

Asserting Factors of Consumer Purchase Intention towards Chinese Products on M-Commerce Platform

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ABSTRACT--- *The presence of Chinese products around the world is a reality. No country is left without using Chinese products, India is no exception to this fact. On the other side, M-Commerce platform is becoming popular among Indian consumers in their day to day purchasing. Factors that has an influence on purchase intention, has been casted in this study. Hence this article aims to validate factors i.e. Trust, Quality, Design, and Price in context of Chinese product on M-Commerce. Researcher has used primary and secondary data for this study. Secondary data was collected from research papers and based on expert opinion. Primary data was collected from India. Judgmental sampling technique used in this study. Sample size was 350 respondents. Researcher has used CFA method to validate the factors. Results shows, convergent validity, discriminant validity, and Model fit indices, have met the criteria. These Factors were found to be significant driver of Purchase Intention. Then Managerial implications were drawn for domestic marketer, Chinese marketers, and the marketers from other parts of the world.*

Keywords: Chinese Products; M-Commerce; Purchase Intention; Indian Consumers; Trust; Quality; Design; Price.

I. INTRODUCTION

India is a country of 1.25bn people. The middle class is growing so does their purchasing capacity is improving and emerging as top five best middle class in the world, middle class is becoming prominent not because of their size only but also because of strong income growth (**Hodgson, 2015**). Hence it is an obvious target market for companies around the world. And it allows companies across the globe to function in Indian market freely as any domestic company functions. The growing purchasing capacity in the country has tagged India as one of the most attractive consumer market in the world. That's why marketers are looking at India eagerly. Indian democracy and the various independent institutions adds to the strength of India.

Whereas Chinese products and their mass presence around the world are indeed a reality and Indian market is no exception to this fact. Chinese exports into Indian Territory is growing year on year basis (**Exim bank, 2016**). Researcher like **Wah-Leung, et al., (2006)** have talked about pirated products manufactured in China. We also have

seen that experts of around the world have raised question on the quality of Chinese products and that eventually leads to mistrust. Even then Chinese exports are growing day by day. China is a very important country in many ways. Not only it is the fastest emerging market in the world but also their presence in most part of the world as largest exporter is commendable. They have also shown their capacity to grow in last three decades as we know that the Chinese GDP has grown consistently at 10% annually (**Guardian, 2010**). Because of that their GDP has flown from merely \$147.3 billion in 1978 to \$4.9 trillion in 2009 and now it stands at \$11.38 trillion. Consumer today no longer intent to go the market for their every purchase. It is very convenient for them to select and purchase products by mobile apps. Tele density in India has grown in many folds (**TRAI, 2017**). These are the reasons why Consumers becoming more familiar with the M-Commerce platform. In a face of this, it is important to understand the consumer psyche in the presence of above contextual background, researcher has endeavor to do an empirical study on “Determinants of Consumers Intention to Purchase Chinese products on M-Commerce Platform”.

Remaining part of article has been organized as follows: the succeeding section summarizes Review of literature followed by limitation of existing literature, rationale of the study then subsequent section sketches the research method employed along with outcome of the study. Lastly, the conclusion and managerial implications are illustrated in the latter part of the article.

II. REVIEW OF LITERATURE

M-Commerce is one of the fastest expanding business platform in the world. It accounts for 35 percent of all e-commerce commercial transaction globally (**Marinkovic, et, al., 2017**). Most of the transactions are carried out through smartphones (**Marinkovic, et, al., 2017**). It is defined as the market place where buying as well as selling of Goods and Services usually takes place through wireless mode (**Chong, 2013; Barnes, 2002; Gunasekaran, et, al., 2003**)). Many also termed it as the next stage of e-commerce (**Chong et al., 2012; Lu, 2014**). Various studies has been conducted so far in order to understand variety of marketing aspects in relation to M-Commerce (**Yang, 2005; Barnes, 2002**) but none of researchers have attempted to explore in context of Chinese products on M-Commerce Platform.

