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**CONSUMER BUYING BEHAVIOR REGARDING CHINESE  
CONSUMER PRODUCTS IN BILASPUR CITY**



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**Short Profile**

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**ABSTRACT:**

Consumer is the focal point of all the business and all the marketing strategies revolve around him. In a country like India they are treated as king, and the success or failure of a business is dependent on him. Consumers exhibits variety in buying behavior and its dependent on number of seen and unseen factors. The current study explores the buying behavior of consumers regarding the purchase of Chinese electronics items in Bilaspur city in the state of Chhattisgarh. Present study is carried out with the help of 100 respondents through a self

structured and administered questionnaire.

**KEYWORDS**

*marketing strategies , globalization , Chinese electronics .*

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## INTRODUCTION

The era of globalization has opened the door of success for many entrepreneurs. Growing varieties in products and services has provided the consumers with ample of choices. This globalization has made the world economy to operate at a common base, so as to provide the best at cheapest price to the customers. Chinese durable products are over flooded in the Indian market which has made the market even more competitive. Bilaspur city in this regards has witnessed the same. Customers of the city are exercising their choices to fulfill their needs and demand. The intensity and motive behind the purchase depends on a number of factors. The paper aims to study those factors influencing the consumer choices in making the purchase of Chinese electronics item in Bilaspur city.

## IMPACT OF CHINESE GOODS IN INDIAN MARKET

Be it anything from needle to toys, electronic gadgets, hot water bottles, Diwali crackers one will find the Chinese version of the same in India at much cheaper price. The price of Chinese goods is 10-70% lower than that of Indian goods. Low price, bulk availability, and variety are some of the favourable features of the Chinese goods in India. Chinese products in huge quantity are put into Indian market and adversely affecting the Indian units. Chinese goods are not only affecting the domestic business and Indian market but also affecting the export market of our country. Indian goods are being replaced by 'Made in China' label both in India as well as abroad. Made in China label is slowly capturing the every segment of Indian market such as electronic goods, textile and garment industry, toys, medicines, car components etc.

## LITERATURE REVIEW

Karunik and Schiffman (2008) highlights dynamic business environment is turbulent as never before and the service industry as promising as never before. It is required to analyse various factors affecting consumer purchase decision directly or indirectly. Philip Kotler (2008) described that customer is always considered as a core of business activity. Reddy et al. (2009) in their article, reveal that brand is the means of differentiating a company's products or services from those of its competitors. A good brand helps a company earn premium price for their products and services, since customers prefer to buy good branded products and they will be loyal customers. Mansour Samadi et al. (2009) aims to compare the perceived risk level between Internet and store shopping, and revisit the relationships among past positive experience, perceived risk level, and future purchase intention within the Internet shopping environment. Lovelock (2010) in his book emphasized on advancements and challenges in services marketing. Pravin Purwar (2010) in his paper uses econometric techniques to deal with the issue of market concentration. The paper analyses the reasons and results for this merger, and the economic theory and the competition issues emerging with this collaboration. Sylvie Laforet (2011) in his study examines whether appearance of corporate, product and dual brand names (a combination of brand names used together) on packaging influence consumer purchase preference.

## OBJECTIVES OF STUDY

The proposed study is based on following under given objectives:

- 1.To study the consumer buying behaviour for Chinese electronics product in the Bilaspur market.
- 2.To analyze the customer motives involved in the buying process.
- 3.To identify the market potential of Chinese electronics goods in Bilaspur district.

## METHODOLOGY

Methodology adopted in the current study can be described as:

**Sampling method:** Convenience sampling procedure was adopted in the study where data was obtained from the respondents of Bilaspur city.

**Sample size:** The sample size of the present study is restricted to 100 sample respondents of Bilaspur district. These respondents have been chosen on the ease of access irrespective of a specific locality. The data have been so obtained from the respondents, who are a present or past consumer of Chinese electronic items.

