

CONSUMER PERCEPTION SURVEY
“MADE IN CHINA”
May 2007

Research Methodology

Research Type

- Quantitative

Research Method

- CATI (Computer Aided Telephone Interview)

Sample Size

- 400

Cities

- İstanbul(231), Ankara (92), İzmir (77)

Fieldwork Date

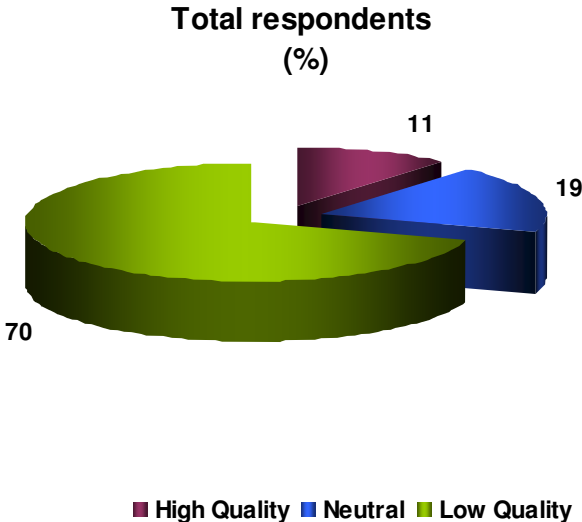
- 16-24 May 2007

Perception of Chinese products

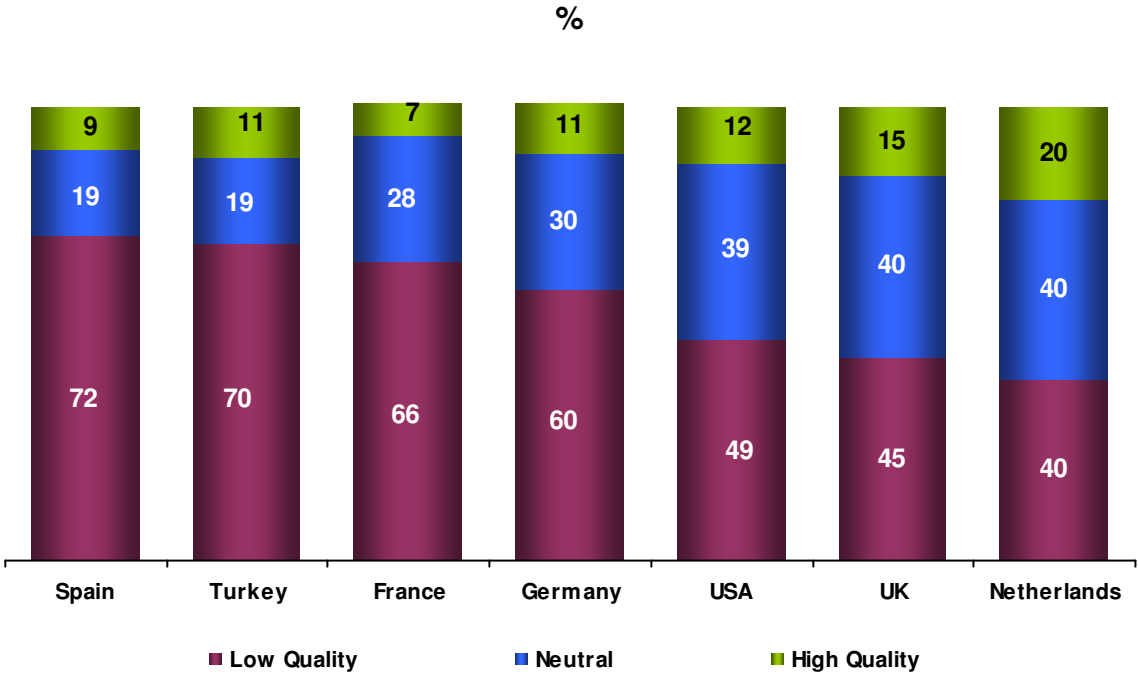
“Products made in China” has been an important issue in the world economy for a while. Chinese products seem to have skeptical quality and prices. Besides this, the awareness drive against fake products is also affecting the perception of Chinese products.

The aim of this research is to see how people living in big cities react to Chinese products. In this direction, we have interviewed 400 people who live in Istanbul, Ankara and Izmir and who are within the age group of 14 to 65.

While 11% really appreciate the quality of Chinese products, 19% say they are neutral on their quality. 70% said that they perceive Chinese products as low quality products.

