



“A Study on Comparative Analysis between Domestic Product vs. Foreign Product Usage in surat Region”

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INTRODUCTION

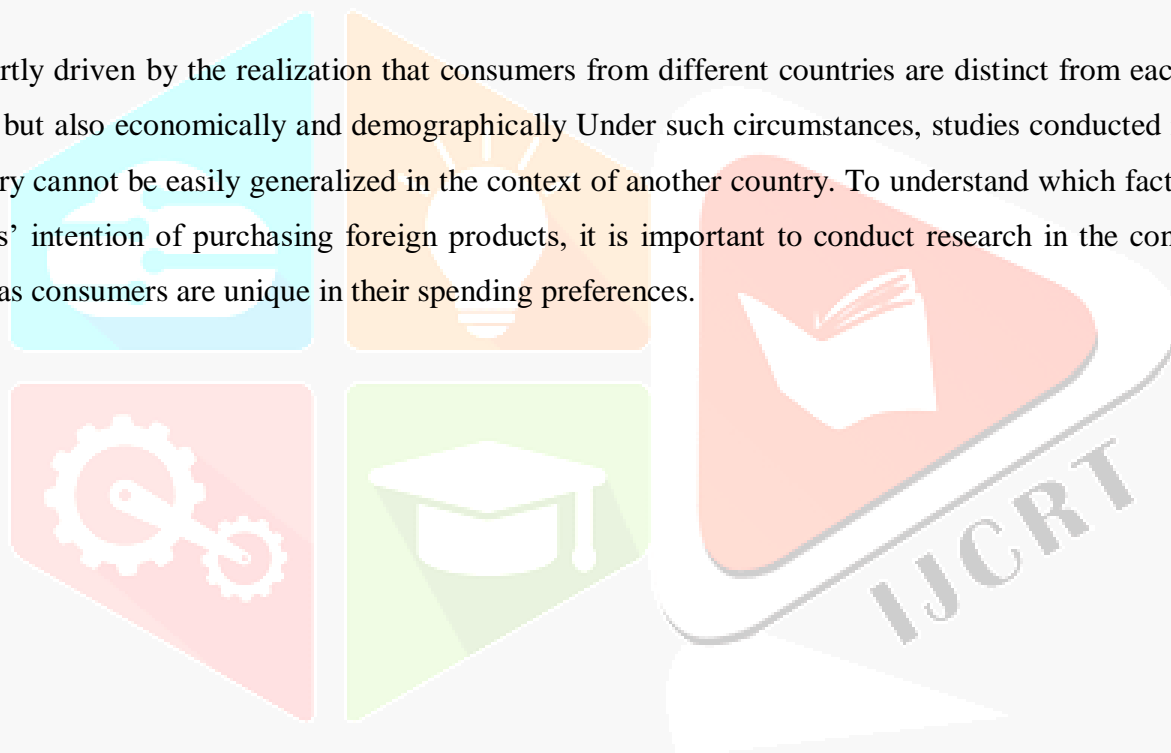
Globalization is an inevitable phenomenon that is leading the entire world towards becoming one market, a global village. Not only has the process of globalization aided immensely in the exchange of goods and services, information and knowledge through the reductions in international barriers, but it has also led the world into becoming a real single universal community comprising of people from different cultures, thus resulting in the shrinkage of the world. With the world becoming a single market, globalization has had a major contribution in enabling the organizations worldwide to step out of the restricted domestic markets and to set up their operations across the globe with confidence.

The problem of attitude to local or non-local products has been recognized in many parts of the world as a key economic issue in the consumer behavior markets. Bias against imports is high among people with positive attitudes towards their host countries. Moreover the mentioned study observed that people in developed country are more likely to purchase their locally made products because of positive attitude on these products while it is the opposite of developing countries. Likewise, attitudes toward products from culturally similar countries are more favourable than those toward products from culturally dissimilar countries (Watson and Wright, 2000). However, the effects of negative attitude to local products are diverse and affect local industries, local culture style of life and behaviours and the economy at large.

Increasing of global market use and development of information and technology tend to facilitate Tanzanian consumers being able to buy products from different countries either by non-store sources like the internet, and local source

It has been argued that a competitive business environment and its rapid expansion beyond national boundaries has undoubtedly become a necessity for companies to succeed in the long run and expand their customer base. Such is the pressure to make their presence noticeable globally that many companies are inevitably spreading their wings beyond their national boundaries and expanding internationally. As a matter of fact, international expansion and distribution of products beyond national borders is a result of the emergence of two important phenomena, namely, globalization and the falling of trade barriers through the establishment of different kinds of international organizations and associations. At present, the globally connected marketplace and reviewing what influences consumers' intention of purchasing foreign products have evolved as topics of much importance.

This is partly driven by the realization that consumers from different countries are distinct from each other not only culturally but also economically and demographically Under such circumstances, studies conducted in the context of one country cannot be easily generalized in the context of another country. To understand which factors are affecting consumers' intention of purchasing foreign products, it is important to conduct research in the context of different countries as consumers are unique in their spending preferences.



REVIEW OF LITERATURE

Juan Carlos Hallaky and Jagadeesh Sivadasanz (2013). an article on Consumers' Buying Decisions of Foreign and Domestic Products in Nigeria. objective is to Market research is vital in presenting the voice of customers to companies drive towards providing products that meet the yearning needs of consumers. Sample respondents were 180 persons. And tools used were questionnaire, regression analysis. and findings of this literature review was The study recommends that marketers trading on domestic products must pay attention to consumers' 'Green Marketing drive', 'Innovative drive' and 'Ability scales in order to boast the consumptions of domestic products in Nigeria.

Yuze Gao(2013). They wrote an article on Chinese Consumers' Evaluation of Domestic and Foreign Products: The Roles of Country of Origin and Product Usage Experience. objective is toThe study examined two kinds of product usage experiences (usage variety and frequency) pertaining to products made in two countries (America and China). sample respondents were 600 students. And tools used were questionnaire, regression analysis. and findings of this literature review was Chinese products are just as good as, and in some cases better than, their foreign counterparts.

Suchita Gera (2008). They wrote an article on "CONSUMER ATTITUDE AND PURCHASE BEHAVIOR TOWARDS FOREIGN BRANDS". objective is to. To measure consumers attitude towards foreign products. To assess the consumers perception and preference towards foreign brand. To ascertain the criteria of product evaluation by consumers towards foreign brands .sample respondents were 500 persons. And tools used were secondary data. and findings of this literature review was Consumers inevitably started using world brands such as Ford, Sony, MacDonald's, Nike and many others. The introduction of such goods and services raised the concept of "country of origin" which might affect consumer purchase decisions. While some consumers happily buy these product and services, some buy hesitantly.

Zeenat Ismail, Sarah Masood and Zainab Mehmood Tawab (2012). They wrote an article on Factors Affecting Consumer Preference of International Brands over Local Brands. objective is to the youth of international brands instead of national or local brands in Pakistan. Sample respondents were 200 persons. And tools used were Frequency distribution, questionnaire, regression analysis. and findings of this literature review was The above table reveals that 75% of the people linked the branded product with their social status when actually purchasing it. The table provides a summary and ratings of the factors influencing consumer preferences of the national or international brand.

Marina leco (2009). an article on domestic vs foreign product competitiveness on Croatia market: the research on creation buying behavior. objective is to find out what elements create product competitiveness in the eyes of Croatian consumers, how do they evaluate these elements for Croatian vs. foreign. sample respondents were 200 local peoples. And tools used were questionnaire, regression analysis. and findings of this literature review was Finally, the perceived product quality and the sacrifice the consumer has to make form his final product evaluation. It this evaluation turns out positive (quality is worth the sacrifice), consumer decides to buy the product.

Ahasanul Haque, Naila Anwar, Farzana Yasmin (2014). an article on Purchase Intention of Foreign Products: A Study on Bangladeshi Consumer Perspective. Objective is to exploring the factors affecting consumers' intention of buying foreign products, particularly concentrating on Bangladeshi consumers. sample respondents were 38 respondent including experts. And tools used were questionnaire, regression analysis. and findings of this literature review was country of origin image does carry a significant positive effect on brand image when it comes to Bangladeshi consumers' intention of buying foreign products. Therefore, it is advised that marketers incorporate and emphasize the favorable match between country of origin image and brand image in the various marketing activities undertaken.

