



**FACTORS THAT INFLUENCE CONSUMER ATTITUDE TOWARD
COUNTERFEIT PRODUCT AND PURCHASE INTENTION AT
PARKCITY MALL BINTULU**

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Abstract

This research aims to identify factor that influence consumer attitude toward counterfeit product at Parkcity Mall Bintulu that lean to purchase intention. The factors that used to identify this study are price, risk averseness, social influence and personal gratification. It also aims to examine the link between the attitude toward counterfeit product and purchase intention. It is to understand whether the attitude toward counterfeit product and purchase intention have negative or positive relationship. The studies also examine the best recommendation by respondent that can be used to reduce the demand of counterfeit product. Utilizing descriptive survey research design and modified price, risk averseness, social influence, personal gratification, attitude toward counterfeit product and purchase intention questionnaire to collect primary data from samples of 250 respondents, the study finds that social influence and risk averseness have the higher effect on consumer attitude toward counterfeit and positive relationship between attitude toward counterfeit product and purchase intention.

Key words: Price, Risk Averseness, Social Influence, Personal Gratification, Attitude toward Counterfeit Product, Purchase Intention, Parkcity Mall Bintulu.

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CHAPTER 1

INTRODUCTION

1.0 Introduction to study

This study is about the factors that influence consumer attitude toward counterfeit product and purchase intention at Parkcity Mall Bintulu, Sarawak. This study focused on residents who live in Bintulu, Sarawak. This first chapter of the study presents the introduction of the study, background of the study, research problem, and specifies its research question and research objective. This will be followed by the scope and limitation of study.

1.1 Research background

Product counterfeiting of either branded manufacture products is a significant and growing problem universally and is more serious in developing nations than in developed ones (Nguyen & B, 2013). The most important thing is that almost customers do not conscious of their not ethical behaviours, which is damage to another industry and can lead to higher cost for social (Lysonski S, 2008) they only recognize and see the social benefit of counterfeit products.

Product counterfeiting is illegal activity which is a product is sold, purporting to be something that it is not. This is different from the case of copyright violation, which involves the unauthorized transfer of licensed material, such as the sharing of music or video files electronically by copy other people copyright. (Lysonski S, 2008). Product counterfeiting is activity by group of organized and illegal, because the