

# Analysis of Consumer Preference Towards Chinese Products

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## Abstract

“Be very careful, then, how you live—not as unwise but as wise, making the most of every opportunity, because the days are evil. Therefore, do not be foolish, but understand what the LORD’S will is.” THE HOLY BIBLE in Ephesians 5:15-17 (NIV)

*In a globally connected world, trade volume has been on the rise constantly. Many companies aspire to remain cost-competitive and Chinese products stand first on that list. The primary goal of the study is to determine consumer preferences for Chinese-made goods. It also seeks to understand how demographic factors affect young consumers’ perceptions and the factors that have an impact. Consumer preferences for Chinese goods were examined in this regard. The findings clearly infer that luxury goods are chosen by consumers because of their superior quality and attractive designs. Additionally, research has shown that buyers give quality a high priority when buying Chinese goods. The findings of the study may help marketers to create better products. Consumers may benefit from goods of higher quality. Another interesting discovery is that most consumers purchase Chinese products for their efficient features and design. Marketers ought to think about the idea of figuring out whether Chinese products tend to be used most frequently by consumers since this will be able to entice other customers to buy like products. Consumer Preference towards Chinese products varies depending on the country, product category, and other factors. However, in general, Chinese products are often perceived as being affordable and accessible by consumers. This is a major factor in their popularity in many developing countries, where consumers have limited incomes. Chinese products are also often seen as being good value for money. They may not be of the highest quality; but are often offered with good features and functionality at a competitive price. This makes appealing to consumers who are looking for a good deal. Despite all these considerations, additionally, people are becoming more conscious of the dangers that may come with purchasing Chinese goods, such as poor quality, safety issues, and environmental concerns. This is leading some consumers to avoid Chinese products in favour of those from other countries. Overall, consumer preference towards Chinese products is mixed. Some consumers are drawn to their affordability and value for money, while others are concerned about the potential risks associated with them. Nonetheless, it is important to note that consumer preferences are constantly changing. As consumers become more aware of the potential risks associated with Chinese products, their preferences may likely continue to evolve.*

**Keywords:** Consumer Perception, Choice, Taste & Preferences, Quality, Chinese Products.

## Introduction

In a globally connected world, trade volume has been on the rise constantly. The impact of the economy's expansion on business raises the significance of macro-environmental issues. Businesses now confront more competition and they modify strategies accordingly for the recent reality. In contrast, customers today benefit from superior quality goods and services at reasonable prices and a quicker turnaround thanks to globalization. To generate excellent products at a low cost, businesses have begun to produce their goods elsewhere. Companies are attempting to get a cost edge in this approach. Many companies aspire to remain cost-competitive and Chinese products stand first on that list.

## Statement of Problem

There is evidence from numerous studies showing customers consider their country of origin when evaluating items, and that country of origin has an immediate impact on consumers' purchase choices.

Due to the numerous foreign businesses that have flocked to China, the number of goods that are "Made in China" has skyrocketed. Although studies show an upsurge in the standard of Chinese-made goods, there is still scepticism when the phrase "Made in China" is mentioned.

## Review of Literature

Angan Sengupta (2022), "Perception and Purchase Behavior of Young Indian Consumers towards Chinese Products under the backdrop of their Economic and Political Rivalry". The study found that young Indians tend to place more emphasis on quality and price than on the country of origin. People who are substantially less likely to buy Chinese items are those who take the calls on social media to outlaw Chinese goods seriously, are worried about their domination in the Indian market, and inquire about the country of origin. Those who favor Chinese products have much fewer chances of their purchasing decisions being influenced by the Indo-China war. The study also found the possibilities for Indian Micro, Small, and Medium-Sized Businesses.

Aruna E., Priyadharshni M. (2022) , "Consumer Preference towards Green Marketing Practices of Cosmetic Products". According to this study, customers possess knowledge of green marketing strategies and FMCG items. The most significant variables are organic components, price, quality, and brand image. Income has no impact on customers' propensity to buy eco-friendly cosmetics. Businesses should launch increased marketing efforts, and the government can support environment-friendly cosmetic enterprises by offering financial incentives.

Suvija S., Kripa Suresh, Thahira M A., Sinitha A., Sangeetha P., Neethu Murali (2021), "Consumer Attitude and Satisfaction towards Chinese Products in India". The analysis and interpretation lead to the conclusion that the majority of consumers are dissatisfied with the quality of and general perception of Chinese goods. Only a small percentage of respondents expressed pleasure with or a favourable opinion of Chinese products and the findings also indicated that price and quality were the two factors most likely to influence consumers' perceptions of Chinese items as being satisfying.

