

# **Insights into Malaysian Consumers' Perceptions of Products Made in the USA**

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## **Abstract:**

This paper examines the country of origin effects of products made in the United States. 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 an analysis of data relating to 240 responses indicate that the most common product information source was found to be through packaging of products. Products made in the United States had been rated highly for their competitive prices. Electrical appliances were generally found to be the most highly rated product category by Malaysian consumers.

## **Key words:**

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