CONSUMER'S ATTITUDE TOWARDS COUNTERFEIT PRODUCTS AMONG STUDENTS IN UNIVERSITI MALAYSIA KELANTAN CITY CAMPUS

by

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2019

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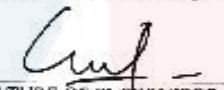
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ABSTRACT

This study is to investigate the customers' attitude towards counterfeit goods among students in Universiti Malaysia Kelantan, City Campus. The nature of this research is researching which factors that influence the customer's attitude towards counterfeit products among students in UMK City Campus. In conducting this research, we found out that there are four independent variable (IV) which is status consumption, integrity, personal gratification and purchase intention that can be relate to our dependent variable (DV). Our objectives in this research to identify the status consumption influence on consumer's attitude towards counterfeit products among students in Universtiti Malaysia Kelantan (UMK), City Campus, to examine the integrity influence on consumer's attitude towards counterfeit products among students in UMK, City Campus, to determine the personal gratification influence on consumer's attitude towards counterfeit products among students in UMK, City Campus, to identify the purchase intention influence on consumer's attitude towards counterfeit products among students in UMK, City Campus, and the last objective is To investigate the most important factors that influence on consumer's attitude towards counterfeit products among students in UMK, City Campus. A quantitative research was used in this research. To collect the data, 361 respondents were evaluated through a structured questionnaire which was targeting the UMK City Campus students. The data was analysed using Statistical Package for Social Sciences (SPSS) version 25.0. The Pearson's Correlation test was used to test the relationship between independent and dependent variables. Results were illustrated in tables and charts. Results showed that there was positive significant relationship between status consumption, integrity, personal gratification and purchase intention towards counterfeit products among students in UMK City Campus. The final data shows that purchase intention had the most factors influence on consumers attitude towards counterfeit products among students in UMK city campus with the correlation coefficient of

0.756. Our research will give benefits to a several parties. The first party that are going to get benefits are the industry itself. Industry can identify the reason the consumers are preferred counterfeits products than the original products. The second party that get benefits from the research are the customers. This is because the customers can buy or own the products with a moderate quality with lower price. They can make a choice either to buy the original products or the counterfeits products. The last party that get the benefits are the researchers. This study could be a reference to the future researcher that are going to conduct a research in the same field. This study is also affected to the manufacturer of counterfeit products because people may rethink before buying a counterfeit product after read this thesis and there will be a positive impact to the original products manufacturer because there will be an increase of a demand after people read this thesis.

ABSTRAK

Kajian ini bertujuan menyiasat sikap pelanggan terhadap barangan palsu di kalangan pelajar di Universiti Malaysia Kelantan, Kampus Kota. Tujuan kajian ini meneliti faktor-faktor yang mempengaruhi sikap pelanggan terhadap produk palsu di kalangan pelajar di Kampus Bandar UMK. Dalam menjalankan kajian ini, kami mendapati bahawa terdapat empat pemboleh ubah bebas (IV) kami yang merupakan penggunaan status, integriti, kepuasan peribadi dan niat pembelian yang boleh dikaitkan dengan pembolehubah bergantung (DV). Tujuan kami dalam kajian ini untuk mengenal pasti pengaruh penggunaan status terhadap sikap pengguna terhadap produk palsu di kalangan pelajar di Universtiti Malaysia Kelantan (UMK), Kampus Kota, untuk mengkaji pengaruh integriti terhadap sikap pengguna terhadap produk palsu di kalangan pelajar di UMK, Kampus Kota. menentukan pengaruh kepuasan peribadi terhadap sikap pengguna terhadap produk palsu di kalangan pelajar di UMK, Kampus Kota, untuk mengenal pasti pengaruh niat pembelian terhadap sikap pengguna terhadap produk palsu di kalangan pelajar di UMK, Kampus Kota, dan matlamat terakhir adalah Menyiasat faktor-faktor yang paling penting yang mempengaruhi sikap pengguna terhadap produk palsu di kalangan pelajar di UMK, Kampus Kota. Kajian kuantitatif digunakan dalam kajian ini. Untuk mengumpul data, 361 responden dinilai melalui soal selidik berstruktur yang mensasarkan pelajar Kampus UMK. Data dianalisis dengan menggunakan versi SPSS 25.0. Ujian korelasi Pearson digunakan untuk menguji hubungan antara pembolehubah bebas dan bergantung. Hasilnya digambarkan dalam jadual dan carta. Keputusan menunjukkan terdapat hubungan positif yang signifikan antara penggunaan status, integriti, kepuasan peribadi dan niat pembelian terhadap produk palsu di kalangan pelajar di Kampus Bandar UMK. Data akhir menunjukkan bahawa niat pembelian mempunyai faktor yang paling mempengaruhi sikap pengguna terhadap produk palsu di kalangan pelajar di UMK kampus Kota dengan pekali korelasi 0.756. Penyelidikan kami akan memberi manfaat

kepada beberapa pihak. Pihak pertama yang akan mendapat manfaat adalah industri itu sendiri. Industri boleh mengenal pasti sebab pengguna memilih produk palsu berbanding produk asal. Pihak kedua yang mendapat faedah daripada penyelidikan adalah pelanggan. Ini kerana pelanggan boleh membeli atau memiliki produk dengan kualiti yang sederhana dengan harga yang lebih rendah. Mereka boleh membuat pilihan sama ada untuk membeli produk asal atau produk palsu. Pihak terakhir yang mendapat faedah adalah penyelidik. Kajian ini boleh menjadi rujukan kepada penyelidik masa depan yang akan menjalankan penyelidikan dalam bidang yang sama. Kajian ini juga berpengaruh kepada pengilang produk palsu kerana orang mungkin memikirkan semula sebelum membeli produk palsu selepas membaca tesis ini dan akan ada kesan positif kepada pengeluar produk asal kerana akan ada peningkatan permintaan selepas orang membaca tesis ini.

CONSUMER'S ATTITUDE TOWARDS COUNTERFEIT PRODUCTS AMONG

STUDENTS IN UNIVERSITI MALAYSIA KELANTAN CITY CAMPUS

CHAPTER 1

INTRODUCTION

1.0 Introduction

This research aims to investigate the customers' attitude towards counterfeit products among students in Universiti Malaysia Kelantan (UMK), City Campus. For a bright explanation of the overview on the current topic, this chapter is discussed about the background of the study, problem statement, research objective, research questions, significant of the study, scope of the study and last but not least the chapter summary.

1.1 Background of the Study

Counterfeit describes a product that has a mark similar to, and, indistinguishable, licensed trade mark with another entity, violating the rights of the holders of the trade mark. Bian & Veluotsou, 2007; Chaudhry & Walsh, 1996; Grosman & Shapiro, 1988 a,b). While innovation are growing better and advance, the production of counterfeit products is becoming more easy to do (Phau et al.,2009; Eisend and Schuchert-Guler, 2006; Pennz & StÖttinger, 2005) with higher quality (Eisend & Schuchert-Guller, 2006; Penz & StÖttinger, 2005) and less of innovative of the manufactured costs (Gentry et al., 2006) (Bhatia, 2017). For example, well-known brands like Nike, Adidas, Gucci and so on have

the highest level of attractiveness for forgers. it has a high possibility to be copied by the manufacture.

Counterfeiting is a mistake by the government and the state, including the manufacture or goods are sold under another person's name and without their permission (International Anti-Counterfeiting Coalition [IACC], 2019).

To give much better understandings into the customer's attitude towards counterfeit goods, then the definition of counterfeit should be understood by the reader and everyone. Counterfeit products are not original; they reproduce somebody's thought, production, something common, or something that can make profit. counterfeit products include a variety of items including music CDs, shoes, clothing, jewellery, cars, luggage, bags, wallets, watches, ideas, software and application. (Eisend & Schuchert-Guler, 2016). Counterfeit products are always being referred to the similarity between the original products and a fake product in terms of brand and copyright without a licensing permission. Counterfeiting has become a serious problem in economic sector because it can harm other business. It is also become a social problem in the entrepreneurship environment. Most counterfeit items are lower quality copies of the original products. If the products are close to the value of the real goods, buyers are more willing to buy the fake products. (Penz & StÖttinger, 2016).

Counterfeit products, such as CDs, DVDs, watches, shoes, handbags, clothes, electronic products, medications, textiles, and pesticides, can be classified into various aspects. Such fake products abuse the original brand's high brand value, logo, label, and trademark. Counterfeit products are also almost anything that can be discovered, and they can be counterfeit products consisting of electrical goods, books, food and others (Chaudhry & Zimmerman, 2009).

High demand for counterfeit goods leads to the emergence and expansion of the counterfeit phenomenon. (Gentry et al., 2001; Ang et al., 2001). As an immediate consequence of these cases, a lot of work has focused on recognizable proof of significant variables that influence of the buyer's frame of mind towards counterfeit item.

From a user's perspective, forgery can either be deceiving or not deceiving. Counterfeit falsification involves buying where consumers do not know if the product, they are purchase are fake products, in areas such as automotive equipment, consumer electronics and pharmaceutical products, as is often the case (Grossman & Shapiro, 1988). Nevertheless, consumers are usually aware of buying fake goods in other categories. The non-deceptive counterfeit type is very popular on the luxury brand market, where consumers are often in a position to recognize counterfeit products based on different price points, distribution channels and poor product quality from original labels and price point. (Nia & Zaichkowsky, 2000).

A person enjoys buying branded goods because they feel the item is their "position" in society, but it comes at a cost, of course, and obviously not everyone can afford branded goods. Excessively expensive costs of genuine luxury goods appear to be typical reason for individuals to justify their counterfeit luxury purchase (Bian et al., 2016). Furthermore, Malaysia's Deputy Minister of Education has even openly encouraged the modernisation of the market in Petaling Street to make it a venue for counterfeit goods (Gan, 2017).

Studies should be carried out to determine the consumer demand for a fake product. Is the price point really the primary factor for customers? Nonetheless, if the price is the key reason for buying a product without an unknown brand or company offering a cheaper price (Huang et al., 2004). Why should they choose a branded product

that is known when it is of low quality? Although the selling and purchasing of counterfeit goods have become a global issue, the reasons for the purpose of consumers to purchase counterfeit and counterfeit goods is not yet fully known. (Chapman & Wahlers, 1999).

In Malaysia, the sale and purchase of fake luxury goods is so popular that there are places (e.g. Petaling Street and Batu Ferringhi) They have turned into a well-known tourist destination for counterfeit goods (Bian et al., 2016). Nonetheless, the Malaysian Government is facing a huge dilemma as to whether it will continue to market itself as an international tourist destination for the selling of counterfeit and fake luxury goods or take full legal action against the sellers of this counterfeit and fake items and goods. (Koay, 2018).

The costs of luxury products are generally not affordable for many person (Koay, 2018). Therefore, one way of feeling the sense of status associated with luxury goods is by purchasing counterfeits good (Barnett, 2005).

Using the same framework that had been applied in (Rahpeima, Vazifedost, Hanzaee and Saeednia (2014), the reason for this study is to find out consumer's attitude towards counterfeit goods and in Universiti Malaysia Kelantan, City Campus.

1.2 Problem Statement

Counterfeit products are commonly produced by using lower quality parts and selling cheaper than genuine products. In 2013, at U.S. borders, the Department of Homeland Security intercepted counterfeit goods worth more than RM7.14 billion according to Journal Business Research.

According to the news published on 18th January 2016 by The Star Online, Louis Vuitton (LV), a French luxury goods business company, is taking law enforcement action towards counterfeit and fake online vendors in China for violating the LV logo and also search for economic loss insurance. Based on the 2011 International Chamber of Commerce (ICC) online news article, counterfeiting and piracy's estimated global economic and social effects would exceed RM7.14 trillion, or higher than two percent of the world's present total economic output.

There was a limited study that researchers have conducted to consider customer engagement in the purchase and using counterfeit goods and items in Malaysia. The majority of the past investigations were carried out in countries like Brazil, China, Singapore and Taiwan (Wang et al., 2001; Huang et al., 2004; Wang et al., 2005; De Matos et al., 2007; Phau & Taeh, 2009).

Hence, an investigation on the consumer's attitude towards counterfeit products is investigated in this study. Based on (Rahpeima, Vazifedost, Hanzaee and Saeednia (2014), the independent variables are status consumption, integrity, personal gratification, and purchase intention. Therefore, the relationship between the four independent variables which are status consumption, integrity, personal gratification and purchase intention influence consumer's attitude towards counterfeit products were studied. Using these factors, an investigation was conducted among students in UMK, City Campus.

First problem statement is status consumption that effect on the consumer's attitude towards counterfeit products. Status consumption indicates the buy, use, show and utilization of products and services as a method of picking up status. This includes a social positioning or recognition that a collection would be granted to a person who is independent of the social and income levels. Consumers that want to maintain their status will look at the brands that run the brand images to reflect their own character and communicate amazingly about themselves at their reference gatherings. Phau and Taeh (2009) found that status consumption affects attitudes towards counterfeits, while Nordin (2009) stated that was no effects of status consumption on the attitudes of consumers towards counterfeit products. The subjective norm is the apparent pressure from society approved to perform a predefined behaviour or not. As to, family and friends may go about as supporters of the utilization, based on how much of this attitude verified by them.