**Research design:** Descriptive Research Design: Descriptive research design is concerned with the description of facts and ideas. The researcher adopted this design as it is the most basic and useful design for primary data survey in social sciences research.

**Instrument used in the study:** A self structured questionnaire containing 18 items along with questions on product and service aspects were formulated. Pre-test of the questionnaire were conducted through pilot survey. Biased or unwanted elements of questionnaire were removed after the pre-test of the schedule to finally arrive at an 18 item questionnaire. The reliability of the questionnaire was found to be 0.75.

**Scaling techniques:** Likert scale (Kothari, p-84-85) was used to rate items on the questionnaire on five degree scale. It is the most common and widely used scale in social science research to measure the attitude of respondents. The self structured questionnaire constituted a five-point scale. The measurement of favour/attitude towards a product or service characteristics by the respondents is done on a 10 point scale where point 1 represents the lowest score and point 10 represent the highest level score.

**Methods of data collection:** Data was collected both from primary sources for the present study. Collection of primary data was through administered predesigned structured questionnaires. Data were collected with the help of questionnaire through direct personal interview method where employees were interviewed as a unit of sample. Data were collected by face to-face contact with the persons.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

The demographic profile of the respondent under study is presented in table 1. The profile variables included in the present study are age, gender, educational qualification, monthly income, occupation, marital status, family size, family type and religion. A total of 100 respondents fall into the following categories:

TABLE 1 Demographic Profile of the Respondents

		Frequency	Percent
Age of the Respondent	Under 20 Years	7	7.0
	20-30 years	39	39.0
	31-40 years	42	42.0
	41-50 years	10	10.0
	Above 50 years	2	2.0
Gender of the Respondent	Male	74	74.0
	Female	26	26.0
Educational qualification	10	10	10.0
	10+2	10	10.0
	Graduate	49	49.0
	Post Graduate	31	31.0
Monthly income	Less than Rs. 15000	16	16.0
	Rs. 15001-30000	51	51.0
	Rs 30001-50000	21	21.0
	Above Rs. 50000	12	12.0
Occupation	Service	60	60.0
	Business	6	6.0
	Agriculture	2	2.0
	Unemployed	32	32.0
Marital status	Single	43	43.0
	Married	55	55.0
	Widow	2	2.0
Family size	1-2 members	11	11.0
	3-4 members	47	47.0
	4-6 members	31	31.0
	more than 6 members	11	11.0
Family type	Joint Family	41	41.0
	Nuclear Family	59	59.0
Religion	Hindu	93	93.0
	Muslim	5	5.0
	Christian	2	2.0
	Total	100	100.0

Source: Own analysis from primary data source

Analytical tools used in the study

Primary data obtained through research survey were entered into SPSS 20.0 Version (Statistical

package for Social Science). Encoding and recoding of the data was performed to eliminate the biased factor. After the successful execution of the data set the test were carried out to arrive at a result.

Following statistical tools were used for the present study-

- a) Descriptive statistics
- b) Mean score Analysis
- c) Standard Deviations
- d) Percentage and frequency distribution method

**ANALYSIS AND INTERPRETATION**

Table 2 The product, I purchase is usually of high price

SI No.	Responses	Frequency	Percent	Cumulative Percent
1	Strongly Disagree	8	8.0	8.0
2	Disagree	47	47.0	55.0
3	Neutral	34	34.0	89.0
4	Agree	9	9.0	98.0
5	Strongly Agree	2	2.0	100.0
	<b>Total</b>	100	100.0	
	<b>Mean Score</b>	2.5	<b>SD</b>	0.847

Own analysis: Primary data source

Table 2 shows the respondents opinion on the statement “The product, I purchase is usually of high price”.

Absolute majority (47%) of the respondents disagree on the above statement followed by 34% respondents who favored a neutral response. Contrarily, 9% respondents agree on the statement, followed by strong disagreement (8%). A least of 2% response strongly agreed on the said statement. The mean score of the statement was found to be 2.5.

