Perceptions of Consumers in Myanmar towards Purchasing Products Made In China: An Empirical Study of Students in a National Educational Institution in Yangon

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ABSTRACT: The globalization of Chinese products has been accompanied by questions as to their receptivity in different markets around the world. The body of academic literature on the issue of receptivity of Chinese products has grown with a focus on the consumer perception factors of country-of-origin, consumer nationalism, price sensitivity and quality of product. Prior research findings regarding receptivity, as per these perception factors, has been quite diverse but with studies about Western nations providing the most negative responses. The originality and value of this study is that this is the first academic work performed to assess receptivity of Chinese products by consumers in Myanmar. Applying convenience sampling, students at a national educational institution in Myanmar's principal city, Yangon, were examined by conducting a self-administered questionnaire containing both close-ended and open-ended questions. Null hypotheses were tested for consistency in the presentation of the findings due to the variability of statistical significance discovered in the literature review. The findings indicated that frequent purchasers of Chinese products were more likely to regard the factors of country-of-origin and consumer nationalism over non-frequent purchases and that no statistically significant differences occurred regarding the perception factors of price sensitivity and product quality. The study also found mixed differentials when assessing by ethnic origins, with Myanmar consumers of Chinese ancestry indicating higher mean differences regarding the perception factors of country-of-origin and product quality over non-Chinese Myanmar. Suggestions for future research were made to provide utilitarian data that will assist practitioners along the supply chain, from manufacturers to retailers.

Keywords: China; Chinese products; Consumer nationalism; Country-of-origin; Price sensitivity; Product quality; Myanmar

1. INTRODUCTION

The international proliferation of Chinese products across national markets is the consequence of China's emergence as the second largest economy in the world and as a manufacturing powerhouse [1-3]. China is the producer of over 170 categories of industrial and consumer products [4]. It is considered among the top five trade partners with the economic community of the Association of Southeast Asian Nations (ASEAN) [5]. Myanmar, a member of ASEAN, has a population of approximately 56.4 million, with a median age of 28.3 years (male 27.7 years; female 28.9) and with about 87% of the population under the age of 55 [6]. The country it estimated to have about 2 million citizens of Chinese ancestry [7]; which, by the latest population estimate, comes to approximately 3.5% of the total current population. With an estimated gross domestic product (GDP) of 7% in 2015 [6], Myanmar has developed strong trade with China, its strongest trading partner and a nation that has also made significant foreign direct investment in that country in the past five years. The Ministry of Commerce of Myanmar indicated that during the country's fiscal year of 2016-2017, Myanmar exported approximately $5.1 billion to China and imported $5.7 billion, for total of about $10.8 billion in trade [8].

Scholarly inquiry as to how Chinese products are perceived by consumers has primarily been performed by studies with an individual national focus and by analyzing the customer perceptions of country-of-origin, consumer nationalism, price sensitivity and perceived quality of product. This study's literature review discusses these four perceptions and the related literature as part of the development of the hypotheses examined. The originality of this particular work is that no study on consumer perception of Chinese products by Myanmar consumers has ever been conducted despite the pervasive impact of such products on the country's economy and customer choices. Also, the growing literature on perception of Chinese products generally indicates that the studied perceptions are more negative in Western nations than in Asian nations. This study will assess if Myanmar falls within that pattern.

2. LITERATURE REVIEW

2.1 Country-of-Origin

Country-of-origin refers to the connotation associated with a product as a result of where the product was manufactured or assembled. This perception is based on established reputations or stereotypes of countries that are then attached to their products [9-11]. Country-of-origin remains a strong consumer decision-making factor even with modern hybrid products where the nations of their design, production, and assembly, may all be different [12]. It has even been considered to be a "*relevant variable in the marketing mix*" [13].

The body of literature on the impact of country-of-origin is large and growing. Specifically, with regard to the perception of Chinese products, the label of "*made in China*" has largely been associated with inferior design and production as well as poor product quality and cheap pricing [14-18]. However, other studies did not associate China as the country-of-origin with these perceptions [19-22].

Hypothesis 1: There is no significant difference in mean country-of-origin domestic preference factor (DPF) scores for purchasers versus non-purchasers of Chinese products.

