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Research Paper Management

Product Invasion from foreign Competitors Whether Indian Product will win this Competition?

Dr. Ashish Singh Associate Professor, MBA Agriculture Business, Banaras Hindu University

ABSTRACT

In recent times, we have seen foreign competition from a country like China. Products from China are flooding the Indian markets at very fast pace. Be it seasonal product, be it festival product or be it daily use product, these product are found everywhere at very low price with latest fashion.

Now, are the Indian manufactures willing to fight this competition? This article is written for finding out the same.

KEYWORDS: Product Invasion, price and quality relationship.

Introduction

In recent years, what I have seen is "product invasion" from no other country but China. And this product invasion is not only limited to India. Author sister, settled in United States of America visited India just few days ago- and she was wearing slipper manufactured in China, she gave children's laptop to small daughter of mine – which was again manufactured in China, her son gave Wii Game to my daughter – again manufactured in China. The list is too long to be told here.

In old days, any festival in India gave opportunity to local manufacturers to make and sell their products in growing market like India. But now, this opportunity has been stolen by Chinese manufactures. Be it crackers sole in Diwali festival, be it sweets sold, be it series sold for decorating the homes, be it colurs sold in Holi, be it items sold in Jansmastmi – all of them are captured by the Chiense manufactures.

If things remained serious only for festivals, then also it was under control. But those products, that are used in daily life, like mobile phone and their accessories, many kitchen utensils, many bathroom accessories, electronic items etc., are all captured by Chinese manufactures.

Now, is this development growing concern for Indian manufactures? In a country like India, there are large segments of people who are really price sensitive. But that is not the end of story. They want fashionable things also. Now if we talk about any product made in India, it can be a fashion statement but at very large price tag. And if we go for less price product, then it will be a simple product with no fashion statement. Thus in Indian products manufactured by Indian manufactures, price is directly proportional to fashion statement.

But if we look at Chinese products manufactured by Chinese manufactures, the reverse logic applies. There, the product is very cheap without comprising on the quality. Thus, we want Apple phone without investing too much, we can go for a Chinese phone that will be much like Apple phone and a hell lot cheaper. If we want a Liberty sandal without investing too much, we can wear Chinese sandal that will be much like Liberty, and would be much cheaper. Thus, reverse logic, which I was talking about earlier, says that price is inversely proportional to fashion statement. Even though I pay less, I can avail that product which is a fashion statement in itself.

And the price is so low that if the product becomes dysfunctional after some time, it can be easily thrown always, and again Chinese product can be bought. This is crucial for those who claim that Chinese product are of low quality.

Thus, it can be seen that, this competition from foreign manufacturer is indeed a growing concern for the Indian manufactures. It is very much crucial to understand the real dynamics behind operation of Chinese manufactures. The next portion of this article intends to do so.

Dynamics behind Chinese manufacturing

The dynamics and the potential behind this dynamics is crucial behind success of any firm and its product in Indian market. This thing was understood by Chinese firms which led to their entry and firmly sitting in Indian Business scene.

1. Low priced product: The first thing understood by China was price sensitive nature of Indian people. Thus, they started making things which was low in price. And the old theory that price is inversely proportional to production quantity helped them. They are manufacturing the goods in huge quantity resulting in low price of products. This low price enables them to gain rapid entry into Indian market.

2. Attitude change – work for the country: There is 180o degree shift in attitude when we move from India to China. In India, there is attitude of gaining for oneself. There is no role of country when we go for working. In golden words, what can be said is that "work only for self, self, self……".

But in China, there is total attitude change. There, the work life is really tough with working hours extending to sometimes 14 to 16 hours. But still the people there work really hard because of simply working for their country. There, the golden words are "work for country, then family, then self".

3. Price is inversely proportional to quality: They use machines in maximum cases for manufacturing. And if they use manual process, then there is "working for the country" as discussed above. Thus, large quantity of products is manufactured resulting in low price. But the quality always remains on higher side if we compare it with price.

4. Service is available everywhere: If any product, manufactured in China, goes defective, then there is no servicing. This is a wrong misconception. These products are serviced everywhere at much cheaper rate. This is true because the Author has already notice several service centers which cater to Chinese products only.

And this is not the end. If any product goes faulty, that part is replaced by "Chinese part" at very low price.

5. Cultural intelligence: We in India, boast very much about our cultural intelligence. But, one look at Chinese firms dilutes this. Chinese firms know everything about Indian and its traditions. They know about Diwali, they know about Janmasthimi, they know about Holi, they know about Christmas, they know about Id, and the list goes on indefinitely. And they know about this without ever celebrating it. This is what is called Cultural intelligence.

6. Killing competition by wide distribution: If I want to buy a Chinese phone, it can be brought everywhere. It is available in urban shops as well as in rural shops. In comparison, any "branded phone" is not available everywhere. Thus, they use wide distribution to kill competition.

7. Benchmarking the products by best available product in that country: If we look at any Chinese product, we will notice that it looks exactly similar to best available "branded product" in that country. The Chinese firms use benchmarking for this purpose. First thing is to find out best available product in that category. Next is to copy all the features of that product. And the last thing is to manufacture that product at much cheaper price.

8. Environmental scanning: To do successful benchmarking, they always do environmental scanning at 24X7X365 days in a year i.e. round

the year. That is why, we always get "Chinese copy" of any branded product within no time. If talk about newly launched Nokia phone, if we talk about Sony play station, if we talk about new shoes; then there is a Chinese copy of all these product also available in the market.

Conclusion

Thus, what is inferred from above things is that Chinese competition is already present in Indian market; it has already captured a large portion of Indian market; the best available branded product is available in copy in form of "Chinese product"; this product is available within short span of time; this product is available everywhere – be it urban shop or be it village shop; this product is available at very low price in comparison of branded product; this product is easily serviceable; this product is also fashionable.

Thus, the threat to Indian companies is very large. So, what can the companies do to offset this change?

Suggestions

If the customer want latest fashion product at very low price, we can always change according to them. We can go for mass manufacturing also, resulting in low price and offer them also a fashionable product. What is needed is mass manufacturing. And one thing has to be kept in mind. It will require huge investment. Thus, this option will always result in loss in the beginning, and finally profit in the end. Thus, all those entrepreneurs, who want profit from the beginning are excluded from this article.

There is another suggestion also, which is quite difficult also. There is need for attitude change of we, the Indian people. There is urgent need of replacing "work for self, work for self, work for self…." with "work for country, work for family, work for self". But, as I have mentioned, this thing is very difficult to change. This thing cannot be replaced forcefully or by any other means. It can be replaced by only one thing – will power. And thing is most difficult to develop.

But, these things have to be developed. Otherwise we have to remain content with "Chinese product", whether we like it or not.

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