



## An Analytical Study of Consumer Attitudes towards Chinese Mobile Phone in India- with Special Reference to Rajkot City

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### Abstract

The main objective behind this study is to know the attitude of the persons towards Chinese mobile phone with reference to public stay in Rajkot city. The researcher collected data from the primary source and secondary sources. Primary data collected through a structured questionnaire that close and open-ended and secondary data collected from the market on the basis of website, newspaper, and other secondary sources. The researcher has the main objective behind the study is to measure consumer attitude towards Chinese products and to find the relation between gender with respect to spending purchasing of Chinese mobile phones and in last to find the significant relation between monthly income with respect to opinion of the respondent towards Chinese mobile phones are cheaper than other brands. The researcher tested his hypothesis on the basis of some statistical tools which are percentage analysis, weighted average, and chi-square test. The researcher found out through this study up to 69% male respondents and 31% female respondents in the study, more than 80% of respondents are using Chinese mobile phone in Rajkot city. The majority of 91% of the respondents are agreeing with those Chinese mobile phones are cheaper than other mobile phones.

## Introduction

Now a day's in India most of the people they are using a Chinese mobile phone that's why it studies important to know the attitude of the persons regarding Chinese mobile. Many factors affect buying behaviour at the time of mobile phones like the income of the person, family members, occupation, and economic circumstances. Consumer attitude means personality, lifestyle, and attitude, provide marketers with a fuller understanding of consumer behaviour than all demographic factors also affect the behaviour to purchasing of a Chinese mobile phone (Sun et al., 2020; Chawla & Joshi, 2019; Sobia Tufail et al., 2018). Here three components of the attitude like cognitive components, affective components, contrive components, and behaviour of the customer.

## Review of Literature

The researchers Işıklar & Büyüközkan, (2007). conducted a study on consumers' preferences when it came to purchasing mobile phones, and the results showed that features are constantly compared across devices and have a significant impact on the purchasing choice of the customers. This description of characteristics along with the main variables influencing customers' purchasing decisions for mobile phones was further validated by Mack & Sharples (2009). in their research. According to Nowlis & Simonson (1996), when consumers are

making a purchase decision, features, price, and aesthetics are becoming more important considerations that influence their decision. The competitive capability of China's large firms, according to Nolan (2001), "remains painfully weak in comparison to the worldwide giants after 20 years of reform" (p. 187), particularly in the areas of research and development, marketing ability, brand development, and thus the restrictions placed on them by the government. Continued, Nolan said, "This is almost certainly a consequence of the government's protection of the home market, favorable financing circumstances," protection of distribution channels, and purchase from the federal government" (for both state-owned and non-state enterprises).

Having discovered a "new breed of Chinese businesses that have already achieved success in conquering certain international markets," Zeng & Williamson (2003) said that they had discovered a "new breed of Chinese companies". These companies are frequently classified as follows: (i) national champions, which are businesses that use their domestic advantages to compete in international markets; (ii) dedicated exporters, which are businesses that seek to gain market share in international markets in order to improve their economies of scale; and (iii) competitive networks, which are groups of businesses that "have taken on world markets by bringing together small, specialized businesses that compete in international markets." During the course of making a decision that may result in a sale, consumer behavior is defined by Krugman (1965) as a combination of behaviors, cognitive processes, and perceived outcomes in conjunction with external variables. External environment, demography, and private traits, all of which are affected by the consumer's views, values, and attitudes, are among the variables that have a major impact on their purchasing decisions.

The present research work has been undertaken keeping in view the following objectives: (1) To measure consumer attitudes towards Chinese products. (2) To identify which Chinese brand is mostly preferred in Rajkot city. (3) To know the preferable budget spend to purchase smart phones. (4) To know the availability of the Chinese mobile phones in the market of Rajkot city. (5) To find the significant relationship between gender & spending behind the purchasing of Chinese mobile phones. (6) To find the significant relation between monthly income and spending behind purchasing Chinese mobile phones. (7) To find the significant relation between monthly income and opinion of the respondent towards Chinese mobile phones are cheaper than other brands.

### **Hypothesis of the Study**

For the purpose of the study researcher framed two hypothesis viz. Null Hypothesis and Alternative Hypothesis. Both hypotheses are tested with the help of statistical techniques, the statement of the hypothesis areas under.

