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AN EMPIRICAL STUDY OF SUSTAINABLE BUYING BEHAVIORS OF PAKISTANI CONSUMERS TOWARD CHINESE PRODUCTS

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A R T I C L E I N F O

A B S T R A C T

The increasing popularity and development of Chinese products have been the prime interest of social sciences researchers. Additionally, a modest representation of Chinese products composed equality of outcomes has elevated the issue to understand why Pakistani consumers purchase Chinese products and what do consumers consider before buying. Therefore, this study investigates the gap in the perception of consumers of buying Chinese products in Pakistan. The contemporary investigation has been improved for how Pakistani consumers recognize Chinese products while making buying decisions. The tools of diverse opinions can positively affect their buying decisions. This paper contributes to different issues on sustainable CBB towards Chinese products. This study works in a range of approaches such as field experiments, surveys, scale improvement, and provisional assessment. Additionally, this study offers useful understandings about consumers' perception and consumption of different products that are unknown to their culture relatedness. The investigation suggests that Pakistani consumers are aware of the estimated price and quality of Chinese products. Hence, salespeople of Chinese products in Pakistan must be alert about quality, price, and knowledge about the improvement of products they are posing in the marketplace. Numerous significant results have been found in this study.

Disciplinary: Management Sciences (International Marketing).

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1. INTRODUCTION

Chinese products, such as home-based appliances, cloth, fabric, generator, hardware, and other dominating products, are common and popular goods in markets of several countries. China is one of the most developed countries that contributed very quickly to modernism, and many countries are interested to understand the path to its rapid growth. China has developed and implemented many trade policies to produce different types of products and deliver them to world markets [1, 2]. As consumers are buying Chinese products with the highest percentage of world population, substantial consumer productiveness will have control in the world economy over transnational occupation [3, 4]. The cost of labor is low, therefore, many multinational corporations have set up their plants in China to take advantage of its cost-effective industry [2, 5]. In contrast, China, regarded as the fastest growing economy after many goods have been created by the United States to compete with the multinational players [6]. Similarly, individual products developed by China, such as Tsingtao beer and Lenovo computers, have expanded and achieved world-class status. Additionally, a significant figure of companies' sales in China has hiked i.e., the Baoshan steel, Baoshan Iron, Shenhua Energy of China, solar energy of China and China telecom [7]. While [8] states that Chinese products are not hugely accessible in the markets, nevertheless, the world has seen an unexpected success of Chinese products in the current global marketplace [8]. China's developing status and its product development is a focal point of research for social science researchers (SSR). However, consumer assurance is a major factor affecting the status of Chinese products, as their quality is mostly considered as poor in some markets.Many studies have investigated the relationship between brand recognition and buying behavior of consumers [10]. Maximum studies concerning sustainable CBB towards foreign products had found a significant impact on brand image [11]. Henceforth, this paper finds the factors affecting the sustainable buying behavior of consumers towards Chinese products in the Pakistani context.

Sustainability projects are frequently attributed to innovative products If goods are consumer-friendly, sustainability would no longer be a problem [12]. This test, on the other hand, has many issues. For example, the ability to reach customers also requires high investment rates, market approval, political support and willingness to pay. Considering the high number of failures in innovative products, the analysis of consumer behavior seems crucial in driving product design and policy interventions to promote sustainable behavior [12]. Argumentation such as this underlies the impetus on consumer behavior for this particular issue. Consumer behavior analysis also uses a variety of different methods [13, 14, 15]. Different approaches and methods are revealed in the influence of this subject, but all of them are experimental and providing limited insight into consumer schemes. Sustainable CBB analysis is a frequent concept and reflected in various policies, each one contributing fragments to the mystery of consumer buying behavior. This study answers their criticisms in that sustainable user behavior towards buying Chinese products [16].

Nevertheless, these literatures and empirical evidence indicates that other similar studies that concentrate on the perception of consumers to buy foreign products would provide some useful insights and knowledge on the perception of the Pakistani consumer to buy Chinese products. The results of this study provide insights to the investigators in manufacturing and promoting business, and the people included in the industry, to understand how customers perceive Chinese items in the context of a Pakistani consumer. Furthermore, this research delivers evidence for promotion

investigators, directors, administrative and non-governmental establishment and administrations and development social scientists, assisting them in identifying proper presentation of strategies as well as expressing unique advertising methods [17].

