4.10), product brand image (3.89), product low maintenance (3.76) and product exchange (3.49). In the determination of Chinese branded durable, Product price and variety have significant influence.

The variables included in the third factor are the credit facilities offered by the retailers and the retail schemes while buying Chinese branded durables with mean values of 3.43 and 3.40 respectively. It has least influence on the consumers buying intention towards Chinese branded durables.

In short, the result of Exploratory Factor Analysis has revealed that promotional factors i.e., guarantee and warranty, advanced features, after sales service, previous experience and durability of the product have high influence on the customers purchase intention towards Chinese branded durables.

Comparison of Influencing Factors towards Chinese Branded Durables with Demographic Variables

There may be differences in the influencing factors towards Chinese branded durables with respect to different demographic variables like gender, age, region, locality, education, occupation, monthly income and marital status. The hypothesis for testing the comparison of influencing factors and Chinese branded durables are:

$H_{5.2;}$ ***There is no significant difference in the influencing factors towards Chinese branded durables with regard to demographic variables***

Gender wise Comparison of Influencing Factors towards Chinese Branded Durables

There are both male and female customers for Chinese branded durables. A gender-wise analysis is essential to understand the difference in the influencing factors. Following hypothesis was formulated in this respect:

H5.2.1: *There is no significant difference between male and female consumers with regard to the influencing factors towards Chinese branded durables.*

Here independent sample t test was used for testing the hypothesis and the result is presented in the following table 5.25

Table 5.25

Comparison of Gender with Influencing factor – Independent Sample T test

Influencing Factors	Gender	Mean	SD	t value	P value
Product Motive Factors	Male	3.76	.771	-3.782	**.000****
	Female	4.04	.752		
Promotional Factors	Male	3.99	.694	-2.558	.011**
	Female	4.17	.748		
Factors Relating to Credit and Retail Schemes	Male	3.32	.907	-2.405	.017**
	Female	3.53	.917		
Overall Influencing Factors	Male	3.69	.620	-3.632	.000**
	Female	3.91	.651		

Source: Survey Data ** Significant at 0.05 level

It is observed from the table 5.25 that the P value of product motive factors (0.000), promotional factors (0.011) and factors relating to credit and retail schemes (0.017) are lower than 0.05 (at 5 % significance level). So, the differences in the mean value among male and female consumers for these variables are significant. It is also noted from the table that the P value of overall influencing factors is 0.000, which is lower than 0.05 (at 5% significance level). Hence, the null hypothesis, there is no significant difference between male and female consumers with regards to influencing factors towards Chinese branded durables, was rejected and the alternative hypothesis is accepted.

Age wise Comparison of Influencing Factors towards Chinese Branded Durables

For analysing the age-wise analysis of influencing factors towards Chinese branded durables, following hypothesis has been formulated.

H5.2.2: *There is no significant difference in the influencing factors towards Chinese branded consumer durables with regard to age of consumers.*

One-Way ANOVA is used for testing the hypothesis and the result is presented in the following table 5.26

Table 5.26

Comparison of Age with Influencing factor--One-Way ANOVA

Influencing Factors	Age	Mean	SD	F value	P value
Product Motive Factors	Below 30	3.86	.740	3.297	**.038****
	30 - 50	3.84	.869		
	Above 50	4.17	.614		
Promotional Factors	Below 30	4.01	.742	4.167	**.016****
	30 - 50	4.13	.725		
	Above 50	4.33	.547		
Factors Relating to Credit and Retail Schemes	Below 30	3.41	.914	.766	.466
	30 - 50	3.37	.920		
	Above 50	3.57	.925		
Overall Influencing Factors	Below 30	3.76	.651	3.144	.044**
	30 - 50	3.78	.666		
	Above 50	4.02	.486		

Source: Survey Data ** Significant at 0.05 level

The results of hypothesis testing in table 5.26 shows that the P value of all the variables except the variable factors relating to credit and retail schemes are less than 0.05 (at 5 % significance level). It is noted that the P value of overall influencing factors is also below 0.05. Therefore, the null hypothesis was rejected and the alternative hypothesis is accepted. So, it is observed that there is significant difference in the influencing factors towards Chinese branded durables with regard to age of the consumers.

For understanding the difference in detail, an analysis of Scheffe's test of Post Hoc Multiple Comparison was carried out. The results of this analysis revealed that the age group of 30 - 50 and below 30 significantly differs with the age group of above

50 regarding the product motive factor, promotional factor and overall influencing factors.

Region wise Comparison of Influencing Factors towards Chinese Branded Durables

Three districts from each region were selected for the study i.e., Calicut, Ernakulam and Trivandrum. It covered Kerala states three regions: north, central and south. Region-wise analysis is useful to determine whether the influencing factors differ between regions.

To analyse region wise difference in influencing factors towards Chinese branded durables, the following hypothesis was formed and tested the hypothesis by using the statistical test, One-Way ANOVA.

$H_{5.2.3}$: ***There is no significant difference in the influencing factors towards Chinese branded consumer durables with regard to region of consumers***

The results of the hypothesis test is presented in the following table 5.27.

Table 5.27

Comparison of Region with Influencing factor--One-Way ANOVA

Influencing Factors	Region	Mean	SD	F value	P value
Product Motive Factors	North	4.26	.509	39.553	.000**
	Central	3.90	.751		
	South	3.51	.834		
Promotional Factors	North	4.52	.500	54.520	.000**
	Central	3.98	.769		
	South	3.73	.643		
Factors Relating to Credit and Retail Schemes	North	3.65	.938	7.079	.001**
	Central	3.32	.973		
	South	3.28	.789		
Overall Influencing Factors	North	4.14	.505	42.382	.000**
	Central	3.73	.664		
	South	3.51	.586		

Source: Survey Data ** Significant at 0.05 level

It is clear from the table 5.27 that the P value of product motive factors (0.000), promotional factors (0.000) and factors relating to credit and retail schemes (0.001) are less than 0.05 (5% significance level). It also shows that the P value of overall influencing factors is 0.000, it denotes that there is significant difference in the influencing factors towards Chinese branded durables in the three regions. For understanding the difference in detail, Scheffe's test of Post Hoc test for Multiple Comparisons was carried out and the results reveal that the product motive factors, promotional factors, factors relating to credit and retail schemes, and overall influencing factors towards Chinese branded products differs significantly in the three regions except in the region of central to south in respect of credit and retail schemes. Hence, the hypothesis , there is no significant difference in the influencing factors towards Chinese branded durables with regard to the region of consumers was rejected by concluding that there is significant difference.

Locality wise Comparison of Influencing Factors towards Chinese Branded Durables

Three localities from each district were selected for the study i.e., rural, semi-urban and urban. It is important to determine whether there is any differences in the influencing factors towards Chinese branded durables.

To analyse locality wise difference in the influencing factors towards Chinese branded durables, the following hypothesis was formed and tested the hypothesis by using the statistical test, One-Way ANOVA.

$H_{5.2.4}$: ***There is no significant difference in the influencing factors towards Chinese branded durables with regard to locality of consumers***

One-Way ANOVA is used for testing the hypothesis and the result is presented in the following table 5.28

Table 5.28

Comparison of locality with Influencing factor--One-Way ANOVA

Influencing Factors	Locality	Mean	SD	F value	P value
Product Motive Factors	Rural	3.91	.756	.251	.778
	Semi-Urban	3.90	.785		
	Urban	3.84	.798		
Promotional Factors	Rural	4.12	.675	.650	.522
	Semi-Urban	4.06	.765		
	Urban	4.02	.758		
Factors Relating to Credit and Retail Schemes	Rural	3.34	.913	3.074	.047**
	Semi-Urban	3.57	.913		
	Urban	3.33	.908		
Overall Influencing Factors	Rural	3.79	.615	.847	.430
	Semi-Urban	3.84	.670		
	Urban	3.73	.658		

Source: Survey Data ** Significant at 0.05 level

The above table indicates that P values of all the variables except the factors relating to credit and retail schemes (0.047) are greater than 0.05. It is also noted that the P value of overall influencing factors are 0.430, which denotes that the difference in the level of influencing factors among customers of different locality are not significant. Hence the hypothesis, there is no significant difference in the influencing factors towards Chinese branded durables with regard to locality of consumers, is accepted.

Education wise Comparison of Influencing Factors towards Chinese Branded Durables

To determine whether the influencing factors differ for consumers in different categories of education, an analysis by education is essential. For this purpose following hypothesis was formulated:

$H_{5.2.5}$: ***There is no significant difference in the influencing factors towards Chinese branded durables with regard to education of consumers***

Below are the results of One-Way ANOVA that was used to statistically test these hypothesis.

Table 5.29

Comparison of Education with Influencing factor--One-Way ANOVA

Influencing Factors	Education	Mean	SD	F value	P value
Product Motive Factors	SSLC	4.34	4.890	8.376	.000**
	Plus Two	3.76	.720		
	Graduation	3.76	.897		
	Post Graduation	4.01	.700		
	Professional Degree	4.38	.390		
Promotional Factors	SSLC	4.21	.582	8.434	.000**
	Plus Two	3.90	.674		
	Graduation	4.03	.776		
	Post Graduation	4.22	.745		
	Professional Degree	4.61	.377		
Factors Relating to Credit and Retail Schemes	SSLC	3.35	1.089	2.041	.088
	Plus Two	3.32	.806		
	Graduation	3.39	.955		
	Post Graduation	3.49	.929		
	Professional Degree	3.79	1.024		
Overall Influencing Factors	SSLC	3.97	.572	8.020	.000**
	Plus Two	3.66	.551		
	Graduation	3.73	.726		
	Post Graduation	3.91	.637		
	Professional Degree	4.26	.468		

Source: Survey Data ** Significant at 0.05 level

The above table illustrates that the P values of product motive factors (0.000), promotional factors (0.000) and overall influencing factors (0.000) are less than 0.05. But the P value of factors relating to credit and retail schemes is 0.088. This leads to the fact that there is significant difference in the influencing factors towards Chinese branded durables among consumers. As a result, the hypothesis, there is no significant difference in the influencing factors towards Chinese branded durables with regard to education of consumers has been rejected.

The Scheffe's test of Post-Hoc Multiple Comparisons was performed in order to understand the differences in detail. The results of the test denotes that the influencing factors differs mainly in the education category of professional degree to the plus two and graduation group.

Occupation wise Comparison of Influencing Factors towards Chinese Branded Durables

An attempt has been made to see whether there is significant difference in the influencing factors towards Chinese branded durables on the basis of consumers occupation level. Accordingly, the following hypothesis was formulated and its results are depicted in the table No5.30.

$H_{5.2.6}$: *There is no significant difference in the influencing factors towards Chinese branded durables with regard to occupation of consumers*

Below are the results of One-Way ANOVA that was used to statistically test these hypothesis.

Table 5.30

Comparison of Occupation with Influencing factor-One-Way ANOVA

Influencing Factors	Occupation	Mean	SD	F value	P value
Product Motive Factors	Private Sector	4.05	.813	4.982	.000**
	Government Sector	4.14	.602		
	Self Employed	3.61	.842		
	Retired	3.87	.796		
	Unemployed	4.02	.694		
	Students	3.83	.738		
Promotional Factors	Private Sector	4.28	.740	5.396	.000**
	Government Sector	3.36	.546		
	Self Employed	3.87	.772		
	Retired	4.17	.656		
	Unemployed	4.15	.666		
	Students	3.93	.727		

Influencing Factors	Occupation	Mean	SD	F value	P value
Factors Relating to Credit and Retail Schemes	Private Sector	3.52	1.013	.589	.708
	Government Sector	3.48	.834		
	Self Employed	3.31	.848		
	Retired	3.33	.816		
	Unemployed	3.39	.989		
	Students	3.47	.910		
Overall Influencing Factors	Private Sector	3.95	.692	3.978	.002**
	Government Sector	3.99	.529		
	Self Employed	3.60	.662		
	Retired	3.79	.464		
	Unemployed	3.85	.620		
	Students	3.74	.647		

Source: Survey Data ** Significant at 0.05 level

From the table 5.30, it is observed that the P value of product motive factors (0.000) and promotional factors (0.000) are less than 0.05. But the P value of factors relating to credit and retail schemes is .708. It is noted that the P value of overall influencing factors is also below 0.05. Hence the hypothesis, there is no significant difference in the influencing factors towards Chinese branded consumer durables with regard to occupation of customers, was rejected and concluded that there is significant difference. For understanding the difference, the Scheffe's test of Post-Hoc Multiple Comparisons was performed and it was revealed that influencing factors towards Chinese branded durables differs among consumers in the occupation category of self employed and unemployed with other occupation level.

Income wise Comparison of Influencing Factors towards Chinese Branded Durables

It is very important to determine whether there is significant difference in the influencing factors towards Chinese branded durables on the basis of consumers monthly income because income is one of the basic factor. Accordingly, the following hypothesis was formulated, One-Way ANOVA was used for analysis and its results are depicted in the table 5.31.

H$_{5.2.7}$: *There is no significant difference in the influencing factors towards Chinese branded consumer durables with regard to income of consumers*

Below are the results of the test.

Table 5.31

Comparison of Income with Influencing factor--One-Way ANOVA

Influencing Factors	Income	Mean	SD	F value	P value
Product Motive Factors	Less than 25,000	3.93	.760	2.459	.087
	25,000 - 50,000	3.77	.828		
	Above 50,000	4.00	.654		
Promotional Factors	Less than 25,000	4.08	.704	2.689	.069
	25,000 - 50,000	4.00	.777		
	Above 50,000	4.28	.645		
Factors Relating to Credit and Retail Schemes	Less than 25,000	3.42	.936	.490	.613
	25,000 - 50,000	3.45	.871		
	Above 50,000	3.30	.953		
Overall Influencing Factors	Less than 25,000	3.81	.636	.813	.444
	25,000 - 50,000	3.74	.684		
	Above 50,000	3.86	.562		

Source: Survey Data ** Significant at 0.05 level

From the table 5.31, it is observed that the P value of all variables ie, product motive factors (0.087), promotional factors (0.069), factors relating to credit and retail schemes (.613) are greater than 0.05. As well it is noted that, the P value of overall influencing factors (.444) is also greater than 0.005. Hence, the hypothesis there is no significant difference in the influencing factors towards Chinese branded durables with regard to income of consumers, is accepted.

Marital status wise Comparison of Influencing Factors towards Chinese Branded Durables

Identifying whether there are significant differences in the influencing factors towards Chinese-branded durables according to marital status is extremely important.

In accordance with this, the following hypothesis was formulated, independent sample t test was used as an analysis method and its results are shown in the table 5.32.

$H_{5.2.8}$: ***There is no significant difference in the influencing factors towards Chinese branded durables with regard to marital status of consumers***

The test results are listed below.