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Trust

Amoroso and Mukahi, (2013) have worked on model that covers various factors i.e. Trust (Low and High), Perceived Value, Perceived Loyalty, Convenience and confirmed that these factors significantly predicts Consumer intention to purchase using internet. Many studies have been conducted in order to measure consumer purchase intention in regard to the online platforms for several products. Researchers have conducted studies that talks about the sense of security and depending on something or someone contributes in building 'Trust' (**Chung & Kwon, 2009**). Trust is also being called as a dynamic process with satisfaction and that develops over a period of time (**Farm, et, al., 2004**). **Chen (2006)** categorically defines the trustworthiness in the name of confidence, attitude, acceptance, intention and reliance that involves exposure as well as doubt. **McCole (2002)** have chattered ten dimensions which are quoted many times in the literature i.e. discreteness, consistency, openness, fulfillment, availability, fairness, promise, integrity, competence, and loyalty. **Kim, et, al., (2011)** have studied Trust in Korean market, he developed three scale items i.e. Integrity, reliability and trustworthiness. He has employed measurement model (Confirmatory Factor Analysis) for the assessment purpose of factor. He empirically tested that Trust is a very important determinant of influencing purchase intention. His findings does corroborate the previous studies (**Chen, 2006; Hwang & Kim, 2007; Marsh et al., 2000; Sillence et al., 2006; Yoon, 2002**).

Alqatan, et, al., (2016) have worked on Trust in M-Commerce platform. He argued that it is really difficult to build trust on E-Commerce or M-Commerce platform but it is very important factor for the consideration. Researcher like **Sha, (2004)** argued that behavioral uncertainty gets diluted in the presence of Trust, when it is connected with online merchants. It also helps the consumer to develop some sought of control over the perception in regard to likely imprecise operations, This motivates consumers to involve in online purchasing. He also argued that M-Commerce is more vulnerable than E-Commerce in terms of security, Therefore Trust factor is relatively more important in M-Commerce platform.

Design

The way a product looks could also influence consumer's purchase decision (**Creusen and Schoormans, 2005**). Design of the product gives first impression on the consumer's judgement for selecting a product. At a later stages, it also connect consumers with functional characteristics and quality of the product. Design of the products, carries many things at a time i.e. shape, color, size, its usability etc. He also argues that the generally consumer buy products which are common (in low involvement category) as these products consumes less effort when making purchase decision. **Lew, (2014)** has worked on the relationship between aesthetics and consumer purchase intention and compared it for products Made in China and Made in Malaysia.

Quality

Researchers like **Murthy, et, al., (2006)** have argued performance is nothing but the product's response to the external action in its operational environment. Product's performance also depends on apparatuses of the products. Castillo, et, al., (2009) have linked the performance with product innovation that means organization developing enhanced features and appeals for improved performance. These two things contributes in increasing to the product's performance. Researchers like **Carbonell, (2004)** if the performance of the product is as per the expectation or higher than the expectation, this eventually gives higher consumer satisfaction.

The meaning of durability, is to the extent of the product's lifespan of usages (**Murthy, et, al., 2006**). It is also corroborated by **Garvin, (1984)**. **Sarwar, et, al., (2013)** have argued that there is positive relationship between quality of product and perception of consumer for purchasing Chinese products. This opposes the common belief that goods manufactured in China are of lower quality. The research result illustrate that Consumer's in Malaysia shows preference to purchase China made products as they believe that products are comparatively durable.

Noor, (2005) have found that Malaysia made electrical goods are cheaper as compare to the branded electrical companies. Price is being used as a strategy in order to compete in Malaysian Market. For selling at low price, companies compromise with the quality of resources used for manufacturing these products. Then obviously, they are found to be reluctant as far as the compliance of quality policy of Malaysian Government is concerned. A concerned agency SIRIM Malaysia, which is responsible for testing these products, have stated that the durability of the products are questionable. Hence researcher establishes that because products are not durable their life span is very small. Therefore Malaysia made products has been categorized as low quality (low in durability), as compared to branded products coming outside country.