2. LITERATURE REVIEW

2.1 CONSUMER BUYING BEHAVIOR TOWARDS CHINESE PRODUCTS

Consuming specific products of a country, such as Chinese products, depends on nationalism. According to [15], nationalism is a measure of the assertiveness that consumers hold. CBB relates to the quality of the product imported from China. In addition, the value of consumer products was measured by a simple, cost-effective attitude of indexation. Research statements indicate the quality and consumer buying decisions are unarguably associated [19]. A modest cost-effective attitude of indexation measured and CBB associated with the variety of merchandise imported from China also reflected the consumer products value [19].

The average product quality ranking of China was 2.028/10, indicates that lower rating by supporting the hypotheses and perception of Canadian consumers towards Canadian products and buying behavior to imported goods to Canada were analyzed [20]. Data from 635 respondents concerning Canadian consumer's behavior towards Canadian product quality and quality of goods that are imported into Canada. The result shows that increased product cost makes a qualitative new product and also the attitude of the workforce in producing a quality product in Canada. For instance, [18] discovered that patriotism is an essential part of assertiveness that a customer retains. Consequently, nationalism in Chinese buying behavior to their industrial items is traditional but not respectable as per other nations.

In the framework of Chinese context, [21] specified nationalism as "the theories apprehended by the detailed consumer of the country like China about the suitability, as well as sympathetic on buying is satisfactory/dis-satisfactory for China's perception towards the product is created to free the nation [21]. Several investigators studies the products of consumer independence and associated matters. They create freedom in the product price and quality, which has a significant part in buying behavior [22]. Many studies dedicated independence models in diverse nations [23, 24]. Consumer acceptance is becoming a leading share of the product package. In addition, the narrowness of consumers can also be defined as unwillingness to buy foreign products [25]. Although the consumer discrimination affects the behavior towards buying quality to national products [26].

Conversely, there are insufficiently related issues that affect consumer buying behavior. There was a conservative association between CBB and income [27]. Consumers' desire in developed countries is preferred for their own country's products [14]. The willingness of the consumer to purchase is influenced by country image also and explained that the consumers do regularly accept the products of an established nation of sound quality than other developing countries' products [28]. Established that "made by" denotes the personality of the brand [29]. This study is dedicated to Chinese production and how sustainable of Pakistani consumer behavior influence on behalf of purchasing Chinese product.

2.2 PRODUCT QUALITY

Critical determination of consumer satisfaction is the product quality and demand increases

when the company supplies a better variety of products that are produced [30]. A researcher [31] used assessment of product quality in terms of likeness, possibility, and readiness to purchase in assessing consumer purchase intention, the results showed the evaluation of quality and influence on purchase intention [32]. Compromising quality is simply unthinkable in a global business era. Therefore, to continue economically, distributing products with high quality will be the primary economic reward for a few enterprises for achievement and improved market.

In contrast, Chinese products in Pakistan are very low-priced with attractive designs. Conversely, consumers who do not use or prefer Chinese products because of quality issues. In this circumstance, it can be understood that a product (Chinese cell phones) might not be a satisfied perception of the consumer. This mentioned the assessment of product quality at the time of the subsequent purchase decision, which could explain the buying behavior [33]. Henceforth, the quality product to a similar illustration of Chinese products, there are insufficient consumers who have contented by-product straight; however, the consumer may not have enough awareness of the product. Consequently, in the Pakistani context, the quality concern can be calculated as an essential question while Pakistani consumers interested in Chinese products initially [34].

2.3 PRICE SENSITIVITY

As compared to the products that are imported from other nations, the consumers are mostly attracted through the low price of Chinese products. The perceived price and quality could impact a future purchasing decision [35]. Price sensitivity is fundamental as a significant element of consumers and considers an operation for purchase purpose [36]. In the explanation of, [37] there are numerous factors which are significant tools for the consumers as well as price sensitivity and price objectivity [37]. Furthermore, it can also be supposed that consumer regularly protests the confident approach in the direction of the products. For instance, if similar products have price differences, then consumers will purchase the product at a lower price. Economic theory similarly expressed a similar method for consumer outlook [38]. Nowadays, Chinese products disturbed Pakistani national products, by this comparable market confidential. If the multicultural issue is discounted, all people from the Pakistani market will buy the lower-priced products. At this point, emphasis on negative global occasion is similar to introducing high-priced Chinese products in the markets of Pakistan, it has been negative for the local market as well. On the contrary, buying products since a positive state has been communicated at self-protective characteristics [39]. Thus, the question of cost has been observed as consumers have been annoyed around the issues of reasonable price of the product when disliked, and derived to documentation, fundamentally.

