



THE DETERMINANTS FACTORS THAT AFFECT PURCHASE INTENTION OF
COUNTERFEIT: A STUDY OF ECONOMIC BENEFIT COUNTERFEIT, HEDONIC BENEFIT
COUNTERFEIT AND MATERIALISM PREDICTORS

NURAIN BINTI ANWAR
2017267252

BACHELOR OF BUSINESS ADMINISTRATION
(Hons.) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
PERLIS

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PERLIS**

DECLARATION OF ORIGINAL WORK

I, **(NURAIN BINTI ANWAR), I/C NUMBER: (960208-02-5804)**

Hereby declared that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for these degrees 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.

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ABSTRACT

The purpose of this research is to study on purchase intention towards counterfeits. According to this study, the researcher can know how economic, hedonic and materialism affects the purchase intention towards counterfeit. In this research, counterfeiting is the trade of illegally made products that are manufactured in a way that resembles genuine goods, yet are inferior in terms of economic, hedonic and materialism. This research data was collected at higher institution level in Sungai Petani, Kedah. The researcher used questionnaire as an instrument to collect data for obtaining result in this research. One of the independent variables which is materialism are not significant towards the dependent variables and the hypothesis are being rejected but others independent variables are significant and can be accepted. The other of independent variables have strong relationship with the purchase intention towards counterfeit because the results are significant and can be accepted. Therefore, the original manufacturer should quick responds to the customer to make customer knows how to differentiate between the original products and counterfeit products so that customer will make a good purchase intention by purchasing the original products.

Keywords: *Purchase Intention towards Counterfeit, Economic, Hedonic, and Materialism*

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