EMPIRICAL STUDY ON THE "MADE IN CHINA" CONCEPT AND ANALYSIS OF CHINESE TRADE AND MARKETING STRATEGIES: THE CASES OF MOROCCO AND FRANCE

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ABSTRACT

China has a good reputation as a big country, with a brilliant civilization and a glorious history. Nevertheless, according to our empirical study, numerous consumers have today a mixed perception of the "Made in China" concept. The management of the Chinese companies adopts strategies targeted for the conquest of markets, taking into account human, financial and logistic resources: Certain strategies are directed to quantitatively and qualitatively developed markets with a marketing approach based essentially on the brand image. The other strategies towards less developed markets where the consumer, for lack of consumerist culture or attachment to brands, is much less demanding that the western consumer. He or she prefers to emphasize the satisfaction of the physiological needs or those of association. By deepening the analysis of the brands, the products and the targets, we were able to propose a simplified model for the couple: “Group of products”/“target market.”

Key words: “Made in China”, Perception, Branding, Communication, France, Morocco
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INTRODUCTION
China is a country that fascinates with its history, its geography; its culture ... does it also by its economy? Why does not this positive image always apply to the one that consumers have of its products, and of its business companies?

We know that in economy, competitors do not appreciate each other, even if they belong to the same country, the same city, the same family. The law of the market is much stronger than that of emotion and affection. But is this enough to explain the position of "Made in China" in some markets? Does China, and its business companies, decide in terms of the destination of their products and the target countries?

So many questions and so many assumptions that this article will attempt to answer through a methodology that goes from macro to micro. China in the world, especially in the West and in Africa and two representative countries of these two regions, France for the first, Morocco for the second.

The macro side of this issue lies in the wide analysis of China’s geostrategic relations with its partners.

The micro aspect concerns branding strategies adopted or to be adopted by companies to bypass obstacles.

The article will answer a problem on a little approached subject, in spite of its present and future interest. In our funnel approach, we favored a two-pronged theoretical and empirical approach: theoretical at first to define and determine the global context of our subject with the key generally known concepts, the brand image, the reputation, perception, preferences ... and which goes from the strategic framework to the micro case of the reputation and image of the Chinese products in Morocco. The Moroccan imports from China reached during 2014 (towards the end of September) 28 billions MAD and in 2015, 22.3 billions MAD, that is a record level of 50.2 billion (approximately 5.5 billion US $), according to the figures of the Exchange office, the official body of national accounting. There is no doubt that the Moroccan market occupies only a relatively minor place in the China’s foreign exchanges. But the latter often tried to transform this type of market into a platform for the conquest other more important and more expanding markets.

If China generally has a good image among Moroccans and the French, that is not the case for some of its products. Some are seen as low-end. This negative perception can be illustrated by those of Chinese water heaters that are often considered to be dangerous products.

If the products are more or less known, the manufacturing companies and brands are, conversely, unknown and it is difficult for a French person or a Moroccan to spontaneously give the name a Chinese brand. But when it is a good quality product such as a Haier laptop or an Apple iPhone made in China and flooding the Moroccan market, the situation changes rapidly and radically: the Chinese are capable of anything!

By generalization, this negative image is deliberately nurtured by the remarks of competitors. When some Moroccan merchants seeking to maximize their margins on
certain brands regardless of their origin, they do not hesitate to denigrate, rightly or wrongly, competing products, especially the Chinese products. This image is very strong in popular circles. When one seeks to correct, the response is swift and unequivocal: Yes we know that the Chinese have products for all ranges, from luxury to low-end, but in Africa, including Morocco only the bad products are offered! The emergence of marketing services in Chinese companies should allow the correction of this image while developing more visibility on brands. Especially a brand / corporate identity, as well as its content. This will also serve other companies from other countries, through which these products are "transferred" to improve the behavior and reaction of the Moroccan consumer and his perception of Chinese products.

To validate our hypotheses, we worked by two methods: for the case of French consumers, we collected information on the basis of authorized documentary sources relating to the perception of Chinese products. In the case of Moroccan consumers, we conducted an empirical study to analyze the perception of Chinese products by Moroccans. This study was conducted at the end of 2015 on a sample of 526 people living in Morocco.

The outcome of this article is the proposal of understanding matrices of the perception of Chinese products and the suggestion of models of the marketing strategy of Chinese firms abroad.

1. LITERATURE REVIEW

1.1. The of “Made in China” concept

"Made in China" has become over time a concept that goes beyond the mere identification of the origin of products made in China. Nowadays, it connotes different meanings depending on the interests of anyone concerned. For China's opponents, it is rather a negative image of low-end products. For the Chinese and their sympathizers, it is the symbol of a country in progress. On May 19, 2015, the Chinese Premier Li Keqiang unveiled a ten-year plan that could help the country cope with the slowing growth. The plan, entitled Made in China 2025; but it only a small part of what China is preparing, determined to conquer the world.

"It is true that China deposits many patents and invests heavily in its laboratories and research centers, but the long-awaited innovations are still not always there. The country is still struggling to catch up with the United States and Europe, and this in many areas. However, all is not lost, far from that. China managed for example, to get into the competition with Japan and Europe on the High Speed Train segment. Moreover, the country already has a number of programs to promote innovation such as the China National Torch Program or Program 863. Without a doubt, aid and grants provided by the Made in China 2025, added to the previously mentioned programs, will enable a number of companies break off the lot and realize the Chinese dream" [1].

The Chinese are struggling to associate the concept "Made in China" to a generic quality of a country with a glorious civilization. In a consumer society, it seems that the civilization image has little effect on consumer behavior. Only the price, quality and after sale service count! The dominant conception of brand country or city as a corporate brand [2]is ensured through a real identification strategy [3]...

If this can be done gradually in markets with a strong branding culture as those of the West, it is not that obvious for quantitative factors (purchasing power, price ...) and quality factors (lifestyles, culture,) to conclude that it is achieve able. The cultural
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aspects have their weight at this level, but unfortunately the brands of institutional type do not take sufficient account in their management, of the cultures in which they are embedded [4] [5] [6] [7].

1.2. Fame, brand, branding and reputation
Branding is a marketing term which indicates the development or building of a brand with the aim of making it known and selling its products. By continuation, it can serve as a locomotive for products suffering from image deficiency, especially within the framework of a beneficial co-branding, as we shall explain further below. An abundant literature has been dedicated to this matter [8] [9] [10].

In Cambridge Dictionaries Online, Fame is "the state of being known or recognized by many people because of your achievements, skills, etc."[11]. More simply, fame is the knowledge that the public has of a brand: either it exists or it is null (when it is reduced to a single individual), or it increases (knowledge of certain specific attributes more than others).