Second, integrity is a problem statement that determines the attitude of consumers towards counterfeits products. Making decisions on What is to buy every day and what are the ultimately benefits from buying will enable consumers to make moral choices that can undermine a strong strategic approach. (Kim, 2009). According to Heidarzadeh and Taghipourian (2012), they suggested that integrity could be seen like the opposite to hypocrisy, that internal consistency should be seen as a virtue, and that so on with seemingly there should be opposing beliefs reflect a difference or alter their convictions.

Third problem statement is personal gratification that affect consumer's attitude towards counterfeits products. Most counterfeit products are not practically identical with the first quality goods, so consumers who purchase counterfeit products, they know that counterfeit products do not offer the same quality levels as the genuine ones and they are willing to accept that compromise. Such results vary from the findings of Bloch et al., (1993). Bloch et al. (1993) also found out through buying a counterfeit product,

consumers see themselves as less confident, less competitive, less financially secure, and lower than counterfeit buyers.

Fourth issue statement is purchase intention that importance the attitude of the consumer towards counterfeit products. Based on findings of the researchers, Individuals who have a good attitude toward counterfeiting have shown that they plan to buy counterfeit products more often than people with negative attitudes (Kim, 2009). An inquiry, Singaporeans, for example, those who are less respectful of software copyright law are more likely than their US counterparts to make pirated duplicated of software (Wee et al., 1995; Heidarzadeh & Taghipourian, 2012).

In Malaysia, November 2015, the Ministry of Home Trade, Cooperatives and Consumer Affairs of Perak made the biggest seizure of counterfeit goods, worth for almost RM 500 000 (The Star Online, 2016).

Based on the result, there were lack of studies in consumer's attitudes towards counterfeits product in Malaysia. Therefore, this study aims to investigate between the status consumption, integrity, personal gratification and the purchase intention towards counterfeit products. All these are going to be investigated on students in UMK, City Campus.

1.3 Research Questions

The research questions of this study are:

1. What is the relationship between the status consumption and consumer's attitude towards counterfeit products among students in Universiti Malaysia Kelantan (UMK), City Campus?

2. What is the relationship between the integrity and consumer's attitude towards counterfeit products among students in Universiti Malaysia Kelantan (UMK), City Campus?

3. What is the relationship between the personal gratification and consumer's attitude towards counterfeit products among students in Universiti Malaysia Kelantan (UMK), City Campus?

4. What is the relationship between the purchase intention and consumer's attitude towards counterfeit products among students in Universiti Malaysia Kelantan (UMK), City Campus?

5. What are the most important factors influence the consumer's attitude towards counterfeit products among students in Universiti Malaysia Kelantan (UMK), City Campus?

1.4 Research Objective

The objectives of this research are:

1. To identify the status consumption influence on consumer's attitude towards counterfeit products among students in Universiti Malaysia Kelantan (UMK), City Campus.

2. To examine the integrity influence on consumer's attitude towards counterfeit products among students in Universiti Malaysia Kelantan (UMK), City Campus.

3. To determine the personal gratification influence on consumer's attitude towards counterfeit products among students in Universiti Malaysia Kelantan (UMK), City Campus.

4. To identify the purchase intention influence on consumer's attitude towards counterfeit products among students in Universiti Malaysia Kelantan (UMK), City Campus.

5. To investigate the most important factors that influence on consumer's attitude towards counterfeit products among students in Universiti Malaysia Kelantan (UMK), City Campus.

1.5 Scope of the Study

This research is concentrated on customers' attitude towards the counterfeit products among UMK's students in City Campus. The respondents are from 18 to 27 years old above. For the sample size, 361 respondents are selected throughout the research.

1.6 Significance of the Study

The main objective of this study is to explore the consumer attitude towards counterfeit products among UMK students in City Campus. This study benefits a few parties and give them advantage and because this study is related to our lifetime as a human. This study also very useful to anybody that want to know about counterfeits products in advance.

The first party that are going to get benefits are the industry itself. Industry can identify the reason the consumers are preferred counterfeits products than the original products. For example, the price of the original products that are very expensive makes the consumers cannot afford to possess the items and decide to purchase the counterfeit items. This information is very useful to the industry that helps them to own the trust from consumer once again and create or sells products according to the customer satisfactions. Thus, it can prevent customers from buying the counterfeit products.

The second party that get benefits from the research are the customers. This is because the customers can buy or own the products with a moderate quality with lower price. They can make a choice either to buy the original products or the counterfeits products. Because of that, the customers will be able to buy the original products with cheaper price.

The last party that get the benefits are the researchers. This study could be a reference to the future researcher that are going to conduct a research in the same field. This study is also reliable and significance for the undergraduate and postgraduate students as a reference in making their assignment or research and even for the future business.

1.7 Definition of Terms

1.7.1 Consumers' attitude towards counterfeit products

Attitudes refer to the degree to which a person has a positive view of the behaviour being challenged and is an immediate predictor by which his / her goal of guiding a specific behaviour can be predicted. (Yoo and Lee, 2009). Counterfeits are described as imitated or counterfeit products made for sale by the producer to the benefit of the customer.

It is also known as the manufacture of identically packaged goods, including trademarks and labelling, so that the genuine article appears to a customer. Western researchers' sense of counterfeit products is largely related to the violation of trademarks, copyright, logos, labels and features, all of which contribute to the products appearance (Safa and Jessica, 2005).

1.7.2 Status consumption

Status consumption is "the motivating mechanism by which people seek to improve their social standing by conspicuously consuming objects that offer or to symbolize the status of both individuals and others around them" (Eastman, Fredenberger, Campbell, & Calvert, 1997).

Consumers considered luxury brands as a symbol of status, purchasing, using and using a product that reflects its distinctive level (Eastman et al., 1997). In many studies for different countries, status consumption was investigated, but showed different results (Amatuli, C. & Guido, G., 2011; Kim, H. & Karrpova, E., 2009; Phau, I et al., 2010; Wee C. H. et. al., 1995).

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1.7.3 Integrity

Integrity is a concept of the continuity of behaviours, beliefs, strategies, behaviour, concepts, standards and performance (Matos et al., 2007). In fact, past research, refers to Cordell et al. (1996), indicates that the willingness of the customer in purchase a counterfeits product is harmfully correlated with the attitude towards legality. An individual's dignity depends on his or her personal ethical values and respect for the law. (Phau et al., 2009; Wang et al., 2005).

1.7.4 Personal gratification

A sense of achievement, social awareness, and the ability to appreciate the finer things in life are the prerequisites for personal gratification. (Ang et al., 2001; Wang et al., 2005). Three aspects related to personal satisfaction, according to (Phau et al. (2009), the need for personal happiness is a sense of achievement, a sense of social acceptance and a desire. Such traits are often related with people who pursue achievement, social awareness, and higher living standards.

1.7.5 Purchase intention

Following to Fishbein and Ajzen (1975) purchase behaviour is dictated by purchase intention, which in turn is determined by attitudes. It is known that behavioural behaviours are a better predictor of actions rather than the substance (Fishbein, 1967; Fishbein & Ajzen, 1975; Lutz, 1975; Yi, 1990; Pennz & StÖttinger, 2005). According to the Reasoned Behaviour Theory, Positive attitudes are

associated with behavioural motives, which are the background of actions. (Ajzen, 2005).

1.8 Organization of the Proposal

The thesis is divided into five main chapters. the first chapter presents the main idea of the substance of a research paper or known as introduction that are containing the discussion of the background study, problem statement, research questions, research objectives, scope of the study, definition of term and organization of the proposal.

Second chapter is inquired with the study of literature review from another journal. This chapter are containing introduction, underpinning theory, previous studies, hypothesis statement, conceptual framework and ended by the summary of the chapter.

Third chapter include research methodology part, which is contains the introduction, research design, data collection methods, study population, sample size, sampling techniques, research instrument development, measurement of the variables, procedure for data analysis and summary of the chapter.

The fourth chapter is the analysis of data and results comprising of description of statistical analysis in relation to research questions, hypotheses and also presentation of the relevant tables and figures.

Finally, the fifth chapter is the conclusion which include summarization from the main findings, discussions and recommendation for future research.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter begins the reviewed of literature related to the variable and issues towards counterfeit products, conceptual framework, present in this chapter and hypothesis to are developed from the framework. The last section is the summary of the chapter.

The subject of counterfeit goods has created a significant collection of academic discussion, research and thinking. With law, for example like Trademark Counterfeiting Act (TCA) the focus is on deflecting counterfeit product manufacturers and distributors, but not consumers. There are limited legal consequences for counterfeit goods buyers. Nonetheless, over the last few years, a greater interest in understanding consumer behaviour about the purchasing of counterfeit products with a rise in counterfeit products management. The step was because without the demand there would be no need for production. Judicial results and consumer awareness are both ways to address the counterfeit problem's demand side.

Most of the previous studies explored the counterfeit product purchase intention in terms of social factors as well as personal factors (Quoquab, Pahlevan, Mohammad, and Thurasamy, 2017). The demand for counterfeit goods can also be driven by economic benefits (Gentry, Putrevu, & Shultz, 2006; Saeed & Paracha, 2019). Socio-economic and demographic factors also had an impact on purchasing behaviour by the consumer.

Consumer attitudes towards counterfeiting have been explicitly designed to measure consumer attitudes towards about the legal or illegal of sale and purchase of

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counterfeit products. For logistics, such two items are used to determine the ethics of the purchase of counterfeit products by the consumer. The first statement is "Crime is the committed by people who purchase counterfeit products". The second statement is "Crime is committed by people who sell counterfeit products". (Tom et al., (1998).

2.2 Underpinning Theory

Gregor (2002) refers to underpinning theories as theories for understanding the social context in (Informational Systems) IS studies. The theories are meant to explain "how" and "why" things happen in the way they do. The theory that underlies a study is often seen as a lens.

There is a theory that related to our research according to the customers attitude which is the Theory of Reasoned Action Theory.
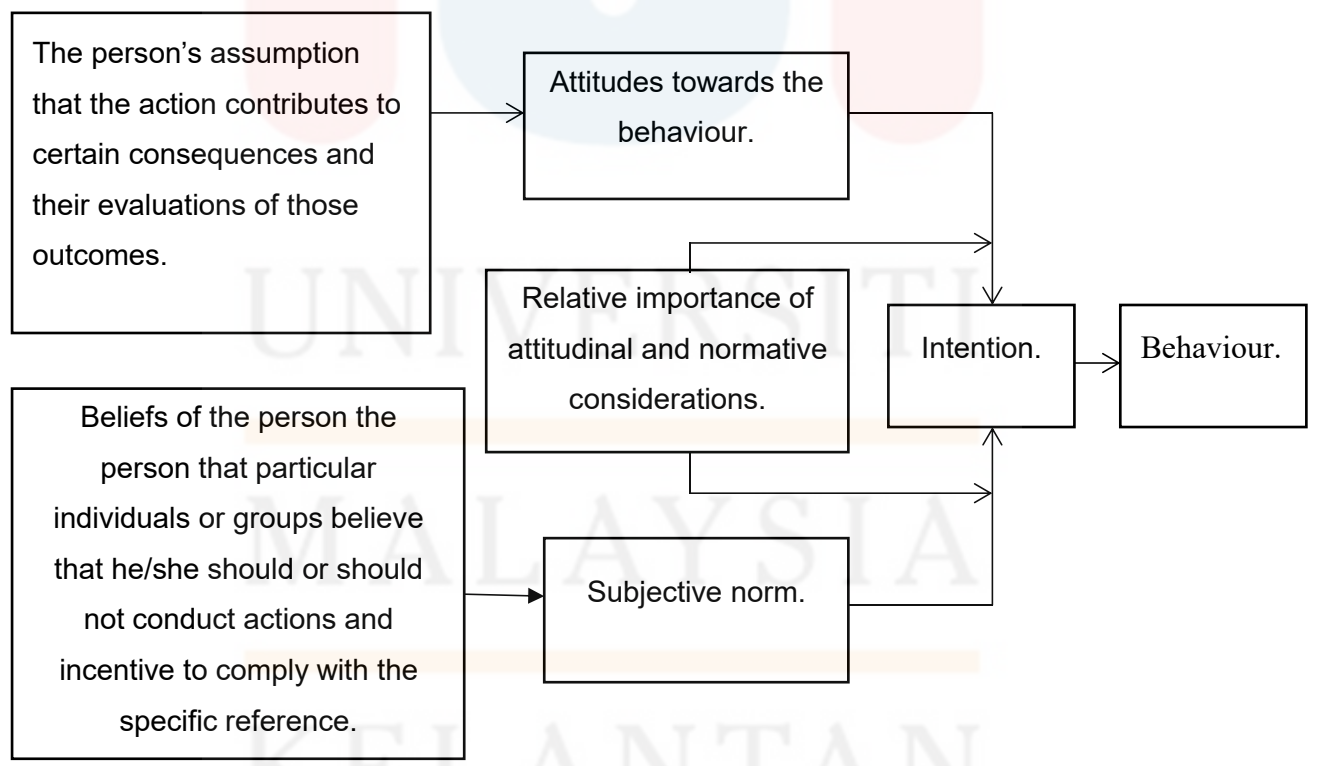
Figure 2.1: Ajzen, I & Fishbein, M. (1975) Belief, Attitude, Intention and Behaviour: An introduction to theory and research, Reading, Mass: Addison-Wesley.

The aim of this research is to gain a better understanding of the relationship between the factors which are status consumption, integrity, personal gratification, and purchase intention that effect on consumer's attitude towards counterfeits product among students in UMK, City Campus. Ajzen and Fishbein's (1975) Theory of Reasoned Action is provided a context for the review of consumer attitudes towards counterfeit products.

