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**HUBUNGAN SIKAP, PENGARUH SOSIAL, JANGKAAN
BERSALAH, NIAT DAN TINGKAH LAKU PEMBELIAN
PRODUK TIRUAN DALAM KALANGAN PENGGUNA DI
MALAYSIA**



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**IJAZAH DOKTOR FALSAFAH
UNIVERSITI UTARA MALAYSIA
Januari 2017**

**HUBUNGAN SIKAP, PENGARUH SOSIAL, JANGKAAN BERSALAH, NIAT
DAN TINGKAH LAKU PEMBELIAN PRODUK TIRUAN DALAM KALANGAN
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**Tesis ini dikemukakan kepada
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia
sebagai memenuhi keperluan untuk Ijazah Doktor Falsafah**

KEBENARAN MENGGUNA

Dalam menyerahkan tesis ini sebagai memenuhi keperluan pengajian ijazah Universiti Utara Malaysia (UUM), saya bersetuju supaya pihak perpustakaan UUM mengedarkan tesis ini bagi tujuan rujukan. Saya juga bersetuju bahawa kebenaran untuk membuat salinan keseluruhan atau sebahagian daripadanya bagi tujuan akademik mestilah mendapat kebenaran daripada penyelia saya atau semasa ketiadaan beliau, kebenaran tersebut boleh diperolehi daripada Dekan Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia. Sebarang salinan, penerbitan atau penggunaan keseluruhan atau sebahagian daripada tesis ini, untuk tujuan pemerolehan kewangan tidak dibenarkan tanpa kebenaran bertulis daripada saya. Di samping itu, pengiktirafan kepada UUM seharusnya diberikan dalam sebarang kegunaan bahan-bahan yang terdapat dalam tesis ini.

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ABSTRAK

Peniruan merujuk kepada pembuatan salinan ke atas tanda dagang, paten, dan hak cipta barangan secara tidak sah tanpa mendapat kebenaran daripada pemilik sebenar yang bertujuan untuk meraih faedah yang ditawarkan oleh sesuatu produk berjenama. Peniruan produk merupakan satu fenomena yang telah lama wujud dan mendapat perhatian dalam kajian-kajian sebelum ini. Pengeluaran dan penjualan produk tiruan merupakan satu isu yang tiada akhirnya dan menjadi masalah yang semakin serius di pasaran antarabangsa amnya dan pasaran di Malaysia khususnya. Berlandaskan kepada Teori Tingkah laku Terancang, kajian ini memfokus kepada faktor-faktor yang mempengaruhi niat dan tingkah laku pembelian produk tiruan dalam kalangan pengguna di Malaysia. Kajian ini mengkaji perhubungan di antara sikap, pengaruh sosial, tanggapan kawalan tingkah laku, jangkaan bersalah dan pengalaman lepas terhadap niat dan tingkah laku pembelian produk tiruan. Kewujudan faktor pencelah dan faktor penyederhana dalam kajian ini membolehkan penerangan yang lebih terperinci berkaitan dengan faktor-faktor yang disebut serta keputusan hasil daripada kajian yang dijalankan. Kajian ini melibatkan seramai 392 responden di sekitar Kuala Lumpur, Pulau Pinang dan Johor Baharu yang mempunyai pengalaman membeli produk tiruan. Tujuh hipotesis telah diuji dan didapati enam daripada hipotesis tersebut disokong. Analisis menunjukkan kewujudan hubungan positif di antara niat dan tingkah laku pembelian produk tiruan. Sikap dan pengaruh sosial didapati mempengaruhi niat pembelian produk tiruan manakala tanggapan kawalan tingkah laku mempunyai hubungan positif dengan tingkah laku pembelian produk tiruan. Jangkaan bersalah menjadi hubungan pencelah antara sikap dan niat untuk membeli produk tiruan manakala pengalaman lepas menyederhanakan hubungan antara niat dan tingkah laku pembelian produk tiruan. Kajian ini juga menekankan implikasi penyelidikan, limitasi dan cadangan penyelidikan pada masa hadapan.

Kata kunci: produk tiruan, niat pembelian, sikap pengguna, Teori Tingkah laku Terancang, pengaruh sosial.

ABSTRACT

Counterfeiting refers to illegally making copies of trademark, patent, and copyright of product without permission from the owner with the aim to reap the benefits offered by a branded product. Counterfeiting is a phenomenon that has long been neglected in previous studies. Production and sale of counterfeit products is an issue that has no ending, and becoming an increasingly serious problem in the international market in general and Malaysian market in particular. Based on Theory of Planned Behaviour, this study focuses on the factors that influence the purchase intention and behavior among consumers towards counterfeit products in Malaysia. This study examined the relationships between attitudes, social influence, perceived behaviour control, anticipated guilt and past experience on intention and purchase behavior of counterfeit products. The consideration of putting both mediator and moderator factors in this research allow a more precise descriptions on the relationship between all the variables mentioned and the outcome of the research. This study involved 392 respondents in the area of Kuala Lumpur, Penang and Johor Baharu who have experience buying counterfeit products. Out of seven hypotheses tested, six were supported. The analyses revealed positive relationship between intention and purchase behaviour of counterfeit products. Attitudes and social influence have positive relationships with intention to purchase counterfeit products while perceived behavioural control has positive influence on purchase behaviour of counterfeit products. Anticipated guilt mediates the relationship between attitude and intention to purchase counterfeit products while past experience moderates the relationship between intention and purchase behaviour of counterfeit products. The study also highlighted implications of the study, limitations as well as suggestion future research.

Keywords: counterfeit products, purchase intention, consumer attitudes, Theory of Planned Behaviour, social influence.

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BAB SATU

PENGENALAN

1.1 Pengenalan

Bab ini menerangkan gambaran keseluruhan mengenai latar belakang kajian, pernyataan masalah, objektif dan soalan penyelidikan. Seterusnya diikuti dengan perbincangan mengenai sumbangan kajian ini, definisi terma yang digunakan dan skop kajian. Akhir sekali, bab ini diakhiri dengan perbincangan mengenai organisasi bab-bab seterusnya.

