



**A STUDY ON CONSUMER PERCEPTION TOWARDS BUYING  
CHINA PRODUCTS AMONG  
GENERATION Y**

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## TABLE OF CONTENTS

TITLE PAGE.....	i
DECLARATION OF ORIGINAL WORK .....	ii
LETTER OF TRANSMITTAL .....	iii
ACKNOWLEDGEMENT .....	iv
TABLE OF CONTENT .....	vi
LIST OF FIGURES .....	x
LIST OF TABLES .....	xi
ABSTRACT .....	xii

### CHAPTER 1 :INTRODUCTION

1.1	Introduction .....	1
1.2	Background Of Study .....	1
1.3	Problem Statement .....	5
1.4	Research Questions .....	7
1.5	Research Objectives .....	8
1.6	Significant Study .....	8
	1.6.1 For the researcher .....	8
	1.6.2 For the company .....	9
	1.6.3 For the consumer .....	9
1.7	Scope Of Study.....	9
1.8	Problem and limitation .....	9
	1.8.1 Lack of information .....	9
	1.8.2 Lack of knowledge .....	10
	1.8.3 Time constraint .....	10
	1.8.4 Lack of respondent's cooperation .....	10
	1.8.5 Large population .....	10
1.9	Conclusion .....	11

## **ABSTRACT**

This research was conducted to carry out a study entitled “Consumer perception towards buying China product among Gen Y”. The purpose of this study is to investigate the key factors which influence the Gen Y consumer perception. The four independent variables are Country of Origin (COO), product type, product quality and price sensitivity. The sample size used for this study was 150. Data was obtained by using convenience sampling. The study seeks to identify the Gen Y consumer perception towards buying China product ), to examine the relationship between independent variables (Country of Origin (COO), product type, product quality and price sensitivity) and dependent variable (Gen Y consumer perception) and to identify the most important variable on consumer perception towards buying China product among Gen Y. Finding shows that, there is a consumer perception towards buying China product and all independent variables (Country of Origin (COO), product type, product quality and price sensitivity) show significant relationship with the dependent variable (Gen Y consumer perception). The most significant variable on Gen Y consumer perception towards buying China product) is product type at at 0.105 (10.5%). Overall, researchers achieved to answer all objectives in the study.

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Introduction**

This chapter presents the overall picture of the research study on Consumer perception towards buying China product among Gen Y which including the background of the study, problem statement, research question, research objectives, scope, significance of the study and limitation.

#### **1.2 Background of study**

The perception of a country's competence in which the product is made, example Country of Origin (COO) is a potential factor that prejudices consumers' product evaluation (Ahmed and d'Astous, 2004). Among others, consumer purchases are influenced to a great extent by cultural, social, personal and psychological factors. Each individual is unique. Even consumers that come from the same background and live in a particular society may make different product perception and purchase decisions due to the diversity of factors that influence their consumer behaviour. In new globalization, the country of origin may become one of the factor which has considered as influencing consumer buying decision.

According to (Ahmed and d'Astous,2004), consumers' perceptions of product quality and their purchase decisions are impacted by their level of involvement by the product categories. Besides that, based on (Ahmed and d'Astous,2004), different product categories shows the different purchase risks and purchase involvement