#### **Null Hypothesis (H<sub>0</sub>)**

There is no significant relationship between gender & spending behind the Purchasing of Chinese mobile phones.

There is no significant difference between monthly income & spending behind purchasing Chinese mobile phones.

There is no significant difference between monthly income & opinion of the respondent that Chinese mobile phones are cheaper than other brands.

#### **Alternative Hypothesis (H<sub>1</sub>)**

There is a significant relationship between gender & spending behind the purchasing of Chinese Mobile phones.

There is a significant difference between monthly income & spending behind purchasing Chinese mobile phones.

There is a significant difference between monthly income & opinion of the respondent that Chinese mobile phones are cheaper than other brands

## Result and Discussion

### Data Analysis

#### Gender Wise Classification

Table 1. Gender of the respondents

Sr.No.	Gender	Frequency	Percentage
1.	Male	69	69%
2.	Female	31	31%
	<b>Total</b>	<b>100</b>	<b>100%</b>

Sources: primary data on survey

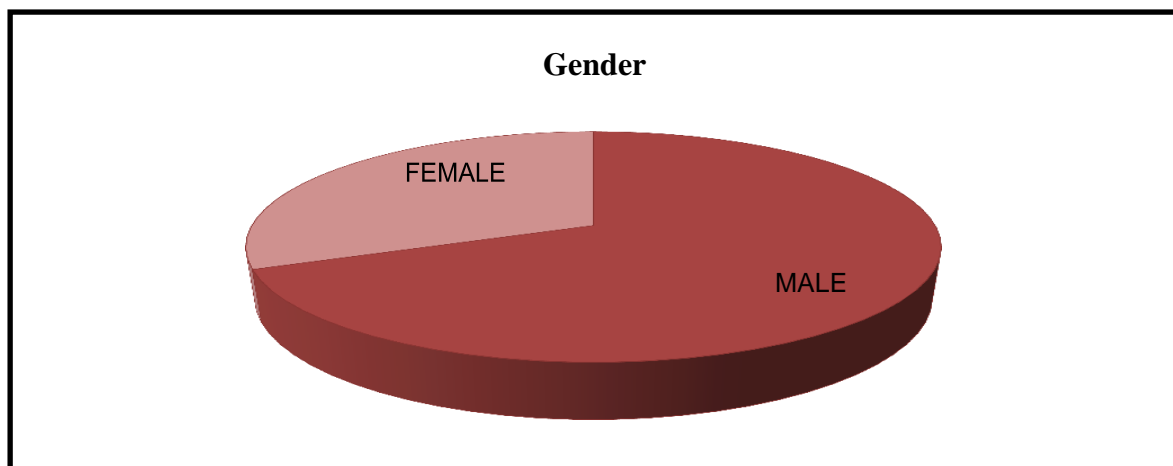


Figure 1. Gender of the Respondents

Sources: primary data on survey

Interpretation:

The above table and chart shows that 69% of the respondents are male and 31% of the respondents are female.

#### Age Wise Classification

Table 2. Age of the Respondents

Sr.no.	Age	Frequency	Percentage
1.	Less than 20	0	0 %
2.	21- 30	58	58%
3.	31-40	20	20%
4.	41-50	19	19%
5.	Above 50	3	3%
	<b>Total</b>	<b>100</b>	<b>100 %</b>