1.2 Latar Belakang Kajian

Isu peniruan produk atau lambakan produk tiruan bukan merupakan satu fenomena baru di Malaysia malah pasaran produk ini meliputi sekurang-kurangnya lima peratus daripada perdagangan dunia (Carpenter & Lear, 2011). Kajian mendapati bahawa nilai produk tiruan yang dipasarkan bagi setiap tahun di dunia telah melebihi USD 1 trilion pada 2007 (Trott & Hoecht, 2007) dan mencecah USD \$ 2 trilion pada 2010 (Turunen & Laaksonen, 2011). Sejak kebelakangan ini produk tiruan telah membanjiri pasaran seiring dengan perkembangan pasaran produk asli. Kajian yang dijalankan oleh Chaudary, Ahmed, Gill dan Rizwan (2014), telah membuktikan bahawa kemunculan fenomena ini telah memberi kesan negatif kepada ekonomi dunia. Malah, menurut Agarwal dan Panwar

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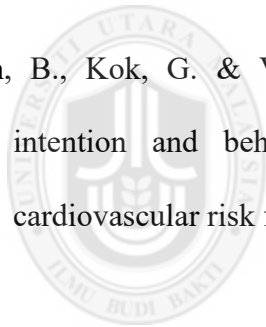
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LAMPIRAN 2

BORANG SELIDIK

(PRA-UJIAN)



UUM
Universiti Utara Malaysia

Dear Respondent,

I am a postgraduate student at Universiti Utara Malaysia. I am currently conducting a research to examine factors influencing purchase behaviour of counterfeit products among Malaysian consumers. The following questionnaire is part of research project for my Doctor of Philosophy (Marketing) thesis. The enclosed survey is intended to collect information about your opinion and experience in counterfeit products purchase behaviour, your attitude towards these products, and the factors that influence your decision to purchase this kind of products. All of your responses are strictly confidential and will be used for academic purposes only. No individually identifiable information will be disclosed or published and all results will be presented as aggregate summary data.

Thank you for your time and co-operation in furthering this research endeavour. If you have any question please do not hesitate to call or e-mail me.

Sincerely,

Azli Muhammad
Universiti Utara Malaysia
019-4777615
azlizilz_m@yahoo.com.my

Responden yang dihormati

Saya seorang pelajar kedoktoran di Universiti Utara Malaysia. Saya sedang menjalankan kajian untuk mengkaji gelagat pembelian produk tiruan dalam kalangan pengguna Malaysia. Soal selidik berikut adalah sebahagian daripada projek penyelidikan untuk tesis Doktor Falsafah (Pemasaran) saya. Kaji selidik tertutup ini bertujuan untuk mengumpul maklumat tentang pendapat dan pengalaman dalam pembelian produk tiruan, sikap anda terhadap produk ini, dan faktor-faktor yang mempengaruhi keputusan anda untuk membeli produk tiruan. Semua jawapan anda adalah sulit dan akan digunakan untuk tujuan akademik sahaja. Tiada maklumat secara individu yang dikenal pasti akan didedahkan atau diterbitkan dan semua keputusan akan dibentangkan sebagai data ringkasan agregat.

Terima kasih atas masa dan kerjasama anda dalam menjayakan usaha penyelidikan ini. Jika anda mempunyai sebarang soalan sila tidak teragak-agak untuk menelefon atau mengemil saya.

Dengan ikhlas,

Azli Muhammad
Universiti Utara Malaysia
019-4777615

Counterfeit Product Definition

“Counterfeit product” in this questionnaire refers to an unauthorized imitation of a branded good. It includes any product bearing an unauthorized representation of a manufacturer's trademark or trade name. It is as identical or similar copies of trademarked goods that are offered in the marketplace in order to take advantage of the benefits generated by the specific branded products. In this study, we refer to non-deceptive counterfeit where it involves a situation when the customer aware of the origin and the inferior quality of the product and aware that the product purchased is a counterfeit.





Section I: Your Experience in Buying Counterfeit Products
Bahagian I : Pengalaman Anda Membeli Produk Tiruan

The following are some statements measuring your experience in buying counterfeit products. Please indicate your answer by **tick (√)** or **circling** the number that best describes your opinion against each statement using the scale given.

*Berikut adalah beberapa pernyataan bagi mengukur pengalaman anda membeli produk tiruan. Sila nyatakan jawapan anda dengan **menanda (√)** atau **membulatkan** nombor yang paling tepat bagi menerangkan pendapat anda terhadap setiap pernyataan menggunakan skala yang diberikan.*

1. Do you have any experience buying counterfeit products for the last 3 months?
Adakah anda berpengalaman membeli produk tiruan dalam jangkamasa 3 bulan yang lepas?

Yes / Ya No /Tidak

IF YOUR ANSWER IS “NO” YOU MAY STOP ANSWER THE REMAINING QUESTIONS. THANK YOU

2. What are the elements that come to your mind when you buy counterfeit products?

Please **tick (√)** in the appropriate **Yes** or **No** box.

Apakah elemen yang datang di fikiran anda apabila anda membeli produk tiruan? Sila tandakan (√) pada kotak Ya atau Tidak.

	Elements <i>Elemen</i>	Yes <i>Ya</i>	No <i>Tidak</i>
1	Cheap <i>Murah</i>		
2	Easy to get <i>Senang diperolehi</i>		
3	Good in quality <i>Berkualiti</i>		
4	Safe <i>Selamat</i>		
5	At par with original product <i>Setanding dengan produk asli</i>		
6	Identical to original product <i>Sama seperti produk asli</i>		

3. Select the main reason(s) why you **do consider** of buying counterfeit products. You may select more than one reasons.

*Pilih alasan utama kenapa anda **terfikir** untuk membeli produk tiruan. Anda boleh memilih lebih daripada satu alasan.*

	Reason Alasan	Yes Ya	No Tidak
1	Original products are too expensive <i>Produk asli terlalu mahal</i>		
2	Original products do not offer elsewhere <i>Produk asli tidak didapati di semua tempat</i>		
3	Price of original products are not easily bargained <i>Harga produk asli sukar untuk tawar-menawar</i>		
4	Counterfeit products are as good quality as original products <i>Kualiti produk tiruan setanding produk asli</i>		
5	Counterfeit products offer as value for money as original products <i>Produk tiruan memberi nilai wang sebaik produk asli</i>		

4. Do you think buying counterfeit products is morally wrong?

Adakah anda berpandangan bahawa membeli produk tiruan adalah salah dari segi moral?

