

Made in India as a Determinant of the Perceived Quality of a Product

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Abstract:

India is trying to become a manufacturing hub by attracting Indian and Foreign players to set up their shops in the country. The impact of the brand India as a 'country of origin' and 'country of manufacture' on consumers has not been explored much. This research investigates the effects of quality perception, purchase intention, and the image of "Make in India" based on a comparative study between Indian and Western Brands made in India or Western countries. The impact of "country of origin" and "made in the country" on product evaluation/purchase intention is studied through empirical research based on a survey of 130 respondents with one product – Jeans – as a sample for "Make in India". The result reveals that brand India does not have an at-par image with the Western brands.

Keywords: 'Make in India', Perceived Quality, Perceived Value, Purchase Intention, Perceptual Mapping

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Introduction

To project India as a “Manufacturing hub” in the global marketplace and to improve the “innovation ecosystem”, the Government of India has launched ‘Make in India’ with several other new initiatives. In the past few years, India has witnessed significant structural changes and aims to achieve impressive growth over the next decade (BIRAC, n.d.). The primary aim is to promote manufacturing in India by both domestic companies and foreign players in India (Anon., n.d.). But, the crucial question would be how well the brand India is perceived by the consumers, both Indian and foreign.

The Global Competitiveness Report 2018 of the World Economic Forum states that India has registered the largest gain amongst the G20 by moving five places up to 58th out of 140 countries. The Global Competitiveness Report series introduces the Global Competitiveness Index 4.0, which recognizes that a country’s heart of competitiveness is its economic growth. Sustainable Development Goals (SDGs) of the UN, as goal number 8 calls for “sustained, inclusive and sustainable economic growth”. The 12 main drivers of productivity, according to the GCI 4.0 framework, place a premium on factors such as human capital, agility, resilience, and innovation. In the pillar of innovation, India has recently done a fabulous job; it is one of the top performers and even outperformed many high-income economies. Hence, it is now crucial to have a thorough understanding of how Brand India is perceived.

Liberalization and evolution of information technology have altered the consumers’ perception towards brand identification with the

country of origin (Rath et al., 2011). Globally, it has been established that consumers conjure high-quality brands from developed countries (Collinger, 2003). Indians and the Government of India aim to reach such a position that products manufactured in India create a perception of good quality amongst the customers. With this mission, the Government of India has taken steps to improve the ease of doing business and has also simplified and liberalized policies and procedures for Foreign Direct Investment (FDI) to boost industrial development (Ministry of Heavy Industries and Public Enterprises, 2018). Also, it is projected that by 2021 among the passenger-vehicle market in the world, India will be the third-largest (IHS Auto Database, n.d.). With such ambitious growth intended, it is logical and natural to understand the value of the brand India.

Like brands, countries too, have equity that influences product perception; in other words, consumers do not buy products based on product attributes such as quality or performance alone but also rely on the “country of origin” (Maheswaran, 2006). This study tries to understand the effect of both India as a “country of origin” and India as a “country of manufacture”.

Research Objectives

Despite many studies on how consumers choose a brand and their perception of it, there is a lack of understanding of their perception towards Indian products. In this paper, we examined the image and the opinion of the consumers toward ‘Manufactured in India’ and compared it to products made in foreign countries by exploring the effects of individual characteristics

(seeking uniqueness, brand perception) and as well as brand characteristics (perceived quality, purchase intention, brand image) on “Make in India” brands.

The objectives of this research are the following:

1. To understand how consumers feel about the products manufactured in India compared to any other country in terms of “Perceived Quality”.
2. To measure the “*Perceived Value*” of the products “manufactured in India” compared to brands manufactured in Western countries. (By the term Western countries, we mean developed countries).
3. To measure the difference between “Willingness to buy” brands manufactured in India, vs. brands made in Western countries.

Literature Review

Country of Origin

The effects of the ‘Country of Origin’ (COO) of brands on its image have been studied in marketing (Peterson & Jolibert, 1995; Papadopoulos & Heslop, 2002) and these studies have established that COO significantly impacts customers’ quality perception and their buying decisions. ‘Country of Origin’ refers the nation where the brand originated and also indicates the nation to which the brand is attached (Han & Terpstra, 1988). A country’s global stature in terms of its economy, culture, and the reputation of other products forms the basis for the image created in consumers’ minds (Nagashima, 1970). For example, LG is a Korean brand, Nissan is a Japanese brand, Maruti is an Indian brand,

Phillips is from Netherlands, and Mercedes is a German brand, etc. While the country’s reputation acts as a cue to the quality of products (Parameswaran & Yaprak, 1987), it also indicates the benchmark the country has set for its quality standard (Srikatanyoo & Gnoth, 2002). Hence, it can be said that the COO influences consumers’ perception of products from that country; this, in turn, influences their purchase intention.