The Theory of Reasoned Action (TRA) based on figure 2.1 suggests that the behaviour of a person is by his/her choice intention to act, and that in effect, this intention depends on his/her attitude towards behaviour and his or her subjective norm. (Taylor, 2001). The intention is to portray the availability of an individual to perform a particular conduct. Three things decide on the objective: 1) their attitude towards behaviour, 2) their subjective norm and 3) their perceived behavioural control. Intention decides whether or not it is acting and is formed by attitudes and subjective norms.

The theory of planned planning contains only certain behaviours. Attitude may be based on the assumption that a person accumulates throughout his or her life. These errors can be generated by either direct or external interactions. It is also possible to interpret such interactions as the positive and negative feelings of a person regarding performing a role. One's attitude towards laws or rules that forbid behaviour can also influence one action. Not all this kind of influence attitude. Ajzen and Fishbein (1975) consider to be "immediate determinants of the attitude of the individual".

In fact, the subjective norm is made up of the views of an individual about how they perceive the actions in question. Understanding their beliefs and attitudes is equally important in deciding their priorities while anticipating one's intention.

Finally, perceived behavioural control affects one's expectations. This perceived control refers to an individual's view of their ability to perform a particular behaviour. It consists of family and friend expectations and how they will be treated in their relationship. The Theory of Reasoned Action states that if a person intends to conduct him or herself, he or she is likely to engage in that behaviour.

2.3 Previous Study

2.3.1 Variables

2.3.1.1 Status consumption

Status consumption is the process of motivating individuals who want to improve their social status by consuming products that project an image (Ting, Goh, and Mohd Isa, 2016). Status consumption or a conspicuous consumption for the first time in the philosophy of wealth and class. The principle deals with the measures that people use such as gadget and technology. Consumers with status usage will follow not only the satisfaction of material needs, but also the satisfaction of social needs, such as integrity and prestige. (Rahpeima, Vazifedost, Hanzaee, & Saeednia, 2014). In the other words, people that have a characteristic of status consumption are likely to own what he or she really want to have no matter if it was a counterfeits goods.

Status customers strive to have products that exude the symbols of the brand that represent their self-identity (Agarwal, S., & Panwar, S. (2016). Eastman (1997) suggest that there are significant levels of purchase status in all communities in the

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world where the value of goods is calculated on the basis of the social benefit provided by those purchases. (Hussain, Kofinas, and Win, 2017).

2.3.1.2 Integrity

The definition of integrity consists of behaviour, beliefs, processes, steps, concepts, goals and also outcomes. Throughout ethics, integrity is defined as one's actions' sincerity and truthfulness or accuracy. (Rahpeima et al., 2014). Consumer purchasing of a counterfeit goods is not a criminal act, but since consumer involvement in a counterfeit transaction promotes criminal behaviour by the irresponsible person, consumer respect for legitimacy may make it clear how much commitment he or she will have to purchase forgery (Rahpeima et Al., 2014).

People who don't have an integrity will continue using a counterfeit product as their daily products because as we know, the counterfeit products are even cheap than the genuine products. As long it is not illegal to use counterfeit products, people will always use it because it can bring a consumer satisfaction to them.

2.3.1.3 Personal Gratification

Personal Gratification is the pleasant emotional response of joy to satisfy the aspirations of someone and what they want to do in their lives. Like all gratification is a motivator zero actions and therefore plays a role in the whole spectrum of human social systems. Personal gratification of the need for a sense of achievement, social recognition and appreciation of the finer things in life (Mohammad Javad. Taghipourian, 2016), Say that consumers who choose counterfeit products see themselves as financially less well off, less optimistic, less successful, and lower than

counterfeit non-purchasers. (Mohammad et al., 2016). In other words, personal gratification is the degree where consumers are trying to accomplish their desire.

2.3.1.4 Purchase Intention

Purchase intention is the possibility of shopper in acquiring certain items. Purchase intention of shoppers is influenced by certain traits including their past experience, inclinations, and other data from other sources (Vely Tannia Lianto, 2015). Due to those elements, a customer will have certain intention to buy products. The more powerful those elements influencing purchase intention, the probability of those shoppers acquiring certain products is expanding. In short, purchase intention is the trigger of a shopper to buy and owned a goods (Vely et al., 2015) in other words, purchase intention is the probability of customer or consumer to buy the goods.

Various clarifications can be suggested for the interaction between buyers' frame of mind and their actual purchasing actions can be proposed. In light of the discoveries of the examination, individuals with a positive attitude to counterfeit products have indicated that they expect to buy counterfeit products more often than individuals with negative attitudes. (Rahpeima et. Al., 2014).

2.3.2 Issues

2.3.2.1 Luxury goods brand

Consumer demand is often perceived as "unethical for counterfeit luxury brands, but demand is also high and increasing (Bian, Wang, Smith and Yannopoulou, 2016). Not with standing businesses, national governments, and reinforcement agencies dedicating significant assets to dealing with these issues, counterfeiting appears to dealing with this issue, counterfeiting appears to increase at a faster pace than at any other period (Wilcox, Kim, & Sen, 2009; Bian et. al., 2016).

The market for luxury goods is at a drastic pace of development. The global market for luxury goods is expected to increase from RM 1351.92 billion in 2018 to RM 1470.17 billion in 2022. (Statista, 2019). According to Statista's Consumer Market Outlook (CMO), while reductions in discretionary spending and an uncertain economic and political climate restrict market growth, the revival in Chinese consumption and the increasing domination of millennial and Generation Z are the main drivers of market growth.

2.3.2.2 Counterfeit luxury brand

Based on Pueschel, Chamaret, and Parguel (2017), counterfeit defined as product which bear the similar trademark or indistinguishable the trademark from right holders which interfere by another party. Throughout history, luxury was the signal and measure of rank in aristocratic societies, and it was link more to lifestyle than to specific products (Kapferer, 2015). The forgery of luxury goods itself dates back to the 27th century, when the Gaul wine merchant forged wine amphorae in

order to be able to sell cheap local wine as Roman wine (Phillips, 2007; Ting, Goh and Isa, 2016).

According to article Fashion United (Don-Alvin Adegeest) mentioned, purchasing a fake handbag involves some kind of consumer denial of responsibility, which is exactly what the report found. Results have shown that copyright denial and social risk are important predictors of customers intention to purchase counterfeit luxury goods. Is there any risk in purchasing a Chanel handbag or Louboutin shoes counterfeit luxury brand? Many people buying a Rolex counterfeit for $10 (RM 41.86) know it's not real Rolex. There is an ability needed to make items look like the original. Consumers of counterfeit goods don't expect them to last the same way they do when investing in the real.

2.3.2.3 Counterfeit in Malaysia

Malaysia has a counterfeit market value of RM1.586 billion, with the market value of RM1.212 billion dominated by software (The Havocscope Global Market Index, 2008) and the value of the counterfeit goods market increased to RM324 billion in 2019 (Havoscope, 2019). Most of the news broadcast on counterfeit goods in Malaysia is generally linked to branded goods, which are now circulating in the form of vital products and are used on a daily basis.

According to Domestic Trade and Consumer Affairs Minister Datuk Saifuddin Nasution Ismail, counterfeit products flooding the market affect the income of the country (Bernama, 2018). For example, the Selangor Ministry of Domestic Trade and Consumer Affairs (KPDNHEP) has raided three outlets selling fake goods at Shah Alam and Klang, Selangor (Zaini, 2019).

Easy access to and purchase of counterfeit products does not help in the event that counterfeit goods are sold freely in night markets, shopping malls and squares. Globalization has made things relatively easy for counterfeit goods to reach the local market and has made it possible for counterfeit products to move quickly and quickly. Despite steady enforcement, it is not easy to curb the flood of imitation products on the local market. As far as the Intellectual Property Act is concerned, the Trademarks Act of 1976 was revised to include provisions on border measures prohibiting the importation into the nation of counterfeit trademark products.

2.4   Hypothesis Statement

According to Sekaran (2006), The hypothesis defines a reasonably speculated relationship between two or more variables identified in the form of a testable statement. These are hypothesis included in this research:

H1:   There is a significant relationship between status consumption and attitude consumer towards counterfeits products.

H2:   There is a significant relationship between integrity and attitude consumer towards counterfeits products.

H3:   There is a significant relationship between personal gratification and attitude consumer towards counterfeits products.

H4:   There is a significant relationship between purchase intention integrity and attitude consumer towards counterfeits products.

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2.5   Conceptual Framework
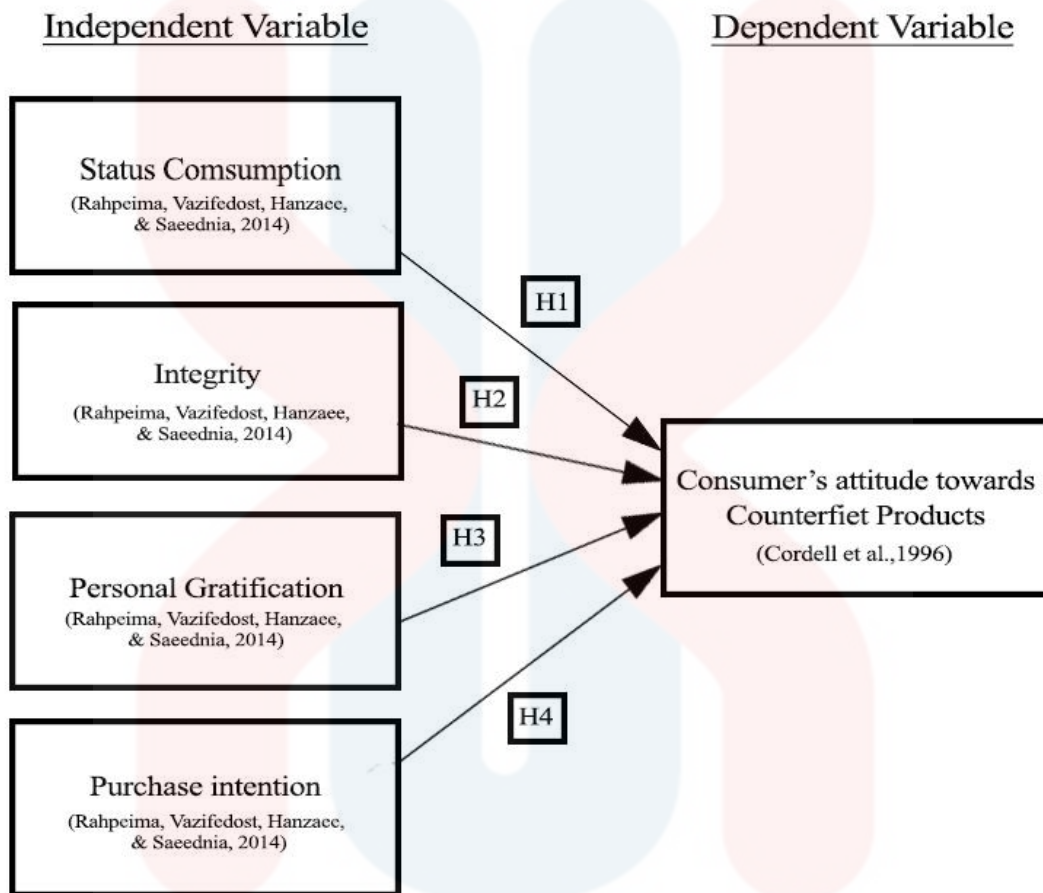
Figure 2.2: Model of research framework consumer's attitude towards counterfeit products

Figure 2.2 shows a projected framework to assist in as establishment of this study. It always has a significant relationship between the independent variables and the dependent variable. These are the factors that influence consumer's attitude towards counterfeit product. The independent variables are status consumption, integrity, personal gratification and purchase intention.

First, the relationship between the status consumption consumer's attitudes towards counterfeit products among students in UMK, City Campus is studied. Mason (1981a),

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Mason (1992b) effort have been made against economic ideas of rank consumption, indicating that most people consume goods that are better than others in society. For this reason, people who appear to be in a higher social condition and have inadequate income find counterfeit products rather than genuine products (Wee et al., 1995). So, consumers' status consumption influences their attitude toward counterfeits among students in (UMK), City Campus.

Second, relationship between the purchase intention consumer's attitude towards counterfeit products among students in (UMK), City Campus IS studied. Based on work of Yoo and Lee (2009), attitudes towards action have a positive effect on behavioural intentions, and previous studies have shown that consumer attitudes can influence the likelihood of buying counterfeit products. (Singhapakdi, 2004). From this, attitudes toward buying counterfeit products may affect positive and negative in purchase intention.

Third, the relationship between the personal gratification consumer's attitudes towards counterfeit products among students in UMK, City Campus is studied. If an individual accepts that purchasing a product is a method for an individual satisfaction, then he/she is probably going to hold a negative attitude toward the behaviour of purchasing a counterfeit product. According Phau and Teah (2009), consumers with a strong sense of personal gratification would be more mindful of the quality and popularity of fashion goods. Consequently, they would not have been interested in cheap products that offer less quality than the original ones.

Finally, the relationship between the integrity consumer's attitude towards counterfeit products among students in UMK, City Campus is studied. He/she is going to have to buy counterfeit. Research shows, however, that the ability of consumers to buy counterfeit products is negatively linked to attitudes towards legality. (Matos et al., (2007)) said

consumers when purchasing a counterfeit product, lower ethical standards are expected to feel less guilty in this way.