Table 5.32

Comparison of Marital Status with Influencing Factor--Independent Sample t-test

Influencing Factors	Marital Status	Mean	Std. Deviation	t value	P value
Product Motive Factors	Married	4.01	.740	3.100	.002**
	Unmarried	3.78	.791		
Promotional Factors	Married	4.22	.697	4.020	.000**
	Unmarried	3.94	.726		
Factors Relating to Credit and Retail Schemes	Married	3.54	.928	2.645	.008**
	Unmarried	3.30	.893		
Overall Influencing Factors	Married	3.92	.626	4.030	.000**
	Unmarried	3.67	.639		

Source: Survey Data ** Significant at 0.05 level

It is observed from the table 5.32 that the P value of product motive factors (0.002), promotional factors (0.000) and factors relating to credit and retail schemes (0.008) are lower than 0.05 (at 5 % significance level). So, the differences in the mean value among married and unmarried consumers for these variables are significant. It is also noted from the table that the P value of overall influencing factors is 0.000, which is lower than 0.05 (at 5% significance level). Hence, the hypothesis, there is no significant difference in the influencing factors towards Chinese branded durables with regard to marital status of consumers, was rejected and the alternative hypothesis is accepted.

5.11 Buying Behaviour Towards Chinese Branded Consumer Durables

The buying behaviour of consumers towards Chinese branded consumer durables has been measured using nine Likert scale statements. Likert scale comprise of five point ranging from strongly agree to strongly disagree (5 = strongly agree, 4 = agree, 3 = Neutral, 2 = disagree, 1 = strongly disagree). Likert scale statements and its responses are presented in the table 5.33. Here buying behaviour are measured and tested using mean score and standard deviation.

Table 5.33

Central tendencies of construct: Buying Behaviour towards Chinese Branded Consumer Durables

No	Statements	Mean	SD
1	Recognise the need of the product or brand before buying.	4.25	.798
2	Search information from various sources before buying.	4.20	.820
3	Compare or evaluate the number of alternatives before buying	3.95	.922
4	Select the best product or brand among alternatives.	4.08	.854
5	Purchase the product repetitively, once satisfied with the product or brand.	3.70	1.064
6	Always like for domestic durables than the imported consumer durables.	3.39	.940
7	Think rationally before I purchase any products	3.82	.948
8	Buying products during off season is cheaper	3.34	1.004
9	Buying the consumer durables to replace the old one	3.27	.961
	Total	3.78	.532

Source: Survey Data

Table 5.33 depicts the consumers buying behaviour towards Chinese branded durables. Consumers have a moderate buying behaviour (3.78) and it is revealed that consumers mostly buy the product after the recognition of the need of the product or brand (4.25). It is rare for consumers to initiate a purchase without recognizing the needs or wants they have. Consumers will make a purchase decision when they feel the need to buy a product or brand to solve a problem or unmet need.

Consumers search for information to find out the options available or the best solution for his problem before buying (4.20) and will look for information from internal and external sources. After getting the enough information about the product or brand that can solve consumers problem, consumers evaluate the alternatives of the product in terms of the product attributes (3.95). Then consumer select the best product or brand among alternatives (4.08) which suits the consumer's problem or need.

Consumers agree that they think rationally before buying the product (3.82). Satisfaction and dissatisfaction are two possible outcomes after purchasing the product. Consumers also agree that once they are satisfied with the product or brand, they buy it repetitively (3.70). Consumers agreement with the construct 'Always like for domestic durables than the imported consumer durables' is 3.39 ie, they give preference for domestic durables . It is also clear from the table that, consumers moderately agree that they buy the consumer durables to replace the old one (3.27) i.e., sometimes they buy it, in addition to the old one.

Comparison of Buying Behaviour Towards Chinese Branded Durables with Demographic variables.

Consumers buying behaviour towards Chinese branded durables may change with the demographic variables and analysis in this regard is meaningful to understand whether demographic variable differences in the buying behaviour is significant or not. Here variables like gender, age, region, locality, education, occupation, income and marital status are considered. For this analysis, the following hypothesis was formulated.

$H_{5.3}$: ***There is no significant difference between buying behaviour towards Chinese branded durables and demographic variables of the consumers.***

Here, buying behaviour towards Chinese branded durables in relation to demographic factors are analysed by using One Way ANOVA and Independent Sample t test. Below is the table showing test results.

Table 5.34

Buying Behaviour and Demographic Variables-ANOVA and t test

Variables		Mean	SD	F value / t value	P value
Gender	Male	3.72	.544	-2.368 (t value)	.018**
	Female	3.84	.512		
Age	Below 30	3.75	.514	1.152	.317
	30 - 50	3.81	.573		
	Above 50	3.86	.506		
Region	North	3.91	.475	7.239	.001**
	Central	3.75	.549		
	South	3.68	.545		
Locality	Rural	3.72	.539	4.109	.017**
	Semi-Urban	3.76	.534		
	Urban	3.91	.496		
Education	SSLC	3.84	.420	14.145	.000**
	Plus Two	3.63	.484		
	Graduation	3.67	.564		
	Post Graduation	4.06	.465		
	Professional Degree	4.05	.451		
Occupation	Private Sector	3.82	.636	1.287	.269
	Government Sector	3.92	.449		
	Self Employed	3.70	.545		
	Retired	3.76	.586		
	Unemployed	3.77	.434		
	Students	3.77	.549		
Income	Less than 25,000	3.75	.508	5.764	.003**
	25,000 - 50,000	3.74	.571		
	Above 50,000	4.01	.480		
Marital Status	Married	3.72	.544	-2.368 (t value)	.018**
	Unmarried	3.84	.512		

Source: Survey Data ** Significant at 0.05 level

The following are the hypothesis and its explanations.

$H_{5.3.1}$: ***There is no significant difference between buying behaviour towards Chinese branded durables and gender of the consumers.***

It has been found from the table 5.34 that for the variable gender, t- test has been conducted and at 5% significance level P value (0.018) is less than 0.05. Hence the hypothesis, there is no significant difference between buying behaviour towards Chinese branded durables and gender of the consumers, is rejected i.e., there is significant difference between buying behaviour and gender of the consumers.

$H_{5.3.2}$: ***There is no significant difference between buying behaviour towards Chinese branded durables and age of the consumers.***

From the table 5.34, it is clear that for the variable age of the consumers, ANOVA test has been taken and its results shows that its P value is 0.317, which is greater than 0.05. Accordingly the hypothesis there is no significant difference between buying behaviour towards Chinese branded durables and age of the consumers, is accepted.

$H_{5.3.3}$: ***There is no significant difference between buying behaviour towards Chinese branded durables and region of the consumers.***

As per the table 5.34, it is observed that for the variable region of the consumers, the P value is 0.001, which is less than 0.05. As a result the hypothesis, there is no significant difference between buying behaviour towards Chinese branded durables and region of the consumers is rejected. Thus it concludes that there is significant difference. For the detailed analysis of the difference, Scheffe Post Hoc test was conducted and the result shows the intergroup difference in the region of north to central and south.

$H_{5.3.4}$: ***There is no significant difference between buying behaviour towards Chinese branded durables and locality of the consumers.***

From the table, it is evident that the P value for the locality of consumers is 0.017 which is less than 0.05. Thus the hypothesis there is no significant difference between buying behaviour towards Chinese branded durables and locality of the consumers, is rejected. That means there is significant difference.

To determine the locality, which differ in the buying behaviour, Scheffe Post Hoc test is employed and found significant difference exists in the case of rural group with urban group.

$H_{5.3.5}$: *There is no significant difference between buying behaviour towards Chinese branded durables and education of the consumers.*

From the above table, it is clear that P value for the educational level of the consumers is 0.00. Hence, the hypothesis, there is no significant difference between buying behaviour towards Chinese branded durables and education of the consumers, is rejected . As a result it is concluded that there is significant difference. From the Scheffe's Post Hoc test, it is clear that there is significant difference in the educational group of PG and Professional group.

$H_{5.3.6}$: *There is no significant difference between buying behaviour towards Chinese branded durables and occupation of the consumers.*

The table 5.34 shows that P value for the comparison of buying behaviour with occupation of consumers is 0.269, which is greater than 0.05. As per the P value, the hypothesis there is no significant difference between buying behaviour towards Chinese branded durables and occupation of the consumers, is accepted.

$H_{5.3.7}$: *There is no significant difference between buying behaviour towards Chinese branded durables and income of the consumers.*

It is noticed from the table 5.34 that the P value for the demographic variable income of the consumers is 0.003. As the P value is less than 0.05, the hypothesis there is no significant difference between buying behaviour towards Chinese branded durables and income of the consumers, is rejected and ensured that there is significant difference. The Scheffe's Post Hoc test reveals that significant difference exists in the income category of below rupees 25,000 and rupees 25,000 to 50,000 with the group of above rupees 50,000.

$H_{5.3.8}$: *There is no significant difference between buying behaviour towards Chinese branded durables and marital status of the consumers.*

It is noted from the table 5.34 that the P value of the t test result of consumers buying behaviour with marital status of the consumers is 0.018, which is less than 0.05. Thus the hypothesis there is no significant difference between buying behaviour towards Chinese branded durables and marital status of the consumers, is rejected . That means there is significant difference.

It is concluded from the ANOVA and t test result of consumers buying behaviour towards Chinese branded consumer durables that for all variables except age and occupation of the consumers, there exists significant difference.

Relationship between Influencing factors and Buying Behaviour towards Chinese Branded Consumer Durables

As the consumers buying behaviour depends on the factors which he gathered from various sources. So it is essential to understand the relation between influencing factors and buying behaviour. Thus a hypothesis was formulated in this regard and tested with Karl Pearsons coefficient correlation.

$H_{5.4}$: *There is no relationship between influencing factors and buying behaviour towards Chinese branded products*

The following table shows correlation results

Table 5.35

Correlation Analysis between Influencing Factors and Buying Behaviour towards Chinese Branded Durables

Variables		**Influencing factors**	**Buying behaviour**
Influencing factors	Pearson Correlation	1	.322
	Sig.(2-tailed)		.000***
Buying behaviour	Pearson Correlation	.322	1
	Sig.(2-tailed)	.000***	

*** Correlation is significant at the 0.01 level (2-tailed)

Using Pearson correlation, Table 5.35 reveals that consumers' buying behaviour is significantly and positively related to its influencing factors (r =.322, p<.01). In conclusion, the hypothesis, there is no relationship between influencing factors and buying behaviour towards Chinese branded products, is rejected.

5.12 Perception Towards Chinese Branded Durables

A customers perception is the impression, awareness or consciousness he or she has of a company or its products or services. It can be positive or negative . Identifying and understanding the concept of customer perception is crucial for a marketer to know what determines the success of a brand, product or company in general (Bhasin, 2021).

There are 17 constructs regarding the perception of consumers towards Chinese branded durables. Using a five-point likert scale from strongly agree to strongly disagree, the perceptions of sample consumers were collected on each dimension (5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree). A summary of the responses is presented in the following table.

Table 5.36

Central tendencies of construct: Perception towards Chinese Branded durables

No	Statements	Mean	SD
1	Perceive that Chinese durables price is reasonable and affordable	3.63	.871
2	Perceive that Chinese products are superior in quality than the domestic products	2.96	1.005
3	Understand that Chinese durables provide the necessary after sale service and warranty and guarantee.	3.23	.814
4	Believe that Chinese durables are available through out the year	3.52	.894
5	Chinese durables are available in different variety	3.77	.838
6	Feel happy about the new technological up gradation in consumer durables	3.71	.778
7	Believe that the durability of Chinese durables are high.	2.92	1.032

No	Statements	Mean	SD
8	Believe that Chinese durables are provided with sufficient warranty and guarantee	3.20	.932
9	Chinese durables are provided with suitable offers and discounts	3.43	.905
10	Chinese durables have exchange value	2.92	.914
11	Feel Chinese consumer durables are value for money.	3.25	.886
12	Believe that Chinese durables need low maintenance cost	3.04	.920
13	The advertising for Chinese durables are much more.	3.43	.899
14	Will purchase Chinese durables in the near future surely	3.13	.924
15	Consider Chinese durables as my prime choice	2.93	.980
16	Recommend this Chinese durables to someone who seeks my advice	3.01	.965
17	Import of goods from China should be banned.	2.90	.915
	Total	3.23	.480

Source: Survey Data

From the above table it can be understood that consumers have moderate perception (mean 3.23) regarding Chinese branded durables. It is clear that the construct ‘Chinese durables are available in different variety’ has the highest means of 3.77 followed by the construct ‘Feel happy about the new technological up gradation in consumer durables’ (3.71) and the construct ‘Chinese durables price is reasonable and affordable’ with mean value 3.63. Consumers are moderately perceived towards durability, exchange value, considering Chinese products as of prime choice and the banning of Chinese products from India with means of 2.92, 2.92, 2.93 and 2.90 respectively.

Consumers have an impression that Chinese branded durables have diversity and they are of technologically advanced. Being China is perceived as low cost manufacturer, consumers have the attitude of getting Chinese branded durables at low price. Consumers have no high preference towards Chinese branded durables and banning of Chinese products is not a prime concern for them. Consumers are not impressed regarding the durability, quality and exchange value of the Chinese branded durables.

Comparison of Perception Towards Chinese Branded Durables with Demographic Variables.

Chinese branded consumer durables may be perceived differently by consumers based on their demographics. Hence the above data has been classified demographic variable wise and descriptive analysis has done to know the mean score of consumers of different variable category. It is found that there is different mean score for consumers in different demographic variable category.

In order to know whether demographic variables affect consumers' perception in a significant way, an analysis of their perception with demographic variables is valuable. Here variables like gender, age, region, locality, education, occupation, income and marital status are considered. For this analysis, the following hypothesis was formulated.

$H_{5.5}$: ***There is no significant in the between perception towards Chinese branded durables with regard to gender of the consumers.***

Here, for the analysis and testing of the above hypothesis One Way ANOVA and Independent Sample t- test were used. Below is the table showing the test results.

Table 5.37

Perception and Demographic Variables- ANOVA and t test

Variables		Mean	SD	F value / t value	P value
Gender	Male	3.23	.486	-.138 (t value)	.890
	Female	3.24	.475		
Age	Below 30	3.28	.432	9.160	.000**
	30 – 50	3.24	.539		
	Above 50	2.95	.477		
Region	North	3.21	.463	.600	.549
	Central	3.23	.519		
	South	3.27	.457		

Variables		Mean	SD	F value / t value	P value
Locality	Rural	3.18	.468	2.724	.067
	Semi-Urban	3.30	.523		
	Urban	3.25	.422		
Education	SSLC	3.21	.581	2.307	.057
	Plus Two	3.19	.411		
	Graduation	3.25	.464		
	Post Graduation	3.19	.488		
	Professional Degree	3.45	.668		
Occupation	Private Sector	3.27	.535	.960	.442
	Government Sector	3.14	.466		
	Self Employed	3.23	.464		
	Retired	3.10	.525		
	Unemployed	3.23	.481		
	Students	3.29	.452		
Income	Less than 25,000	3.24	.470	1.585	.206
	25,000 - 50,000	3.26	.476		
	Above 50,000	3.12	.530		
Marital Status	Married	3.18	.504	-2.334 (t value)	.020**
	Unmarried	3.29	.450		

Source: Survey Data ** Significant at 0.05 level

The following are the hypothesis and its explanations.

