



**THE INTENTION TO PURCHASE IMITATION APPARELS AMONG  
GENERATION Y**

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**BACHELOR OF BUSINESS ADMINISTRATION  
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CAWANGAN MELAKA KAMPUS BANDARAYA**

**14<sup>th</sup> JANUARY 2018**

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**Submitted in Partial Fulfilment of the  
Requirement for the  
Bachelor of Business Administration with Honours  
(International Business)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN MELAKA KAMPUS BANDARAYA**

**14<sup>th</sup> JANUARY 2018**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
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“DECLARATION OF ORIGINAL WORK”**

I, Muhammad Zahirul Hakim Bin Abd Aziz (940923015703)

Hereby, declare that:

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

Signature: *HAKIM AZIZ*

Date: 14<sup>th</sup> JANUARY 2018

## LETTER OF SUBMISSION

14<sup>th</sup> JANUARY 2018

The Head of Programme

Bachelor of Business Administration (Hons) International Business

Faculty of Business Management

Universiti Teknologi MARA

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah

73500 Melaka

Dear Sir/ Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled “**THE INTENTION TO PURCHASE IMITATION APPARELS AMONG GENERATION Y**” to fulfil the requirement as need by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

*HAKIM AZIZ*

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Bachelor of Business Administration

With Honours (International Business)

## **Abstract**

The purpose of this study was to identify the factor that causes the intention to purchase imitation apparels among Generation Y. The dependent variable in this research is the intention to purchase imitation apparel which is measured by independent variables such attitudes, perceived behavioral control, subjective norm, economic benefit and hedonic benefit as well. The respondents were consumers from Generation Y who are ages between 18 to 35 years old, who have experienced in purchasing imitations. Therefore, 140 questionnaires were being collected and used in this study. The finding showed that attitudes, perceived behavioral control, subjective norm, economic benefit and hedonic benefit, have influence on the intention to purchase imitations apparels among Generation Y. All variables show significance relationship towards the factor to purchase imitations apparels.

Meanwhile, the researcher apply questionnaire as the process to gather all the data from sample respondents in accomplish the research objectives. To analyze the data, descriptive analysis, reliability test, correlation analysis and standard coefficient were used. The result of the study presented in this research agreed that attitudes, perceived behavioral control, subjective norm, economic benefit and hedonic benefit, can influence the intention to purchase imitations apparels among Generation Y.