2.2 Consumer Nationalism

Consumer nationalism is a perception factor wherein a purchaser views things within the context of belonging within a specific group. The group becomes the center of everything and all other groups and their products are assessed and rated in comparison to it. The construct of consumer nationalism has been extensively used as a predictor of the preference of domestic products over foreign ones [23-16]. Shimp and Sharma [27] created a 17-item instrument, CETSCALE, to measure the impact of patriotism or national concerns such as foreign challenges to domestic products or employment. As a consequence, consumer nationalism can serve as a barrier for foreign brands because "*consumers tend to remember and prefer their own domestic brands*" [28].

Many previous studies referred to this perception factor as "*ethnocentrism*" [27, 29-31]. However, the label of ethnocentrism is a misnomer resting on the false assumption that all national cultures are essentially homogeneous. This ignores the ethnic diversity that exists in countries like the United States, Brazil and South Africa (as examples) where domestic consumption is often done along ethnic preferences. For example, Hispanics in the United States which make up approximately 15% of the total population often choose Spanish-language entertainment such a purchasing CDs that are created in Latin American, listening to foreign music from US-based, Spanish-language radio stations or watching Spanish-language programs (mostly created in Latin America) on the Univision and Telemundo television networks, also based in the U.S. Therefore, the label of consumer nationalism would more accurately reflect a majority consensus in any given country despite some domestic preferences due to race, ethnicity or affiliation to a specific social group [6].

Hypothesis 2: There is no significant difference in mean consumer nationalism DPF scores for purchasers versus non-purchasers of Chinese products.

2.3 Price Sensitivity

The affordability of a product has been identified as a core consideration that often overwhelms other consumer perceptions [20,32]. Specifically, with regard to Chinese products, research has indicated that price sensitivity has been chosen as the key consideration over all other factors [21,22].

Hypothesis 3: There is no significant difference in mean price sensitivity DPF scores for purchasers versus non-purchasers of Chinese products.

2.4 Quality of Product

Perception of the quality of a product is also a key factor in consumer decision-making. Chinese products, in particular, have a reputation of being poorly designed, manufactured and assembled [18, 21, 22, 33, 34]. This perception has been particularly true by consumers in the United States even though they often lack alternatives to Chinese origin products, particularly in apparel [35, 36]. The perception of inferiority is in comparison, not only to domestic products, but also to non-Chinese imported products [14, 18].

Hypothesis 4: There is no significant difference in mean product quality DPF scores for purchasers versus non-purchasers of Chinese products.

2.5 Relationship between Type of Product Purchased and Consumer Demographic Variables

Very little research has been done as to the perception of Chinese-made products by type or in the actual identification of product type consumed by purchasers. In addition, there are limited findings as to the perception factors of country-of-origin, consumer nationalism, sensitivity of price and quality of product with regard to the demographic variables of age, gender, employment status and monthly income. Studies that focused on consumer nationalism provided the most comprehensive data as to demographics with some studies finding that females, the elderly and those with lower education status were more likely to be nationalistic in consumer decision-making [37-40]. While other studies found that males were more nationalistic with regard to purchases [41-43]. Finally, many studies found no significant difference on consumer nationalism regarding gender [44-46].

Hypothesis 5: There will be no relationship between type of Chinese product purchased and consumer demographics.

2.6 Perception Differences by Ethnicity

Because of the cultural dynamics of Myanmar and within the educational institution that was examined, this study sought to determine any differences between non-Chinese Myanmar and Myanmar of Chinese ancestry (1st and 2nd generation) as to consumer perceptions of Chinese-origin products.

Hypothesis 6: There will be no significant difference in DPF mean scores between non-Chinese Myanmar and Myanmar of Chinese descent.

3. RESEARCH METHODOLOGY

3. 1 Sample Population

The population examined consisted of 6,531 students engaged in graduate-level studies at a national educational institution in Yangon, Myanmar. Convenience sampling was applied and

students completed the anonymous questionnaire in class room settings. The sample population consisted of 360 students, one more than the 359 required as per Krejcie and Morgan's [47] tabulation of sample sizes. In the sample population, 36 students or 9.9% of the sample population were Myanmar of Chinese ancestry (i.e., 1st and 2nd generation Chinese Myanmar) even though approximately 3.5% of the country's population is thought to be of Chinese ancestry [7]. The higher percentage in the sample is because the Chinese Myanmar community (primarily found in Yangon and Mandalay) tends to be more affluence than the general population and, therefore, is more economically inclined to purchasing higher education. This is consistent with those of Chinese ancestry in neighboring Thailand [48].

