



Impact Of China-Made Mobile Phones On Consumer Buying Behaviour With Special Reference To Coimbatore City

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Abstract

This study explores the influence of China-made mobile phones on consumer buying behavior in Coimbatore City. With the rapid penetration of China-made mobile phone brands like Xiaomi, Realme, Vivo, and Oppo in the Indian market, consumer preferences and purchasing patterns have shifted significantly. The study analyzes factors such as price sensitivity, features, brand perception, after-sales service, and peer influence, which affect consumer choices. The findings aim to help marketers and businesses understand consumer expectations and develop strategies to compete or collaborate with Chinese brands.

Introduction

Over the past decade, China-made mobile phone brands have made a significant impact on the Indian smartphone market. Brands like Xiaomi, Vivo, Oppo, and Realme have disrupted traditional buying patterns through aggressive pricing, feature-rich offerings, and strong distribution networks. Coimbatore, a major industrial city in Tamil Nadu, reflects this national trend, with a growing number of consumers opting for Chinamade mobile phones over Indian or global brands. Understanding the reasons behind this shift in consumer behavior is essential for mobile manufacturers, retailers, and policymakers.

Objectives of study

1. To identify the key factors influencing the purchase of China-made mobile phones among consumers in Coimbatore.
2. To study consumer perception and brand loyalty towards China-made mobile phones.
3. To analyze the role of pricing, features, and brand image in consumer decisionmaking.

4. To assess the impact of advertisements and promotional strategies of Chinamade mobile brands.
5. To offer suggestions for Indian and other non- China-made mobile brands to enhance their market presence.

Scope of the Study

- The study is confined to Coimbatore City and focuses on consumer behavior in this geographical area.
- It includes both online and offline buyers of China-made mobile phones.
- The research covers multiple demographic segments including age, income, and education level.

- The study is limited to leading Chinese brands like Xiaomi, Vivo, Oppo, Realme, and OnePlus.

LIMITATION OF THE STUDY

- Geographical Limitation

This study is confined to Coimbatore city and the findings may not be applicable to other regions due to differences in consumer preferences, income levels, and availability of mobile brands.

- Sample Size and Representation

The study is based on a limited sample size which may not represent the entire population of mobile phone users in Coimbatore. Hence, the results may not be generalized.

- Time Constraint

The study was conducted over a short period of time, which may not capture the evolving trends and changes in consumer preferences over a longer duration.

- Focus on Chinese Brands Only

The research is focused solely on China-made mobile phone brands, potentially overlooking the impact and influence of other international and domestic brands on consumer behaviour.

- Respondent Bias

The responses collected through questionnaires or interviews may be subject to personal biases, lack of awareness, or social desirability, which can affect the accuracy of the data.

Statement of the Problem

The dominance of China-made mobile phone brands in India, especially in tier-2 cities like Coimbatore, raises questions about local brand competitiveness, consumer loyalty, and market sustainability. Despite security and privacy concerns, Indian consumers continue to favor these brands. There is a need to understand what drives this consumer preference — whether it is purely economic, performance-based, or due to aggressive marketing. This study aims to uncover the underlying reasons influencing consumer behavior towards Chinese mobile phones in Coimbatore.

III. Review of literature

1. Consumer Buying Behaviour

Consumer buying behaviour refers to the decision-making process and actions of consumers when purchasing products. According to Kotler and Keller (2016), buying behaviour is influenced by cultural, social, personal, and psychological factors. Schiffman and Kanuk (2007) emphasized that consumer decisions are also impacted by product attributes, brand reputation, and price sensitivity.

2. Rise of Chinese Mobile Phone Brands

China-made mobile phone brands such as Xiaomi, Vivo, Oppo, Realme, and Huawei have significantly expanded their market share globally. According to IDC (2021), these brands collectively hold a substantial share of the Indian smartphone market. These companies have adopted aggressive pricing strategies, technological innovation, and extensive marketing to penetrate markets like India.

3. Factors Influencing Mobile Phone Purchase

Past research identifies several factors influencing mobile phone purchases, such as:

- Price Sensitivity: A study by Kumar & Lim (2019) suggests that Indian consumers are highly price-conscious, which makes affordable China-made mobile phones appealing.
- Brand Image and Trust: According to Srivastava (2018), brand perception significantly affects consumer choice. Although Chinese brands were initially viewed skeptically, consistent product performance has improved their image.
- Features and Technology: Chauhan and Patil (2020) found that features like camera quality, battery life, and design are key determinants for mobile phone selection.
- After-Sales Service and Availability: Joshi (2021) pointed out that after-sales support and service centers play an important role, especially in Tier 2 cities like Coimbatore.

