



**DETERMINANTS OF INTENTION TO BUY COUNTERFEIT PRODUCT**

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**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITY TECHNOLOGY MARA**

**BANDARAYA MELAKA**

**JULY 2014**

**DETERMINANTS OF INTENTION TO BUY COUNTERFEIT PRODUCT**

**RABI'ATULADAWIYAH BINTI MOHD SHARUN**

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**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE  
BACHELOR OF BUSINESS ADMINISTRATION WITH  
(HONS) INTERNATIONAL BUSINESS**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TECHNOLOGY MARA  
BANDARAYA MELAKA**

**JULY 2014**

# DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (INTERNATIONAL  
BUSINESS) FACULTY OF BUSINESS MANAGEMENT UNIVERSITY TECHNOLOGY  
MARA**

## **“DECLARATION OF ORIGINAL WORK”**

I, Rabi'atuladawiyah Binti Mohd Sharun, 910817015980

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

Date: 2 July 2014

Rabi'atuladawiyah Nimti Mohd Sharun (2012498408),

Faculty of Business Management,

Universiti Teknologi MARA Kampus Bandar Melaka,

110 Off Jalan Hang Tuah, MELAKA.

The Project Advisor,

Mr. Mohd Zaki Bin Sadik

Universiti Teknologi MARA, Kampus Bandar Melaka, Melaka

Dear Sir,

### **SUBMISSION OF PROJECT PAPER (BM226)**

Attached is the project paper titled "**DETERMINANTS OF INTENTION TO BUY COUNTERFEIT**" to fulfill the requirement as needed by the Faculty of Business Management,

Universiti Teknologi MARA

Thank you

Yours sincerely

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RABI'ATULADAWIYAH BINTI MOHD SHARUN

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BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL

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**ABSTRACT**

Determinants of intention to buy counterfeit product is a study about factors that affect counterfeit purchase intention. In the situation keep improving, counterfeit products are mushrooming in the market. In Malaysia, demands for counterfeit products are too high. We can see it in the night market, in a shop, in a shopping center not only in rural market but also in urban market. There are three variables that the researcher wants to examine the relationship towards counterfeit purchase intention. Socio-cultural factors, attitude towards economic benefit, and past purchase experience. Basically, people buying counterfeit because of someone influence, price and have the experience on buying counterfeit. But, which factors is most influence consumer to buy counterfeit? In this research, the researcher decides to study about Kota Tinggi, Johor people about their intention towards counterfeit. Since Kota Tinggi have many estates and Felda, that consider rural area, and there also have urban area, and from the observation, majority of people in Kota Tinggi people salary not exceed high level of income, the researcher think this is the best location to finished this research. The questionnaire was distributes to 140 people that live in urban and rural area, that their salary is between low level income and medium level income. From the results, the researcher found that only 2.9% of them that not have experience on buying counterfeit. From the data collected, all the variables are reliable and significant, all the hypotheses are accepted and attitude toward economic benefit is the most significant variable that affects the counterfeit purchase intention.