Luo guanzhog(2013). an article on Chinese Consumers' Evaluation of Domestic and Foreign Products: The Roles of Country of Origin and Product Usage Experience. in 2013.objective is toThe study examined two kinds of product usage experiences (usage variety and frequency) pertaining to products made in two countries (America and China). sample respondents were 600 students. And tools used were questionnaire, regression analysis. and findings of this literature review was Chinese products are just as good as, and in some cases better than, their foreign counter parts. Research objective

Nanzia Florent*, Natalia Kalimang`asi and Robert Majula(2014).** They wrote an article on Determinants of Consumers` Attitudes on Imported Products in Tanzania: The Case Study of Dodoma. objective is to to investigate the determinants of consumers` attitudes on imported products in Tanzania by exploring factors which attract Tanzanian consumers to purchase imported products. sample respondents were 200 respondents. And tools used were questionnaire, regression analysis. and findings of this literature review was local companies producing with the same products as those of foreign companies, the local companies should strive to encourage consumers to purchase the local products. At the end, the consumers tend to shift their decision to local products. The use of imported goods increased with the destruction of local markets.

Siraw Megibaru Temesgen (2014). an article on Determinants of Foreign Products' Preference Over Local Products: The Case of Shoes or/and Cloth Preference in Gondar Town, Ethiopia. objective is to assess the determinants of consumers` product (local-produced or foreign-imported) preference in Gondar town (North West Ethiopia) drawing evidences from the Arada and Piazza Shoes and clothes shops. Sample respondents were 384 persons. And tools used were Frequency distribution, regression analysis. and findings of this literature review was More than half (58.3%) of the respondents perceive that imported products are more qualified than domestic ones. Almost all (91.6 %) of respondents consider the quality of the product for decision of buying. Perceived foreign product quality has statistically significant association with its preferability in the market. Of the total respondents, 334 (91%) consider the function of the product for decision of buying. The place of manufacture of both shoes and clothes is also considered by 83.4% of the respondents as criterion for buying.

The author name is Shapiro Philip Domie(2013). They wrote an article on Assessing the factor influencing consumer switch from local to imported product in march 2013. objective is to as finding out the right and suitable marketing strategy to be adopted by Kasapreko company limited (KCL) to increase the local consumption of their locally made products. sample respondents were 100 local persons. And tools used were Frequency distribution, regression analysis. and findings of this literature conclusion, consumers have preference for both local and foreign brands but with which the majority of 26% preferring foreign brands. This gives the signal that indeed there are factors that influence these people to purchase imported alcoholic beverage instead of the locally made ones.

Abu H. Ayoba, Wan Mohd Hirwani Wan Hussainb (2016). an article on Buying Local or Imported Goods? Profiling Non-income Consumers in Developing Countries. objective is to study attempts to profile non-income consumers by examining their decisions to buy local or imported products. Hypotheses were drawn from discussions on the comparative advantages of advanced and developing countries, as well as the effects of a product's country-of-origin on customers' purchasing decisions. sample respondents were secondary data. And tools used were regression analysis. and findings of this literature conclusion, The findings suggest that buying decisions of non-income consumers are largely explained by perceptions of heterogeneity in product attributes based on the country of origin. This study extends prior research on the effect of purchase intention among mass consumers among whom it was found to be less significant (Verlegh and Steenkamp, 1999). Further analysis also reveals differences in purchasing behavior between female and male students.

Ifediora, Chuka Uzoma, Ugwuanyi, Chidera Christian, Ifediora, Raluchukwu Ifeoma(2016). They wrote an article on "perception and patronage of foreign products by consumers in enugu, Nigeria". objective is to To ascertain if perceived risk level influences patronage of foreign goods, To determine if perceived value influences the patronage foreign goods, To find out if the country of origin is a major consideration when purchasing foreign products. sample respondents were 400 local consumers. And tools used were regression analysis. and findings of this literature conclusion, above, it can be concluded that perception of foreign products is a major determinant of the level of purchase it enjoys in Nigeria. Nigerian consumers have been found to perceive foreign products as being more reliable and possessing more value. It has also been found that consumers look out for the country of origin of the products they purchase in a bid to reduce the risk of buying from countries seen as not technologically advanced.

Jiatong Zhong (2018). They wrote an article on Reputation of Quality in International Trade: Evidence from Consumer Product Recalls. sample respondents were 400 local consumers. And tools used were Empirical strategies, Bayesian parameter, estimation of demand. and findings of this literature conclusion, analyzes the effect of an exporter's reputation on import trade ows. It exporter's reputation as the expected probability of drawing a high quality product in a market; and it adopts a framework in which consumers Bayesian update their belief of exporters in a product market. This paper tackles the challenge of identifying intangible andun observed reputation in two ways: constructing a data set in which I can see shocks that affect reputation, and modeling channels in which

reputation affects consumers' decisions. Compared to other empirical papers studying the reputation of sellers, this analysis reveals a variation of impacts across a broad set of products. The model in this paper can be generalized to estimate consumers learning of any signals in trade

Pablo Fajgelbaum, Gene M. Grossman, Elhanan Helpman (2017). They wrote an article on Income Distribution, Product Quality, and International Trade. objective is to When rich and poor countries export goods the richer countries sell goods with higher unit, the richer countries export goods of higher quality. sample respondents were 300 local consumers. And tools used were regression analysis. and findings of this literature conclusion As the reserch indicates that the richer country must produce the goods of higher quality as this came to know by using many proof of propotions then income distribution and many others equations methods by having stastical data. trade that are consistent with the empirical evidence. For example, we find that, among countries of similar size, the richer countries export goods of higher average quality. This is in keeping with the empirical findings by Schott (2004) and Hummels and Klenow (2005)

Álvaro Garrido-Morgado, Oscar González-Benito, and Mercedes Martos-Partal(2016). an article on Influence of Customer Quality Perception on the Effectiveness of Commercial Stimuli for Electronic Products in March 2016. Objective is to When rich and poor countries export goods the richer countries sell goods with higher unit, the richer countries export goods of higher quality. Sample used Survey data of countrys and brand Observational data. And tools used were regression analysis. and findings of this literature conclusion The main aim of this research was to analyze the importance of both perceived quality attributed to intrinsic characteristics and perceived quality attributed to the brand in explaining the effects of two commercial stimuli, displays inside the store where the customer has less time to process information and, advertising flyers sent to potential customers where the customer has more time to process information. We analyze an infrequently purchased product, computers, which feature substantial technological components and greater perceived risk, because of their complexity and dynamic evolution.

Sajid Anwar ,Sizhong Sun (2016). An article on Foreign Direct Investment and Product Quality in Host Economic. Objective is to the presence of foreign-invested firms (i.e., foreign direct investment, FDI) affects the product quality of domestic firms. Sample used ere 9659 respondants. And tools used were regression analysis. and findings of this literature conclusion Using a theoretical model this paper argues that the presence of foreign firms can impact the quality of goods produced by domestic firms in host economies. We show that an increase in the proportion of foreign-invested firms, which can also be interpreted as an increase in foreign direct investment (FDI), affects product quality in host economies through two channels: (i) a direct channel via productivity spillovers in both goods and quality production and (ii) an indirect channel via its impact on the cut-off capability of firms.

John Romalis, Robert C. Feenstra (2019). an article on International Prices and Endogenous Quality in august 2019. Objective is to The optimal choice of quality by firms reflects this non-homothetic demand as well as the costsof production, including specific transport costs as in the “Washington apples” effect. Sample used are 800

respondants. And tools used were regression analysis. and findings of this literature conclusion Our goal has been to adjust observed trade unit values for quality so as to estimate quality-adjusted prices in trade. We achieve this goal by explicitly modeling the quality choice by exporting firms in an environment where consumers have non-homothetic tastes for quality. We find a greater preference for quality in richer countries, consistent with Hallak (2006). Our key parameter estimate of the elasticity of quality with respect to the quantity of inputs almost always lies between zero and unity, as required by our model. This implies that only a fraction of observed import unit-value differences are due to quality.

