

Factors determining the Indian consumer psychology towards Chinese E-products

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ABSTRACT

Recently India launched 'Make in India' campaign due to its non-manufacturing image in the world and this became the significant component of the Atmanirbhar Bharat Mission. India has also found that the over dumping of Chinese products in India is the main cause of spoiling its GDP ratio and downfall in economy. Not only this, China shackled the world economy in terms of Coronavirus spreading by which world community observed china as a foe one including India. The call to boycott Chinese products comes at the time when the Indian government promoted Make in India campaign to make the country self-reliant under the Atmanirbhar Bharat Mission. But several scholars have felt that it is impossible to boycott Chinese product properly because Chinese e-products have captured the Indian markets as well as Indian consumers' psychology. Moreover, it is generally expected that there is a relation between overall Indian consumers' psychology with various factors such as Chinese e-product's quality, availability, affordability, price of the products, media promotional influence, peer-pressure, perceived experiences, impact of Chinese culture, variety of products, and rivalries motives. Therefore, this paper tries to examine the Indian consumers' psychology towards Chinese e-product and it also tries to determine the real factor behind the Indian consumers' psychology towards Chinese e-products. Simultaneously this paper also seeks the relationship between Indian consumers' demographic factors like income & their domicile and buying behavior towards Chinese e-products. For which a sample of Delhi and outside Delhi consumers were selected for the study. A consumer survey was applied to determine the factors that predict the psychology of the Indian consumers with Chinese e-products. However data for the study was analysed by applying student t-test to explore the overall psychology of Indian consumers by using SPSS ver.26. Result of the study suggests that the factors that determine Indian consumers' psychology towards Chinese e-products in the study are Quality, Availability and Affordability of Chinese e-products, Promotional Influence, Perceived Experience, Peer Pressure, Impact of Chinese Culture and Rivalry Motives.

Key Words: Chinese e-products, Quality, Availability & Affordability of Chinese e-products, Promotional Influence, Perceived Experience, Peer Pressure, Impact of Chinese Culture and Rival Motives.

1. INTRODUCTION

Recently, India addressed the point of dependency in economic sector due to its non-manufacturer profile. Therefore, Indian Prime Minister Narendra Modi launched a campaign namely 'Atmanirbhar Bharat' (self-reliant India). This inflammatory exasperation was more specifically targeted towards our immediate neighbor, China – a rustic which has been declared guilty of producing and spreading the novel coronavirus. In the last decade, China has gone from generating just one percent to forty percent of the world's e-commerce transactions, as World Economic Forum (WEF) declared [1]. China was fast becoming a pacesetter in e-business prior to Covid-19, but china and its handling procedure of coronavirus has impacted the global economics, fuelled anger in the global capitals and flamed anti-Chinese campaigns all over the world including India. Scholars are in a fix that whether India's fragile economy will be survived its own 'boycott china' campaign.

On the other hand, Indian economy has been heavily dependent on Chinese investment since last decades. This was a major factor to impose Chinese e-products in the Indian markets. Whether the transnational economic relations of India-china were good or bad, but one thing is notable that India has been a very big market for the Chinese e-products, due to which 'Made in China' slogan became so popular in India because Chinese e-products (electrical/electronic products) were very lenient on their price segment comparatively ten to seventy percent cheaper than other electrical/electronic or digital products [2]. By the given feature of Chinese e-products every class was able to buy Chinese e-products

in India, and every Indian started to believe that as a recent trend 'use and through' doctrine is good. Eventually, Chinese e-products captured the Indian markets in digital field and Indian consumer's minds as well. This trend made Indian economy a dependent on China regarding e-products. Though China has benefited more by the globalization phenomenon comparatively to the other nations around the world, but the countries such as India got a downfall in its economy due to the over-dumping e-products by China.

Since, India and China are considered as the two major economies of the world. They are growing at a rapid pace. Due to this, Chinese products are available all over the world including India. According to Chinese Ministry of Commerce, India imports 20.4 percent of chemical products, 8 percent of cheap metals, 4.7 percent of plastic and rubber, 4.1 percent of textile, 14.7 percent of others, and 48.1 percent of electro-mechanic products from China [3]. The data shows that Chinese e-products are more available and affordable in the Indian markets and these were consumed a lot. All e-product have created a safe-heaven in Indian consumer's markets and their minds. Just because of this cause the study about the Indian consumer's psychology towards Chinese e-products is taken as a serious matter for investigation.

