



PURCHASE INTENTION OF COUNTERFEIT FASHION PRODUCTS

AMONG YOUNG GENERATION

AZIRA FARHANA BT AIDI ZAMRI

(2016448022)

FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS AND ADMINISTRATION

WITH HONOURS (MARKETING)

UNIVERSITY TEKNOLOGY MARA

BANDARAYA MELAKA

JANUARY 2019

PURCHASE INTENTION OF COUNTERFEIT FASHION PRODUCTS

AMONG YOUNG GENERATION

AZIRA FARHANA BT AIDI ZAMRI

2016448022

Submitted In Partial Fulfilment Of The Requirement For The Bachelor Of Business

Administration With Honours (Marketing)

FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS AND ADMINISTRATION

WITH HONOURS (MARKETING)

UNIVERSITY TEKNOLOGY MARA

BANDARAYA MELAKA

JANUARY 2019



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, AZIRA FARHANA BINTI AIDI ZAMRI, (I/C Number:950106-10-5038)

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 these 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 :

Date : **January 2019**

LETTER OF SUBMISSION

January 2019

The Head of Program,
Bachelor of Business Administration (Hons) Marketing,
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 titled **“PURCHASE INTENTION OF COUNTERFEIT FASHION PRODUCTS AMONG YOUNG GENERATION”** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Sincerely,

AZIRA FARHANA BINTI AIDI ZAMRI

2016448022

BACHELOR OF BUSINESS AND ADMINISTRATION (MARKETING) HONS

ABSTRACT

The purpose of this study is to examine the determinants of purchase intention of counterfeit fashion products among young generation. It helps companies to understand the main factors that influence purchase intention of counterfeit fashion products. The questionnaires survey via an online survey was used for online data collection by 200 respondents among the young generation in the Shah Alam City. Convenient sampling was employed and Statistical Package for Social Science (SPSS) version 20 was used to analyse the data. Pearson correlation, and multiple regressions were used to test the research hypotheses. It is found that past experience found significant in influencing the young generation's purchase intention towards counterfeit fashion products. Additionally, the product knowledge and social influence have positively affects the purchase intention towards counterfeit fashion products. Meanwhile, perceived risk has a negative effect on purchase intention towards counterfeit fashion products. The other variables for this research study should be included and investigated in the future. It is expected that the study findings will enhance the understanding of marketers as well as policymakers about consumers' purchase intention of such fake products. Eventually, it will help them to come up with better marketing strategies to purchase counterfeit products and to encourage them to purchase the original product.

Keywords : Past Experience, Product Knowledge, Social Influence, Perceived Risk