

JUNE 2015

FACTOR THAT INFLUENCE PURCHASE INTENTION OF
COUNTERFEIT PRODUCT AMONG UNIVERSITY
STUDENTS IN KEDAH

NUR NASUHA BT IDRIS

2012810422

Submitted in Partial Fulfillment of the Requirement for the

Bachelor of Business Administration with Honors

(International Business)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

ARAU, PERLIS

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
(INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
ARAU, PERLIS**

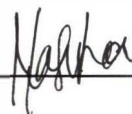
**FACTOR THAT INFLUENCE PURCHASE INTENTION OF COUNTERFEIT PRODUCT
AMONG UNIVERSITY STUDENTS IN KEDAH**

I, NUR NASUHA BINTI IDRIS,

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not been 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 abstracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature



Date: 12th June 2015

TABLE OF CONTENT

TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF TABLES	vii
LIST OF FIGURE	vii
LIST OF ABBREVIATION	ix
ABSTRACT	x
CHAPTER 1	
INTRODUCTION	
1.0 Introduction	1
1.1 Background of Study	1
1.2 Problem Statement	4
1.3 Research Question	7
1.4 Research Objective	7
1.5 Purpose of Study	8
1.6 Significant of Study	9
1.7 Scope of Study	10
1.8 Limitation of Study	11
1.9 Definition of Term	12
CHAPTER 2	
LITERATURE REVIEW	
2.0 Introduction	14
2.1 Purchase Intention	14
2.2 Price	15
2.3 Subjective Norm	16
2.4 Personal Gratification	17
2.5 Product Preference	19
2.6 Perceived Risk	20
2.7 Theoretical Framework	21
2.8 Hypothesis	22
CHAPTER 3	
RESEARCH METHODOLOGY	
3.0 Introduction	23
3.1 Research Design	23
3.2 Population of Study	24
3.3 Sampling Size	24
3.4 Sampling Technique	25

3.5	Research Instrument	25
3.6	Measurement of Variables	28
3.7	Data Analysis	28
3.8	Conclusion	28
CHAPTER 4		
FINDING AND ANALYSIS		
4.0	Introduction	29
4.1	Frequency Analysis	29
4.2	Cross Tabulation Analysis	31
4.3	Descriptive Analysis	33
4.4	Realibility Analysis	34
4.5	Item Analysis	35
4.6	Correlation Analysis	37
4.7	Multiple Regression Analysis	38
4.8	Conclusion	40
CHAPTER 5		
DISCUSSION, RECOMMENDATION & CONCLUSION		
5.0	Introduction	41
5.1	Discussion	41
5.2	Recommendation	48
5.3	Recommendation for Future Research	50
5.4	Conclusion	51
REFERENCES		52
APPENDICES		

ABSTRACT

A Study on Factor That Influence Purchase Intention of Counterfeit Product among University Students in Kedah

BY

NUR NASUHA IDRIS

JUNE 2015

Advisor; Dr. Shaiful Annuar Khalid

The study aims to investigate the factor that influence purchase intention of university students in Kedah towards counterfeit products. A conceptual model is proposed by Phau et al, 2009. A survey of 150 respondents was conducted in the Universiti Utara Malaysia (UUM). Pearson correlation, multiple regression test were used to test the hypotheses postulated and research question. It is discovered that price, subjective norm, personal gratification, product preference and perceived risk are the independent variables that strongly influence consumers' attitude towards counterfeit product. By having a better understanding of the consumers' behavioral intentions of buying counterfeit products, the manufacturers and marketers of the genuine brand products can make better marketing strategies to entice the consumer to buy the original product and not the counterfeit version. Theoretical contribution of this study is an extension of knowledge of consumers' attitude with regards to counterfeit products.