

# International Multidisciplinary Research Journal

## *Golden Research Thoughts*

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RNI MAHMUL/2011/38595

ISSN No.2231-5063

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**STUDYING THE OPINION DIFFERENTIAL ON  
CHINESE CONSUMER ELECTRONICS: A STUDY OF BILASPUR REGION**



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**Short Profile**

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**ABSTRACT:**

There are varied of consumer responses with respect to their purchase decision. It differs as per their demographic profile. Consumers with different age, income, occupation, gender, family profile etc. differ in their opinion with respect to different product attributes. Present study is an attempt to measure the opinion differentials of consumers demography with respect to

product and service attribute of Chinese electronics items in Bilaspur city. It is a generalized study, and with the help of 100 respondents with convenience sampling method in operation, differences are measured. Kruskal wallis H test and Mann-Whitny U test is employed to test hypothesis to arrive at specific conclusion. The end result will help in effective market segmentation and thereby formulation of suitable marketing policies to generate effective sales result.

**KEYWORDS**

*Chinese Consumer Electronics, consumers demography, Human brain.*

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## INTRODUCTION

It is necessary for a marketer to understand the actions involved in buying process of a consumer. Human brain by nature is complex in origin. It is the core with which all the activities are directed. Any purchase made is not wayward but is organized with a number of influencing factors in purchasers mind. Hence it becomes very essential for the marketers to understand the nature of human psychology to understand how a consumer spends his resources like time, effort and money in acquiring products for use. According to SCHIFFMAN and KANUCK the term consumer behavior refers to the behavior that the consumer display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their need.

Bilaspur market in the state of Chhattisgarh has emerged as a vast and potential market of late. Since the formulation of Chhattisgarh as an independent state, opportunities for the marketers have opened the doors of chances for selling their product and services. Since the market comprises of different profile of consumers, it is not only the branded goods which is making an impact but also the non-branded one are finding significant attention from the customers view point. Consumers attempts to find the best as per their limited resources.

Chinese electronics items are the products which are often un-noticed, but forms a vital part of market share in the Indian market. They are purchased mostly due to their low price and easy availability. They can easily replace a branded product, although the service attributes are not clearly known to the customers. The present paper measures the opinion differentials of different class of consumers on the product and service aspect of Chinese electronics items in the Bilaspur city of Chhattisgarh state.

## CONSUMER BUYING PROCESS

Consumers are involved in thinking and rethinking process before purchasing products. This process involves a series of sequential steps through which a potential buyer passes. Stages of buying decision process are divided into five different stages: problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour. This series of steps may not be the same for all the consumers. For instance, convenience goods which are frequently purchased may not require all the five stages. But in case of specialty goods where the purchase frequency is less and involves high risk, all these stages come into action. Five stages in buying process are described under:

1. Problem recognition: It is the first stage in buying process which is initiated when a person identifies or realizes a need.
2. Information search: After recognizing the problem in the form of need identification, consumers starts gathering information on products. Information search involves collecting and arranging necessary data in relation to product features, price, value, brand, image, availability, quality, performance, durability etc.
3. Evaluation of alternatives: In this stage information gathered by customers are subjected to critical evaluation or examination.
4. Purchase decision: Alternative evaluation leads to selection of a product or brand, which customer

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intends to purchase.

5. Post-purchase behaviour: After purchasing the product customer evaluates the performance and compares it with the competitor's product.

6. Post-purchase dissonance: In case of products which are infrequently purchased and expensive, high risk is involved. If a customer feels dissatisfied with a brand, dissonance or disagreement is noticed.

### FACTORS AFFECTING CONSUMER BEHAVIOUR

Figure 1 shows different factors which affects behavior of consumers. It is broadly categorized into marketing factors, socio-cultural factors, situational factors and psychological factors.