Price

Kotler (2011) defines that the price is nothings but the money being charged for a service or product. **Kinney, et, al., (2012)** have argued that if the price of a product or services are higher than it is less likely that consumer will purchase that product or service. This illustrate that that negative relationship exists between high price and purchase intention of consumer (if we keep all other factors silent). Manufactured products from China is at least 30% lower than products made in any other country (**Engardio et al., 2004**).

Keller (2008) have stated that Consumer conceptualize the information of price because of two things namely their knowledge and earlier purchasing experience. There thinking may not be necessarily the exact price but they think in terms of price band for particular section of products.



Sarwar, et, al., (2013) have investigated Malaysian consumers perception for buying Chinese made products. His study resolved on the fact that the positive relationship exists between perception of consumer for buying China made products and price of Chinese products. He concluded that the price is a delicate point for consumer and since the products made in china is more affordable, inexpensive and economical than products made in any other country. This is very important reason and an answer to the question as to why China made products are able to gain market share? We know that the low pricing approach of China has penetrated the market specifically in lower class and middle class. The research resolves about the relationship between Consumer (Malaysians) purchase intentions towards China made products and price of China made. **Noor, (2005)** Malaysian manufacturers uses low pricing principle for racing in the local market.

Limitation of Existing Literature:

Above Literature suggests that ample amount of research have been undertaken in different markets and in other product categories. Many researchers have studied Chinese products, Malaysian products, and conceptualized determinants (Trust, Design, Quality and Price) of consumer intention etc. Researchers have investigated many constructs in respect to Chinese products and other category of products by using finest statistical tools like exploratory factor analysis, Regression etc. They have established empirical evidences that suggests and verify the scale items that converges into respective constructs using Likert scale. Hence for the purpose of this study, researcher has worked on four constructs Trust, Design, Quality, and Price in context of Chinese products on M-Commerce platform. But none of the study have been undertaken to study on these construct in context of Chinese products in Indian market on M-Commerce platform

III. STATEMENT OF PROBLEM

Experts around the world have been saying and writing that the Chinese manufacturers uses materials which are harmful for the consumer (**Volpe, et, al., 2012; Ionas, et, al., 2014**). Because of that Consumer is not confident about the Quality of the product that he/she is purchasing. This is the reason that consumer is not certain about Chinese products. If we talk about trust then many articles written by experts claim that Chinese products are not trustworthy, there quality does not meet the standard, and design is not innovative. By this logic, people around the world should not buy Chinese products. But this is not the case. And if we look at the other side of coin that suggests that Popularity of Chinese products are increasing day by day. The Figure of Chinese exports to India, is not in the downtrend but increasing. Hence it shows the gap between expected and the reality. In this research, the category of the Chinese products are Gift items, souvenirs etc. These products consumers are now a days purchasing on M-Commerce platform. Therefore this Problem urges the researcher to undertake this research in empirical form. Reaching directly to the consumers and ask as to what they think about Chinese products? So that exact responses of consumers could suggest us as to what consumer feels about Chinese

products on M-Commerce platform in respect to the given contexts.

IV. OBJECTIVES

The objective of this study is to validate factors i.e. Trust, Quality, Design, and Price that determines consumer purchase intention for Chinese products on M-Commerce platform using Confirmatory factor analysis. Expediting these factors, this article also aims to draw managerial implications for Chinese marketers, Indian marketers, and Marketers of third country.

V. RESEARCH METHODOLOGY

a. Research Design:

Exploratory cum Descriptive research design has been used for the following study. The very endeavor of this research is to check the consumer's opinion on the established scale in regard to the Chinese products on M-Commerce platform. In this research, we have checked about the interdependence of variables. For doing this Confirmatory factor analysis has been considered appropriate (**Zikmund, et, al., 2013**).

b. Data Source:

The researcher has collected data, from primary as well as secondary source. The secondary data was collected for the conceptual framework, finding out observed variable (items) for the particular construct. For this purpose researcher has studied several research papers in related area of this study. These studies were particularly conducted in Malaysia, China, and other developing and developed country. This has helped the researcher to adapt and modify the existing scale to measure a particular construct. Primary data was collected from the individual respondents. Each respondent was consulted personally. 20 item questionnaire was designed, It consist of 7 variables, where 4 variables were intended to be measured on Likert scale that carries 17 items, two variable namely age and education was intended to measure on ordinal scale, Gender was measured on Nominal scale.