Yes / Ya

No / Tidak

5. In the last three months, what are the counterfeit products have you purchased? Please **tick** (✓) where appropriate.

*Dalam tempoh tiga bulan yang lalu, apakah jenis produk tiruan yang telah anda beli? Sila **tandakan** (✓) mana yang sesuai.*

Types Jenis	Yes/No Ya/Tidak
Shoes <i>Kasut</i>	
Clothes <i>Pakaian</i>	
Software computer <i>Perisian Komputer</i>	
Compact Disc <i>Cakera padat</i>	
Handbag/Wallet <i>Beg tangan/Dompot</i>	
Electronic good <i>Barangan elektronik</i>	

Perfumes <i>Wangian</i>	
Cosmetics products <i>Produk kecantikan</i>	
Drugs <i>Ubat-ubatan</i>	
Health products <i>Produk kesihatan</i>	
Watches <i>Jam tangan</i>	
Jewellery <i>Barang perhiasan diri/barang kemas</i>	
Sun glasses <i>Cermin mata</i>	
Others (please specify) <i>Lain-lain (sila nyatakan)</i>	

6. Average Frequency of Counterfeit Product Purchased in the last three Months
Purata pembelian produk tiruan sepanjang tiga bulan yang lepas

Frequency <i>Kekerapan</i>	Yes/No <i>Ya/Tidak</i>
1-2 times <i>1-2 kali</i>	
3-4 times <i>3-4 kali</i>	
5-6 times <i>5-6 kali</i>	
7-8 times <i>7- kali</i>	
More than 8 times <i>Lebih daripada 8 kali</i>	

7. Where do you normally buy counterfeit products?
Dimana anda selalunya membeli produk tiruan?

Source	Yes/No <i>Ya/Tidak</i>
Night market <i>Pasar Malam</i>	
Up town / down town	
Supermarket <i>Pasaraya</i>	

On-line <i>Atas talian</i>	
Street seller <i>Penjaja jalanan</i>	
Others (please specify) <i>Lain-lain (sila nyatakan)</i>	

Section II: Counterfeit products purchase behavior.

Bahagian II Gelagat Pembelian Produk Tiruan

The following are some statements measuring the level of your counterfeit product purchase behavior.

Berikut adalah beberapa kenyataan untuk mengukur tahap pembelian produk tiruan anda.

1. The following are some statements measuring the counterfeit product purchase behavior. Please indicate the extent to which you agree or disagree by circling the number that best describes your opinion against each statement using the scale given.

Berikut adalah beberapa kenyataan untuk mengukur gelagat pembelian produk tiruan anda. Sila nyatakan sejauh mana anda bersetuju atau tidak bersetuju dengan membulatkan nombor yang paling tepat menyatakan pendapat anda terhadap setiap pernyataan dengan menggunakan skala yang diberikan.

Strongly Disagree <i>Sangat tidak setuju</i>	Disagree <i>Tidak setuju</i>	Neither agree nor disagree <i>Tiada pendapat</i>	Agree <i>Setuju</i>	Strongly agree <i>Sangat setuju</i>
1	2	3	4	5

Items	1	2	3	4	5
I normally buy counterfeit products instead of original items <i>Kebiasaannya saya membeli produk tiruan berbanding yang asli</i>					
Upon request, I always consider purchasing counterfeit products for a friend or family <i>Atas permintaan, saya sentiasa mempertimbangkan untuk membeli produk tiruan untuk rakan atau</i>					

<i>keluarga</i>					
I would prefer to buy counterfeit products rather than the original items <i>Saya suka untuk membeli produk tiruan berbanding dengan produk asli</i>					
I am satisfy with the counterfeit products <i>Saya berpuashati dengan produk tiruan</i>					

Section III: Factors Influencing Your Decision to Buy Counterfeit Products
Bahagian III. Faktor Yang Mempengaruhi Keputusan Anda Untuk Membeli Produk

Intention to Purchase Counterfeit Products
Niat Untuk Membeli Produk Tiruan

The following are some statements measuring the level of intention to purchase counterfeit products. Please indicate the extent to which you agree or disagree with each of the following statements by **circling** the number that best describes your opinion using the scale given.

*Berikut adalah beberapa kenyataan bagi mengukur tahap niat untuk membeli produk tiruan. Sila nyatakan sejauh mana anda bersetuju atau tidak bersetuju dengan setiap kenyataan berikut dengan **membulatkan** nombor yang paling tepat bagi menyatakan pendapat anda menggunakan skala yang diberikan.*

Strongly Disagree <i>Sangat tidak setuju</i>	Disagree <i>Tidak setuju</i>	Neither agree nor disagree <i>Tiada pendapat</i>	Agree <i>Setuju</i>	Strongly agree <i>Sangat setuju</i>
1	2	3	4	5

Items	1	2	3	4	5
I intend to buy counterfeit products in the future <i>Saya berniat untuk membeli produk tiruan pada masa hadapan</i>					

I will try to buy counterfeit products in my next purchase <i>Saya akan cuba untuk membeli produk tiruan untuk pembelian akan datang</i>					
I will make an effort to buy counterfeit products in my future purchase <i>Saya akan berusaha untuk membeli produk tiruan pada pembelian akan datang</i>					
I think about counterfeit products as a choice when buying something <i>Saya akan memilih produk tiruan sebagai pilihan apabila membuat pembelian</i>					
I wish to buy more counterfeit products next time <i>Saya berhasrat membeli lebih banyak produk tiruan pada masa hadapan</i>					



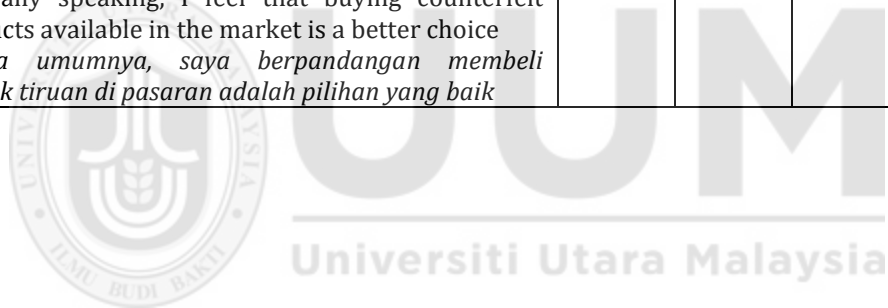
Attitude Towards Counterfeit Products
Sikap Terhadap Produk Tiruan

The following are some statements measuring the level of your attitude towards counterfeit products. Please indicate the extent to which you agree or disagree with each of the following statements by **circling** the number that best describes your opinion using the scale given.

