

Factors Affecting Vietnamese Consumers' Intention to Buy Chinese Electronics

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Abstract

China's science and technology level and production capacity of electronic equipment can now be considered as the world's leading. It is no coincidence that the production chains of many technology giants in the world are located in China. It is not a coincidence that many Chinese technology brands are so famous in the international market, such as Huawei, Xiaomi, Lenovo, etc. Their electronic products are appreciated by many Vietnamese consumers. very high, because of its reasonable price, full of necessary technology features and high durability. Vietnamese consumers are tending to consume Chinese electronics again. Thus, the author investigates positive and negative elements impacting on Vietnamese consumers' intention to buy Chinese electronics. Then, suggestions are discussed to enhance Vietnamese consumers' purchasing decision.

Keywords

Vietnamese Consumers; Purchasing Intention; Chinese Electronics.

1. Background of the Study

In the Vietnamese perspective from the past, Chinese electronic goods have always been assessed as poor quality, counterfeit, damaged quickly, *made in China*... however that is not entirely true. It can be said that the fact that Chinese goods have such a reputation is largely due to Vietnamese traders [8]. About 30 years ago, when the country's economy started to prosper, the demand for modern electronic goods was high, so importing goods was a very popular profession at that time. The preferred object to import goods is nowhere else is China's neighbors. With a geographical location not far away, diverse quantities, prices, and designs, Chinese electronics are always a favorite place of Vietnamese merchants [7]. However, with the mentality of wanting to get rich quickly, with high profits, the merchants are willing to buy piles of goods, and bring back the quantity and quality to benefit their own compatriots. Of course, gradually over time, from one person to another, Chinese goods become scandalous Chinese goods that should not be used. Chinese electronics with outstanding advantages in terms of designs, affordable prices and diverse quality are dominating the majority of the Vietnamese market. These days, buying goods on reputable e-commerce sites Taobao.com, Tmall.com, 1688.com...or through buying units has become familiar, useful and convenient for customers. However, it is not easy to choose a unit to buy them from China to Vietnam with the best reputation, good source of goods, and the most cost savings. Therefore, the paper aims to explore factors impacting on Vietnamese consumers' intention to buy Chinese electronics.

2. The Factors Impacting on Vietnamese Consumers' Intention to Buy Chinese Electronics

China - one of the leading powers in the world, has more than 90% of households using domestically produced products [4]. It is a clear proof to prove that Chinese goods are good, not low quality as rumored. If we work hard on social networks, we must have seen that Vietnamese people have gradually realized that as long as they have a clear origin and brand, genuine

Chinese electronics are almost not inferior to competitors such as America, Japan, Korea. Some advantages of Chinese furniture when compared to other countries can be mentioned as follows:

2.1. Competitive Prices have Positive Impact on Vietnamese Consumers' Intention to Buy Chinese Electronics

Compared with electronic products from countries such as Korea, Japan, UK, USA, etc., Chinese electronic goods are much cheaper [6]. This is in line with the needs of Vietnamese consumers. Besides, electronic products from China are also full of features, utilities and are not inferior to other famous electronic brands [5]. Of course, the price must be mentioned which made the first Chinese brand. Thanks to the raw materials to make the products available in the country, the labor cost is quite low, the industrial production model should reduce the product cost to the lowest level. Due to the advantages right next to each other, importing Chinese electronic goods optimizes logistics costs and is easy to exchange for Vietnamese businesses. As a result, Vietnamese consumers love to buy Chinese electronics because of their cheap prices.

2.2. Stable Quality Positively Affects to Vietnamese Consumers' Intention to Buy Chinese Electronics

The common psychology of looking for quality products with many price incentives, complete services of users is an opportunity for both buyers and sellers to take advantage of shopping. There are many suppliers of goods here with competitive quality and commensurate with product prices. As long as consumers find the right place to buy quality domestic goods, whether the goods are affordable or high-end, the Chinese source of electronic goods is much cheaper than other markets, while the quality is similar [12]. Thus, Vietnamese consumers are keen on purchasing Chinese electronics because of stable quality.

