



**UNIVERSITI TEKNOLOGI MARA
MELAKA CITY CAMPUS**

**FACULTY OF BUSINESS ADMINISTRATION
INTERNATIONAL BUSINESS
(BM226)**

A Research Study on Consumer Intention to Purchase Counterfeit International Branded Products in Melaka City

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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (INTERNATIONAL BUSINESS) FACULTY OF BUSINESS MANAGEMENT UNIVERSITY TEKNOLOGY OF MARA "DECLARATION OF ORIGINAL WORK"

I, Hamidah Binti Mohd. Isa, (I/C Number:900815-04-5546)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

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BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (INTERNATIONAL BUSINESS) FACULTY OF BUSINESS MANAGEMENT UNIVERSITY TEKNOLOGY OF MARA "DECLARATION OF ORIGINAL WORK"

I, Siti Nur Fathiyah Binti Sa'ad, (I/C Number: 891126-04-5338)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

Letter of Submission

The Head Of Program
Bachelor Business Administration Hons International Business
Faculty Business Management
University Teknologi Mara
Malacca City Campus
Malacca.

Dear Madam,

Submission of Project Paper

Attached is project paper titled “A Study On Consumer Intention To Purchase Counterfeit International Branded Products in Melaka City” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you

You sincerely,

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ABSTRACT

This research study addresses the issue of consumer intention on buying counterfeit international branded products in Melaka City. This study intends to examine the relationship of social influence, personality or belief and price on consumer purchase intentions in the context of counterfeit international branded products in Melaka. A sample of 80 respondents at the age of 18 years old and above in Melaka City with the help of questionnaires survey containing statements related beliefs about counterfeited branded products was taken. The data were analyzed using Statistical Package for Social Sciences (SPSS).

The findings support the independent variables that contributed to the consumer intentions to purchase counterfeit international branded products. There are significant relationships between dependent variable and independent variables in this research study. The results indicated that social influence is the main factor contributing to the intention to purchase counterfeit products. This suggests that the consumers are simply willing to purchase counterfeit products after being influence by the social factors.

However, further studies with bigger sample sizes and broader geographical scopes are needed to clarify these findings.