**Implication:** Majority of the respondents believe that the Chinese electronics items which they purchase are usually of low in price.

Table 3 Advertisements have a greater impact, while purchasing Chinese electronics items.

SI No.	Responses	Frequency	Percent	Cumulative Percent
1	Strongly Disagree	8	8.0	8.0
2	Disagree	32	32.0	40.0
3	Neutral	27	27.0	67.0
4	Agree	28	28.0	95.0
5	Strongly Agree	5	5.0	100.0
	<b>Total</b>	100	100.0	
	<b>Mean Score</b>	2.9	<b>SD</b>	1.059

Own analysis: Primary data source

Table 3 shows the respondents opinion on the statement “Advertisements have a greater impact, while purchasing Chinese electronics items”.

32% of the respondents disagree on the above statement followed by 27% respondents who favored a neutral response. Contrarily, 28% respondents agree on the statement, followed by strong disagreement (8%). A least of 5% response strongly agreed on the said statement. The mean score of the statement was found to be 2.9.

**Implication:** Majority of the respondents believe that advertising have less role o play in creating impact on buyers mind for product purchase.

Table 4 My purchases are based on time to time offer available on product purchase.

SI No.	Responses	Frequency	Percent	Cumulative Percent
1	Strongly Disagree	4	4.0	4.0
2	Disagree	25	25.0	29.0
3	Neutral	38	38.0	67.0
4	Agree	28	28.0	95.0
5	Strongly Agree	5	5.0	100.0
	<b>Total</b>	100	100.0	
	<b>Mean Score</b>	3.05	<b>SD</b>	0.947

Own analysis: Primary data source

Table 4 shows the respondents opinion on the statement “My purchases are based on time to time offer available on product purchase”.

38% of the respondents favored a neutral response on the above statement followed by 25% respondent’s disagreement. Contrarily, 28% respondents agree on the statement, followed by strong agreement (4%). A least of 4% response strongly disagreed on the said statement. The mean score of the statement was found to be 3.05.

**Implication:** Majority of the respondent’s opinion are indifferent towards purchase of Chinese electronics items based on offers available on timely basis.

Table 5 I am heavily influenced by family while making a purchase decision.

SI No.	Responses	Frequency	Percent	Cumulative Percent
1	Strongly Disagree	6	6.0	6.0
2	Disagree	26	26.0	32.0
3	Neutral	35	35.0	67.0
4	Agree	31	31.0	98.0
5	Strongly Agree	2	2.0	100.0
	<b>Total</b>	100	100.0	
	<b>Mean Score</b>	2.97	<b>SD</b>	0.948



Own analysis: Primary data source

Table 5 shows the respondents opinion on the statement “I am heavily influenced by family while making a purchase decision”.

35% of the respondents favored a neutral response on the above statement followed by 31% respondent’s agreement. Contrarily, 26% respondents disagree on the statement, followed by strong agreement (6%). A least of 2% response strongly agreed on the said statement. The mean score of the statement was found to be 2.97.

Implication: Majority of the respondent’s opinion are indifferent towards family influence in making a product purchase.

Table 6 My purchase decisions are based on the influences created by friends/colleagues or neighbors.

SI No.	Responses	Frequency	Percent	Cumulative Percent
1	Strongly Disagree	8	8.0	8.0
2	Disagree	19	19.0	27.0
3	Neutral	21	21.0	48.0
4	Agree	35	35.0	83.0
5	Strongly Agree	17	17.0	100.0
	<b>Total</b>	100	100.0	
	<b>Mean Score</b>	3.34	<b>SD</b>	1.199

Own analysis: Primary data source

Table 6 shows the respondents opinion on the statement “My purchase decisions are based on the influences created by friends/colleagues or neighbors”.

Absolute majority (35%) of the respondents agree on the above statement followed by 21% respondents who favored a neutral response. Contrarily, 19% respondents disagree on the statement, followed by strong agreement (17%). A least of 8% response strongly disagreed on the said statement. The mean score of the statement was found to be 3.34.