Country of manufacturing

Nissan is a Japanese brand; however, most of its cars are made in Britain. While BMW is a German brand, only some of its vehicles are manufactured in Germany. They are also manufactured in Brazil, China, India, South Africa, the United Kingdom, the United States, and Mexico. Audi, another German brand, is built in Mexico. Fiat 500 (front engine), an Italian brand, was never built in Italy; it was either made in Poland or Mexico, depending on where they were sold. Jeep is an American brand of automobile (Wikipedia, 2019), and its brand Renegade is made in three places, none of them in the US: Serbia, Brazil, and China.

BOSE, a US brand based in Massachusetts known for its high-quality speakers and headphones, manufactures its products in one of four plants, two of which are located in Mexico. The American brand Ray-Ban (In 1999, Italy’s Luxottica bought the brand from Bausch & Lomb) looking sunglasses are made in Italy and China. Hush Puppies, another US brand and its products are manufactured in China and Vietnam. U.S. branded Arrow Shirts are not produced in the US; they are made in Cambodia, China, or Bangladesh. Barbie dolls are made in China. China, Vietnam and some other countries

make Nike and Levi's products. Samsonite, one of the world's leading luggage companies headquartered in Massachusetts produces mostly in Asia, with India accounting for at least 40% of its inventory. (Retrieved from <https://blog.cheapism.com/american-products-not-made-in-america-16404/#slide=20>) (Jeffrey_Rindskopf, 2019).

In this era of globalisation, production and marketing have evolved and the global market is flooded with bi-national products. The term 'bi-national products' stand for products or brands that are manufactured in a country other than it is associated with. Country-of-brand (COB) denotes the country with which the product or brand is associated. Country-of-manufacture (COM), as the term, denotes the country where it is manufactured. When both the country of brand and manufacture is the same, the product is termed as uni-national, otherwise bi-national (Ulgado & Lee, 1993). Some authors call COB as the country of brand origin (BO).

Customers use various attributes of products to evaluate them (Peter & Olsan, 1987); even the brand name, price, and country-of-manufacture are also considered (Olson & Jacoby, 1972). Studies have also shown that to evaluate products, consumers are swayed by the country of its origin (Bilkey & Nes, 1982; Johansson, et al., 1985). Both the country of brand origin and country of manufacture affect the brand. BO impacts the brand image, whereas COM affects only the brand quality (Hamzaoui-Essoussi, et al., 2011). While Schooler and Sunoo (1969) studied US consumers' biases against brands from Asian and African countries, Klein, Ettenson, and Morris (1998) studied other country consumers

and found that the Chinese bore a strong animosity towards brands from Japan. Thus, one of the cues the customers use to evaluate the products is the image of the country associated with the brand, either as country-of-origin or country-of-manufacture. Though there is little agreement on the definition of the country image effect (Sauer, et al., 1991), it generally denotes the effect of the perception of a country on a consumer's evaluation of products or brands from that country. There is an increasing academic research on the country image effect (CIE) concept. It is now evident that CIE affects the perception of a particular group of products (Gaedeke, 1973; Cattin, et al., 1982; Han & Terpstra, 1988) and also, there is a connection between some product lines and CIE (Roth & Romeo, 1992). Adding to this conundrum, others have demonstrated that sometimes, when little is known about a country or its products, CIE has a halo effect and when consumers are knowledgeable about the country or its products, it becomes a summary construct (Erickson, et al., 1984; Johansson, et al., 1985; Han, 1989). Three attitudinal factors make up a favourable country image - cognition (belief and knowledge), affect (feelings) and conation (a tendency to act) - being in accord with each other; if not, cognitive dissonance will set in.

