

Country of Origin Effect: An Evaluation of Malaysian Consumers' Perceptions towards Products Made in Japan

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Abstract: This study examines the country of origin effect of products made in Japan. 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 244 responses indicate that the most common product information source was found to be through advertisements in television and radio. Products made in Japan had been rated highly for their quality. Electrical appliances 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, Japan, consumer behavior, Malaysia,

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