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Štefan Bojnec and ImreFertő. (2015). an article on Quality upgrades of EU agri food export. Objective is to determinants of quality upgrades in EU agri-food exports using panel data models for the period 2000–2011. highlight the negative impacts of comparative advantage and trade costs on upgrades in export quality. Sample used are 80 respondants. And tools used were regression analysis. and findings of this literature conclusion research clearly supports the following statements about the determinants of quality of EU agri-food exports: the unit values of exports are positively associated with economic development and size of population of the exporter, and are negatively associated with SRCA and trade costs. These empirical findings remain robust when applied to alternative data sub-samples, including those compiled for vertically specialised and final agri-food products. Income distribution and income inequalities play either a small or no role in quality specialization as reflected in unit values

Chang Hong(2015) ,an article on Unit Values in International Trade and Product Quality. Objective is to unit value of traded goods representative of quality the supply side factors of product price changes.Sample used are 150 respondants. And tools used were regression analysis. and findings of this literature conclusion This paper has focused on the supply side factors of product price changes. We decompose the variation of product unit values into TOT gain, pure quality effect, pure distance effect, and production cost effect. We construct a comprehensive dataset that interacts commodity trade, distance, tariff rates and production labor costs across countries. Our hypotheses find strong support by the data. The statistical analysis finds three strong and robust empirical relationships explaining product price variations. The first is that raising tariff rates do lower export prices. Interestingly, this negative relation

is especially significant when we restrict our data sample to large importers in the world, which provides strong support to the classical large importer tariff protection case.

Nadia BelhajHassine-Belghith(2007) article on Unit Values in International Trade and Product Quality. Objective is to the association between exporting and agricultural performance in terms of production efficiency and product quality, exporting and self selection effects in a panel of advanced and developing Mediterranean countries involved in global market liberalisation. Sample used secondary data. And tools used were regression analysis, technical analysis. and findings of this literature The determination of the appropriate level of protection is a fairly complex task. The method used here attempts to provide an aggregate measure of ad valorem tariffs and the ad valorem equivalent of specific tariffs and tariff quotas, taking account of preferential agreements. The obtained rates represent just an approximation of the real trade restrictiveness levels. The aggregate applied duties are obtained as a result of the calculation of the import-weighted average of ad valorem and ad valorem equivalent measures of applied protection.

Nadia Belhaj Hassine-Belghith(2007) an article on Unit Values in International Trade and Product Quality. Objective is to the association between exporting and agricultural performance in terms of production efficiency and product quality, exporting and self selection effects in a panel of advanced and developing Mediterranean countries involved in global market liberalisation. Sample used secondary data. And tools used were regression analysis, technical analysis. and findings of this literature The determination of the appropriate level of protection is a fairly complex task. The method used here attempts to provide an aggregate measure of ad valorem tariffs and the ad valorem equivalent of specific tariffs and tariff quotas, taking account of preferential agreements. The obtained rates represent just an approximation of the real trade restrictiveness levels. The aggregate applied duties are obtained as a result of the calculation of the import-weighted average of ad valorem and ad valorem equivalent measures of applied protection

HaichaoFan,Yao Amber Li,Stephen R. Yeaple(2013). an article on Trade Liberalization, Quality, and Export Prices. Objective is to the effect of trade liberalization on export prices and its relation with product differentiation. Greater access to foreign intermediate inputs has been associated with higher firm-level productivity Sample used secondary data. And tools used were regression analysis, technical analysis. and findings of this literature In this paper, we extend Melitz's (2003) model of trade with heterogeneous firms by introducing endogenous product quality. The model predicts that when the scope for quality differentiation is large, a reduction in import tariff induces firms to choose higher product quality and set higher export prices, and this effect is less significant or even opposite when the scope for quality differentiation is small. These predictions are consistent with the stylized facts based on Chinese data and also verified by different estimation specifications. In particular, our empirical exercises confirm that even at the finest dimension, the firm-product-country level, the quality upgrading effect is significant.

Pablo Fajgelbaum, Gene M. Grossman, Elhanan Helpman(2011). an article on Income Distribution, Product Quality, and International Trade. Objective is to When rich and poor countries export goods the richer countries sell

goods with higher unit, the richer countries export goods of higher quality. Sample used secondary data. And tools used were regression analysis, technical analysis. and findings of this literature. In this paper, As the research indicates that the richer country must produce the goods of higher quality as this came to know by using many proof of proportions then income distribution and many others equations methods by having statistical data. trade that are consistent with the empirical evidence. For example, we find that, among countries of similar size, the richer countries export goods of higher average quality.

Objectives:

- To assess the consumers perception and preference towards foreign brand and domestic brands.
- To measure consumers attitude towards foreign products

Research Methodology

Study Area

This study was carried out in surat region, specifically in surat Municipal. The study targeted the consumers around this region. The choice of this study area was due to the fact that the region has high number of interaction of people from different sections, specifically the students, and business men and women. Demographically, surat has a general population around of 50-60 lakhs. The economic activities of this area are agriculture, business, office works. The major employers in this region are the private and public organizations that deal with provision of goods and services at either profit or not for profit.

Research design and data collection

The research design of this study was cross sectional approach since the data were collected at once. This design is considered the best because the researcher meets his/her respondents. This study employed primary data collection techniques, in which self-administered questionnaires were provided to respondents so as to fill the information asked. The questionnaires were structured with closed ended questions with two sections. The first section of the questions included respondents profile and the second section was about respondent's attitudes towards imported products.

Sample Size and Sampling Techniques

The probability sampling techniques was used because every members of the population had a known non zero probability of a selection. Thereafter, simple random sampling was used to get respondents. In addition, the sample size of the study was based on the theory of central limit. This theory assumes that any sample size greater than thirty (30) is a good representative of the population at 5 percent level so this study used a sample of 75 respondents.

Data Analysis

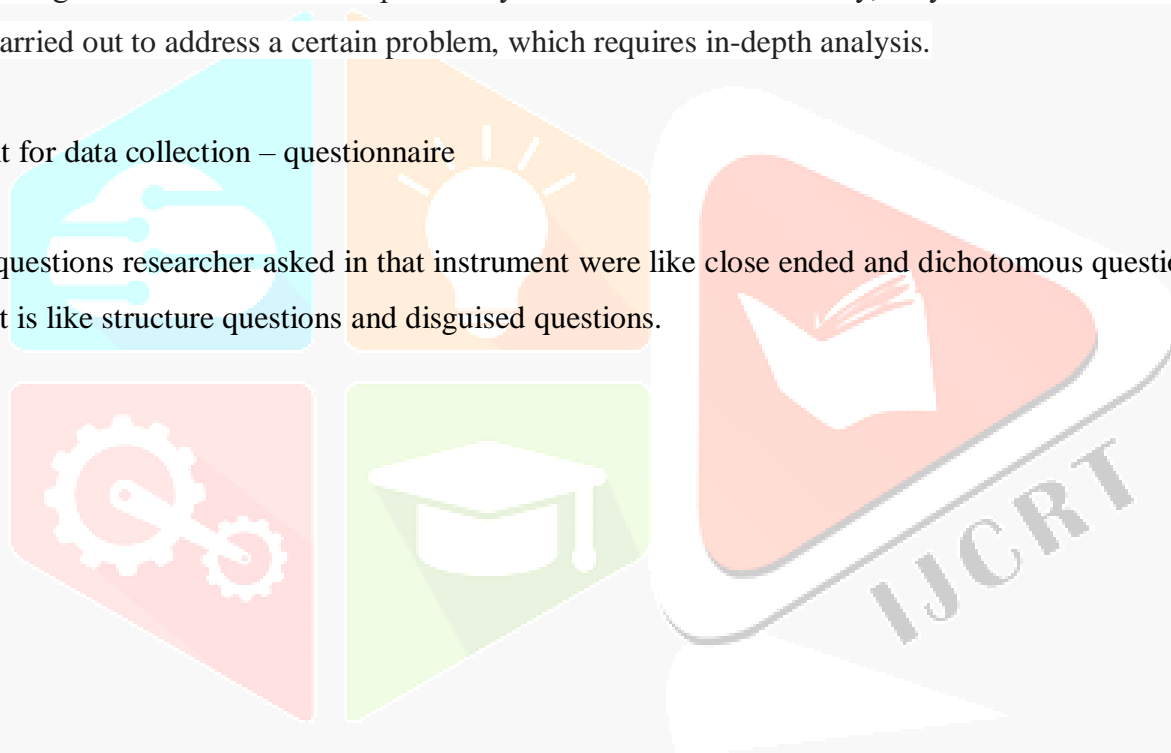
Responses from respondents were coded and summarized using excel. Both descriptive and quantitative data were analyzed using Microsoft excel program. Descriptive statistics was used to determine the frequency of occurrences and percentages. And all the test were held using SPSS software. Results of the analysis were presented descriptively in a tabular form followed by narrative description of the results.

