



نشر الدكتور عبدالرحمن بن عبدالله الصغير والدكتور عباس البرق والدكتور سيد احمد بحثاً في إحدى المجلات المرموقة وهي (*American Academic & Scholarly Research Journal*) بحثاً بعنوان : هل يؤثر بلد المنشأ في تقييم المنتجات لدى المستهلك السعودي . ويهدف البحث إلى دراسة مدى تأثير بلد المنشأ على تفصيلات المستهلك السعودي .

ملخص البحث

The purpose of this study is to investigate Saudi consumers' perceptions towards foreign products, and in particular looks at how the country of origin effect influences their behavior. The study reports on the findings of a survey conducted in which 380 responses were obtained. In general, Saudi consumers attributed higher quality to products made in developed countries. The study also showed that the average Saudi consumer does not consider the country of origin aspect to be their priority in deciding to purchase a product. Other product attributes take precedence, particularly quality, technological prowess and price.

رابط المجلة

<http://aasrc.org/aasrj/index.php/aasrj>