2.6   Summary

This section covered previous literature review of specific and relevant areas of this study. In this research, researchers have to investigate the significant relationship between the independent variables and dependent variable. So, the factors that influence consumer's attitude towards counterfeit products are status consumption, integrity, personal gratification and purchase intention.

In chapter 3, the description of the research methodology includes the sampling techniques, the construction of the instrument as well as the statistical method used to test the previous hypothesis in the primary and secondary data analysis process.

CHAPTER 3

RESEARCH METHODS

3.1 Introduction

This chapter are going to use instrumentation, method and procedures to study the consumer's attitude towards counterfeit products among students in UMK, City Campus. The details in this chapter are presented under the following heading Research Design, Target population, Sample Size, Sampling Method, Data Collection, Research Instrument, Pilot Study, and Data Analysis.

3.2 Research Design

This research purpose is to examine what are the factors that influence the customer's attitude towards counterfeits products among UMK City Campus students. This study was used quantitative research and descriptive approach designed a formal data collection questionnaire.

In this study, a primary data collection which is quantitative study were used. Quantitative approach is to illustrate objective and statistical, analytical or computational data analysis obtained by questionnaires use pre-existing statistical data using analytical techniques. (Babbie, 2009). The quantitative approach centred on collecting and generalizing numerical data through groups of people or describing a specific phenomenon. (Mujis, 2010). The students at UMK, City Campus in Pengkalan Chepa will conduct an empirical study. The questionnaire survey approach with follow a quota of a sample of 357 respondents where the questionnaire was measured consumer's attitude towards counterfeit products among students in UMK City Campus students.

A secondary data collection which is descriptive approach was used. Descriptive approach refers to the type of research questions, configuration and analysis information that will be used to a given subject. The main primary goal of the selection of this method is to identify the data and characteristics of UMK City Campus students in relation to the attitude of the consumer towards counterfeit products. Using the data analysis, relevant statistics will support the hypothesis of this report.

In this analysis, both primary and secondary sets of data were used. The primary data was collected through the distribution of the questionnaire from data collection. Secondary data, on the other hand was derived from previous books, articles and internet records.

3.3 Data Collection Method

3.3.1 Primary Data

Primary data are first-hand data obtained by a researcher using techniques such as surveys, interviews or experiments. It is directly obtained from primary sources with a studies project in mind. (Sekaran et. al., 2016).

In the research, primary data was collected through an online questionnaire survey. The questionnaires were distributed to students at UMK City Campus who are 18 years of age and older. The online questionnaire approach was chosen because it covers a wider geographic location, university environments and specific jobs. In addition, there are low transmission and processing costs, as well as increased confidentiality. (Creswell, 2009). The survey was delivered using one of the resources in Google's online apps.

The respondents were asked to respond to the questionnaire electronically, depending on their time availability, and to return the form after completion. Guidelines were included in the questionnaire and the research's goals are clearly defined to allow the respondents to understand the survey being conducted. The questionnaire was posted online for two weeks and data were collected after the duration for further analysis.

3.3.2 Secondary data

Secondary data are data collected from studies, surveys, or experiments conducted by other people or for other research purposes. Secondary data are collected by someone else for their primary research purposes, which set out basic research principles (Mohajan, 2017).

In this research, secondary data were collected through:

    I.   Internet,

  II.   Book,

 III.   Magazine,

 IV.   Previous thesis

3.4 Study Population

The study was conducted to identify the consumer's attitude towards counterfeit products among students in UMK City Campus. The survey was carried out in the UMK City Campus and the respondents are among the students of two faculties which were Fakulti Keusahawanan dan Perniagaan (FKP) and Fakulti Hospitaliti, Pelancongan dan Kesejahteraan (FHPK). The range of age are between 18 to 27 years old. The consumers at this age are most-likely using counterfeit products instead of original products and they are exposed to the counterfeit products on the market. Respondents were included both male and female students from both faculties who are in the first year to the fourth year, consisting of eight courses. According to the enrolment active first-degree students of UMK, the numbers of students in UMK are 3264 for FKP and 1904 for FHPK. Hence, the data sampling population is therefore students between 18 and 27 years of age above who intend to purchase counterfeit products.

ENROLMEN PELAJAR AKTIF IJAZAH SARJANA MUDA SESI 2019/2020

(MENGIKUT PROGRAM DAN SEMETER PENGAJIAN)

		SEM 1			SEM 2			SEM 3			SEM 4			SEM 5			SEM 6			SEM 7			SEM 8			SEM 9			SEM 12			JUMLAH		
		L	P	J	L	P	J	L	P	J	L	P	J	L	P	J	L	P	J	L	P	J	L	P	J	L	P	J	L	P	J	L	P	J
FAKULTI KEUSAHAWANAN DAN PERNIAGAAN.	SAB	42	163	205	3	7	10	47	154	201		7	7	32	145	177		2	2	32	145	177	1	4	5	1		1				157	628	785
	SAE	13	48	81				17	41	58				18	38	56	1		1	13	32	45										62	159	221
	SAK	71	167	238	1	13	14	63	171	234	2		2	41	140	181		8	8	29	115	144	5	1	6							212	615	827
	SAL	78	153	231	2	10	12	46	90	136	2	3	5	50	126	176	1	1	2	40	113	153	2	2	4							221	498	719
	SAR	53	124	177		2	2	56	169	224	3	3	6	31	116	147	2	1	3	25	121	148	1	5	6				1		1	171	541	712
JUMLAH FAKULTI	(F)	257	665	912	6	32	38	228	652	853	7	13	20	172	565	737	4	12	16	139	526	685	9	12	21	1		1	1		1	823	2441	3264
JUMLAH KESELURUHAN	(K)	257	665	912	6	32	38	228	652	853	7	13	20	172	565	737	4	12	16	139	526	685	9	12	21	1		1	1		1	823	2441	3264

Figure 3.1: POPULATION OF STUDENTS IN FKP

ENROLMEN PELAJAR AKTIF IJAZAH SARJANA MUDA SESI 2019/2020

(MENGIKUT PROGRAM DAN SEMETER PENGAJIAN)

		SEM 1			SEM 2			SEM 3			SEM 4			SEM 5			SEM 6			SEM 7			SEM 8			SEM 9			JUMLAH		
		L	P	J	L	P	J	L	P	J	L	P	J	L	P	J	L	P	J	L	P	J	L	P	J	L	P	J	L	P	J
FAKULTI HOSPITALITI, PELANCONGAN, DAN KESIHATAN	SAH	36	153	189	1	5	6	21	112	133		1	1	15	75	90		2	2	18	103	121	1		1	1		1	93	451	544
	SAP	91	235	326	1	2	3	59	217	276				21	81	102		5	5	16	114	130	2	1	3				190	655	845
	SAW	25	141	166		1	1	12	97	109				19	87	106				20	108	128		5	5				76	439	515
JUMLAH FAKULTI	(F)	152	529	681	2	8	10	92	426	518		1	1	55	243	298		7	7	54	325	379	3	6	9	1		1	359	1545	1904
JUMLAH KESELURUHAN	(K)	152	529	681	2	8	10	92	426	518		1	1	55	243	298		7	7	54	325	379	3	6	9	1		1	359	1545	1904

Figure 3.2: POPULATION OF STUDENTS IN FHPK

3.5 Sample Size

A sample is a population subset. With a population of 5,168 students aged 18 to 27 years, the sample size for this study was 361. When the population increases, at the same time the sample size increases at a declining rate that remains constant, and at last the sample size increases slightly above 351 cases (Krejcie & Morgan, 1970). Therefore, 361 respondents were chosen on the basis of the Krejcie & Morgan table (Krejcie & Morgan, 1970) as shown below:

Table for Determining Sample Size for a Given Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size
"S" is sample size.

Source: Krejcie & Morgan, 1970

Table 3.1: Krejcie and Morgan's table

Source: Krejcie & Morgan (1970)

3.6 Sampling Techniques

This study was the administration of a self-governing questionnaire to assess the factors of consumer attitudes towards counterfeit products on the UMK City Campus. The questionnaire consists of questions on the scale of the item.

In this analysis, a probability sampling was selected as a sampling design indicating that the respondents were likely to be attached to their selection as sample subjects. In collecting the sample, convenience sampling was chosen as rapid and effective response can be obtained. It succeeded in gaining data from respondents who were willing to provide it conveniently (Sekaran, U & Bougie, R, 2016).

3.7 Research Instrument Development

The questionnaire was used as a research tool in this study. Questionnaire is recognized as the best research tool when a researcher is approached by a large number of people (Nardi, P.M, 2018). The questionnaire is consisting and dividing into three sections where section A, section B and section C.

Section A consists of the respondent's background information, including gender, ethnicity, age, course, and status. Meanwhile, in section B and C, ordinal scale was used on consumer's attitudes towards counterfeit products and factor influence consumers' attitude towards counterfeit products.

This study was the online platform that is questionnaire through Google Form and manually distribute the questionnaire on paper throughout the UMK, City Campus as the research instrument.

3.8 Measurement of variables

The ordinal scale was used with the five-point Likert Scale: 1 represents ' Strongly Disagree, ' 2 represents ' Disagree, ' 3 stands for ' Moderate, ' 4 stands for ' Agree, ' and 5 stands for ' Strongly Agree. '

1	2	3	4	5
Strongly disagree	Disagree	Moderate	Agree	Strongly agree

Table 3.2**:** A 5 Point Likert categorical scale

3.9 Procedure for Data Analysis

Data analysis is the process of evaluating data using analytical and logical reasoning to identify each component of the data provided. The data collected in this study was analysed and interpreted using the Statistical Package for Social Sciences (SPSS). The analysis data collection in this study involved the descriptive analysis, multiple linear regression analysis and Pearson's correlation.

3.9.1   Descriptive Analysis

The descriptive analysis is used to describe the demographics of the respondents as percentages. Researchers will be able to examine the data using descriptive analysis before conducting the statistical test. Thereafter, statistical analysis and interpretation of the data can also be carried out. In addition, the mean, standard deviation, and percentage were used to calculate and describe the descriptive summary statistics.

3.9.2 Pearson's correlation

Pearson's correlation was used in the study to calculate the direction and strength or level of the relationship (strong, moderate, and weak) among both independent variables (status consumption, integrity, personal gratification, purchase intention). It determines the significance of the correlation coefficient and the acceptance or denial of the hypothesis has been established.

The route of the relationship is identified as either an appositive correlation by a positive or negative sign in front of the interest. With relation to the other absolute value. In addition, as Pearson's correlation coefficients, only a value from -1 to +1 was acknowledged.

Rule of Thumb for Interpreting the Size of a Correlation Coefficient

Size of Correlation	*Interpretation*
0.90 to 1.00 (-0.90 to –1.00)	Very high positive (negative) correlation
0.70 to .90 (-0.70 to -.90)	High positive (negative) correlation
0.50 to .70 (-0.50 to -.70)	Moderate positive (negative) correlation
0.30 to .50 (-0.30 to -.50)	Low positive (negative) correlation
0.00 to .30 (0.00 to -.30)	Little if any correlation

Table 3.3: Hinkle, D., E., Wiersma, W., & Jurs, S. G. (2003)

3.9.3 Multiple linear regression analysis

In this study, regression analysis was used where an independent variable is believed to influence a dependent variable. This assisted to answer one of the research questions in this study, which was to check the most important variables for

consumers buying intention for counterfeit products. For example, the higher beta value shown in the standardized beta weight indicated that the variable had a greater impact in clarifying the intent to purchase the item. Other than that, there was an element called significant where the value was to be greater than 0.05 in order to demonstrate that the variables were significant in this analysis and supported the hypothesis in question.

3.9.4 Reliability statistics

A test is considered to be reliable if it can be used by a number of different researchers under stable conditions, with consistent results and results that do not vary. The researchers use Rule of Thumb of Cronbach's Alpha Coefficient Size to examine the internal consistency of independent variable (IV) and dependent variable (DV).

3.10 Summary

This chapter discussed the introduction, research design, data collection method, population study, sample size, sampling techniques, development of research instruments, variable measurement and data analysis procedure.

After a very attractive explanation of the information provided in this chapter, the researchers will discuss the findings of all research in very deep detail in the next chapter and will also show the pattern of the result-based data analysis where it will also relate to research issues and research objectives.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This chapter is presenting the statistical result of the data and interpret the data by analysing the data collected through Statistical Package for Social Science (SPSS 25.0) software. The analysis consists of demographic profile, dependent variables which is consumer's attitude towards counterfeit products and independent variables which are status consumption, integrity, personal gratification and purchase intention.

The analysis is started with the calculation of the pilot test through reliability analysis and followed by the descriptive analysis. The next analysis that is used to investigate the relationship between variable is Pearson Correlation Coefficient and is continued with Multiple Linear Regression analysis.

4.2 Preliminary Analysis

In this study, reliability analysis was carried out for 361 respondents to examine the consistency of independent variables (IV) such as status consumption, integrity, personal gratification and the purchase intention and dependent variable (DV) which is consumer's attitude towards counterfeit products.