The brand is the signature of a product that helps to identify it with regard to or compared with its competitors [12]. If we associate the notion of fame with that of the "brand", they become the measure of the degree of presence of a brand in the mind of individuals. It is in a way the result of the brand image emanating from an organization and from the reputation which sticks in the minds of the individuals.

The brand image is the representation perceived by the public of a company, an organization, an institution, a country, their products and and their trademarks (legal notion). It refers to "all the mental, cognitive and emotional representations, that a person or a group of people make of a brand [13]. It is measurable [14] and is therefore part of the fundamental and strategic options of a company’s communication [15].

Reputation is "the opinion that people in general have about someone or something, or how much respect or admiration someone or something receives, based on past behaviour or character" [11]. But also "the favorable or unfavorable opinion of the public of somebody, or something." It is thus the image perceived by the public who interprets this image and which becomes in its mind a reputation. It is the reputation that it sends back in its discourse towards the organization. Fame is therefore the quantitative measure of the traces left by the projected image and the perceived reputation: the public remembers the brand and/or some of its attributes, or not [16]. Today, the e-reputation has become unavoidable for organizations via internet, among others.

We chose two countries: one, France, representative of the developed countries, with informed consumers and with strong brand culture, the other, Morocco, a developing country, with consumers who are in their vast majority motivated by physiological needs and for safety/security more than by needs of prestige or fulfillment.

2. Perception of Chinese products in France
The millenary Chinese history, the Great wall, the imperial dynasties, the Chinese inventions (compass, china utensils, silk) have a strong impression in the minds of the French. The two countries have a common taste for history and for culture [17].

The study carried out by IFOP-Asie [18] about 111 people from 11 till 20 January 2011, confirms the following situation: "The French people seem to be lacking
reference on China and have globally a low level of knowledge about it". "Some aspects such as the country’s development, its economy, its cultural heritage, are more known of the general public. But, beyond certain major features strongly associated in China -- the dynamism, adaptability, organization --, a concrete and tangible vision of the country such as it is in everyday life seems to be missing", specifies the survey. Chinese companies and brands do not escape this misunderstanding with only 14% of people asked by IFOP Asia; think to have a good level of knowledge about them. To draw the attention of the public to a Chinese brand, 72% of the French would first of all like to be informed about the brand: its name, its history, its values, its know how (or expertise), etc. If the quality of the Chinese brands remains perceived as lower than that of the western brands for 76% of the people asked, 50% consider it nevertheless to be of a quality equivalent to that of the brands of the other Asian countries such as Japan or South Korea.

It should be noted that certain business sectors such as the electronics or the automobile industry already benefit from a certain capital in terms of credibility.

**Figure 1.** Positive opinion of a Chinese brand by sector of activity:

<table>
<thead>
<tr>
<th>Sector</th>
<th>Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic</td>
<td>65%</td>
</tr>
<tr>
<td>Automobile</td>
<td>54%</td>
</tr>
<tr>
<td>Transportation Equipment</td>
<td>49%</td>
</tr>
<tr>
<td>Clothing</td>
<td>41%</td>
</tr>
<tr>
<td>Alimentary product</td>
<td>37%</td>
</tr>
</tbody>
</table>

**Figure 2.** Types of the most appropriate actions to attract the interest and confidence on Chinese brand

<table>
<thead>
<tr>
<th>Action</th>
<th>Opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrate the quality or certify</td>
<td>8</td>
</tr>
<tr>
<td>Quality control, certification labels</td>
<td></td>
</tr>
<tr>
<td>Insist on respect for the environment</td>
<td>79%</td>
</tr>
<tr>
<td>Provide technological innovation</td>
<td>74%</td>
</tr>
</tbody>
</table>

Source IFOP Asia (2011)

Between October, 2011 and March, 2012, the Victor Segalen foundation for Investigation (FVSE) and the Chinese Association for International Exchanges about Urban and Rural Development, connected with the Development Research Center of the Council of the State Affairs, led a cross-investigation on the image of China in France and the image of France in China, made of several components (qualitative and quantitative polls realized by Opinion Way Institute, interviews with opinion leaders by the Mediation Cabinet, semiological analysis of the press realized by M. Emmanuel Lingot[19].

From this survey, it appears that:

- The Chinese companies generally unknown and underestimated;
- A blatant image deficit of the Chinese companies compared with their foreign competitors;
- The Chinese companies are badly known and perceived in a negative way;
- The Chinese companies suffer from a serious deficit of fame and are often confused with other Asian brands;
- The best fame score among the 10 tested Chinese companies is 4% for the brand Brillance;
- On average 90% of the French people do not know the biggest Chinese brands. Among the recognized and identified brands as Chinese are the brand
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of beer Tsingtao which comes first with 19%, followed by Lenovo with 14%, then Haier and ZTE with 6% and 5%.

- 4% only consider that the Chinese products are good quality. FVSE, (2012).

3. PERCEPTION OF THE CHINESE PRODUCTS IN MOROCCO

As in France, China has a good image among Moroccans and at every level, official and popular, but is that the case of its products? Parallel to their rapid commercial success, there is a paradox concerning the branding of Chinese goods (in Morocco), especially at the level of reputation and image of companies and brands. The Chinese brands are usually either not very well known or negatively perceived[17].

3.1. Objectifs de l’étude

The objectives of the study are to identify the perception of Chinese products by the Moroccans. There are ensuing sub-objectives like to identify the best-known, the most used, the most preferred products and the motives of purchasing or not purchasing these products.

3.2. RESEARCH HYPOTHESES

We have decided that the best way to identify the perception of the Moroccans of Chinese products is to proceed by a large-scale study. The larger the sample the more it is representative, even when using a method of nonprobability sampling such as the method of the quotas [20].

The Chinese products are not more positively perceived than their country of origin. The key hypothesis is that variables of price and quality (or absence of quality) are determining. The one for the purchase by Moroccan consumers, the other one for the no purchase.

Putting aside the nuance between product and brand, the Chinese products are in fact brands in themselves. They are strongly associated with China. By extension, the brand image finds itself prisoner of an identity reference, even when it is positive, and not of an intrinsic quality of the product.

3.3. RESEARCH METHODOLOGY

To study the perception, we met a first difficulty: it was almost impossible for us to estimate the brand of each of hundreds of thousands of references of Chinese products imported by Morocco. It was thus necessary to group them into big categories. We considered that the best way is to go back to the big categories of imports appearing in the trade balance between China and Morocco.