c. Sample Frame:

The study was conducted in India. Here the researcher has used the Judgmental sampling technique (Non-Probability) and consulted those respondents who are at the age of 18 or above. The researcher has consulted approximately 720 respondents but only 425 got ready to fill the questionnaire. The average time recorded to fill the questionnaire was 12 minutes. After data cleaning and processing, 75 questionnaire were either half-filled or found to be unengaged in responding. The prudence suggests that they should be eliminated from study. Therefore the study was conducted on the sample size of 350 respondents (**Rahm, et, al., 2000**).



d. Empirical Modelling:

Scale items was developed using scale, developed by earlier researchers in the concerned variables. These scales were used in different contexts and now items has been adopted and modified as per the suitability of the current research. Questionnaire bears a clause that says this study is specifically in context of M-Commerce platform, and considered product category are Chinese Toys, Chinese Gift items. There are four variables (unobserved) was considered based on 17 observed variables (items), namely Trust (**Yeh, et, al., 2009; Kim, et, al., 2011; Marinkovic, et, al., 2017;**), Design (**Ampuero, et, al., 2006; Ritnamkam, et, al., 2012**), Quality (**Garvin, 1984; Kirmani, el al., 2000; Murthy, et, al., 2006**), Price (**Zeithaml, 1982; Zeithaml, 1988**). Confirmatory factor analysis (CFA) has been employed in this study. Factors are being validated using all the measures used in CFA.

e. Comments on Data:

350 questionnaire were filled by respondents. 200 respondents were Male and remaining 150 respondents were Female. 75% of all the respondent has completed three year graduate degree and either studying in post-graduation or completed and rest 25% are doing their graduation. 75% of respondent were from age group of 18-25 and rest are in the age group of 26-35. Prior to the data collection, two faculty members who carries the expertise in Marketing from the Management department of Banaras Hindu University was consulted for content, accuracy and suitability of the questions and measurement scale. As per the suggestions received from the experts, researcher has reworded few questions. Thereafter a pilot study was conducted in Banaras Hindu University itself to check the reliability and validity. The result shows that all the items (observed variables) were converging into their respective constructs (unobserved variables).

VI. DATA ANALYSIS AND RESULTS

a. Reliability Analysis:

The Cronbach α value was calculated for each construct. Each construct showing high α value. If Cronbach α value comes out as 0.6 to 0.7 then it reflects the accurate level of reliability and if the value of α comes out above 0.7 then it considered as a good level of reliability (**Sekaran, 2003; Nunnally, 1978**). Therefore this could be concluded as each construct in Table 1 below is showing the Cronbach α value more than 0.8 which is very good sign of internal consistency for each construct.

Table 1Reliability Statistics

Constructs	No. of Items	Cronbach's Alpha
Trust	4	0.853
Design	5	0.893
Quality	4	0.848
Price	4	0.883

b. Measurement Model:

The researcher has tabulated the data into SPSS 20.0 and developed measurement model in AMOS 20.0 software. The reliability of questionnaire was calculated then it moved towards Confirmatory factor analysis (Measurement model).

The researcher has conducted the measurement model using 4 unobserved variables measured by 17 items (observed variables). In measurement model, it pertinent that the outcome of the model must satisfy the validity and reliability of the model itself (**Fornell, et, al., 1981; Ifinedo, 2006**). Figure 1 shows the final measurement model for the factors that affect the consumer's intention to purchase Chinese products on M-Commerce platform. Construct 1 consist of 4 items, Construct 2 consists of 5 items, Construct 3 carries 4 items, and Construct 4 consists of 4 factors in the model.

