



FACTORS INFLUENCING STUDENTS' INTENTION TO PURCHASE COUNTERFEIT
SPORT PRODUCTS

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COUNTERFEIT SPORT PRODUCTS**

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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
KAMPUS BANDARAYA MEALAKA**

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DECLARATION OF ORIGINAL WORK



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

I, MOHAMAD SYAFIQ BIN MOHD SHARIF

I/C NUMBER: 950701-08-5289

Hereby, declare that:

- This work has not previously been accepted in substances 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: _____

Date: _____

LETTER OF SUBMISSION

JANUARY 2018

Mr Mohd Halim Bin Mahphoth

Bachelor of Business Administration (Hons) International Business

Faculty of Business Management

Universiti Teknologi MARA

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Dear Sir,

SUBMISSION OF PROJECT PAPER (IBM 672)

Attached is the project paper titled **FACTORS INFLUENCING STUDENTS' INTENTION TO PURCHASE COUNTERFEIT SPORT PRODUCT** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you,

Yours sincerely,

(MOHAMAD SYAFIQ BIN MOHD SHARIF)

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Bachelor of Business Administration

(Hons) International Business

ABSTRACT

The consumption of counterfeit product has attracted great attention. Therefore, this study conducted to determine the factors influencing intention to purchase counterfeit sport product. Three out of four independent variables were taken from Theory of Planned Behavior (TPB). The influencing factors consist of four elements which are attitude toward counterfeit, subjective norms, perceived behavioural control and brand consciousness. Meanwhile, the dependent variable applied in this study is students' intention to purchase counterfeit sport product. Descriptive are causal research on the issue was applied by the researcher. Next, the sampling design for this study was non-probability sampling which is convenience sampling method with questionnaires distributed through Google form online platform. The data collected were analysed by using Statistical Package for Social Science (SPSS) version 25. The analysis includes the descriptive analysis, reliability testing, correlation and multiple regression analysis. The result of multiple regression analysis proved that three of the independent variables which are attitude toward counterfeit, perceived behavioural control and brand consciousness are significant, while subjective norms has negative significant impact on purchase intention. Therefore, future researcher suggested to conduct study using larger sample size, applying longitudinal study and broaden the focus of study.