Data collection method

Primary method - Primary research is defined as a methodology used by researchers to collect data directly, rather than depending on data collected from previously done research. Technically, they “own” the data. Primary research is solely carried out to address a certain problem, which requires in-depth analysis.

Instrument for data collection – questionnaire

Types of questions researcher asked in that instrument were like close ended and dichotomous questions. And type of instrument is like structure questions and disguised questions.



DATA ANALYSIS AND INTERPRETATION.

Gender

78 responses

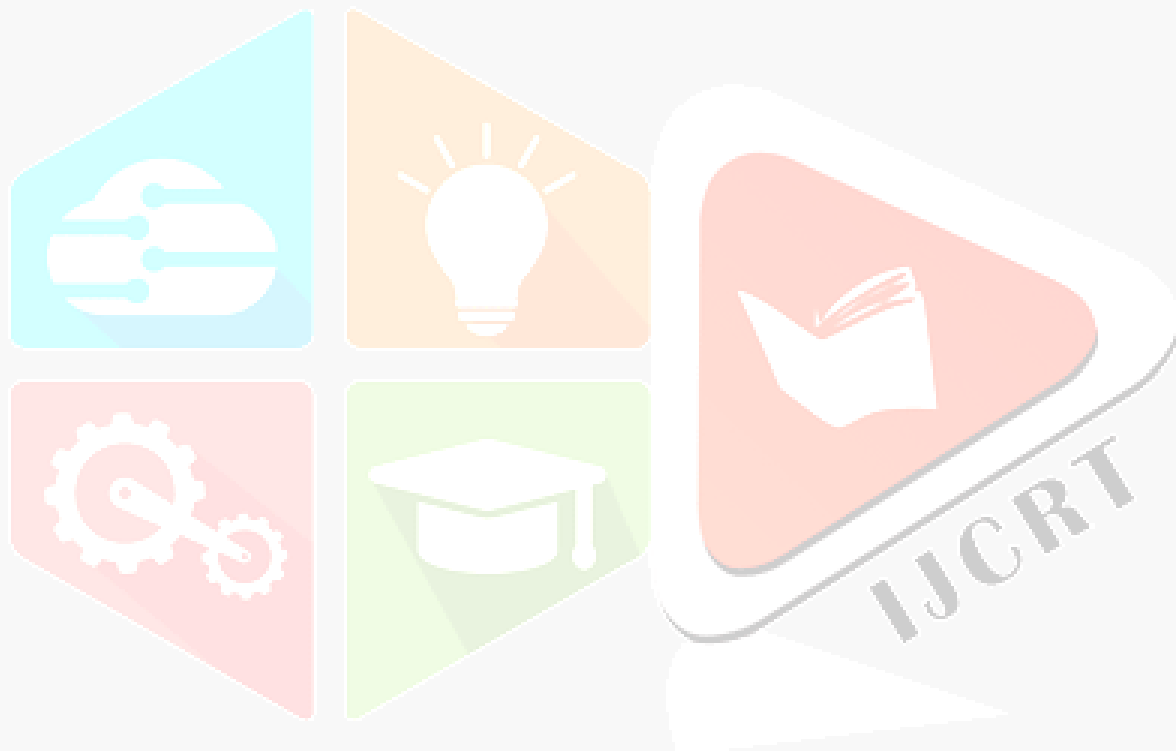
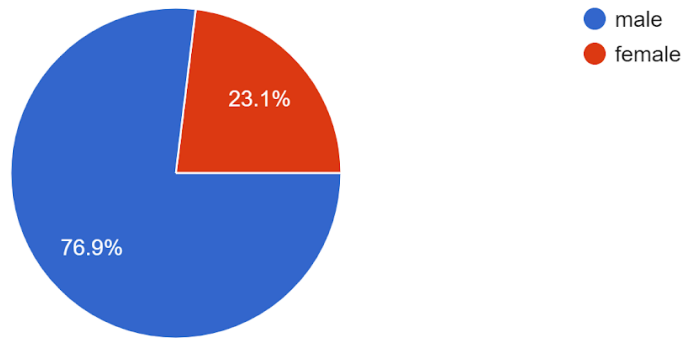


FIGURE 1

The gender factor chart says that the total respondent were 78. In which 76.9%(60 respondents) were male and 23.1%(18 respondents) were female

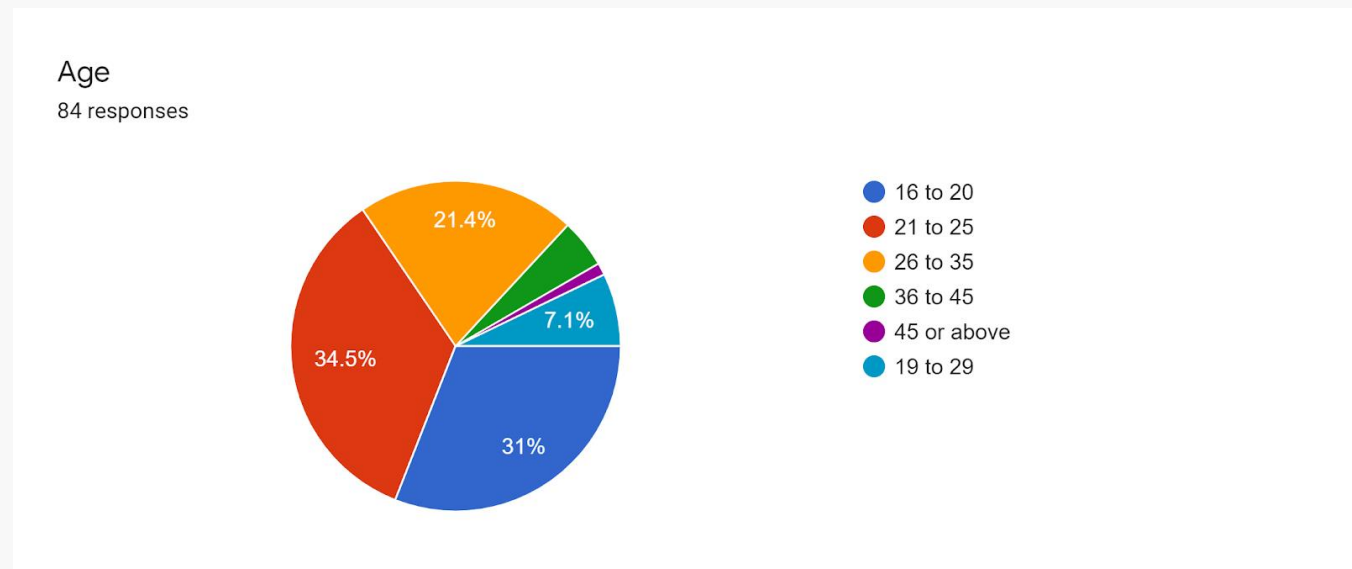


FIGURE 2

The age chart indicates that from 84 responses 34.5% were from age group of 21 to 25, than 31% were from age group of 16 to 20, than 21.4% were from age group of 26 to 35, than 5% were from age group of 36 to 45, and 1% were from age group of 45 or above.

