

Consumer Perception of Chinese Grocery Product Quality and Country-of-Origin Effect

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Abstract

This paper explores the importance of perception and country-of-origin effects on grocery buying behavior comparing Korean and U.S. consumers. Several recent scandals have been associated with Chinese food products, for example milk (Oster et al. 2008). This study explores the perception of Chinese grocery products and associated country-of-origin effects. Country-of-origin effects have been well established in the literature (Elliott 1994). Cross-cultural differences in country-of-origin perceptions have been shown particularly for high-end products (Aiello 2009). This study compares the perceptions and attitudes of Korean and U.S. consumers of Chinese grocery products and finds significant differences.

References

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