

# **Indonesian Products Overseas: Consumer Perceptions in a Foreign Market**

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**Abstract:** The objective of this paper is to examine the country of origin effect of products made in Indonesia. 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 255 responses were obtained. The most common product information source was found to be through information contained in packaging. Products made in Indonesia 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 and the limitations of the study are highlighted.

**Key words:** Indonesia, consumer behavior, consumer, Country of origin, Malaysia,

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