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Table 4.1: Rule of Thumb of Cronbach Alpha Coefficient Size

(Source: Hair et. Al (2003); Essential of Business Research Method)

Cronbach's Alpha	N of Items
0.959	25

Table 4.2: Reliability statistic for Consumer's Attitude Towards Counterfeit Products

Reliability analysis were carried out by 361 respondents to test the stability a or consistency of DV which is consumer's attitude towards counterfeit products and also IV including status consumption, integrity, personal gratification, and also the purchase intention. Table 4.2 shows that the Reliability analysis for the entire dependent and independent variables using the method of Cronbach's Alpha analysis. The total of 25 items were used to test for the reliabilities of the data. The value of Cronbach's Alpha was 0.959, which means that the validity of this questionnaire is showing an excellent strength of association. In other words, this questionnaire is valid and acceptable.

4.2.1. Consumer's Attitude Towards Counterfeit Products

Cronbach's Alpha	N of Items
0.850	5

Table 4.3: Reliability statistic for Consumer's Attitude Towards Counterfeit Products

(Source: Developed for the research)

Table 4.3 shows that the coefficient alpha of (DV) for **Consumer's Attitude Towards Counterfeit Products** was 0.850. This indicates that the consistency and balance of 0.850 is **good** based on the rules of thumb about Cronbach's alpha coefficient (Hair et. Al (2003); Essential of Business Research Method). Therefore, this test is reliable to proceed on

the further analysis. Due to the consistency and stability of consumer's attitude towards counterfeit products is good, therefore all the elements that adapted in this section can be used and will not be deleted.

4.2.2 Status Consumption

Cronbach's Alpha	N of Items
0.930	5

Table 4.4: Reliability statistic for Status Consumption

(Source: Developed for the research)

In Table 4.3, the coefficient alpha of (IV) for **Status Consumption** was 0.930. This indicates that the consistency and balance of 0.930 is **excellent** based on the rules of thumb about Cronbach's alpha coefficient (Hair et. Al (2003); Essential of Business Research Method). This is clearly showed that the test is reliable to proceed on the further analysis. Due to the consistency and stability of Status Consumption is good, therefore all the elements that adapted in this section can be used and will not be deleted.

4.2.3 Integrity

Cronbach's Alpha	N of Items
0.726	5

Table 4.5: Reliability statistic for Integrity

(Source: Developed for the research)

The coefficient alpha of IV for **Integrity** was 0.726 as shown in Table 4.3. This indicates that the consistency and balance of 0.726 is **acceptable** based on the rules of thumb about Cronbach's alpha coefficient. Hence, this test is reliable to proceed on the further analysis. Due to the consistency and stability of Integrity is good, therefore all the elements that adapted in this section can be used and will not be deleted.

4.2.4 Personal Gratification

Cronbach's Alpha	N of Items
0.926	5

Table 4.6: Reliability statistic for Personal Gratification

(Source: Developed for the research)

For IV, the coefficient alpha was 0.926 for **Personal Gratification.** This indicates the consistency and balance of 0.926 is **excellent** based on the rules of thumb about Cronbach's alpha coefficient. It is clear that this test is reliable to proceed on the further analysis. Due to

the consistency and stability of Personal Gratification is good, therefore all the elements that adapted in this section can be used and will not be deleted.

4.2.5 Purchase Intention

Cronbach's Alpha	N of Items
0.864	5

Table 4.7: Reliability statistic for Purchase Intention

(Source: Developed for the research)

The coefficient alpha of IV for **Purchase Intention** was 0.864 as shown in Table 4.7. This indicates the consistency and balance of 0.864 is **good** based on the rules of thumb about Cronbach's alpha coefficient. It can be concluded that the test is reliable to proceed on the further analysis. Due to the consistency and stability of Purchase Intention is good, therefore all the elements that adapted in this section can be used and will not be deleted.

4.3 Demographic Profile of Respondent

The total number of respondents involved in the survey was361 people. In demographic section, the distribution of the respondents in term of their background and characteristics were analysed using descriptive statistics and were demonstrated by the frequency and percentage for every section of demographic profile of the respondents.

The respondent profile was summarised. Out of 361 respondents, there were 129 male and 232 females. Most of the respondents were in the age category of between 21-23 (n=214), followed by respondents aged between 18-20 (n=72), respondents aged between 24-26 (n=48), and lastly from respondents aged between 27-above (n=27). Among the 361 respondents, there were 235 respondent's Malay, 43 respondents Chinese, Indians were 51 respondents and other ethnicity 32 respondents. Among 361 respondents which are from Faculty Entrepreneurship and Business (FKP) and Faculty of Hospitality, Tourism and Wellness (FHPK), there were 84 (23.3%) respondents from SAR course, from SAL course 59 (16.3%) respondents, 70 (19.4%) respondents from SAB course, 32 (8.9%) respondents from SAK course, and from SAE course 10 (2.8%) respondents. Respondents from FHPK, SAW course 32 (8.9%) respondents, followed by SAH course 30 (8.3%) respondents and from SAP course 44 respondents (12.2%). Finally, status respondents out of 361 there were 341 (94.5%) respondents were single and only 20 (5.5%) respondents are married.

4.4 Descriptive Analysis

One of the basic analysis that have been done in this research is descriptive analysis. Descriptive analyses were used to investigate the frequency and percent for every section of demographic profile respondent.

Gender	Frequency	Percent (%)
Male	129	35.7
Female	232	64.3
Total	**361**	**100**

Table 4.9: Demographic Profile of Respondents
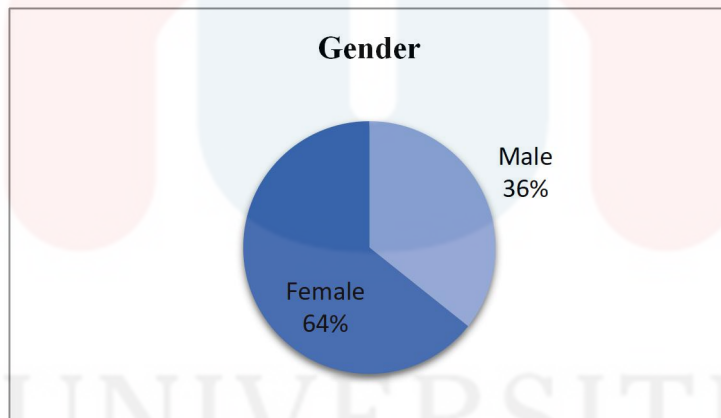
Chart 4.1: Gender

Based on Table 4.9, out of 361 respondents, there are 129 male respondents which was (36%) of the population and the balance of the respondents are female which is (64%) which consisted of 232 respondents. Based on the table 4.9 and the chart 4.1, the different between both genders were 103 people which was (28%).

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Ethnicity	Frequency	Percent (%)
Malay	235	65.1
Chinese	43	11.9
Indian	51	14.1
Other	32	8.9
Total	**361**	**100**

Table 4.10: Demographic Profile of Respondents
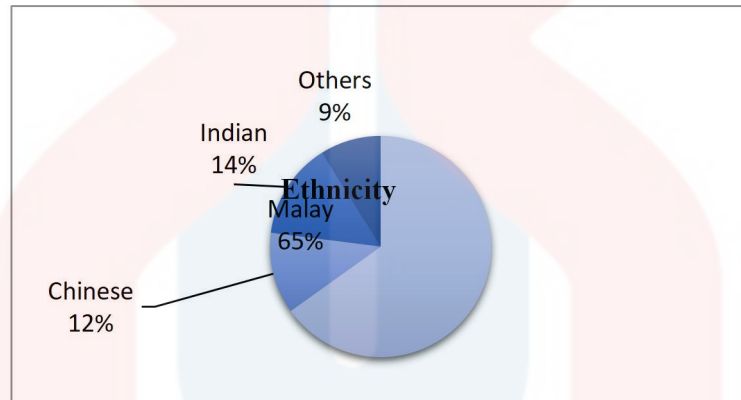
Chart 4.2: Ethnicity

Based on Table 4.10 and Chart 4.2, there are 4 types of gender that listed in the questionnaire which are Malay, Chinese, Indian and Others. Based on Chart 4.2, Malay respondents are taking the lead which is more than half of the respondent and consisted of 235 (65%) people followed by Indian respondents which was 51 (14%) of the respondents. Chinese respondent was in the third place by 43 people (12%) and the rest of the 32 (9%) people were respondent from others ethnicity.

Age	Frequency	Percent (%)
18-20	72	19.9
21-23	214	59.3
24-26	48	13.3
27 - above	27	7.5
Total	**361**	**100**

Table 4.11: Demographic Profile of Respondents
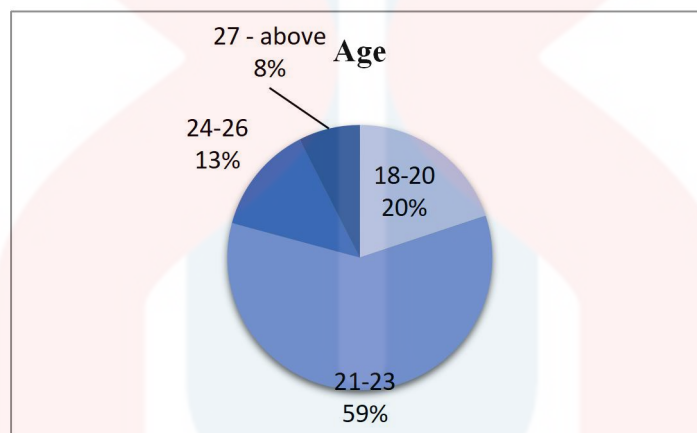
Chart 4.3: Age

Based on Table 4.11 and Chart 4.3, four stages of age in our research questionnaire which was 18-20 years old, 21-23 years old, 24-26 years old and 27-above. The majority of 214 respondents which was (59.3%) of the population were from the age of 21 to 23 years old. For the age of 18 to 20 years old, 72 respondents were involved which was (20%). For the next stage of age 24 to 26 years old who contributed 48 respondents which was (13%) of the respondents and for 27 years old and above, 27 respondents were involved which was (7.5%) of the respondents.

Course	Frequency	Percent (%)
SAR	84	23.3
SAL	59	16.3
SAB	70	19.4
SAK	32	8.9
SAE	10	2.8
SAW	32	8.9
SAH	30	8.3
SAP	44	12.2
Total	**361**	**100**

Table 4.12: Demographic Profile of Respondents

Chart 4.4: Courses

Based on the Table 4.12 and Chart 4.4, eight courses that have been offered by UMK and consists two faculties which is FKP and FHPK were studied. From the table shown, SAR course had the highest total of respondents and had most of the respondents which was 84 people (23%). SAL course had only (16%) of the population which was 59 respondents. For

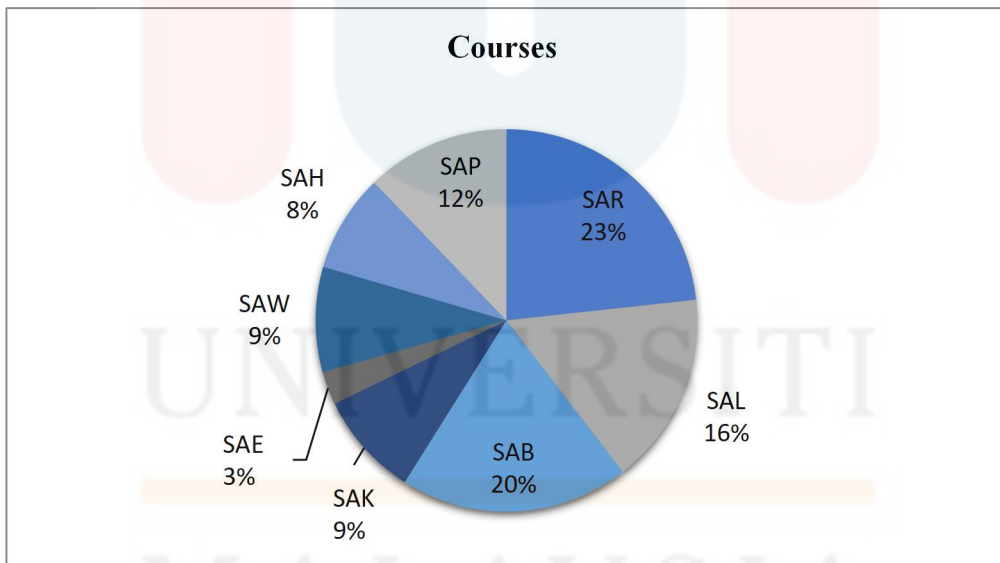SAB course, the population was the second highest which was 70 people and (20%) of the population was from this course. SAK course was only contributed (9%) of the population which was 32 respondents while SAE course had the lowest respondents which was only 10 respondents where only (3%) of the population. For SAW course, the population were (9%) which was 32 respondents. For SAH course, the population from this course were only 30 respondents which was only (8%) of the population. The last course which was SAP consisted of (12%) of the population with 12 people out of 361 respondents.