2. REVIEW OF LITERATURE

2.1. CHINESE MARKETING STRATEGY

China has been one of India's top trading partners. The remarkable economic success of China has been a much famous about the subject in the world as a whole. After the Chinese revolution, China has emerged as one of the most powerful economies in the world since last decades [4]. Mahajan and Joshi concluded that Chinese marketing strategy followed product-oriented method from the ancient period, simultaneously its pricing strategy have been monopolistic in nature and Chinese marketing does not get bother about the promotion of the products [5]. Some scholars believe that China's productive force and overall national strength have been consistently enhanced which is now widely perceived as 'the emergence of China' because of Chinese electronic products (e.g. radio, torch, DVD players, LCD, LED lights, Smart-phones, Washing machines, Laptop, Electronic adaptors, Batteries, Headphones, Softwares, APPs etc). in the Indian Markets. Moreover, decorative items, fashion accessories like clothes, slippers, jewelries and handbags etc. always captured the Indian festivals markets [6, 7]. Numerous products such as electronic products, locks, umbrellas, leather products, toys, mobile phones and accessories, batteries, bulbs, clocks and watches etc. have got a sizeable market share in India [8]. Chinadaily.com.cn website reported in 2017 that over eighty three percent Indian consumers purchased Chinese products. The study surveyed that Indian consumers feels products made in India are very expensive, while Chinese products are cheaper in price and of better quality. Survey represented that 38 percent peoples favored Chinese durable products such as mobile phones and other electronic devices, 15 percent bought household and decorative goods, and 10 percent preferred to buy gift items and 37 percent favored Chinese products in all the above mentioned categories [9]. Ali, Kamraju, & Wani found in their study that India is badly affected by the Chinese discounted products; the price strategy compels Indian consumers to buy Chinese products. Indian markets are occupied by Chinese products from toy, vehicle components, to electronics. Thus, some of the key sectors of the Indian economy are decisively dependent on China [10]. Zhao examined that Chinese low price and good quality strategy are major cause to import Chinese products in India [11]. However, Sun & Wu concluded that product price, brand names, promotions and distribution strategy is quietly good and it improves the living standard of the consumers whether it be rural or urban[12].

But since last few years Indian are waged in boycotting Chinese products on the basis of China's increasing proximity with Pakistan, increase trade deficit with India, and after the Doklam event that have raised the bar of animosity among Indian consumers to buy Chinese products [13]. According to BusinessLine of the Hindu newspaper, 87 percent Indian Consumers are willing to boycott the Chinese

products for the coming years [14]. But on the other hand, this fact can't be denied that china was dominating the Indian consumer markets and most of the economies of the world as well.

2.2. INDIAN CONSUMER'S PSYCHOLOGY

Basically, consumer psychology is a field of study of human behavior in order to buying patterns, customs and preference regarding products including their reactions and preference to advertising, packaging and marketing of those products. The aim of consumer psychology is to evaluate and understand consumers and their decision making process. Some psychological factors always strike the consumer behavior such as demographics, personality, and lifestyle and behavior related variables such as loyalty, brand advocacy, usage rates and occasion and willingness to positive response about the products are all subjected to the market research. According to M. Solomon the consumer psychology is "the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society" [15]. It means that Consumer psychology is a specific field that studies how a consumer's thoughts, beliefs & feelings and perceptions influence consumers purchase and relate to goods and services.

India is the second most populous country in the world after China. Being a populous country India's consumer's demands for more and more products are at the large scale. Therefore, we can see these Chinese products in India on the roadsides, hawkers pull carts and in the shops as well. Some scholars believe that Indians are more materialistic and they believe in long-term plans and they mostly wish to set money aside for durables and electronic products [16]. That's why they keep on saving their money for their children's education and they go to the cheap and best product. Class-wise they value product's quality and brands. Generally they observe the availability and affordability of the products.