3.2 Research Instrument

This study used a self-administered questionnaire with questions constructed with close-ended, Likert-scale questions that also contained open-ended follow up opportunities for further articulation on their choices as well as any related commentary. Three close-ended questions addressed each of the four consumer perceptions and a list of product types was also included to allow for a profile of the consumption of these

products by the respondents. All of the scales generated a Cronbach alpha internal reliability score over .90, thus indicating high internal reliability and consistency [49,50]. The questionnaire was translated into Myanmar and the Myanmar version was translated back into English by a second translator to assure accuracy [51,52].

4. ANALYSIS OF RESEARCH FINDINGS AND DISCUSSION

Hypotheses 1 through 4 suggested that there would be no differences in mean Domestic Preference Factor (DPF) scores for product Country-of-Origin (COO), Consumer Nationalism, Price Sensitivity, or Consumer Perception of Quality of Chinese products for purchasers versus non-purchasers of Chinese products. Subjects were self-assigned to one of two groups based upon their report of whether they had purchased Chinese products in the 30 days previous to completion of the survey (i.e., "*non-purchaser*" had not consumed a Chinese product 30 days prior to responding to the study's questionnaire). Descriptive for the two groups are provided below in Table 1.

Table 1: Mean DPF Scores for Chinese Product Purchasersvs. Non-Purchasers*

Purchase Group	Statistic	Country of Origin	Consumer Nationalism	Price Sensitivity	Quality Perception
Purchase	Mean	2.29	2.46	3.51	2.30
	SD	0.415	0.659	0.435	0.581
Non-Purchase	Mean	2.03	2.26	3.44	2.10
	SD	0.520	0.471	0.448	0.540
Total	Mean	2.25	2.43	3.49	2.27
	SD	0.443	0.636	0.437	0.578

*Where 1 = Lowest DPF score and 4 = Highest DPF Score

Prior to conducting an ANOVA, tests of assumptions were made. A Box's test of equality of covariance matrices produced a Box's M score of 320.559, associated with a *p*-value of p < .001. Therefore, the test of the covariance matrices of the two groups did not meet the equivalence assumption requirement. Next, we conducted the Lavene's Test of Equality of Error Variances. Results are shown in Table 2 below. As indicated in the table, only one variable,

Price Sensitivity, was shown to be statically non-significant (*p* = .326), meeting the ANOVA assumption of homogenic error variances. The other three PDF variables were found to have statistically significant differences in error variances. Additionally, there were differences in sample sizes for the purchaser (N = 303) versus the non-purchaser (N = 58) of Chinese products groups, adding to the difficulty in analyzing the variables to test for mean differences.

Table 2: Levene's Test of Homogeneity of Variances

Variable	F	Df_1	Df_2	p
Country-of-Origin	17.934	1	359	0.000
Consumer Nationalism	9.008	1	359	0.003
Price Sensitivity	0.969	1	359	0.326
Quality Perception	8.337	1	359	0.004

Therefore, to test for statistically significant differences in the PDF variables, a non-parametric testing methodology was required. A study by Cribbie et al. [53] suggested that in cases of unequal variances and unequal sample sizes Type I error, is

well controlled with Welch test rank ordered variables. Additionally, the researchers reported that there was little power difference using this procedure than if the data had been normal. It was also reported that the Welch test worked best

when there were only two or three levels of the variables [54]. Consequently, an ANOVA with the Welch's test of rank ordered variables was used to test for differences in Hypotheses 1 through 4.

Hypothesis 1 stated that there would be no significant difference in mean country-of-origin DPF scores for purchasers ($\overline{X}$= 2.92) versus non-purchasers ($\overline{X}$ =2.069) of Chinese products. The results of the Welch test on the rank ordered variable are provided in Table3. As shown in the table, results indicate that there was a statistically significant difference between the mean scores for these two groups, F(1, 359) = 7.79, p =0.006. Hypothesis 1 is therefore rejected.

