



Mushrooming Growth of Chinese Electronic Goods in India: A Threat to the Indian Market

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Abstract: *This is a study undertaken with the objective to find out the extent of market penetration of Chinese electronic products in Indian market with special reference to Patna, Bihar. It is an attempt to understand customers' preferences, proportion of Chinese and Indian electronic products in the market under consideration and whether Chinese electronic products are a threat to the domestic electronic market.*

Keywords: *Chinese electronic products, Indian electronic products, Indian market, preference, satisfaction level.*

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Introduction :

Be it anything from needle to toys, electronic gadgets, hot water bottles or Diwali crackers, one will find the Chinese version of everything in India very easily. The Dragon's products have had a rampant growth here. China is giving its Indian counterpart a run for its money.

Low price, bulk availability and variety are some of the favorable features of Chinese electronic products in India. Chinese products in huge quantity are put into Indian market and are adversely affecting the domestic business.

Amongst the various industries like fertilizers, plastics, toys, iron and steel products, chemicals, etc. which are hit badly by the Chinese intervention, indigenous electronic industry is hit the hardest.

This research is focused on electronic market in India, with special reference to Patna. The Indian electronic market is anticipated to reach US\$400 billion in 2022 from US\$69.6 billion in 2012, with a compound growth rate of 24.4% from 2012 to 2020. According to 2012-13 figures, India's imports were around \$235bn, with China contributing \$28bn, a major percentage of it (11.92%).

Objectives :

The research was basically concerned about the market penetration of Chinese electronic products in Indian market with special reference to markets in