



**FACTORS AFFECTING CONSUMER COMPLICITY ON  
COUNTERFEIT MOVIE PRODUCT**

**MUHAMMMAD ZAFRAN BIN MUHAMAD**

**2015115461**

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

**FACULTY OF BUSINESS & MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS BANDARAYA MELAKA**

**JANUARY 2018**

## **ACKNOWLEDGEMENT**

In the name of Allah and the most Beneficent and the most Merciful

Praise to Allah S.W.T the Lord of the universe, for the wisdom, strength and blessings given to me in completing this project paper. Peace and blessing of Allah ne upon His Messenger, Muhammad S.A.W

First and foremost, I would like to give my appreciation towards my advisor, Madam Zainah Binti Jalil for helping me throughout the process of finishing my project paper. She has made a significant contribution and provided me with her analytical skill and timely response for the completion of this study.

My special thanks goes to my second advisor, Madam Nur Syuhada Bt Muhammad directly and indirectly involve in giving fully corporation and commitment by providing valuable information in making this study possible.

I would like to thanks to my parent, for supporting me mentally and physically not just during finishing this project but also during my whole studies. They give me all the strength to keep on hardworking on my studies and also special gratitude towards my supervisor in my workplace, Dr Nurazree Mahmud He has guided me throughout the process and given the permission regarding project paper. His kindness is much appreciated.

Last but not least, a very special thanks to my mother for her endless support as well as to all my wonderful classmates (BM240 5A), students of BBA (Hons) Marketing. Thank you so much for sharing all the experiences. My project paper might not be completed without cooperation received by the student.

## TABLE OF CONTENT

### CONTENT PAGE

TITLE	PAGE
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF FIGURES	ix
ABSTRACT	x
CHAPTER 1: INTRODUCTION	
1.1 Introduction	1
1.2 Background of Study	1
1.3 Problem Statement	4
1.4 Research Questions	6
1.5 Research Objectives	6
1.6 Scope of Study	7

## **ABSTRACT**

The purpose of this study is to identify the factors affecting consumer complicity on counterfeit movie product among UiTM Malacca City Campus and also to guide marketing managers in their effort to decrease consumer demand of their products. The research is based on a sample of 274 respondents of the population of Uitm Malacca City Campus students. The results show that collectivism, hedonic shopping experience, ethical concern, and perceived quality have significant influence on consumer complicity among UiTM Malacca City Campus student. The strongest relationship is ethical concern towards consumer complicity.

The word counterfeit frequently describes both the forgeries of currency and documents, as well as the imitations of items such as clothing, handbags, shoes, pharmaceuticals, aviation and automobile parts, watches, electronics (both parts and finished products), software, works of art, toys, and movies.

Industry world-wide loses large amounts to counterfeiters which has effect to the producers of genuine items (OECD,1998). Malaysia is one the country that are more frequently associated with the production of counterfeit besides Taiwan, China, Singapore, and Thailand (Gentry,Putrevu & Schultz, 2001). According to statistic made by Havoscope Global Market revealed that Malaysia has a counterfeit and piracy market value of RM464 million. Among the products being counterfeited are software, CD, VCD, clothing, shoes, handbag and medicine (Havoscope Global Market Indexes, 2011).

Consumer Complicity is the consumer willingness who intentionally obtains, uses and shares an illicit product. To uncover predecessor to consumer complicity more comprehensive way to measure complicity would include both consumer intentions to purchase or share and the frequency of acquisitions, purchases and allocation of a counterfeit good

Key words: Counterfeiting, Consumer behaviour, Ethics, Shopping, Consumer complicity