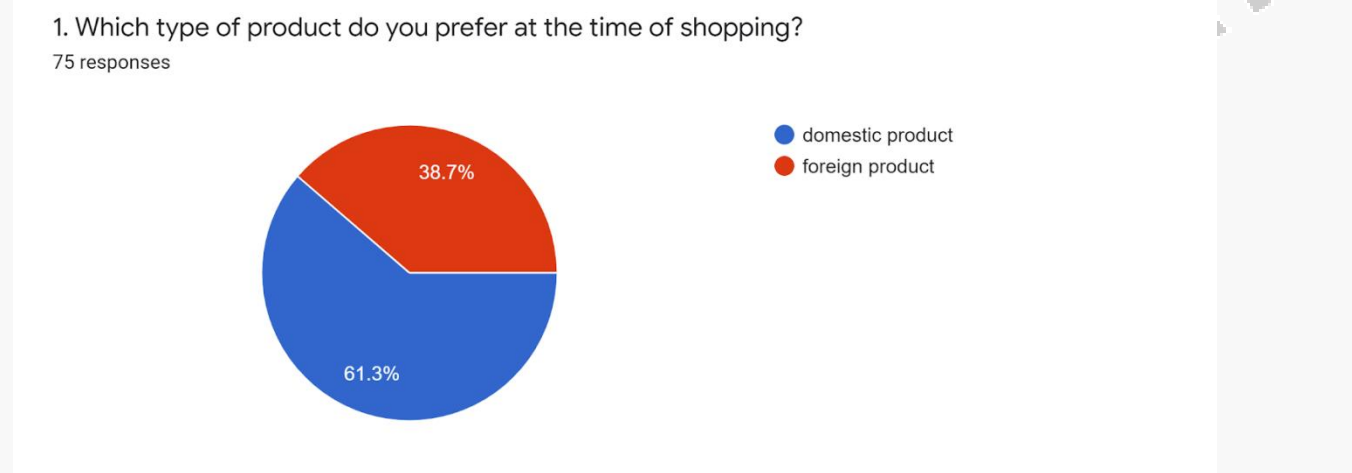


FIGURE 3

As the survey conducted more respondent prefer to purchase domestic product than foreign products.as 61% respondent uses domestic product and 39% respondent uses foreign products.

2. Which brand of shoes you prefer while purchasing?

75 responses

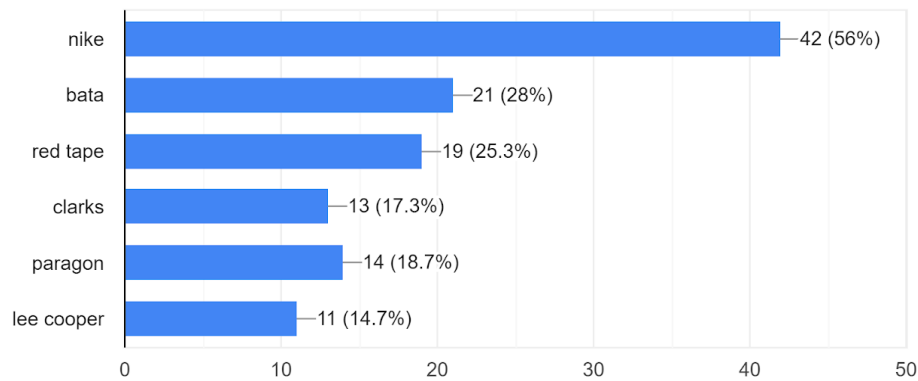


FIGURE 4

As in the survey of shoes brands the respondent prefer to purchase nike shoes with 56%(42 persons) ,bata shoes, redtape, paragon has the highest ratio of using of domestic product by 54 persons out of 100 respondents .as bata,redtape,paragon is Indian brands,so more than 50 percent person choose domestic brand shoes while purchasing the shoes.

3. Which type of clothing you prefer more?

75 responses

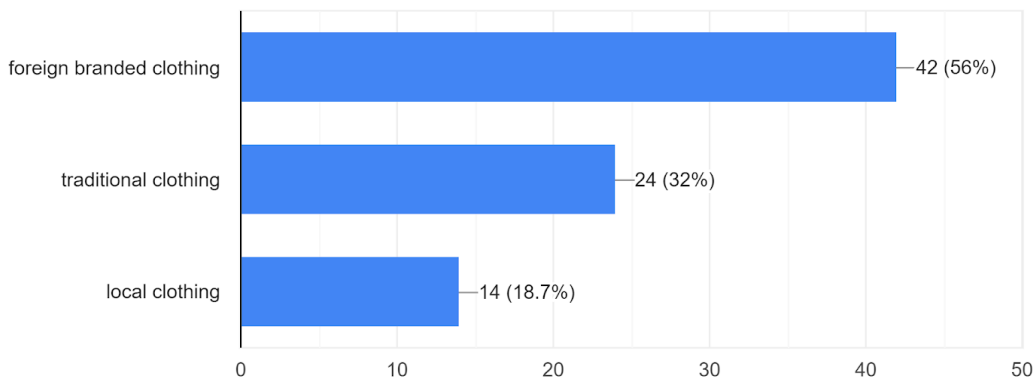


FIGURE 5

As the survey conducted more of respondent prefer to use foreign branded clothing by 56% (42 persons).and only 18.7% (14 persons) choose local clothing. And 32% (24 persons) person use traditional clothing.so as per survey people prefer more for traditional clothing and local clothing.

4. Do you consider the origin of the product before buying?

75 responses

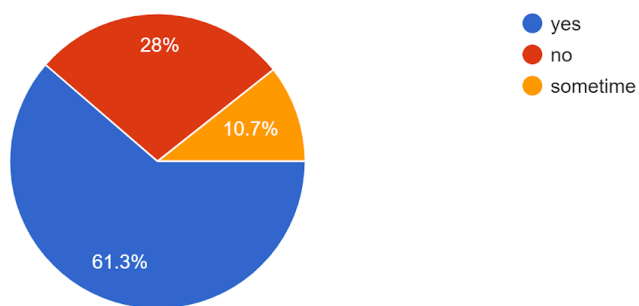


FIGURE 6

As out of 75 respondents 61% people check the origin of product before buying and 28% people does not consider the origin of the product before buying. and among 75 respondent 10 % people does check sometime the origin of the product.

5. Who suggest you more to purchase imported products?

74 responses

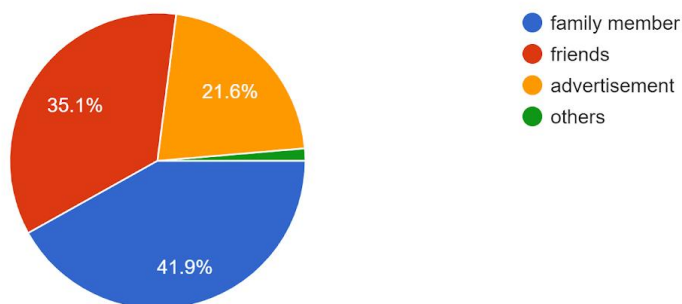


FIGURE 7

As seen friends and family members suggest more to purchase imported products and advertisement also suggest respondent to purchase imported products.

6. Does the foreign product help you to get the high level status in society?

75 responses

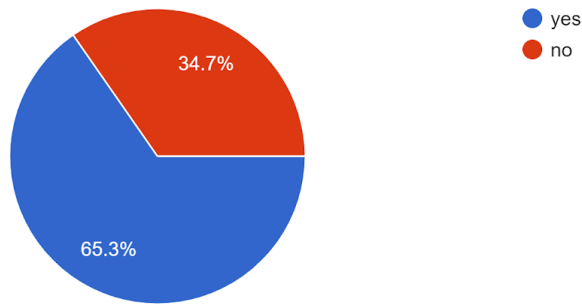


FIGURE 8

As the survey people perception is that they get high level status in society by using imported products. so 65% people thinks that they get high level status in society and 34% respondent thinks that by using foreign product, it does not give high status in society.

