



CONSUMERS' ATTITUDE TOWARDS
PURCHASING COUNTERFEIT JEANS

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ABSTRACT

This research has been done as a partial fulfillment of the requirement for the Business Management Faculty in order to graduate. This study also aim to determine the main factor that influenced consumers' attitude indulging counterfeit jeans. Most of the previous studies that have been done are outside Malaysia. There are limit research being done in the Malaysia on counterfeiting. A conceptual model is proposed by following the studies of Ang (2001) and Huang (2004). Statistical Package for Social Science version 17 used for analysing all the data that has been collected. Reliability test used to determine all the data reliable or not reliable for analysis of the objective. A survey of 120 respondents was conducted in the Kota Kinabalu City, a city that under massive development currently. The city itself is also a strategic place for counterfeiters to sell their goods. There city is full with counterfeit jeans from Phillipine, Hong Kong and Thailand. However, the jeans were sold massively without and unknown by the local enforcement. The consumers himself or herself were not aware of this situation due to purchasing power advantage offered by the counterfeiters. By having a better understanding of the consumers' behavioural intentions of purchasing counterfeit jeans, manufacturer and marketers of the genuine brand or products may come up with better marketing strategies to entice consumers to purchase the original jeans and not the counterfeit jeans. Theoretical contribution of this study is an extension of knowledge of consumers' attitude regarding to counterfeit jeans.