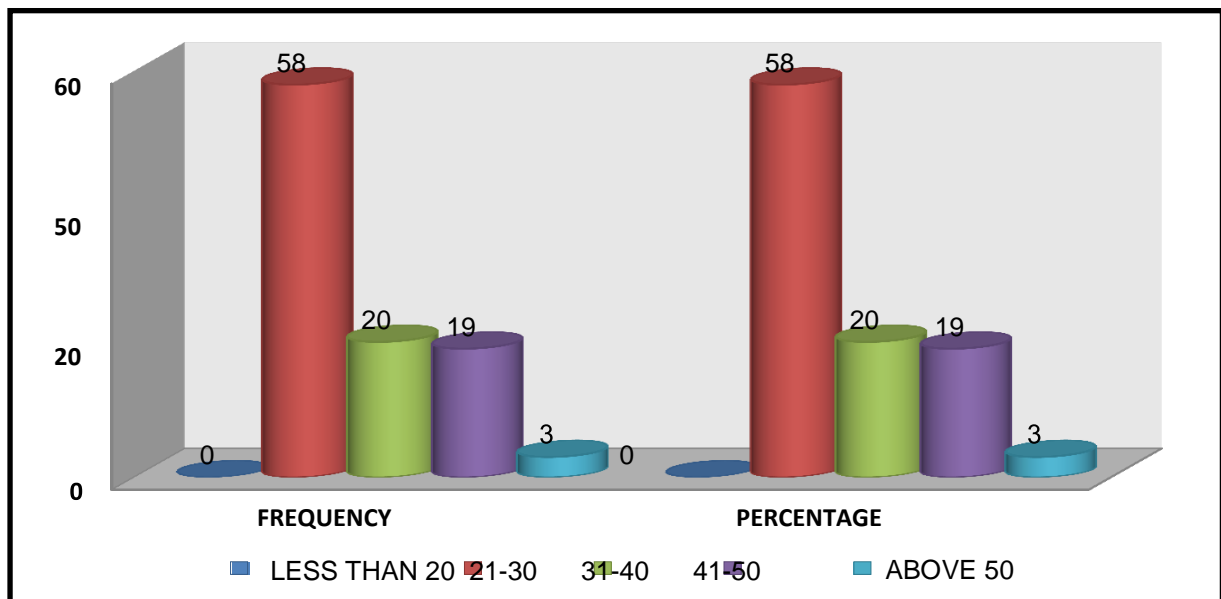


Figure 2. Age of the Respondents

The above table and chart shows that 58% respondents are in the 21-30 year age group, 20%, 19 % and 3% of the respondents are in 31-40 year, 41-50 year and above 50 year age group respectively.

### Monthly Income Wise Classification

Table 3. Monthly Income of the Respondents

Sr.No.	Monthly income	Frequency	Percentage
1.	Not applicable	21	21%
2.	Less than 10,000	15	15%
3.	10,000 to 20,000	18	18%
4.	20,001 to 30,000	18	18%
5.	30,001 to 40,000	7	7%
6.	Above 40,000	21	21%
	<b>Total</b>	<b>100</b>	<b>100%</b>

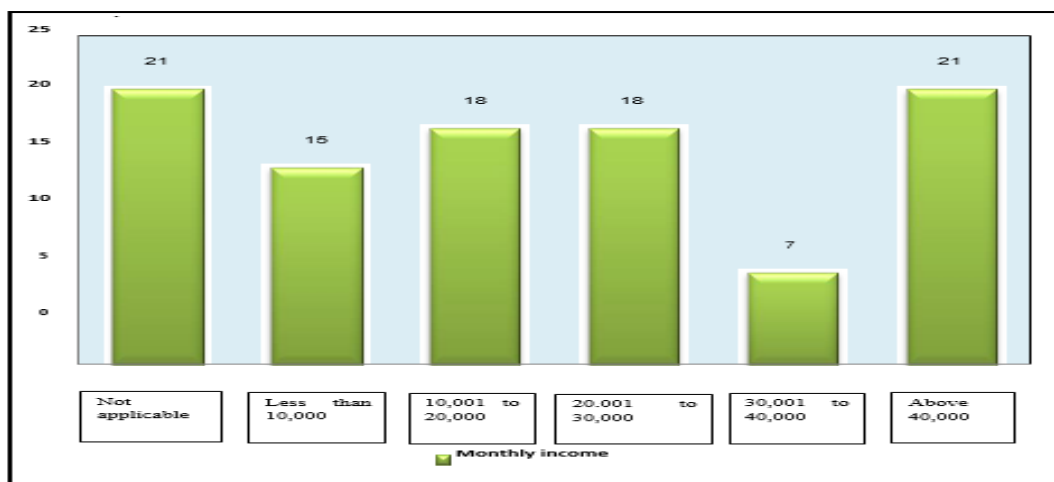


Figure 3. Monthly Income of the Respondent

The above table and chart shows that 21% of the respondent have a no income, 15 % of the respondent have less than 10,000 monthly incomes, 18 % of the respondent have 10,001 to 20,000 monthly incomes, 18 % of the respondent have 20,001 to 30,000 monthly income, 7 % of the respondent have a monthly income 30,001 to 40,000. 21 % of the respondents have above 40,000 monthly income.