*Berikut adalah beberapa kenyataan bagi mengukur tahap sikap anda terhadap produk tiruan. Sila nyatakan sejauh mana anda bersetuju atau tidak bersetuju dengan setiap kenyataan berikut dengan **membulatkan** nombor yang paling tepat bagi menghuraikan pendapat anda dengan menggunakan skala yang diberikan.*

Strongly Disagree <i>Sangat tidak setuju</i>	Disagree <i>Tidak setuju</i>	Neither agree nor disagree <i>Tiada pendapat</i>	Agree <i>Setuju</i>	Strongly agree <i>Sangat setuju</i>
1	2	3	4	5

Items	1	2	3	4	5
I recommend to friends and relatives that they buy a counterfeited products <i>Saya mencadangkan kepada rakan-rakan dan saudara-mara untuk membeli produk tiruan</i>					
I say favourable things about counterfeited products <i>Saya sentiasa mempunyai pandangan yang baik mengenai produk tiruan</i>					
Considering price, I prefer counterfeited market products compared with original products in the market <i>Berdasarkan faktor harga, saya lebih menyukai produk tiruan berbanding produk asli di pasaran</i>					
Buying counterfeit products generally benefits the consumer <i>Membeli produk tiruan memberi manfaat kepada pengguna</i>					
It is wrong to purchase counterfeit products available in the market <i>Adalah salah membeli produk tiruan yang dijual di pasaran</i>					
Generally speaking, I feel that buying counterfeit products available in the market is a better choice <i>Secara umumnya, saya berpandangan membeli produk tiruan di pasaran adalah pilihan yang baik</i>					



Social Influences

Pengaruh-pengaruh Sosial

The following are some statements measuring the perception of social influences to purchase counterfeit products. Please indicate the extent to which you agree or disagree with each of the following statements by **circling** the number that best describes your opinion using the scale given.

*Berikut adalah beberapa kenyataan bagi mengukur persepsi pengaruh sosial untuk membeli produk tiruan. Sila nyatakan sejauh mana anda bersetuju atau tidak bersetuju dengan setiap kenyataan berikut dengan **membulatkan** nombor yang paling tepat menghuraikan pendapat anda menggunakan skala yang diberikan.*

Strongly Disagree <i>Sangat tidak setuju</i>	Disagree <i>Tidak setuju</i>	Neither agree nor disagree <i>Tiada pendapat</i>	Agree <i>Setuju</i>	Strongly agree <i>Sangat setuju</i>
1	2	3	4	5

Items	1	2	3	4	5
When buying counterfeit products, I generally purchase those brands that I think others will approve of <i>Apabila membeli produk tiruan, saya biasanya membeli jenama yang saya rasa orang lain akan bersetuju</i>					
Most people who are important to me would support me to buy counterfeit products <i>Kebanyakan orang yang penting kepada saya akan menyokong saya untuk membeli produk tiruan</i>					
My friends and relatives expect me buying counterfeit products <i>Rakan dan saudara-mara saya memang menjangkakan saya akan membeli produk tiruan</i>					
My friends and relatives encourage me to buy counterfeit products <i>Rakan dan saudara-mara saya mendorong saya membeli produk tiruan</i>					
People around me who are important to me object of my decision buying counterfeit products <i>Orang sekeliling yang penting kepada saya membantah saya membeli produk tiruan</i>					

Perceived Behavioural Control
Tanggapan Kawalan Tingkahlaku

The following are some statements measuring the level of your perceived behavioural control towards buying counterfeit products. Please indicate the extent to which you agree

or disagree with each of the following statements by **circling** the number that best describes your opinion using the scale given.

Berikut adalah beberapa kenyataan bagi mengukur tanggapan kawalan tingkahlaku diri anda ke atas pembelian produk tiruan. Sila nyatakan sejauh mana anda bersetuju atau tidak bersetuju dengan setiap kenyataan berikut dengan membulatkan nombor yang paling tepat menghuraikan pendapat anda menggunakan skala yang diberikan.

Strongly Disagree <i>Sangat tidak setuju</i>	Disagree <i>Tidak setuju</i>	Neither agree nor disagree <i>Tiada pendapat</i>	Agree <i>Setuju</i>	Strongly agree <i>Sangat setuju</i>
1	2	3	4	5

Items	1	2	3	4	5
For me, to buy counterfeit product is not a difficult <i>Bagi saya, untuk membeli produk tiruan bukanlah sesuatu yang sukar</i>					
If I want to, I could easily buy counterfeits <i>Jika saya berkeinginan, saya dengan mudah boleh membeli produk tiruan</i>					
I believe that I have the ability to buy counterfeit products <i>Saya percaya bahawa saya mempunyai keupayaan membeli produk tiruan</i>					
I have money to buy counterfeit products <i>Saya mempunyai wang untuk membeli produk tiruan</i>					
It is not difficult for me to find counterfeit products if I want to buy <i>Tidak sukar untuk saya mencari produk tiruan jika saya mahu membelinya</i>					

Anticipated Guilt
Jangkaan Rasa Bersalah

The following are some statements measuring the level of your anticipated guilt experience in buying counterfeit products. Please **circle** the number that best describes your answer against each statement using the scale given.

Berikut adalah beberapa kenyataan untuk mengukur tahap pengalaman rasa bersalah anda dalam membeli produk tiruan. Sila bulatkan nombor yang paling tepat menerangkan jawapan anda terhadap setiap pernyataan menggunakan skala yang diberikan.