H5.5.1: ***There is no significant difference in the perception towards Chinese branded durables with regard to gender of the consumers.***

It can be seen from table 5.37, t-tests have been conducted for the variable gender and the test result shows an insignificant difference (0.890) in gender wise analysis at 5% significance level. Hence the hypothesis, there is no significant difference between perception towards Chinese branded durables and gender of the consumers, is accepted ie, perception and gender of the consumers are dependent.

H5.5.2: ***There is no significant difference in the perception towards Chinese branded durables with regard to age of the consumers.***

From the table 5.37, it can be inferred that there is significant difference in the perception with respect to age as the P value is less than 0.05 (.000), thus the hypothesis there is no significant difference between perception towards Chinese branded durables and age of the consumers, is rejected ie, there is significant difference. The Scheffe Post Hoc test disclosed that there is significant difference in the pairs of age category 'Below 30' and '30 - 50' with the 'Above 50' category.

H5.5.3: ***There is no significant difference in the perception towards Chinese branded durables with regard to region of the consumers.***

The results of the table clears that p value is 0.549, which is greater than 0.05, which means there is no significant difference. As per the result, the hypothesis there is no significant difference between perception towards Chinese branded durables and region of the consumers, is accepted.

H5.5.4: ***There is no significant difference in the perception towards Chinese branded durables with regard to locality of the consumers.***

From the table, it is evident that the P value for the locality of consumers is .067 which is greater than 0.05. Thus the hypothesis there is no significant difference between perception towards Chinese branded durables and locality of the consumers, is accepted.

H5.5.5: ***There is no significant difference in the perception towards Chinese branded durables with regard to education of the consumers.***

From the above table, it is observed that P value for the educational level of the consumers is 0.57. Hence, the hypothesis, There is no significant difference between perception towards Chinese branded durables and education of the consumers, is accepted .

H$_{5.5.6}$: ***There is no significant difference in the perception towards Chinese branded durables with regard to occupation of the consumers.***

The table 5.37 shows that P value for the comparison of perception with occupation of consumers is 0.442, which is greater than 0.05. Accordingly, the hypothesis there is no significant difference between perception towards Chinese branded durables and occupation of the consumers, is accepted.

H$_{5.5.7}$: ***There is no significant difference in the perception towards Chinese branded durables with regard income of the consumers.***

It is noticed from the table 5.37 that the P value for the demographic variable income of the consumers is 0.206. As the P value is greater than 0.05, the hypothesis there is no significant difference between buying behaviour towards Chinese branded durables and income of the consumers, is accepted.

H$_{5.5.8}$: ***There is no significant difference in the perception towards Chinese branded durables with regard to marital status of the consumers.***

It is noted from the above table 5.37, the P value of the t test result of consumers perception with marital status of the consumers is 0.020, which is less than 0.05. Thus the hypothesis there is no significant difference between perception towards Chinese branded durables and marital status of the consumers , is rejected . That means there is significant difference.

It can be concluded from the ANOVA and t test result of consumers perception towards Chinese branded durables that for all variables except age and marital status of the consumers, there exists no significant difference.

5.13 Satisfaction Towards Chinese Branded Durables

Customer satisfaction is the person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his / her expectations. Customer satisfaction and profitability are closely related to product and service quality. Quality leads to greater customer satisfaction, as well as higher prices and lower costs (Kotler- 1999).

In order to understand the level of satisfaction among consumers towards Chinese branded durables, 17 factors have been identified. For analysing satisfaction, respondents were asked to mark their level of satisfaction on these factors.

For the purpose of collecting sample consumers response in this regards, a five point Likert scale ranging from highly satisfied to highly dissatisfied (5= Highly Satisfied, 4= Satisfied, 3= Neutral, 2= Dissatisfied, 1= Highly Dissatisfied) was used in the questionnaire. The summary of the responses are presented in the following table.

Table 5.38

Satisfaction towards Chinese Branded Durables: Central tendencies of construct

No	Statements	Mean	SD
1	Price of products	3.68	.893
2	Quality of products	3.33	.941
3	After sales service of products	3.31	.937
4	Availability of product	3.78	.859
5	Variety of product	3.88	.825
6	Durability of product	3.27	.990
7	Offers and discounts of the products	3.64	.889
8	Country of origin of the products	3.39	.911
9	Adoption of new technology of the products	3.73	.870
10	Brand image of the products	3.49	.847
11	Energy efficiency of the products	3.32	.854
12	Guarantee and warranty of the products	3.30	1.034
13	Advertisement of the products	3.56	.929
14	Exchange value of the products	3.24	.983
15	Value addition on products	3.45	.892
16	Advanced features	3.47	.919
17	Low maintenance	3.39	.932
18	Value for money	3.47	.915
	Total	3.48	.526

Table 5.38 reveals the analysis result of level of satisfaction of consumers regarding Chinese branded durables. It shows positive level of satisfaction (mean 3.48).It can be observed from the table that consumers are satisfied on the diversity (3.88), availability (3.78) and advanced technology (3.73) of the Chinese branded durables. Consumers are also satisfied regarding the exchange value (3.24), durability (3.27) and after sales service (3.31) of the Chinese branded durables.

Comparison of Satisfaction Towards Chinese Branded Durables with Demographic variables.

Consumers satisfaction towards Chinese branded durables may be different for different consumers based on their demographics. Hence the above data has been classified demographic variable wise and descriptive analysis has done to know the mean score of consumers of different variable category. It is found that there is different mean score for consumers in different demographic variable category.

In order to know whether demographic variables affect consumers' satisfaction in a significant way, an analysis of their satisfaction with demographic variables is valuable. Here variables like gender, age, region, locality, education, occupation, income and marital status are considered. For this analysis, the following hypothesis was formulated.

$H_{5.6}$: ***There is no significant difference in the satisfaction towards Chinese branded durables with regard to demographic variables of the consumers.***

Here, for the analysis and testing of the above hypothesis One Way ANOVA and Independent Sample t test were used. Below is the table showing the test results.

Table 5.39

Satisfaction and Demographic Variables-ANOVA and t test

Variables		Mean	SD	F value / t value	P value
Gender	Male	3.48	.575	-.161 (t value)	.872
	Female	3.49	.467		
Age	Below 30	3.53	.522	2.775	.063
	30 - 50	3.43	.570		
	Above 50	3.36	.381		
Region	North	3.48	.458	.187	.830
	Central	3.47	.561		
	South	3.50	.557		
Locality	Rural	3.44	.531	1.132	.323
	Semi-Urban	3.51	.505		
	Urban	3.52	.549		
Education	SSLC	3.47	.576	1.373	.242
	Plus Two	3.52	.486		
	Graduation	3.41	.549		
	Post Graduation	3.48	.527		
	Professional Degree	3.60	.565		
Occupation	Private Sector	3.46	.622	1.271	.275
	Government Sector	3.49	.501		
	Self Employed	3.45	.548		
	Retired	3.46	.494		
	Unemployed	3.42	.438		
	Students	3.60	.525		
Income	Less than 25,000	3.47	.512	.570	.566
	25,000 - 50,000	3.52	.561		
	Above 50,000	3.45	.502		
Marital Status	Married	3.44	.513	-1.672 (t value)	.095
	Unmarried	3.52	.537		

Source: Survey Data

Following are the hypothesis and its explanations:

$H_{5.6.1}$: *There is no significant difference in the satisfaction towards Chinese branded durables with regard to gender of the consumers.*

Table demonstrates the t-tests results of the demographic variable gender i.e,.872 which is greater than the significant value 0.05. Hence, the null hypothesis, there is no significant difference between satisfaction towards Chinese branded durables and gender of the consumers is accepted.

$H_{5.6.2}$: *There is no significant difference in the satisfaction towards Chinese branded durables with regard to age of the consumers.*

From the table, it can be seen that the p value of the variable with satisfaction towards Chinese branded durables is 0.063, which shows no difference in the level of satisfaction with respect to age of the consumers. So the hypothesis is accepted.

$H_{5.6.3}$: *There is no significant difference in the satisfaction towards Chinese branded durables with regard to region of the consumers.*

It is clear from the table that there is no significant difference in the level of satisfaction regarding the region of the consumers, i.e., the p value is .830. So, the null hypothesis is accepted.

$H_{5.6.4}$: *There is no significant difference in the satisfaction towards Chinese branded durables with regard to locality of the consumers.*

Table reveals that the null hypothesis, there is no significant difference between the level of satisfaction regarding the locality of consumers is accepted, as the p value is greater than 0.05.

$H_{5.6.5}$: *There is no significant difference in the satisfaction towards Chinese branded durables with regard to education of the consumers.*

One Way ANOVA results of the above table shows the p value of 0.242 for the education variable. As a result, the null hypothesis can be accepted.

$H_{5.6.6}$: *There is no significant difference in the satisfaction towards Chinese branded durables with regard to occupation of the consumers.*

It is noted from the table that the null hypothesis can be accepted in respect of the occupation of the consumers to the satisfaction from the use of Chinese branded durable as the p value is 0.275.

$H_{5.6.7}$: *There is no significant difference in the satisfaction towards Chinese branded durables with regard to income of the consumers.*

Table shows that p value for the comparison of satisfaction with income of the consumers is 0.56, accordingly it is concluded that there is no significant difference between Chinese branded durables and income of the consumers.

$H_{5.6.8}$: *There is no significant difference in the satisfaction towards Chinese branded durables with regard to marital status of the consumers.*

It is noted from the above table that the p value of the marital status and satisfaction is greater than the significant value, so the null hypothesis is accepted.

It can be inferred that there is no significant difference in the satisfaction towards Chinese branded durables with respect to all the selected demographic variables like gender, age, region, locality, education, occupation, income and marital status, as the p value is greater than 0.05. For all independent variables, the formulated hypotheses can be accepted and it can be concluded that there exists no significant difference between the satisfaction and demographic variables.

Relationship between Perception and Satisfaction towards Chinese Branded Consumer Durables

As perception and satisfaction are the two important and related two aspects, it is essential to measure the relationship between this two. Accordingly one hypothesis is formed in this regard and Karl Pearson's coefficent correlation is used for analysis.

$H_{5.5.7}$: *There is no relationship between perception and satisfaction towards Chinese branded durables*

The following table summarises its correlation results

Table 5.40

Correlation Analysis between Consumer Perception and Consumer Satisfaction towards Chinese Branded Durables

Variables		Consumer Perception	Consumer Satisfaction
Consumer Perception	Pearson Correlation	1	.617
	Sig.(2-tailed)		.000***
Consumer Satisfaction	Pearson Correlation	.617	1
	Sig.(2-tailed)	.000***	

*** Correlation is significant at the 0.01 level (2-tailed)

As indicated in Table 5.40, Pearson correlation revealed that Consumer Perception is significantly and positively correlated with its Consumer satisfaction (r =.617, p<.01). As a result, the study concludes that there is a statistically significant correlation between Consumer Perception and Consumer Satisfaction towards Chinese branded durables.

5.14 Conclusion

The researcher took six tools to fulfill the analysis of this study.i.e,. (i) percentage analysis (ii) Chi square test, (iii) ANOVA, (iv) t-test (v) Factor analysis and (vi) Correlation. The tools, output and interpretation are clearly given after the tables. Producers and marketers should study the market and the consumer buying behaviour as behaviour may change according to their age, locality, educational qualification, occupation, income etc. So, study of consumers buying behaviour is important one while designing and selling products.

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CHAPTER VI

RETAILER'S PROMOTIONAL STRATEGY AND THEIR PROBLEMS

"It is not your customer's job to remember you. It is your obligation and responsibility to make sure they don't have the chance to forget you" - **Patricia Fripp**

Retailing is one of the most important sectors of the Indian economy. The Indian retail industry comprising both organised and unorganised sectors, has been growing rapidly in recent years. Globalization, liberalisation and industrialization have contributed to the highly competitive nature of the Indian market. It is crucial for retailers to keep up with the changing needs and demands of their customers, especially in the Indian consumer durable market, which has become inundated with Chinese branded goods. In this scenario retailers must be vigilant about the socio-economic climate in their respective countries and must remain aware of competition and technological advances in their sector.

Since, retail sector occupies the second rank in the consumer market (Amit & Kameshvari, 2012), it is essential to study from the retailer's perspective also.This chapter deals with retailer's survey which consists of promotional tools used and the problems faced by the retailers, who deal with Chinese branded consumer durables. Percentage analysis, Mean score, One sample t test, Independent sample t test, One-way ANOVA and Chi-square test have been applied to analyse the data and draw inferences.

6.1 Business Profile of Retailers

Information about the retailers consists of form of ownership and types of retail outlet. Table 6.1 explains in detail the business profile of the sample retailers.

Table 6.1

Retailers' Profile

Variables	Categories	Number	Percent
Form of Ownership	Sole proprietorship	53	35.3
	Partnership	59	39.3
	Co-operative	23	15.3
	Company	15	10.0
Retail outlet	Speciality shop	25	16.7
	Hyper market	21	14.0
	Departmental store	28	18.7
	Simple retail shop	76	50.7
	Total	**150**	**100**

Source: Survey Data

Form of ownership-wise classification of respondents shows that 35.3 percent of retailers are sole traders and 39.3 percent are running partnership business. 15.3 percent and 10 percent of retailers comes in the category of co-operative and joint stock company form respectively.

It is clear from the table regarding type of retail outlet that, 50.7 percent of the respondents are running simple retail shops, 18.7 per cent of them have departmental shops, 16.7 percent of the respondents have speciality shops and only 14 percent have hyper market.

The data regarding retailers form of ownership and type of retail outlet are supported by the figure 6.1 and 6.2.