Chandan Thakur, Divyanshu Kumar, Soumya Vyas (2020) , "Perception of Indian Consumers towards Chinese Products during Pandemic: An Empirical Study". "Vocal for Local" is a campaign that the Indian government has begun to prevent such occurrences, encouraging people to start purchasing and producing goods on the domestic market. Since the spread of the corona virus epidemic, people have started to choose locally produced or high-quality goods more. Indian consumers started to avoid purchasing Chinese products, thereby decreasing the market's demand for those products. The survey revealed that although customers tend to favour Indian-made products for consumer goods, they will choose Japanese products for their superior technology and

engines. Due to the epidemic, consumer behaviour has completely shifted in terms of purchasing high-quality goods at high prices and shunning Chinese goods due to anti-Chinese prejudice.

Ahmet Uyar (2018) , focused on “A Study on Consumers’ Perception of Chinese Products and their Willingness to buy”. The study focused on ascertaining what customers generally think, feel, and do about Chinese goods that are utilized often nowadays. The study also discusses the impact of origin on decisions to buy. 319 consumers were given a questionnaire to complete for this purpose. The data were evaluated using a frequency percentage analysis, and the t-test, variance analysis, and cross-tabulation were used to examine how the participants approached Chinese products based on their individual characteristics. The findings indicated that most consumers hold negative opinions and unfavourable perceptions of Chinese products and do not want to buy them and that the nation of origin significantly affects their purchasing preferences.

### **Objectives**

The Objectives of this study are:

- To find out the consumers’ preference to purchase Chinese products.
- To determine whether the country-of-origin effect influences consumers’ choice of purchasing Chinese items.
- To identify the possibility that there are any differences in product kinds and consumers’ preferences for purchasing Chinese products; if Chinese products can satisfy consumers in terms of quality and the likelihood that consumers see Chinese consumers as being able to purchase Chinese products.

### **Hypotheses**

In light of the objective of this research, the following alternatives have been stated to test their truthfulness.

- $H_1$ : There is no significant relationship between the gender of the respondents and the duration of purchase. (T-Test)
- $H_2$ : There is no significant relationship between the occupation of the respondents and their attention towards Chinese products. (ANOVA)
- $H_3$ : There is no significant relationship between the gender of the respondents and their choice of Chinese product irrespective of its flaws. (Chi-Square)

### **Research Methodology**

This study employs descriptive research, which focuses on gathering data to deepen understanding of contemporary concerns. Convenience sampling, a non-probability sampling method, is the sort of sampling technique used in this study. Data were gathered from both primary and secondary sources. Primary data sources include information collected and processed directly to the respondents through observations, surveys etc. Information acquired from pre-existing sources, such as research articles, internet searches, library searches, etc., is referred to as a secondary data source. The sample size includes 100 respondents to know their preference towards Chinese products in Madurai city.

### **Scope of the Study**

The study on consumers’ perspective towards Chinese products was conducted on the youngsters who consume “Made in China” products in Madurai city. By examining the impacts of cost, ethnocentrism, and product quality (i.e., visual appeal, how they perform, and lifespan) on consumers’ purchase intention, this consumer behaviour study seeks to understand how Madurai

consumers perceive products made in India versus China. It outlines the research questions and hypotheses to be explored, highlights the issue statement that drives the study, and reviews the relevant literature for the key marketing topics of place of origin, ethnocentrism, pricing, and product quality. Findings from this study will help the local manufacturing sector refine its goods and services to more effectively compete in the international market.

## Analysis and Interpretation

**Table 1 Demographic Details of the Respondents**

Category	Particulars	No. of Respondents	Percentage
Age	15 – 25 Years	93	93
	26 – 35 Years	5	5
	36 – 45 Years	1	1
	46 – 55 Years	1	1
Gender	Male	22	22
	Female	78	78
Occupation	Students	88	88
	Working	12	12
<b>Total</b>		100	100

**Source:** Primary Data

The above table shows that 93% of the respondents lie between the age group of 15 – 25 years, 78% are Female and 88% are Students.

**Table 2 Responses of the Respondents**

Responses of Respondents	Options	No. of Respondents	Percentage
Do respondents often go shopping?	Yes	52	52
	No	48	48
Respondent's awareness of Chinese products	Yes	80	80
	No	20	20
Respondent's purchase based on country manufacturing	Yes	61	61
	No	39	39
Respondents purchased Chinese product in last two years	Yes	68	68
	No	32	32
Respondents choose Chinese products over other products	Yes	22	22
	No	78	78
<b>Total</b>		100	100

**Source:** Primary Data

From the above table, it is inferred that 52% of the respondents often go shopping; 80% were aware of Chinese products; 61% have purchased products based on the country of manufacturing; 68% have purchased Chinese products in the last two years; 78% have purchased Chinese product over others and 60% of respondents didn't prefer home utilities.

