

Title of Thesis	A Study about the Perception towards China Product among IBS College Students
Name	Li Ziming
Program	BBA (Hons) International Business (In collaborations with Twintech International University College of Technology, Kuala Lumpur)
Date of Submission	August 2021
Student Thesis Code	2021/AUG/TIUCT/BBAIB/05

### **ABSTRACT**

The study of IBS college students on China products. In recent years, the People's Republic of China has become a huge manufacturing centre. Many products circulating in the global market are made in China. It is possible to purchase large quantities of such products at very reasonable prices. College students use China products consciously or unconsciously, involving many different prices and quality, and have different views on different types of China products. The China products used by college students include electronic equipment, books, clothes, shoes, various sundries, and stationery. However, some of customers are not satisfied with quality of products manufactured in China. Therefore, the purpose of this study is to determine IBS college students' views on the products manufactured in China.