



**CONSUMERS' INTENTION TO PURCHASE COUNTERFEIT BRANDED  
GOODS IN KLANG VALLEY**

**SAIDATUL NUR ATHIRAH BINTI SAHRIL**

**2017267274**

**BACHELOR OF BUSINESS ADMINISTRATION**

**WITH HONOURS (MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**MELAKA**

**JANUARY 2020**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKKETING)  
FACULTY OF BUSINESS  
UNIVERSITY TEKNOLOGY MARA  
“DECLARATION OF ORIGINAL WORK”**

I, SAIDATUL NUR ATHIRAH BINTI SAHRIL, (I/C NUMBER: 950722146044)

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 acknowledged.

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

Date: JANUARY 2020

LETTER OF SUBMISSION

JANUARY 2020

The Head Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi MARA

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah

73500 Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “CONSUMERS’ INTENTION TO PURCHASE COUNTERFEIT BRANDED GOODS IN KLANG VALLEY” to fulfil the requirement needed by the Faculty of Business and Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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SAIDATUL NUR ATHIRAH BINTI SAHRIL

(2017267274)

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## **ABSTRACT**

Counterfeiting activities is an illegal activity that can be found easily at any place especially in Malaysia. This study hopes to provide more information on consumers' intention to purchase counterfeit branded goods in Klang Valley that is yet to be discovered. A descriptive study is being conducted for this research whereby data is being collected from 203 respondents. Five-point Likert scale questionnaires are being distributed to the respondents among consumers in Klang Valley and convenient sampling was used in this research (Sekaran and Bougie, 2003). The data obtained is being analyzed using Reliability Test, Pearson Correlation Coefficient Statistics, and Multiple Regression Analysis was conducted in this research. The objectives of this study are to know whether there is significant relationship between attitude, subjective norm, perceived behavioral control, brand consciousness and consumers' intention to purchase counterfeit branded goods in Klang Valley. The result from the study indicate that two independent variables which is attitude and subjective norm had a significant relationship towards intention to purchase counterfeit branded goods while the most influential determinants towards intention to purchase counterfeit branded goods is subjective norm.