# FACTORS INFLUENCING PURCHASE INTENTION TOWARDS COUNTERFEIT PRODUCTS AMONG SELECTED MALAYSIAN CONSUMERS IN KUALA LUMPUR

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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, Sharmimi Shuhada Bt Che Mohd Nizam, (I/C Number : 971118-03-5746)

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-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: _____

_____

Sharmimi Shuhada Bt Che Mohd Nizam

# LETTER OF SUBMISSION

Madam Nurul Azrin binti Ariffin

Lecterur of UITM Melaka, City Campus

Faculty of Business Management

Universiti Tekonologi MARA

110, Off Jalan Hang Tuah

75300 Melaka.


Dear Madam,


SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled "Factors Influencing Purchase Intention towards Counterfeit Products among Selected Malaysian Consumers in Kuala Lumpur" to fulfil the requirement as needed by the

Faculty of Business Management, Universiti Teknologi MARA (UITM)


Thank You,

Yours Sincerely,


_____

Sharmimi Shuhada Bt Che Mohd Nizam

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# ABSTRACT

The purpose for this study is to investigate the factors influencing selected Malaysian to purchase counterfeit products. To add, this study has comprises three independent variables which are brand image, price and social influence while the dependent variable is purchase intention towards counterfeit products. This study focuses on selected Malaysians in Kuala Lumpur. 384 questionnaires were distributed to the respondents around Kuala Lumpur. In addition, this study used Descriptive Analysis, Reliability Analysis, Correlation Analysis, and Multiple Regression Analysis to prove the relationship between the three independent variables and dependent variable. Meanwhile, the data analysis was conducted using Statistics Packages for Social Science (SPSS) software version 24. Based on the results, it shows that all the independent variables which are brand image, price and social influence have significant relationship on the purchase intention towards counterfeit products.


**Keywords: Purchase Intention, Brand Image, Price, Social Influence, Counterfeit Products**