The image that the consumers have of Chinese products does not distinguish products as separate entities even if sometimes, they distinguish those that are superior or lower than others in terms of quality, it does not mean that the Chinese products have established a brand policy by product. And that is one of the reasons why we adopted a sampling in terms of groups of products in our study about the Moroccan consumer, especially as it seemed to us difficult, even impossible, to administer a questionnaire on thousands of products and more brands and Chinese references than the average Moroccan could necessarily retain or remember.

We have therefore grouped the products which are the most present in the trade balance. We did not give too much importance to products that pass through other channels: those that are integrated into other products which carry the nationality of
origin of the end product as the toys at McDonalds, for example. And those that bypass the customs and get in by informal ways. Yet, seen the competitiveness of Chinese products on the level of the prices as well as their abundance on the Moroccan markets, we considered that the Chinese products do not really need to get in through massive smuggling.

Here are the families of the products that we identified at first: household electrical appliances, Clothing, Furniture/- Furnish art deco, Equipment, Games and toys, Transport, electronics- information technology-furnitureand supplies, and Food. Each of these product lines is then fragmented into sub-families, with a classification made easy thanks to a first preliminary test with 53 people, which is 10% of the sample, for qualify our questionnaire.

During the analysis, we re-grouped the groups of products into 5 homogeneous groups for conveniences of presentation.

This study was realized from 24 till 28 November 2015 on a sample of 526 people living in diverse regions of Morocco. The qualitative survey was realized face-to-face by our students with 53 people, followed by the field survey with 526 people. They were chosen by the quotas method by keeping the criteria of the statistical weight of the demography, the sex, the income and the academic level (fig. 3)...

3.4. VARIABLES OF THE STUDY

The studied variables concern the brand awareness of the Chinese products, their image and the frequency of use. 25 questions were put among which 7 were relative to the identification sheet.

3.5. ANALYSIS

The identification sheet of our sample (Fig. 1) redraws the profile-type of people asked: first male (57%), young people (89% are less than 40 years old), students (49%), single (64%), urban at 80%, mainly of a level of higher education (65%), of a rather modest monthly average income (65%) and earning betweenless than 2000 to 4000 MAD (1 MAD= 0.10302 $).

3.5.1. Identification sheet

<table>
<thead>
<tr>
<th>Figure 3. Identification sheet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
</tr>
<tr>
<td>Feminin 41%</td>
</tr>
<tr>
<td>Male 57%</td>
</tr>
<tr>
<td>No response 2%</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Level of education</td>
</tr>
<tr>
<td>Higher grade 65%</td>
</tr>
<tr>
<td>secondary 25%</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
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<tr>
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<tr>
<td></td>
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<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Dwelling</td>
</tr>
<tr>
<td>Urban 80%</td>
</tr>
<tr>
<td>Rural 20%</td>
</tr>
<tr>
<td>Rural 10%</td>
</tr>
</tbody>
</table>

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These criteria helped us in the multiple factorial analysis (descriptive statistical analysis) to determine profiling matrices for possible marketing strategies of targeting.

3.5.2. Brand awareness, Use and Preferences of Chinese products, generally

We considered that the three variables that are the Brand awareness, the use and the preferences of products can allow us to effectively identify the perception and especially the positioning perceived by the Moroccans towards the Chinese products.

The notion of brand awareness is precise: it is the degree of knowledge of a thing. In our case, it is a question of verifying the awareness of or about the brands (spontaneous and assisted awareness) and that of products or groups of products.

The principle of the spontaneous awareness in marketing is, it should be remembered, to identify the degree of knowledge of a brand. For this purpose, it is necessary to put, during a survey, an open-ended question on the brands that the people asked know without helping them to find them. The objective is to verify the brands which come first to one’s mind by memorization (Top of mind).

For the prompted awareness, we extracted the names of brands or companies from the "Top 10" classifications of Chinese products" (Tables 1 and 2) to propose the most important in our questionnaire. To help the people asked, it was necessary to remind them that, contrary to a widely held idea, the Chinese brands existed well and truly and they have a well supplied public: the Chinese! Here are both rankings:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name of the Brand</th>
<th>Company</th>
<th>Activity sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lenovo</td>
<td>Lenovo Group Ltd</td>
<td>The biggest world manufacturer of personal computers in times of delivery (1 million second generation &quot;intelligent&quot; television sets sold in China this year). The value of the brand amounted in 2011 to 2.314 US Md. In the ranking of the Chinese companies by value of the company, Lenovo Group Ltd was only 15th in 2011 with 6,565 MD USD far behind the first company, Mocked Mobile telecommunications had 22.62 MD USD (that is 13.5 of the GNP (Gross national product) of Morocco the same year (166.7 MD USD in 2011)! Mocked Mobile is only 7th in the present ranking.</td>
</tr>
<tr>
<td>2</td>
<td>Huawei</td>
<td>Huawei Technologies Co Ltd</td>
<td>The Chinese giant of telecommunications showed a 34% profit in 2013, thanks to an internal high demand for the equipments of faster mobile network and a stronger status, as one of the main suppliers of smartphones in the world.</td>
</tr>
<tr>
<td>3</td>
<td>Air China</td>
<td>Air China Ltd</td>
<td>The standard bearer of the Chinese air transport, even if he(it) knew a strong regression net reduction in its margins of 32.41% in 2013)</td>
</tr>
<tr>
<td>4</td>
<td>Haier</td>
<td>Haier</td>
<td>The biggest manufacturer of household electrical appliances in the world also modular TV smart with personalized offices.</td>
</tr>
<tr>
<td>5</td>
<td>Bank of China Ltd</td>
<td>Bank of China Ltd</td>
<td>The fourth biggest lender of the country by the market capitalization (26.4 billion dollars of gains in 2013)</td>
</tr>
<tr>
<td>6</td>
<td>Tsingtao Brewery</td>
<td>Tsingtao Brewery</td>
<td>The second biggest manufacturer of beer in China and the brand quibbles the most sold in the United States</td>
</tr>
</tbody>
</table>
The world survey on the general image of China [21] realized jointly by the Center of international studies of communication of the Chinese Administration of the publications in foreign languages, the Charhar institute, and Millward Brown:

In this first table we notice that the Top 10 the Chinese brands reached a total value 117.995 billions, what corresponds to more than half of all the other Chinese brands in the Top 100 [21].

The other one conducted in 2011 and the results of which were published by the website of the Marketing Agency of China [22].