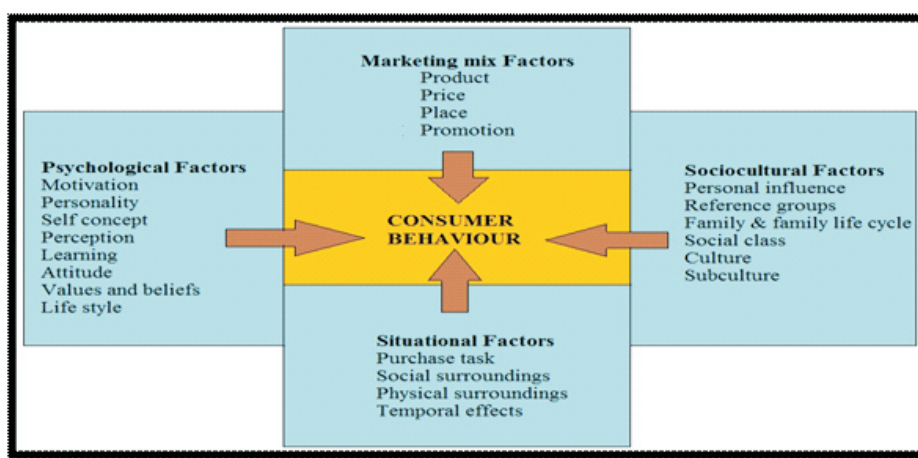


Figure 1 Factors affecting consumer Behaviour

### LITERATURE REVIEW

Sarwada W.K. et al. (2000) conducted a study on Emerging dimensions of buyer behaviour in rural area found from the study that, the role of husband in family purchase decision in various items was comparatively less than that of the house wife. Aurifeille et al. (2001) revealed that Nationality plays an important role in consumption of the product and consumers can be categorized on the basis of nationality and segment them using product involvement, brand decision involvement and purchase involvement as segmenting variable. Bristow et al. (2002) mentioned brand name as a node to which the linkages or the brand associations might be linked. David L. Landon et al. (2002) stated that, purchase decision of consumers is influenced by various factors. The major factors which influence consumer behavior are culture, subculture, social class and personal factors. John William Felix (2002) conducted a study to recognize and identify the priority of the product values attached to consumer durables particularly 10 refrigerators. The main finding was that the value of quantity depended on quality, durability, technology, economy and status. Similarly economy was found to be dependent on durability, status, physical characteristics and guarantee. Durability depended on the perception of quality, durability, technology, economic status and resale value. Kim Hyn-Shin et al. (2002) revealed that dimension of product involvement shaped consumer attitude. Dimension of involvement like fashion, individuality and comfort influenced consumer beliefs about product attributes in the

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advertisement. Soloman R., (2002) in his study stated that the consumer is said to have the most favorable attitude towards LG color television. This consumer is one who would like to buy a CTV with best quality of picture. In this context of marketing implication, it may be pointed out that diagnosis of brand strengths and weaknesses on relevant product attributes can be used to suggest specific change in the brand. Shwu- Ing Wu (2002) in his study revealed that level of consumer involvement influenced the advertising effectiveness. Bitta and Della (2004) proposed that consumer behaviour studies play an important role in deciding marketing segments and marketing strategies. Silayoi et al. (2004) revealed that packaging plays an important role in purchase decisions. Colors, size, shape, graphics and available information influence the buyer's decision. Subadra (2005) attempted to examine consumer perception about the purchase and use of new cars and old cars in Namakkal district. She concluded that there are four major classes of consumer behaviour determinants and expectations, namely, cultural, socio-economic -personal and psychological. The socio economic determinants of consumer behaviour consist of age, marital status, occupation, education, income and family size etc. Bina.J (2005) stated that marketers must carefully analyse the factors that enter into judgment and decision making and also to acquire clear understanding of which family members are involved in an acquiring decision and an appeal to all important parties.

## OBJECTIVES OF STUDY

The proposed study is based on following under given objectives:

- 1.To test the opinion differentials of buyers group on the product purchase (of Chinese electronics items).
- 2.To find out relationship between buyers purchase attitude/intention and factors influencing purchase decisions.

## 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:** Dimensions of performance in terms of product and service were taken

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for the study. Product dimension includes characteristics like features, performance, conformance, durability, reliability, reparability, style, design, looks. Similarly service dimension contains characteristics like easy availability, customer consulting, maintenance and repair and warranty/guarantee aspects.