Implication: Majority of the respondents believe that the purchases of Chinese electronics items are based on the influences created by family, friends, colleagues or neighbourhood.

Table 7 I usually make a purchase, when the product is new to the market.

SI No.	Responses	Frequency	Percent	Cumulative Percent
1	Strongly Disagree	3	3.0	3.0
2	Disagree	20	20.0	23.0
3	Neutral	33	33.0	56.0
4	Agree	40	40.0	96.0
5	Strongly Agree	4	4.0	100.0
	<b>Total</b>	100	100.0	
	<b>Mean Score</b>	3.22	<b>SD</b>	0.917

Own analysis: Primary data source

Table 7 shows the respondents opinion on the statement “I usually make a purchase, when the product is new to the market”.

Absolute majority (40%) of the respondents agree on the above statement followed by one-third (33%) respondents who favored a neutral response. Contrarily, 20% respondents disagree on the statement, followed by strong agreement (4%). A least of 3% response strongly disagreed on the said statement. The mean score of the statement was found to be 3.22.

Implication: Majority of the respondents believe that they make the purchase of Chinese electronics items when it is new to the market.

Table 8 My social surroundings play a vital role in making product purchase.

SI No.	Responses	Frequency	Percent	Cumulative Percent
1	Strongly Disagree	6	6.0	6.0
2	Disagree	13	13.0	19.0
3	Neutral	30	30.0	49.0
4	Agree	46	46.0	95.0
5	Strongly Agree	5	5.0	100.0
	<b>Total</b>	100	100.0	
	<b>Mean Score</b>	3.31	<b>SD</b>	0.917

Own analysis: Primary data source

Table 8 shows the respondents opinion on the statement “My social surroundings play a vital role in making product purchase”.

Absolute majority (46%) of the respondents agree on the above statement followed by nearly one-third (30%) respondents who favored a neutral response. Contrarily, 13% respondents disagree on the statement, followed by strong disagreement (6%). A least of 5% response strongly agreed on the said statement. The mean score of the statement was found to be 3.31.

Implication: Majority of the respondents believe that their social surroundings play a vital role while making purchase of Chinese electronics items.

Table 9 I seek to get varieties before product purchase.

SI No.	Responses	Frequency	Percent	Cumulative Percent
1	Strongly Disagree	2	2.0	2.0
2	Disagree	7	7.0	9.0
3	Neutral	29	29.0	38.0
4	Agree	41	41.0	79.0
5	Strongly Agree	21	21.0	100.0
	<b>Total</b>	100	100.0	
	<b>Mean Score</b>	3.72	<b>SD</b>	0.944

Own analysis: Primary data source

Table 9 shows the respondents opinion on the statement “I seek to get varieties before product purchase”.

Absolute majority (41%) of the respondents agree on the above statement followed by nearly one-third (29%) respondents who favored a neutral response, 21% respondents strongly agree on the statement, contrarily 7% disagreement was forwarded by the respondents with least of 2% response on favoring strongly disagreement on the said statement. The mean score of the statement was found to be 3.72.

Implication: Majority of the respondents seeks to opt for varieties while making a product purchase of Chinese electronics items.

Table 10 Quality is not a matter of preference while making a product purchase.

SI No.	Responses	Frequency	Percent	Cumulative Percent
1	Strongly Disagree	26	26.0	26.0
2	Disagree	41	41.0	67.0
3	Neutral	19	19.0	86.0
4	Agree	12	12.0	98.0
5	Strongly Agree	2	2.0	100.0
	<b>Total</b>	100	100.0	
	<b>Mean Score</b>	2.23	<b>SD</b>	1.033

Own analysis: Primary data source

Table 10 shows the respondents opinion on the statement “Quality is not a matter of preference while making a product purchase”.