2.3. Diverse Models Positively Impact to Vietnamese Consumers' Intention to Buy Chinese Electronics

Manufacturing factories in China have a very high technical level and market research, they constantly update their designs to keep up with the prevailing trends, in line with the development of technology [2]. Therefore, when importing goods from them, they do not worry about the product being outdated, out of fashion and always have a loyal and sustainable customer file. In particular, the goods are very diverse, meeting many needs of consumers from popular to high-end. Chinese electronic products are now attracting attention to consumers [11]. It represents the stylish of consumers in the level of technological knowledge proficiency. Therefore, Chinese electronic products interest Vietnamese consumers.

2.4. Risks in Online Purchasing Negatively Affects to Vietnamese Consumers' Intention to Buy Chinese Electronics

Ordering at Chinese e-commerce websites is not too strange for domestic users. Four reputable Chinese websites that are widely ordered by customers are: Alibaba, Taobao, Tmall, 1688 [10]. At these sites there is a full concentration of most of the electronics wholesalers in China. From here consumers can choose from many different sources of goods at attractive wholesale prices. However, during the ordering process, consumers will encounter some difficulties such as language restrictions and payment methods because the website interface is entirely in Chinese [9]. Besides, when paying for orders, they need a Visa card or a Chinese domestic account to pay successfully.

Moreover, buying goods online also has many potential risks for consumers. For reputable sales websites, there are specific regulations in the delivery, exchange, return, advertising, and payment methods for consumers to refer to, choose and use the service. But there are also many online sellers who over-advertise the quality, design, and utility of the goods; some cases of selling poor quality goods, taking advantage of customers' gullibility and inexperience to sell

goods [3]. Operation methods of e-commerce violators are increasingly sophisticated. Thus, risks in online purchasing have prevented Vietnamese consumers' intention to buy Chinese electronics.

3. Suggestions

First, the companies should create favorable conditions for consumers to compare prices between products of the same or similar type, on the same website or between websites, as well as reference prices when buying in stores. It would be better if the service provider could calculate the price ranges so that consumers can imagine what price they intend to pay for the item they intend to buy within the reference price bracket.

Second, the enterprises should provide complete user manual information for users, display instructions at the locations users may need in the process of learning electronic products, explanatory descriptions in the user manual should be written in an easy to understand way. The functions of electronic products should be designed and arranged appropriately, making it easy and convenient to use during access. The registration and purchase process must be simple and easy to understand for consumers.

Third, Chinese enterprises need to enhance awareness and prevent and limit product risks for customers. In order to reduce the fear of customers about the risk of defective products, the first thing to do is to affirm the prestige in building a brand. This should be done over a long period of time. In particular, in order to avoid customers having doubts or misunderstandings about the product, the product image must be honest, clear, with the color, size, and accessories attached. It is worth noting that because they do not fully understand their legal rights when performing e-commerce transactions and are afraid, most buyers accept to lose money unjustly, rather than reflecting to the competent authorities or the consumer protection unit.

4. Conclusion

There are positive elements impacting on Vietnamese consumers' intention to buy Chinese electronics, including quality, prices, stylish, and various models. However, the risks in online purchasing have negative effects to Vietnamese buyers' intention. Gone are the days when Chinese electronics were considered as floating goods, ranked 2nd in the market, but on the contrary, Chinese electronics are a hot product that many customers have been looking for recently. Importing Chinese electronic goods has the advantage of being cheap, full components, easy to import, bringing higher profits than importing from Vietnam.

Today, the growing trade in services has created great shopping opportunities for consumers. The three largest e-commerce websites in China today are Taobao.com, Alibaba.com, 1688.com. gives us a lot of products with diverse designs, many types, especially at very low prices, to suit the needs of customers. In the past, when we needed to buy Chinese electronics, we had to go through smugglers at the border or go directly to China to buy goods, now with just a few clicks we can completely buy beautiful, affordable goods. affordable, the quality is not inferior to that of the US, Japan, Korea, Thailand.... However, with the service of ordering Chinese electronics in China, there are still obstacles for many customers. Therefore, Order Alibaba launched a service to buy electronics directly for customers from China to Vietnam to help customers buy goods quickly, save time and travel costs.

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