

Use of Chinese Product in Indian Household

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Abstract- Indian market by the name we may think that Indian market comprises of only Indian goods but that is not true Indian market is an oxymoron as it consists of various products not only from India but from the whole world major contributors of this market are America India and China but the products from other countries are very expensive as compared to those of China maybe that is one of the reasons why Chinese products dominate the Indian market.

1. INTRODUCTION

Products made in China are a part of every household in India which ranges from poor to rich from stationary to electronics, from hardwares to softwares. What can be the reason of such dominance well that is what is the purpose of this study, this research focuses on how a foreign market can capture such a huge share in the Indian indigenous market of a country how do these products attract the customers towards them how can the Indian market groom itself to the extent of giving competition to the foreign products Several studies show that the demand for the products made in China is rising to a great extent not only in Indian market but also in other countries that is harming the indigenous products of the country which becomes the prey of Of the Dragons attractive policies huge discount several features cheap products wide range are the features of these Chinese products.

2. LITERATURE REVIEW

Jayadas (2017) it is observed that general retailers to buy china made products over Indian products due to customer demand, low cost of the product but simultaneously would not be able to compromise with the product quality. the threat does exist of china made products On India; however it can be reduced.

DR. Naveen (2012) Indians are ever ready to buy Chinese goods. For them, Chinese goods are favorably cheaper than Indian products. In Economics, there is a term called dumping and these dumping of products or imports can come out to be a disaster for the economy. As the memory of an Indian consumer weak, the

stream of Chinese products started in the late 90s and gained momentum.

Nandi (2013) In his research he analyzed that unless and until we develop an ecosystem for components, it is not possible to reduce dependence on China overnight. It will take time. We will have to find an alternative, which is available globally. Stating that there are alternatives in India, It will take time to develop an entire ecosystem of components in the country.”

3. RESEARCH GAP

A research gap is defined as a topic or area for which missing or insufficient information limits the ability to reach a conclusion for a question. A research need is defined as a gap that limits the ability of decision-makers (policy-makers, patients, practitioners) from making decisions

Research Gap of my research is as follows.

(1) The reason for Demand of Chinese products in Indian Households it due to varieties of products offer by Chinese companies.

(2) And also large range of products offer by Chinese companies.

(3) The problem of innovation gap in the economy, there is vast gap between India and China innovation system as there are in general countries with developed national innovation systems, playing the role of technology leaders, and those with developing innovation systems, acting as innovation.

4. RESEARCH OBJECTIVES

(1) Percentage share of Chinese goods used in Indian households:

This is one of the primary objectives, to find out the share of Chinese products in the Indian households, which will help to determine the demand of such products.

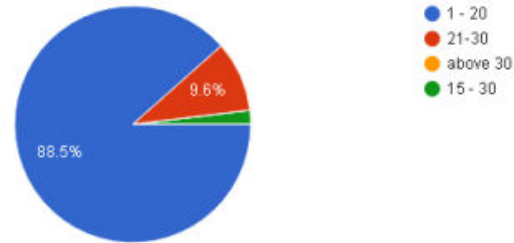
EXPLAIN: PROBLEMS AREAS/ FACED WHILE DISCOVERING

(2) Dependency of market on Chinese goods:

The share of Chinese products in the Indian market and its dependency on it based on the demand arising from the sellers.

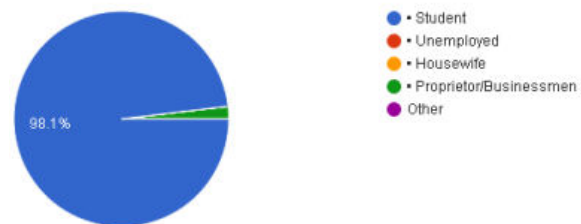
(3) To know the preference of a rational consumer towards the purchase of a product:

This is one of the qualitative objectives as the preference or inclination cannot be based on quantitative data but the mental attitude of customers towards them. This is based on the reasons why a consumer is purchasing a Chinese product over the others.



88.5% responses are from the age group 1-20 its shows that respondent are young and the 9.6 % are belong from age group 21-30 and rest of them are above 30.

Question 2: you fall in which of the following category



Highest people involved in the survey were students mostly with 98% and 2% businessmen.

5. METHODOLGY

Data analysis is the process of evaluating data using the logical and analytical reasoning to carefully examine each component of the data collected or provided. Also is one of the many steps that are taken when a research experiment is conducted.

- Qualitative Analysis. This approach mainly answers questions such as 'why,' 'what' or 'how.
- Quantitative Analysis. Generally, this analysis is measured in terms of numbers.
- Text analysis.
- Statistical analysis.
- Diagnostic analysis.
- Predictive analysis.
- Prescriptive Analysis.

6. RESULT AND DISCUSSION

Question 1: Which of the following age group do you belong to?

- Consumers are now more aware about the quality of product. Therefore, it is an opportunity for the domestic manufacturers to start manufacturing in India and replace Chinese products.
- #vocalforlocal is a strong initiative taken by the government to promote the local producers in the local market. The Initiative was launched at the right time to promote local businesses.
- Producers, Retailers, and every business should take this opportunity and make their superior position in the market.
- The young generation can be the target market for many products, as the study shows that they are willing to pay higher prices for the quality and they often shop once in a month. Indian Government have to change policies related to Business, So that Indian Business Flourish. And Government have to work on Skill Development of Labours.

7. CONCLUSIONS AND FUTURE SCOPE

All countries around the world are facing problems due to Pandemic. India is fighting hard with corona virus, economic recession, and national security. Common



people are the worst affected because of the above mentioned reasons. Consumer Behaviour and purchasing power have changed significantly. People are willing to buy quality goods at higher prices and are not willing to compromise with their health. This is one of the lessons learned during this pandemic that quality does matter. The people of India are willing to buy 'Made in India Products. This global crisis has opened gates for many local businesses to flourish in the market. Indian products are more durable when compared to Chinese products and this long lasting capacity helps in saving a lot of money. Indian companies have a better customer service which is absent in the Chinese product market. Indian products give you a sense of security and trust.

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