Table 3: Ranked CoODPF Scores for Chinese Product Purchasers vs. Non-Purchasers

Source	df	SS	MS	F	Welch	p
Between Groups	1	73921.58	73921.58	7.791	6.463	0.013
Within Groups	359	3406145.92	9487.87			
Total	360	3480067.50				

The second hypothesis proposed that there would be no significant difference in mean DPF consumer nationalism scores for purchasers versus non-purchasers of Chinese products. The results of the ANOVA, using the Welch test on the rank ordered mean scores testing this hypothesis, are presented in Table 4. As indicated below, there are statistically significant differences between the mean scores for consumer nationalism between the purchasers and the non-purchasers, F (1, 359) = 5.044, p =0.025 with purchasers having higher mean consumer nationalism ($\bar{x}$=1.98) than non-purchasers ($\bar{x}$=1.72). Hypothesis 2 is not supported.

Table 4: Comparison of Consumer Nationalism DPF Scores for Purchasers vs. Non-Purchasers

Source	df	SS	MS	F	Welch	p
Between Groups	1	51150.582	51150.582	5.044	9.410	0.003
Within Groups	359	3640525.918	10140.741			
Total	360	3691676.500				

Hypothesis 3 suggested that there would be no significant difference in mean DPF price sensitivity scores for purchasers versus non-purchasers of Chinese products. Results for the one-way ANOVA, with the Welch test conducted to test the hypothesis for these differences, are presented in Table 5 below. Price sensitivity mean DPF scores are not significantly different for these two groups, F (1, 359) = 0.546, p= 0.389, for purchasers of Chinese products ($\bar{x}$=3.508) as compared with non-purchasers ($\bar{x}$=3.44). Based on these findings, Hypothesis 3 is supported.

Table 5: Comparison of Price Sensitivity DPF Scores for Chinese Product Purchasers vs. Non-Purchasers

Source	df	SS	MS	F	Welch	p
Between Groups	1	4537.664	4537.664	0.546	6.463	0.389
Within Groups	359	2986219.336	8318.160			
Total	360	2990757.000				

As stated in Hypothesis 4, no significant difference in Chinese product quality perception scores is proposed to exist between purchasers ($\bar{x}$=2.310) and non-purchasers ($\bar{x}$=2.259) of Chinese products. Once again, a one-way ANOVA, employing the Welch test, was performed to test this hypothesis. As shown in Table 6, no significant differences were found to exist between the perceptions of Chinese product quality in purchasers versus non-purchasers of Chinese products F (1, 359) = 0.981, p =0.323.

Table 6: Comparison of Perception of Chinese Product Quality DPF Scores for Chinese Product Purchasers vs. Non-Purchasers*

Source	df	SS	MS	F	Welch	p
Between Groups	1	10022.346	10022.346	0.981	6.463	0.357
Within Groups	359	3666208.654	10212.280			
Total	360	3676231.000				

Respondents were then requested to reveal the types of Chinese products that they purchased. Each survey listed twelve product categories of products as per observation and review of Yangon's retail markets. Those filling out the surveys were asked to circle the product categories in which they had made purchases of Chinese products in the past. Table 7 reports those percentages for the product categories included in the survey.

Table 7: Percentage of Respondents Reporting Purchase by Product*

Product Type	Percentage Purchased	Percentage Not Purchased
Clothing	74.8	25.2
Cleaning Products	34.3	65.7
Shoes	31.0	69.0
Cell Phone	20.8	79.2
Medicine	17.5	82.5
Food/ Drinks	16.3	83.7
Electronics	12.5	87.5
Toiletries	11.9	88.1
Toys	11.4	88.6
Jewelry	7.1	92.9
Computer/ Printer	5.0	95.0

*Presented by descending order in terms of percentage purchase

Hypothesis 5 explored differences in Chinese product purchases based upon the demographic categories of age, gender, employment status and monthly income by suggesting that there would be no mean differences in purchases in any of the categories explored. Chi Square was used as the analytic technique to assess any differences in Chinese product purchases by demographic group. The results of this analysis are presented in Table 8. Each row in the table presents X^2 and p-values for each product across the demographic categories for which data was collected. Significant differences in purchases are indicated by an asterisk. As indicated, the results for Hypothesis 5 were mixed. Outcomes varied by product type with differences found in one or more of the demographic categories for all product types. Differences in three demographic categories occurred in the product types of Food/Drinks, Medicine and Jewelry.