Status	Frequency	Percent (%)
Single	341	94.5
Married	20	5.5
Total	**361**	**100**

Table 4.13: Demographic Profile of Respondents
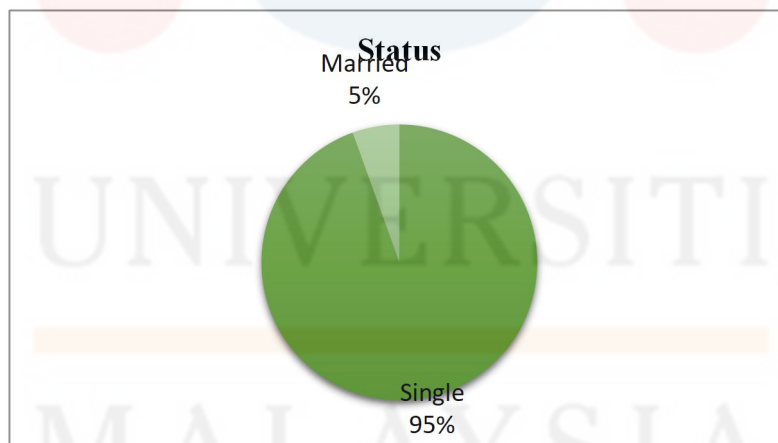
Chart 4.5: Status

Based on the Table 4.13 and Chart 4.5, the status of the respondents consisted of single and married. From the Chart 4.5, (94%) of the population which is 341 of the respondents were single and the rest of the percentage which is (6%) or 20 of them were married.

4.5 Validity and Reliability Test
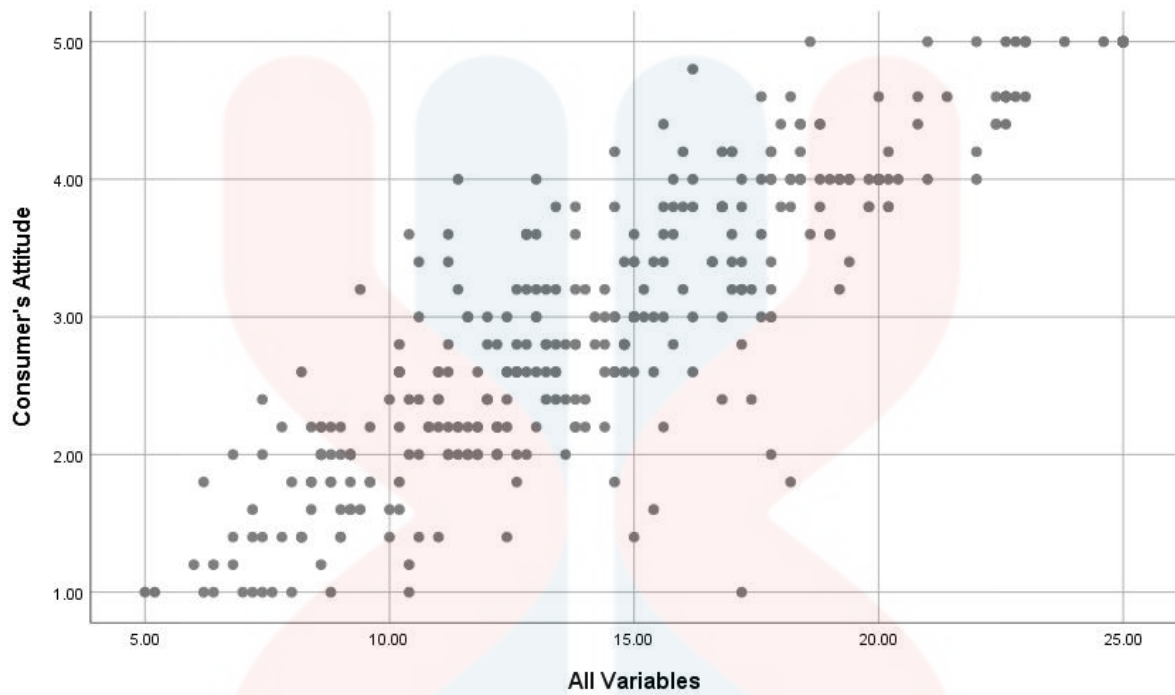
Dependent variable: Consumer's attitude towards counterfeit products

Table 4.14: Scatterplot

4.6 Normality Test

The normality tests were additional of the graphical evaluation of normality (Elliott & Woodward, 2007). Normality test is used to define if the sample data has been collected from a normally distribution. Normality test that present by SPSS software are Kolmogorov-Smirnov (K-S) test and Shapiro-Wilk test. As a rule of thumb, the study was concluded that a variable is not normally distributed if significant less than 0.05.
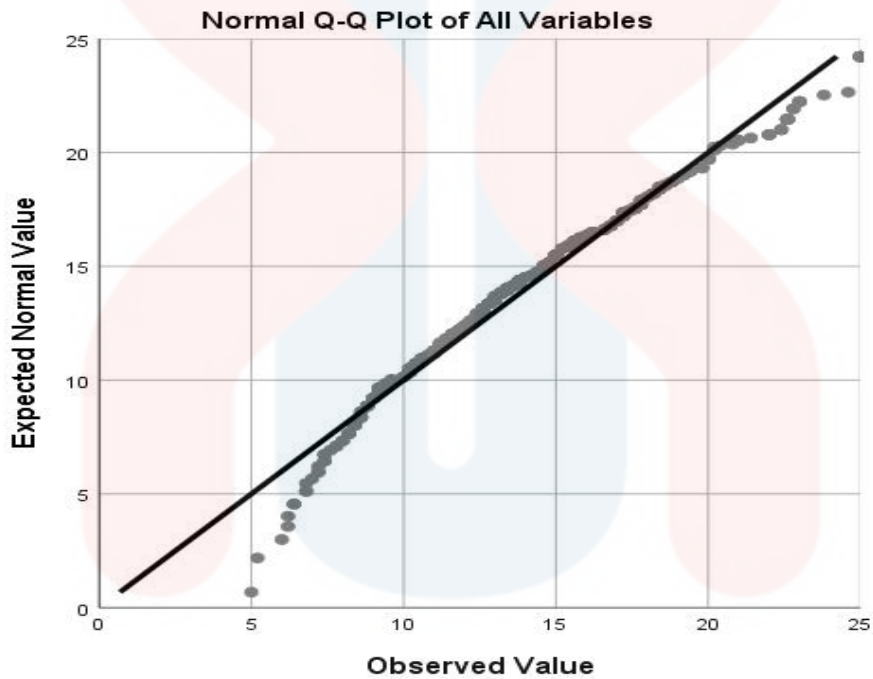
Dependent variable: Consumer's attitude towards counterfeit products

Chart 4.6: Normal Q-Q Plot of Regression Standardized Residual

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Consumer's attitude towards counterfeit products	0.076	361	0.000	0.968	361	0.000
Status consumption	0.132	361	0.000	0.920	361	0.000
Integrity	0.089	361	0.000	0.979	361	0.000
Purchase Intention	0.071	361	0.000	0.973	361	0.000
Personal gratification	0.081	361	0.000	0.950	361	0.000

a. Lilliefors Significance Correction

Table 4.15: Test of Normality

Based on Table 4.15, it is shown that the result of the normality test is Kolmogorov-Smirnov and Shapiro-Wilk. In both tests, all the significance value, p-value of each of the independent variables was 0.000 which is less than 0.05, ($p<0.05$). The result shows that the data do not follow a normal distribution. Therefore, the null hypothesis for each variable is rejected.

4.7 Hypothesis Testing

Correlation test was used to examine the strength of linear relationship between variables. Table 4.15 shows the results of relationship between independent variables (IV) (status consumption, integrity, personal gratification, and purchase intention) and dependent variable (DV) (consumer's attitude towards counterfeit products) among students in UMK, City Campus.

		Consumer's attitude towards counterfeit products	Status consumption	Integrity	Purchase intention	Personal gratification
Consumer's attitude towards counterfeit products	Pearson Correlation	1	0.722**	0.623**	0.756**	0.733**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	361	361	361	361	361
Status consumption	Pearson Correlation	0.722**	1	0.628**	0.757**	0.750**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
	N	361	361	361	361	361
Integrity	Pearson Correlation	0.623**	0.628**	1	0.572**	0.618**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	N	361	361	361	361	361
Purchase intention	Pearson Correlation	0.756**	0.757**	0.572**	1	0.842**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
	N	361	361	361	361	361
Personal gratification	Pearson Correlation	0.733**	0.750**	0.618**	0.842**	1
	Sig. (2-tailed)	.000	0.000	0.000	0.000	
	N	361	361	361	361	361

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.16: Pearson of Correlation Coefficient

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4.7.1 Hypothesis 1

The table 4.15 shows the Pearson's Correlation coefficient, significant value, and 361 numbers of respondents. The correlation coefficients for status consumption and consumer attitude towards counterfeit products was 0.722 and this shows that the strength of correlation between the status of consumption and the consumer attitude towards counterfeit products is high positive correlation according to rule of thumb for interpreting the size of a Correlation of Coefficient (Hinkle, D. E., Wiersma, W., & Jurs, S. G., 2003). Besides that, the p-value which is 0.000 showing the significant value for the analysis where it is less than the alpha root which is 0.01. Therefore, there is significant high positive correlation relationship between status consumption and consumer's attitude towards counterfeit products. According to the data, there is sufficient evidence to support this hypothesis where there is a positive relationship between status consumption and consumer's attitude toward counterfeits products among students in UMK, City Campus.

4.7.2 Hypothesis 2

Moreover, the table 4.12 shows that the correlation coefficients for integrity and consumer's attitude towards counterfeit products was 0.623 and this shows that the strength of correlation between integrity and consumer's attitude towards counterfeit products is moderate positive correlation according to rule of thumb. Besides that, the p-value which is 0.000 showing the significant value for the analysis where it is lower than the alpha root which is 0.01. There is therefore a significant moderate positive correlation between integrity and consumer attitudes towards counterfeit products. As per the data, there is sufficient evidence to prove that this hypothesis in which there is a positive relationship between

integrity and consumer attitudes towards counterfeit products among students at UMK City Campus.

4.7.3 Hypothesis 3

In addition, the correlation coefficients for personal gratification and consumer's attitude towards counterfeit products was 0.733 and this shows that the strength of correlation between personal gratification and consumer's attitude towards counterfeit products is high positive correlation according to rule of thumb for interpreting the size of a Correlation of Coefficient (Hinkle, D. E., Wiersma, W., & Jurs, S. G., 2003). Besides that, the p-value which is 0.000 showing the significant value for the analysis where it is lower than the alpha root which is 0.01. Therefore, there is significant high positive correlation relationship between personal gratification and consumer's attitude towards counterfeit products. As per the data, there is sufficient evidence to prove that this hypothesis in which there is a positive relationship between personal gratification and consumer attitudes towards counterfeit products among students at UMK City Campus.

4.7.4 Hypothesis 4

Last but not least, the correlation coefficients for purchase intention and consumer's attitude towards counterfeit products was 0.756. This shows that the strength of correlation between purchase intention and consumer attitudes towards counterfeit products is high positive correlation according to rule of thumb for interpreting the size of a Correlation of Coefficient (Hinkle, D. E., Wiersma, W., & Jurs, S. G., 2003). Besides that, the p-value which is 0.000 showing the significant value for the analysis where it is lower than the alpha root which is 0.01. Therefore, there is significant high positive correlation relationship

between purchase intention and consumer's attitude towards counterfeit products. As per the data, there is sufficient evidence to prove that this hypothesis in which there is a positive relationship between purchase Intention and consumer attitudes towards counterfeit products among students at UMK City Campus.

4.7.5 Multiple Regression Analysis

Multiple regressions was used to measure the four independent variables (status consumption, integrity, personal gratification, purchase intention towards the dependent variable. (consumer's attitude towards counterfeit products).

4.4.1 Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the estimate
1	0.810[a]	0.656	0.642	0.64474

a. Predictors: (Constant), Status consumption, Integrity, Personal gratification, Purchase intention

Table 4.17: Model Summary

Based on table 4.17, R square is a general value to determine the strength of a certain independent variable that is corresponding to dependent variable. R^2 for this model was 0.656. This shows that 65.6% of the variation in the dependent variable which is consumer's attitude towards counterfeit products could be clarified by four independent variable which was status consumption, integrity, personal gratification and purchase intention.

4.7.6 Regression Coefficient

In order to determine the statistical significance of each independent variable (IV) for the dependent variable (DV), an equation will be formed in this by means of a multiple regression analysis.

Model	Unstandardized B	Coefficient Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	0.289	0.142		2.036	0.043
Status consumption	0.196	0.046	0.224	4.262	0.000
Integrity	0.230	0.052	0.186	4.460	0.000
Personal gratification	0.142	0.056	0.159	2.543	0.011
Purchase intention	0.356	0.063	0.347	5.629	0.000

a. Dependent variable: Consumer's attitude towards counterfeit products

Table 4.17: Table of coefficient analysis

Based on the table 4.17, the equation for regression of counterfeit products is developing as below:

$$Y = \alpha + \beta_1 + \beta_2 + \beta_3 + \beta_4$$

Equation 4.1

Where,

$Y = \alpha + \beta_1$ (Status consumption) $+ \beta_2$ (Integrity) $+ \beta_3$ (Personal gratification) $+ \beta_4$ (Purchase intention)

Y = Customer's attitude towards counterfeit products

X_1 = Status consumption

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X_2 = Integrity

X_3 = Personal gratification

X_4 = Purchase intention

Therefore, the equation 4.1 can be written as:

$$\text{Counterfeit products} = 0.289 + 0.196 \text{ (Status consumption)} + 0.230 \text{ (Integrity)} + 0.142 \text{ (Personal gratification)} + 0.356 \text{ (Purchase intention)}$$

The equation 4.1 shows that is why refer to the DV which is consumer's attitude towards counterfeit products. Unstandardized coefficients beta represents the strength of the effect of every single of the IV to the DV. The higher the value of the beta coefficient, the greater the effect of the independent variables IV on the dependent variable DV.

