



**FACTORS AFFECTING CONSUMERS' INTENTION TO PURCHASE
COUNTERFEIT COSMETICS**

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UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA

KAMPUS BANDARAYA MELAKA

SEPTEMBER 2018 – JANUARY 2019

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Submitted in Partial Fulfilment of the

Requirement for

Bachelor of Business Administration with Honors (Marketing)

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UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF WORK”

I, Syaheerah Aisyah Binti Azhar, (I/C Number: 950206-10-5924)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: *Syaheerah Aisyah*

Date: 7th January 2019

LETTER OF SUBMISSION.

Date:

The Head of Program

Faculty of Business Management

Universiti Teknologi Mara Caw. Melaka

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah

75300, Melaka

Dear Sir/Madam

SUBMISSION OF FINAL YEAR PROJECT SEPTEMBER 2018 – JANUARY 2019

I hereby attach my final year project paper titled “FACTORS AFFECTING CONSUMERS’ INTENTION TO PURCHASE COUNTERFEIT COSMETICS IN MALAYSIA” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara Cawangan Melaka, Kampus Bandaraya Melaka.

Thank You.

Yours Sincerely,

Syaheerah Aisyah

Syaheerah Aisyah Binti Azhar

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ABSTRACT

Despite worldwide seriousness and ambiguity about the dumping of counterfeit products, there is limited research on this subject, particularly in understanding consumer purchase intentions of counterfeit products. In accordance with the Theory of Reason Action, this study focuses on factors that influence the intentions of purchasing counterfeit products among consumers in Malaysia. This study examines the relationship between value consciousness, perceived risk and consumers' attitude to the intentions of buying fake products. This study involves 216 respondents around the residential area of Bandar Botanica, Klang who had experience buying counterfeit products. Past analysis shows the existence of positive relationships between the attitudes and intentions of purchasing fake products. Attitudes are found to influence the intention of purchasing counterfeit products. This study also emphasizes the implications of research, limitations and future research proposals.