Ritu Narang examined the role of relationship of ethnocentrism, social status and personal self-esteem and customer animosity which impact on buying intention towards Chinese products. The research indicates that consumer's attitudes and behavior in an emerging nation quietly differ from their counterparts in developed countries [17]. R. K. Srivastava found in his study that affordable products with quality can help china and the other countries to import their products in India [18]. Some scholars such as M.H. Shah, X chen & A. K. Chauhan expressed in their study that Indian Consumers respond to advertising skeptically than that of Chinese Consumers [19]. ByoungHo Jin, Jin Yong Park and Jay Sang Ryu observed in their study that Indian consumers placed value on brand, country of origin, price, and quality, in descending order [20]. However, Tanvi Shirsat finds that the impact of Country of Origin effect on Indian consumers while purchasing Chinese products [21]. Oliver H.M. Yau has drawn a line between Indian and Chinese consumers with the Chinese cultural values. He emphasized that Chinese cultural values may also be used as an effective basis for market segmentation in the western and eastern world including India [22]. Pavel Chakraborty & Michael Henry observed that China produces the cheaper goods and volume of variety in comparison of India, due to this reason India imports the Chinese products at large scale [23], while World Bank concluded that, Indian Consumer behavior is complex and fast-changing [24]. With these arguments there are many questions come in the mind for instance, why does lots of Chinese e-products exist in India? Why are Chinese e-products getting success in India? Why do Indian consumers purchase Chinese e-products in a huge amount? What are the reasons/factors behind purchasing Chinese e-products by the Indian consumers? What is the Indian consumer's psychology that their purchasing behavior is inclined to the Chinese e-products? Whether Indian consumers prefer quality, availability, affordability, price, and variety of the products? Or Are Indian consumers influenced by peer-pressure and perceived experiences? Or Do they prefer Chinese culture? Or Do they have any rival motives/animosity with Chinese e-products.

Similarly there are several studies conducted to explore the factors relevant to the Indian consumer's behavior towards Chinese Products; still there is a lack of study that focuses on the Indian Consumer's psychology towards Chinese e-products. Hence, this research study tries to explore the factors that predict Indian Consumers' psychology towards e-products that china exports to India and Indian consumers prefer to buy them. With this constant view the subsequent research questions are to be addressed in this study as objectives:

3. OBJECTIVES OF THE STUDY

1. To find out the real factors which show in Indian consumers' psychology towards Chinese products?
2. Is there any difference between overall Indian consumers' psychology with relevance of their income and domicile?
3. What is the relationship between Indian consumers' psychology and Quality of Chinese e-products, Availability of products, affordability of the Chinese e-product, price of the products, media promotional influence, peer-pressure, perceived experiences, impact of Chinese culture, variety of products, and rival motives?

4. HYPOTHESES FOR THE STUDY

In exploring the relationship between Indian consumers' psychology and Chinese e-products, the study addressed the following hypotheses:

H₀1—There is a difference between overall Indian consumers' psychology towards Chinese e-products with relevance of their income.

H₀2— There is a difference between overall Indian consumers' psychology towards Chinese e-products with relevance of their domicile.

H₀3—There is no relationship between overall Indian consumers' psychology and Quality of Chinese e-products, Availability of products, affordability of the Chinese e-product, price of the products, media promotional influence, peer-pressure, perceived experiences, impact of Chinese culture, variety of products, and rival motives.

H_a1— There is no difference between overall Indian consumer's psychology with relevance of their income.

H_a2— There is no difference between overall Indian consumer's psychology with relevance of their domicile.

H_a3— There is strong relationship between overall Indian consumer psychology and Quality of Chinese e-products, Availability of products, affordability of the Chinese e-product, price of the products, media promotional influence, peer-pressure, perceived experiences, impact of Chinese culture, variety of products, and rival motives.

5. METHODOLOGY

Participants

This study is based upon a non-probability purposive random sampling that was employed to the respondents that are residing in Delhi (82.2%) and outside of Delhi (17.8%). Total numbers of respondents were 202 that selected for the sample survey (See Table No.1). The incomes of the respondents were in two categories such as 'Below 50000' (36.6%) and 'Above 50000' (63.4%). The age group has taken under consideration from 25-35 (22.8%) and 36-50 (77.2%). Gender wise data consisted as Male (60.4%) and Female (39.6%).

Table No. 1

Demographics for Indian Consumer Psychology towards Chinese E-Products

		Frequency	Percent	Valid Percent
Age	25-35 Years	46	22.8	22.8
	36-50 Years	156	77.2	77.2
	Total	202	100.0	100.0
Gender	Male	122	60.4	60.4
	Female	80	39.6	39.6
	Total	202	100.0	100.0
Monthly Income	Below 50000	74	36.6	36.6
	Above 50000	128	63.4	63.4
	Total	202	100.0	100.0
Domicile	Delhi	166	82.2	82.2
	Outside Delhi	36	17.8	17.8
	Total	202	100.0	100.0

(Source: SPSS Software Version 26)

Measures

For the study the research tool was divided into two sections. Section one consisted detailed demographic information Performa intended to explore Age, Gender, Monthly Income, and Domicile. Second section consisted of Indian Consumer Psychology survey (calculated by SPSS) with an internal reliability test with Cronbach's Alpha ($\alpha = .944$) consisted of 10 items followed by two point response category scale (Yes=1, No=2) which shows that questionnaires have had high reliability. The scale comprised of ten sub-scales e.g. Quality of Chinese e-products, Availability of Chinese e-products, Affordability of Chinese e-products, Promotional Influence, Perceived Experience, Peer-pressure, Reasonable Price, Variety of Chinese e-products, Impact of Chinese Culture, and Rivalries motives.