7. Which factor influences you while purchasing foreign products?

72 responses

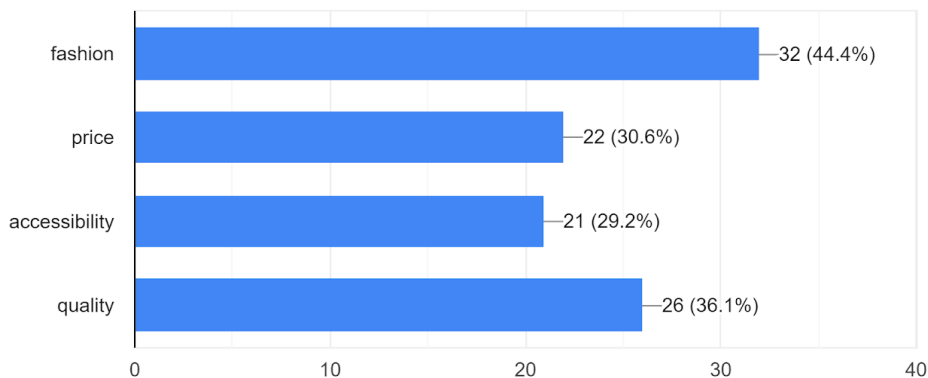


FIGURE 9

As the survey conducted from 72 respondent, most of the respondent prefer to purchase foreign product because of fashion by 32 respondent and quality by 26 respondents. and behalf of that price and accessibility also influences to purchase the foreign product by 22 and 21 respondents.

8. Are foreign products more qualified than domestic product?

75 responses

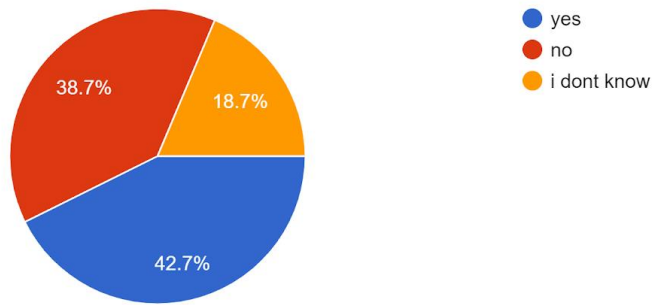


FIGURE 10

In this pie chart the respondent were asked that is foreign product more qualified than domestic product,as the response the most respondent prefer to say that foreign product are more qualified by 42%

9. Is your buying decision of foreign products driven by insufficient local products?

72 responses

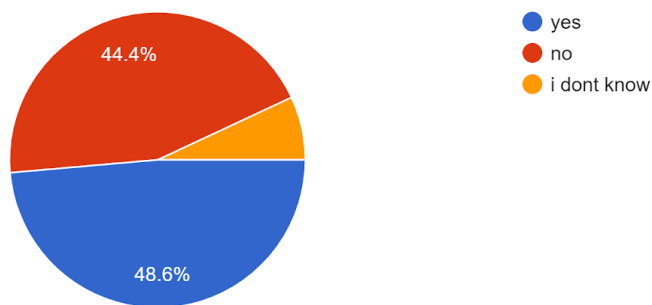


FIGURE 11

As majority of 48.6% respondents said that their buying decision of foreign product is driven by insufficient local products and 44.4% respondent said that there are sufficient local products but they buy foreign products because of quality,fashion,accessibility,etc.

10. Is there enough promotion for local product?

75 responses

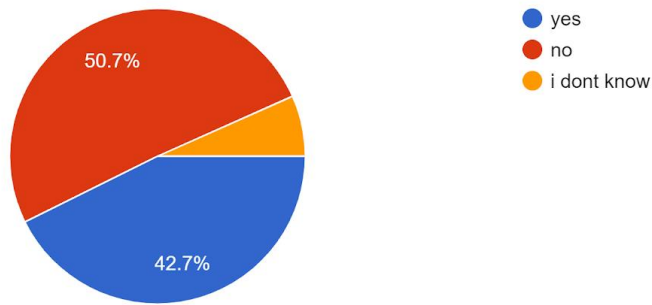


FIGURE 12

The above graph show that respondents 50.7% said there is not enough promotion for local product, and 42.7% said there is enough promotion for local products and rest 6.6% said they don't know. so at end there is not enough promotion for local products.

11. Do you prefer to concentrate on promotional activity of local products?

67 responses

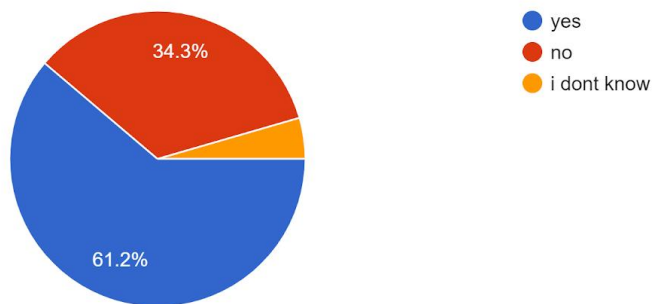


FIGURE 13

The above graph shows that the respondents were asked that local product should concentrate on promotional activity. The majority of 61.2% respondents they prefer yes, they should do promotional activities and 34.3 prefer no to promotional activities, and 4.5% respondent said they don't know.

Descriptive analysis

		Statistic	Std. Error
Factor Influence	Mean	2.36	.121
	95% Confidence Interval Lower Bound for Mean	2.12	
	Upper Bound	2.60	
	5% Trimmed Mean	2.35	
	Median	2.00	
	Variance	1.438	
	Std. Deviation	1.199	
	Minimum	1	
	Maximum	4	
	Range	3	
	Interquartile Range	3	
	Skewness	.202	.243
	Kurtosis	-1.500	.481

TABLE 1.1

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Factor Influence	.206	99	.000	.824	99	.000

a. Lilliefors Significance Correction

TABLE 2.1

Sig values for the both tests,

KS-test value 0.000

SW-test value 0.000

So, we can say that data's are normally distributed based on below hypothesis.

$H_0 \rightarrow$ data's are normally distributed.

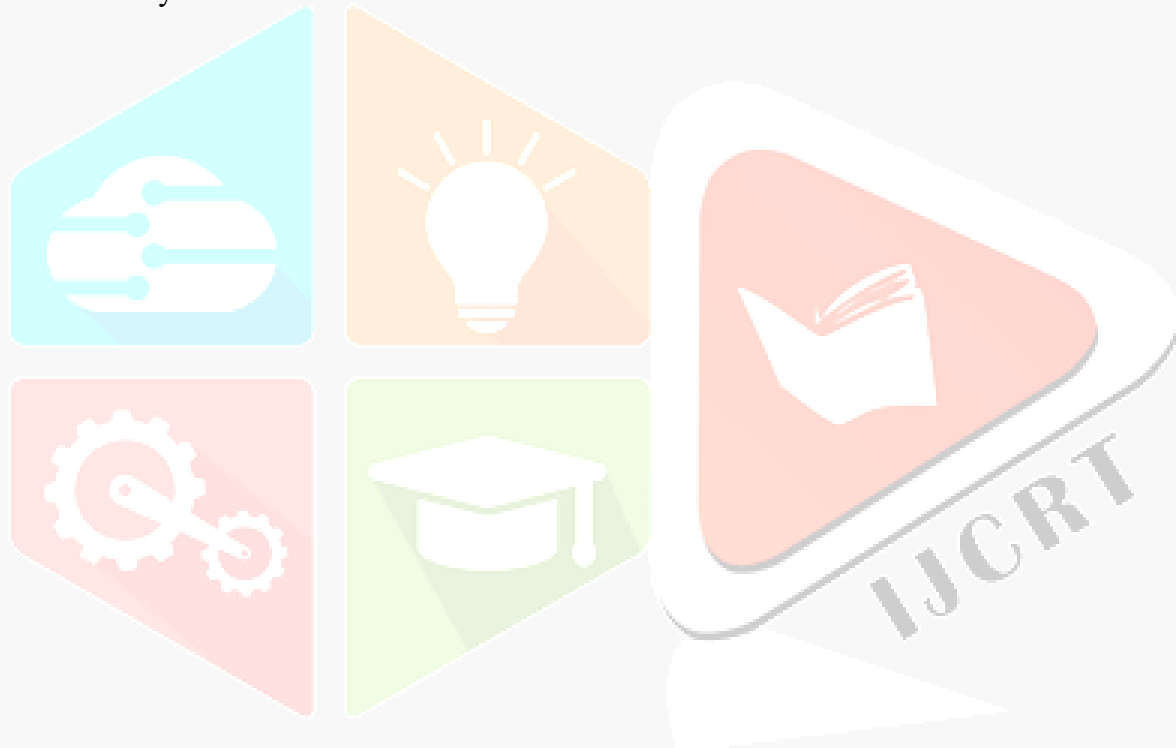
$H_1 \rightarrow$ data's are not normally distributed.