Absolute majority (41%) of the respondents disagree on the above statement followed by 26% respondents strongly disagreed on the same. Contrarily, 19% respondents favored a neutral response, followed by 12% who agreed for the same. A least of 2% response strongly agreed on the said statement. The mean score of the statement was found to be 2.23.

Implication: Majority of the respondents believe in product quality before purchasing Chinese electronics items.

Table 11 According to me Chinese electronics items have huge likely demand in the future.

SI No.	Responses	Frequency	Percent	Cumulative Percent
1	Strongly Disagree	10	10.0	10.0
2	Disagree	12	12.0	22.0
3	Neutral	21	21.0	43.0
4	Agree	40	40.0	83.0
5	Strongly Agree	17	17.0	100.0
	<b>Total</b>	100	100.0	
	<b>Mean Score</b>	3.42	<b>SD</b>	1.199

Own analysis: Primary data source

Table 11 shows the respondents opinion on the statement “According to me Chinese electronics

items have huge likely demand in the future”.

Absolute majority (40%) of the respondents agree on the above statement followed by 21% respondents who favored a neutral response, 17% respondents strongly agree on the statement. Opposite views are obtained by 12% respondents who disagreed on the statement whereas least of 10% respondents strongly disagreed on the said statement. The mean score of the statement was found to be 3.42.

**Implication:** Majority of the respondents believe that Chinese electronics items have huge likely potential future in the future times to come.

Table 12 I will keep on purchasing the Chinese electronics items in the future times to come.

SI No.	Responses	Frequency	Percent	Cumulative Percent
1	Strongly Disagree	6	6.0	6.0
2	Disagree	9	9.0	15.0
3	Neutral	30	30.0	45.0
4	Agree	49	49.0	94.0
5	Strongly Agree	6	6.0	100.0
	<b>Total</b>	100	100.0	
	<b>Mean Score</b>	3.40	<b>SD</b>	0.953

Own analysis: Primary data source

Table 12 shows the respondents opinion on the statement “I will keep on purchasing the Chinese electronics items in the future times to come”.

Absolute majority (49%) of the respondents agree on the above statement followed by 30% respondents who favored a neutral response, contrarily 9% respondents disagree on the statement followed by 6% strong disagreement. A least of 6% respondents strongly agreed on the said statement. The mean score of the statement was found to be 3.40.

**Implication:** Majority of the respondents agree to purchase the Chinese electronics items in future times.

Table 13 My purchase are based on easy availability of goods.

SI No.	Responses	Frequency	Percent	Cumulative Percent
1	Strongly Disagree	1	1.0	1.0
2	Disagree	6	6.0	7.0
3	Neutral	12	12.0	19.0
4	Agree	60	60.0	79.0
5	Strongly Agree	21	21.0	100.0
	<b>Total</b>	100	100.0	
	<b>Mean Score</b>	3.94	<b>SD</b>	0.814

Own analysis: Primary data source

Table 13 shows the respondents opinion on the statement “My purchases are based on easy availability of goods”.

Absolute majority (60%) of the respondents agree on the above statement followed by 21% respondents who strongly agree on the same, contrarily 12% respondents favored a neutral response, followed by 6% disagreement over the issue. A least of 1% respondents strongly disagreed on the said statement. The mean score of the statement was found to be 3.94.

**Implication:** Majority of the respondents make purchase of Chinese electronics items on the basis of ease of availability.

Table 14 Product purchases are hugely affected by price of the goods.

SI No.	Responses	Frequency	Percent	Cumulative Percent
1	Disagree	1	1.0	1.0
2	Neutral	25	25.0	26.0
3	Agree	59	59.0	85.0
4	Strongly Agree	15	15.0	100.0
5	<b>Total</b>	100	100.0	
	<b>Mean Score</b>	3.88	<b>SD</b>	0.656

Own analysis: Primary data source

Table 14 shows the respondents opinion on the statement “Product purchases are hugely affected by price of the goods”.