Statistical Analysis/Procedure

For the study questionnaire was formed as an informed consent Google form that was given to the participants, upon receiving their consent to participate. I have got the filled questionnaire electronically by the participants. The forms were then coded for the data entry processes and data analysis were conducted with Statistical Package for Social Science (SPSS Ver. 26). Factor loading was used to explore the factors that determine Indian Consumers' psychology towards Chinese e-products; Student t-test has been applied to explore the difference between the samples, and Pearson's correlation to explore the relationships between the variables.

6. RESULT

In the time of sampling survey questionnaire was distributed to 202 respondents of Delhi residents and non-Delhi residents. The most important factors were taken as follows: Quality of the Chinese e-products, Availability of the Chinese e-products, Affordability of the Chinese e-products, Promotional Influence, Perceived Experience, Peer-pressure, Reasonable Price, Variety of the Chinese E-products, Impact of Chinese Culture, and Rivalries motives. Analysis of data focused on exploring factors that determines Indian consumers' psychology towards Chinese e-products. All factors were analyzed by utilizing SPSS software. For the factors loading to clarify the relationship among the factors/variables and the extraction method of maximum, the Varimax rotation statistical technique was employed. The results of the analysis revealed eight factors with eigenvalues greater than 0.4. These factors were considered as appropriate for the reporting which had more than 0.4. (See Table No. 2)

Table No. 2

Factor loading of ten-facets of Indian Consumer Psychology towards Chinese E-Products

Variables/Facets	Factors
Quality of Chinese E-Products	.498
Availability of Chinese E-Products	.432
Affordability of Chinese E-Products	.448
Promotional Influence	.491
Perceived Experience	.485
Peer Pressure	.443
Reasonable Price	.399
Varieties	.356
Impact of Chinese Culture	.460
Rival Motives	.493

(Source: SPSS Software Version 26)

An independent-samples (variables) student t-test was applied to compare Indian consumer's psychology towards Chinese e-products with the monthly income of the Indian consumers (See Table 3). Result showed a significant difference between monthly income and purchase psychology of Chinese e-products ($M = 1.6337$, $SD = .48300$), $t = 9.818$, $p = .000$, it means $p < 0.05$. A large t-score indicates that the groups are different i.e. there is no positive relation between monthly income and the purchase psychology of Indian consumers towards Chinese e-products. H_0 is supported by the result.

Likewise, an independent samples student t-test was applied to compare Indian consumer's psychology towards Chinese e-products with the domicile (urban life style or rural life style) of the Indian consumers (See Table 3). There was significant association found between domicile and Indian consumer buying psychology. ($M = 1.1782$, $SD = .38365$), $t = -4.512$, $p = .000$, it means $p < 0.05$. Here t value is negative and this shows no difference between the two factors. H_0 is not supported by the result.

Table No. 3
Student T-test analysis of Demographic Variables

	N	Mean	Std. Deviation	Std. Error Mean	t	df	Sig. (2-tailed)
Monthly Income	202	1.6337	.48300	.03398	9.818	201	.000
Domicile	202	1.1782	.38365	.02699	-4.512	201	.000

(Source: SPSS Software Version 26)

The factor 1 labeled as 'Quality of Chinese e-products' accounted for 49.8% of the variance ($M = 1.92$, $SD = .498$) and had a coefficient of variance of 25.93%.

The factor 2 labeled as 'Availability of Chinese e-products' accounted for 43.2% of the variance ($M = 1.65$, $SD = .432$) and had a coefficient of variance of 26.18%.

The factor 3 labeled as 'Affordability of Chinese e-products' accounted for 44.8% of the variance ($M = 1.63$, $SD = .448$) and had a coefficient of variance of 27.48%.

The factor 4 labeled as 'Promotional Influence' accounted for 49.1% of the variance ($M = 1.72$, $SD = .491$) and had a coefficient of variance of 28.54%.

The factor 5 labeled as 'Perceived Experience' accounted for 48.5% of the variance ($M = 1.68$, $SD = .485$) and had a coefficient of variance of 28.86%.

