



UNIVERSITI TEKNOLOGI MARA

**FACTORS INFLUENCING BUYING BEHAVIOURS OF
COUNTERFEIT PRODUCTS AMONG YOUTHS**

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DECEMBER 2015

ABSTRACT

The purpose of this study is to investigate the factors influencing buying behaviours of counterfeit products among youths. This study is to investigate what and why youths like to purchase counterfeit products and the factors that influence them to buy the counterfeit products.

The data is collected through self-administered questionnaire which have 250 respondents of selected youths that experience in buying the counterfeit products. The finding revealed that there is factor relationship that influenced the youths to purchase the counterfeit products between purchase intention and word-of-mouth but an opposite for volume of purchase. Based on the results, it can be said the social status is the factor that influence the youths to purchase the counterfeit products and has strong relationship between purchase intention and word-of-mouth.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

Counterfeiting is a significant and growing problem worldwide, occurring both in less and well-developed countries (M. Y. Lan, 2012). Counterfeiting prevail throughout the world, accounting for about ten percent of the world trade or worth about 500 billion dollar, and the United States losses a quarter of a million dollar due to global piracy and counterfeiting (Lee, 2009). Counterfeiting usually happens to a popular brands products that are clothing, shoes, watches, leather good and jewellery.

The customers especially youth like to have and need those counterfeits product because it is available and also cheap which is affordable for the youth. Their buying behaviour are influences by their environment, reference groups, family and salespersons (A.A. Brosekhan). The youths has also been influenced by the pricing, social influenced, availability, product knowledge and previous experience. These study can help the related parties to understand why youth purchase the counterfeit products.

1.1 Background of the study

Counterfeit products can be referred as a copied products of an original or genuine products. It is also can be defined as unauthorized manufacturing good whose special characteristic are protected as intellectual property right such as trademark patent and copyright constitutes products counterfeiting (C. A de Matos, 2007). The selling of a counterfeits products has been growing nowadays and it is a problem to the company of an original products. This is because counterfeit products look exactly the same as the original product which is can cause confusing and misleading to the customers. This can cause a problem to differentiate between the counterfeit products and original products.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

The consumer's buying behaviour always help the marketers to know what are want and need of the customers which help them to provide the demand of the customers. The knowledge of consumer's behaviour helps the marketer to understand how consumers think, feel and select from alternatives like products brands and the like and how the consumer are influenced by their environment, the reference group, family and salesperson (A.A. Brosekhan). The consumer behaviour decides whether to buy or not to buy the counterfeit product. A lot of factors that decide their behaviour on the reason their buy the counterfeit products. The consumers buying behaviour and the resulting purchase decision are strongly influenced by cultural, social, personal and psychological characteristic (Rani, 2014). The research may gain multiple information needed by evaluating such material in order to be included as an evidence for new research. Also, it can be as trusted guideline for the research in completing a good research. In fact, these may help the researcher to avoid from experiencing any error and as a proof what proposal is for.

1.0 Price

Young customer wants to buy genuine product but some of them can afford them. The high priced of an original brand give an opportunities to low price counterfeit to meet the need of those who cannot afford an original brand (Chaudary, 2014). Pricing influence the customers to buy the counterfeit product especially when it is low price. This is because buying the counterfeit products can be affordable to low income people. For them, it just looks exactly the same with the original quality just it is cheaper than original brands. Thus, it can provide more cost saving to the customers and can benefit the