A country's image changes over time due to the change in the quality of products made in that country. A notable example is Japan (Nagashima, 1970; Lillis & Naranya, 1974), which initially had a lagging image but later gained a positive reputation (Nagashima, 1977; Johansson & Nebenzahl, 1986). The above observation implies that a consistent and sustained long-term positive experience from a country will

induce a positive change in the country's image (Israel D. Nebenzahl, et al., 1997). The effect of "Manufactured in India" or country image on the brand will cause the leading global manufacturers to consider the effect of India's image and its impact on their brands. Strategically speaking, it would be a boon for a developing country like India to attract strong global players to produce in their country to change their country's image positively. As a collateral effect, it would impact the image of the brands made in that country.

Theoretical Framework & Hypotheses

Previous studies have established that country of origin acts as a cue to consumers in judging the quality of a product or a brand (Baughn & Yaprak, 1993; Bilkey & Nes, 1982; Scholar & Sunno, 1971; Han & Terpstra, 1988). However, how consumers from a developed country perceive the effect of country of origin differs from consumers of a developing country. Batra et al. (2000) established that in developing countries like Vietnam, Turkey and China, the consumers sought goods from foreign countries as a symbol of pride and status, while several other studies found that in developed nations, it is otherwise (Nes & Bilkey, 1993; Hung, 1989; Baumgartner, 1978; Hooley et al., 1988; Nagashima, 1977). While, according to some researchers, the country of origin symbolises product quality (Han, 1989; Johansson, 1989), some argue that it is an indicator of product attributes (Sung-Tai et al., 1989). It is now well known that consumers while deciding on the products and brands to choose from, the image of the country of the product or brand acts as an influencing factor (Reiersen, 1967).

Commonly it is understood that brand origin is synonymous with the made-in country (Johansson, 1989). However, consumers are now well aware that products are also made in countries other than the country of brand origin (Phau, 2000). It is also now established that the country where the products are made plays an important role in the consumers' perception of the quality of the product (Jian & Guoqun, 2007). Further, product evaluation based on the country of origin may also be associated with ethnocentricity (Basfirinci, 2014; Lo, et al., 2017; Eldin & Alhassan, 2017). The aforesaid knowledge leads to the hypotheses of this study.

The first three hypotheses emerged from the postulation that India being a developing country, the country's image might bias Indian consumers' perception of product evaluation and there is a likelihood that their perception of products manufactured in India and those manufactured in the developed country might be different. Similarly, there may be a difference in consumers' perception of the product quality manufactured in India against those manufactured in a country other than the developed countries. Therefore, the following are the hypotheses of this study:

H1: Consumers' perception of the quality of the product manufactured in India and that manufactured in Western countries is different.

H2: Consumers' perception of "value for money" for a product manufactured in India will be different from a product made in a Western country.

H3: There is a difference in consumers' perception of durability between a brand manufactured

in India and that manufactured in any other country.

H4: When a brand that was manufactured in a Western country till now has been shifted to India, the purchase intention of the consumers is not affected.

Research Methodology

This research measures the Perceived quality index, Perceived valued index, Perceived Durability index, and Purchase intention with a 5-point Likert scale. All the constructs are made based on the scale of Dodds, Monroe, & Grewal, (1991) with some modifications. A basic comparison is made to measure the impact of both “Brand Origin Country” and “Made in Country” on all those constructs. In fact, how the purchase intention is influenced by three independent variables, namely “Perceived quality index, Perceived valued index, Perceived Durability index” are compared in four situations- Indian Brand manufactured in India, Indian Brand made in Western countries, Western Brand manufactured in India and Western Brand made in Western countries.

As,

1. the consumers perceive the products of technologically advanced countries as superior and enjoy positive effects compared to those that are from a developing country (Gaedeke., 1973),
2. product familiarity also affects the importance attached to the country of origin (Josiassen, et al., 2008) and

3. the country where the products are made also affect product perceptions (Ahmed & d'Astous, 2008).

This research uses “Jeans” as the product of study as it is country neutral. This quantitative exploratory research was an empirical study based on a survey in Bangalore. Since jeans are commonly used by students, a random sample was chosen from the college students and 227 questionnaires were distributed. The research instrument is shown in Appendix 1. The final usable responses received were 130 resulting in a response rate of 57.2%. The data collected was analysed.

Data Analysis & Interpretation

The demographic profiles of the respondents are shown in table 2.

Table 1: Demographic profile of respondents

Group	Respondents' Characteristics	Number of Respondents	Percentage
Gender	Male	68	52.3
	Female	62	47.7
Age in years	15-22	66	50.8
	23-26	64	49.2
Residing area	Rural	23	17.7
	Semi-Urban	68	52.3
	Metros	39	30.0

Perceived Quality Indicator

A comparison is made to identify the product quality evaluation of brands manufactured in India vs. brands made in Western countries.

