



**DETERMINANTS INFLUENCING CONSUMER PREFERENCE TOWARDS
IMITATION BRAND: A STUDY AMONG UNDERGRADUATE STUDENTS OF
UITM (MELAKA) CITY CAMPUS**

NOR SYAFARIN BIN NORSIN

(2015877956)

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
(MELAKA) CITY CAMPUS**

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DECLARATION OF ORIGINAL WORK



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I, NOR SYAFARIN BIN NORSIN, (I/C Number : 940719-01-6653)

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ABSTRACT

This study is intended to investigate the factors influencing consumer preference on brand imitation (CPIB) among undergraduate students of UiTM Melaka City Campus. Six objectives have been determined in this study. First, to identify the relationship between product involvement and CPIB. Second, to identify the relationship between product familiarity and CPIB. Third, to identify the relationship between brand sensitivity and CPIB. Next, to identify the relationship between brand loyalty and CPIB. Fifth, to identify the relationship between price sensitivity and CPIB. Lastly, to identify the most factor that influence on CPIB.

The population of the study consists of 1800 Bachelor Degree students, whilst the sample consists of 280 respondents from six courses, International Business, Marketing, Finance, Human Resource, Office Management and Hotel and Tourism. The data were collected by distributing 317 questionnaires, and 280 respondents returned the questionnaires. Therefore, only 280 questionnaires were used in this study. To analyse the data, descriptive, correlation and regression analyses were used. From the correlation analysis conducted, the results revealed that there are significant positive relationships between all independent variables (product involvement, product familiarity, brand sensitivity, brand loyalty, and price sensitivity) and dependent variable (CPIB). Meanwhile, from regression analysis conducted, it was found that brand loyalty gave more influence to CPIB. Last but not least, from the Model Summary derived from the analysis, it showed that all independent variables have major influence on CPIB by 90.2% and another 9.8% was influenced by the other factors.