



FACTORS THAT INFLUENCING PURCHASE INTENTION TOWARDS
COUNTERFEIT FASHION

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UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JAN 2019

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Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honors (Marketing)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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JAN 2019

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION

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“DECLARATION OF ORIGINAL WORK”

I, Nur Irdina Syazwani Binti Abu Bakar, (I/C Number: 950603-06-5794)

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

JAN 2019

The Head Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

UniversitiTeknologi MARA

KampusBandaraya Melaka

110 Off Jalan Hang Tuah

73500 Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “ **FACTOR INFLUENCING PURCHASE INTENTION TOWARDS COUNTERFEIT FASHION** ” to fulfill the requirement needed by the Faculty of Business and Management, UniversitiTeknologi MARA.

Thank you,

Yours Sincerely,

.....

NUR IRDINA SYAZWANI BINTI ABU BAKAR

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ABSTRACT

The study aims to identify which factors that strongly influences consumer behavior to purchase intention towards counterfeit fashion product. The study is also set out to examine the relationship between factors that influencing customer and purchase intention towards counterfeit fashion product. A theoretical framework is proposed by following the studies of Bhatia, V. (2018). The factor that is believed to influence the purchase intention of customer in the study of Bhatia (2018) are social influence, materialism, value consciousness, perceived risk and brand consciousness. A survey of 180 respondents was conducted in Bandaraya Melaka by using convenience sampling and the data is analysed by using SPSS 20 to get a clear result. Pearson correlation, multiple regression and Cronbach Alpha test were used to test the suggested hypotheses and research question. The result indicated that social influence, value consciousness and brand consciousness have positive relationship with purchase intention while perceived risk have negative relationship with purchase intention which are following the path of this research study. The result also shows that perceived risk has the strongest impact on purchase intention, Based on this results, several recommendations have been made for fashion retail companies and also for future research purposes.