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## ABSTRACT

The research study is about to identify the consumer preferences for foreign and domestic product: "A case study of consumer in Kota Kinabalu". The study was done to identify which product prefer by Kota Kinabalu consumer which is either foreign product or local product. The study will focus on durable product such as washing machines, microwave ovens, cars and refrigerators. From the study, valuable information and suggestion were gather which is important to improve the quality of the product in the future. Moreover, the information can be use as a tool to firm and manufacture to produce product which can meet the demand and need of the demanding consumer now day. Moreover, 120 respondents have been selected randomly around Kota Kinabalu which categorized as a convenience sampling method. Other than questionnaire, personal interviews also been conducted during the study where opinion and suggestion been collect. As a result, the research run through smoothly whereby the data can be acquire accurately. Finally, the entire research done to identify the preferences of Kota Kinabalu consumer toward foreign product and local product which the result are valuable for firm and organization to produce more advance durable product in the market in order to compete in competitive market

## 1.0 INTRODUCTION

The term foreign product refers to goods made from abroad or belonging to a country other and for domestic product, its can be define as product made within the country.

With the rise of income among Malaysian, million of people will have better sustainable life. This automatically will increase their purchasing power .The variety of imported product available in the developed country such as Malaysia is not a new phenomenon which gives Malaysian more choices in their decision buying. Therefore, a firm must have their competitive advantage in order to compete with other competitors and also to being differentiate from others.

Advancement technology such as in logistic in the country lead to the increasing of foreign product import into local market which makes the local market so competitive. More than that, the cycle life of the product become shorter whereby everyday these a thousand of new products release in the market which lead to a very competitive market for firms and manufacturer. Through the study, researcher can determined the consumer preferences for foreign and domestic products which can be use as a guideline to invent new advance product in the future.