Table 8: X2 and p-Values for Product Type by Demographic Category for Purchased Products

Product Type	Demographic Category			
	Gender	Age[1]	Employed	Income[2]
Clothing	$X^2 = 12.604$ $p< 0.001**$	$X^2 = 17.745$ $p< 0.001**$	$X^2 = .449$ $p = 0.503$	$X^2 = 99.983$ $p< 0.001**$
Shoes	$X^2 = 1.100$ $p = 0.294$	$X^2 = 14.340$ $p = 0.001*$	$X^2 = .2.447$ $p = 0.118$	$X^2 = 77.170$ $p< 0.001**$
Computer/ Printer	$X^2 = 29.179$ $p< 0.001**$	$X^2 = 27.626$ $p< 0.001**$	$X^2 = 1.004$ $p = 0.316$	$X^2 = 85.141$ $p< 0.001**$
Cell Phone	$X^2 = 1.572$ $p = 0.210$	$X^2 = 19.448$ $p< 0.001**$	$X^2 = 25.198$ $p< 0.001**$	$X^2 = 115.109$ $p< 0.001**$
Food/ Drinks	$X^2 = 32.902$ $p< 0.001**$	$X^2 = 18.944$ $p< 0.001**$	$X^2 = 5.266$ $p =0.022*$	$X^2 = 28.846$ $p< 0.001**$
Toys	$X^2 = 33.154$ $p< 0.001**$	$X^2 = 10.597$ $p = 0.005*$	$X^2 = 6.894$ $p= 0.009*$	$X^2 = 3.181$ $p = 0.365$

Medicine	$X^2 = 33.180$	$X^2 = 34.469$	$X^2 = 9.645$	$X^2 = 67.602$
	$p<0.001**$	$p< 0.001**$	$p = 0.002*$	$p< 0.001**$
Electronics	$X^2 = 32.816$	$X^2 = .739$	$X^2 = 10.678$	$X^2 = 33.067$
	$p< 0.001**$	$p = 0.691$	$p = 0.001*$	$p< 0.001**$
Cleaning Products	$X^2 = 4.006$	$X^2 = 1.175$	$X^2 = 50.132$	$X^2 = 56.971$
	$p = 0.045*$	$p = 0.556$	$p<0.001**$	$p< 0.001**$
Watches	$X^2 = 5.396$	$X^2 = .570$	$X^2 = 3.380$	$X^2 = 6.981$
	$p = 0.020*$	$p = 0.752$	$p = 0.060$	$p = 0.073$
Jewelry	$X^2 = 8.847$	$X^2 = 8.899$	$X^2 = 12.354$	$X^2 = 151.819$
	$p = 0.003*$	$p = 0.012*$	$p< 0.001**$	$. p< 0.001**$
Toiletries	$X^2 = 11.874$	$X^2 = 3.601$	$X^2 = 17.936$	$X^2 = 58.325$
	$p = 0.001*$	$p = 0.165$	$p< 0.001**$	$p<0.001**$

[1] Three age groups were involved: 18-23, 72 persons; 24-29, 197 persons; and 29+, 92 persons.
[2] Four monthly income groups were involved: <133,000 Kyat, 63 persons; 133,000-266,000 Kyat, 128 persons; 267,000-399,000 Kyat, 129 persons; and 400,000 or more Kyat, 41 persons.
* Significant at $p = .05$, ** Significant at $p< .001$

The possible of ethnic differences in DPF factor scores was next examined. The sixth hypothesis suggested that there would be no significant differences across the four factors for persons with Chinese ancestry versus those with non-Chinese ancestry. Table 9 displays the descriptive statistics for these two groups.

Table 9: Mean DPF Scores for Non-Chinese Myanmar Respondents and Myanmar Respondents of Chinese Ancestry*

Purchase Group	Statistic	Country of Origin	Consumer Nationalism	Price Sensitivity	Quality Perception
Non-Chinese	Mean	2.22	2.50	3.51	2.21
	SD	0.412	0.602	0.429	0.524
Chinese	Mean	2.56	1.82	3.39	2.78
	SD	0.532	0.623	0.494	0.786
Total	Mean	2.26	2.43	3.50	2.27
	SD	0.436	0.636	0.437	0.580

*Where 1 = Lowest DPF score and 4 = Highest DPF Score

A Levene's F test was conducted prior to running an ANOVA to test the homogeneity of variance assumption for the four PPF factors across the two ethnic grouping factors. The results of these tests are displayed in Table 10 below. While country-of-origin and quality of product perceptions were shown to have significantly different variances, the homogeneity of variance assumption was considered to be satisfied because an examination of the standard deviations provided in Table 9 showed that none of the largest standard deviations was more than four times larger than the smallest which suggests that the ANOVA to be conducted would be robust [55].