Absolute majority (59%) of the respondents agree on the above statement followed by 25% respondents who favored a neutral response, 15% of the respondents strongly agreed over the said statement. Contrarily, a least of 1% respondents disagreed over the issue. The mean score of the statement was found to be 3.88.

**Implication:** Majority of the respondents make purchase of Chinese electronics items, keeping the price factor of the concerned product into account.

Table 15 I usually purchase items which are easy to use.

SI No.	Responses	Frequency	Percent	Cumulative Percent
1	Strongly Disagree	1	1.0	1.0
2	Disagree	4	4.0	5.0
3	Neutral	13	13.0	18.0
4	Agree	70	70.0	88.0
5	Strongly Agree	12	12.0	100.0
	<b>Total</b>	100	100.0	
	<b>Mean Score</b>	3.88	<b>SD</b>	0.70

Own analysis: Primary data source

Table 15 shows the respondents opinion on the statement “I usually purchase items which are easy to

use”.

Absolute majority (70%) of the respondents agree on the above statement followed by 13% respondents who favored a neutral response, 12% of the respondents strongly agreed over the said statement. Contrarily, 4% respondents disagreed over the issue and a least of 1% respondents offered strong disagreement over the said issue. The mean score of the statement was found to be 3.88.

**Implication:** Majority of the respondents purchase Chinese electronics items, which are easy to use.

Table 16 I make a purchase in order to fulfill primary or basic needs for mine or for the family.

SI No.	Responses	Frequency	Percent	Cumulative Percent
1	Strongly Disagree	5	5.0	5.0
2	Disagree	2	2.0	7.0
3	Neutral	26	26.0	33.0
4	Agree	57	57.0	90.0
5	Strongly Agree	10	10.0	100.0
	<b>Total</b>	100	100.0	
	<b>Mean Score</b>	3.65	<b>SD</b>	0.880

Own analysis: Primary data source

Table 16 shows the respondents opinion on the statement “I make a purchase in order to fulfill primary or basic needs for mine or for the family”.

Absolute majority (57%) of the respondents agree on the above statement followed by 26% respondents who favored a neutral response, 10% of the respondents strongly agreed over the said statement. Contrarily, 5% respondents strongly disagreed over the same and a least of 2% respondents offered disagreement over the said issue. The mean score of the statement was found to be 3.65.

**Implication:** Majority of the respondents believe that they purchase Chinese electronics items to fulfill their primary or basic needs.

Table 17 My purchase is based on the factors which I learn from the surroundings.

SI No.	Responses	Frequency	Percent	Cumulative Percent
1	Strongly Disagree	2	2.0	2.0
2	Disagree	6	6.0	8.0
3	Neutral	38	38.0	46.0
4	Agree	51	51.0	97.0
5	Strongly Agree	3	3.0	100.0
	<b>Total</b>	100	100.0	
	<b>Mean Score</b>	3.47	<b>SD</b>	0.745

Own analysis: Primary data source

Table 17 shows the respondents opinion on the statement “My purchase is based on the factors

which I learn from the surroundings”.

Absolute majority (51%) of the respondents agree on the above statement followed by 38% respondents who favored a neutral response, 3% of the respondents strongly agreed over the said statement. Contrarily, 6% respondents disagreed over the same and a least of 2% respondents offered strong disagreement over the said issue. The mean score of the statement was found to be 3.47.

Implication: Majority of the respondents believe that the purchase of Chinese electronics items is based on learning experiences from the surroundings.

Table 18 My purchase is based on the emotions, associated with the product.

SI No.	Responses	Frequency	Percent	Cumulative Percent
1	Strongly Disagree	16	16.0	16.0
2	Disagree	23	23.0	39.0
3	Neutral	44	44.0	83.0
4	Agree	14	14.0	97.0
5	Strongly Agree	3	3.0	100.0
	<b>Total</b>	100	100.0	
	<b>Mean Score</b>	2.65	<b>SD</b>	1.009

Own analysis: Primary data source

Table 18 shows the respondents opinion on the statement “My purchase is based on the emotions, associated with the product”.