Hypothesis 1: Consumers' perception of the quality of the product manufactured in India and that manufactured in Western countries is different.

Interpretation: Table 3 summarises the value for perceived product quality evaluation. In the table, QII stands for ‘Quality – Indian brand made in India’, QIW for ‘Quality – Indian brand made in Western countries’, QWI for ‘Quality – Western brand made in India’ and QWW for ‘Quality – Western brand made in Western countries’. From table 3 it is evident that the brands “Manufactured in India” have a lower score than those that are “Made in Western Countries” in the “Perceived Quality Index” and this is true for both Indian brands and western brands. The result reveals that “Manufactured in India” affected consumers’ product quality evaluation significantly and lowers the quality index when compared with “Made in Western countries”. In a developing country like India, the perceived product quality of any foreign origin brand is higher and serves as a “halo effect on quality”. Along with that, the non-localness of any brand acts as a status enhancer to the consumers (Batra et al., 2000).

Table 2: Perceived Product Quality Evaluation

	Indian Brand		Western Brand	
	Manufactured in India (QII)	Made in Western country (QIW)	Manufactured in India (QWI)	Made in Western country (QWW)
Mean	3.02	3.50	3.33	3.69
Standard Deviation	0.893	1.035	1.085	1.041
Z Value	-5.107		-4.145	
P value	0.00		0.00	
Significance	***		***	

***Significant at 1% Level of Significance

Perceived Value indicator

Table 4 summarises consumers perception of “value for money”. In the table, VII stands for ‘Value – Indian brand made in India’, VIW for

‘Value – Indian brand made in Western countries’, VWI for ‘Value – Western brand made in India’ and VWW for ‘Value – Western brand made in Western countries’.

Hypothesis 2: Consumers’ perception of “value for money” for a product manufactured in India will be different from the product made in a Western country.

Table 3 : Consumers’ perception of “value for money”

	Indian Brand		Western Brand	
	Manufactured in India (VII)	Made in Western country (VIW)	Manufactured in India (VWI)	Made in Western country (VWW)
Mean	3.38	3.12	3.37	3.10
Standard Deviation	1.094	1.168	1.10	1.203
Z Value	2.522		2.432	
P value	0.013		0.016	
Significance	**		**	

**Significant at 5% Level of Significance

Interpretation: Table 4 shows that brands “Manufactured in India” have a higher score than “Made in Western Countries” in the “Perceived Value Index” and this is true both for Indian brands and western brands. The result also reveals that though “Manufactured in India” affected consumers’ product quality evaluation significantly lower when compared with “Made in Western countries”, brands made in India carry more perceived value than brands made in Western countries. Consumers choose any product that is having both emotional values as well as utilitarian values (Batra, et al., 2000). Since the “Emotional benefit” of any Brand “manufactured in India” is more to the Indian consumers, overall perceived value of both Indian and Western Brand “Manufactured in India” is more than made in Western countries.

Perceived Durability indicator

Researchers found that brand origin country creates an image that is often associated with the development level of that particular industry in that country and also the cultural and social status attached to that country. Consumers often feel proud to be associated with a brand made in a more developed country. On the other hand, the image of any brand made in a country is created by the country's economic and technological advancement as well as their level of expertise and quality consciousness in the manufacturing sectors. Therefore, how consumers perceive the durability of a brand manufactured in India has been tested in the next hypothesis.

Hypothesis 3: There is a notable difference in consumers' perception of durability between a brand manufactured in India and that manufactured in any other country.

Table 4: Consumers' perception of product durability

	Indian Brand		Western Brand	
	Manufactured in India (DII)	Made in Western country (DIW)	Manufactured in India (DWI)	Made in Western country (DWW)
Mean	3.07	3.12	3.48	3.51
Standard Deviation	1.065	1.046	1.036	1.108
Z Value	-0.581		-0.411	
P value	0.562		0.682	
Significance	Not Significant		Not Significant	

Interpretation: Table 5 makes it evident that brands "Manufactured in India" do not have a significantly lower score than "Made in Western Countries" in the "Perceived Durability Index" and this is true both for Indian brands and Western brands.

