



**IBM 672 INDUSTRIAL TRAINING PROJECT PAPER**

**FACTORS INFLUENCING WORKING ADULTS IN KUCHING CITY TO  
PURCHASE IMITATE PRODUCT**

Prepared for:

**Madam Hazami binti Mohammad Kamaruddin**

**&**

**Madam Ida Izumi binti Abdollah**

**MGT 672 Industrial Training Project Paper Lecturer**

**UiTM Kampus Sarawak**

Prepared by:

**Anirul Sufiszah binti Sulong**

**(2015675522)**

**(BM2466)**

Submission Date :

**29 June 2018**

## **LETTER OF SUBMISSION**

Hazami Binti Mohammad Kamaruddin  
Universiti Teknologi MARA,  
Cawangan Sarawak,  
Kampus Kota Samarahan 1,  
Jalan Meranek Kota Samarahan,  
94300 Sarawak.

Dear Madam,

### **RE: SUBMISSION OF RESEARCH REPORT**

Attached is the project title "Factors influencing consumes to purchase imitate product among Working adult in Kuching City" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

---

Anirul Sufiszah binti Sulong  
2015675522  
Bachelor of Business Administration (Hons.)  
International Business

## **ORIGINAL LITERATURE WORK DECLARATION**

Name of student : Anirul Sufiszah binti Sulong  
Registration Matric No : 2015675522  
Title of Research Project : The Factors influencing consumer to purchase imitated  
product among working adult in Kuching City  
Field of Study : International Business

I do solemnly and sincerely declare:

- 1) I am the sole author/writer of this work
- 2) This work is original
- 3) Any use of any work in copyright exists was done by way of fair dealing and for permitted purposes and excerpt or extract from, or reference to or reproduction or any copyright work has been disclosed expressly and sufficiently and the title of the work and its authorship have been acknowledged in this work;
- 4) I am fully aware that if in the course of making this work I have infringed any copyright whether intentionally or otherwise, I may be subject to legal action or any other action as may be determined by UiTM.

\_\_\_\_\_  
Student's Signature

Date: \_\_\_\_\_

Solemnly declare before,

\_\_\_\_\_  
Advisor's Signature

Date: \_\_\_\_\_

Name:

Designation:

## **ABSTRACT**

The growth of imitation business activities as well as the demand for the imitated product are keep arising. This research study aims to identify the factors influencing working adult in Kuching City to purchase imitated product. This study intends to examine the relationship of Price, Brand Name and social influence with purchase intention. Working adult between the age of 18 to more than 50 years old were selected randomly in Kuching City as respondents of analysis. 200 questionnaire were answered and valid for coding and analysis. Collected data were analyzed using SPSS version. The findings of this study show that all three elements have significant relationship with purchase intention. The results show that Price is the most critictical factor influencing working adult to purchase imitated product.

However, further study may suggest to develop a bigger sample size and bigger geographical scope for a better findings.

# TABLE OF CONTENTS

<b>LETTER OF SUBMISSION</b>	i.
<b>ORIGINAL DECLARATION OF WORK</b>	ii.
<b>ABSTRACT</b>	iii.
<b>ACKNOWLEDGEMENT</b>	iv.
<b>TABLE OF CONTENTS</b>	v.
<b>LIST OF TABLES</b>	vi.
<b>LIST OF FIGURES</b>	vii.

## **CHAPTER ONE: INTRODUCTION**

1.1 Introduction	1
1.2 Background of Study	2
1.3 Problem Statement	5
1.4 Research Questions	7
1.5 Research Objectives	7
1.6 Scope of Study	8
1.7 Limitation of Study	8
1.8 Significance of Study	8
1.9 Definition of key terms	11
1.10 chapter summary	12

## **CHAPTER TWO: LITERATURE REVIEW**

2.1 Introduction	10
2.2 Literature Review	11
2.2.1 imitation “Brand vs Product”	12
2.2.2 Price	13
2.2.3 Social Influences	13
2.2.4 Brand Name	13
2.3 Conceptual Framework	15
2.4 Hypotheses	16
2.5 Chapter Summary	17