UNIVERSITI TEKNOLOGI MARA

A STUDY ON THE CAUSE OF PURCHASING COUNTERFEIT PRODUCT

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ABSTRACT

Counterfeit products are generally imitations of the big brands products and sell them more cheaply in order to accomplish greater values of money. The study was conducted mainly to determine whether attitude, quality and age affect the cause of purchasing counterfeit products, to determine whether attitude towards counterfeit products differ by gender and to investigate association between income and the frequency of purchasing counterfeit products. This study collected 230 samples of adults in Malaysia. The researcher used Multiple Linear Regression to determine whether attitude, quality and age affect the cause of purchasing counterfeit products. The result showed that attitude, quality and age does affect the cause of purchasing counterfeit products. Then, an Independent T-test was used to find out if attitudes towards counterfeit products differ by gender. Therefore, based on the result there was no significant difference between gender towards attitude of purchasing counterfeit products. The last finding was an association between income and the frequency of purchasing counterfeit products using the Chi-Squared test. The result explained that there no association between income and the frequency of purchasing counterfeit products.

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