Figure 6.1

Retail Form of Ownership

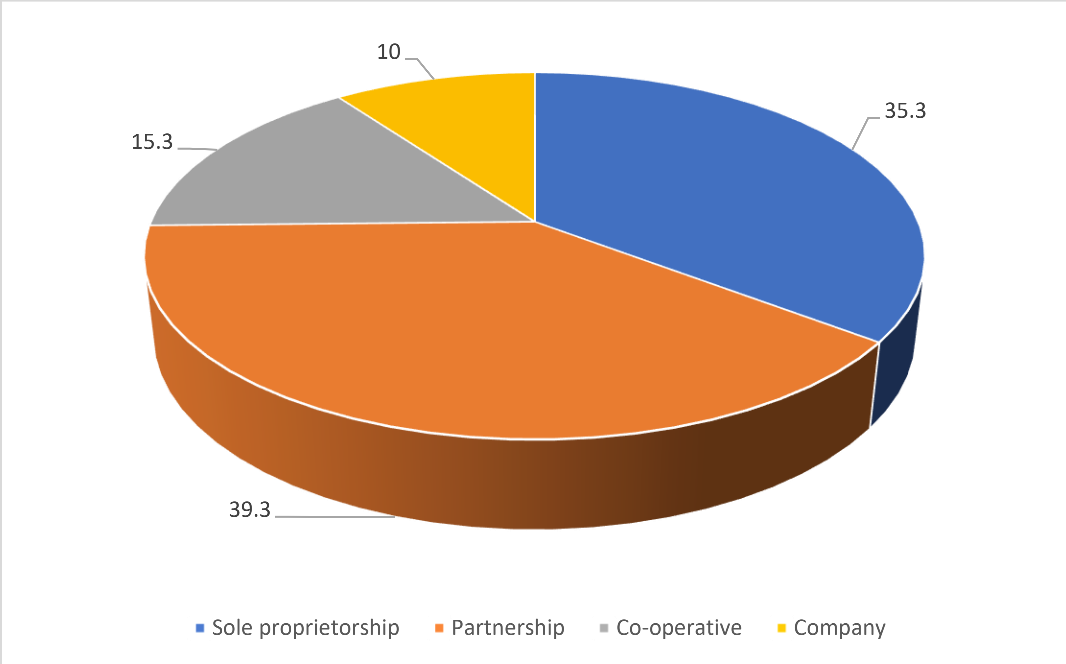
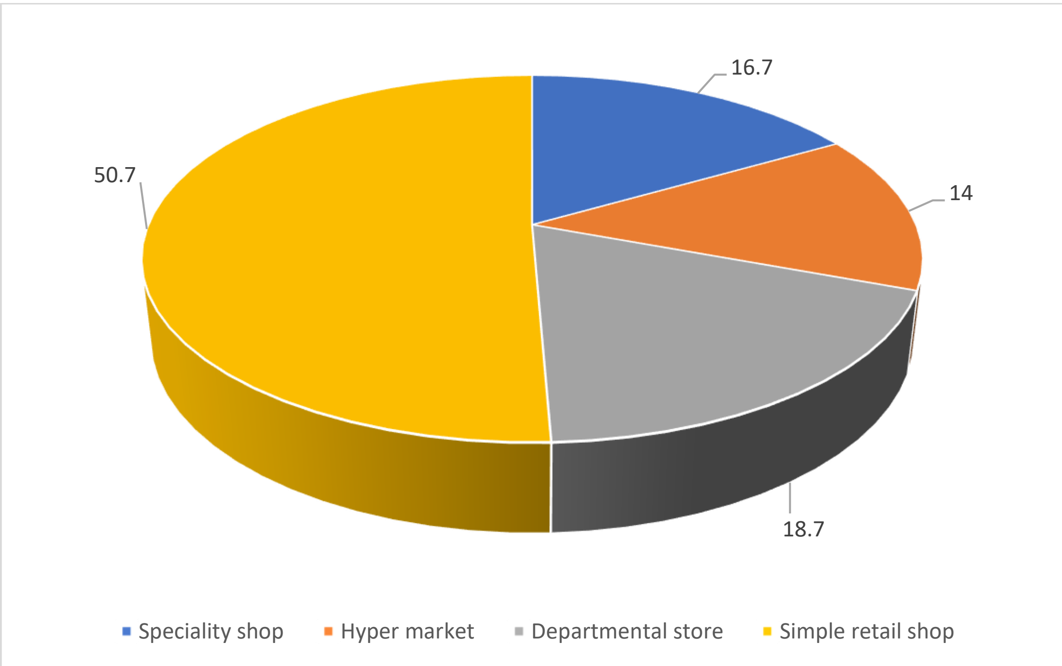


Figure 6.2

Retail Outlet



6.2 Promotional Tools

A company's promotional strategy plays a vital role in positioning its brand in the market, promoting its products and services and making people aware of its specialities. As there are many brands offering similar products or services, promotional strategies may be decisive for many potential customers. Since there are many promotional tools available, the company chooses its promotional tools based on factors such as product type, marketing budget, target audience, etc. Table 6.2 presents the opinion of retailers regarding the various promotional tools used by the Chinese branded companies.

Table 6.2

Promotional Tools of Chinese Branded Companies

Promotional Tools	Number	Percent
Advertising	24	16.0
Direct Marketing	1	0.7
Publicity	2	1.3
Personal selling	3	2.0
Sales Promotion	2	1.3
All of the above	26	17.3
Combination of the above	73	48.7
Not using any promotional tool	19	12.7
Total	**150**	**100**

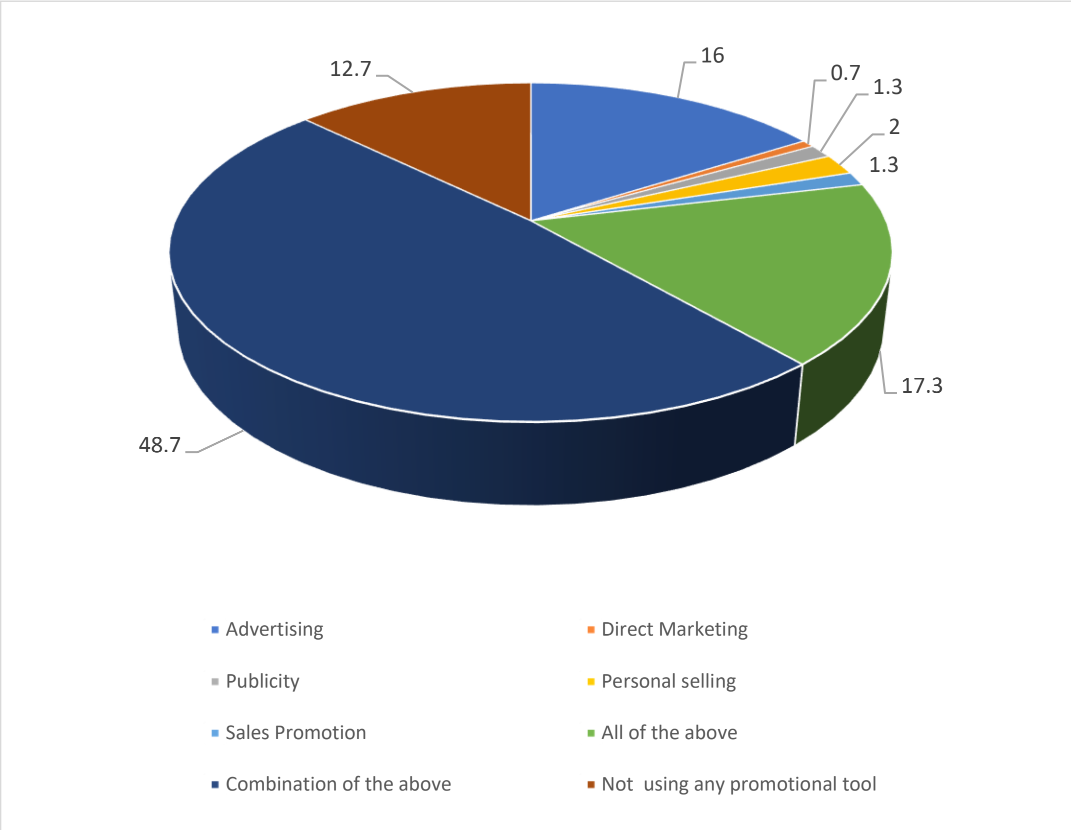
Source: Survey Data

From the table 6.2, it is observed that majority of the retailers (48.7 percent) opined that Chinese branded companies use the combination of advertising, direct marketing, publicity, personal selling and sales promotion for the marketing of Chinese branded durables. As per the opinion of 17.3 percent of the retailers, companies are using all the promotional tools (advertising, direct marketing, publicity, personal selling and sales promotion) for marketing. While 12.7 percent of the retailers commented that companies are not using any promotional tools. Direct marketing, publicity, personal selling and sales promotion are the promotional tools used by the companies as per the opinions of 0.7 percent, 1.3 percent, 2 percent and 1.3 percent of retailers respectively.

Following figure is the pictorial representation of the promotional tools of Chinese branded companies.

Figure 6.3

Promotional Tools of Companies



Promotional strategies in retail are designed to attract customers by providing them with offers, discount, coupon and other incentives. As a tool for promoting a product and building a brand, it includes advertising, publicity, personal selling, direct marketing, etc. The right promotional strategy attracts new customers and maintains existing ones. The following table explains the promotional tools used by the retailers while marketing Chinese branded durables.

Table 6.3

Promotional Tools of Retailers

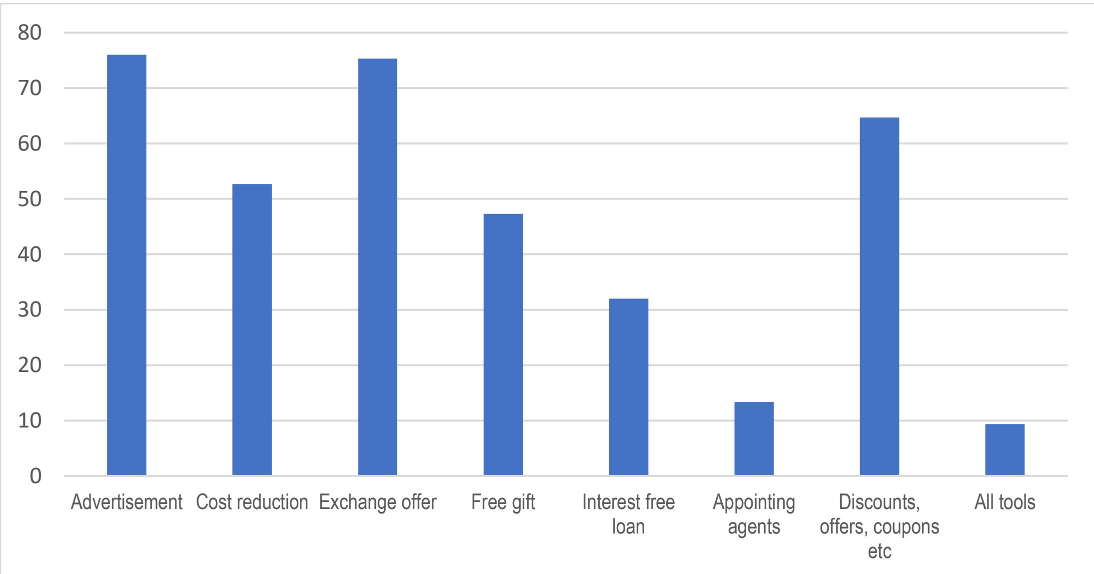
Promotional strategy	Number	Percent
Advertisement	114	76.00
Cost reduction	79	52.67
Exchange offer	113	75.33
Free gift	71	47.33
Interest free loan	48	32.00
Appointing agents	20	13.33
Discounts, offers, coupons etc	97	64.67
All tools	14	09.33

Source: Survey Data

From the table 6.3, it can be seen that 76 percent of the retailers are using the promotional tool of advertisement, 75.33 percent retailers are employing exchange offer followed by 64.67 percent with discounts, offers, coupons, etc. Only 9.33 percent of the retailers are using all of the promotional tools for the marketing of their products. Table 6.3 is supported by the following figure.

Figure 6.4

Promotional Tools of Retailers



Association of promotional tools with the profile of retailers

It is pertinent to recognise the type of retail form of ownership and type of retail outlet which affect the promotional tools used by the retailers. Hence, the following hypothesis was formulated in this respect.

H$_{6.1}$: **There is no significant association between the promotional tools of selected Chinese branded durables and profile of retailers**

Here Chi-square test was used for testing the hypotheses and the results are presented in the following table 6.4 and 6.5

H$_{6.1.1}$: ***There is no significant association between promotional tools and the type of retail form of ownership***

Table 6.4

Promotional Tool and Type of Retail form of Ownership – Chi square test

Promotion	Sole proprietorship	Partnership	Co-operative	Company	Total	Chi-square
Advertisement	40	16	13	45	114	1.468^a
	75.5%	69.6%	86.7%	76.3%	76.0%	.690
Cost reduction	26	12	10	31	79	1.459^a
	49.1%	52.2%	66.7%	52.5%	52.7%	.692
Exchange offer	40	16	13	44	113	1.467^a
	75.5%	69.6%	86.7%	74.6%	75.3%	.690
Free gift	26	17	8	20	71	11.070^a
	49.1%	73.9%	53.3%	33.9%	47.3%	.011**
Interest free loan	22	7	4	15	48	3.597^a
	41.5%	30.4%	26.7%	25.4%	32.0%	.308
Appointing agents	7	4	4	5	20	3.842^a
	13.2%	17.4%	26.7%	8.5%	13.3%	.279
Discount, offer, coupon	38	12	8	39	97	3.614^a
	71.7%	52.2%	53.3%	66.1%	64.7%	.306

Source: Survey data ** Significant at .05 level

Table 6.4 shows that majority (76.0%) of the retailers are using advertisement as the promotional tool. Table also reveals that sole proprietorship (75.5%) and company (76.3%) are using the promotional strategy of advertisement than other two forms, partnership and cooperative form of organisation. As the Chi-square shows the p value of 0.690, there is no association between advertisement and type of retail form of ownership.

Regarding cost reduction tool of promotion, 52.7 percent of the retailers are using it and among them company form of organisation is using it mostly followed by sole proprietorship form. Chi-square test discloses that there is no significant association between use of promotional strategy as cost reduction and type of retail form of ownership since the p-value (0.692) is greater than 0.05.

Considering the promotional tool of Exchange offer, it is the second most used promotional tool (75.3%). 75.5 percent of the sole proprietorship form and 74.6 percent of the company form are employing this tool than other forms of organisation. The results of Chi-square reveals no association between exchange offer and type of retail form of ownership (p value is higher than 0.05).

Free gift is the promotional tool used by 47.3 percent of the retailers. 73.9 percent of the partnership form and 53.3 percent of the cooperative form of organisation is using this tool. P value between the free gift and type of retail form of ownership is 0.011, hence there is association.

With regard to interest free loan, it is one of the least employed promotional tool and it is used by only 32 percent of the retailers. Sole proprietorship form of organisation (41.5 %) and company form (25.4%) are using it mostly than other forms. Chi-square test result discloses no association between this, as the p value is 0.308.