According to the result shown in the table above, the personal gratification on the consumer's attitude towards counterfeit products had the lowest ranked Beta value among the independent variables which was 0.142. Meanwhile, status consumption was ranked at third where the beta value was 0.196, followed by integrity, ranked at second where Beta values was 0.230. The purchase intention was ranked at first where the Beta value was 0.356 which means the purchase intention had the strongest positive effect on the consumer's attitude towards counterfeit products. It is also can be said that it was the most important independent variables in measuring the consumer's attitude towards counterfeit products.

In addition, according to the table 4.17, the factors such as status consumption, integrity, personal gratification and purchase intention had significant and positive regression and can be concluded that all variables contributed to the multiple linear regressions since the p-values was less than 0.5 ($p < 0.05$).

4.8 Summary

Lastly, the results of the hypothesis were tested through the analysis were shown in the table below.

No of Hypothesis	Statement of hypothesis	Results
H1	There is a positive relationship between status consumption and consumer's attitude towards counterfeit products	Supported
H2	There is a positive relationship between integrity and consumer' attitude towards counterfeit products	Supported
H3	There is a positive relationship between personal gratification and consumer's attitude towards counterfeit products	Supported
H4	There is a positive relationship between purchase intention and consumer's attitude towards counterfeit products	Supported

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter is discussed regarding the findings and discussion about the factors that influenced the consumer's attitude towards counterfeit products among students in UMK, City Campus. This chapter is discussed about four independent variables of the study. For the descriptive analysis, the reliability test, the Pearson Correlation Analysis is presented in detail in Chapter 4. This chapter also discuss the findings, research limitations and recommendations for future researchers to adopt this research.

5.2 Key Findings

Based on the study, the key findings that can be observed is all the objectives can be developed. The four variables in this research are status consumption, integrity, personal gratification and purchase intention can be observed during this study. Based on this study, the researcher has known that these four main factors will influence customer's attitude towards counterfeit products.

5.3 Discussion of Hypothesis

5.3.1 Hypothesis 1

H1: There is a positive relationship between status consumption and consumer's attitude towards counterfeit products

In this study, the first research objective is to investigate the relationship between the status consumption and consumer's attitude towards counterfeit products among students in UMK, City Campus. According to the result shown in Chapter 4, there was a high positive significant correlation, which was 0.722 and p-value is less than 0.01. The result shows that there was a positive relationship between the status of consumption and the consumer's attitude towards counterfeit products. Status consumption has a significant effect on the consumer's attitude to counterfeit products. Based on (Eastman et al., 1999), Status consumption is a motivational process through which an individual seeks to demonstrate a higher social situation and image.

5.3.2 Hypothesis 2

H2: There is a positive relationship between integrity and consumer's attitude towards counterfeit products

The second hypothesis is to investigate the relationship between the integrity and consumer's attitude towards counterfeit products among students in UMK, City Campus. Based on the result of the previous chapter, there is a moderate positive significant correlation, which was 0.623 and p-value is less than 0.01. The result has shown that there is a positive relationship between integrity and customer attitudes towards counterfeit products. Based on (Matos et al., 2007) stated that he / she would have to buy counterfeit goods. Research shows, in fact, that

consumer willingness to purchase counterfeit products is negatively linked to attitudes towards lawfulness. In this sense, consumers who have lower ethical standards are expected to feel less guilty when purchasing counterfeit products. Rather, they rationalize their behaviour in a way that reduces the cognitive dissonance of unethical behaviour.

5.3.3 Hypothesis 3

H3: There is a positive relationship between personal gratification and consumer's attitude towards counterfeit products

Third hypothesis is to investigate the relationship between the personal gratification and consumer's attitude towards counterfeit products among students in UMK. The previous result showed that, there is high positive significant correlation which was 0.733 and p-value is less than 0.01. The result exposed that, there have a high positive relationship between personal gratification and consumer attitudes towards counterfeit products.

In a study, Bloch et al. (1993) found out that consumers see themselves as less financially well-off, less optimistic, less competitive and lower than counterfeit non-buyers by selecting a counterfeit product. Matos et al. (2007) examined the impact of personal gratification on consumer attitudes towards non-genuine items through 400 Brazilian consumers as respondents. The result of their research shows that consumers ' willingness to purchase counterfeit products depends on their attitude towards these products, and personal gratification is one of the variables that affects attitudes towards counterfeit products.

5.3.4 Hypothesis 4

H4: There is a positive relationship between purchase intention and consumer's attitude towards counterfeit products

The fourth hypothesis is to investigate the relationship between the purchase intention and consumer's attitude towards counterfeit products among students in UMK. According to result in chapter four, there is high positive significant correlation, which was 0.756 and p-value is less than 0.01. The result showed that, there have positive relationship between purchase intention and consumer's attitude towards counterfeit products.

Based on the findings of the researchers, individuals with a positive attitude to counterfeit products have more frequently stated that they plan to buy counterfeit products than individuals with negative attitudes. (Kim, 2009). For example, the investigation has shown that Singaporeans, who are less respectful of software copyright law, are more likely to make pirated copies of software than their US counterparts. (Wee et al., 1995; Heidarzadeh and Taghipourian, 2012). Therefore, positive attitudes towards the purchase of counterfeits are expected to have a positive effect on the intention of the counterfeits while they are expected to have a negative impact on the opposite action.

5.4 Implication of the Study

There was considerable implication found in this study

5.4.1 To identify the status consumption influence consumer's attitude towards counterfeit products among students in UMK, City Campus.

The first objective is to identify the status consumption influence consumer's attitude towards counterfeit products among students in UMK, City Campus. The correlation coefficients for status consumption and consumer attitude towards counterfeit products were **0.722** and this shows that the strength of correlation between status of consumption and consumer attitude towards counterfeit products is **high positive correlation** according to rule of thumb for interpreting the size of a Correlation of Coefficient (Hinkle, D. E., Wiersma, W., & Jurs, S. G., 2003). Besides that, the p-value which WAS 0.000 showing the significant value for the analysis where it is lower than the alpha root which is 0.01. Therefore, there is significant **high positive correlation** relationship status of consumption and consumer attitude towards counterfeit products according to the rule of thumb about Correlation of Coefficient (Cohen, 1988).

Therefore, the research objective to identify the relationship between consumer status consumption and consumer attitude towards counterfeit products had been reached. In fact, the research questions, "What is the relationship between consumer status attitudes towards counterfeit products among students at UMK, City Campus? "The response was also given. With both the study goal and the question reached, we may conclude that there is a positive relationship between the level of sales and the consumer's attitude towards counterfeit products.

5.4.2 To examine the integrity influence consumer's attitude towards counterfeits products among students in UMK, City Campus.

Second research objective is to identify integrity influence consumer's attitude towards counterfeits products among students in UMK, City Campus. The correlation coefficients for integrity and consumer's attitude towards counterfeit products were **0.623** and this shows that the strength of correlation there is a positive relationship between integrity and consumer attitudes towards counterfeit products. **moderate positive correlation** according to rule of thumb for interpreting the size of a Correlation of Coefficient (Hinkle, D. E., Wiersma, W., & Jurs, S. G., 2003). Besides that, the p-value which is 0.000 showing the significant value for the analysis where it is lower than the alpha root which is 0.01. Therefore, there is a strong moderate positive correlation between integrity and consumer attitudes towards counterfeit products as per the rule of thumb on the correlation of coefficients.

Therefore, the research objective to examine the integrity influence consumer's attitude towards counterfeits products among students in UMK, City Campus. had been reached. In fact, the research question, "What is the relationship between integrity consumer's attitude towards counterfeit products among students in UMK, City Campus?" also was answered. With both the research objective and question met, we can say that There is a positive relationship between integrity and consumer attitudes towards counterfeit products.

5.4.3 The relationship between the personal gratification and consumer's attitude towards counterfeit products among students in UMK, City Campus

The third research objective is to determine the personal gratification influence consumer's attitude towards counterfeit products among students in UMK, City Campus. The correlation coefficients for personal gratification and consumer's attitude towards counterfeit products were **0.733** and this shows that the strength of correlation between personal gratification and consumer's attitude towards counterfeit products is **high positive correlation** according to rule of thumb for interpreting the size of a Correlation of Coefficient (Hinkle, D. E., Wiersma, W., & Jurs, S. G., 2003). Besides that, the p-value which is 0.000 showing the significant value for the analysis where it is lower than the alpha root which is 0.01. Therefore, there is a significant high positive correlation regarding personal gratification and consumer attitudes towards counterfeit products under the rule of thumb on the correlation of coefficients (Cohen, 1988).

Therefore, the research objective to examine the personal gratification influence consumer's attitude towards counterfeit products among students in UMK, City Campus had been reached. In fact, the Research question, "What is the relationship between the consumer's personal gratification attitudes to counterfeit products among students in UMK, City Campus?" Response was also issued. With both the study goal and the question achieved, we may conclude that there is a positive relationship between personal gratification and consumer attitudes towards counterfeit products.

5.4.4 To identify the purchase intention influence consumer's attitude towards counterfeit products among students in UMK, City Campus.

The fourth research objective is to determine the purchase intention affects the attitude of consumers towards counterfeit products among students in UMK, City Campus. The correlation coefficients for purchase intention and consumer's attitude towards counterfeit products were **0.756** and this shows that the strength of correlation between purchase intention and consumer's attitude towards counterfeit products is **high positive correlation** according to rule of thumb for interpreting the size of a Correlation of Coefficient (Hinkle, D. E., Wiersma, W., & Jurs, S. G., 2003). Besides that, the p-value which is 0.000 showing the significant value for the analysis where it is lower than the alpha root which is 0.01. Therefore, there is a significant high positive correlation relationship between the purchase intention and the consumer's attitude towards counterfeit products in line with the rule of thumb on the correlation of coefficients (Cohen, 1988).

Therefore, the research objective to identify the purchase intention influence consumer's attitude towards counterfeit products among students in UMK, City Campus. had been reached. In fact, the research question, "What is the relationship between purchase intentions towards consumer's attitude over counterfeit products among students in UMK, City Campus?" also was answered. With both the research objective and the question reached, we may conclude that there is a positive relationship in between the purchase intention and the consumer's attitude to counterfeit products.

5.4.5 To investigate the most important factor influence consumer's attitude towards counterfeit products among students in UMK, City Campus.

Here the most factor that affect the model of regression which is purchase intention that get the highest value of beta which is 0.347 in the multiple regression analysis. That factor is the most influence factor towards counterfeit products among students in UMK City Campus.

The fifth research objective is to investigate the most important factor influence consumer's attitude towards counterfeit products among students in UMK, City Campus. Based on the correlation coefficient result, the highest value goes to variable that influence purchase intention towards counterfeit products among students in UMK, City Campus that **acquire r = 0.756.** This amount indicated a **high positive correlation** between purchase intention and counterfeit products among students in UMK, City Campus. However, the overall results for Pearson correlations of independent variable are mostly within the range of **high positive correlation** where the second rank is the personal gratification variable which valued at **r = 0.733**, followed by the third rank which is **r = 0.722** and lastly in the fourth rank is integrity which is valued at **r = 0.623** at a **moderate positive correlation.**

In the end, purchase intention becomes the most significance and important factors for influence consumer's attitude towards counterfeit products among students in UMK due to the highest value of correlation coefficient. Therefore, the research objective to investigate the most important factor influence consumer's attitude towards counterfeit products among students in UMK, City Campus had been reached. In fact, the researches question, 'What are the most important factors influence consumer's attitudes towards counterfeit products among students in Universiti Malaysia Kelantan, City Campus?' also was answered. The entire research objective and the question have been met. Based on our literature review, we

may conclude that purchase intention has the greatest effect on counterfeit goods in UMK, City Campus.

5.5 Limitations of Study

There are several limitations to do this research. First of all is time constraint. The time to finish this research is within six months to done proposal and distribute the questionnaires. The time limitation has cause us some difficulties to get more knowledge and information from the previous study which similar to our research study.

Furthermore, this study focuses on consumer behaviour towards counterfeit products. Therefore, this study was not a specific study of certain type of counterfeit products which may results in a different response towards status consumption, integrity, personal gratification, and purchase intention which may affect the results findings.

Last but not least, the online survey method that has been done by using Google Form also has a limitation in this study. Based on Bhatnagar and Ghose (2004), the online survey method is stated to be limited due to self-selection and self-reporting issues that occur in a study. Usually, self-selected respondents must be encouraged to complete the survey with the assistance of the interviewees. The respondents may be prejudiced by the responses in this study to persuade the appropriate responses accepted by the larger society as endorsed by the research (Bhatnagar and Ghose, 2004).

5.6 Recommendation/Suggestion for Future Research

According to overall study, the researchers propose a number of suggestions for future studies. First, future researchers should balance the number of genders in order to get the precise outcome of the gender. Various views or factors have arisen in the formation of counterfeit products among students. Future study should take into account the choice of the number genders to balance the complete number of participants by ages.

According to Costello et al., (2005), larger population sizes aim to minimize the error and to achieve a better outcome. So, future researchers need to increase the sample size in order to obtain accurate results and can be identify about consumer's attitude towards counterfeit products in UMK, City Campus. The larger the sample size of the respondents, the more accurate and reliable the result (Nuijtenetal, 2015). Thus, future researchers should increase the sample size in order to increase accuracy and reliability of the study. Then, the researchers suggest that future researchers can use qualitative method for this research is conducted. The qualitative method does not have to find the respondents. They just have to find the company or person to be interview.