Table 2: Top 10 in 2011 by value of the brand

<table>
<thead>
<tr>
<th>Rank</th>
<th>Marks</th>
<th>Activity</th>
<th>Value of the brand in one billion USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>China Mobile</td>
<td>Telecommunications</td>
<td>22.62</td>
</tr>
<tr>
<td>2</td>
<td>ICBC</td>
<td>Bank</td>
<td>16.95</td>
</tr>
<tr>
<td>3</td>
<td>China Construction Bank</td>
<td>Bank</td>
<td>15.50</td>
</tr>
<tr>
<td>4</td>
<td>Bank of China</td>
<td>Bank</td>
<td>12.17</td>
</tr>
<tr>
<td>5</td>
<td>Agriculture Banque de Chine</td>
<td>Bank</td>
<td>11.44</td>
</tr>
<tr>
<td>6</td>
<td>China Life</td>
<td>Insurance</td>
<td>11.07</td>
</tr>
<tr>
<td>7</td>
<td>Sinopec</td>
<td>Oil</td>
<td>7.74</td>
</tr>
<tr>
<td>8</td>
<td>PetroChina</td>
<td>Oil</td>
<td>7.19</td>
</tr>
<tr>
<td>9</td>
<td>China Telecom</td>
<td>Telecommunications</td>
<td>7.02</td>
</tr>
<tr>
<td>10</td>
<td>China Unicom</td>
<td>Telecommunications</td>
<td>5.54</td>
</tr>
</tbody>
</table>

The brand awareness per groups of Chinese products (Table 3) places household electrical products, clothing and the Art deco furniture. We find modern products and recently produced by the Chinese side by side with traditional products where China possesses a multisecular know-how.

Half of the Moroccans of our sample did not answer the question on the knowledge of a Chinese brand and 35% know no Chinese brand. 7% only know the Haier brand (household electrical appliances), 5% Lenovo PC and 4% other brands, in particular the car brand Chery. Among the 15% who know these 3 brands. 6% judge the brand Haier decent to good and 4% for Lenovo brand. Those who mentioned the brand Chery were disappointed (about it), as we shall see later.
Table 3: Crossing of variables Unaided Awareness and appreciation of the "Made in China"

<table>
<thead>
<tr>
<th>Perception &quot;Made in China&quot;</th>
<th>No response</th>
<th>Very good quality</th>
<th>Good quality</th>
<th>Medium quality</th>
<th>Bad quality</th>
<th>Really bad quality</th>
<th>I do not know</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non réponse</td>
<td>48%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
<td>1%</td>
<td>50%</td>
</tr>
<tr>
<td>China Life</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Unicom</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Great Wall</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Haier</td>
<td>0%</td>
<td>0%</td>
<td>3%</td>
<td>3%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>7%</td>
</tr>
<tr>
<td>Huawei</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>ICBC</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Lenovo</td>
<td>0%</td>
<td>0%</td>
<td>2%</td>
<td>2%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>5%</td>
</tr>
<tr>
<td>Shuanghui</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
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</tr>
<tr>
<td>Sinopac</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
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<td>0%</td>
<td>0%</td>
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</tr>
<tr>
<td>TCL</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
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We propose here some mappings of positioning taken from our multiple factorial analysis, an excellent descriptive statistical method, which allows us to infer or determine some profiles.

In this first mapping, and putting aside the games and toys category as they are not particularly known, appreciated or preferred by Moroccan, we raise a correlation almost completed by three variables: fame, use and preferences. We can use or appreciate only what we know:

The use of the Chinese products covers the field, the time, and the place of using these products. Clothing is the kind of product most used by Moroccans. The famous ratio "quality-price" is determining (decisive), especially that the Chinese are known for their refinement at this level. The third place is left the furniture-art deco in favour of products and items of electronics, IT which develop quickly.

The fact that the trade balance is "structurally" favorable to the Chinese is not only due to the economic power of China, but also to the low presence of Morocco on the Chinese market.
The most used Chinese products can be divided into 4 segments. Here is an example of segments which can favor a segmentation by profiling for the Chinese companies:

- **Segment A**: is constituted by the female young people, therefore still in the beginning of their school career with little income, and who use games and toys. They prefer Chinese clothing, famed for being cheap but effective, especially underwear.

- **Segment B**: older people with high income use of the household electrical appliances and the food products: green tea, coffee.

- **Segment C**: are people without instruction and with a low income who use cheap, but good quality bikes nevertheless. There is only one criterion: the higher educational level. Does that mean the higher the education, the less preferred are the Chinese products?! Anyway, this segment is heavily influenced by the western lifestyle. Chinese brands need to make an effort towards this segment in terms of communication but also by offering high-end products that meet their interests (and needs), such as household products (PCs, smartphones, ...).

- **Segment D**: they are male young people of a high academic level and incomes varying from average high. They use equipments, electronics, furniture, and Chinese clothing, certainly with selective purchases with full knowledge of what they are buying. They can be found frequently in the popular market of Derb Ghallef of Casablanca, known for the abundance of electronic products of any origins, Chinese in particular.

We can see well that the Chinese offer a quasi-complete range which meets the needs and expectations of every consumer target; while the preferences (Table 4)
vary from a group of products to another: the modern products which made their breakthrough thanks to a rapid technological evolution in a few years and especially in a good values/price ratio. In the second positron, the preferences go to products of a more traditional nature such as the clothing and the art deco, which we shall develop further below.

Let us remember that the art deco products occupy the third position in terms of awareness. We must remember that as the art deco is an art accomplished in China. This old civilization spread its know-how worldwide; there is no house which has not a tray for tea and glasses and which bears the name of Siniya, which is other than the word "chinese" in Arabic!

In general, Moroccans believe that the Chinese export only average to low-end products, giving priority to Western markets that more profitable in margins, but also more competitive on quality. In any case, the Chinese enterprises still have great challenges, mainly in terms of communication, to alleviate or change these attitudes.

3.5.2. Analysis by product groups

In this analysis, we have re-grouped 8 groups of products that are the object of our questionnaire into 5 relatively homogeneous groups the “household electrical appliances, “the electronics, the computing and office furniture”, “clothing, the food products”, “furniture art deco”, “games and toys”, and "equipment and transport”.

The results of our study give the DVD players as being the first in household products and electrical appliances used. They knew their peak in the early 2000s before this technology was replaced by the digital equipment and appliances, more and more abundant, especially in urban areas. But it is the television sets which are the most known, followed by radios. Television sets represent the first category of imported Chinese household electrical appliances (50,9 millions from 2006). The Chinese exports towards Morocco consist essentially of manufactured goods and compete directly with a number of with Moroccan industrial branches among which exactly household electrical appliances. The largest part of the Moroccan imports from China in 2024, approximately 4 billion dirhams, is represented by electrical products and electronic equipments, telephones and TV screens and digital technology.

