



**FACTORS THAT INFLUENCE THE PURCHASE INTENSITY OF PIRATED
PRODUCTS (CDs/DVDs)**

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MELAKA CITY CAMPUS

JUNE 2013

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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We, NORANISHA BINTI JAMALUDIN, (I/C NUMBER: 891110-14-6484) and
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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 our independent work and investigation, except where otherwise stated.
- All verbatim extract has been distinguished by quotation marks and sources of our information have been specifically acknowledged.

Signature:

Date: JUNE 28, 2013

NORANISHA BINTI JAMALUDIN

NUR FARAH BINTI SUHAIMI

LETTER OF TRANSMITTAL

Faculty of Business Management
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June 28, 2013

Madam Rozita Binti Hj. Naina Mohamed
Practical Training Advisor
Faculty Business Administration
MARA University of Technology
110 Off Jalan Hang Tuah
75300 Melaka

Dear Madam Rozita Binti Hj. Naina Mohamed,

RE: SUBMISSION OF THE FINAL THESIS REPORT

With reference to the above matter, enclosed here is our thesis report entitled “Factors That Influence the Purchase Intensity of Pirated Products (CDs/DVDs)”.

This research paper is a partial requirement for the fulfillment of BBA (Hons) Marketing. The objective of the study conducted is to determine the important factor that influence purchase intensity of the pirated products (CDs/DVDs) and to suggest appropriate actions that should be taken to overcome the pirated problem in future.

Hopefully, this report meets your requirement and expectation.

Thank you

Your sincerely,

NORANISHA BINTI JAMALUDIN (2010335715)

NUR FARAH BINTI SUHAIMI (2010822954)

Bachelor of Business Administration (Hons) Marketin

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ABSTRACT

This research paper is a partial requirement for the fulfillment of BBA (Hons) Marketing which the title of the research is “FACTOR THAT INFLUENCE THE PURCHASE INTENSITY”. The objective of the study conducted is to determine the important factor that influence purchase intensity of the pirated products (CDs/DVDs) and to suggest appropriate actions that should be taken to overcome the pirated problem in future.

This study was conducted at Selangor which will specifically location are around Cyberjaya, Putrajaya, Puchong, Seri Kembangan and Bangi area. In this study, 150 sets of questionnaires had been distributed and it shown a good feedback when we received back 150 sets of questionnaires fulfill with answer. All data and information gathered through questionnaire were considered as primary data this research is fully based on questionnaire. The questionnaire design based on the theoretical framework in this study. This included five sections Section A(1) related to dependent variable which is price intensity and meanwhile Section A(2), A(3), and A(4) consist of independent variables questions which is price, trust, satisfaction and quality while section B consists of respondent profile. The researcher analyze the data by using SPSS 21 in order to identify the mean, median, standard deviation, reliability test, correlation testing and regression analysis. Based on the result, it's revealed that there are three hypotheses that are supported which are price, trust and satisfaction.