

**A STUDY ON FACTORS THAT INFLUENCE CONSUMER INTENTION TO  
PURCHASE COUNTERFEIT PRODUCT IN UITM BANDARAYA MELAKA**

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**Requirement for the**

**Bachelor of Business Administration with Honours (International Business)**

**FACULTY OF BUSINESS AND MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KAMPUS BANDARAYA**

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## DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS

(INTERNATIONAL BUSINESS)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, SITI NUR FATIN AYUNIE BINTI CHE MOHD ROSLI, (I/C Number: 950904035740)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and not being currently 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 verbalism extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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

## LETTER OF SUBMISSION

Head of Program,  
Bachelor of Business Administration (Hons),  
International Business,  
Faculty of Business and Management,  
Universiti Teknologi MARA,  
110 Off Jalan Hang Tuah,  
75300, Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER (IBM 633)

Enclosed here is the project paper titled “A Study on Factors That Influence Consumer Intention to Purchase Counterfeit Product in UiTM Bandaraya Melaka.” to fulfil requirement as needed by the Faculty of Business Management UiTM Kampus Bandaraya Melaka.

Thank you,

Yours sincerely,

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Siti Nur Fatin Ayunie Binti Che Mohd Rosli

2015135651

Bachelor of Business Administration (Hons.) International Business

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## ABSTRACT

This study is intends to investigate the factors that influence consumer intention to purchase counterfeit product among students in UiTM Bandaraya Melaka. Four objectives have been determined in this study. First, to identify whether there is significant relationship between social influence and consumer intention to purchase counterfeit products. Second, to identify whether there is significant relationship between pricing and consumer intention to purchase counterfeit products. Third, to identify whether there is significant relationship between quality preference and consumer intention to purchase counterfeit products. Lastly, to identify which factors gives most influence on consumer intention to purchase counterfeit products.

The population of the study consist of 1711 students of UiTM Bandaraya Melaka and the data were collected by distributing 320 questionnaires but only 313 respondents returned the questionnaires. Therefore, only 313 questionnaires were used in this study. To analyse the data, descriptive, correlation, and regression analysis were used. From the correlation analysis conducted, the result revealed that there are significant positive relationship between all the independent variables (social influence, pricing and quality preference) and the dependent variables (consumer intention to purchase counterfeit product). Meanwhile, from the regression analysis conducted, it was found that quality preference gave more influence to consumer intention to purchase counterfeit product.