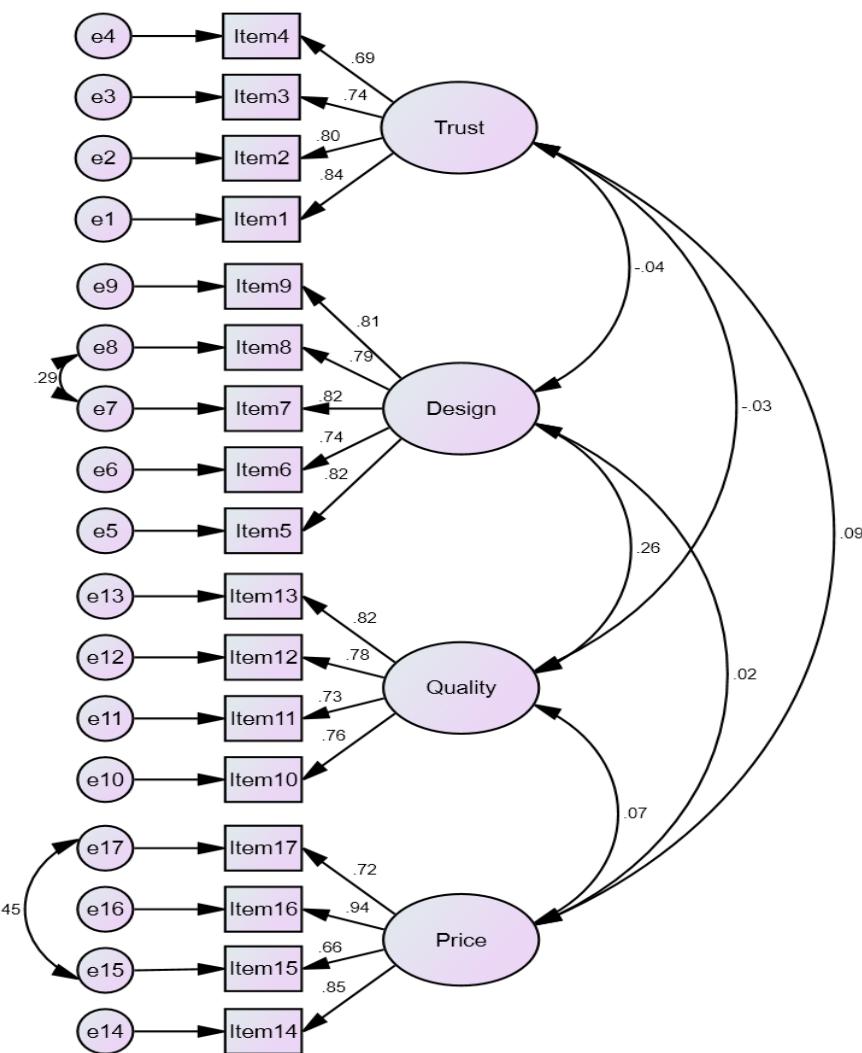


Figure 1: Measurement Model

In measurement model we need to check the other reliability measures, discriminant validity and convergent validity in **Table 2**. For that purpose we need figures like Standard factor loadings of each items, Composite reliability

(CR) of each constructs, Average variance extracted (AVE) of each constructs, Average shared variance (ASV) of each constructs and Maximum shared variance (MSV) of each constructs.

Table 2

Construct	Items	Standard Factor Loading	Composite Reliability (CR)	Average Variance Extracted (AVE)	Average Shared Variance (ASV)	Maximum Shared Variance (MSV)
Trust	1	0.841	0.854	0.596	0.004	0.009
	2	0.805				
	3	0.741				
	4	0.692				
Design	5	0.819	0.898	0.637	0.023	0.068
	6	0.743				
	7	0.824				
	8	0.795				



	9	0.808				
Quality	10	0.761	0.856	0.599	0.025	0.068
	11	0.73				
	12	0.783				
	13	0.819				
Price	14	0.846	0.873	0.637	0.005	0.009
	15	0.665				
	16	0.937				
	17	0.716				

Composite reliability (CR) is very important measure of complete reliability and assess the consistency and stability of the construct (Hair et al., 2010). If a value of (CR) is at 0.70 or more than it means that the construct is suggesting a high level of reliability for each construct (Fornell, et, al., 1981). **Table 2** displaying Composite reliability more than 0.85 for each construct. For “Trust” is 0.854, “Design” is 0.898, “Quality” is 0.856, and “Price” is 0.873. Therefore we could settle here that Composite reliability for each construct in measurement model is more than 0.70. Hence all the four construct in the measurement model showing good level of reliability.