KS value $0.000 < 0.05$

SW value $0.000 < 0.05$

So, null hypothesis is rejected and alternative hypothesis is accepted. we can say that,

Data's are not normally distributed



Gender Factor Influence Cross tabulation

			Factor Influence				Total
			Fashion	Price	Accessibility	Quality	
Gender	Male	Count	23	18	15	24	80
		% within Gender	27.8%	22.8%	19.0%	30.4%	100.0%
		% within Factor Influence	66.7%	78.3%	88.2%	92.3%	79.8%
Gender	Female	Count	11	5	2	2	20
		% within Gender	55.0%	25.0%	10.0%	10.0%	100.0%
		% within Factor Influence	33.3%	21.7%	11.8%	7.7%	20.2%
Total		Count	33	23	17	26	100
		% within Gender	33.3%	23.2%	17.2%	26.3%	100.0%
		% within Factor Influence	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 1.2

H₀= there is not any difference between gender and factor influencing buying.

H₁= there is a difference between gender and factor influencing buying.

As seen in the cross tabulation that there are 100 respondents among which 80 are male out of which 24 respondent influence quality, 23 respondent influence fashion, 18 respondent influence price, 15 respondents influence accessibility. so among male respondent quality influence more.

As among 100 respondent 20 were female respondent out of which 11 respondent influence fashion, 5 respondent influenced by price, and 2-2 respondents influenced by accessibility and quality. so the most factor influenced by female respondent were by fashion.

The male buyer were influenced to purchase foreign product because of quality. The female buyer were influenced to purchase foreign product because of fashion. And if we compare male and female respondent then in both case the choice are different male respondent prefer to purchase foreign product because of quality and female respondent prefer to purchase foreign product because of fashion.

Chi-Square Tests

	Value	Df	Approx Sig. (2-sided)

Pearson Chi-Square	6.838 ^a	3	.077
Likelihood Ratio	7.120	3	.068
Linear-by-Linear Association	6.564	1	.010
N of Valid Cases	99		

TABLE 3

H₀= there is not any difference between gender and factor influencing buying.

H₁= there is a difference between gender and factor influencing buying.

If the assumption sig value is more than 0.05 than hypothesis will be accepted. If the assumption value is less than 0.05 than hypothesis will be rejected.

So as we conduct chi square test,

Pearson chi-square – 0.077 > 0.05
 Likelihood ratio – 0.068 > 0.05
 Linear -by-linear association – 0.010 < 0.05

As test results indicate that among 3 values

Pearson chi-square – 0.077 > 0.05 is accepted
 Likelihood ratio – 0.068 > 0.05 is accepted
 Linear -by-linear association – 0.010 < 0.05 is rejected

So pearson chi-square and likelihood ratio are hypothesis 0(H₀) and linear-by-linear association are hypothesis 1(H₁).

Symmetric Measures

	Value	Asymp. Error ^a	Std. Approx. T ^b	Approx. Sig.
Interval by Interval Pearson's R	-.259	.088	-2.639	.010 ^c
Ordinal by Ordinal Spearman Correlation	-.261	.090	-2.658	.009 ^c
N of Valid Cases	99			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval Pearson's R	-.259	.088	-2.639	.010 ^c
Ordinal by Ordinal Spearman Correlation	-.261	.090	-2.658	.009 ^c
N of Valid Cases	99			

a. Not assuming the null hypothesis.

c. Based on normal approximation.

TABLE 1.4

As measures of correlation between Pearson's R and Spearman Correlation says that

H0 = there is no co-relation between gender and factor influencing buyers.

H1 = there is co-relation between gender and factor influencing buyer.

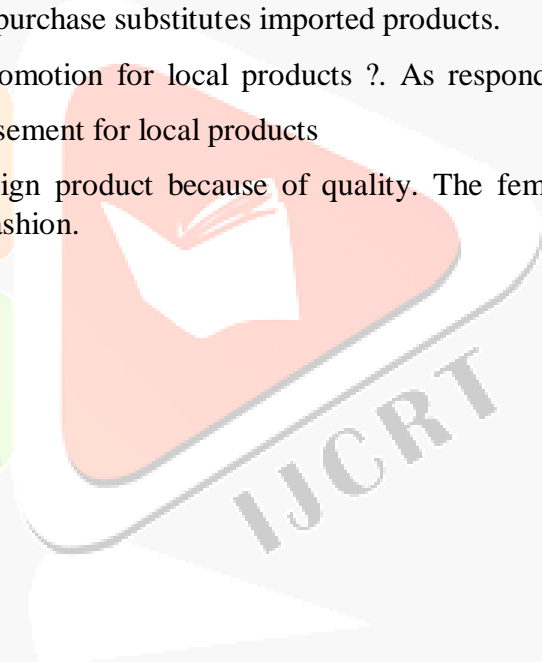
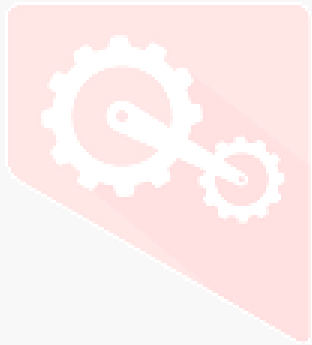
So, pearson's R – $0.010 < 0.05$

Spearman correlation – $0.090 < 0.05$

It indicates that both approx. sig. are H1 and it says that there is co-relation between gender and factor influencing buyer.

FINDINGS.

1. Focused on finding what determine consumers' attitudes in the context of consumers' preference. The doubting information here was whether consumers' preference has influence on consumers' attitudes to purchase imported products or domestic products.
2. It has been observed that most of the respondents (55.5%) tend to like purchasing domestic products as shown in table above. Also result indicates that respondents (45%) are proud to purchase foreign made products than local products.
3. As respondent urges that foreign products are more qualified than domestic locally made products. The results show that 44.4% of the respondents agreed that the tendency to buy foreign products, when local substitute is unavailable. laptops ,etc), they tend to purchase substitutes imported products.
4. The study also analyzed that if there a enough promotion for local products ?. As respondent says no by 50.7% that there is not enough promotion or advertisement for local products
5. The male buyer were influenced to purchase foreign product because of quality. The female buyer were influenced to purchase foreign product because of fashion.

