



**PURCHASE INTENTION OF COUNTERFEIT PRODUCTS AMONG STUDENT UITM  
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***Peace and Blessings of Allah be upon Prophet Muhammad***

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## ABSTRACT

The market for counterfeit products in Malaysia are too high. Nowadays, it hardly recognizes the distinctions between a real and fraudulent product as the imitation products have flooded the market all over the world. In reality, most of the individuals are looking up and still buying counterfeit products. There are three objectives that have been determined in this study. The first one is to investigate the significant relationship between the social influence and the intention to purchase counterfeit product among students in UiTM Kampus Bandaraya Melaka. Second, to investigate the significant relationship between the price and the intention to purchase counterfeit product among students in UiTM Kampus Bandaraya Melaka. Lastly, to investigate the significant relationship between the past experience and the intention to purchase counterfeit product among students in UiTM Kampus Bandaraya Melaka. This study involves 100 respondents who had experience purchasing counterfeit products. Total of 116 questionnaires were distributed randomly to the respondent in UiTM Kampus Bandaraya Melaka. Moreover, this generation-y nowadays is easy to influence by irresponsible peoples. One of the victims or buyer of this counterfeit product mostly is the student. Therefore, a research has been conducted to examine the relationship between independent variables which is social influence, price and past experience with the dependent variables which is intention to purchase counterfeit products. However, out of 116 questionnaires, there are only 100 questionnaire were returned back to the researcher and was keyed in and analyzed by using SPSS software version 22. All the data were collected for the purpose to create analysis of descriptive, mean, correlation and regression analysis. From this, we can see many benefit are useful to the future researcher, manufacturer, consumer and government.

**Keywords:** Intention to Purchase Counterfeit Product, Social Influence, Price and Past Experience.

## Table of Contents

Cover page.....	i
Title.....	ii
Declaration of Original Work.....	iii
Letter of Submission.....	iv
Acknowledgement.....	v
Table of Contents.....	vi
List of Tables.....	x
List of Figures.....	xi
List of Abbreviations.....	xii
Abstract.....	xiii
<b>Chapter 1: Introduction.....</b>	<b>1</b>
1.1 Background of the Study.....	1
1.2 Problem Statement.....	5
1.3 Research Question.....	8
1.4 Research Objectives.....	8
1.5 Scope of Study.....	9
1.6 Significance of Study.....	9
1.6.1 Significance to Future Researcher.....	9
1.6.2 Significance to Consumer.....	9
1.6.3 Significance to Government.....	9
1.7 Definition of Terms.....	10
1.7.1 Intention to Purchase Counterfeit Product.....	10
1.7.2 Social Influence.....	10
1.7.3 Price.....	10
1.7.4 Past Experience.....	10

1.8 Conclusion.....	11
<b>Chapter 2: Literature Review.....</b>	<b>12</b>
2.2.1 Counterfeit Product.....	13
2.3.1 Social Influence.....	15
2.3.2 Price.....	18
2.3.3 Past Experience.....	22
2.6.1 Hypothesis 1.....	27
2.6.2 Hypothesis 2.....	27
2.6.3 Hypothesis 3.....	27
<b>Chapter 3: Research Methodology.....</b>	<b>29</b>
3.1 Introduction.....	29
3.2 Research Design.....	29
3.2.1 Purpose of Study.....	29
3.2.2 Type of Investigation.....	30
3.2.3 Study Settings.....	30
3.2.4 Time Horizon.....	30
3.2.5 Unit of Analysis.....	30
3.3 Sampling Design.....	31
3.3.1 Target Population.....	31
3.3.2 Sampling Size.....	31
3.4 Data Collection Method.....	31
3.4.1 Primary Sources.....	31
3.4.2 Secondary Sources.....	33
3.5 Data Analysis.....	33
3.5.1 Reliability Analysis.....	33
3.5.2 Descriptive Analysis.....	34
3.5.3 Pearson Correlation Analysis.....	34
3.5.4 Regression Analysis.....	35