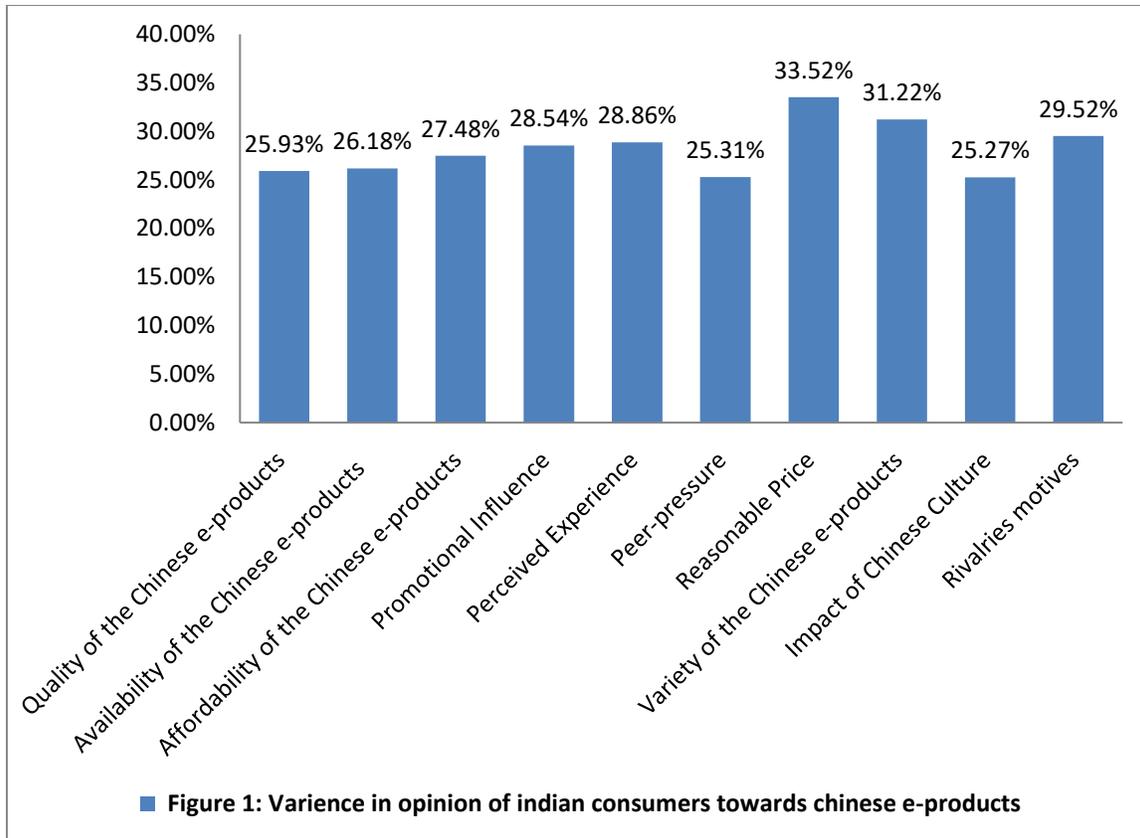
The factor 6 labeled as 'Peer-pressure' accounted for 44.3% of the variance ($M = 1.75$, $SD = .443$) and had a coefficient of variance of 25.31%.

The factor 7 labeled as 'Reasonable Price' accounted for 39.9% of the variance ($M = 1.19$, $SD = .399$) and had a coefficient of variance of 33.52%.

The factor 8 labeled as 'Variety of Chinese e-products' accounted for 35.6% of the variance ($M = 1.14$, $SD = .399$) and had a coefficient of variance of 31.22%.

The factor 7 labeled as 'Impact of Chinese Culture' accounted for 46.0% of the variance ($M = 1.82$, $SD = .460$) and had a coefficient of variance of 25.27%.

The factor 8 labeled as 'Rival motives' accounted for 49.3% of the variance ($M = 1.67$, $SD = .493$) and had a coefficient of variance of 29.52%. (See Figure 1)



(Source: Figure made by Author)

Moreover, to explore the relationship between overall Indian Consumer's psychology with Quality of the Chinese E-products, Availability of Chinese e-products, Affordability of Chinese e-products, Promotional Influence, Perceived Experience, Peer-pressure, Reasonable Price, Variety of Chinese e-products, Impact of Chinese Culture, and Rival motives; a Pearson correlation was applied. The result of the correlation represents that the overall Indian Consumer's psychology is associated with Quality of Chinese e-products ($r = 1.00$, $p > .001$); Availability of Chinese e-products ($r = .640$, $p > .001$); Affordability of Chinese e-products ($r = .691$, $p > .001$); Promotional Influence ($r = .733$, $p > .001$); Perceived Experience ($r = .866$, $p > .001$); Peer-pressure ($r = .674$, $p > .001$); Reasonable Price ($r = .554$, $p > .001$); Variety of Chinese e-products ($r = .466$, $p > .001$); Impact of Chinese Culture ($r = .590$, $p > .001$); and Rival motives ($r = .749$, $p > .001$). The analysis showed that there is significant relationship among the overall Indian consumer's psychology factors because the significant value of all the factors is $=.000$ which is less than $.001$ hence all these factors significantly influence the psychology of Indian consumers. The Regression coefficient (r) is high means that correlation between dependent variable and independent variables is positive (See table 4).