Perceptual Mapping: Brand Origin Country vs Made in country in terms of Perceived Quality and Value Indices

The perceptual map in Figure 1 indicates how the interplay between brand origin country and made-in country sways consumers' perceived quality and perceived value. It is worth noting that though "Manufactured in India" brands stand low in the quality perception index but in Value perception, it is quite high. Indian and Western brands made in "Western countries" stand very high in terms of the perceived quality index. Here "Country of origin" seems to show less impact than "Made in Country" as both Indian and Western brands are carrying a high perceived value index for "Manufactured in India" but a low score in "perceived quality". India as a brand has not reached a high level of the perceived quality index. However, some studies have found (Baumgartner, Jolibert, 1978; Cattin, Jolibert, and Lohnes, 1982) this perception can change over a period of time.

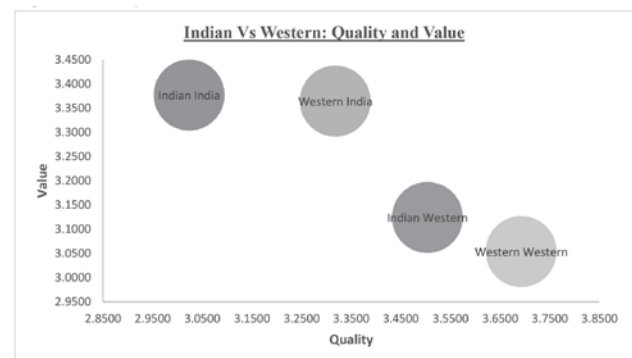


Figure 1: Quality and Value

Purchase Intention

The purchase behaviour of the consumers does not depend on product quality evaluation alone and is also influenced by perceived value evaluation. Among Indians, western products are more associated with modernity and uniqueness,

and young Indian consumers tend to accept Western brands at a faster rate (Shashidhar, 2007). This research tries to find the influence of perceived product quality of “manufactured in India” brands on consumers’ purchase intention.

Hypothesis 4: A brand that is erstwhile manufactured in a Western country, when its manufacturing is shifted to India, the purchase intention of the consumers is not affected.

Interpretation: Purchase intention, as shown in Table 6 for both Indian and Western Brands “Manufactured in India”, is higher in terms of their (Baumgartner, 1978) mean score than “Made in Western countries,” but they are not statistically significant. The high values of standard deviation in all the cases show that consumers’ opinion varies a lot in all these cases.

Table 5: Consumers’ purchase intention

Purchase Intention	Indian Brand		Western Brand	
	Manufactured in India (PII)	Made in Western country (PIW)	Manufactured in India (PWI)	Made in Western country (PWW)
Mean	3.17	3.03	3.45	3.37
Standard Deviation	1.079	1.063	1.107	1.215
Z Value	1.237		0.861	
P value	0.218		0.391	
Significance	Not Significant		Not Significant	

Figure 2: Quality and Purchase Intention



Figure 2 shows Brand Origin Country vs Made in-country through Quality Index and Purchase Intention.

Interpretation: It is observed from Figure 2 that both the “Perceived quality” and “Purchase Intention” of “Manufactured in India” brands are low for Indian-origin brands. Western brands, whether manufactured in India or Western countries, have high scores in terms of “Willingness to buy”. Despite the ethnocentricity of Indian consumers, they are not intending to purchase Indian brands compared to Western brands. Western products made in western countries receive a very positive image in terms of perceived quality as well as a willingness to purchase. Consumers with high ethnocentrism try to buy more local products than foreign brands as they directly associate their own country’s products with patriotism (Shimp & Sharma, 1987).

Figure 3 is the perceptual Map of Brand Origin Country vs Made in-country in terms of Value Index and Purchase Intention

Interpretation: Figure 3 clearly shows that Western brands “Manufactured in India” scored high, both in perceived value as well as in purchase intention. Contrary, the purchase intention of Indian brands manufactured in India scored low in purchase intention despite having high perceived value. This aligns well with the earlier study’s observation that contrary to ethnocentricity, consumer’s affinity to some foreign countries would influence the purchase intention positively towards brands originating from those countries (Diamantopoulos, 2011)