Strongly Disagree <i>Sangat tidak setuju</i>	Disagree <i>Tidak setuju</i>	Neither agree nor disagree <i>Tiada pendapat</i>	Agree <i>Setuju</i>	Strongly agree <i>Sangat setuju</i>
1	2	3	4	5

Items	1	2	3	4	5
I feel guilty if continuously buying counterfeit products in the future <i>Saya rasa bersalah jika terus membeli produk tiruan pada masa akan datang</i>					
I would anticipate that I would be remorseful about my action if I continuously buy counterfeit products <i>Saya menjangkakan bahawa saya akan menyesal mengenai tindakan saya jika saya berterusan membeli produk tiruan</i>					
I would consider myself doing something wrong if I buy counterfeit products <i>Saya menganggap diri saya melakukan sesuatu yang salah jika saya membeli produk tiruan</i>					
I would feel apologetic if I continue buying counterfeit in the future <i>Saya merasa kesal jika saya berterusan membeli produk tiruan pada masa akan datang</i>					
I would feel that I should not buy counterfeit products in the future <i>Saya rasa saya tidak perlu membeli produk tiruan pada masa akan datang</i>					

Past Experience in Buying Counterfeit Products
Pengalaman Lepas Dalam Membeli Produk Tiruan

The following are some statements measuring the level of your past experience in buying counterfeit products. Please **circle** the number that best describes your answer against each statement using the scale given.

Berikut adalah beberapa kenyataan untuk mengukur tahap pengalaman anda dalam membeli produk tiruan. Sila bulatkan nombor yang paling tepat menerangkan jawapan anda terhadap setiap pernyataan menggunakan skala yang diberikan.

Strongly Disagree <i>Sangat tidak setuju</i>	Disagree <i>Tidak setuju</i>	Neither agree nor disagree <i>Tiada pendapat</i>	Agree <i>Setuju</i>	Strongly agree <i>Sangat setuju</i>
1	2	3	4	5

Items	1	2	3	4	5
I have experience buying counterfeit products in the past <i>Saya berpengalaman membeli produk tiruan sebelum ini</i>					
I found counterfeit products that I bought in the past is a better choice <i>Saya dapati produk tiruan yang saya beli pada masa lepas adalah pilihan yang baik</i>					
I am satisfied with the counterfeit products that I have bought before <i>Saya berpuashati dengan prestasi produk tiruan yang pernah saya beli</i>					

Section IV: About Yourself
Bahagian IV: Tentang Diri Anda

Please tick (√) once only where appropriate for you in respect of the following questions:
Sila tandakan (√) sekali sahaja di tempat yang berkaitan bagi soalan-soalan berikut:



1. Gender (*Jantina*):

Male (<i>Lelaki</i>)	
Female (<i>Perempuan</i>)	

2. Age (*Umur*):

Below 20 (<i>Bawah 20</i>)	
21-30	
31-40	
41-50	
51 & above (<i>51 & ke atas</i>)	

3. Marital status (*Status Perkahwinan*):

Single (<i>Belum Berkahwin</i>)	
Married (<i>Berkahwin</i>)	
Divorced/separated <i>Bercerai/Berasingan</i>	
Widow (<i>Janda/Duda</i>)	

4. Which state are you living? (*Di negeri mana anda tinggal?*):

Kuala Lumpur	
Selangor	
Melaka	
Negeri Sembilan	
Johor	
Pahang	
Terengganu	
Kelantan	
Perak	
Pulau Pinang	
Kedah	
Perlis	
Sabah	
Sarawak	

5. Your highest education (*Pendidikan tertinggi anda*):

Primary school <i>Sekolah rendah</i>	
Secondary school <i>Sekolah menengah</i>	
Certificate/Diploma <i>Sijil/Diploma</i>	
Bachelor Degree <i>Ijazah Sarjana Muda</i>	
Master/Doctorate <i>Sarjana/Kedoktoran</i>	

6. Your total monthly income :
Jumlah pendapatan bulanan anda

Below RM 3000 <i>Bawah RM 3000</i>	
RM 3001-RM 5000	
RM 5001-RM 7000	
RM 7001-RM 9000	
RM 9001 and above <i>RM 9001 dan ke atas</i>	

7. Type of employment:

Government servant <i>Kakitangan kerajaan</i>	
Private <i>Swasta</i>	
Self-employed <i>Bekerja sendiri</i>	
Student <i>Pelajar</i>	
Unemployed <i>Tidak bekerja</i>	

LAMPIRAN 3

BORANG SELIDIK

(EDARAN AKHIR)



Universiti Utara Malaysia

Dear Respondent,

I am a postgraduate student at Universiti Utara Malaysia. I am currently conducting a research to examine factors influencing purchase behaviour of counterfeit products among Malaysian consumers. The following questionnaire is part of research project for my Doctor of Philosophy (Marketing) thesis. The enclosed survey is intended to collect information about your opinion and experience in counterfeit products purchase behaviour, your attitude towards these products, and the factors that influence your decision to purchase this kind of products. All of your responses are strictly confidential and will be used for academic purposes only. No individually identifiable information will be disclosed or published and all results will be presented as aggregate summary data.

Thank you for your time and co-operation in furthering this research endeavour. If you have any question please do not hesitate to call or e-mail me.

Sincerely,

Azli Muhammad
Universiti Utara Malaysia
019-4777615
azlizilz_m@yahoo.com.my

Responden yang dihormati

Saya seorang pelajar kedoktoran di Universiti Utara Malaysia. Saya sedang menjalankan kajian untuk mengkaji gelagat pembelian produk tiruan dalam kalangan pengguna Malaysia. Soal selidik berikut adalah sebahagian daripada projek penyelidikan untuk tesis Doktor Falsafah (Pemasaran) saya. Kaji selidik tertutup ini bertujuan untuk mengumpul maklumat tentang pendapat dan pengalaman dalam pembelian produk tiruan, sikap anda terhadap produk ini, dan faktor-faktor yang mempengaruhi keputusan anda untuk membeli produk tiruan. Semua jawapan anda adalah sulit dan akan digunakan untuk tujuan akademik sahaja. Tiada maklumat secara individu yang dikenal pasti akan didedahkan atau diterbitkan dan semua keputusan akan dibentangkan sebagai data ringkasan agregat.

Terima kasih atas masa dan kerjasama anda dalam menjayakan usaha penyelidikan ini. Jika anda mempunyai sebarang soalan sila tidak teragak-agak untuk menelefon atau mengemil saya.