For the Construct convergent validity, it is important that each item must converge into their respective latent variable (unobserved variable or construct). Here the importance of Standardized Regression weight (standardized factor loadings) comes into the picture. The Factor loading of each item (observed variable) to its respective construct (unobserved variable) should be more than 0.50 (Hair et al., 2010). In **Table 2** we could see that each observed variable is showing the loading Range as 0.665 to 0.937. We could settle here as the model is confirming about the Construct convergent validity.

For establishing the Discriminant validity, each construct should have significant distinct with other construct (Hair et al., 2010). There are many methods by which we can establish discriminant validity of the model. One method is, no two constructs should show too high correlation between them, like items meant to measure a particular construct, should not highly correlated with other construct see **Table 3**. We can see that the correlations between constructs are

very low (**Table 3**). Here we can conclude that this way discriminant validity is not a problem.

Table 3Correlation between construct

Trust	<>	Design	-0.038
Trust	<>	Quality	-0.029
Trust	<>	Price	0.095
Design	<>	Quality	0.261
Design	<>	Price	0.022
Quality	<>	Price	0.071

The Second method is the average variance extracted (AVE) of each construct should be higher than that of the average shared variance (ASV) and maximum shared variance (MSV) of their respective construct. **Table 2** show that for “Trust” AVE is ‘0.596’ where as ASV is ‘0.004’ and MSV is ‘0.009’; For “Design” AVE is ‘0.637’ whereas ASV is ‘0.023’ and MSV is ‘0.068’; For “Quality” AVE is ‘0.599’ whereas ASV is ‘0.025’ and MSV is ‘0.068’; and For “Price” AVE is ‘0.637’ whereas ASV is ‘0.005’ and MSV is ‘0.009’. We can conclude here discriminant validity is established for this model as all the AVE for each construct is higher than that of their respective ASV and MSV (Fornell, et, al., 1981; Byrne, 2016).

The fit indices of measurement model like goodness of fit index (GFI), Tucker Lewis index (TLI), comparative fit index (CFI), Normed fit index (NFI), Root mean square residual (RMR) and Root mean square of error approximation (RMSEA) has been chosen by the researcher to evaluate the model fitness (Hair et al., 2010; Byrne, 2016).

Table 4
Model fit Indices

Model Fit Index	χ^2/df	CFI	GFI	NFI	TLI	RMSEA	RMR
Model	2.310	0.926	0.880	0.878	0.909	0.080	0.027

For satisfactory level of model fit, the above indicators should be close to or more than 0.9 for CFI, GFI, NFI, TLI whereas the RMSEA and RMR indicator should be at or lower than 0.08 (Gefen, et, al., 2000), the range for χ^2/df is defined as less than 3. Table 4 illustrate clearly that the

measurement model and all the indicators are fulfilling the criteria for goodness of model fit (Schumacker, et, al., 2004; Hair et al., 2010; Byrne, 2016).



VII. CONCLUSION

This research paper started to achieve two objectives. One was to validate the scale items of respective constructs and second was to draw implication for the marketers to make appropriate strategy in context to Indian market. Chinese products are becoming very popular in India. These products are no longer an unknown phenomenon for Indian customers. Consumers are very familiar with these products. And today M-commerce has enabled customers to purchase products in an utmost ease. It has also provided the various options before the customers. Contrary to this fact, many of the market experts questioning not only Chinese products but also the M-Commerce platform. That's why various constructs that impacts purchase intention of consumer to purchase Chinese product on M-Commerce platform were analyzed.