By ignoring the “no answers”, we managed to distinguish that in this intersection which crosschecks the three variables of awareness, use, and preference, three categories stand out: Category A which includes the white household electrical appliances (freezer, refrigerator and washing machines). In Morocco these are products close to the kitchen and to the housework, they are rather appreciated "operated" by women. Category B groups the brown household electrical appliances, products with male tendency, or more male than female and category C, of "mixed" products which reconcile both sexes in an average home.

By examining this graph, we notice that the crosschecking between the factors Preference-sex leans in favour of the white products for women and whose use is frequent in in the kitchen. The Moroccan society is patriarchal, the domestic tasks are often the daily lot of women, be they a housewife, or even when they work outside!

The Chinese exports also concern high-technology items. In our study, more than half of the sample know the group "electronics-computing-office equipment", which is normal because beside the Chinese progress in these domains, they are also the flagship products of the biggest multinationals, such as Apple or IBM, that were relocated in China for reasons of costs, to be found directly in countries such as
Morocco, with indisputable competitive advantages. The popular souk of Derb Ghallef in Casablanca swarms with American products made there … in China (among others, the famous Iphone of Apple).

The clothing is ranked second in terms of awareness in groups of products. By verifying the trade balance, we discovered a good correlation: the textile products alone are first in the Chinese exports towards Morocco, since 2006, with respect table amount of 381.96 million dollars. The Chinese clothing does not stop at the textile, but "also spreads to include the rubber or plastic shoes, that are well appreciated in the rural areas. Between 2014 and 2015, Moroccan imports of these shoes reached 1.18 billion dirhams. Nevertheless, some are perceived as being low end because after a few days, they begin to give nauseating smells.

The textile products always occupy a good place in the exchanges. As an example, the first place in the Chinese exports towards Morocco is represented by the textile with 381.96 million dollars, a figure that naturally evolves.

But textile for the Moroccans is not only silk. The exchanges between both countries between 2009 and 2013 were marked by strong velvet imports, cuddly toys, hosiery, synthetic and artificial products, fabrics. Within this group, the most known products remain the pajamas, the kimono and the sneakers. Morocco exports textile products at the level of 679000 dollars as well as the leather (811000 MAD). But his trade balance with China remains overdrawn at this level. To compensate for this advantage of the Chinese, Vice Minister of Chinese trade made a commitment from year 2006 when the Chinese part will strengthen the training of the Moroccan executives in the field of the textile [23]. Always the famous argument of cooperation "South-South" to compensate for the deficits of their customers of the Third World.

But there is a reality which is irrefutable: the Chinese are known for their refinements in clothing in the two periods pre and post-Mao (who imposed at a certain moment his uniform dress with its famous collar which bears his name and which became a little treat in the houses of western fashion. Nevertheless, and we often forget it, China is the country of silk, too well appreciated in Morocco, and this for ages. From the richest Moroccan “feudal” families to the small people, everybody has always fantasized about silk, by offering it to their beloved who tries to make jealous the envious other women of the harem for some, the neighbors for the others! Apparently, this idyllic image has not faded from the collective memory of Moroccans because we find that clothing at the top of the products not only most used by the Moroccans but also

During the period 2014-2015, Morocco imported 3.7 billion MDH of foodstuffs [23]. These products concern essentially products strongly appreciated by the Moroccan consumer, such as green tea (Tableau 16) or coffee.

The imports of equipments mainly concern industrial wires, cables, (141.44 millions) and telecoms equipments (50.92 millions). The image of the Chinese means of transportation marketed in Morocco remains mixed. Moroccans are keen on the bike; those of China answer a real need in particular at the level of the costs. Between 2000 and 2013, the imports of Chinese motorcycles increased by 28%. The craze of Moroccans for these machines encouraged the Chinese to invest in the country [23]. From the beginning of the2000s, Moroccans began to discover Chinese vehicles in all their forms: trucks, small vans, cars, mopeds…. and these have takena good place on the Moroccan market thanks to their "quality/price" ratio which is much better than that of their traditional competitors.
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Today, the imports of the Chinese two-wheeled vehicles have exploded: the amounts have increased during the 2014-2015 period to 1.4 billion dirhams[23]!

Let us note that since 2001, the Chinese have invested two millions dirhams in the manufacturing of motorcycles in Marrakesh [24]. The craze which Marrakchis have for bicycles and motorcycles is legendary, it is maybe, for lack of statistics, the first city of Morocco where the rate of use of these clean and economic means of transportation is the highest, thanks to a flat ground and without slopes. It is in any case the decisive factor which convinced the big Chinese group Wei Yang, implanted in the internal city of Shaaxi, to join with the brothers Hatim to create a Limited Company called Motochina within the framework of a joint-venture.

Concerning cars, the only brand which was found during the survey is the Chery with its two versions: Tiggo and QQ. They realized good turnovers thanks to their good "quality-price" ratio. Tiggo had all the options of comfort (Air conditioning, power steering, and adjustable seats, heating seats, reversing radar, opening roof, metallic paint, etc.) That the big brands offered only in the form of option, thus with additional costs for the customer. In 2013, the lightning arrival of the brand Dacia, partner of Renault, and with an aggressive dumping on the same range, Chery eventually lowered curtain and shut down its only Moroccan branch accommodated at another Casablanca dealer. The customers are confused: no more after-sale service, no more maintenance, no more spare parts … Even as second hand, they are disposed at lower prices than those of the Italian Fiat UNO or of the French Peugeot 205 though more than 40 years old. By extrapolation, the opponents of these brands hammered the nail and denounced Chery’s making immense profits in so short a time without caring about its customers. This was perceived as a "lack of seriousness", which consolidated the position of the competitors.

The Chinese exports towards Morocco also consist of games and toys in all their forms. During the holidays of Achoura, a celebration holiday of Shiite origin dedicated to children, including those of the Sunni countries, we find all sorts of "made in China" toys, to the big happiness of children. Some of these toys are dangerous (fireworks), every year the media sensitize parents and children about the danger of such toys. But there are other more "peaceful" toys such as video games which are estimated at 70% of our sample, computer games (65%), dolls (52%) and teddy bears.

Finally, and generally, to the question about the "made in China" brand, the overwhelming majority of the respondents asserted that they do not find these good quality products. Only 15% consider them to be decent to good, in particular two flagship brands: Haier (household electrical appliances) and Lenovo (PC). This denotes that there is a potential of sympathy to be conquered. Diverse solutions are possible as we shall show it further below!

