

STUDENT BEHAVIOR TOWARD THE COUNTERFEIT OF LUXURY  
PRODUCTS

WAN AHMAD HAKIM BIN MOHD IDROS

2013638546

NURUL AMANINA BINTI ABDUL MANAF

2014839956

Submitted in Partial Fulfilment of the  
Requirement for the  
Bachelor of Business Administration (Hons.) International Business

FACULTY OF BUSINESS MANAGEMENT

UTM BANDARAYA MELAKA

JULY 2016

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION

(HONS) INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT,

UITM MALACCA CITY CAMPUS

“DECLARATION OF ORIGINAL WORK”

I, WAN AHMAD HAKIM BIN MOHD IDROS    I/C NUMBER: 940415106369

II, NURUL AMANINA BINTI ABDUL MANAF    I/C NUMBER: 930503065772

Here 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: \_\_\_\_\_

Signature: \_\_\_\_\_

## **LETTER OF SUBMISSION**

Date : 15 July 2016-07-12

Project Advisor

Dr Mohamad Idham Md Razak

Bachelor of Business Administration (Hons) International Business

Faculty of Business Management

Universiti Teknologi Mara Kampus Bandaraya Melaka

Dear Dr Idham,

### **SUBMISSION OF PROJECT PAPER (IBM663)**

Enclosed herewith is a report of our project paper titled Preferences towards International Luxury Apparels among Generation Y from the perspective of the University Students. It is with our very high hopes that this project paper has accomplished the requirements and expectations of the faculty and the desired objective of the course undertaken. Lastly, we would like to express our most sincere gratitude for the time, advice and guidance that you have delivered during the entire preparation right up the completion of this project.

Thank You.

Yours Sincerely,

WAN AHMAD HAKIM BIN MOHD IDROS  
BBA (HONS.)  
INTERNATIONAL BUSINESS

NURUL AMANINA BT ABDUL MANAF  
BBA (HONS.)  
INTERNATIONAL BUSINESS

## **TABLE OF CONTENT**

<b>COVER PAGE</b>	<b>I</b>
<b>DECLARATION OF ORIGINAL WORK</b>	<b>II</b>
<b>LETTER OF SUBMISSION</b>	<b>III</b>
<b>ACKNOWLEDGEMENT</b>	<b>IV</b>
<b>TABLE OF CONTENT</b>	<b>V – VI</b>
<b>LIST OF FIGURES</b>	<b>VII</b>
<b>LIST OF TABLES</b>	<b>VIII</b>
<b>ABSTRACT</b>	<b>XI</b>
<b>CHAPTER 1: INTRODUCTION</b>	<b>1</b>
<b>1.1 Background of Study</b>	<b>1 – 3</b>
<b>1.2 Problem Statement</b>	<b>4 – 5</b>
<b>1.3 Research Objective</b>	<b>6</b>
<b>1.4 Research Question</b>	<b>6</b>
<b>1.5 Contribution of Study</b>	<b>7</b>
<b>1.6 Scope of Study</b>	<b>7</b>
<b>1.7 Limitation of Study</b>	<b>8</b>
<b>1.8 Definition of Term</b>	<b>8 - 10</b>
<b>CHAPTER 2: LITERATURE REVIEW</b>	<b>11</b>
<b>2.0 Introduction</b>	<b>11</b>
<b>2.1 Independent Variables</b>	<b>11</b>
<b>2.1.1 Price</b>	<b>11 - 12</b>
<b>2.1.2 Product</b>	<b>12 - 13</b>

## ABSTRACT

Counterfeit is now the major global economy problem that needs to face by every country whether developing or developed countries. Malaysia is not spared from this global economy problem and this research is about to study whether external factors (price, product, and advertisement) affect the student behavior of UiTM toward the counterfeit luxury products. Mostly this legal activity is targeting luxury products such as handbag, shoes, clothes, watches, and gadget where all these products have big market demand. Many big companies need to bear billion dollars of lost from this counterfeit activity such as Adidas, Gucci, Apple, Aldo, and other famous brands name. One of the victim or buyers of this counterfeit luxury product is the student. This generation-Y nowadays is easy to influence by irresponsible peoples. Therefore, a research has been conducted to study the student behavior toward the counterfeit luxury product. The results of this study we will understand why the counterfeit luxury product is famous among student.