

Consumer Evaluation Of Products Made In China: A Malaysian Perspective

M. Sadiq Sohail

Department of Management & Marketing
College of Industrial Management
King Fahd University of Petroleum & Minerals
PO Box 210, Dhahran 31261, Saudi Arabia
E-mail: ssohail@kfupm.edu.sa

Abstract: This paper examines the country of origin effect of products made in China. 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 251 responses were obtained. The most common product information source was found to be through information contained in packaging. Products made in China had been rated highly for its competitive pricing. Foodstuffs were generally found to be the popular preference of 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:

Reference to this paper should be made as follows: **Sohail, S. M** (2004), 'Consumer evaluation of products made in China: A Malaysian Perspective', *Journal of International Business and Entrepreneurship Development*. Vol. 2 No. 1, pp. 13-19