

**PURCHASING POWER INTENTION OF COUNTERFEIT SPORTS GOODS
AMONG CUSTOMS OFFICERS OF *WILAYAH PERSEKUTUAN KUALA LUMPUR*
(WPKL)**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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- 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.

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ABSTRACT

The purpose of this study is to examine the determinants of purchasing power intention on counterfeit, but focusing more on sports goods based on the Theory of Planned Behavior among the Customs officers that working at *Wilayah Persekutuan Kuala Lumpur* (WPKL). Survey data was collected among 148 respondents from Customs officers of (WPKL). Non-probability technique and convenience technique has been used as a sampling technique. The data collected then were key in by using SPSS (Statistical Package for Social Science) version 20.0 to be analyzed. Based on the data obtained, two independent variables which are attitude and subjective norms have a positive relationship and significantly influence the purchasing power intention of counterfeit sports goods, whereas perceived behavioral control and brand consciousness has no significant relationship associated with purchasing power intention of counterfeit sports goods.

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

In this chapter, the researcher will explain briefly about the topic that the researcher wants to investigate. All the information will be discussed in the background of study, problem statement, research questions, research objectives, scope of study, the significance of the study and the definition of important terms.

1.1 BACKGROUND OF THE STUDY

In today's fast-paced especially in technology has created a lot of counterfeit goods that lead to the wildest growing economic crimes as it was easy to copy the products and packaging. According to (Chaudhry & Zimmerman, 2012), there are a lot of counterfeit products such as medicine, computer software, music, movies and even unexpectedly military products. Instead of that, it also can be said that one of the famous counterfeit products is sports goods. This is because most of the sports goods are coming from famous brands such as Adidas, Nike, Puma, and others. Due to the well-known and famous brands, sports goods also often become targeted to be counterfeit.

According to the Organization for Economic Cooperation and Development (OECD, 2009), apparels including footwear and headgears are famous to be counterfeited because the technology that is used to produce the counterfeit products are cheaper compared to others, and also due to the high demand towards the branded apparels (Shultz & Saporito, 1996). That's why apparels especially sports goods are always being counterfeited.

Aside from that, according to (Chaudhry & Zimmerman, 2013), the global counterfeit goods market is estimated to exceed \$600 billion and has more than 10,000% in the past two decades. However, other reports suggested that the actual figure could be much higher since the accurate statistics on the trade in counterfeit goods are difficult to obtain (Chaudhry & Zimmerman, 2012). Referring to an article written by (Li, K. S., & Lin, W. E., 2018), counterfeiting has reached an alarming level that leads to huge revenue losses to government across Southeast Asia including Malaysia. This was