

ABSTRACT

As people, we Filipinos have the inclination to depreciate what is ours. This research was done to substantiate the very few studies done about the preferences of Filipino consumers toward foreign products or imported goods. In this paper, we shall attempt to answer two things: 1) to what extent, in general, do consumers prefer or discriminate imported goods over local goods? 2) do consumers prefer foreign goods because they perceive that it gives prestige to them or is it because foreign products are simply more superior in quality over its local counterparts?

A total of 256 Manila consumers compose the sample which were interviewed using a standardized questionnaire of the Likert Scale type. As expected, findings reveal that consumers generally prefer foreign goods over local goods. It was also found out that consumers attach a high prestige value on foreign goods and they feel that local goods are inferior to imported goods in many respects.