

The Effect of Country-Of Origin on Consumer's Perception towards buying Chinese products with reference to Nagpur city

Dr Priyanka Dongre¹, Dr Hitesh Dongardeo²

¹Assistant Professor, Prerna College of Commerce, Nagpur, Maharashtra, India

²Assistant Professor, Symbiosis International, Nagpur, Maharashtra, India

ABSTRACT

The impact of nation of origin on customers' attitudes toward buying Chinese products in established and emerging economies was investigated in this study. When customers are aware of particular national features, they are more likely to utilize country-of-origin as an external cue in evaluating product quality and influencing their purchasing choice process, according to the author, who analyzed various empirical research conducted over several years. Because of technological advancements and the competitive character of these countries' markets, consumers gave products manufactured in developed countries a better rating for product quality. Furthermore, the study found that consumers in some nations prefer products made locally due to ethnocentrism and patriotism. It also outlined the difficulties that multinational firms encounter as they investigate the possibility of outsourcing manufacturing. For scientists, the growth of Chinese items and their increasing appeal has been a phenomenon. Furthermore, the "cheap" reputation of Chinese items, as well as their product quality, has prompted greater investigation into why buyers buy Chinese products and what they think before buying. As a result, this study aims to fill a void that has rarely been investigated in terms of customer perceptions of Chinese items, particularly in the Nagpur environment. The current study has enhanced the understanding of how the shoppers perceive the Chinese products while making the buying decision. It explore show different perception tools can positively influence their purchase decision. Additionally, this study provides practical insights into how the purchasers use and perceive different product information in several perspectives which can be alien to their cultural background. According to this report, Nagpur consumers are particularly concerned about the pricing of Chinese goods. As a result, Chinese product marketers in Nagpur should be very careful regarding the value, quality, and technological advancement of the products they're selling in the market. Finally, while this study provided many major findings, there are various other tangible and intangible difficulties that should be addressed in future studies.

1. INTRODUCTION

China is the best nation that is constantly integrating into modernity, and every other country wants to know the magic of its prosperity. To ascertain their products, they have previously adopted a precise set of trade policies [1, 2]. Because Chinese consumers account for a significant percentage of the world's population, this massive consumer industry will have a major impact on the world economy through international trade [3, 4]. Additionally, as labour costs in the western world increase, many global corporations have already moved operations in China to advantage from its cheap labour while maintaining profitability [5]. China, on the other hand, as the world's second largest economy behind the United States, has invested a lot in manufacturing in strategies to succeed with the global giants [6, 7]. Few Chinese items, such as Lenovo laptops and Tsingtao Beer, have also already established a global reputation. Furthermore, the Forbes Worldwide 2000 lists a large number of Chinese enterprises [8]. As according Thomas, Chinese goods were not largely available in the marketplace even throughout the past decade; however, the global market has recently seen a boom in 'Made in China' products. For scientists, the rise of Chinese items and their growing popularity has been a phenomenon [9]. However, the "Made in China" reputation needs improvement in order to gain trust of buyers, as their reputation for product quality isn't very great. As a result, this study seeks to fill a gap that has rarely been studied on the consumer's

perception of buying Chinese items, especially in the setting of the United States [10].

2. OBJECTIVES OF STUDY

- (i) To understand the perceptions of customers toward buying Chinese products.
- (ii) To examine the effectiveness of country of origin effect on customers' perception towards buying Chinese products.

3. HYPOTHESIS

H1: There is a direct effective relationship exists among the country of origin and customers' perception towards buying Chinese products.

3.1 Cronbach's Alpha Reliability Test

On the basis of initial samples collected for Pilot Survey or say pre-survey, 6 initial samples from each region i.e. total 30 samples, were tested for factors under consideration as well as for the factor of the overall performance. The following table provides the results of the pre-survey of the study where 5 questions were asked to the initial 30 respondents.

3.2 Figures and Tables

Sr. No.	Factors	Initial Sample size	No. of Questions	Cronbatch's Alpha Value	Interpretation
1	Land of Origin Effect	30	5	0.919	Excellent

Interpretation: Since for Dimension, Cronbach's $\alpha > 0.9$, the model is an excellent one for all the attributes under consideration for testing Hypotheses. For conducting the post survey under the given hypotheses, there is no need for any of the alteration and in any of the questions

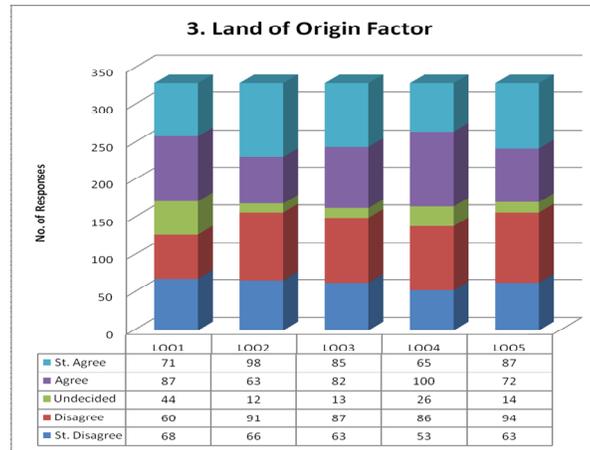
3.3 Tabulation for Sample Distribution

Following table provides the clear information for the collection of samples under the major regions of the Nagpur District. The attempt was to collect the unbiased samples which would support the objectives of this research study.

Sr. No.	Region	No. of Samples
1	Kamleshwar and Saoner	70
2	Narkhed and Katol	60
3	Kuhi, Umred and Bhiwapur	60
4	Parshioni, Ramtek and Mouda	70
5	Higna, Nagpur (City & Rural) and Kamptee	70
Total:		330

Place illustrations (figures, tables, drawings, and photographs) throughout the paper at the places where they are first discussed in the text, rather than at the end of the paper. Number illustrations sequentially (but number tables separately). Place the illustration numbers and caption under the illustration in 10 pt font. Do not allow illustrations to extend into the margins or the gap between columns (except 2-column illustrations may cross the gap). If your figure has two parts, include the labels “(a)” and “(b)”.

Trends in the Model



All the Five questions under this factor reflect a mix support, since the amount of supportive responses as compared to non-supportive responses together seems to be almost same. Thus Land of Origin factor directly may not matters as per the customers' perception for buying the Chinese product.

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AUTHOR

1. Dr.Priyanka Dongre received the PhD in Business Management and MBA/MCOM degrees from Rastrasant Tukadoji Nagpur University in 2021, 2009 and 2019, respectively. During 2014-2020, she stayed in KDK College of Engineering. She now with Prerana College of Commerce, Nagpur.

2. Dr.Hitesh Dongardeo received the PhD in Business Management and MBA degrees from Rastrasant Tukadoji Nagpur University in 2021 and 2019, respectively. During 2010-2019, He stayed in KDK College of Engineering, Nagpur. He now with SIU, Nagpur.