

Consumers' Perceptions towards Thai Products and Marketing Practices: An Asia Pacific Perspective

M. Sadiq Sohail

Department of Management and Marketing
College of Industrial Management
King Fahd University of Petroleum and Minerals,
P.O Box 210, Dhahran 31261
Saudi Arabia
E-mail: ssohail@kfupm.edu.sa ; sadiqsohail@hotmail.com

Abstract: The objective of this paper is to examine the country of origin effect of products made in Thailand. 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 package of product. Products made in Thailand had been rated highly for its competitive price. Consumer electronics 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: Thailand, consumer behavior, consumer, Country of origin, Malaysia,

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