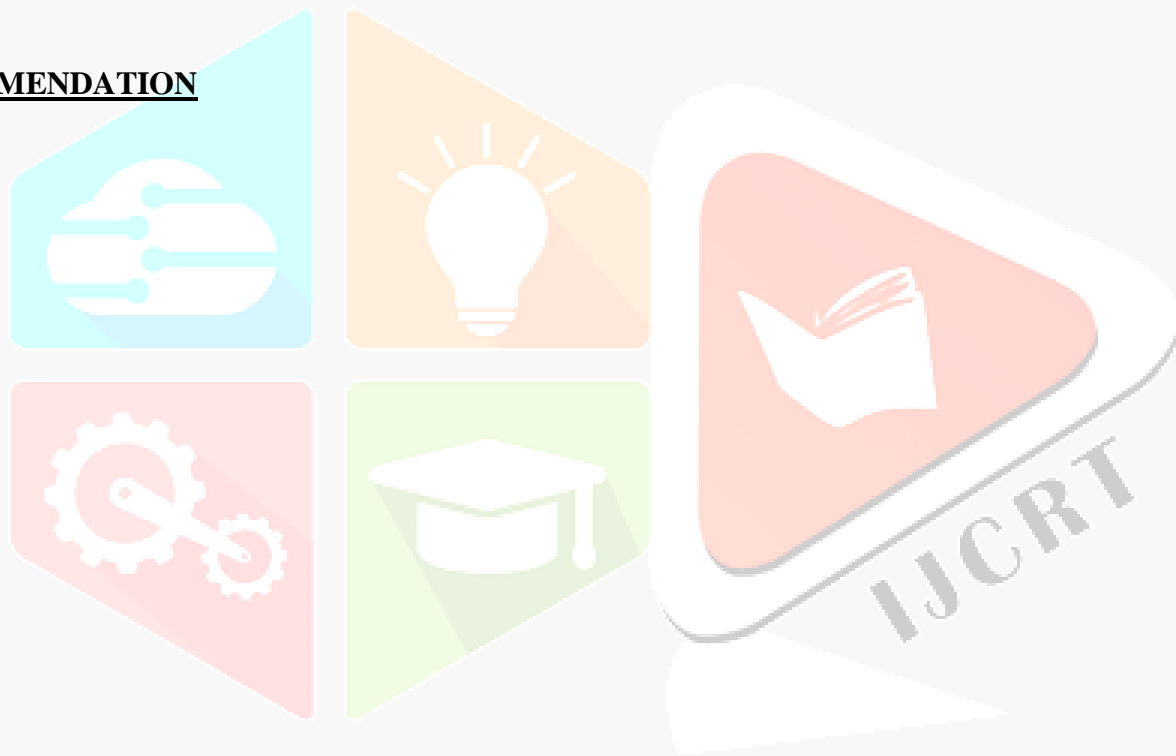




CONCLUSION

The tendency to purchase foreign products increased due to globalization that emerged with variety of new fashions of consumed products. Also, when there are local companies producing with the same products as those of foreign companies, the local companies should strive to encourage consumers to purchase the local products. At the end, the consumers tend to shift their decision to local products. This was because, having many foreign products in surat, might have reduced the marketability of the local goods and hence may end up discouraging local productions and local trade. Likewise, the tendency to search for the producer's particulars of foreign products as well as local products was the determining factor for consumers' decision to purchase a product. This was used as a sign of quality as well and affordability. Products with very popular brand names were reported to be purchased more than those whose brand names were not popular. Similarly, family lifestyle and advertisements played a great role to influence their members on the use of imported products. This is very common where there is a habit of using imported products in family. So, family habits to consume some products has tendency to influence purchasing decision of households. Lastly the findings showed that the chance to buy imported products increased because of quality goods and fashion sense. It can be concluded that respondents are preferring domestic product, but they end up purchasing foreign brand in substitute of local goods. and it can also be said that foreign brand shoes and clothing are more preferred at the time of shopping.

RECOMMENDATION



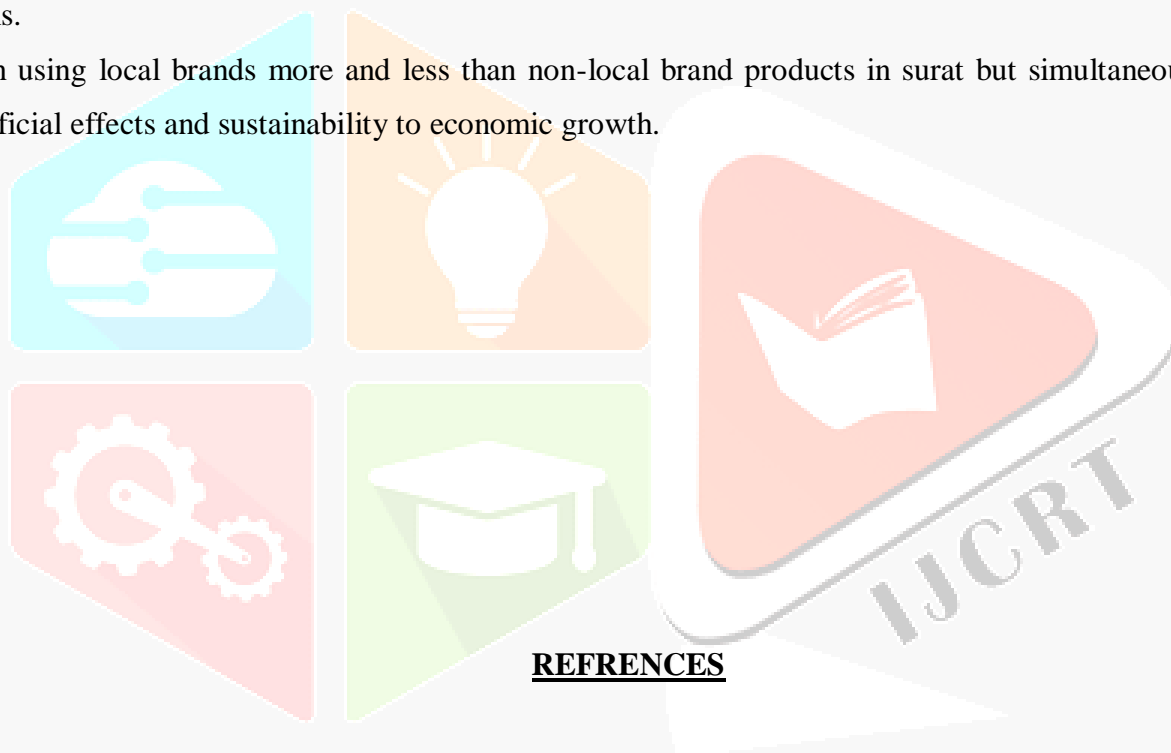
The government of india should enforce laws intended to reduce the exploitation of consumers by producers in areas of product quality, price and promotions. In this regard, the organization dealing with standard of goods in surat (Gujrat) should conduct frequent inspection for local manufacturers. More vigorously and extensively, manufacturers should constantly undertake marketing research to identify the most important psychological factors, which affect Indianconsumer's attitudes of their products so as to evolve a target marketing strategy for effective exploit of local market.

Local marketing strategies should be employed, such as the consumer's sense of proud, pricing strategy, brand strategy, promotion strategy, and advertising among local consumers. Finally, the government should restrict the

importation of goods that can be manufactured locally in sufficient quantities so as to change the purchasing attitudes towards imported and instead should be towards local products.

Imports are usually seen as determined by level and dynamics of domestic income, level and dynamics of each GDP components (investment, consumption, public expenditure, exports) as differentiated drivers of imports, price competitiveness of domestic production, normally influenced by exchange rate level and fluctuations as well as by inflation differentials between the country and foreign nations, non-price competitiveness of domestic production, for example as far as product quality, technological innovativeness, design, promotion are concerned, national attitudes toward foreign goods, shift in domestic patterns of demand and supply, including the organization of supply chains and the ownership of distribution channels, historical links with certain origin countries, structural trends toward economic integration with other countries. So from this fact in order for local consumers to purchase local goods mostly unless otherwise it suggested the following areas should be considered when making national policies and regulations.

Promotion using local brands more and less than non-local brand products in surat but simultaneously would have very beneficial effects and sustainability to economic growth.



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Appendix

QUESTIONNAIRE ON “THE PERCEPTION OF CUSTOMERS FOR DOMESTIC AND FOREIGN PRODUCTS. (SHOES AND CLOTHINGS)”

Gender

- Male
- Female

Occupation

- Student
- Job
- Business
- Housewife

Age

- 16 – 20
- 21 – 25
- 26 – 35
- 36 – 45
- 46 or above

1. Which type of product do you prefer at the time of shopping?

- Domestic product
- Foreign product

2. Which brand of shoes you prefer while purchasing?

- Nike
- Bata
- Red tape
- Clarks
- Paragon
- Lee cooper

3. Which type of clothing you prefer more?

- Foreign branded clothings
- Traditional clothings
- Local clothings

4. Do you consider the origin of the product before buying?

- Yes
- No
- Sometimes

5. Who suggest you more to purchase imported products?

- Family members
- Friends
- Advertisements
- Others

6. Does the foreign product help you to get the high level status in society?

- Yes
- No

7. Which factor influences you while purchasing foreign products?

- Fashion
- Price
- Accessibility
- Quality

8. Are foreign products more qualified than domestic product?

- Yes
- No
- I don't know



9. Is your buying decision of foreign products driven by insufficient local products?

- Yes
- No
- I don't know

10. Is there enough promotion for local product?

- Yes
- No
- I don't know

11. Do you prefer to concentrate on promotional activity of local products?

- Yes
- No
- I don't know