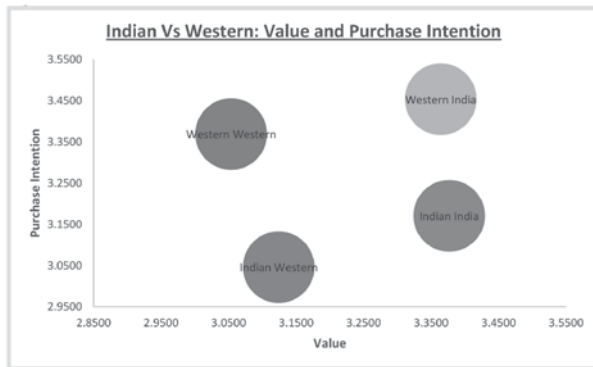
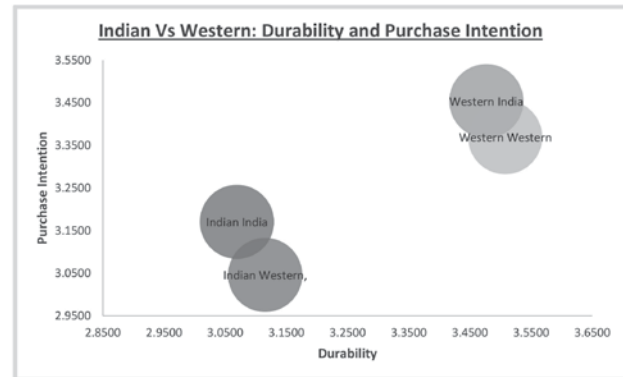
Figure 3: Value and Purchase Intention

Figure 4 shows Brand Origin Country vs Made in-country in terms of Durability Index and Purchase Intention.

Interpretation: Figure 4 shows that the purchase intention of Indian brands is less compared to Western brands. Here Brand Origin country dominates the made-in-the-country image for any brand. “Perceived Durability Index” scored less for Indian brands, whether manufactured in India or made in Western countries. A product’s

country of manufacture also acts as a surrogate indicator of the overall evaluation of the product.

Figure 4: Durability and Purchase Intention

Impact of the “Perceived quality index”, Perceived durability index and “Perceived value index” on consumers’ Purchase intention of Indian as well as Westerns brand manufactured in India and Western Countries: A basic comparison.

Table 6: Regression Analysis

Types	Dependent variable			Independent variables		
	Purchase Intention			Perceived Quality Index	Perceived Value Index	Perceived Durability Index
	R Square	Adjusted R Square	F Value & P value	Standardized Beta coefficient, t values & p values		
Indian Brands manufactured in India	0.594	0.584	59.517 0.000**	0.387 t=5.247 p=0.000**	0.236 t=3.461 p=0.001**	0.314 t=4.408 p=0.00**
Indian Brands made in Western countries	0.285	0.267	16.046 0.000**	0.151 t=1.735 p=0.085	0.405 t=4.439 p=0.000**	0.092 t=1.107 p=0.270
Western Brands manufactured in India	0.525	0.512	43.049 0.000**	0.084 t=1.065 p=0.289	0.445 t=4.825 p=0.000**	0.321 t=4.150 p=0.000**
Western Brands made in Western countries	0.516	0.505	43.429 0.000**	0.467 t=5.943 p=0.000**	0.340 t=4.321 p=0.000**	0.013 t=0.171 p=0.865

**Significant at 5% Level of Significance

Interpretation: The result of the regression analysis is shown in Table 7. Overall 58.4% of the variance in Consumers' purchase intention is explained by the model in the case of Indian brands manufactured in India, followed by Western Brands manufactured in India by 52.5%, Western Brands made in Western countries by 50.5% and finally, the lowest is observed in case of Indian brands made in Western countries. In all four cases, the regression models are statistically significant as observed by the F values and p values. In the case of Indian brands manufactured in India, the "Perceived quality index" has the highest significant impact on Purchase intention whereas in the case of and Western brands manufactured in India "Perceived value index" acted as the highest impacting factor. Again in all the regression models, the "Perceived value index" has a significantly strong impact on "purchase intention". So irrespective of Brand origin country or made-in-country, the "perceived value of any brand" should be created in a very careful way as it has a very high impact on consumers' willingness to buy any product. As identified by earlier researchers that as the market is flooded with a deluge of hybrid products, the individual effect of made in country and brand origin country will vanish (Mahaswaran, 1994). Consumers always accord a high preference for global brands than local brands irrespective of their brand ownership (Winit, et al., 2014).