2.4 PRODUCT BRAND

A product brand may be a physical element, a service, a shop, a person, a place, an organization, or an idea [39]. This study implemented the brand concept and brand-related theories to examine the brand's influence on consumer assertiveness and purchasing decisions related to private label brands. The brand element is one of the critical features of extrinsic indications that contribute expressively to consumer approaches and their subsequent buying purposes [41, 42].

The main issue in the strategy of a product is branding. A brand is a part of a product and plan of communication and function to show the brand and generate a brand image [43]. The American Marketing Association (AMA) describes brand as a word labeling representation or plan, or a potential agreement to differentiate and differentiate goods or services from those of participants.

Included in this view, whenever a dealer creates a new name, logo or emblem for a new product, a brand is created [42].

2.5 PRODUCT PROMOTION

The work [38] claims that product promotions are useful for extensive period techniques, increasing the brand value, promotion of sales are commonly used in a direction to generate demand for the products and consequently deals with brand managers effectively and progressively that utilize advancement since their viability in a few of the cases [41]. Taking this under consideration, it is worthwhile for each advertiser to survey such as a product brand. Diamond and Cambell propose that the purpose of product promotion is characterizing it as a short-term simulation of purchase or sales of the product. In a link to Chinese products, the consumer has an objective and opinion which identifies as a perception before buying the products [42]. When the outcome of China observed by way of foreign products, consumers proceed with the country's appearance for example; how is China perceived in the marketplace for a particular product. Mostly, an advanced level of experience concerning the product can express the raising of the number of products.

Furthermore, familiar consumers are additional perspective to attach through the extra significant information that will add to an advanced collection of product level [43]. Fundamentally, consumer purchase intent and product classification are dynamic processes in the framework of buying Chinese products. Frequently, consumers have been made to choose and selective towards appointing in evolution. Therefore, product and internalization developments affect CBB practice. Furthermore, [43] also has declared that consumer's intention of buying extraneous products and consumer buying behaviors [43]. Consequently, different categories of products by numerous conditions have an energetic part of the users attention, besides, buying the products of China.

2.6 THEORETICAL MODEL

As the determination of this investigation was to measure the sustainable CBB towards Chinese goods, therefore, the hypothetical framework is as follows.
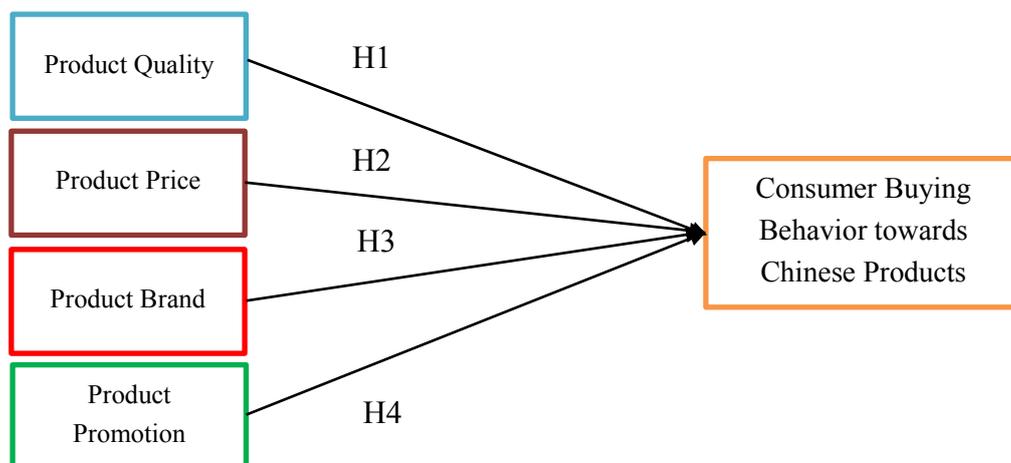
Figure 1: Conceptual model of this study.

The hypotheses are proposed as

H1: There is a positive correlation between product quality and consumer behavior towards Chinese products;

H2: There is a positive correlation between price and consumer behavior towards Chinese products;

H3: There is a positive correlation among brand recognition and CBB towards Chinese products;
H4: There is a positive association among promotion and CBB towards Chinese products.

