

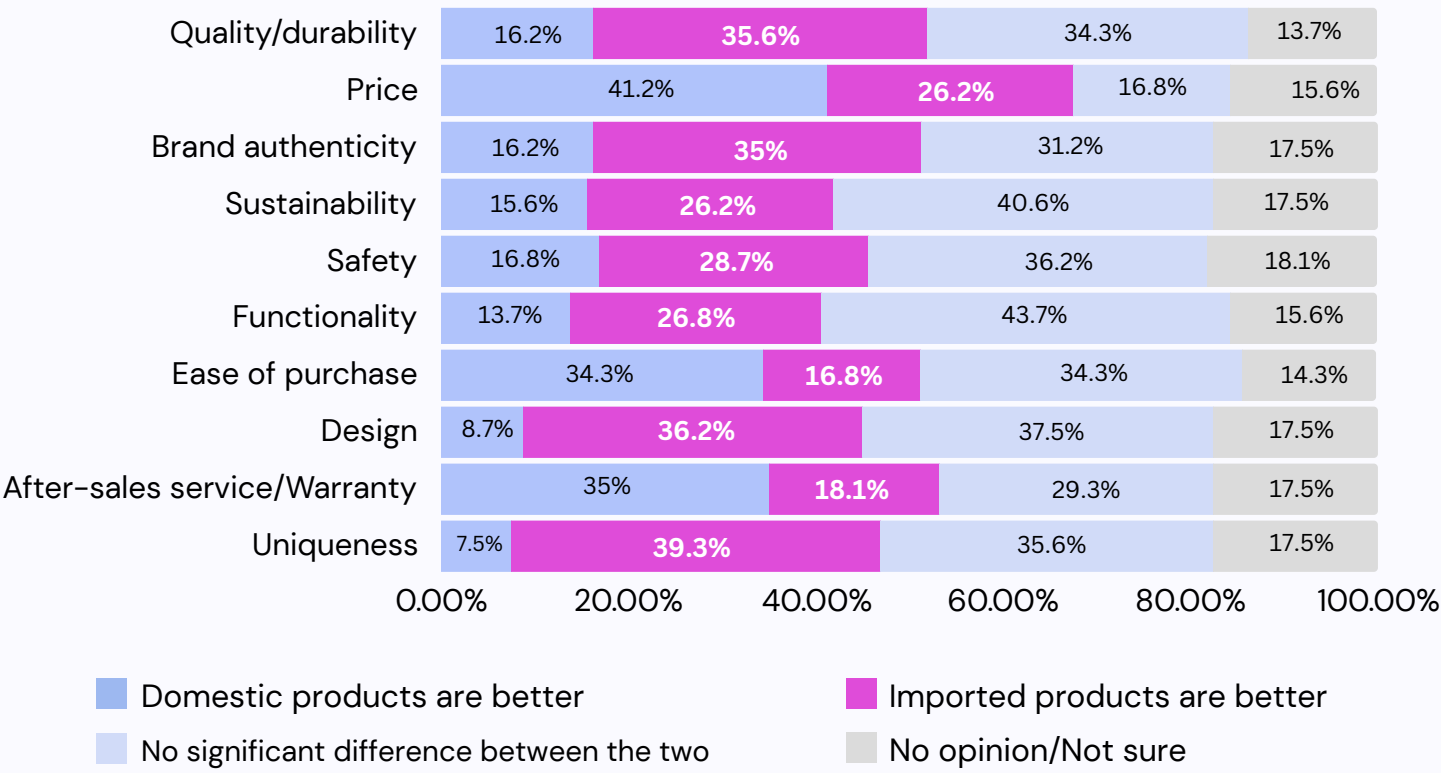


# Exploring the Malaysian Market: Insights on Consumer Behavior Toward Imported Products

This report analyzes the differences in perceptions between domestic and imported products, the categories of imported products that consumers have experience purchasing, and the countries of origin that are highly recommended to family and friends.

## DOMESTIC PRODUCTS VS. IMPORTED PRODUCTS

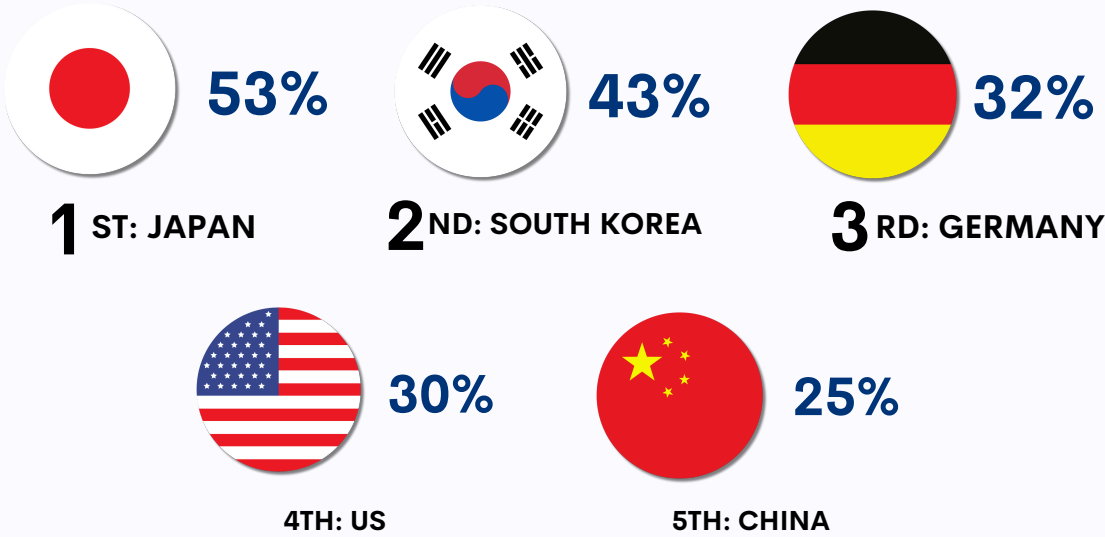
- ✓ In most categories, the results indicate that a large proportion of respondents believe there is no significant difference between domestic and imported products, or that both are rated equally.
- ✓ On the other hand, more respondents rated imported products higher for "quality/durability," "brand authenticity," and "uniqueness."
- ✓ For some categories, including "safety," the high percentage of "no opinion/not sure" responses suggests that consumers may not have sufficient information when making purchasing decisions, contributing to the uncertainty in their evaluations.



## TOP 5 EXPORTING COUNTRIES OF HIGHLY RECOMMENDED IMPORTED PRODUCTS

\*Multiple-answer question

Japan stands out as the most recommended country, followed by South Korea, Germany.



\*Calculated based on the percentage of respondents who answered "Very highly recommend," "Highly recommend," or "Recommend."

## CATEGORIES OF IMPORTED PRODUCTS WITH PURCHASE EXPERIENCE

\*Multiple-answer question

Consumers show a particularly strong interest in clothing, health and beauty products, and electronic appliances, which lead the overall consumption trends.