This paper validates various items in respect to concerned constructs using confirmatory factor analysis (Measurement model). Scale items were taken from the previous concerned research papers. In this paper, Researcher has used various measures of Measurement model to validate the scale like discriminant validity, convergent validity, reliability along with various model fit indices. Apart from this, researcher has given the ample emphasis of each construct for every stakeholder. Because every construct may not be appropriate for every stakeholder to focus on. Each stakeholder was advised according to his focus area. The items of (Constructs) were used to write implication for the marketers. These implications can be used as an important tool for the marketers. Therefore we can say that Trust, Design, Quality and Price are the most important constructs that help to create positive intention among Indian Customers to purchase Chinese products on M-Commerce platform.

VIII. MANAGERIAL IMPLICATION

There are number of implications, one can draw from this study. The study has taken four variables namely Trust, Design, Quality, and Price. Many researchers, in their study have empirically suggested the importance of these variables in context of similar studies.

a. Domestic Marketer:

Marketers who are offering or about to start their business activity in this zone of product category, should be very careful in dealing with their consumers. This empirical study advocates that Trust, Design, Quality and Price is very significant quotient of consumers in terms of purchasing Chinese products on M-Commerce platform. They should strategically conceptualize as to which of the quotient of this study can be efficiently satisfied. India has a cheap labor force so the man power required for any type of manufacturing is not a problem. But to achieve a 'comparative cheap manufacturer status' you need to improve your economy of scale. This is only way to offer comparative cheap products to the customers. Whereas if we can efficiently work on Design and Quality of the products. We as an Indian manufacturer knows our customer requirement in terms of design and quality. Therefore it is advised to the marketer, that they must work on these two potential variables. It is also important for those marketer,

who are trying to come up in this product category on M-Commerce platform. They should keep these variables in their mind before formulating there marketing plan in regard to this product category.

b. Third Country Marketer:

There are number of number of marketers outside China and India, eagerly aspire to serve in this section of Product category in M-Commerce platform. We have seen that M-Commerce platform is very popular among buyers, purchasing these products. Hence we can say that M-Commerce platform is very crucial that's why marketer must intact his plan, in serving to these product category. This study can help them to understand consumer intention for these products. These determinants plays very important role in serving to their consumers. M-Commerce platform is emerging very fast in Indian market. Competing with Chinese products are not easy for any manufacturer around the world. As they are offering products which are comparatively cheaper. But here they can work on improving their products in terms of quality and innovative design. This can provide them competitive edge over Chine as well as others. If marketers want to flourish in this segment of product category then they should precisely work on to satisfy Consumer's on the basis of these variables. In this way they can serve the consumer base better and improve their customer base in Indian market.

c. Chinese Marketer:

The Presence of Chinese marketers on M-Commerce platform in India, is scarce. There is a huge scope for Chinese counterpart to serve Indian Consumers on M-Commerce platform. Mobile based purchasing in India, is growing at a fast pace. This study signifies the importance of understanding variables (Trust, Design, Quality and Price) that determines consumer purchase intention in regard to Chinese products on M-Commerce platform. In Particular, Chinese Marketers as manufacturers must understand the Price, design and quality of the products are very crucial for them. As these determinants are under their functional ambit. Comparative low price, innovative and attractive design, and Quality of the products are the key areas for them to improve on. Therefore they must put their efforts in providing products that adheres with these variables.

d. M-Commerce Developers:

The M-Commerce developers and the online retailers can understand one thing from this empirical study that Trust building among consumer is largely depends on the services delivered while accumulating a particular product. This need of the consumer can efficiently be satisfied by the M-Commerce developers or online retailers. This basic requirement can be met by using advanced technology,



better customer grievance handling, timely delivery of the products, and a user friendly interface between online platform and consumer. Many a time it is observed that mobile applications are not user friendly and that creates a problem for the customers. So working on these factors M-Commerce developers and online retailers can be better off in serving the customers. This will eventually help to create the 'Trust' among customers.

IX. LIMITATIONS OF THE STUDY

Futures researchers can work on other product category of Chinese products. Like milk products, electronics, electrical products etc. This will provide new insight about the Chinese products. One can also take few other locations for collecting sample data. It will help to generalize the results for other areas also. These factors could also be tested in other context, either products from different countries or any other channel of selling like in this case; researcher has taken M-Commerce.

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