Appointing agents as the promotional tool is the rarely used one and only 13.3 percent of the retailers are using it. 26.7 percent of the co-operative form and 8.5 percent of the company form of organisation are employing this tool. It is inferred from the chi-square test that there is no association between the promotional tool of appointing agents and type of retail form of ownership.

Discounts, offers and coupons are the most widely used one and 64.7 percent of the retailers are using it. Among the different retail form of ownership, sole proprietorship and company form are employing it by 71.7 percent and 66.1 percent of retailers respectively. P value between this promotional tool and type of retail form of ownership is 0.306, hence there is no association.

Since the Chi-square results for all retail form of organisation with the promotional tools used except for the free gift tool is higher than 0.05, it can be concluded that there is no association between promotional strategy used by retailers while dealing with Chinese branded durables and the type of form of ownership of the retailers.

$H_{6.1.2}$: *There is no association between promotional tools and the type of retail outlet.*

Chi-square test and its results for testing the hypotheses are shown in the following table 6.5

Table 6.5

Promotional Tool and Type of Retail Outlet – Chi square test

Promotion	Speciality shop	Hyper market	Departmental store	Simple retail shop	Total	Chi-square
Advertisement	19	18	20	57	114	1.449[a]
	76.0%	85.7%	71.4%	75.0%	76.0%	.694
Cost reduction	16	14	13	36	79	4.232[a]
	64.0%	66.7%	46.4%	47.4%	52.7%	.237
Exchange offer	20	18	21	54	113	2.262[a]
	80.0%	85.7%	75.0%	71.1%	75.3%	.520
Free gift	14	10	17	30	71	4.648[a]
	56.0%	47.6%	60.7%	39.5%	47.3%	.199
Interest free loan	6	8	12	22	48	2.936[a]
	24.0%	38.1%	42.9%	28.9%	32.0%	.402
Appointing agents	3	5	7	5	20	8.332[a]
	12.0%	23.8%	25.0%	6.6%	13.3%	.040**
Discount, offer, coupon	17	13	13	54	97	5.624[a]
	68.0%	61.9%	46.4%	71.1%	64.7%	.131

Source: Survey data ** Significant at .05 level

As per table 6.5, it can be perceived that advertisement is the promotional tool used by majority (76.0%) of the retailers. From the different retail outlet, hyper market and speciality shops are employing it than others by 85.7 percent and 76 percent respectively. P value for the Chi-square test for advertisement is 0.694, which is higher than 0.05. Hence it can be concluded that there is no association.

In respect of cost reduction tool of promotion, 52.7 percent of the retailers are making use of it. Among the different retail outlet simple retail shop and speciality shop are utilising this tool by 47.4 percent and 64 percent respectively. There is no association between the cost reduction tool and type of retail outlet, since the p value is .237.

Retailers comprising 75.3 percent are making use of exchange offer tool, specifically 85.7 percent of the hyper market and 80 percent of the speciality shops. As the Chi-square shows the p value of 0.520, there is no association between exchange offer and type of retail outlet.

Regarding free gift tool of promotion, 47.3 percent of the retailers are using it and among the four forms of retail outlet, speciality shops and departmental store are using it mostly with 56 percent and 60.7 percent respectively. As the Chi-square p value is .199, there is no association.

Considering the promotional tool of interest free loan, it is not commonly used by the retailers especially speciality shops and simple retail shops. Only 32 percent of the retailers are taking this tool. There is no association between interest free loan and type of retail outlet , as the p value is .402, which is higher than 0.05.

Appointing agents is the least used promotional tool, i.e., only 13.3 percent of the retailers are employing this tool . 12 percent of the speciality shops and 25 percent of the departmental stores are using this tool. The results of Chi-square reveals association between exchange offer and type of retail outlet (p value is 0.40, which is less than 0.05).

Discounts, offers and coupons are the tool utilising by 64.7 percent of the retailers. 71.1 percent of the simple retail shops followed by 68 percent of the speciality shops are using this tool. It is concluded that there is no association between discounts, offers and coupon promotional tool and type of retail outlet as the p value is 0.131.

Since the Chi-square results for all retail outlet with the promotional tools used except for appointing agents are higher than 0.05, it can be concluded that there is no association between promotional strategy used by retailers while dealing with Chinese branded durables and the type of retailer outlet.

6.3 Chinese Branded Durables

As the Indian consumer market is immersed with foreign brands, retailers are dealing with a large number of products of foreign brands. As for the study, only four selected Chinese branded durables, such as refrigerator, microwave oven, mobile phone and toys are taken. The following table shows the details of the Chinese branded durables that the retailer dealt with.

Table 6.6

List of the Selected Chinese Branded Durables

Durables	Number	Percent
Refrigerator	44	29.33
Microwave Oven	33	22.00
Mobile Phone	94	62.67
Toys	46	30.67

Source: Survey Data

Table 6.6 shows that 62.67 percent of the retailers deal only with mobile phone followed by 30.67 percent with toys, 29.33 percent of the retailers with refrigerator and only 22 percent with microwave oven. Some retailers deal with all four types of selected Chinese branded durables and remaining retailers deal with two or more combination of the selected four Chinese branded durables.

Since there are numerous companies in the sphere of Chinese branded refrigerator, only three brands are considered here such as Haier, Midea and Hisense.

The table 6.7 depicts the brand names of Chinese branded refrigerator that the retailer deals with.

Table 6.7

List of Chinese Branded Refrigerator

Brands	Number	Percent
Haier	41	93.2
Midea	18	40.9
Hisense	14	31.8
Other Chinese brands	02	4.5

Source: Survey Data

According to table 6.7, the retailers deal with a multiple of Chinese refrigerator brands. It is clear that the majority (93.2%) of the retailers are selling the Haier refrigerator brand followed by 40.9 % with Midea brands,31.8 percent with Hisense brand and 4.5 percent with the Chinese brands other than Haier, Midea and Hisense.

Like refrigerator, Chinese brands of microwave oven namely, Haier, Midea and Hisense are taken. The following table shows the details regarding the Chinese branded microwave oven that the retailers deal with.

Table 6.8

List of Chinese Branded Microwave oven

Brands	Number	Percent
Haier	30	93.75
Midea	13	40.63
Hisense	11	34.38
Other Chinese brands	3	9.38

Source: Survey Data

The table 6.8 depicts the number of retailers with Chinese brands of microwave oven, that the retailers deal with. It can be seen that 93.75 percent of the retailers are having the brand Haier microwave oven followed by 40.63 percent with Midea brand, 34.38 percent with Hisense brand and 9.38 percent of the retailers dealing with the Chinese branded microwave oven other than Haier, Midea and Hisense.

In Indian mobile phone market, Chinese brands have dominent share. Brands like Xiaomi, OnePlus, Oppo, Vivo and Lenovo are considered here. The following table show the details of the Chinese branded mobile phone that the retailers deal with.

Table 6.9

List of Chinese Branded Mobile Phone

Brands	Number	Percent
OnePlus	47	48.96
Oppo	70	72.92
Xiaomi	60	62.50
Vivo	58	60.42
Lenovo	18	18.75

Source: Survey Data

Table 6.9 shows the brands of Chinese mobile phone dealt by the retailers. 72.92 percent of the retailers are dealing Oppo brand followed by Xiaomi (62.5%), Vivo (60.42 %) and OnePlus brand with 48.96 percent of the retailers. Lenovo brand is dealing by 18.75 percent of the retailers. It is clear that majority of the retailers are dealing with Oppo.

China has the long history of being a top manufacturer of toys. Some of the toy brands are Woodfield Toys, Rastar group, Zenith co etc. Eventhough Chinese toys are familiar in the Indian toy market, consumers of toys are not familiar with the brand names. So in order to collect data about Chinese branded toys, toys are categorised into High quality high priced toys, Average quality average priced toys and Low quality low priced toys. The following table is the summary of toys that the retailer deals with.

Table 6.10

List of Chinese Branded Toys

Category	Number	Percent
Low quality low priced toys	25	54.35
High quality high priced toys	28	60.87
Average quality average priced toys	36	78.26

Source: Survey Data

Table 6.10 depicts the category wise Chinese branded toys that the retailers deal with. Major portion of the retailers (78.26%)are having the business of average quality average priced toys and 60.87 percent of the retailers deal with high quality high priced toys. Low quality low priced toys are dealt by 54.35 percent of the retailers.

6.4 Problems faced by the retailers

Customer satisfaction is at the core of marketing. Marketers face several challenges when marketing their products. With hundreds of product options, acquiring and retaining customers is difficult in the retail industry. Managing human error in routine tasks, maintaining customer loyalty in a competitive market, hiring and retaining skilled employees, poor infrastructure, long supply chain etc are some of the challenges faced by the retailers in common (Lamba, 2022).

More specifically, retailers always face several problems while marketing Chinese branded consumer durables.11 important problems like high price, low quality, less after sales service, etc. are taken here and statistical tools like mean score and One sample t test has been used for analysing the important challenges faced by retailers relating to the marketing of Chinese branded durables. The results are shown in the following table.

Table 6.11

Problems Faced by the Retailers dealing with Chinese Branded Durables-Mean score analysis and One sample t test

No	Statements	Mean	SD	t-Value	p-Value
1	Chinese durables are more expensive than other durables	3.08	1.027	.954	.341
2	Chinese durables are inferior to other durables in quality	3.09	.979	1.168	.245
3	The profit earned on Chinese durables is lower than that earned on other durables	3.08	.923	1.061	.290
4	Compared to other durables, Chinese durables have lower demand and sales	3.11	.934	1.491	.138
5	Chinese durables are inferior in technology	3.16	1.024	1.914	.058
6	Comparatively, Chinese durables provide poor after-sales service	3.22	.940	2.866	.005
7	In comparison to other durables, Chinese durables provide less guarantee and warranty	3.17	.939	2.260	.025
8	The offers and discounts provided by Chinese branded durables are limited	3.16	.997	1.965	.051
9	Negative perceptions of Chinese brands exist among consumers	3.08	.938	1.045	.298
10	Chinese branded durables provide less sales promotion than other durables	3.34	2.74	4.241	.000
11	Chinese durables face stiff competition on the market	3.26	.937	3.398	.001

Table 6.11 reveals the One sample t test of retailers problems i.e., whether they have moderate, significant or insignificant level of problems. From the p value, it can be perceived that there are four problems having significant p value. The most significant problem is with regard to the less sales promotion followed by the stiff competition in the sale of Chinese branded durables. It is also observed that the retailers are also bothered about the problems like high price (0.341) , low quality (.245), less profit on the sale of Chinese branded durables (.290) and the negative perception of customers towards Chinese branded durables (.298).

Exploratory Factor Analysis

Objective: To identify and understand the major problems faced by the retailers while marketing Chinese branded durables.

Exploratory Factor Analysis (EFA) was conducted using the Principal Component Analysis method in order to achieve this objective. In this technique, similar items are grouped under distinct factors in order to reduce the number of statement items for better analysis. Data is first checked for factor feasibility using KMO and Bartlett's sphericity test before undergoing EFA. A description of the problems faced by retailers could be provided based on these related factors. Following is a summary of KMO results:

Table 6.12

KMO and Bartlett's Test

Kaiser- Meyer-Olkin Measure of Sampling Adequacy.		.835
Bartlett's Test of Sphericity	Approx. Chi-Square	410.915
	Df	55
	Sig.	.000

Source: Survey Data

From the above table, it can be inferred that Bartlett's test of sphericity, which tests the overall significance of all the correlations within the correlation matrix, was significant (($\chi 2$ = 410.915, $p< 0.05$). The Kaiser-Meyer-Olkin measure of sampling adequacy indicated that the strength of the relationships among variables was also reported to be high (KMO = .835), thus it was acceptable to proceed with the analysis.

Defining how many factors will be derived is the next step in the procedure. As a general rule, factors with Eigen values greater than one can be considered significant. In this case, principal component analysis is used for extraction, and Varimax rotation is used for rotation since it is the standard rotation method (Kaiser, 1958). By rotating the components orthogonally with the Varimax rotation algorithm, the factors are reduced into two. After the rotation, all statements are loaded onto the two factors. The tables display results and factor loadings separately.

Table 6.13

Total Variance Explained- Retailer Problems while Marketing Chinese Branded Durables

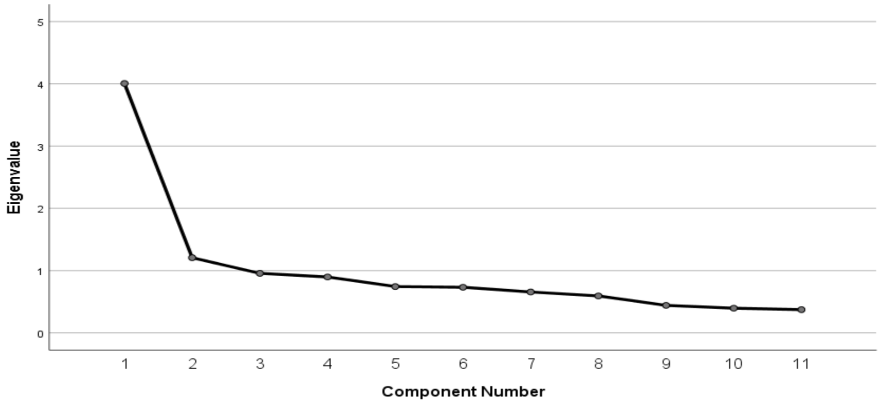
Component	Initial Eigen Values			Extraction Sums of Squared Loadings			Rotation sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.006	36.419	36.419	4.006	36.419	36.419	2.922	26.562	26.562
2	1.207	10.973	47.392	1.207	10.973	47.392	2.291	20.829	47.392
3	.956	8.689	56.081						
4	.897	8.157	64.238						
5	.744	6.760	70.998						
6	.732	6.654	77.652						
7	.656	5.966	83.618						
8	.593	5.390	89.008						
9	.441	4.010	93.018						
10	.396	3.599	96.617						
11	.372	3.383	100.00						

Source: Survey Data

From the 11 problems, only two components have Eigen values more than one. This means that these two components can be used to explain maximum variance in the characteristics of units. The total variance accounted by all the two factors is 47.392 percent. This means that significant amount of variance is explained by the two factors alone. Therefore it is better to take two factors alone for further analysis. Among the two factors, the first factor accounts for around 36.419 percent of variance.

Figure 6.5

Scree Plot: Retailer Problems with Chinese Branded Durables



According to the Scree Plot diagram, there are two factors before the curve becomes approximately straight (or before the curve begins to flatten).

Now Exploratory Factor Analysis has reduced the 11 items into two factors, which have encountered Chinese Branded Durables. The table 6.12 shows the details of each factor along with component loadings.