The emergence of marketing departments in Chinese companies should allow to answer this need to develop more visibility at first, and especially of a brand identity and of its contents. It will also be of use to other companies from other countries through which these products are transferred, to understand the behavior of the Moroccan consumer, and others who are similar to him, at the level of the perception of Chinese products.
4. WHAT STRATEGIES IN FRONT OF DEFICIT OF BRAND IMAGE?

There is no doubt that the conquest of the Chinese products of the western markets is achieved through by a commercial presence. It bases itself on the same key factors of success as those used somewhere else, namely, the price and the quantities (scale economies), the one going with the other.

In such markets, the customers have a strong brand culture, unlike to the customers of markets in developing countries. The latter seem to favor the satisfaction of the primary quantitative needs and safety more than those of association, prestige or fulfillment [25] and not a desire quality or for brands…

4.1. Branding in countries with a strong image culture

As well in France as in Morocco, and probably elsewhere, the "made in China" suffers from image deficit. Even the Chinese do not believe in it so much. Indeed, a number of Chinese consumers look for of exoticism, openness abroad, and wish to show this open-mindedness by buying imported products [27]. Perfumes come from France, watches come from Switzerland, cars of Germany, and shoes from of Italy.

The Chinese are fascinated by Western brands. A study of the KPMG (center of studies) showed to what extent the Chinese associated a country with a know-how or with a type of product. This reminds us of Michel Porter’s theory of the competitive advantages of nations [28]. In many domains, to show the colors of a European country give another image to a brand, a high-end positioning. Indeed, the western brands now present in China are positioned quite top of the range, premium or Luxury, and show western values, what influences the perception of the Chinese consumer. This is not specific to Morocco alone; in many areas such as the household electrical appliances, ready-to-wear clothing, fashion accessories or luxury, many Chinese companies choose to present their brand as "foreign". For lack of immediate success in this strategic choice that yields results only in the long term, some Chinese companies have already opted for a branding in the Western manner which is often and immediately achieved through various marketing tricks that are barely legal such as:

- Playing on words and language by choosing a western name, and a literal Chinese translation such as concerning: VanCL Parfois, they look for a phonetically close English word to the Chinese name as it is the case for "Jiu Mu Wang" that became "JoeOne" even if it ends as having meaning in Chinese. All this just to pass for an international brand;
- To get one’s web site translated in all the languages even if the product is sold only in China;
- Use of International Stars as ambassadors (often without permission);
- Communicate on the origin: Kaltendin, translation Italian Kaltendin Brand, yet it is a 100% Chinese brand. Incredible but true!
- Put foreign faces in advertisements;
- etc.

"Fashion" "Design" "originality" are values associated with the foreign brands, and it is difficult for a Chinese brand to be able to benefit from credibility with the Chinese consumers. In the ready-to-wear clothing, for example, fashion comes from the West or the other Asian countries (Japan, Korea) [27].
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This urges the Chinese to associate, imitate or be inspired for the benefit of their own brands, but they find difficulties in developing their brands to reach the level of Western standards and see in this limited interest. Nevertheless other experiences have shown that it is possible to play this card.

Morocco knew this phenomenon for its shirts and its jean pants in the 70s before it started "hiding" the "Made in Morocco" label and replacing it by "Distributed by [a foreign luxury brand]"! And that worked. These Moroccan products confirmed their quality gradually. And little by little, the concept "Made in Morocco" became a credible label, even one of quality reference with competitive advantage in the field of clothing in general, even with the most demanding customers!

The majority of Chinese companies try to globalize quickly, but the value of their brand does not yet compete with the big American or European brands. We think, however, that the Chinese government actively promotes some national brands. We need only to see the number of web sites dedicated to the Chinese foreign trade, the Chinese companies and to their brands.

The country of origin plays a very important role in the identification of a product whatever its brand. It can be a religion (the halal products seem to be appreciated by Muslims); a region (the Brie de Meaux cheese is a label of origin indicating an unpasteurized milk cheese of the region of Brie, benefitting from an AOC since 1980) (PDO: Protected Designation of Origin); a city (the Marseille soap is a reference); a country (only Morocco produces authentic Argan oil); or a continent (The African products are considered as lower than the European or American products)... And yet!

Finally, we think that the fact that the customer associates the product, and not a brand, with an identity origin, that carries real risks for the image of this origin. If the "origin" value of the product is stronger than that of the brand, the country could generate a legitimacy to this brand. But if the "Brand" value is stronger than that of the country, this risks damaging the country itself.

4.1.1. The brand image of "Made in China": real or imaginary image?!

- 'image perçue, c'est-à-dire la manière dont le segment cible (le public visé, sur lequel on projette l’image) voit et perçoit la marque ;
- L’image vraie ou réalité de la marque avec ses forces et ses faiblesses, telle qu’elle est connue et ressentie par l’entreprise ;
- L’image voulue ; c’est la manière dont l’entreprise souhaite être perçue par le segment cible et qui résulte d’une décision de positionnement [13].

The negative image of "made in China" is it real or pure imagination?!... Is it intrinsically bound to the product or the result of a demagogic campaign fomented by the competitors?! Before answering, let us remember that on the abstract conceptual level of the image, Jean-Jacques Lambin distinguishes three levels of brand image [13]:

- The perceived image, that is, the way the target segment (the aimed public, on which we project the image) sees and perceives the brand;
- The true image or the reality of the brand with its strengths and its weaknesses, such as it is known and felt by the society;
- The desired image; it is the way the company wishes to be perceived by the target segment and which results from a positioning decision.
- Reputation, as we defined it previously, can therefore be associated with "the perceived image" defined by Lambin. "The true image" would therefore be the...
reputation of an organization or a country, in this particular case China, which does not suffer from any negative image as its products do!

Thus, the representation of a brand image by a public passes through a knowledge of the attributes of this brand; such a knowledge is acquired from the information projected by the organization, as well as by the way this information is perceived, understood and integrated by the target public.

From this explanation, we can conclude that the "made in China" is the truth, but excessively caricatured! All the Chinese products are not bad. But some brands have a bad reputation, such as the case of Chery in Morocco, discussed above.

Within this frame of reflection, certain authors insist on the importance of the identity of the brand, which answers and completes that of the brand image. According to Géraldine Michel, the brand consists of a central core and a periphery. Placed on the border between the psychological and the social; the social representations allow people to master their environment and to act on it. She defines representation as a functional vision of the world, which allows the individual or the group to give a sense to its conduct (or actions), and to understand reality, through his or her own reference system, thus to adapt oneself to it, to define one’s place therein " [29][42].

