



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

FACTOR INFLUENCING CONSUMERS CONTINUITY MAKING PURCHASING
DECISION BUY PIRATED PRODUCT

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Dear Miss,

SUBMISSION OF APPLIED RESEARCH REPORT

Regarding to the above matter, researcher hereby submit our research report entitled The Study on To Study The Factor Influencing Consumers Continuity Making Purchasing Decion Buy Pirated Product. This final report is a requirement for the completion of Industrial Training Report (MKT662) subject which is required by the Faculty. Researcher has done through study and analysis for preparing this final report. Researcher believed that through this analysis and the findings that researcher obtained, can contributed to the Faculty, UiTM itself and also for the people out there.

Therefore, researcher hopes this report will fulfill the requirement of the Industrial Training Report (MKT662). Researcher also would like to apologize for any mistakes or missions in doing this report.

Thank you.

Yours faithfully,

.....
(Mohd Azlan Bin Bakhari)

DECLARATION

“I hereby declare that the work contained in this research report is original and my own except those duly identified and recognized. All materials used in this research, other than our own, have been appropriately acknowledged.”

Signature,

.....
(Mohd Azlan Bin Bakhari)

ABSTRACT

This study is aim the study on to study the factor influencing consumers continuity making purchasing decision buy pirated product. This study examines the relationship between four factors that could influence consumers continuity making purchasing decision buy pirated product are the social influence, pricing, product and personal traits. This study also tries to find out the most factors that influencing consumers continuity making purchasing decision buy pirated product. Data collected analyzed using Statistical Package for the Social Science (SPSS) for Windows.

The sample population is 100 respondents which consisting of the consumers in Malaysia. All the respondents will be responding from the questionnaire that will provide to get the result on the factors influencing consumers continuity making purchasing decision buy pirated product. The result will be seen after all the frequency and correlation analysis will be using to test the study. Meanwhile all the four major of independent variable will be explained in the literature review and theoretical framework.

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