As indicated in the table 4 stepwise regression summary, it is clear that all factors affecting Indian consumers' purchasing psychology and these are positively related with purchasing Chinese e-products. Hence it does not support the null hypothesis (H_03) and concludes that there is sufficient evidence at the 1% level of significance, that there is a strong relation between Indian consumers' psychological factors to purchase Chinese e-products.

Table No. 4
Correlation of Overall Indian Consumer's Psychology with Ten Facets of Indian consumer's psychology

	Mean	Std. Deviation	r	Sig. (2-tailed)
Quality of Chinese E-Products	1.92	.498	1.00**	.000
Availability of Chinese E-Products	1.65	.432	.640**	.000
Affordability of Chinese E-Products	1.63	.448	.691**	.000
Promotional Influence	1.72	.491	.733**	.000
Perceived Experience	1.68	.485	.866**	.000
Peer Pressure	1.75	.443	.674**	.000
Reasonable Price	1.19	.399	.554**	.000
Varieties	1.14	.356	.466**	.000
Impact of Chinese Culture	1.82	.460	.590**	.000
Rival Motives	1.67	.493	.749**	.000

(Source: SPSS Software Version 26)

** Indicates significance

*N=202

Coefficient of Variance = $\sigma / \mu * 100$

σ – The standard deviation

μ – The mean

7. DISCUSSION/ DATA ANALYSIS

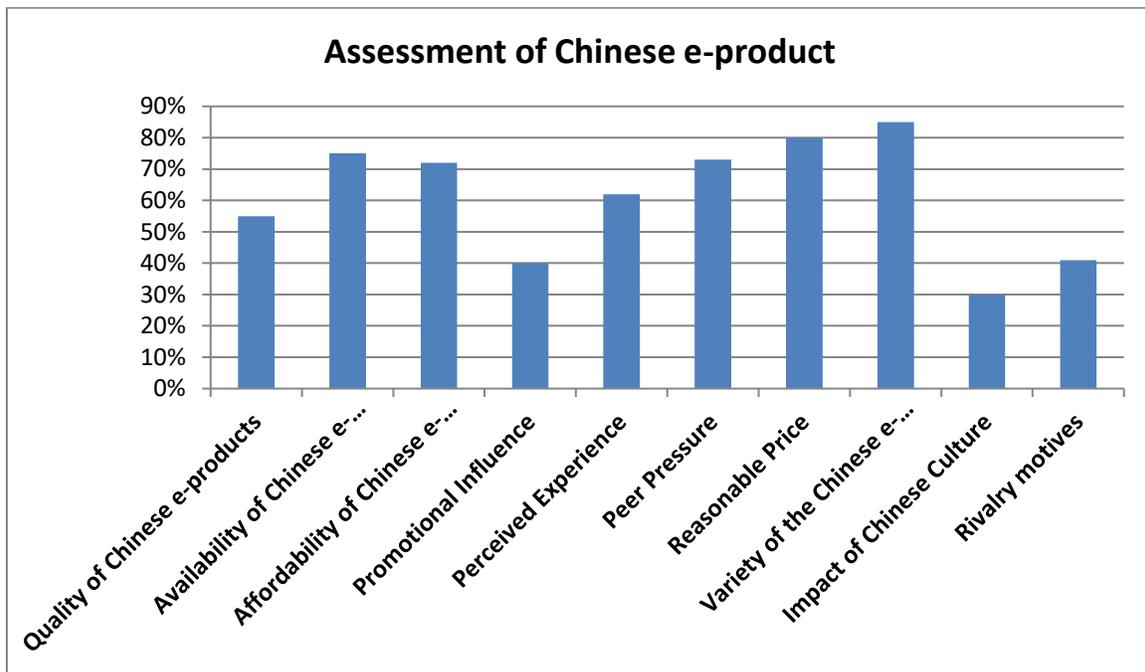
The major objective of the study was to explore the real factors that predict Indian consumers' psychology towards Chinese e-products. The factors that emerged most crucial for the Study are: Quality of Chinese e-products, Availability of Chinese e-products, Affordability of Chinese e-products, Promotional Influence, Perceived Experience, Peer Pressure, Impact of Chinese Culture and Rivalry Motives. Discussion is based on the structure of the questionnaire which can be interpreted as follows:

