

# Malaysian Consumers' Evaluation of Products Made in Germany: The Country of Origin Effect

**M. Sadiq Sohail**

Department of Management and Marketing,  
King Fahd University of Petroleum and Minerals,  
P.O. Box 210, 31261 Dhahran, Saudi Arabia  
E-mail: [ssohail@kfupm.edu.sa](mailto:ssohail@kfupm.edu.sa)

## **Abstract:**

This study examines the country of origin effect of products made in Germany. 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. Results based on the analysis of data relating to 240 responses indicate that the most highly rated source of obtaining product information was through newspaper and magazines. Products made in Germany had been rated highly for their quality. Automobiles were generally found to be the most highly rated product category by Malaysian consumers. The managerial implications of these are discussed, limitations of the study are highlighted, and further research is suggested.

**Key words:** Country of origin, consumer, Germany, consumer behavior, Malaysia.

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