Table 4: Current Mobile Brands Other Than Chinese Brand Mobile Phone

Sr.No.	Brands	Frequency	Percentage
1.	Samsung	25	25%
2.	Apple	8	8%
3.	Lava	5	5 %
4.	Micro max	1	1%
5.	HTC mobile phone	3	3 %
6.	LG mobile phone	7	7 %
7.	Other	51	51%
	Total	100	100%

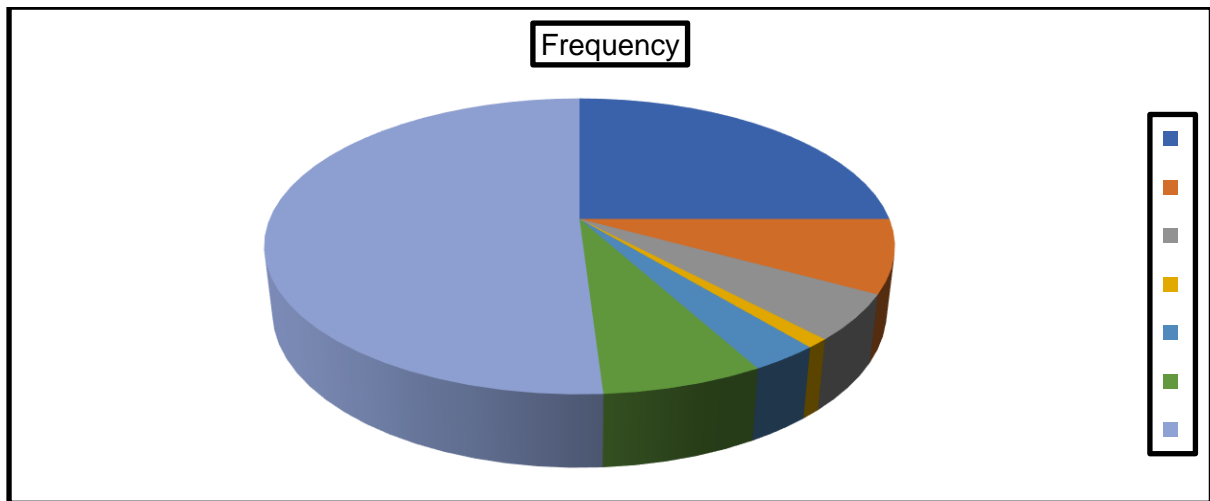


Figure 4. Current Mobile Phone Brands

According to the table and figure, most of the respondents are currently using other brands Smartphone which consists of 51% or 51 respondents. Besides that, Samsung is ranking as number two which is 25% or 25 respondents that they currently use. Next, Apple is ranking as number three which is 8% or 8 respondents that they currently use. Next followed by LG mobile phone, Lava and HTC Smartphone consist of 7 % or 7 respondents, 5 % or 5 respondents, and 3 % or 3 respondents respectively. Lastly, there is only 1 % or 1 respondent who is currently using the micro max Smartphone

### Conclusion

Here, the researcher has tried to find out the consumer's attitudes towards Chinese smart phones in Rajkot city in India. After completion of the study, the researcher has found the following from the overall study. The male respondents are 69% and the female respondents are 31%. The majority of 58% of the respondents are between the ages of 21-30 years. Minority 3% of the respondents are between the age of above 50 years respectively. The highest

respondents are found 36% of post-graduation. The lowest respondents are found 8% of other qualifications. In student, business, service, professional, homemakers were 20% of the respondents. The majority of 21% of the respondent's monthly income is above 40,000 and some respondents have no income like the student and homemaker. Minority 7% of respondents' monthly income is Rs. 30,001 to 40,000. 80% or more respondents are preferred Chinese mobile brands. The majority of 51% of the respondents were using other brand smart phones. Only 1 % of the respondents are using micro max brand mobile phones. Majority of 43% of respondents spending behind purchasing Chinese mobile phone Rs. 10,001 to 20,000 purchase a mobile phone. The lowest 11% of the respondents spending behind above 40,000. The highest 93% of the respondent believes that Chinese phones are easily available in the market. The lowest 7% of the respondent does not believe in this view. The majority of 91% of the respondents agrees that Chinese mobile phones are cheaper than the other mobile phone. Minority 2% of the respondents have disagreed in this view.

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