



DECLARATION OF ORIGINAL WORK

CONSUMERS' PURCHASE INTENTION TOWARDS COUNTERFEITS OF
LUXURY BRAND

GROUP MEMBERS:

LENCYDELYN ANAK BIKI	2012447386
SITI NORAZIMAH BINTI AWANG	2012252606
NORSHATILLA EZANIE BINTI	
ABU BAKAR	2011604188
NURULSYAFIQAH OTHMAN	2011431292

DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING) FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

CAWANGAN SABAH

JULY 2014

(i)

Signature

Date

9 July 2014

ACKNOWLEDGEMENT

First of all, we would like to express our gratitude to Sir Franklin HazleyLai , the lecturer of Marketing Research (MKT537), for instruct us with our research. We also wish to thank all the consumers' in Kota Kinabalu area who have given their utmost cooperation by responding to the questionnaires with honestly. Last but not least, we would like to thank all members in our group, Lencydelyn Anak Biki, Siti Norazimah Binti Awang, Siti Norshatilla Ezanie Binti Abu Bakar and NurulSyafiq ah Othman for the commitment and hard work during the research. Without all of the contributions, this research would not have reached the successful completion that it has. Thank You

5.0 Conclusion	20
TABLE OF CONTENTS	
6.0 Limitations & Future Research	30
	Pages
1. 0 Introduction	1 - 2
1.1 Scope of Study	3
1.2 Problem Statement	3
1.3 Research Objective	3
1.4 Research Question	4
1.5 Definition of Terms	4
1.6 Limitation of Study	5 - 6
2.0 Literature Review	7 - 12
2.1 Theoretical Framework	13- 14
2.2 Hypothesis	15
3.0 Research Methodology	16
3.1 Research Design	16
3.2 Population	16
3.3 Sampling Size	17
3.4 Sampling Frame	17
3.5 Sampling Technique	17
3.6 Instruments	18
4.0 Data Analysis	19
4.1 Findings and Discussion	28

5.0 Conclusion	29
6.0 Limitations & Future Research	30
7.0 Recommendations	31
References	32 - 34
APPENDIX A: Sample of Questionnaire	35

CHAPTER I: INTRODUCTION

1.1 Introduction

ABSTRACT

The study is about the consumers' purchase intention towards counterfeits of luxury brand. The purpose of our study is to present the analysis of the problem, and to recommend a solution that would help to alleviate it. The methodology that been used in this study is by research design, sampling size, sampling frame, sampling technique, and instruments. The findings reveal that that the dependent variable (consumers' purchase intention towards counterfeit of luxury brand) has its significant relationship with the independent variables (the functional value, financial value, social value and individual value). Analysis have shown that functional value has the highest significant relationship with the dependent variable, consistent with Nill& Shultz (1996) theory on the product quality of counterfeit has been improving in recent years due to better technological advancement, bringing a competitive advantage to counterfeit products. Therefore, the recommend of this study is according to Kapferer's 1997, he points out that luxury must be seen by the consumer and others so therefore this is the reason why the producer of original luxury handbag brand have to add value benefits to the original genuine handbags.