Absolute majority (44%) of the respondents presented an indifferent response over the statement, followed by 23% disagreement, 16% respondents strongly disagreed over the issue. Contrarily, 14% respondents agreed over the same and a least of 3% respondents offered strong agreement over the said issue. The mean score of the statement was found to be 2.65.

Implication: Majority of the respondent’s opinion are indifferent towards product purchase based on emotions.

Table 19 I make a purchase because; I need to get maximum value for my money.

SI No.	Responses	Frequency	Percent	Cumulative Percent
1	Strongly Disagree	3	3.0	3.0
2	Disagree	10	10.0	13.0
3	Neutral	33	33.0	46.0
4	Agree	43	43.0	89.0
5	Strongly Agree	11	11.0	100.0
	<b>Total</b>	100	100.0	
	<b>Mean Score</b>	3.49	<b>SD</b>	0.927

Own analysis: Primary data source

Table 19 shows the respondents opinion on the statement “I make a purchase because; I need to get maximum value for my money”.

Absolute majority (43%) of the respondents agree on the above statement followed by one-third (33%) respondents who favored a neutral response, 11% of the respondents strongly agreed over the said statement. Contrarily, 10% respondents disagreed over the same and a least of 3% respondents offered strong disagreement over the said issue. The mean score of the statement was found to be 3.49.

Implication: Majority of the respondents believe that while purchasing the Chinese electronics items, they seek to derive optimum value of their consumed money.

**PRODUCT AND SERVICE FEATURES OF CHINESE ELECTRONICS ITEMS**

Table 4.37 shows the obtained mean score and standard deviation on the product and service aspect of the Chinese electronics items as per the opinion of the respondents under survey. The performance of each dimension is rated on a 10 point scale. For drawing effective conclusion these dimensions are further rated into the following categories.

Mean score between 0-3 very Poor, 3.1-4 Poor, 4.1-5 Fair, 5.1-6 Good, 6.1-7 Very Good, 7.1-8 Excellent, 8.1-10 Outstanding.

Table 4.37 Mean scores and standard deviations on product and service features

Factor affecting Customer Purchase	Mean	Std. Deviation	Minimum	Maximum	Sum
<b>Feature</b>	6.67	2.362	1	10	667
<b>Performance</b>	5.67	1.826	1	9	567
<b>Conformance</b>	5.41	1.747	2	9	541
<b>Durability</b>	4.45	1.617	1	9	445
<b>Reliability</b>	4.75	1.794	1	10	475
<b>Reparability</b>	2.27	1.722	1	10	227
<b>Style</b>	6.91	2.104	2	10	691
<b>Design</b>	7.35	1.755	1	10	735
<b>Re-Sale Value</b>	2.31	2.214	1	9	231
<b>Looks</b>	7.49	2.222	2	10	749
<b>Easy Availability</b>	6.84	2.473	1	10	684
<b>Customer Consulting</b>	3.45	2.354	1	8	345
<b>Maintenance and Repair</b>	2.2	1.717	1	8	220
<b>Warranty/ Guarantee</b>	1.94	1.901	1	9	194



Own analysis: Primary data source

It is observed from the above table that Chinese electronics items are purchased due to its features, performance, conformance, durability, reliability, style, looks and easy availability. These are the product features which are attributed high among the consumers. While discussing the service part features like reparability, resale value, customer consulting, maintenance and warranty factors are the poor concern of the Chinese electronics items.

## CONCLUSION

Chinese items have created a significant and meaningful impact in the Indian market. In context to Bilaspur city it has good potential future. There are many factors influencing or affecting the buyers mind for purchase. Low price, ease of use, fulfillment of basic need, ease of availability, influence of neighbors and surrounding factors are the reasons of consumer purchase. Unlike the other branded items, Chinese electronics items are well perceived by the consumers in the market by its product features, but the service part has much to do for its long survival in the market.

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