**Scaling techniques:** 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. 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
Monthly income	Post Graduate	31	31.0
	Less than Rs. 15000	16	16.0
	Rs. 15001-30000	51	51.0
Occupation	Rs 30001-50000	21	21.0
	Above Rs. 50000	12	12.0
	Service	60	60.0
	Business	6	6.0
	Agriculture	2	2.0
Marital status	Unemployed	32	32.0
	Single	43	43.0
	Married	55	55.0
Family size	Widow	2	2.0
	1-2 members	11	11.0
	3-4 members	47	47.0
	4-6 members	31	31.0
Family type	more than 6 members	11	11.0
	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

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Source: Own analysis from primary data source

### Tools Used in the Study

Data were analysed through statistical software SPSS 20.0. Hypothesis testing approach was used in the study, where the data violated the assumption of normality. Thus the researchers have to approach for the non-parametric alternatives for finding the difference between the median between the samples. The non-parametric tests used in the study includes:

1. Kruskal-Wallis H Test
2. Mann-Whitney U Test

### ANALYSIS AND INTERPRETATION

**Table 2 Age dimensions on items relating to product and service features of Chinese Electronics items: Kruskal Wallis H test.**

PRODUCT	DIMENSION	Sig.	H0
	FEATURE	0.560*	Accepted
	PERFORMANCE	0.464*	Accepted
	CONFORMANCE	0.859*	Accepted
	DURABILITY	0.455*	Accepted
	RELIABILITY	0.546*	Accepted
	REPAIRABILITY	0.490*	Accepted
	STYLE	0.508*	Accepted
	DESIGN	0.735*	Accepted
	RESALE VALUE	0.366*	Accepted
	LOOKS	0.228*	Accepted
SERVICE	EASY AVAILABILITY	0.30*	Accepted
	CUSTOMER CONSULTING	0.560*	Accepted
	MAINTENANCE AND REPAIR	0.417*	Accepted
	WARRANTY/GURANTEE	0.370*	Accepted

Table 2 shown above elucidates the differences in opinion on product and service features of Chinese electronics items as per age groups.

It can be noted from the table that the null hypothesis is accepted for all the items related to product and service features of Chinese electronics items.

**Implication:** All the respondents as per their different age group have similar opinion in relation to product and service features of Chinese electronics items.



**Table 3 Gender dimensions on items relating to product and service features of Chinese Electronics items: Mann-Whitney U test**

PRODUCT	DIMENSION	Sig.	H0
PRODUCT	FEATURE	0.04	Rejected
	PERFORMANCE	0.90*	Accepted
	CONFORMANCE	0.501*	Accepted
	DURABILITY	0.780*	Accepted
	RELIABILITY	0.368*	Accepted
	REPAIRABILITY	0.333*	Accepted
	STYLE	0.741*	Accepted
	DESIGN	0.370*	Accepted
	RESALE VALUE	0.180*	Accepted
	LOOKS	0.058*	Accepted
	SERVICE	EASY AVAILABILITY	0.802*
CUSTOMER CONSULTING		0.026	Rejected
MAINTENANCE AND REPAIR		0.152*	Accepted
WARRANTY/GURANTEE		0.789*	Accepted

Table 3 shown above elucidates the differences in opinion on product and service features of Chinese electronics items as per male and female respondent groups.

It can be noted from the table that the null hypothesis is rejected for product items related product features and service item related to customer consulting of Chinese electronics items.

#### Implication:

1. Male and female respondents differ in their opinion relation to features dimension of Chinese electronics items.
2. Male and female respondents differ in their opinion relation to provision of customer consulting of Chinese electronics items.

**Table 4 Education dimensions on items relating to product and service features of Chinese Electronics items: Kruskal Wallis H test.**

PRODUCT	DIMENSION	Sig.	H0
PRODUCT	FEATURE	0.544*	Accepted
	PERFORMANCE	0.713*	Accepted
	CONFORMANCE	0.865*	Accepted
	DURABILITY	0.316*	Accepted
	RELIABILITY	0.717*	Accepted
	REPAIRABILITY	0.554*	Accepted
	STYLE	0.275*	Accepted
	DESIGN	0.551*	Accepted
	RESALE VALUE	0.371*	Accepted
	LOOKS	0.351*	Accepted
	SERVICE	EASY AVAILABILITY	0.347*
CUSTOMER CONSULTING		0.360*	Accepted
MAINTENANCE AND REPAIR		0.424*	Accepted
WARRANTY/GURANTEE		0.456*	Accepted

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Table 4 shown above elucidates the differences in opinion on product and service features of Chinese electronics items as per different level of education.