Dengan ikhlas,

Azli Muhammad
Universiti Utara Malaysia
019-4777615
azlizilz_m@yahoo.com.my

Counterfeit Product Definition

“Counterfeit product” in this questionnaire refers to an unauthorized imitation of a branded good. It includes any product bearing an unauthorized representation of a manufacturer's trademark or trade name. It is as identical or similar copies of trademarked goods that are offered in the marketplace in order to take advantage of the benefits generated by the specific branded products. In this study, we refer to non-deceptive counterfeit where it involves a situation when the customer aware of the origin and the inferior quality of the product and aware that the product purchased is a counterfeit.





Section I: About Yourself

Bahagian 1: Tentang Diri Anda

Please tick (✓) once only where appropriate for you in respect of the following questions:
Sila tandakan (✓) sekali sahaja di tempat yang berkaitan bagi soalan-soalan berikut:

8. Gender (*Jantina*):

Male (<i>Lelaki</i>)	
Female (<i>Perempuan</i>)	

9. Age (*Umur*):

Below 20 (<i>Bawah 20</i>)	
21-30	
31-40	
41-50	
51 & above (<i>51 & ke atas</i>)	

10. Marital status (*Status Perkahwinan*):

Single (<i>Belum Berkahwin</i>)	
Married (<i>Berkahwin</i>)	
Divorced/separated <i>Bercerai/Berasingan</i>	
Widow (<i>Janda/Duda</i>)	

11. Which state are you living? (*Di negeri mana anda tinggal?*):

Kuala Lumpur	
Selangor	
Melaka	
Negeri Sembilan	
Johor	
Pahang	
Terengganu	
Kelantan	
Perak	
Pulau Pinang	
Kedah	
Perlis	
Sabah	
Sarawak	
Putra Jaya	

12. Your highest education (*Pendidikan tertinggi anda*):

Primary school <i>Sekolah rendah</i>	
Secondary school <i>Sekolah menengah</i>	
Certificate/Diploma <i>Sijil/Diploma</i>	
Bachelor Degree <i>Ijazah Sarjana Muda</i>	
Master/Doctorate <i>Sarjana/Kedoktoran</i>	

13. Your total monthly income :
Jumlah pendapatan bulanan anda

Below RM 3000 <i>Bawah RM 3000</i>	
RM 3001-RM 5000	
RM 5001-RM 7000	
RM 7001-RM 9000	
RM 9001 and above <i>RM 9001 dan ke atas</i>	

14. Type of employment:

Government servant <i>Kakitangan kerajaan</i>	
Private <i>Swasta</i>	
Self-employed <i>Bekerja sendiri</i>	
Student <i>Pelajar</i>	
Unemployed <i>Tidak bekerja</i>	

Section II: Your Experience in Buying Counterfeit Products
Bahagian II : Pengalaman Anda Membeli Produk Tiruan

The following are some statements measuring your experience in buying counterfeit products. Please indicate your answer by **tick (√)** or **circling** the number that best describes your opinion against each statement using the scale given.

*Berikut adalah beberapa pernyataan bagi mengukur pengalaman anda membeli produk tiruan. Sila nyatakan jawapan anda dengan **menanda (√)** atau **membulatkan** nombor yang paling tepat bagi menerangkan pendapat anda terhadap setiap pernyataan menggunakan skala yang diberikan.*

8. Do you have any experience buying counterfeit products for the last 3 months?
 Adakah anda berpengalaman membeli produk tiruan dalam jangkamasa 3 bulan yang lepas?

Yes / Ya No /Tidak

IF YOUR ANSWER IS “NO” YOU MAY STOP ANSWER THE REMAINING QUESTIONS. THANK YOU

9. What are the elements that come to your mind when you buy counterfeit products?
 Please **tick (√)** in the appropriate **Yes** or **No** box.

Apakah elemen yang datang di fikiran anda apabila anda membeli produk tiruan? Sila tandakan (√) pada kotak Ya atau Tidak.

	Elements <i>Elemen</i>	Yes <i>Ya</i>	No <i>Tidak</i>
1	Cheap <i>Murah</i>		
2	Easy to get <i>Senang diperolehi</i>		
3	Good in quality <i>Berkualiti</i>		
4	Safe <i>Selamat</i>		
5	At par with original product <i>Setanding dengan produk asli</i>		
6	Identical to original product <i>Sama seperti produk asli</i>		

10. Select the main reason(s) why you **do consider** of buying counterfeit products. You may select more than one reasons.

*Pilih alasan utama kenapa anda **terfikir** untuk membeli produk tiruan. Anda boleh memilih lebih daripada satu alasan.*

	Reason Alasan	Yes Ya	No Tidak
1	Original products are too expensive <i>Produk asli terlalu mahal</i>		
2	Original products do not offer elsewhere <i>Produk asli tidak didapati di semua tempat</i>		
3	Price of original products are not easily bargained <i>Harga produk asli sukar untuk tawar-menawar</i>		
4	Counterfeit products are as good quality as original products <i>Kualiti produk tiruan setanding produk asli</i>		
5	Counterfeit products offer as value for money as original products <i>Produk tiruan memberi nilai wang sebaik produk asli</i>		

11. Do you think buying counterfeit products is morally wrong?

Adakah anda berpandangan bahawa membeli produk tiruan adalah salah dari segi moral?

Yes / Ya

No / Tidak

12. In the last three months, what are the counterfeit products have you purchased? Please **tick** (✓) where appropriate.