4. Perception of Chinese Products

The perception of Chinese products has evolved over time. Earlier considered inferior, many China-made mobile have now become synonymous with innovation and value for money. However, national sentiment and geopolitical tensions can still influence consumer perception and preferences (Mishra & Sinha, 2022).

5. Regional Consumer Behaviour – Coimbatore

Studies focusing on Coimbatore suggest that consumers here are tech-savvy, price sensitive, and brand-conscious. A study by Ramesh & Prasad (2020) found that Coimbatore consumers prefer mobile phones that offer a blend of functionality and affordability. The influence of peer groups, advertising, and online reviews is also strong in this region.

METHODS OF DATA COLLECTION

The data was collected for the study is

- **PRIMARY DATA:** The primary data are those that are collected as fresh for the primary time. The primary data for this study is collected using Structured Questionnaire.
- **SECONDARY DATA:** Secondary data is collected from journals, magazines, books, newspapers, and the internet.

- AREA OF STUDY: The study was conducted in Coimbatore.

- SAMPLE SIZE: The sample size is 85.

TOOLS USED FOR ANALYSIS: Data are analyzed using tools such as simple percentages and chi-square tests.

- SIMPLE PERCENTAGE:

* Percentage = no.of.respondent\total no.of.respondent*100 CHI-SQUARE ANALYSIS

- Formula: $\chi^2 = \sum (O-E)^2/E$

- Degree of Freedom: $(r-1)*(c-1)$.

ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

S.NO	DEMOGRAPHIC	OPTIONS	NO.OF.RESPONS	PERCENTAGE
1	AGE	BELOW 25	35	29.75%
		25-35	25	21.25%
		35-45	12	10.2%
		45-55	13	11.05%
2	EDUCATION QUALIFICATION	SSLC	20	17%
		HSC	25	21.25%
		UG	25	21.25%
		PG	15	12.75%
3	OCCUPATION	STUDENT	35	29.75%
		EMPLOYEE	20	17%
		SELF-EMPLOYEE	20	17%
		BUSINESS	10	8.5%

4	MONTHLY INCOME	15000-25000	40	34%
		26000-35000	20	17%
		36000-45000	16	13.6%
		MORE THAN 45000	9	7.65%

5	GENDER	MALE	50	42.5%
		FEMALE	30	25.5%
		PREFER NOT TO SAY	5	4.25%

CHI-SQUARE TEST :

category	Observed(o)	Expected(e)	(O-E)	(O-E)2	(O-E)2/E
Male	50	33.33	16.67	278.89	8.37
female	30	33.33	6.67	44.49	1.33
Prefer not to say	5	33.33	-23.33	544.29	16.33
total	85	100			26.03

HYPOTHESIS:

H0 = There is no significant relationship between gender and Level of Satisfaction towards China- made mobile phones.

H1 = There is significant relationship between gender and Level of Satisfaction towards China- made mobile phones.

TABLE 3:

Variable	Degree of Freedom	Calculated Value	Table Value	Accepted/ Rejected
Gender & Level of Satisfaction	3	26.3	5.991	H1 ACCEPTED

SOURCE:PRIMARY SOURCE RESULT:

The calculated chi – square is (5.991) is smaller than table value. Hence, hypothesis is accepted. Therefore, there is significant relationship between Gender and Level of Satisfaction towards China-made mobile phones.

CHI-SQUARE TEST:

category	Observed(o)	Expected(e)	(O-E)	(O-E)2	(O-E)2/E
15000-25000	40	25	15	225	9.00
26000-35000	20	25	5	25	1.00
36000-45000	16	25	-5	25	1.00
>45000	9	25	-15	225	9.00
TOTAL	85				20.00

Variable	Degree of Freedom	Calculated Value	Table Value	Accepted/ Rejected

MONTHLY INCOME RANGE	3	20.00	7.815	H1 ACCEPTED
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RESULT:

The calculated chi – square is (7.815) is smaller than table value. Hence, hypothesis is accepted. Therefore, there is significant relationship between monthly income and Level of Satisfaction towards China made mobile phones.

SUGGESTION

1. Indian-made mobiles should be affordable.
2. Indian-made mobiles need to come with future-ready specifications.
3. Indian-made mobiles should be upgraded technologically.
4. Indian-made mobile phones need to have service Centers in every area.

Conclusion

The growing popularity of China-made mobile phones in Coimbatore reflects a broader national trend driven by affordability, features, and brand accessibility. Consumers, especially in urban and semi-urban areas, prioritize value for money, often overlooking concerns related to origin or data security. The study highlights the need for domestic mobile manufacturers to innovate, improve quality, and market more effectively to regain market share. Future research our Indian made mobile phones should competitive with the China-made mobile phones in all category like price, features, design, service, quality.

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