

**FACTORS INFLUENCING MALAYSIAN GENERATION Y'S INTENTION TO  
PURCHASE COUNTERFEITS OF LUXURY BRANDS PRODUCT.**

**NORFARHANA BINTI MOHAMAD FUAD**

**2011132417**

**Submitted in partial Fulfillment of the  
Requirement for the  
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**FACULTY OF BUSINESS MANAGEMENT**

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**BANDARAYA MELAKA**

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**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL  
BUSINESS**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**"DECLARATION OF ORIGINAL WORK"**

I, NORFARHANA BINTI MOHAMAD FUAD, (I/C Number: 910110-08-5192)

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

06 January 2015

Norfarhana Binti Mohamad Fuad (2011132417),  
Bachelor of Business Administration (Hons),  
International Business,  
Faculty of Business Management,  
Universiti Teknologi MARA Kampus Bandaraya Melaka,  
110 Off Jalan Hang Tuah, MELAKA.

The Head of Program,  
BBA Hons International Business,  
Universiti Teknologi MARA, Kampus Bandaraya Melaka,  
Melaka.

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER (IBM663)**

Attached is the project paper titled “**FACTORS INFLUENCING MALAYSIAN GENERATION Y’S INTENTION TO PURCHASE COUNTERFEITS OF LUXURY BRANDS PRODUCT.**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

NORFARHANA BINTI MOHAMAD FUAD  
2011132417  
Bachelor of Business Administration (Hons)  
International Business

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## **ABSTRACT**

Counterfeit consumption has recently attracted considerable attention as the number of counterfeit product keep rose up year by year. The study purpose is to identify the important factors influencing Malaysian Generation Y's purchase intention towards counterfeit luxury brand products. For this study, the researcher chooses four elements which consist of attitude toward counterfeit product, subjective norms, behavioral control, and financial control. The findings of the study show that all four organizational elements have significant relationship with purchase intention. Based on the results, the researcher found that the most significant variable that influenced Malaysian Generation Y's purchase intention towards counterfeit luxury brand products is behavioral control. The researcher suggests that the government should take serious action to solve this issue.