

An Evaluation of Malaysian Consumers' Perceptions Towards Products Made in Korea: An Asia Pacific Marketing Perspective.

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Abstract:

The objective of this paper is to examine the country of origin effect of products made in the Republic of Korea. The study focuses on the questions of the sources of information in evaluating products; the evaluation of specific product dimensions by Malaysian consumers; and consumers' assessment of different product categories. It reports on the findings of a survey conducted in which 244 responses were obtained. The most common product information source was found to be through advertisements in television and radio. Products made in Korea had been rated highly for its product style. Consumer electronics were generally found to be the popular preference of product category by Malaysian consumers. The managerial implications of our study are discussed and the limitations of the study are also examined.

Keywords: Korea, Consumer Behavior, Consumer, Country of Origin, Malaysia.

Reference to this paper should be made as follows: Sohail, M.S. (2006). 'An Evaluation of Malaysian Consumers' Perceptions Towards Products Made in Korea: An Asia Pacific Marketing Perspective', *Journal of Korean academy of Management Science*, Vol. 16, No.1, 2006, pp. 143-159.