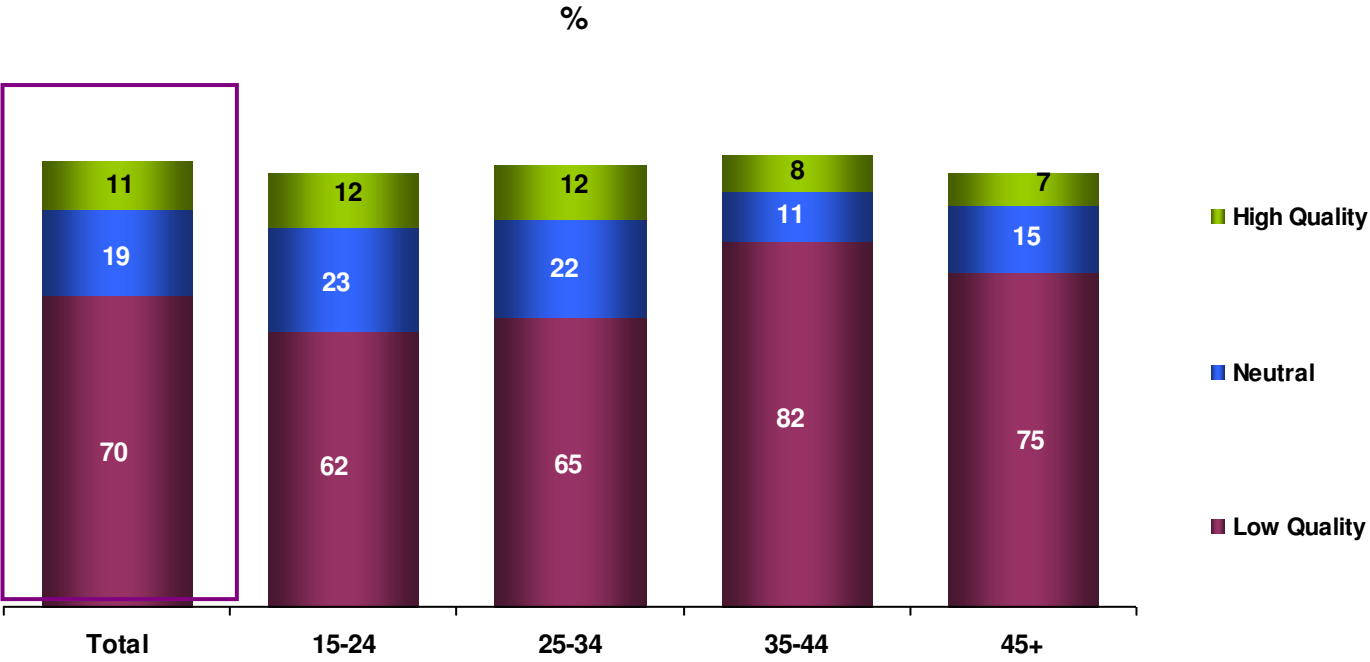


Perception of Chinese products in the world



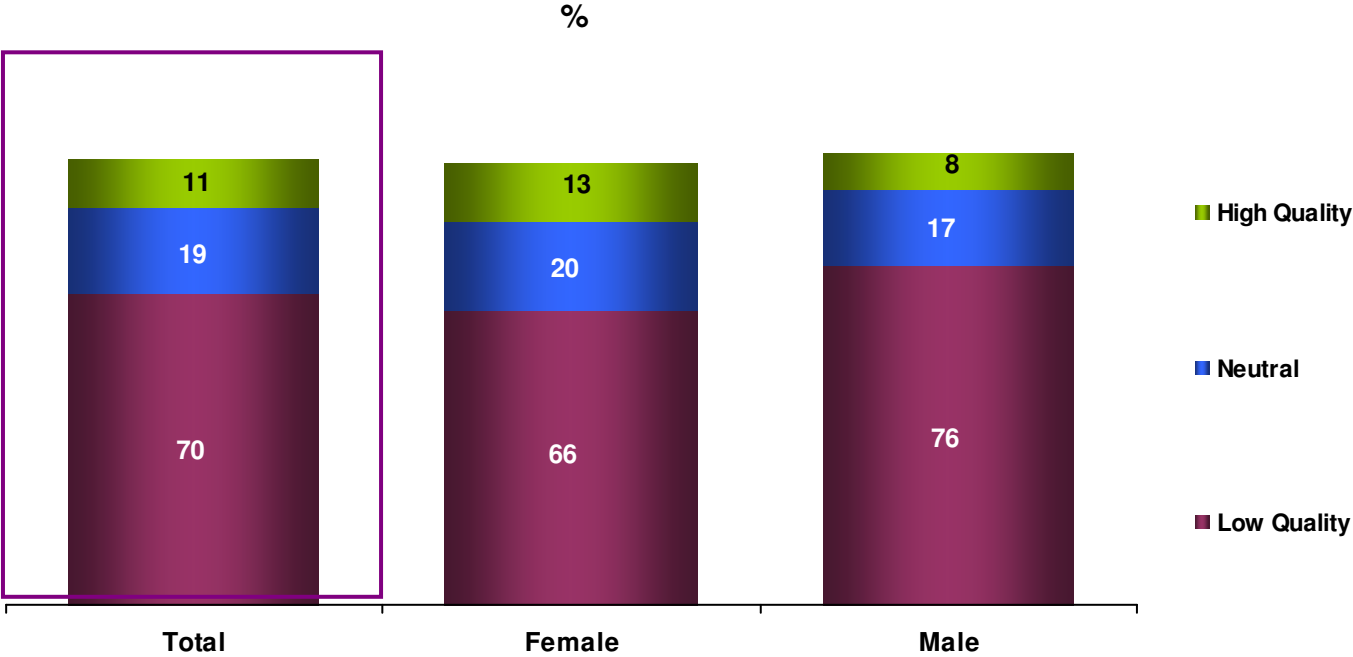
Perception of Chinese products

Products made in China are perceived higher quality among the younger age group who are under 34 years old, while respondents 35 and older perceive them as lower quality products.



