

UNIVERSITI TEKNOLOGI MARA



**A STUDY ON THE CAUSE OF PURCHASING COUNTERFEIT
PRODUCT**

**NOR AMIRAH BINTI SALIM
NUR IFFAH BINTI AHMAD KHAIRI
NUR RIDHWAH ADANI BINTI GAZALI**

**BACHELOR OF SCIENCE (HONS.) STATISTICS
FACULTY OF COMPUTER AND MATHEMATICAL SCIENCES**

JANUARY 2021

ABSTRACT

Counterfeit products are generally imitations of the big brands products and sell them more cheaply in order to accomplish greater values of money. The study was conducted mainly to determine whether attitude, quality and age affect the cause of purchasing counterfeit products, to determine whether attitude towards counterfeit products differ by gender and to investigate association between income and the frequency of purchasing counterfeit products. This study collected 230 samples of adults in Malaysia. The researcher used Multiple Linear Regression to determine whether attitude, quality and age affect the cause of purchasing counterfeit products. The result showed that attitude, quality and age does affect the cause of purchasing counterfeit products. Then, an Independent T-test was used to find out if attitudes towards counterfeit products differ by gender. Therefore, based on the result there was no significant difference between gender towards attitude of purchasing counterfeit products. The last finding was an association between income and the frequency of purchasing counterfeit products using the Chi-Squared test. The result explained that there no association between income and the frequency of purchasing counterfeit products.

ACKNOWLEDGEMENT

In the name of Allah, the most gracious, the most merciful. First and foremost, praise and gratitude to Allah SWT, the Almighty, for His showers of blessings to successfully complete the research during our final year project.

We would like to express the deepest appreciation gratitude to our research supervisor, Madam Normadiah Binti Mohd Razali, and our subject lecturer, Dr. Nurul Nisa' Binti Khairol Azmi, and also all lecturer of UiTM Seremban, for providing us an opportunity to do research and providing invaluable guidance during this research.

We was profoundly motivated by her dynamism, vision, honesty and inspiration. We are extremely grateful for what she has offered us. She taught us the methods for conducting the research and helped us to learn more about the research. We want to thank her for her friendship, her empathy and her wonderful sense of humour.

We also are immensely grateful to our parents for their devotion, their prayers, their care and their sacrifices for our future education and preparation. We are very much thankful to our family for their love, understanding, prayers and continuing support to complete this research work. Finally, our gratitude goes to all the people who have helped us directly or indirectly to complete the final year project.

TABLE OF CONTENTS

ABSTRACT	i
ACKNOWLEDGMENT	ii
TABLE OF CONTENTS	iv
LIST OF TABLES	v
LIST OF FIGURES	vi
Chapter 1 INTRODUCTION	1
1.1 BACKGROUND OF STUDY	1
1.2 PROBLEM STATEMENT	3
1.3 RESEARCH OBJECTIVES	4
1.4 RESEARCH QUESTION	4
1.5 RESEARCH HYPOTHESIS	5
1.6 SIGNIFICANCE OF STUDY	6
1.7 SCOPE AND LIMITATIONS	6
Chapter 2 LITERATURE REVIEW	8
2.1 INTRODUCTION	8
2.2 ATTITUDE	9
2.3 QUALITY	11
2.4 AGE	13
2.5 CONCLUSION	15
Chapter 3 METHODOLOGY	16
3.1 INTRODUCTION	16
3.2 RESEARCH DESIGN	16
3.3 THEORETICAL FRAMEWORK	16
3.4 INSTRUMENT	17
3.5 POPULATION AND SAMPLE	18
3.6 SAMPLING METHOD	18
3.7 DATA COLLECTION METHOD	18
3.8 PILOT STUDY	19
3.8.1 Reliability and Validity of Attitude of Purchasing	21
3.8.2 Reliability and Validity of Quality of Purchasing	22
3.8.3 Reliability and Validity of Age of Purchasing	23
3.8.4 Reliability and Validity of Cause of Purchasing	24
3.9 METHOD OF ANALYSIS	25
3.9.1 Multiple Linear Regression	25
3.9.2 Chi Square Test	26

3.9.3	Independent T-Test	27
3.10	CONCLUSION	28
Chapter 4	RESULTS AND DISCUSSIONS	29
4.1	INTRODUCTION	29
4.2	DEMOGRAPHIC ANALYSIS	30
4.3	RELATIONSHIP OF ATTITUDE, QUALITY AND AGE WITH CAUSE OF PURCHASING COUNTERFEIT PRODUCTS	33
4.3.1	Checking Model's Assumption	33
4.3.2	Determining Significant Predictors	36
4.4	COMPARING ATTITUDE TOWARDS COUNTERFEIT PRODUCTS BETWEEN MALE AND FEMALE	38
4.4.1	Test of Normality	38
4.4.2	Table of Mean	39
4.4.3	Independent T-Test	40
4.5	ASSOCIATION BETWEEN INCOME AND FREQUENCY OF PURCHASING COUNTERFEIT PRODUCTS	41
4.6	CONCLUSION	42
Chapter 5	CONCLUSION AND RECOMMENDATION	44
5.1	CONCLUSION	44
5.2	RECOMMENDATION	45
References		46
APPENDIX A		49