

The purpose of this study is to examine the potential effects of the “Made in China, Made with the World” TV advertisement on the perceptions about products made in China among U.S. young people. The ad was developed by the Chinese government in 2009 for improving the international image of products made in China.

Data used in this study are from a survey conducted at the University of Vermont in Spring 2010. The survey was developed and conducted following the Solomon Four-Group Design and 472 usable observations are used in the analysis. The analyses include statistical tests of whether the four groups of participants are from the same population based on demographic characteristics and whether watching the TV ad result in any changes in the perceptions about products made in China. The statistical analyses suggest four preliminary findings: First, the four groups of participants are likely from the same population and the survey is valid. Second, this advertisement likely affected the perceptions about some attributes of products made in China such as price and reliability but did not show any significant impact regarding other attributes. Third, the advertisement showed some effects on the perceptions about the relative value of products made in China, the U.S, Europe, India, Mexico and Canada. Fourth, participants reported mixed perceptions about China’s progress in human development and more analyses are needed to examine the effects of the TV ad and other factors, especially the interaction between factors.