Table 6.14

Rotated Component Matrix -Retailer Problems while Marketing Chinese Branded Durables

	Component	
	1	2
High price	.694	
Low quality	.679	
Less profit	.676	
Low demand and sale	.664	
Inferior technology	.605	
Less guarantee and warranty	.500	
Less sales promotion		.715
Inefficient after sales service		.655
Less offers and discount		.608
Stiff competition		.567
Bad perception of customers		.548

Two factors are extracted from table 6.14 on rotated component matrix. From the matrix it is clear that the first factor is having six statements and second factor is having five statements. Based on the statements included into the factors can be named as; 1) Product related factors and 2) Market related factors.

Strength of factors

By using factor analysis, the 11 items are factored into two main components such as Product related and market related factors based on variables loaded under each factor. The following table shows mean value for those two main factors.

Table 6.15

Strength of Factors important for Problems of Retailers towards Chinese Branded Durables

Factors	Mean	SD
Product related factors	**3.12**	**.658**
High price	3.08	1.027
Low quality	3.09	.979
Less profit	3.08	.923
Low demand and sale	3.11	.934
Inferior technology	3.16	1.024
Less guarantee and warranty	3.17	.939
Market related factors	**3.21**	**.634**
Less sales promotion	3.34	2.74
Inefficient after sales service	3.22	.940
Less offers and discount	3.16	.997
Stiff competition	3.26	.937
Bad perception of customers	3.08	.938

Source: Survey Data

Table 6.15 illustrates that the market related factors is the main problem for the retailer with Chinese branded durables (mean value 3.21). Within the market related factors, Less sales promotion for the Chinese branded durables is the most cited problem with mean value of 3.34 and the next important problem is the stiff competition in the market for the Chinese branded Consumer durables (mean value 3.26). Inefficient after sales service for the Chinese branded durables (mean value 3.22) is also one of the main problem. From the mean values of the items under this group, it can determine that there is not enough offers and discounts for the Chinese branded durables.

Product related factors is the next problem faced by the retailers for the Chinese branded durables (mean value 3.12). Within the product related factors, less guarantee and warranty (3.17) and inferior technology (3.16) are the encountered problem by the retailers for the Chinese branded durables. Retailers are also bothered about the problems like high price (3.08), low quality (3.09) and less profit (3.08) on the sale of Chinese branded durables. In conclusion, market related problems are the main problem faced by the retailers.

Comparison of retailers problems and type of retail

Retailers problem with regard to Chinese branded durables may differ for different type of retail. The retailer form of ownership wise analysis is worthwhile to understand whether there is any difference in the retailers problem with regard to different form of ownership. Thus the following hypothesis are formulated in this regard.

$H_{6.2}$: There is no significant difference in the retailers problem with regard to type of retail

Here the statistical test, One-Way ANOVA was used for testing the hypotheses. The results of One-Way ANOVA test are given below.

$H_{6.2.1}$: *There is no significant difference in the retailers problem regarding the type of retailer form of ownership*

Table 6.16

Form of Ownership-wise Comparison of Retailers problem with Chinese Branded Durables

Retailer problems	Form of Ownership	Mean	SD	F value	P value
Product related Factors	Sole proprietorship	2.95	.643	1.950	.124
	Partnership	3.18	.700		
	Co-operative	3.30	.474		
	Company	3.19	.723		
Market related Factors	Sole proprietorship	3.12	.640	1.605	.191
	Partnership	3.21	.660		
	Co-operative	3.23	.555		
	Company	3.52	.580		
Overall problem factors	Sole proprietorship	3.03	.543	1.807	.148
	Partnership	3.19	.599		
	Co-operative	3.27	.474		
	Company	3.35	.621		

Source: Survey Data

From the table 6.16, it is observed that the P value of product related factors (0.124) and market related factors (0.191) are greater than 0.05 . It is noted that the P value of overall problem factors is also greater than 0.05. Hence the hypothesis, there is no significant difference between retailers problem and type of retailer form of ownership, is accepted.

$H_{6.2.2}$: There is no significant difference in the retailers problem regarding the type of retailer outlet

Table 6.17

Retail Outlet-wise Comparison of Retailers problem with Chinese Branded Durables

Retailer problems	Type of Retail Outlet	Mean	SD	F value	P value
Product related Factors	Speciality shop	3.31	.598	4.198	.007**
	Hyper market	3.35	.589		
	Departmental store	3.27	.714		
	Simple retail shop	2.94	.634		
Market related Factors	Speciality shop	3.46	.472	2.095	.103
	Hyper market	3.23	.630		
	Departmental store	3.26	.596		
	Simple retail shop	3.11	.679		
Overall problem factors	Speciality shop	3.39	.462	3.633	.014**
	Hyper market	3.29	.532		
	Departmental store	3.26	.570		
	Simple retail shop	3.02	.580		

Source: Survey Data **Significant at 0.05 level

Table 6.17 reveals the retail outlet-wise comparison of retailers problem regarding the Chinese branded durables. It is clear from the table that the P value of product related factors (0.007) and overall problem factors (0.014) are lower than .05 (at 5% significance level). But the P value of market related factors (0.103) are greater than 0.05. For understanding the difference in detail, an analysis of Scheffe's test of Post Hoc Multiple Comparison was carried out. The results of this analysis revealed that the level of retailers problem is significant in simple retailer shop to speciality shop among product related and overall problem related factors. Accordingly the null hypothesis, there is no significant difference between retailers problem and type of retailer outlet is rejected and concluded that there is difference.

6.5 Suggestions to increase the market share of domestic consumer durables

Domestic consumer durables face stiff competition from foreign branded durables. A big chunk of the Indian consumer durables market is captured by them. To overcome this situation, retailers made few suggestions. Most of the retailers made more than one suggestion. The following table shows the suggestions and its frequencies.

Table 6.18

Suggestions to Increase the Market Share of Domestic Consumer Durables

Variables	Frequency	Rank
Price reduction	53	3
Improved product quality	54	2
Tax reduction	4	9
Attractive packing	7	7
Better after sales service	20	4
Technologically advanced products	67	1
Value for money	3	10
Diverse product range	13	6
Sufficient product availability	2	11
Better sales promotion strategies	18	5
Improvement in product appearance	6	8

Source: Survey Data

It can be observed from the table that majority of the retailers (67) suggested to manufacture technologically advanced products in India as a solution to reduce the market competition from the imported products. 54 retailers suggested to improve quality followed by 53 retailers, who suggested to reduce the price of Indian consumer durables. There is least number of suggestions in respect of value for money and to improve the availability of domestic consumer durables.

6.6 Conclusion

The present chapter studied the promotional strategy used by the retailers and companies as well as the problems of retailers while dealing with Chinese branded durables. It is identified from the study that majority of the retailers are faced with the problem of least sales promotion and the stiff competition in the market regarding Chinese branded durables. The study established that there is no association between promotional strategy and the type of retail organisation and outlet.It also identified that there is no difference between the problems faced by the retailers and type of organisation while there is difference between the problems faced by the retailers and type of retail outlet. Retailers also gave some suggestions to improve the market share of domestic durables in respect of technology, quality price etc of the domestic durables.

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CHAPTER VII

SUMMARY, FINDINGS, SUGGESTIONS AND CONCLUSION

"The goal is to turn data into information, and information into insight" – **Carly Fiorini**

7.1. Introduction

This chapter contains a brief overview of the study, major findings, conclusions and recommendations of the study. With the use of appropriate tools, analysis and interpretation were carried out and findings were derived. As part of the recommendations, suggestions are made regarding the marketing strategy and to overcome the intense competition in the consumer durable industry. In addition, this chapter also covers the scope for future research.

7.2. Summary of the Study

Consumer durables are the products that don't have to be purchased frequently and they last for at least a period of three years. Examples of consumer durables are appliances like refrigerator, air conditioner, smart TV, computer,etc. Consumer durable market is an important segment of the Indian economy. With the increase in disposable income and the introduction of new technologies, the Indian consumer durable market is growing rapidly.

The Indian consumers had limited choice before 1990, as most products and services were manufactured in India and the choices were few. With the rise of globalisation and liberalisation, many multinational corporations entered into India with highly competitive and innovative products. It was a new experience for the Indian consumers, since they got an opportunity to purchase and experience a wide range of products. Among the foreign products, China dominated the Indian market more than others with its low cost products. China, being a manufacturing hub exports its products to almost every country in the world. Many countries are outsourcing their products and components to China .

As consumer behaviour is changing rapidly, it is essential for the marketer to study consumer behaviour. Even though, locally made alternative products are available in the market, consumers prefer Chinese products. This attitude of consumers preferring Chinese products have raised the eyebrows of marketers and analysers. Therefore it necessitates a study in this regard. In this context, a number of research questions have been raised from the perspectives of both consumers and retailers. Some of the appropriate questions are given below.

1. Do consumer possess Chinese branded durables
2. What are the factors affecting consumers purchase decisions.
3. What is the consumer buying behaviour towards Chinese branded durables.
4. What does consumer perceive towards Chinese branded durables.
5. What is the satisfaction level of consumers towards Chinese branded durables.
6. What are the promotional tools adopted by the Chinese branded durable dealers.
7. Identify the problems and challenges facing the retailers dealing Chinese branded durables.

This study focus on consumers buying behaviour towards Chinese branded durables. For this, only 4 types of consumer durables namely refrigerator, microwave oven, mobile phone and toy were taken into account. Chinese branded durables have captured a major share of the Indian consumer durable market, hence there is a need to know the factors, that are influencing consumers purchase intention towards these products. It is also necessary to analyse the buying behaviour regarding Chinese branded durables as well as the perception and satisfaction level of consumers. By identifying the promotional strategies followed by the retailers while marketing Chinese branded durables and the problems faced by the retailers, it could be an added advantage to the manufacturers, marketers and concerned authorities to make corrections and plan for the future.

From the review of available literature, it is apparent that no systematic and scientific studies have been carried out with respect to buying behaviour towards Chinese branded durables, especially in the context of Kerala state. Hence, the researcher seeks to address the gap in the topic by framing the following objectives.

1. To identify the influencing factors for buying Chinese durables
2. To analyse the buying behaviour of consumers towards Chinese durables
3. To investigate consumer perception towards Chinese durables
4. To measure the satisfaction level of consumers towards Chinese durables
5. To identify the promotional tools of retailers selling Chinese durables
6. To check the problems and prospects of retailers selling Chinese durables

The study is descriptive and inferential in nature, and used both primary and secondary sources of data. Primary data were collected from the individual consumers of Chinese branded durables and the retailers, who deal with Chinese branded durables in Kerala. Two separate structured questionnaires were used to collect data from both consumers and retailers. Moreover the secondary data were taken from a variety of published and reliable sources, including journals, magazines, government reports, articles, research papers, websites, association publications, academic studies ,company annual reports etc.

Multi stage sampling technique was applied to select consumers and retailers of Chinese branded durables. In the first stage, Kerala was divided into three regions, viz., northern, central and southern, on the basis of geographical locations. In the second stage of sampling, 3 municipalities and 3 panchayaths were selected randomly. In the third and final stage, from each municipality 70 consumers and 35 retailers were taken. Likewise from each panchayath, 70 consumers and 15 retailers were taken for the study. The sample size of the present study consists of 420 consumers and 150 retailers of Chinese branded durables.

The data collected from the respondents has been analysed by applying suitable mathematical and statistical techniques. Percentages, the arithmetic mean score, standard deviation, Chi-square test, the coefficient of variation, Independent sample t test, OneWay ANOVA and Post Hoc test were used for arriving at inferences. Influencing factors and the problems of retailers concerning Chinese branded durables were analysed using confirmatory factor analysis. Tables and charts were used for the presentation of data and SPSS was used for analysing the data.

The whole report of the study has been organised in to seven chapters. The first chapter includes a brief introduction of the study, the research problem, the scope and significance of the study, the objectives of the study, the hypotheses, the research methodology adopted, variables identified, operational definitions, limitations and the chapter scheme of the study. The second chapter discusses the literature review and research gaps in the field of research. The third chapter gives an overview of the Chinese branded durables market in Kerala and the profiles of selected Chinese brands. Retailer's and their problems with respect to Chinese branded durables were provided in the fourth chapter. The fifth chapter presents the results of primary data from consumer's perspective and the sixth chapter contains the results of data from retailer's perspective. The seventh and last chapter comprises the summary of the study, key findings, suggestions, conclusions and scope for further research.

7.3. Findings of the study

From the analysis of data collected from consumers and retailers regarding Chinese branded durables, some significant findings have been found. Below are brief summaries of the major findings.

7.3.1 Demographic profile of the respondents (Consumers)

- Out of the 570 respondents surveyed, 420 respondents are ordinary consumers and 150 respondents are retailers. Among the consumers 53.1 percent are male and 46.9 percent are female.

- Age wise classification of the consumers show that almost 59.3 percent of the consumers are in the age category of below 30 years. Then comes 30.2 percent of the respondents, who are in between the age limit of 30-50 years. The remaining 10.5 percent are aged above 50 years.

- Based on locality of residence, the proportion of consumers belong to rural area is 43.8 percent, semi urban area is 34.3 percent and urban area is 21.9 percent.

- The Educational profile of the consumers describe that 35.5 percent of consumers have the educational qualification of plus two, then comes 31.2 percent consumers, who are graduates. The respondents with professional degree is less with 8.3 percent. 20.2 percent of the consumers are having PG as educational qualification and 4.8 percent have only SSLC as educational qualification.

- Based on occupation of consumers, 24 percent consumers are self employed followed by private sector employees (15.7 %) and government employees, who cover 11.2 percent of the consumers. Major part of the respondents (44.3%) are in the occupation category of unemployed, which include students too. Retired employees comprise of 4.8 percent of the consumers.

- As per the income wise classification, almost 56 percent of the consumers are having an income of below rupees 25,000, 32.1 percent are in the income category of rupees 25,000 - 50,000 and only 11.8 percent are earning above rupees 50,000.

- In terms of marital status, 49 percent of respondents are married, while 51 percent of the consumers are single or unmarried.

7.3.2 Sources of information and influencers

- Regarding the sources of information about the Chinese branded durable products, the majority of the consumers (25.7%) opined that the main source is advertisement, for 19.8 percent of consumers, friends are the main source of information, for 13.8 percent of consumers, family plays a vital role as a source of information and for the remaining consumers, society, dealers, others, advertisement, friends and family together form the source of information.

- Among the various influencers in the buying decision, it is found that for about 30.2 percent of consumers, they are not influenced by any external factors, they themselves are the influencers. For 29.3 percent consumers family is the influencer, for 14.5 percent consumers friends are the influencer, for 11.7 percent consumers society is the influencer and for the remaining respondents a combination of all forms like family, friends , society, others, etc take the role of influencers.

