



**UNIVERSITI TEKNOLOGI MARA**

**A STUDY ON FACTORS CONTRIBUTING TO CUSTOMER  
PREFERANCES TOWARDS COUNTERFEIT PRODUCT**

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## **ABSTRACT**

The study aims to investigate which of the social and personality factors affects the attitude of the consumers towards counterfeit products. The study is also set out to examine the relationship of consumers' attitude towards counterfeit product with purchase intention. A survey of 300 respondents was conducted in Serian, Sarawak.

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.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of Study

Counterfeiting, the production and sale of fake products that seem identical to the original product, has been mushrooming across the globe and recently growth in dangerous level (Stottinger, 2005). The products that have a successful brand in the market usually have the highest level of attractiveness to counterfeiters.

The first counterfeiting emerged in more than forty years ago, and it was only happened on highly priced and prestigious products like textiles, jewellery and accessories (Schuchert-Guler, 2006). Since then, however, the counterfeiting has developed into an economic problem around the globe.

Past researches have revealed that about one-third of consumers would knowingly purchase counterfeit goods (G. Tom, 1998). Since demand is always the key driver of a market, a number of researchers have argued that consumer demand for counterfeits is one of the leading causes of the existence and rise in growth of the counterfeiting phenomenon (J. W Gentry, 2001).

The current collective buying behaviour shows a high demand for luxury brands product by shoppers at many different social classes. Consumers have increased their awareness about design and have begun to expect high style (Kay, 2008). Consumers who are buying luxury brands products may be described as self-conscious and they were especially concerned about the impression they make (Stottinger, 2005).