



FACTORS THAT AFFECT THE INTENTION TO PURCHASE BRANDED  
COUNTERFEIT PRODUCTS AMONG STUDENTS IN UiTM KAMPUS BANDARAYA  
MELAKA

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JULY 2019

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS MANAGEMENT WITH HONOURS  
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“DECLARATION OF ORIGINAL WORK”**

I, SYAHIRAH MAIMUNAH BINTI HASHIM, (I/C Number: 970519-01-5266)

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: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

25<sup>th</sup> JUNE 2019

The Head of Program  
Bachelor of Business Administration (Hons.) International Business  
Faculty of Business and Management,  
Universiti Teknologi Mara  
Kampus Bandaraya Melaka,  
110, Off Jalan Hang Tuah, 75300, Melaka.

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project titled “**FACTORS THAT AFFECT THE INTENTION TO PURCHASE BRANDED COUNTERFEIT PRODUCTS AMONG STUDENTS IN UiTM KAMPUS BANDARAYA MELAKA**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

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Bachelor of Business Administration

(Hons.) International Business

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## ABSTRACT

The present study seeks to examine Factors That Affect the Intention to Purchase Branded Counterfeit Products among Students in Uitm Kampus Bandaraya Melaka. The independent variables consist of four factors including brand image, social influence, price and status consumption. Meanwhile the dependent variable of this study is the intention of UiTM Kampus Bandaraya students to purchase branded counterfeit product. A total of 294 usable questionnaires was keyed in and analyzed by using SPSS software version 22. Furthermore, this research has used non-probability, convenience sampling to obtain accurate data from targeted respondents. All the data were collected for the purpose to create analysis of descriptive, correlation and regression analysis. In this study, findings show that all independent variables have a significant relationship towards intention to purchase branded counterfeit product which are brand image, social influence, price and status consumption. From this we see, the finding is useful for manufacturer or company, government, consumers and another researcher.

**Keywords:** Intention to Purchase Branded Counterfeit Product, Brand Image, Social Influence, Price and Status Consumption