Social representation is thus based on processes of social influence. Therefore, representation is not a simple reflection of reality. It is a significant organization which works as a system of interpretation of reality. As it is equally underlined by Moliner [30], representation is not only the reproduction of certain aspects of reality, but rather the reconstruction of reality according to the expectations and specific interests of the individual. Intended to organize behaviour and to direct communications [31], social representations are therefore inevitably connected to action [30]. Yet these social representations base themselves on 5 fundamental elements that are: the representation of an object, the imaging character, the symbolic and significant character, the constructive character and the autonomous and creative character [32].

And so, according to the theory of the central core, derived from the approach of social representations, the brand can be considered as an entity organized around a central core and of a peripheral system [29] [30]. Rightly or wrongly, the Chinese brands are perceived as lacking taste, even insipid. They have no interest except with regard with their price. Yet, contrary to a preconceived idea, "brand is very easily replaceable. That is at least the opinion of consumers [33].

We find all these characteristics in the social representation of the Chinese products among consumers. It is an individual or collective representation which is freely built.

Saverio Tomasella extended this approach. He developed a spherical trivalent Model of the identity of the brand so that every brand, "through its own mythology, can be studied according to three articulated subsets which define its identity in movement: the fundamental identifiers, the pivotal identifiers and the peripheral identifiers" [34]. The spherical representation illustrates the dynamic complexity of the identity of a brand.

- The first circle, the central one, is the core of the brand: it gathers and includes the "essential" values.
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- The second circle, the articulation, ensures the cohesion of the brand and brings together the "intermediate" values.
- The third circle, in the periphery, filters the new information, resulting from interactions of the brand with its environment: it consists of "incidental" values.

This ternary model allows us to test any brand extension project, and also any new advertising campaign, by making sure that the targeted market segment will perceive the identity of the brand, transformed by these projects, without being betrayed or unrecognizable [15]. Such a perspective favors the differentiation of the brand, in a significant way and not only in an intellectual way. It allows the development of a vast or expanded marketing-mix based on seven fundamental variables. The widened or expanded marketing-mix is global: it is developed from the positioning and from the identity of the brand. "A new approach to innovate in saturated markets" with an increasing role of street marketing [35] [36].

4.1.2. Branding or Cobranding

Having presented these few data or ideas, we can move to ask the question: then how could Chinese products overcome this situation: Branding or Cobranding?!

As opposed to brand culture prevailing in the West, we notice in table 2 that names get confused between company name and brand signature. The brand follows the historic development of the company. The Chinese have few patronymic brands, because their old companies, and the generally young ones today, are marked by a spirit of collective work.

Certain foreign brand names were translated into Chinese while keeping the symbolism of their name of origin such as: Volkswagen = Da Zhong: the people’s car (the same translation as in German); Ikea = Yi Jia: pleasant, family; Carrefour = Jia Le Fu: family, happy, happiness; L’Oréal - Or Ya:- Europe, grace and elegance; Danone - Da not: to develop its capacities; Samsung - San Xing - three stars - (the same translation as in Korean); etc.

The Chinese consumers are very sensitive to the symbolic brands. A large number of brands knew a strong success with this harmony. Ideally, a translated brand name must have at the same time a phonetic similarity and the right meaning [26].This remains an important challenge for many foreign companies hat have for the greater part, a much difficulty to develop brands appreciated by the Chinese consumers. But the biggest challenge remains the development of a brand image for the Chinese companies on their own market. It is an investment on the long term for the creation of “good will”, a notion that is still little known in China.

Within an economy of knowledge, the individual is understood as a "manipulator of symbols". This brings us to consider the city brand above all as a mode of organization of meaning. That is semiotics, the discipline that takes care of studying how meaning works, which comes into play. The references which follow, with the exception of the works of Fontanille and Landowski [37] [38], essentially aim at semiotics’ applications in marketing.

And in a general way, the Chinese companies could choose between various brand types (global, range, parasol, product, pledge, distributor, line, signature, E-brand). But we believe that the most appropriate in the case of qualification in terms of image remain limited. The Chinese can opt for any of the following:

- For a policy of umbrella brand: used simultaneously for a set of heterogeneous products, on the scale of a group or a conglomerate such as Honda, Samsung or at the
level of a range (Haribo). Let us remember that the umbrella brand (daughter brand and mother brand) indicate a brand which shelters and groups other brands, generally a set of heterogeneous products (on the level of a group or at the level of a range) [39]. Umbrella brands are particularly used in the field of foodstuffs (Danone, Nestlé, Panzani, etc.).

- The use of an umbrella brand allows to make all the "sheltered" products benefit from the fame and from the image of the umbrella brand. This use of the brand capital possibly allows to reduce the costs of advertising communication.

- For a policy of brand guarantee: which concerns several complex ranges of products, and comes as a supplement to other brands as it is the case for Danone, Dany, Danette, Gillette, Gill or Contour ... This will be useful to authenticate the Chinese reference products.

- For the Chinese products, it is necessary to group under this banner guarantee good quality products under the banner of a generic brand and to communicate all around, either to stick to a packaging of other well known foreign brands ...

For a policy of distributor's brand: (detained by a distributor) which allows the latter to get a more important margin even if the practised prices are lower than producers' brands. It fiercely competes with the producers who are subjected in addition to margins upstream and downstream to distributors, to the forced promotion and to the "délotage".

For the case of the Chinese products suffering from image problems, as water-heaters, they are already available everywhere and in all forms of trade in Morocco. The storekeeper never stops offering these water heaters to the customer not by brand but by country of origin and as soon as the word "Chinese" is uttered, we think of gas leaks. The Germans have the best image for their references on the subject! The Chinese brands are bought only lastly, and often either for lack of availability of the other brands or for their price. It is up to the customers to make an effort to optimize their use in the best conditions of security.

- For a policy of E-brand: it is especially valid for the youngest companies: when a company starts, as any start-up, it has to develop a brand image as fast as possible. For that purpose, numerous strategies exist. We often associate this with the notion of visibility. If large companies use the conventional methods (advertising, partnership, sponsoring, membership...) [20], certain small companies focus on less expensive methods, which consist in increasing their relations with some prospects / customers, to aim at a fast profitability, such as: developing a mailing list, optimizing the rate of commitment of their users (for a Web site for example), or resort to blogging to develop their brand image on the Internet [40].

Co-branding is the joint signature of the product by the partner brands, on the product itself or on its elements of identification (packaging, label or country of origin). In the analysis of the various types of alliances, we use the term co-branding only if the association of the brands concerns the co-definition of a product and is translated by a joint signature, that is, by a presence of the brands on the product or on its packaging.