**Table 3 Respondent's Behaviour of Purchasing Chinese Product**

Purchasing Behaviour	No. of Respondents	Percentage
Always	1	1
Often	8	8
Sometimes	40	40
Rarely	44	44
Never	7	7
Total	100	100

**Source:** Primary Data

Table No 3 shows that 1% of the respondents always buy Chinese products, 8% usually purchase, 40% purchase Chinese products only sometimes, 44% rarely purchase and 7% of the respondents had never purchased Chinese products.

**Table 4 Most Preferred Chinese Products**

Respondent's Most Preferred Chinese Products	Preference	No. of Respondents	Percentage
House Utilities: (Electronic items & Vessels)	Preferred	40	40
	Not Preferred	60	60
Gadgets: (Mobile Phones & Laptops)	Preferred	58	58
	Not preferred	42	42
Garments: (Men's wear & Women's wear)	Preferred	10	10
	Not preferred	90	90
Beauty products: (Skin Care items & Cosmetics)	Preferred	6	6
	Not preferred	94	94
	Total	100	100

**Source:** Primary Data

The table reveals that 60% of respondents didn't prefer home utilities like electronic items and vessels, 58% preferred Chinese gadgets like Mobile Phones and laptops, 90% didn't prefer garments both for men & and women and 94% of respondents did not prefer beauty products like Skin Care items & Cosmetics.

**Table 5 Respondent's Attraction Towards Chinese Products**

Respondent's Attraction Towards Chinese Products	Attraction	No. of Respondents	Percentage
Price	Attracted	50	50
	Not Attracted	50	50
Quality	Attracted	11	11
	Not Attracted	89	89
Functionality	Attracted	17	17
	Not Attracted	83	83
Fashion Features	Attracted	42	42
	Not Attracted	48	48

Durability	Attracted	7	7
	Not Attracted	93	93
Total		100	100

**Source:** Primary Data

The table depicts that 50% of respondents are attracted towards price; only 11% of respondents are attracted towards quality of Chinese products; 17% of respondents are attracted towards functionality; 42% of respondents are attracted towards fashion features; only 7% of respondents are attracted towards durability.

**Table 6 Mode of Buying Chinese Product**

Mode of Buying	No. of Respondents	Percentage
Online shopping	43	43
Offline shopping	54	54
Teleshopping	3	3
Total	100	100

**Source:** Primary Data

The above table and chart show that 43% of the respondents have purchased Chinese products online, 54% of them purchased through offline modes of shopping and the remaining 3% of them purchased through teleshopping.

**Table 7 Respondents' Response Towards Chinese Product**

Statement	Excellent	Good	Average	Poor	Worst	Total	Mean Score
Perception	0	25	46	15	14	282	2.82
Similarity	12	58	24	5	1	375	3.75
Quality	2	20	47	19	12	281	2.81
Overall Experience	1	23	44	23	9	184	1.84

**Source:** Primary Data

From the above table, it is observed that 46% of respondents' perception towards Chinese products is average; 58% felt good about other products with regard to similarity between Chinese products; 47% had an average opinion about the quality of Chinese products and 44% have had an average experience with Chinese products. Consequently, Chinese products are not of very high quality but they highly prefer those products because of their similarity.

**Table 8 Respondent's Experience with Chinese Product**

Statement	SA	A	N	D	SD	Total	Mean Score
Convenience and comfort while use	0	26	54	14	6	300	3.00
Choice of use	2	20	39	29	10	275	2.75
Satisfaction towards Price and Features	2	32	46	15	5	311	3.11
Restrictions in use	21	38	29	10	2	366	3.66
The lifespan of Chinese products is long-lasting than other product	2	13	32	36	17	247	2.47

**Source:** Primary Data

It is inferred from the above table that 54% of respondents have neutral opinions about convenience and comfort while using Chinese products; 39% have a neutral choice of usage; 46% are neither satisfied nor dissatisfied regarding price and features; 29% are neutral with the restrictions in usage and 36% of respondents have disagreed to the statement that the lifespan of Chinese product is long-lasting than other products. Therefore, Chinese products are not durable and that is why the price of the product is lower.