Perception of Chinese products

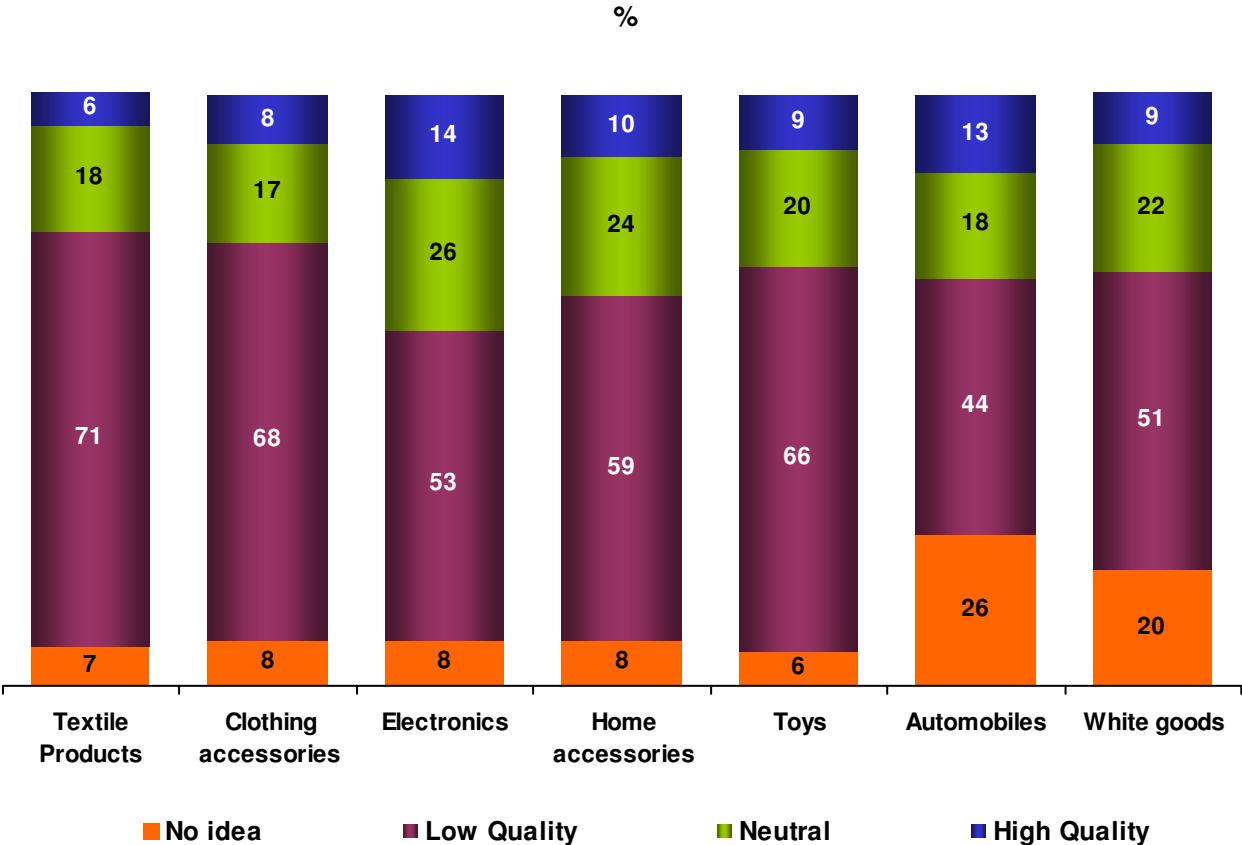
Women perceive Chinese products with higher quality compared to men.



Perception of Chinese products

In Turkey, Chinese textile products, clothing and home accessories, electronics and toys are heavily present.

When it comes to white goods and automobiles, people are not experienced of these products' quality unlike in other product categories. Chinese automotive brands have not taken place in Turkey market yet.



Perception of Chinese products

Generally, people think that products made in China being so cheap will have a negative affect on Turkey's exportation.

Even though Chinese products are generally perceived as low quality products (70%), those who reject them are only 36% of the population. While 1/5 respondents don't mind using products made in China, almost the same amount of people think they are worth the money. This shows us that it is acceptable for cheap products to be low quality.