*Dalam tempoh tiga bulan yang lalu, apakah jenis produk tiruan yang telah anda beli? Sila **tandakan** (✓) mana yang sesuai.*

Types Jenis	Yes/No Ya/Tidak
Shoes <i>Kasut</i>	
Clothes <i>Pakaian</i>	
Software computer <i>Perisian Komputer</i>	
Compact Disc <i>Cakera padat</i>	
Handbag/Wallet <i>Beg tangan/Dompot</i>	
Electronic good <i>Barangan elektronik</i>	

Perfumes <i>Wangian</i>	
Cosmetics products <i>Produk kecantikan</i>	
Drugs <i>Ubat-ubatan</i>	
Health products <i>Produk kesihatan</i>	
Watches <i>Jam tangan</i>	
Jewellery <i>Barang perhiasan diri/barang kemas</i>	
Sun glasses <i>Cermin mata</i>	
Others (please specify) <i>Lain-lain (sila nyatakan)</i>	

13. Average frequency of counterfeit product purchased in the last three months
Purata pembelian produk tiruan sepanjang tiga bulan yang lepas

Frequency <i>Kekerapan</i>	Yes/No <i>Ya/Tidak</i>
1-2 times <i>1-2 kali</i>	
3-4 times <i>3-4 kali</i>	
5-6 times <i>5-6 kali</i>	
7-8 times <i>7- kali</i>	
More than 8 times <i>Lebih daripada 8 kali</i>	

14. Where do you normally buy counterfeit products?
Dimana anda selalunya membeli produk tiruan?

Source	Yes/No <i>Ya/Tidak</i>
Night market <i>Pasar Malam</i>	
Up town / down town	
Supermarket <i>Pasaraya</i>	
On-line	

<i>Atas talian</i>	
Street seller <i>Penjaja jalanan</i>	
Others (please specify) <i>Lain-lain (sila nyatakan)</i>	

Section III: Counterfeit products purchase behavior
Bahagian III Gelagat Pembelian Produk Tiruan

The following are some statements measuring the level of your counterfeit product purchase behavior.

Berikut adalah beberapa kenyataan untuk mengukur tahap pembelian produk tiruan anda.

2. The following are some statements measuring the counterfeit product purchase behavior. Please indicate the extent to which you agree or disagree by circling the number that best describes your opinion against each statement using the scale given.
Berikut adalah beberapa kenyataan untuk mengukur gelagat pembelian produk tiruan anda. Sila nyatakan sejauh mana anda bersetuju atau tidak bersetuju dengan membulatkan nombor yang paling tepat menyatakan pendapat anda terhadap setiap pernyataan dengan menggunakan skala yang diberikan.

Strongly Disagree <i>Sangat tidak setuju</i>	Disagree <i>Tidak setuju</i>	Neither agree nor disagree <i>Tiada pendapat</i>	Agree <i>Setuju</i>	Strongly agree <i>Sangat setuju</i>
1	2	3	4	5

Items	1	2	3	4	5
I normally buy counterfeit products instead of original items <i>Kebiasaannya saya membeli produk tiruan berbanding yang asli</i>					
Upon request, I always consider purchasing counterfeit products for a friend or family <i>Atas permintaan, saya sentiasa mempertimbangkan untuk membeli produk tiruan untuk rakan atau keluarga</i>					
I would prefer to buy counterfeit products rather than the original items <i>Saya lebih suka untuk membeli produk tiruan berbanding dengan produk asli</i>					

I am satisfy with the counterfeit products <i>Saya berpuashati dengan produk tiruan</i>					
--	--	--	--	--	--

Section IV: Factors Influencing Your Decision to Buy Counterfeit Products
Bahagian IV. Faktor Yang Mempengaruhi Keputusan Anda Untuk Membeli Produk

Intention to Purchase Counterfeit Products
Niat Untuk Membeli Produk Tiruan

The following are some statements measuring the level of intention to purchase counterfeit products. Please indicate the extent to which you agree or disagree with each of the following statements by **circling** the number that best describes your opinion using the scale given.

*Berikut adalah beberapa kenyataan bagi mengukur tahap niat untuk membeli produk tiruan. Sila nyatakan sejauh mana anda bersetuju atau tidak bersetuju dengan setiap kenyataan berikut dengan **membulatkan** nombor yang paling tepat bagi menyatakan pendapat anda menggunakan skala yang diberikan.*

Strongly Disagree <i>Sangat tidak setuju</i>	Disagree <i>Tidak setuju</i>	Neither agree nor disagree <i>Tiada pendapat</i>	Agree <i>Setuju</i>	Strongly agree <i>Sangat setuju</i>
1	2	3	4	5

Items	1	2	3	4	5
I intend to buy counterfeit products in the future <i>Saya berhasrat untuk membeli produk tiruan pada masa hadapan</i>					
I will try to buy counterfeit products in my next purchase <i>Saya akan cuba untuk membeli produk tiruan untuk pembelian akan datang</i>					
I will make an effort to buy counterfeit products in my future purchase <i>Saya akan berusaha untuk membeli produk tiruan pada pembelian akan datang</i>					
I think about counterfeit products as a choice when buying something <i>Saya akan memikirkan produk tiruan sebagai pilihan apabila membuat pembelian</i>					
I wish to buy more counterfeit products next time <i>Saya ingin membeli lebih banyak produk tiruan pada masa depan</i>					

Attitude Towards Counterfeit Products
Sikap Terhadap Produk Tiruan

The following are some statements measuring the level of your attitude towards counterfeit products. Please indicate the extent to which you agree or disagree with each of the following statements by **circling** the number that best describes your opinion using the scale given.

*Berikut adalah beberapa kenyataan bagi mengukur tahap sikap anda terhadap produk tiruan. Sila nyatakan sejauh mana anda bersetuju atau tidak bersetuju dengan setiap kenyataan berikut dengan **membulatkan** nombor yang paling tepat bagi menghuraikan pendapat anda dengan menggunakan skala yang diberikan.*

Strongly Disagree <i>Sangat tidak setuju</i>	Disagree <i>Tidak setuju</i>	Neither agree nor disagree <i>Tiada pendapat</i>	Agree <i>Setuju</i>	Strongly agree <i>Sangat setuju</i>
1	2	3	4	5

Items	1	2	3	4	5
I recommend to friends and relatives that they buy a counterfeited products <i>Saya mencadangkan kepada rakan-rakan dan saudara-mara untuk membeli produk tiruan</i>					
I say favourable things about counterfeited products <i>Saya sentiasa mempunyai pandangan yang baik mengenai produk tiruan</i>					
Considering price, I prefer counterfeited market products compared with original products in the market <i>Berdasarkan faktor harga, saya lebih menyukai produk tiruan berbanding produk asli di pasaran</i>					
Buying counterfeit products generally benefits the consumer <i>Membeli produk tiruan memberi manfaat kepada pengguna</i>					
It is wrong to purchase counterfeit products available in the market <i>Memang salah membeli produk tiruan yang dijual di pasaran</i>					
Generally speaking, I feel that buying counterfeit products available in the market is a better choice <i>Secara umumnya, saya berpandangan membeli produk tiruan di pasaran adalah pilihan yang baik</i>					

Social Influences
Pengaruh-pengaruh Sosial

The following are some statements measuring the perception of social influences to purchase counterfeit products. Please indicate the extent to which you agree or disagree with each of the following statements by **circling** the number that best describes your opinion using the scale given.