Table 10: Levene's Test of Homogeneity of Variances

Variable	F	$Df1$	$Df2$	p
Country-of-Origin	9.319	1	359	0.002
Consumer Nationalism	0.546	1	359	0.461
Price Sensitivity	1.257	1	359	0.263
Quality Perception	30.298	1	359	<0.001

The ANOVA was conducted using the Welch test because of its efficacy with unequal variances and sample sizes (respondents with non-Chinese ancestry = 325; those with Chinese ancestry = 36). The results of the analysis are presented in Table 11 which indicates that three of the DPF means were found to be significantly different across the two groups. The factors found to be significantly different included Country-of -origin $F(1, 359) = 19.798$, $p = 0.001$; nationalism $F(1, 359) = 40.637$, $p < 0.001$; and perception of quality $F(1, 359) = 33.453$, $p < 0.001$. Country-of-origin ($\bar{x}=2.56$ versus $\bar{x}=2.22$) and perception of quality ($\bar{x}=2.78$ versus $\bar{x}=2.21$) were both rated significantly higher by those with Chinese ancestry while consumer nationalism was rated more highly ($\bar{x}=2.50$ versus $\bar{x}=1.82$) by those with non-Chinese ancestry. Price sensitivity was not shown to be significantly different across the two groups $F(1, 359) = 2.491$, $p < 0.166$. Therefore, in three of the four tests, the null hypotheses were rejected.

Table 11: Comparison of Perceptions of Chinese Products, by Consumers of Chinese Ancestry versus Non-Chinese Ancestry, using DPF Scores*

Variable	Source	*df*	*SS*	*MS*	*F*	*Welch*	*p*
Country of Origin	Between Groups	1	3.583	3.583	19.798	13.205	0.001
	Within Groups	359	64.966	0.181			
	Total	360	68.548				
Consumer Nationalism	Between Groups	1	14.808	14.808	40.637	38.432	<0.001
	Within Groups	359	130.819	0.364			
	Total	360	145.627				
Price Sensitivity	Between Groups	1	0.473	0.437	2.491	1.985	0.166
	Within Groups	359	68.219	0.190			
	Total	360	68.693				
Perception of Product Quality	Between Groups	1	10.307	10.307	33.453	17.681	< 0.001
	Within Groups	359	110.610	0.308			
	Total	360	120.917				

The findings of this study are summarized in Table 12. The study determined that there are significant differences in the Domestic Preference Factor country-of-origin for purchasers versus non-purchasers of Chinese products. Differences in mean consumer nationalism DPF scores also occurred for these two groups. Hypothesis 3, which stated that there would be no differences in mean DPF scores for price sensitivity, was supported as was Hypothesis 4 which suggested equivalent mean DPF scores for perception of quality of product. An examination of purchases reported for twelve product categories showed significant differences across one or more demographic category for all product categories. Food and Drinks, Medicine and Jewelry had significant differences across all demographic categories examined. A comparison of DPF mean scores for persons with Chinese ancestry versus those with non-Chinese ancestry showed differences for three variables: country-of-origin, consumer nationalism, and perception of quality of Product. Both groups had statistically equivalent mean scores regarding price sensitivity.

Table: 12: Summary of Study Findings

Hypothesis		*SS*
H$_1$	No Differences Country-of-Origin DPF by Purchasers vs. Non-Purchasers	Rejected
H$_2$	No Differences Consumer Nationalism DPF by Purchasers vs. Non-Purchasers	Rejected
H$_3$	No Differences Price Sensitivity DPF by Purchasers vs. Non-Purchasers	Supported
H$_4$	No Differences Quality of Chinese Product DPF by Purchasers vs. Non-Purchasers	Supported
H$_5$	No Differences in Chinese Product Types Purchased by Demographic Groups	Mixed
H$_6$	No Difference in Mean DPF by Myanmar of Chinese ancestry vs. Myanmar of non-Chinese ancestry	Mixed

