



**FACTORS CUSTOMER PURCHASE INTENTION TOWARDS COUNTERFEIT  
APPAREL PRODUCT AMONG LECTURERS OF IPT IN MALACCA CITY.**

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**JULY 2017**

## **Acknowledgement**

Alhamdulillah Hirabbil'amin, I all gave full of gratitude to God for His blessings and grace, make I finish this specials work assignments with successfully. I won the appreciation to Mrs. Hamiza Nor binti Mohd Nor and En. Nadi @ Latif Bin Bacho which is first and second advisors for understanding, giving us a space and the outpouring of ideas that we really could not imaging and on her willingness to give this task to me. I would also like to thank to my friends who have helped and supported me, directly or indirectly during the process of realization of this task is running. When completed this task I have a lot of sacrifice in terms of time and money, but worth it to see the results and the data collected for 4 months and untied become an article of great value for the reference of future generations. During the course of the course work a lot of trouble and difficulties when analysing data in SPSS. I also have got the input how to see whether the data and this title is no connection and power factor that can affect the dependent variable. My journal has been gathered to make reference in order to develop and reinforce the fact that the facts described. As an adult now, , development. Therefore, an abundance of thanks additionally goes to my family and folks for bringing me at the primary spot and continue supporting me profoundly for all my life.

## **ABSTRACT**

This study is to implemented to examine about factors affecting customer purchase intention towards counterfeit apparel product among Lecturers of IPT in Malacca City. This research also aimed to identify the main factor that affecting customer to purchase intention such as social dimension, ethics, price and social dimension and the study has done in Malacca City.

The study has conducted in Malacca City area where close with the researcher studied. The sample size for this study is 150 of respondents who is lecturers of three IPT which is from UiTM Malacca City, MiCOST and Politeknik Malacca City @ Malim. All respondents has been asked to answer the questionnaire about the factors affecting customer purchase intention towards counterfeit apparel product and the data of this study was analysed use by reliability test, chart and frequency table using SPSS .

Lastly, the sampling technique that has been used in this study is probability sampling technique which is cluster sampling.

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