*Berikut adalah beberapa kenyataan bagi mengukur persepsi pengaruh sosial untuk membeli produk tiruan. Sila nyatakan sejauh mana anda bersetuju atau tidak bersetuju dengan setiap kenyataan berikut dengan **membulatkan** nombor yang paling tepat menghuraikan pendapat anda menggunakan skala yang diberikan.*

Strongly Disagree <i>Sangat tidak setuju</i>	Disagree <i>Tidak setuju</i>	Neither agree nor disagree <i>Tiada pendapat</i>	Agree <i>Setuju</i>	Strongly agree <i>Sangat setuju</i>
1	2	3	4	5

Items	1	2	3	4	5
When buying counterfeit products, I generally purchase those brands that I think others will approve of <i>Apabila membeli produk tiruan, saya biasanya membeli jenama yang saya rasa orang lain akan bersetuju</i>					
Most people who are important to me would support me to buy counterfeit products <i>Kebanyakan orang yang penting kepada saya akan menyokong saya untuk membeli produk tiruan</i>					
My friends and relatives expect me buying counterfeit products <i>Rakan dan saudara-mara saya memang menjangkakan saya akan membeli produk tiruan</i>					
My friends and relatives encourage me to buy counterfeit products <i>Rakan dan saudara-mara saya mendorong saya membeli produk tiruan</i>					
People around me who are important to me object of my decision buying counterfeit products <i>Orang sekeliling yang penting kepada saya membantah saya membeli produk tiruan</i>					

Perceived Behavioural Control
Tanggapan Kawalan Tingkahlaku

The following are some statements measuring the level of your perceived behavioural control towards buying counterfeit products. Please indicate the extent to which you agree or disagree with each of the following statements by **circling** the number that best describes your opinion using the scale given.

Berikut adalah beberapa kenyataan bagi mengukur tanggapan kawalan tingkahlaku diri anda ke atas pembelian produk tiruan. Sila nyatakan sejauh mana anda bersetuju atau tidak bersetuju dengan setiap kenyataan berikut dengan membulatkan nombor yang paling tepat menghuraikan pendapat anda menggunakan skala yang diberikan.

Strongly Disagree <i>Sangat tidak setuju</i>	Disagree <i>Tidak setuju</i>	Neither agree nor disagree <i>Tiada pendapat</i>	Agree <i>Setuju</i>	Strongly agree <i>Sangat setuju</i>
1	2	3	4	5

Items	1	2	3	4	5
For me, to buy counterfeit product is not a difficult <i>Bagi saya, untuk membeli produk tiruan bukanlah sesuatu yang sukar</i>					
If I want to, I could easily buy counterfeits <i>Jika saya berkeinginan, saya dengan mudah boleh membeli produk tiruan</i>					
I believe that I have the ability to buy counterfeit products <i>Saya percaya bahawa saya mempunyai keupayaan membeli produk tiruan</i>					
I have money to buy counterfeit products <i>Saya mempunyai wang untuk membeli produk tiruan</i>					
It is difficult for me to find counterfeit products if I want to buy <i>Sukar bagi saya untuk membeli produk tiruan jika saya mahu</i>					

Anticipated Guilt
Jangkaan Rasa Bersalah

The following are some statements measuring the level of your anticipated guilt experience in buying counterfeit products. Please **circle** the number that best describes your answer against each statement using the scale given.

Berikut adalah beberapa kenyataan untuk mengukur tahap pengalaman rasa bersalah anda dalam membeli produk tiruan. Sila bulatkan nombor yang paling tepat menerangkan jawapan anda terhadap setiap pernyataan menggunakan skala yang diberikan.

Strongly Disagree <i>Sangat tidak setuju</i>	Disagree <i>Tidak setuju</i>	Neither agree nor disagree <i>Tiada pendapat</i>	Agree <i>Setuju</i>	Strongly agree <i>Sangat setuju</i>
1	2	3	4	5

Items	1	2	3	4	5
I feel guilty if continuously buying counterfeit products in the future <i>Saya rasa bersalah jika terus membeli produk tiruan pada masa akan datang</i>					
I would anticipate that I would be remorseful about my action if I continuously buy counterfeit products <i>Saya menjangkakan bahawa saya akan menyesal mengenai tindakan saya jika saya berterusan membeli produk tiruan</i>					
I would consider myself doing something wrong if I buy counterfeit products <i>Saya menganggap diri saya melakukan sesuatu yang salah jika saya membeli produk tiruan</i>					
I would feel apologetic if I continue buying counterfeit in the future <i>Saya merasa kesal jika saya berterusan membeli produk tiruan pada masa akan datang</i>					
I would feel that I should not buy counterfeit products in the future <i>Saya rasa saya tidak perlu membeli produk tiruan pada masa akan datang</i>					

Past Experience in Buying Counterfeit Products
Pengalaman Lepas Dalam Membeli Produk Tiruan

The following are some statements measuring the level of your past experience in buying counterfeit products. Please **circle** the number that best describes your answer against each statement using the scale given.

Berikut adalah beberapa kenyataan untuk mengukur tahap pengalaman anda dalam membeli produk tiruan. Sila bulatkan nombor yang paling tepat menerangkan jawapan anda terhadap setiap pernyataan menggunakan skala yang diberikan.

Strongly Disagree <i>Sangat tidak setuju</i>	Disagree <i>Tidak setuju</i>	Neither agree nor disagree <i>Tiada pendapat</i>	Agree <i>Setuju</i>	Strongly agree <i>Sangat setuju</i>
1	2	3	4	5

Items	1	2	3	4	5
I have experience buying counterfeit products in the past <i>Saya berpengalaman membeli produk tiruan sebelum ini</i>					
I found counterfeit products that I bought in the past is a better choice <i>Saya dapati produk tiruan yang saya beli pada masa lepas adalah pilihan yang baik</i>					
I am satisfied with the counterfeit products that I have bought before <i>Saya berpuashati dengan prestasi produk tiruan yang pernah saya beli</i>					



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