CUSTOMERS’ AND DEALERS’ PERCEPTION TOWARDS FOREIGN PRODUCTS OVER DESI PRODUCTS: AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TO CHINA PRODUCTS IN UDUPI CITY

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ABSTRACT

We Indians have a craze of buying more of foreign goods. By doing this we completely neglect our own Desi products. China is India’s largest trading partner. Chinese goods are using the big Indian market merely to dump their products and by doing so they are killing the Indian units. Be it anything from needle to toys, electronic gadgets, hot water bottles, Diwali crackers you will find the Chinese version of the same in India at much cheaper price. Indian customers perceive that China products are of low price and are available in wide varieties compared to that of Indian products. Indian retailers express their willingness to stock China products in their outlets as they are highly demanded by Indian customers. China products also give huge profits to the dealers. With this background, the researchers made an attempt to study customers’ and dealers’ perception towards China products with special reference to Udupi city. The survey was conducted for two categories of respondents namely, customers and dealers. Out of the 90 customers surveyed 83% bought China products and 17% were the non-buyers of China products. Majority of the customers (49%) bought electronic gadgets from China. 60% of the respondents bought China products due to its low prices. The chi-square analysis shows that there is close association between the customers’ income and their demand for China products. The Z test for difference between the proportions reveals that there is a significant decrease in the use of China products after the “Make in India” campaign. Out of the 25 dealers surveyed 76% of them sold China products along with Indian products, whereas only 24% of them dealt with Desi products.

Key words: Made in China, low price, customers’ perception, dealers’ perception, Make in India.