7.3.3 Frequency of buying and incentives

- Frequency distribution of purchase of Chinese branded durables show that majority of the consumers (76.2% percent) buy them irregularly, 13.1 percent buy it rarely and 10.7 percent buy it regularly.

- Regarding the incentives received while buying Chinese branded durables, 66.9 percent of consumers had received incentives, while 33.1 percent had not received any incentives. 27 percent of the consumers received additional extended guarantees and warranties, 26 percent received free gifts, 20.6 percent received price incentives and 16.7 percent received cost reductions for future purchases as incentives. Remaining 9.4 percent of the consumers received combination of the above as incentives.

7.3.4 Brand Option of Chinese Brands

- In respect of the possession of the Chinese branded selected durables, it is found that around 65 percent of the consumers possess both Indian and Chinese brands and 21.7 percent of the consumers possess brands from all countries, ie, Indian, Chinese and other foreign brands. 9.8 percent of consumers own only Chinese brands while 3.5 percent have both Chinese and other foreign brands. Thus the majority of consumers have brands of both Indian and Chinese origin.

- In connection with the brand option of Chinese branded refrigerator, the study reveals that out of 420 respondents only 63 (15%) are using Chinese branded refrigerators. 78 percent of the consumers of Chinese branded refrigerator have Haier brand of refrigerator, 5 percent possess Midea brand, 6 percent possess Hisense brand and 11 percent own other Chinese branded refrigerators. Among the Chinese branded refrigerators, Haier has the largest market share.

- When it comes to the possession of Chinese branded microwave oven, it is found that out of 420 respondents only 56 (13.33%) are using Chinese branded microwave oven. Out of the consumers of Chinese branded microwave oven 42.9 percent possess the Haier brand, 19.6 percent possess Hisense brand, 10.7 percent possess Midea brand, and 26.8 percent possess other Chinese branded microwave ovens. Among the various Chinese branded microwave ovens, Haier has the largest market share .

- Concerning the possession of Chinese branded mobile phone, out of 420 samples, it is clear that 320 (76%) respondents are using Chinese branded mobile phones. In the group of Chinese mobile phone users 31.3 percent of the consumers have Xiaomi brand, 27.5 percent of the consumers use Oppo and 18.8 percent have OnePlus brand. The brand Vivo has the least market among the selected Chinese branded mobile phone as per the study. Among the various Chinese branded mobile phone Xiaomi has the high market share followed by Oppo.

- In the case of Chinese branded toys, out of 420 samples, 178 (42.38%) respondents are using toys of Chinese origin. 42.1 percent of the consumers purchased high quality high priced toys, 31.5 percent consumers have average quality average priced toys and 26.4 percent of the respondents own low quality low priced toys. Majority of the customers of Chinese branded toys, posses high quality high priced toys.

7.3.5 Chinese Branded Durables and Demographic Variables

- Brand option of Chinese branded refrigerator differs significantly with regard to the demographic variables gender, locality, region, education, occupation, monthly income and marital status. Age of consumers shows significant association towards the brand option of Chinese branded durables.

- Chinese branded microwave oven have significant association towards the age, region, occupation and monthly income of the consumers. Regarding the demographic variables like gender, locality. education and marital status, there is no significant association towards Chinese branded microwave oven.

- There is significant association between brand option of Chinese branded mobile phone and income of the consumers.

- Brand option of Chinese branded toys change corresponding to the changes in consumers locality but not with the changes of any other demographic variable.

- In connection with the brand option of consumers towards Chinese branded durables, association can be seen only concerning Chinese branded microwave oven.

- Respondents with income less than Rs. 25,000 are more likely to own Chinese branded durables.

7.3.6 Influencing Factors

- From the mean score analysis, it can be seen that almost all the factors have positive influence on the purchase intention for Chinese branded durables. Among the 14 influencing factors, durability of the product comes first, followed by guarantee and warranty, quality of the product, advanced features of the product, etc.

7.3.6.1 Factor analysis of influencing Factors

- The first factor explained 40.502 percent of the variance and has been named as product motive factors. The factor comprises seven variables like product type, product quality, product variety, product price, product brand image, product low maintenance and product exchange.

- The second factor explained 10.038 percent of the variance and consists of five variables. This factor has been named as promotional factor and it relates to the aspects pertaining guarantee and warranty, advanced features, after sales service, previous experience and durability. It is the most important influencing factor.

- The variables included in the third factor is named as factor relating to credit and retail schemes. The variables included in it are credit facilities and retail schemes.

7.3.6.2 Comparison of Influencing Factors with Demographic variables

- There is significant difference in the influencing factors towards Chinese branded consumer durables with respect to the gender, age and region of the consumers.

- Promotional factors have more influence on female respondents when compared to male respondents with mean value 4.17, whereas the mean value of male respondents is 3.99. Likewise influencing factors for consumers of different age group indicates more influence on the consumers of the age group above 50 years. Regarding the consumers of different region, most influenced consumers are from north region with mean value of 4.14.

- Consumers' influencing factors in rural and semi-urban and urban localities are identical. With respect to the diverse educational and occupational status of the consumers, the influencing factors for Chinese-branded durables vary greatly. In terms of the level of influencing factors in relation to consumer income, there is statistically no discernible difference.

- The influencing factors of married consumers differ significantly from that of unmarried consumers.

From the analysis it is clear that consumers in rural locality, those with professional degree as educational credentials, and those with incomes over 50,000 rupees are more influenced by promotional factors. Employees in the private sector are more influenced by the promotional factors than other groups, and married consumers are more impacted than unmarried consumers.

7.3.7. Buying Behaviour

- From the mean score analysis of the nine constructs concerning the buying behaviour of consumers towards Chinese branded durables, it has been revealed that there is a positive buying behaviour. Consumers mostly buy the product after the recognition of the need of the product or brand and before buying they search for available information about the product or brand. Sometimes, consumers buy the durables in addition to the old one.

- Consumers make a purchase decision only when they feel the need to buy a product or brand to solve a problem or unmet need. After searching for information about the product or brand available in the market, they make buying decision.

Comparison of Buying Behaviour with Demographic variables

- The buying behaviour of male consumers towards Chinese branded durables is significantly different from female consumers.
- The buying behaviour of consumers do not differ significantly across various age categories.
- The buying behaviour of consumers of one region and locality of residence differ significantly from another region and locality.
- The buying behaviour of consumers in different educational categories are unrelated.
- There is no difference between consumer buying behaviour among different occupational groups.
- In respect of the consumers buying behaviour, it varies significantly on the basis of the income and marital status of the consumers.
- As per the correlation coefficient analysis, there is significant relationship between the influencing factors and buying behaviour of consumers towards Chinese branded durables.

7.3.8 Perception

From the mean score analysis of the perception factors towards Chinese branded durables, it is revealed that:

- Consumers show positive perception towards Chinese branded durables as the mean value is 3.23.
- Consumers believe that Chinese branded durables are more diverse (mean 3.77) and technologically advanced (mean 3.71) .
- Consumers are of the opinion that Chinese branded durables are of low price, since China is able to manufacture products at low cost(mean 3.63).

- Consumers are not impressed in the quality of Chinese branded durables (2.96).
- Consumers neither agree nor disagree regarding the durability (mean 2.92) and exchange value (mean 2.92) of Chinese branded durables.
- Banning of imports from China (mean 2.90) and giving more priority to the Chinese durables (mean 2.93) are not a prime concern for the consumers.

Comparison of perception with demographic variables

- There is significant relationship between consumer perception and gender of the consumers.
- Perception of consumers differ significantly with the different age categories of consumers.
- The perception of consumers towards Chinese branded durables do not differ significantly with respect to the region, locality of residence, education, occupation and income of the consumers,
- The perception of a married consumer is significantly different from an unmarried consumer.

7.3.9 Satisfaction

From the mean score analysis of the 18 factors regarding the satisfaction towards Chinese branded durables, it can be interpreted that:

- Consumers have positive level of satisfaction towards Chinese branded durables.
- Consumers are satisfied with the diversity (3.88), availability (3.78) and advanced technology (3.73) of the Chinese branded durables.
- Consumers are also satisfied regarding the exchange value (3.24), durability (3.27) and after sales service (3.31) of the Chinese branded durables.

Comparison of satisfaction with demographic variables

- There is no statistically significant difference in the level of satisfaction towards Chinese branded durables with respect to all selected demographic variables like gender, age, region, locality, education, occupation, income and marital status.

Relationship of Perception and Satisfaction

- Consumer perception is significantly and positively correlated with consumer satisfaction towards Chinese branded durables.

7.3.10 Business profile of the respondents (Retailers)

- Based on form of ownership, almost 39.3 percent of the retailers are running partnership form of business and 35.3 percent of the retailers are sole traders.

- On the basis of the type of retail outlet, 50.7 percent of the retailers are running simple retail shops and departmental store by18.7 percent of the retailers.

7.3.11 Promotional Strategies

- Majority of the retailers (48.7 %) opined that companies use a combination of advertising, direct marketing, publicity, personal selling and sales promotion for the marketing of Chinese branded durables.

- Most of the sample retailers (76%) use advertisement as a promotional tool for the marketing of Chinese branded durables followed by exchange offer (75.33%) and cost reduction for future sale (52.67%). Majority of the retailers use a combination of all promotional tools like advertisement, cost reduction, exchange offers, free gifts, interest free loans, appointing agents, discount offers and coupons etc. 47.33% of the retailers are using the promotional tool of free gift only. Retailers are not using the promotional tool of appointing agents alone for the promotion.

- There is no association between promotional strategy used by the retailers regarding Chinese branded durables with the type of form of ownership and type of retail outlet.

7.3.12 Chinese Branded Durables

Refrigerator

- Among 150 retailers, 44 retailers deal with Chinese branded refrigerator.
- Majority of the respondents (93.2%) from the retailers of Chinese branded refrigerator, deal with the brand Haier than the other two brands Midea and Hisense.
- Few retailers from the 44 retailers, who deal with the Chinese branded refrigerator, deal with all selected brands of Chinese branded refrigerator i.e., Haier, Midea and Hisense.
- 40.9 percent of the selected retailers deal with Midea brand and 31.8 percent with Hisense brand.
- 4.5 percent of the selected retailers deal with Chinese branded refrigerator other than the selected Chinese branded refrigerators.

Microwave Oven

- Out of the 150 retailers, 33 retailers deal with Chinese branded microwave oven.
- Almost 94 percent of the selected retailers, deal with the Haier brand of microwave oven followed by 40.63 percent with Midea brand and 9.38 percent with other Chinese brands.
- 9.38 percent of the selected retailers deal with Chinese branded microwave oven other than Haier, Midea and Hisense.
- There are some retailers, who deal with all selected brands of Chinese branded microwave oven.

- The Haier brand of refrigerator and microwave oven has more retailers than the other two brands, Midea and Hisense.

Mobile Phone

- Among the 150 retailers, 94 retailers deal with Chinese branded mobile phone.
- Among the selected Chinese branded mobile phone retailers, around 73 percent of the retailers deal with the brand Oppo, followed by 62.5 percent of the retailers dealing with Xiaomi brand.

Toys

- Out of the 150 retailers, 46 retailers deal with Chinese branded toys.
- Major portion of the selected retailers (78.26 %) deal with average quality average priced toys, 54.35 percent deal with low quality low priced toys and 60.87 percent of the sample retailers deal with high quality high priced toys.

7.3.13 Problem of Retailers

- From the mean score analysis of the retailer's problem, it can be observed that retailers are facing significant amount of difficulties while marketing Chinese branded durables.
- The most important problem faced by the retailers is inadequate sales promotion of Chinese branded durables compared to competitors durables from other countries, followed by stiff competition in the market (with mean values 3.34 and 3.26)
- Retailers are bothered about problems like high price, low quality, less profit on the sale of Chinese branded durables and the negative perception of customers towards Chinese branded durables.

Factor Analysis

The first factor explained 36.419 % of the variance and has been named as product related factors. The factor comprises of six variables like high price, low quality, less profit, low demand and sale, inferior technology and short guarantee and warranty period. Product related factors (first factor) are considered as the second important factor.

The second factor explained 10.973 % of the variance and consists of five variables. This factor has been named as market related factor. The factor relates to the aspects pertaining to inadequate sales promotion, inefficient after sales service, less offers and discount, stiff competition and bad perception of customers. Market related factor is the most important factor.

Comparison of retailer problems and type of retail

- There is no significant difference in the problem of retailers with different forms of ownership.
- Retailers' problem varies on the basis of the type of retail outlet with regard to the Chinese branded durables.

7.3.14. Retailers suggestions to increase the market share of domestic consumer durables

- Majority of the retailers suggested manufacturing of technologically advanced products in India as a solution to reduce the competition from imported products.
- 54 retailers suggested for improving the quality of domestic products, followed by 53 retailers who suggested lowering the price of Indian consumer durables.

7.4 Suggestions

Based on the findings of the study, the following recommendations have been made, which can help consumers, retailers, manufacturing firms and also government authorities.

Suggestions to the consumers

1. Consumers perception towards Chinese products in terms of quality is not positive. So consumers must carry out adequate research about the product before buying.

2. Most of the low priced/ low quality consumer durables may consume more electricity, hence before buying a product consumers must ensure its energy efficiency.

3. Chinese products are available in different price ranges i.e.,from low price to high price . Customers should select the one, which is affordable and of value for money.

4. Most of the Chinese companies are new to the Indian markets and a lot of them sell their products only through online platforms. So consumers must be aware of the goodwill and credibility of the brand before buying, otherwise it will be difficult to get proper after sales service and warranty/guarantee claims.

5. The exchange value of the Chinese durables are comparatively low, so buyers must ensure that the durables have value for money before buying them.

6. Promoting our domestic products will help our country's economy. So consumers must give preference to Indian products over other foreign products.

Suggestions to Companies and Retailers

1. The main source of information about Chinese branded durables are, advertisement followed by friends, family, dealers etc. So in order to increase

product awareness, companies and marketers should focus more on attractive advertising for the introduction of new products.

2. Around 30 percent of the consumers are influenced by themselves when buying, so companies must create awareness about their products so as to penetrate the market.

3. Greater number of the consumers received incentives while buying Chinese branded durables like additional extended guarantee and warranty, free gifts, cost incentives etc which has positively influenced consumers buying decisions. So it will be better for the company to continue such incentives strategy.

4. Majority of the consumers preferred high quality high priced Chinese branded toys, it reveals that retailers will be beneficial by focussing on high quality high priced Chinese toys.

5. Among the influencing factors, durability is the most important factor followed by guarantee and warranty and quality during purchase. So the company must design product that are long lasting, of high product quality and must have extended guarantee and warranty.