**Table 9 Relationship Between Gender of the Respondents and Duration of Purchasing Chinese Product Using T-Test**

Group	N	Mean	Std. Deviation	T Value	P Value
Male	22	1.64	.49	-.15	.881
Female	78	1.65	.48		

**Source:** Primary Data

Ho – There is no significant relationship between the Gender of the respondents and the duration of purchase.

Here the Significant value (0.881) is greater than 0.05, the null hypothesis is accepted (Ho) at a 5% level of significance and the alternative hypothesis is rejected (Ha). Hence, there is no significant relationship between the gender of the respondents and the duration of purchasing Chinese products.

**Table 10 Relationship Between Occupation of the Respondents and Attention Towards Chinese Products using ANOVA Test**

Occupation of the Respondents	N	Mean	Std. Deviation	T Value	P Value
Student	88	MEAN	1.23	.09	.769
Working	12	1.65	1.11		

**Source:** Primary data

Ho – There is no significant relationship between the occupation of the respondents and their attention towards Chinese products.

Here the Significant value (0.769) is greater than 0.05, the null hypothesis is accepted (Ho) at a 5% level of significance and the alternative hypothesis is rejected (Ha). Hence, there is no significant relationship between the occupation of the respondents and their attention towards Chinese products.

**Table 11 Relationship Between Gender of the Respondents and their Choice of Chinese Product Irrespective of its Flaws using Chi-Square Test**

Gender of the Respondents	A	N	D	Total	Chi-Square	P Value
Male	5	8	9	22	3.61	.461
Female	22	33	23	78		

**Source:** Primary data

Ho – There is no significant relationship between the gender of the respondents and their choice of Chinese product irrespective of its flaws.

Here the Significant value (0.461) is greater than 0.05, the null hypothesis is accepted (Ho) at 5% level of significance and the alternative hypothesis is rejected (Ha). Hence, there is no significant relationship between the gender of the respondents and their choice of Chinese product irrespective of its flaws.

## Findings

- From the analysis, it was found that the majority (93%) of the respondents are female, 88% are students and 93% lie between the age group of 15-25 years.
- It is analysed that most (52%) of the respondents often go shopping and 80% have awareness about the Chinese products available in the market.
- The study shows that 61% of the respondents have purchased products with the knowledge of the country of manufacture and 68% purchased during the last two years.
- Gadgets are the most preferable Chinese product among the crowd of respondents and Price is the major feature of Chinese products that attracted the respondents.
- It is observed that 46% of the respondents have an average perception towards Chinese products and 58% have a good impression of similar non-Chinese products.
- The study depicts that 47% of them felt that the quality of the Chinese products is average and 53% have not purchased all of the Chinese products despite having tried some.
- It was found that 44% of the respondents had an average experience with the Chinese product and 54% were averagely comfortable with the product.
- The analysis shows that 39% of the respondents neither chose nor rejected due to the flaws of the Chinese products.
- 46% of respondents expressed they felt neither happy nor unhappy with the Chinese goods available on the market.
- An average of 29% of the respondents are restricting their usage of Chinese products.
- It is inferred that 36% of the respondents refuse that the lifespan of Chinese products is long.
- There is no relationship between the gender of the respondents and the duration of purchasing Chinese products.
- There is no relationship between the occupation of the respondents and their attention towards Chinese products.
- There is no relationship between the gender of the respondents and their choice of Chinese product irrespective of its flaws.

## Suggestions

- Due to the cost advantage, major corporations worldwide continue to manufacture their products in China.
- Businesses that operate on a worldwide scale should invest in their brands by maintaining good product quality and doing it at the lowest possible cost
- Companies that want to succeed in the marketplace must safeguard their cost advantage and prioritize branding. While achieving cost advantage alone is not a viable competitive strategy, maintaining high production costs is perhaps not necessary for businesses to build brand value.
- Businesses that are able to achieve this will prosper more and gain a competitive advantage on a global scale.

## Managerial Implications

“Be very careful, then, how you live—not as unwise but as wise, making the most of every opportunity, because the days are evil. Therefore, do not be foolish, but understand what the LORD’S will is.”  
THE HOLY BIBLE in Ephesians 5:15-17 (NIV)

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regard. The findings clearly infer that luxury goods are chosen by consumers because of their superior quality and attractive designs. Additionally, research has shown that buyers give quality a high priority when buying Chinese goods. The findings of the study may help marketers to create better products. Consumers may benefit from goods of higher quality. Another interesting discovery is that most consumers purchase Chinese products for their efficient features and design. Marketers ought to think about the idea of figuring out whether Chinese products tend to be used most frequently by consumers since this will be able to entice other customers to buy like products.

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