7.1. Quality of Chinese e-products

Generally, "quality" refers to the degree of excellence. Product quality is an important determinant of the consumer's satisfaction. Mostly demand of the products depends on the quality of the products that a manufacturer company is providing to their consumers. It is considered as a crucial factor for the exports too. Although several researches has expressed that Chinese e-products are at the failure on the basis of their quality. The data shows that 55% peoples expressed that quality of Chinese e-products' has been

good but they are not satisfy with their consistency (See Figure 2). These products are often ready to use but on the warranty basis they are at the total failure. So, Indian consumers are ready to buy these e-products in the absence of the good quality products in the markets because they always demand for the sustainable/durable products which are not having a manufacturing fault. As Xiaohua Lin and Richard Germain also examined that china had little incentive to improve product quality because they were evaluated on profitability [25].

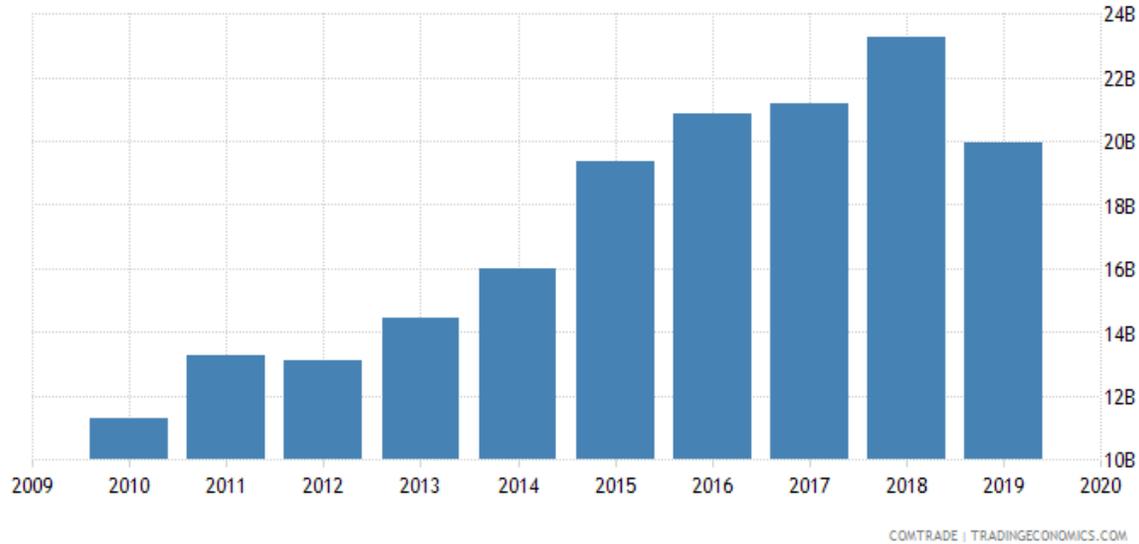
Figure: 2



(Source: Figure made by Author)

7.2. Availability of Chinese e-products

Marketing also depends on the availability of products, it enhance the profitability of the companies and demands of the consumers. Higher availability means customers' demand is high while poor availability means customers' demand is lower and it is the sign of poor financial performance of the company. The data shows that Chinese e-products are firmly available in the Indian markets. Approximately 75% respondents are agreed with this idea that Chinese e-products are normally available in every outlet in India (See Figure 2). These products are rarely out of stocks. It shows that managing on-shelf availability is a significant challenge-but china also offers a significant opportunity to increase sales in India. It indicates that Indian consumers are not able to decide about the feature of Chinese e-product but they purchase it just because of their availability in the Indian stores. Tradingeconomics.com is also in support of this evidence on which basis imports remain at high in India (See Figure 3).