It can be noted from the table that the null hypothesis is accepted for all the items related to product and service features of Chinese electronics items.

**Implication:**

1.All the respondents irrespective of different educational level have similar opinion in relation to product and service features of Chinese electronics items.

**Table 5 Occupation dimensions on items relating to product and service features of Chinese Electronics items: Kruskal Wallis H test.**

PRODUCT	DIMENSION	Sig.	H0
PRODUCT	FEATURE	0.328*	Accepted
	PERFORMANCE	0.579*	Accepted
	CONFORMANCE	0.097*	Accepted
	DURABILITY	0.895*	Accepted
	RELIABILITY	0.731*	Accepted
	REPAIRABILITY	0.257*	Accepted
	STYLE	0.232*	Accepted
	DESIGN	0.304*	Accepted
	RESALE VALUE	0.403*	Accepted
	LOOKS	0.719*	Accepted
	SERVICE	EASY AVAILABILITY	0.511*
CUSTOMER CONSULTING		0.652*	Accepted
MAINTENANCE AND REPAIR		0.271*	Accepted
WARRANTY/GURANTEE		0.613*	Accepted

Table 5 shown above elucidates the differences in opinion on product and service features of Chinese electronics items as occupation.

It can be noted from the table that the null hypothesis is accepted for all the items related to product and service features of Chinese electronics items.

**Implication:**

1.All the respondents irrespective of their occupation have similar opinion in relation to product and service features of Chinese electronics items.

**Table 6 Income dimensions on items relating to product and service features of Chinese Electronics items: Kruskal Wallis H test.**

PRODUCT	DIMENSION	Sig.	H0
PRODUCT	FEATURE	0.006	Rejected
	PERFORMANCE	0.654*	Accepted
	CONFORMANCE	0.081*	Accepted
	DURABILITY	0.756*	Accepted
	RELIABILITY	0.647*	Accepted
	REPAIRABILITY	0.614*	Accepted
	STYLE	0.111*	Accepted
	DESIGN	0.470*	Accepted
	RESALE VALUE	0.641*	Accepted
	LOOKS	0.007	Rejected
	SERVICE	EASY AVAILABILITY	0.039
CUSTOMER CONSULTING		0.043	Rejected
MAINTENANCE AND REPAIR		0.922*	Accepted
WARRANTY/GURANTEE		0.469*	Accepted

Table 6 shown above elucidates the differences in opinion on product and service features of Chinese electronics items as per different income groups.

It can be noted from the table that the null hypothesis is rejected for product items related product features and looks and service item related to easy availability and customer consulting of Chinese electronics items.

#### Implication:

1. Respondents with different income group differ in their opinion in relation to features and looks dimension of Chinese electronics items.
2. Respondents with different income group differ in their opinion in relation to provision of easy availability and customer consulting of Chinese electronics items.

**Table 7 Marital status dimensions on items relating to product and service features of Chinese Electronics items: Kruskal Wallis H test.**

PRODUCT	DIMENSION	Sig.	H0
PRODUCT	FEATURE	0.211*	Accepted
	PERFORMANCE	0.421*	Accepted
	CONFORMANCE	0.80*	Accepted
	DURABILITY	0.856*	Accepted
	RELIABILITY	0.480*	Accepted
	REPAIRABILITY	0.550*	Accepted
	STYLE	0.471*	Accepted
	DESIGN	0.789*	Accepted
	RESALE VALUE	0.286*	Accepted
	LOOKS	0.678*	Accepted
	SERVICE	EASY AVAILABILITY	0.151*
CUSTOMER CONSULTING		0.127*	Accepted
MAINTENANCE AND REPAIR		0.461*	Accepted
WARRANTY/GURANTEE		0.658*	Accepted

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Table 7 shown above elucidates the differences in opinion on product and service features of Chinese electronics items as per marital status.

It can be noted from the table that the null hypothesis is accepted for all the items related to product and service features of Chinese electronics items.

**Implication:**

1.All the respondents irrespective of their different marital status have similar opinion in relation to product and service features of Chinese electronics items.

