



**PURCHASE INTENTION AMONG YOUNG GENERATION TOWARDS
IMITATION PRODUCTS**

MOHD ALIFF FARHAN BIN MIAT

2011667374

NURZAFIRAH BINTI MOHD ZAMRI

2011294374

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA

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BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORK”

We, Mohd Aliff Farhan Bin Miat , (910405-01-6709) and Nurzafirah Binti Mohd Zamri, (920815-01-5580)

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 is the result of our independent work and investigation, except where otherwise stated
- All verbatim extract have been distinguished by quotation marks and sources of my information have been specifically acknowledge

Signature :.....
(Mohd Aliff Farhan Bin Miat)

Date :.....

:.....
(NurZafirah Binti Mohd Zamri)

LETTER OF SUBMISSION

JULY 2014

The Head of Program
Bachelor in Business Administration (Hons) Marketing
Faculty of Business Management
Bandaraya Melaka
Melaka

Dear Miss/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project titled “PURCHASE INTENTION AMONG YOUNG GENERATION TOWARDS IMITATION PRODUCTS” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara (UiTM)

Thank you,

Yours Sincerely,

MOHD ALIFF FARHAN BIN MIAT

NURZAFIRAH BINTI MOHD ZAMRI

(Bachelor in Business Administration (Hons) Marketing

ABSTRACT

The primary attempt in this study was to explore the purchase intention among young generation towards imitation products. This study explore the relationship between four factors that could motivate and intent young generation to buy imitation products are pricing, personality and believe, social influence and economic influence. Data collected analysed using Statistical Package for the Social Science (SPSS) for Windows.

This study was conducted at Malacca which will specifically focus on student UiTM Malacca City Campus. In this study, 100 sets questionnaires had been distributed. All the respondents will be responding from the questionnaire that will provide to get the result on the purchase intention among young generation towards imitation products. All the four major of independent variable will be explained in the literature review and research framework.

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