Discussions

We find that all the hypotheses except the H4 are supported. It is found that brands manufactured in India have a lower score than those made in Western countries in the perceived quality

index, and this is true both for Indian brands and Western brands. Therefore, both in the "Brand origin country" and "Manufactured in India" context, India has a lot of scopes to improve the current score in the "Perceived Quality Index". As already proven by Lee & Lee (2011) and Frank and others (2014), brand origin significantly impacts quality perception and, consequently, consumer buying behaviour. However, despite the significantly lower quality perception of brands manufactured in India, the value perceived in Indian brands was higher compared to Western brands. This could be due to emotional value (Batra et al., 2000) for Indian consumers towards Indian brands or ethnocentricity (Shimp & Sharma, 1987). In the case of perception of durability, the difference is not statistically different between brands manufactured in India or Western countries. Finally, the "willingness to buy" or the purchase intention between the brands manufactured in India or Western countries is also not significant.

Conclusions

Presently, the brand India does not have an at-par image with the western brands. However, the perception that the brands manufactured in India do not enjoy a high-quality image, can be changed over a period of time (Nagashima, 1970). The Make in India campaign has ushered in a promising culture of 'zero defect zero effect' in the Indian manufacturing sector. India's Micro, Small and Medium Enterprises (MSMEs) are catching up fast and implementing good manufacturing habits to have end products with 'zero defects'. This has a positive effect on the environment too. By practising manufacturing with minimum wastage – both in material and

energy – they are contributing to the evolution of the green environment and sustainable development (Vibha Singh, 2019).

Managerial Implications

This research adds reveals the weaknesses of the brand made in India. However, the study also indicates that this situation can be turned around with both the business putting in effort and the government supporting them. By strictly adhering to the philosophy of zero-defect manufacturing, and adhering to good manufacturing habits, brand India can also reach the benchmarks set by Western countries.

Limitations and Suggestions for Future Research

Like any other research, this study also has a few limitations. The first limitation is that this study is a cross-sectional one. It gives only the status at the time of our study. A longitudinal study for at least one year would demonstrate a trend in the perceptions of brand India. In our opinion that would be more useful in understanding the effectiveness of government policies and efforts. The second limitation is that this study was done among post-graduate college students. In our opinion, a general sample from people from all walks of life would have been more representative and suitable for generalisation through post-graduate students not much different. A third limitation is that only one product was chosen for this study. More than one product could have been taken up for the study for a reason, same as the one above. Future studies can be conducted by overcoming the above limitations.

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ANNEXURE 1

Research instrument with column marked 'X' added to show readers the codes used in the analysis. The actual questionnaire did not have the column 'X'.

Section A: DEMOGRAPHIC DATA (Please tick the relevant box)

You are basically from	Rural Area		Semi-Urban		Metros	
Your age group (in years) is	15-18	19-22	23-26	27-30	> 30	
Your gender is	Male				Female	

Section B: Predictors of Consumer Perception

The following statements are about how you feel about the products made in India or any other country. Please read each statement carefully and tick the appropriate box.

Question 1 *Perceived Quality Indicators*

X	Statements	Very Low	Low	Neutral	High	Very High
QII	The likelihood that the Indian Brand Jeans made in India would be reliable is					
QIW	The likelihood that the Indian Brand jeans made in Western countries would be reliable is					
QWI	The likelihood that the Western Brand Jeans made in India would be reliable is					
QWW	The likelihood that the Western Brand Jeans made in Western countries would be reliable is					

Question 2 Perceived Value Indicators

X	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
VII	Indian Brand Jeans made in India would be a very good value for the money					
VIW	Indian Brand Jeans made in Western countries would be reliable is would be a very good value for the money					
VWW	Western Brand Jeans made in Western countries would be a very good value for the money					
VWI	Western Brand Jeans made in India would be a very good value for the money					

Question 3 Willingness to Buy Indicators

X	Statements	Very Low	Low	Neutral	High	Very High
PII	<i>My willingness to buy</i> Indian Brand Jeans made in India would be					
PIW	<i>My willingness to buy</i> the Indian Brand jeans made in Western countries would be					
PWW	<i>My willingness to buy</i> the Western Brand Jeans made in Western countries would be					
PWI	<i>My willingness to buy</i> the Western Brand Jeans made in India would be					

Question 4 Perceived Quality/Durability Indicators

X	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
DII	Indian Brand Jeans made in India would seem to be durable					
DIW	Indian Brand Jeans made in Western countries would seem to be durable					
DWW	Western Brand Jeans made in Western countries would seem to be durable					
DWI	Western Brand Jeans made in India would seem to be durable					