FACTORS INFLUENCING WORKING ADULTS IN KUCHING CITY TO PURCHASE IMITATE PRODUCT

Prepared for:

Madam Hazami binti Mohammad Kamaruddin
&
Madam Ida Izumi binti Abdollah

MGT 672 Industrial Training Project Paper Lecturer
UiTM Kampus Sarawak

Prepared by:

Anirul Sufiszah binti Sulong

(2015675522)

(BM2466)

Submission Date:

29 June 2018
LETTER OF SUBMISSION

Hazami Binti Mohammad Kamaruddin
Universiti Teknologi MARA,
Cawangan Sarawak,
Kampus Kota Samarahan 1,
Jalan Meranek Kota Samarahan,
94300 Sarawak.

Dear Madam,

RE: SUBMISSION OF RESEARCH REPORT

Attached is the project title “Factors influencing consumes to purchase imitate product among Working adult in Kuching City” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

_________________________
Anirul Sufiszah binti Sulong
2015675522
Bachelor of Business Administration (Hons.)
International Business
ORIGINAL LITERATURE WORK DECLARATION

Name of student : Anirul Sufiszah binti Sulong
Registration Matric No : 2015675522
Title of Research Project : The Factors influencing consumer to purchase imitated product among working adult in Kuching City
Field of Study : International Business

I do solemnly and sincerely declare:

1) I am the sole author/writer of this work
2) This work is original
3) Any use of any work in copyright exists was done by wayof fair dealing and for permitted purposes and excerpt or extract from, or reference to or reproduction or any copyright work has been disclosed expressly and sufficiently and the title of the work and its authorship have been acknowledge in this wor;
4) I am fully aware that if in the course of making this work I have infringed any copyright whether intentionally or otherwise, I may be subject to legal action or any other action as may be determined by UiTM.

___________________
Date: ________________
Student’s Signature

Solemnly declare before,

___________________
Date: ________________
Advisor’s Signature

Name:
Designation:
ABSTRACT

The growth of imitation business activities as well as the demand for the imitated product are keep arising. This research study aims to identify the factors influencing working adult in Kuching City to purchase imitated product. This study intends to examine the relationship of Price, Brand Name and social influence with purchase intention. Working adult between the age of 18 to more than 50 years old were selected randomly in Kuching City as respondents of analysis. 200 questionnaire were answered and valid for coding and analysis. Collected data were analyzed using SPSS version. The findings of this study show that all three elements have significant relationship with purchase intention. The results show that Price is the most crititcal factor influencing working adult to purchase imitated product.

However, further study may suggest to develop a bigger sample size and bigger geographical scope for a better findings.
# TABLE OF CONTENTS

LETTER OF SUBMISSION ........................................ i.  
ORIGINAL DECLARATION OF WORK .......................... ii.  
ABSTRACT ................................................................ iii.  
ACKNOWLEDGEMENT ............................................ iv.  
TABLE OF CONTENTS .......................................... v.  
LIST OF TABLES .................................................. vi.  
LIST OF FIGURES ................................................ vii.  

## CHAPTER ONE: INTRODUCTION

1.1 Introduction .................................................. 1  
1.2 Background of Study ...................................... 2  
1.3 Problem Statement ........................................ 5  
1.4 Research Questions ........................................ 7  
1.5 Research Objectives ....................................... 7  
1.6 Scope of Study .............................................. 8  
1.7 Limitation of Study ........................................ 8  
1.8 Significance of Study ..................................... 8  
1.9 Definition of key terms ................................. 11  
1.10 chapter summary ......................................... 12  

## CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction .................................................. 10  
2.2 Literature Review ......................................... 11  
   2.2.1 imitation “Brand vs Product” ................... 12  
   2.2.2 Price ..................................................... 13  
   2.2.3 Social Influences .................................... 13  
   2.2.4 Brand Name .......................................... 13  
2.3 Conceptual Framework ................................. 15  
2.4 Hypotheses .................................................. 16  
2.5 Chapter Summary ......................................... 17