It is true that many authors do not agree completely yet on a precise definition of co-branding, which often includes the diverse formulae of cooperation between brands [41] [42], distinguished sometimes according to their objectives. It's the same for "Ingredient Branding" which is sometimes the object of rather all-embracing definitions, and sometimes more restrictive.

To simplify this drastically, co-branding is an alliance between two or several brands based on a cooperation about the conception of the product, the functional or symbolic level (design of the product, the visual identity)[42] [43].
The Chinese thus have in front of them a vast construction site, already begun, it is true, but still to become widespread through unsteady markets or having aprioris on their products.

4.2. MASSIVE COMMERCIAL implantation IN COUNTRIES WHEREQUANTITATIVE NEEDs prevail

We know that there are different degrees of development or of underdevelopment among developing countries. Whatever their level may be, the needs are many and they dominate on the brand image. In Morocco, one of the leading countries in Africa, there is a quite developed brand culture, often inspired, even imitative of the western, French consumer in particular. To put this in perspective, and apart from certain social categories with a high purchasing power, the identification through the brand is not a priority for the majority of average consumers. The highest priority is to satisfy one’s primary and secondary needs [25].

Demand is strong and the Chinese propose gladly their offers, multiple, varied and especially adapted to all the needs and customers’ segments. Contrary to the western markets that are well organized, aiming up, and towards luxury, either in marketing mix, in merchandising or in assortment, in Africa and in Morocco, the Chinese offer is massively proposed by a policy of infiltration of all the public trade places.

The Chinese storekeepers develop in Morocco similar strategies to those implemented in other big cities of Africa [44]. They group together into the central districts of cities or close to the city center. If the Chinese products flood all the markets of Casablanca, the traders or wholesalers, concentrate in the district of Derb Omar of all Arab and African countries, Morocco is the one where the Chinese integrate best with people without clashes or rejection. They even gained a good part of the large commercial space and retail grossisteries of Derb Omar in Casablanca. In Algeria, for example, the Chinese presence is limited and is only made possible by specialization in a small range of items [45].

Formerly dominated by wealthy Moroccan traders of Fassie and Berber origins including, today the Chinese traders have managed to secure a place in the commercial district [46]. Since the early 2000s, they followed their families, and settled there in bulk.

The Chinese commercial presence is not only visible, but above all more and more massive. The French and other Western traders choose the posh neighborhoods of Casablanca city Centre to present their products, often brand, in shop windows and highly selective catchment areas. The Chinese traders choose popular proximity.

They develop cluster strategies in the central districts of the city or close to the city center but with simple presentations, clutter and mass, like the rules of urban and rural. The Chinese have even conquered rural souks, Qacha F devoted a great article to this under the synthetic title: "from the rural weekly souks to the warehouses Casablanca. Globalization into the heart of the Middle Atlas."[46]

Thus Chinese products are flooding all the markets in Casablanca. Traders gather in the Derb Omar district and and up to Derb Soltane district, one of the biggest districts of Casablanca.

This strategy of implantation will be the object of one of our future articles.

In the light of this analysis, we consider that to overcome the objections towards the "made in China" concept, the Chinese companies adopt many different strategies of conquering of markets. Some succeed better than others … From therewe can
propose one simplified model of the strategic approach of the pair of "Group of Products" – and "targetmarkets" both for quantitatively and qualitatively developed markets (Europe, the United States) and for developing markets (Africa, Asia, Latin America):

**Figure 5:** model simplified of the Chinese strategic approach of the couple "Group of Product"/Market target

<table>
<thead>
<tr>
<th>Markets developed</th>
<th>Examples of products</th>
<th>Developing markets</th>
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<tbody>
<tr>
<td>(Europe, the United States...)</td>
<td>Household electrical, Movable equipment, transport...</td>
<td>Get by mixed investments and consortiums, and/or offer mass products to competitive prices with regard compared with the western products...</td>
</tr>
<tr>
<td>Join to local brands (Cobranding)</td>
<td>Develop the image of the competitive products which have already drifted market shares as it with Lenovo PC</td>
<td>Present its products as world references, with a massive offer and relatively correct prices.</td>
</tr>
<tr>
<td>Develop the image of the competitive products which have already drifted market shares as it with Lenovo PC</td>
<td>Electronics- information technology-furnitures and supplies</td>
<td>Offer massively entry-level products unbeatable (Shoe, ballet pumps, rope-sole sandals, toys)</td>
</tr>
<tr>
<td>Emphasize its traditional products even if it means declining them in hypermodern products of fashion (Silk, Mandarin collar)</td>
<td>Clothing, Food, Leisure activities...</td>
<td></td>
</tr>
</tbody>
</table>

5. CONCLUSION

This article allowed us to understand the positioning of the symbolic concept "made in China". Its perception is found to be globally considered negative, as opposed to that of China, as country and as a civilization...

The key hypothesis was that variables of price and quality (or absence of quality) are determining (decisive). The one for the purchase, the other for the no purchase. To validate our starting hypotheses, we analysed the French and Moroccan markets. The empirical study and the analysis of awareness, image and reputation allowed us to refine our analysis by products.

With an adapted strategy, it seems completely possible to durably anchor a Chinese brand in the French landscape. Some Chinese brands resort to "branding" in the Western style to bypass their identity reference that has become a major negative handicap, following the example realized by the Japanese brands, and more recently by the Korean brands, now solidly implanted in Morocco. The Chinese do not only get implanted commercially in this kind of markets, but also physically and effectively.

Generally, the Chinese companies adopt two targeted big strategies: one aimed at markets developed quantitatively and qualitatively with an approach of strategic marketing based on branding and the cobranding. A second strategy that is directed at developing markets where the consumer is less demanding than his or her western counterpart. Emphasis is put on the satisfaction of needs and conquest of trade territory.

Thanks to an awareness of the role of strategic marketing by the Chinese companies, we should be able to answer the correction of this image while developing more visibility on brands. Especially a company brand identity, as well as its contents. Instead of being an obstacle, the country of origin, will have to become a credo, as is the case of Japan and Korea whose products were denigrated in the past, have now become respected, better still, leading products in certain fields.

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The limits of our research are situated at the level of the lack of a survey of other side, that is, the Chinese, the persons in charge, the companies, and the brands to verify if our hypotheses of reflection are the fruit of chance and a commercial feeling of the Chinese, or that it is a highly targeted marketing strategy in terms of markets. We hope that our next article will fill this gap. The proposed model on the strategic approach of the pair "Group of Product" - "target Markets" aimed at meant for the developed markets and for those that are less developed favors a research avenue or orientation in this direction.

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