3. METHODOLOGY

The nature of this research is quantitative because data were collected for analysis. The research links consumer-related behavior to Chinese products. The questionnaire is designed to measure the association between the factors, where product quality was developed [19]. The total number of items is eight (8) and one of the sample items is "How do you feel about the quality of the previously used Chinese product?" While product price questions were developed by[19]. The total number of items is five and one of the sample items is "It is important to me to get the best price for the product I buy." Product promotion was developed in [18], and the total number of items is four (4) and one of the sample items is "I buy mostly product which offers regular sales". Similarly, the product brand has been developed in [18]. It has thirteen (13) items for measurement and one of the sample items is "This brand has a very unique Chinese brand image, compared to competing brands". Finally, the items for purchase decision measurement were developed by [19] and the total number of items is fourteen and one of the sample items is "The more information about Chinese product I learn, it is harder to choose the best". The total number of items of product quality, product price, product promotion, and product brand and purchase decision was fifty.

For the measurement of these items, the target population was selected as citizens of the big cities of Pakistani consumers who preferred Chinese products at least once a year. A random sampling method was applied for data analysis and investigation purposes. This random sampling method was used and considered to be applicable to this type of investigation [42]. The total number of respondents was 150 from different cities of the country for having equal chances of participation. Additional alterations were prepared on the based-on feedback in the questionnaire. Due to required time limitations are rising through these investigations, the investigator had been dependent only on the five different biggest cities of Pakistan. Furthermore, exploratory factor analysis (EFA) and regression analysis were used to analyze market sustainability for Chinese products. The study design has been organized in a way that is more comfortable for the participants that mean respondents have not faced any difficulty and confusion from the beginning to the end. The questionnaires are made in simple, central, and conventional language. Likert Scale consisting five-Likert point (1= strongly disagree to 5= strongly agree) was used in the inquiry. All items of the questionnaire were delivered in the English language, and the pretest tools were measured to be required to attest to the clarity of the survey and reliability before used on the population's sample. Hence, the investigation has displayed applicability of examination to classify precise & specific outcomes since the dimensions which were prepared on variables of study tools that have used in this study.

4. RESULT AND DISCUSSION

The questionnaire's internal accuracy is being investigated. An alpha value above 0.70 is known to be a good value. Table 1 lists the Alpha reliability test for this sample, the reliability result is 0.923 and the questionnaire is therefore considered reliable.

Table 1: Variable Reliability Test.

Cronbach's Alpha	Cornbrash's Alpha Based on Standardized Items	No. of Items
0.917	0.923	50

The sum of four variables is derived, which clarified 49.44 percent of the variance by using the Varimax rotation of the main axis with a cut point of 0.6. For the underlying structure of the 50 things relating to sustainable consumer behavior towards Chinese products in the context of Pakistan, factor loading has been incorporated. The results of KMO (0.813) and Bartlett Sphericity Test (0.634) are reported in Table 3. Chi-Square (1785.634) and <0.001 (p<0.05) significant point.

Table 2: KMO and Bartlett's Test.

Tests	Value
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.813
Bartlett's Test of Sphericity	0.634
Approx. Chi-Square	1785.634
Df	276
Sig.	<0.001

This study also considered the respondent's buying behavior towards Chinese products. The results of this study show that there are seventy-two percent (72%) (n=150) respondents, listed in Table 3. Moreover, 72% strongly agree and disagree that like the Chinese products.

Table 3: Overall Perception

	Frequency	Valid %	Cumulative %
Strongly Disagree	6	4	4.7
Disagree	19	12.7	16.7
Neutral	17	11.3	28
Agree	56	37.3	65.3
Strongly Agree	52	34.7	100
Total	150	100	

Multiple regressions were performed on sustainable CBB towards Chinese products. Four independent variables are available (product price, product quality, and product brand and product promotion), CBB as a dependent variable each of the four indicators representing an independent variable to determine the affiliation among dependent and independent variables. The summary of the model in Table 4 shows how much variance the dependent variable explains. In this investigation, the value is 0.589, which means that 58.9 percent of the difference is described in the model. Table 5 gives ANOVA result.

Table 4: Model Summary

Model	R	R^2	Adj. R^2	Std.
1	0.775[a]	0.6	0.589	5.495

Predictors: (Constant), product quality, product promotion, product price, and product brand
Dependent Variable: Buying behavior

Table 5: ANOVA Result.

	Model	Sum of Square	Df	Mean Square	F	Sig.
1	Regression	6564.907	4	1641.227	54.352	<0.001
	Residual	4378.426	145	30.196	54.352	<0.001
	Total	10943.333	149			

Dependent Variable: purchase behavior
Predictors: (Constant), product quality, Product promotion, Product price, Product brand

Table 6 lists the matrix of coefficients showing the standard beta coefficients providing a degree of contribution of each variable specified in the model. The largest beta value for the brand is .469, meaning the the brand is a specific variable label that describes the dependent variable when the variance defined in the model is determined by all other variables.