Figure 3: Import of Chinese e-products in India from 2010-2019 (in billion \$)

(Source: Refer, <https://tradingeconomics.com/india/imports/china/electrical-electronic-equipment>)

7.3. Affordability of Chinese e-products

Globalization created so many classes in each and every continent of the world, India is one of them. India has been divided in many classes for a century e.g. poor and rich classes, rural and urban classes, lower, middle and upper classes, employed and unemployed classes and in the last forward and backward classes. According to classes, marketers basically have to keep in mind the strategy of selling the products. Indian consumers' psychology of purchasing e-products depends upon their money saving pattern. They also mind that products are affordable or not or products would save their money or not. Indian consumers demand for cheap and best product generally, and china maintain the range of prices in their products according to the Indian strata. Southeast European markets also believe that china has great potential for manufacturing affordable products [26]. Approximately 72% respondents believe in that china is one of the countries that supply their e-products in price-based range (See Figure 2). Although these products are not as best as they cheap for consumers but they may be afforded because of their cheapness and utility. One thing is noticeable here that Indian consumers generally do not involves in feedback policy, rather they believe in utility of the products [27].

7.4. Media promotional influence of Chinese e-products

To promote the products every company depends upon their media partner or promotion channels to compete their competitors. Some scholars such as Lijun Zhou & Tao Wang believe that Chinese governments have begun to integrate multiple marketing tactics to compete and promote their brands at various levels by using social media [28]. Scholars such as Thamaraiselvan Natarajan, Janarthanan Balakrishnan, Senthil Arasu Balasubramanian & jeevanantan Manickavasagam believe that though the increasing significance of social media in India gives an opportunity to marketers to attract consumers through advertisements, but still Indian consumers perception towards these advertisements remain unexplored [29]. The data indicates that Indian consumers are not ever influenced about Chinese e-products by media promotion; even they do not mind the promotional tactics while purchasing Chinese e-products rather they go to the product's innovative features and utility, 40% respondents have same feeling about the Chinese e-products (See Figure 2).

7.5. Perceived experience and Peer-pressure while purchasing Chinese e-products

Generally perceived experience is the main part of consumer psychology to buy products. The data is indicating that 62% respondents believe that they purchase Chinese e-products on the basis of perceived experiences. It means that Chinese e-products have an adjustable life to satisfy their Indian consumers (See Figure 2).

The general approach of Indian consumer to Chinese products is the product produced in China useless and inferior. They are harmful to health also [30]. Approximately 73% of the respondents stated they did not want to buy products made in China (See Figure 2). Thus, consumers do not trust Chinese products and find them useless.

7.6. Influence of Chinese business culture

It is considered that Chinese business culture is largely influence by Confucianism, and they follow Confucian concept of *Guanxi* which means that a relationship network is crucial and based on the values of solidarity, loyalty, modesty and courtesy [31]. But it is generally found that Chinese service stations are very less in India so they intend to one time products sell and so that consumer may adopt the 'use and through' policy. So, it does not become the matter of loyalty and modestly or relationship network with the other countries regarding their e-products. Our study is also found that Indian consumers are not influenced with Chinese business culture while purchasing e-products. Approximately 30% respondents believe in the same (See Figure 2).

7.7. Rivalry motives

Rival Motives or Animosity of Consumers towards foreign or across the border products is a natural behavioral outcome of Consumers [32]. It reflects a negative perception to purchase products which are imported from a disliked nation [33]. After the Doklam standoff and launching Atmanirbhar Bharat campaign the animosity of Indian consumers' towards Chinese e-products has got an increase. Approximately 41% respondents are having rival motive to the China, and they have a negative perception to buy e-products which are imported from China (See Figure 2).

8. CONCLUSION

The findings of the study have discovered strong correlation between overall Indian Consumers' psychology and its influencing factors. Finding are indicating a highly significant correlation of all the factors of Indian consumer psychology survey such as Quality of Chinese e-products, Availability of Chinese e-products, Affordability of Chinese e-products, Promotional Influence, Perceived Experience, Peer Pressure, Impact of Chinese Culture and Rival Motives except pricing and variety of Chinese e-products. Study reveals that at the demographic level Indian consumers' psychology towards Chinese e-products doesn't remain same. The buying behavior of the Indian consumers' towards Chinese e-products have a negative sense regarding their monthly income, means money does not become a matter for buying Chinese e-products, but consumers' domicile matters for the same. There are a few limitations of the study that the correlation of the sample for this study was limited to Delhi and outside Delhi. Hence, generalization of the findings is limited to a similar context and comparable population of group. Despite these limitations, the study provided the base for the conclusion to be established and it can be concluded that Quality of Chinese e-products, Availability of Chinese e-products, Affordability of Chinese e-products, Promotional Influence, Perceived Experience, Peer Pressure, Impact of Chinese Culture and Rival Motives which underlie in positive sense. Therefore, findings of the current study might be helpful

to the society & the state especially in thinking about banning Chinese e-products and in terms of make in India campaign or Atmanirbhar Bharat Abhiyan.

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