The questionnaire used for the study was designed with closed-ended questions that contained open-ended (qualitative) portions to allow respondents to provide commentary or articulation to the Likert-scale options. Of the 360 respondents, 32(approximately9%) provided written feedback with most reinforcing their choices with minimal commentary. The perception factors of country-of-origin and consumer nationalism generated the most commentary regarding perceptions about product quality being provided primarily from non-purchasers. Regarding the consumer perceptions studied, the following comments were made:

Country-of-Origin
"There are so many Chinese products in the market that they are hard to ignore."
"I am doubtful about the value of anything that comes from China."
"China always ends up copying from others."
"I found that 'Made in China' products are usually satisfactory."
"The manufacturing and assembly of all Chinese products are very bad."
"Chinese products are dangerous for our lives."
"I prefer 'Made in Japan' products over 'Made in China' products."
"Chinese products are everywhere and convenient to purchase."
"Most people assume that all Chinese products are not good."
"Chinese only emphasize the external appearance."
"I never look at which country the product was made from."
"Almost everything from China is acceptable to buy."

Consumer Nationalism
"Customers never think about this issue."
"I sometimes feel bad about not buying Myanmar brand."
"Chinese products are everywhere and I see them as part of the Myanmar economy."
"I buy technological products from China because Myanmar government prevents development."
"I desire to use my own country's products."
"Love of country has nothing to do with buying foreign products."
"Buying Chinese products has nothing to do with loving or hating Myanmar."
"If we like the product, then we buy it no matter where they came from."
"Patriotism is not really relevant here. I buy based on price and quality."

Product Quality
"China focuses on mass production and not quality."
"Quality of Chinese products is lower than Myanmar products, but there is more variety."
"Chinese products cause me damage every once in a while."
"Most Chinese products are recognized as being of poor quality."
"Quality is more important than price."

"Chinese products all break after a few months."

Price Sensitivity
"Chinese products are usually much cheaper."
"Cheapness of price is the most important factor for me".
"All my purchases are based on cost saving."
"Why would I spend more than I need to? Price is the only thing I look at."
"Chinese products are not great, but they are good enough given their cheap prices."

5. CONCLUSION AND SUGGESTIONS FOR FUTURE RESEARCH

This study found that Myanmar consumers of Chinese products demonstrated significantly higher mean differences over non-purchasers with regard to country-of-origin and consumer nationalism but no significant differences regarding perception of price sensitivity or quality of product. The results differ from other studies that focused on Chinese products and found that price and perception of quality were more significant in terms of the determination whether to purchase a Chinese product [21,22,33]. This study also differed from the predominately negative perception of Chinese products found in some examinations done in Western nations [14,35,36]. However, it is important to note that there is no pattern of homogeneity in the overall body of literature as to consumer perceptions or receptivity to Chinese products since the results will vary from country to country and, possibly, by ethnic blocks within a given country. Therefore, the fundamental value of this type of study is not necessarily to find transnational patterns regarding findings but, rather, to provide utilitarian insight to those involved with Chinese products within a specific national market, from the designers to the manufacturers, wholesalers, retailers and also those involved in marketing.

The findings of this study revealed significant differences which regards to ethnicity. Those with Chinese ancestry generated higher mean differences regarding country-of-origin and perception of quality of product. Non-Chinese ancestry respondents scored higher as to consumer nationalism and there was no difference between the two as to price sensitivity. Those of Chinese ancestry made up 9.9% of the sample population which is more than double the estimated 3.5% within the country's actual population [7]. Though these percentages are low, they should not be dismissed since those of Chinese ancestry in Myanmar are generally more affluent and have greater purchasing power, although not matching the overall impact of those with Chinese ancestry in Thailand where the percentage of that affluent portion of the population is much higher [48]. Future studies should consider the further exploration of differences based on ethnicity.

This study was limited to the examination of an educational institution in Yangon, Myanmar's largest city. The institution

focuses on graduate education and therefore, its student can be considered more affluent, educated and cosmopolitan then the country's general population. It also had a higher representation of Chinese Myanmar. Therefore, the limitations in the study's sample population prevent any generalization of the general population. However, additional studies can explore consumer perceptions of Chinese products that include all socio-economic sectors of the population of Yangon as well as the country in general, including the rural areas where per capita purchasing power is lower.

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