Table 6: Coefficient Values.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.672	2.862	-------	3.729	<0.001
Product price	.568	.147	.267	3.868	<0.001
Product quality	.509	.079	.469	6.459	<0.001
Product Promotion	.348	.165	.143	2.103	.037
Product brand	-.057	.096	-.037	-.592	.555

In this investigation, the product quality hypothesis is significant At the <0.001 stage, $p < 0.05$. Hypotheses 1 is acknowledged and the results show that product quality has a major impact on the sustainable conduct of consumers towards Chinese products. The overall impression of Chinese products tends to be several poor buyers, but not all Chinese products are of inferior quality. Therefore, because of durability, many consumers prefer Chinese products.

The cost of the product has a significant value <0.001 which is $p<0.05$, thus H2 is accepted, which confirms that the price of a product has a considerable effect on CBB towards Chinese goods. This might be due to the cost-effective consumer input of Chinese products, as they are relatively cheaper than other national products.

However, in this modest segment, China has expanded its enormous potential share, enhancing its value-effective strategies. Thus, Chinese products are widespread to middle and inferior revenue groups. In this investigation, the respondent's majority fall over the low-price groups. Therefore, this result is positive for their opinion as they can afford the product of China.

Product promotion is important at 0.037, which is $p<0.05$; thus H4 is acknowledged, which means that brand promotion has a positive or significant impact on consumer purchasing behavior towards Chinese products. This might be due to the promotion of Chinese products as they are generally cheaper than other national products. Thus, in this investigation, the respondent's majority of the respondents vary with product promotion. Therefore, this looks positive to their opinion as they can afford the product of China.

The product brand's significant level is 0.555 which means that the value of significance is $p>0.05$. Therefore, H3 is rejected as the product brand which has a negative impact on the consumer buying decision, but product brand hurts the CBB so that in this hypothesis, there is indeed a positive association between the brands and the actions of consumers in purchasing Chinese products. Table 7 summarizes that hypotheses result.

Table 7. Hypotheses acceptance or rejection.

Hypotheses	Result
H1	Accepted
H2	Accepted
H3	Rejected
H4	Accepted

5. CONCLUSION

This study focuses on the buying behavior of Pakistan's sustainable consumers towards Chinese products. Through a questionnaire, four independent variables (product price, product quality, product promotion, and product brand) and one dependent variable (buying behavior) are examined. The questionnaire was distributed to 150 respondents who used Chinese products. The results of sustainable consumers buying behavior towards the investigation of the Chinese products show that the value of the product price is 0,000 and the quality of the product is 0,000, it means the price and quality of the product are important factors that affect the respondents in this investigation while purchasing Chinese products. Product promotion has a significant value of 0.037, meaning it also has a substantial impact on consumer buying behaviors.

Last, the significant value of product promotion is 0.555, It has no significant impact on CBB on Chinese goods. On the other hand, it can be seen that price affects the purchasing behavior as a separate effect apart from the other factors that affect the sustainable CBB against Chinese goods while the role of the product quality differs in the purchasing behavior, the most significant weight being the persuasive price providers. Nevertheless, there was no significant positive interaction between the product brands.

This research gives ideas both theoretical and practical. From the perspective of theoretical implication. The analysis questionnaire is used for this study's quantitative methods, the types of variables used to capture the perception of the consumer of Chinese products contribute to the literature gap. These methods and process was not adequately accessible to the purchase of Chinese products in previous studies in Pakistan. From the practical point of view, the current investigation has strengthened the understanding of how the customer considers the Chinese product before making the purchasing decision. Besides, this investigation provides a practical understanding of how the consumer recognizes and uses different opinions that may be unfamiliar to their social-contextual. Therefore, it permits the growth of specific marketing programs or the development of existing marketing programs for the market of Pakistan. In conclusion, this investigation proves that the consumers of Pakistan are very aware of the price and quality of Chinese products. Consequently, in Pakistan, the marketers of Chinese products should be cautious about the quality, price, and technological development of a product they are proposing to the marketplace. It is suggested that, for future investigation, the sample size should be expanded and improved. In addition, higher-income sampling may recognize various issues that were overlooked in this study.

6. DATA AND MATERIAL AVAILABILITY

Information regarding this study is available by contacting the corresponding author.

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