6 The market share of Chinese branded refrigerators is only 15% and that of microwave ovens is around 13% in the Kerala market, which shows Chinese companies have a long way to go. Investing in product research by setting up research and development centers in Kerala will help companies to develop products according to the needs and aspirations of consumers, which can improve their market share.

7 According to the study, promotional factors have a greater influence on women and people over the age of 50 than on men and youth. This clearly shows that marketers must pay special attention to the male population and youth.

8 Chinese manufacturers should add new features to their products, so as to keep them relevant and must be able to adapt to the prevailing market conditions.

9 Chinese manufacturers need to increase the product quality by improving the features of the product in terms of design and usability. Aside from being more user friendly, it also needs to be more appealing in order to attract and persuade customers to purchase electronic products, which are expected to become more trendy and fashionable in the near future.

10 Consumers buy the product after recognising the need for the product or brand and researching the product or brand. So companies should tailor their advertisements or promotions so as to provide information in such a way, that is easily accessible to the consumers.

11 Consumers perceive Chinese branded durables as having average durability. So companies should invest in brand building by making products with high durability.

12 Compared to Indian and foreign consumer durables, Chinese branded durables have a low exchange value, so companies should adopt a buyback policy so as to boost confidence in consumers.

13 Consumers are not fully satisfied with the after sales service of Chinese branded durables, so companies must concentrate on improving after sales service of their products.

14 Due to stiff competition between Chinese and non-Chinese consumer durables, retailers are facing problems. Even though consumers are benefiting from the competition, retailers are losing their margins. So Chinese firms should concentrate on making their products more competitive through sales promotions and advertisement. Companies should look in to retailers concern, nullify their revenue loses through incentive schemes and other supports.

15 Retailers are facing the difficulty of not getting enough supply of toys. Therefore is suggested to take initiatives to make sufficient stock for toys or to take the necessary measures to increase domestic production.

16 More and more consumers are turning to online shopping and this consumer behaviour is definitely hurting consumer durable retailers. To overcome this, retailers must make consumers shopping experiences at their respective outlets a delightful experience.

Suggestions to Government

1. Government should relax import policies so as to get sufficient stock for the retailers from foreign countries, especially China.

2. Retailers are of the opinion that Indian manufactured consumer durables are not able to compete with imported products from China and other foreign countries. To overcome this, Indian consumer durable companies should focus on quality of the product and must be able to sell at low price compared to other imported products. To achieve this goal, government should provide more funds for research and development, which can help domestic firms to produce more competitive products.

3. Government should provide financial and non-financial support to Indian manufacturers so as to enable Indian companies to compete with the foreign firms.

4. As durables are the top commodity in the import list from China to India, reducing the excessive import of durables to India will result in reducing unfavourable trade balance between the countries.

5 Chinese electronic manufacturing firms should set up manufacturing plants in India, rather than exporting from China. It will improve readily availability of the products and employment opportunities as well. The Chinese companies operating in India must assume increasing levels of corporate social responsibility. All of the above Chinese efforts are likely to have an impact on Indian customers' animosity towards China and Chinese products. Government should take action regarding this.

7.5 Conclusion

The Indian market is one of the world's largest consumer markets. Consumer demand is showing rapid growth due to the growing Indian economy, easy access to credit, falling prices due to increased competition, growing demand in rural areas, and increase in nuclear families etc. Kerala consumers have diverse buying habits and to meet the needs of a diverse class of consumers, the consumer market needs innovation and product variations across categories. The globalisation and liberalisation of markets provide several world brands with competitive opportunities in India. Many of them have strengthened their presence in India and some have set up production facilities as well. China, the second largest economy in the world, remains the global hub for sourcing and manufacturing goods. In the Kerala market Chinese products are widely available.

Among the four selected Chinese branded durables i.e., refrigerator, microwave oven, mobile phone and toy, Chinese branded mobile phones have more market dominance. Chinese brands like Xiaomi have a high market share followed by Oppo and OnePlus. Out of the selected Chinese branded refrigerators and microwave ovens, the Haier brand has market superiority. For the marketing of Chinese branded durables, companies and retailers are using a combination of different promotional tools. Retailers are facing some difficulties with regard to these Chinese durables, like less sales promotion, stiff competition, poor after sales services etc. Retailers made several recommendations to the Indian government and manufacturing firms in order to improve technology and quality of the durables, and also providing consumer durables at reasonable prices in order to make them more competitive.

Consumers are influenced towards Chinese branded durables due to a number of factors, especially promotional factors. Consumers perceive these durables are of diverse and technologically advanced. They are also satisfied in this regard, but are not fully satisfied with the exchange value and durability of Chinese-branded durables.

Consumer behaviour studies, particularly the recommendations made in the study, will benefit consumers, retailers, businesses and government agencies in a variety of ways. It will help companies and the government to develop appropriate policies and plans. Retailers benefit from increased customer traffic, higher profit margins and competitive advantages. Customers benefit from receiving high-quality products and services that meet their needs and desires at competitive prices. By studying consumer behaviour, consumers can learn how to make more intelligent buying decisions.

7.6 Scope for further research

- Consumers buying behaviour towards four selected consumer durables were studied in the current study, though other Chinese consumer durables could be studied as well.
- Comparative studies can be conducted between Indian and Chinese branded consumer durables
- An impact study can be conducted of Chinese imports on the Indian trading system
- India's economic relations with China can be studied specifically, as well as how they impact its economy.
- Consumer durables production in India can be studied on the basis of the Make in India policies and the Atmanirbhar Bharat mission of the Indian government.
- There is a scope for study the various marketing strategies of consumer durables of various countries in Kerala.
- Further research can be done with respect to country of origin effects of other countries having a large manufacturing base.
- Problems related to the toy production units in the unorganised sector can be studied.

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APPENDICES

Appendix I

A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS CHINESE PRODUCTS IN KERALA

QUESTIONNAIRE FOR CONSUMERS

I am a Research scholar currently pursuing my PhD degree in Research Department of Commerce and Management Studies, PSMO College, Tirurangadi, Malappuram (Dt). The topic which I have selected for study is "A Study on Consumers Buying Behaviour Towards Chinese Products in Kerala".For the successful fulfillment of my degree I hereby request you to give your valuable feedback on my topic by filling the questionnaire. For the purpose of this study the products that have been chosen are Refrigerators, Microwave Oven, Mobile Phone and Toys, which are Chinese brands. The Information collected shall be used only for academic purpose.

Nusarath. K.K

Research Scholar

Section : A Personal information

1.	Name of consumer				
2.	Gender	Male	☐	Female	☐
3.	Age	Below 30 years Above 50 years	☐ ☐	30-50 years	☐
4.	Area	Urban Semi urban	☐ ☐	Rural	☐
5.	Education	Higher secondary Post graduation	☐ ☐	Graduation	☐
6.	Occupation	Business Retired	☐ ☐	Profession Unemployed	☐ ☐
7.	Monthly income	Less than 25,000 Above 50,000	☐ ☐	25,000 – 50,000	☐
8.	Marital status	Married	☐	Unmarried	☐

Section B : Product Information

Classification of Chinese Branded Durables

Consumer Durables	Chinese Brands
Home Appliances/White goods /Refrigerator	Haier, Midea and Hisense
Home Appliances/ Brown goods / Micro wave oven	Haier, Midea and Hisense
Consumer Electronics / Mobile phone	Oppo, Xiaomi, OnePlus, Huawei, Vivo and Lenovo
Toys	High quality high priced toys, Average quality average priced toys and low quality low priced toys

1.	Do you have any of the above consumer durables (Refrigerator, Microwave Oven, Mobile Phone and Toys)	Yes ☐ No ☐		
2.	If yes, what its country of origin	Indian ☐ Chinese ☐ Others ☐		
3.	Which consumer durable product did you buy ? please also state its brand or type	Consumer Durable		Chinese Brands
		Refrigerator	☐	Haier ☐ Midea ☐ Hisense ☐ Other ☐
		Micro wave Oven	☐	Haier ☐ Midea ☐ Hisense ☐ Others ☐
		Mobile Phone	☐	Oppo ☐ Xiaomi & Redmi ☐ OnePlus ☐ Huawei ☐ Lenovo ☐ Others ☐
		Toys	☐	High quality high priced toys ☐ Average quality average priced toys ☐ low quality low priced ☐

4.	Who influenced you in the purchasing decision.	Self Friends Others	☐ ☐ ☐	Family Society	☐ ☐
5.	Source of information for your brand.	Advertisement Family Dealers	☐ ☐ ☐	Friends Society Others	☐ ☐ ☐
6.	How often do u purchase Chinese durables.	Often Seldom	☐ ☐	Sometimes	☐
7	Do you get any incentives while buying	Yes	☐	No	☐
8	If yes, what type of incentives you get.	Price incentives Free gifts Additional extended guarantee cost reduction for future purchase			☐ ☐ ☐ ☐

9. Factors determining choice of Chinese branded durables

Which of the following you consider to be more influencing for purchase intention towards Chinese branded durables

	Statements	Very Important	Somewhat Important	Neutral	Not very Important	Not at all Important
1	Type of products					
2	Quality of products					
3	Price of products					
4	Variety of products					
5	Brand image of products					
6	Credit facility of products					
7	Exchange of products					
8	Low maintenance of products					
9	Retail schemes of products					
10	Previous experience of products					
11	After sales service of products					
12	Guarantee and warranty of products					
13	Advanced features of products					
14	Durability of products					

10. Buying behaviour towards Chinese branded durables

Given below are some of the statements related to buying behaviour towards Chinese branded durables. Please indicate your degree of agreement ranging from 'strongly agree' to 'strongly disagree'.

No.	Statements	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
1	I recognise the need of the product or brand before buying.					
2	I search information from various sources before buying.					
3	I compare or evaluate the number of alternatives before buying.					
4	I select the best product or brand among alternatives.					
5	I purchase the product repetitively, once satisfied with the product or brand.					
6	I always like for domestic durables than the imported consumer durables.					
7	I think rationally before I purchase any products					
8	Buying products during off season is cheaper					
9	I buy the consumer durables to replace the old one					

11. Perception towards Chinese branded durables

Mark your level of perception to the following statements about the various dimensions of Chinese branded durables.

	Statements	Strongly Agree	Agree	Neither disagree nor agree	Disagree	Strongly Disagree
1	I perceive that products price is reasonable and affordable					
2	I perceive that products are superior in quality than the domestic products					
3	I understand that the products provide the necessary after sale service .					
4	I believe that the products are available through out the year					
5	I understand that products are available in different variety					
6	I feel happy about the new technological up-gradation of products					
7	I believe that the durability of products are high					
8	I believe that the products are provided with sufficient warranty and guarantee.					
9	I understand that products are provided with suitable offers and discounts					
10	I believe that products have exchange value					
11	I feel that products have value for money					
12	I believe that products need low maintenance cost					
13	I feel that the advertising of products are high					
14	Surely I will purchase Chinese branded durables in the near future					
15	I will consider Chinese branded durables as my prime choice					
16	I will recommend products to someone , who seeks my advice					
17	Import of goods from China should be banned					

12. Satisfaction towards Chinese branded durables

Kindly indicate your level of agreement for satisfaction towards Chinese branded durables.

	Statements	Highly satisfy	Satisfy	Neutral	Dissatisfy	Highly dissatisfy
1	Price of products					
2	Quality of products					
3	After sales services of products					
4	Availability of products					
5	Variety of products					
6	Durability of products					
7	Offers and discounts of products					
8	Country of origin of products					
9	Adoption of new technology of products					
10	Brand Image of products					
11	Energy efficiency of products					
12	Guarantee and warranty of products					
13	Advertisement of products					
14	Exchange value of products					
15	Value addition on products					
16	Advanced features of products					
17	Low maintains cost of products					
18	Value for money of products					

Appendix II

A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS CHINESE PRODUCTS IN KERALA

QUESTIONNAIRE FOR RETAILERS

I am a Research scholar currently pursuing my PhD degree in Research Department of Commerce and Management Studies, PSMO College, Tirurangadi, Malappuram (Dt). The topic which I have selected for study is "A Study on Consumers Buying Behaviour Towards Chinese Products in Kerala".For the successful fulfillment of my degree I hereby request you to give your valuable feedback on my topic by filling the questionnaire. For the purpose of this study the products that have been chosen are Refrigerators, Microwave Oven, Mobile Phone and Toys, which are Chinese brands. The Information collected shall be used only for academic purpose.

Nusarath. K.K

Research Scholar

1	Name of Retailer/ outlet	
2	Place	
3	Type of organisation	Sole proprietorship ☐ Partnership ☐ Co-operative ☐ Company ☐ Other ☐
4	Type of outlet	Speciality shop ☐ Hypermarket ☐ Departmental store ☐ Simple retail shop ☐
5	Which of the below Chinese branded consumer durable do you sell	Refrigerator ☐ Microwave Oven ☐ Mobile phone ☐ Toys ☐
6	If you are selling Chinese branded refrigerator, which brands you deal with	Haier ☐ Midea ☐ Hisense ☐ Others ☐

7	If you are selling Chinese branded microwave oven, which brands you deal with	Haier Midea Hisense Others	☐ ☐ ☐ ☐
8	If you are selling Chinese branded mobile phone, which brands do you deal with	Oppo Xiomi OnePlus Vivo Lenovo	☐ ☐ ☐ ☐ ☐
9	If you are selling Chinese branded toys, which category you deal with	Low quality low priced toys High quality high priced toys Average quality average price	☐ ☐ ☐
10	Which are the promotional tools, mainly Chinese brands focus on	Advertisement Direct marketing Publicity Personal selling Sales Promotion	☐ ☐ ☐ ☐ ☐
11	Which promotional tools, your outlet opt for?	Advertisement Cost reduction Exchange offer Free gift Interest free loan Discounts ,offers, coupons etc. Extended warranty and guarantee Appoint agents	☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

12. Please respond to the following problems faced by the retailers, who deal with Chinese branded durables

	Statements	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
a.	Price of Chinese branded durables are high than domestic durables					
b.	Quality of the Chinese branded durables are less than domestic durables					

	Statements	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
c.	Profit earned on Chinese branded durables are less than domestic durables					
d.	Demand and sales of Chinese branded durables are lower compared to domestic durables					
e.	Technology wise Chinese brands are inferior to domestic durables					
f.	After sales service provided by Chinese branded durables are inferior compared to domestic durables					
g.	Chinese branded durables provide guarantee and warranty for a period less than domestic durables provide					
h.	Chinese branded durables provide less offers and discounts					
i.	Customers have bad perception towards Chinese branded durables					
j.	Sales promotion provided by Chinese branded durables are less compared to domestic durables					
k.	There is stiff competition in the sale of Chinese branded durables					

13. What are the measures you expect to be implemented for the survival of domestic branded consumer durables.

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