**Table 8 Family size dimensions on items relating to product and service features of Chinese Electronics items: Kruskal Wallis H test.**

PRODUCT	DIMENSION	Sig.	H0
PRODUCT	FEATURE	0.388*	Accepted
	PERFORMANCE	0.904*	Accepted
	CONFORMANCE	0.345*	Accepted
	DURABILITY	0.551*	Accepted
	RELIABILITY	0.373*	Accepted
	REPAIRABILITY	0.515*	Accepted
	STYLE	0.084*	Accepted
	DESIGN	0.530*	Accepted
	RESALE VALUE	0.660*	Accepted
	LOOKS	0.574*	Accepted
SERVICE	EASY AVAILIBILITY	0.664*	Accepted
	CUSTOMER CONSULTING	0.477*	Accepted
	MAINTENANCE AND REPAIR	0.753*	Accepted
	WARRANTY/GURANTEE	0.482*	Accepted

Table 8 shown above elucidates the differences in opinion on product and service features of Chinese electronics items as per family size of the respondents.

It can be noted from the table that the null hypothesis is accepted for all the items related to product and service features of Chinese electronics items.

**Implication:**

1.All the respondents irrespective of their different family size have similar opinion in relation to product and service features of Chinese electronics items.

**Table 9 Family type dimensions on items relating to product and service features of Chinese Electronics items: Mann-Whitney U test**

PRODUCT	DIMENSION	Sig.	H0
PRODUCT	FEATURE	0.690*	Accepted
	PERFORMANCE	0.585*	Accepted
	CONFORMANCE	0.792*	Accepted
	DURABILITY	0.430*	Accepted
	RELIABILITY	0.568*	Accepted
	REPAIRABILITY	0.715*	Accepted
	STYLE	0.070*	Accepted
	DESIGN	0.626*	Accepted
	RESALE VALUE	0.071*	Accepted
	LOOKS	0.516*	Accepted
SERVICE	EASY AVAILABILITY	0.013	Rejected
	CUSTOMER CONSULTING	0.520*	Accepted
	MAINTENANCE AND REPAIR	0.350*	Accepted
	WARRANTY/GURANTEE	0.175*	Accepted

Table 9 shown above elucidates the differences in opinion on product and service features of Chinese electronics items as per joint and nuclear family type.

It can be noted from the table that the null hypothesis is rejected only for service item related to easy availability of Chinese electronics items.

#### Implication:

1. Respondents with joint and nuclear family type significantly differ in their perception of easy availability of Chinese electronics items.

**Table 10 Religion dimensions on items relating to product and service features of Chinese Electronics items: Kruskal Wallis H test.**

PRODUCT	DIMENSION	Sig.	H0	
PRODUCT	FEATURE	0.660*	Accepted	
	PERFORMANCE	0.424*	Accepted	
	CONFORMANCE	0.442*	Accepted	
	DURABILITY	0.629*	Accepted	
	RELIABILITY	0.729*	Accepted	
	REPAIRABILITY	0.779*	Accepted	
	STYLE	0.464*	Accepted	
	DESIGN	0.262*	Accepted	
	RESALE VALUE	0.632*	Accepted	
	LOOKS	0.607*	Accepted	
	SERVICE	EASY AVAILABILITY	0.311*	Accepted
		CUSTOMER CONSULTING	0.204*	Accepted
MAINTENANCE AND REPAIR		0.954*	Accepted	
WARRANTY/GURANTEE		0.803*	Accepted	

Table 10 shown above elucidates the differences in opinion on product and service features of Chinese electronics items as religion of respondents.

It can be noted from the table that the null hypothesis is accepted for all the items related to

product and service features of Chinese electronics items.

### Implication:

1.All the respondents irrespective of their different religion have similar opinion in relation to product and service features of Chinese electronics items.

### CONCLUSION

The current study revealed a fewer differences in perception of demography in relation to product and service dimensions of Chinese electronics items. Difference were not found as per Age, Occupation, education, marital status, family size and religion on product and service dimensions. However significant difference is found for gender, income and family type on few dimensions of product and services. Since the differences found in attitude is negligible it can be said that the buyer groups frame a positive attitude towards the purchase of Chinese electronics items. Keeping the above result into consideration it can be said that the product and service characteristics is viewed equally well for all demographic respondents, thus marketers need not to make distinctive marketing policies for specific segment of the market. An overall undifferentiated marketing segment, taking all the buyers into one undivided group, will yield more profitable return to the marketer in the long run business.

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