Third, this research also concentrated only on four variables which are status consumption, integrity, personal gratification, and purchase intention that influence consumer's attitude towards counterfeit products among students in UMK, City Campus. However, this research may disregard other significant variables that play an important part in influencing the counterfeit products. It is therefore suggested that future researchers include variables, such as the price, cultural influence, economy, and individual characteristics to carry out a comparable study in order to produce fresh results in their research.

5.7 Overall Conclusion of the Study

This research had been carried out to explore the consumer's attitude towards counterfeit products. For IV which are status consumption, integrity, personal gratification and the purchase intention has been included to determine the relationship with DV which is consumer's attitude towards counterfeit products. As mention in chapter 3, a total of 361 respondents ranging from the UMK students have been chosen, through distributing questionnaires.

Next chapter 4 are talking about the findings and analysis of data from questionnaires. Reliability analysis, descriptive analysis, Pearson's correlation and also multiple linear regression models were used to interpret the data and the result. The results showed that all the independent variable which are status consumption, integrity, personal gratification and purchase intention had significant positive relationship with the DV which is consumer's attitude towards counterfeit products. The most important factor that influence consumer's attitude towards counterfeit products was purchase intention and the value is 0.756.

Finally, chapter 5 presents the summarization the final results based on the data analysis. In other words, this involves an overview of the statistical evaluation and a review of the main location that will be relevant to the quantitative studies and the study issue. In the end, all four hypotheses have been proven to have a positive relationship and none of the hypothesis is rejected. In the meantime, it also included the limitation and recommendation regarding this research is important to provide the wide range of the information about the advantages and disadvantages related to this topic for future research.

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APPENDIX A

CONSUMER'S ATTITUDE TOWARDS COUNTERFEIT PRODUCTS AMONG STUDENTS IN UNIVERSITI MALAYSIA KELANTAN, CITY CAMPUS

Dear respondents,

Responden yang dihormati,

Assalamualaikum w.b.t. and greetings. We are Universiti Malaysia Kelantan (UMK) students in Bachelor of Entrepreneurship (Retailing) who are conducting a research on consumer's attitude toward counterfeits product among Universiti Malaysia Kelantan students. Therefore, we hope all respondents can answer ALL the questions provided. Your opinion is important in the complication of the study. The information provided by you will be kept confidential and used for research purpose only.

Assalamualaikum w.b.t dan salam sejahtera. Kami adalah pelajar Universiti Malaysia Kelantan (UMK) di dalam Ijazah Sarjana Muda Keusahawanan (Peruncitan) sedang menjalankan kajian terhadap sikap pengguna dalam pembelian produk tiruan dalam kalangan pelajar Universiti Malaysia Kelantan. Oleh itu, kami berharap semua responden dapat menjawab SEMUA soalan yang disediakan. Pendapat anda sangat penting bagi

menyiapkan penyelidikan ini. Maklumat yang anda berikan akan dirahsiakan dan akan digunkan bagi tujuan penyelidikan sahaja.

Prepared by,

Disediakan oleh,

Khidarshini A/P Ravidaran (A16A1290)

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Muhammad Khalis bin Rafie (A16A1303)

Muhamad Shahrin bin Muhamad Ali Hassan (A16A1299)

SECTION A: RESPONDENT PROFILES

Please answer all questions in this questionnaire. All information you give is kept confidential and only used for research purposes only.

Sila jawab semua soalan dalam soal selidik ini. Semua maklumat yang anda berikan adalah dirahsiakan dan hanya digunakan untuk tujuan pengajian sahaja.

Please tick (/) at the appropriate answer.

Sila tandakan (/) pada jawapan yang sesuai.

1) Gender / Jantina

   o Male / lelaki

   o Female / Perempuan

2) Ethnicity / Kaum

   o Malay / Melayu

   o Chinese / Cina

   o Indian / India

   o Other / Lain-lain: _____

3) Age / Umur:

   o 18-20 years old / tahun

   o 21-23 years old / tahun

   o 24-26 years old / tahun

o 27 years old above / tahun ke atas

4) Courses / Kursus:

   o SAR

   o SAL

   o SAB

   o SAK

   o SAE

   o SAW

   o SAH

   o SAP

5) Status:

   o Single / Bujang

   o Married / Berkahwin

SECTION B: Consumer's attitudes towards counterfeit products

Instruction / Arahan:

Please read the following statement carefully and answer according to the scale given.

Sila baca dengan teliti pernyataan yang diberikan dan jawab mengikut skala yang diberikan.

1	2	3	4	5
Strongly Disagree/ Sangat Tidak setuju	Disagree/ Tidak Setuju	Neutral/ neutral	Agree / setuju	Strongly agree/ sangat setuju

	1	2	3	4	5
Counterfeit products are as reliable as the genuine products. *Produk palsu boleh dipercayai seperti produk tulen.*					
Counterfeit products have similar quality to the genuine products. *Produk palsu mempunyai kualiti yang sama dengan produk tulen.*					
Counterfeit products provided similar functions to the genuine products. *Produk palsu menyediakan fungsi yang sama dengan produk tulen.*					
Consumers think that counterfeit products can last long. *Pengguna berfikir bahawa produk palsu boleh bertahan lama.*					
Considering price, I prefer counterfeit products. *Memandangkan harga, saya lebih suka produk palsu.*					

SECTION C: Factor influence consumers' attitude towards counterfeit products

a) Status consumption

	1	2	3	4	5
I buy counterfeit brand products to reflect my self-identity. *Saya membeli produk jenama palsu untuk mencerminkan identity diri saya.*					
I buy counterfeit luxury products to show my prestige. *Saya membeli produk mewah palsu untuk menunjukkan prestij saya.*					
I own a lot of counterfeit products to get image from other people. *Saya memiliki banyak produk palsu untuk mendapatkan imej dari orang lain.*					
When I using counterfeit brand products people will think I am high status. *Apabila saya menggunakan produk jenama palsu orang akan berfikir status saya tinggi.*					
I am comfort to use counterfeit products to attract others. *Saya selesa menggunakan produk palsu untuk menarik orang lain.*					

b) Integrity

	1	2	3	4	5
Is that counterfeit products are fulfil customer's expectation? *Adakah produk palsu itu memenuhi jangkaan pelanggan?*					
Is that counterfeit products can be fully trusted by the customers? *Adakah produk palsu itu boleh dipercayai sepenuhnya para pelanggan?*					
Is that negative perspective towards counterfeit products? *Adakah produk palsu membawa perspektif negatif terhadap pelanggan?*					
Is that illegal to buy the counterfeit products? *Adakah haram untuk membeli produk palsu?*					
Is that counterfeit products influence negative attitude to the customers? *Adakah produk palsu itu mempengaruhi sikap negatif kepada pelanggan?*					

c) Purchase intention

	1	2	3	4	5
I would think about some counterfeit products as a choice when buying something. *Saya akan memikirkan beberapa produk palsu sebagai pilihan ketika semasa membeli sesuatu.*					
I will buy counterfeit products if I really needed. *Saya akan membeli produk palsu jika saya benar-benar diperlukan.*					
I will consider purchasing counterfeit products for a friend. *Saya akan mempertimbangkan untuk membeli produk palsu untuk kawan.*					
I would recommend counterfeit products to family and friends. *Saya akan mengesyorkan produk palsu kepada keluarga dan kawan.*					
I will buy counterfeit products from peddlers. *Saya akan membeli produk palsu dari penjaja.*					

d) Personal gratification

	1	2	3	4	5
Can counterfeit products fulfil your personal gratification? *Bolehkah produk palsu memenuhi kepuasan perbadi anda?*					
Are you satisfied with the quality of counterfeit products? *Adakah anda berpuas hati dengan kualiti produk palsu?*					
Are you confident when using the counterfeit products in public? *Adakah anda yakin apabila menggunakan produk palsu di khalayak ramai?*					
Are you enjoying using the counterfeit products? *Adakah anda menikmati menggunakan produk palsu?*					
Do you prefer counterfeit products than original products? *Adakah anda lebih suka produk palsu daripada produk asal?*					

RELIABILITY TEST

Consumer's Attitude Towards Counterfeit Products

Cronbach's Alpha	N of Items
0.850	5

Item Statistics			
	Mean	Std. Deviation	N
Counterfeit products are as reliable as the genuine products. (Produk palsu boleh dipercayai seperti produk tulen.)	2.96	1.417	361
Counterfeit products have similar quality to the genuine products. (Produk palsu mempunyai kualiti yang sama dengan produk tulen.)	2.80	1.422	361
Counterfeit products provided similar functions to the genuine products. (Produk palsu menyediakan fungsi yang sama dengan produk tulen.)	3.31	1.264	361

Consumers think that counterfeit products can last long. (Pengguna berfikir bahawa produk palsu boleh bertahan lama.)	3.07	1.357	361
Considering price, I prefer counterfeit products. (Mempertimbangkan harga, saya lebih suka produk palsu.)	3.08	1.445	361

Status Consumption

Cronbach's Alpha	N of Items
0.930	5

Item Statistics			
	Mean	Std. Deviation	N
I buy counterfeit brand products to reflect my self-identity (Saya membeli produk jenama palsu untuk mencerminkan identiti diri saya.)	2.59	1.439	361
I buy counterfeit luxury products to show my prestige. (Saya membeli produk mewah palsu untuk menunjukkan martabat saya.)	2.50	1.358	361
I own a lot of counterfeit products to get image from other people. (Saya memiliki banyak produk palsu untuk dikenali oleh orang lain.)	2.51	1.397	361
When I using counterfeit brand products people will think I am high status. (Apabila saya menggunakan produk jenama palsu orang akan berfikir status saya tinggi.)	2.64	1.415	361

I am comfort to use counterfeit products to attract others. (Saya selesa menggunakan produk palsu untuk menarik orang lain.)	2.57	1.434	361

Integrity

Cronbach's Alpha	N of Items
0.726	5

Item Statistics			
	Mean	Std. Deviation	N
Is that counterfeit products are fulfil customer expectation? (Adakah produk palsu itu memenuhi jangkaan pelanggan?)	3.15	1.282	361
Is that counterfeit products can be fully trusted by the customers? (Adakah produk palsu itu boleh dipercayai sepenuhnya oleh pelanggan?)	3.00	1.263	361
Is that counterfeit products bring negative perspective towards customer? (Adakah produk palsu membawa perspektif negatif terhadap pelanggan?)	3.48	1.274	361
Is that illegal to buy the counterfeit products? (Adakah haram untuk membeli produk palsu?)	3.31	1.320	361

Is that counterfeit products influence negative attitude to the customers? (Adakah produk palsu itu mempengaruhi sikap negatif kepada pelanggan?)	3.35	1.252	361

Personal Gratification

Cronbach's Alpha	N of Items
0.926	5

Item Statistics			
	Mean	Std. Deviation	N
Can counterfeit products fulfil your personal gratification? (Bolehkah produk palsu memenuhi kepuasan peribadi anda?)	3.02	1.369	361
Are you satisfied with the quality of counterfeit products? (Adakah anda berpuas hati dengan kualiti produk palsu?)	2.90	1.387	361
Are you confident when using the counterfeit products in public? (Adakah anda yakin apabila menggunakan produk palsu di khalayak ramai?)	2.86	1.384	361
Are you enjoying using the counterfeit products? (Adakah anda seronok menggunakan produk palsu?)	2.86	1.384	361
Do you prefer counterfeit products than original products? (Adakah anda lebih suka produk palsu daripada produk a2?)	2.61	1.418	361

Purchase Intention

Cronbach's Alpha	N of Items
0.864	5

Item Statistics			
	Mean	Std. Deviation	N
I would think about some counterfeit products as a choice when buying something. (Saya akan memikirkan beberapa produk palsu sebagai pilihan ketika membeli sesuatu.)	3.26	1.259	361
I will buy counterfeit products if I really needed. (Saya akan membeli produk palsu jika saya benar-benar memerlukannya.)	3.42	1.258	361
I will consider purchasing counterfeit products for a friend. (Saya akan mempertimbangkan untuk membeli produk palsu untuk kawan.)	3.12	1.341	361
I would recommend counterfeit products to family and friends. (Saya akan mengesyorkan produk palsu kepada keluarga dan kawan.)	2.66	1.351	361

I will buy counterfeit products from peddlers. (Saya akan membeli produk palsu dari penjaja.)	2.91	1.394	361

APPENDIX C

FREQUENCY ANALYSIS

Gender / Jantina				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male/ Lelaki	129	35.7	35.7	35.7
	Female / Perempuan	232	64.3	64.3	100.0
	Total	361	100.0	100.0	

Ethnicity / Kaum				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay / Melayu	235	65.1	65.1	65.1
	Chinese / Cina	43	11.9	11.9	77.0
	Indian / India	51	14.1	14.1	91.1
	Other / Lain-lain	32	8.9	8.9	100.0
	Total	361	100.0	100.0	

Age / Umur				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20 years old / tahun	72	19.9	19.9	19.9
	21-23 years old / tahun	214	59.3	59.3	79.2
	24-26 years old / tahun	48	13.3	13.3	92.5
	27 years old above / tahun ke atas	27	7.5	7.5	100.0
	Total	361	100.0	100.0	

Courses / Kursus					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SAR	84	23.3	23.3	23.3
	SAL	59	16.3	16.3	39.6
	SAB	70	19.4	19.4	59.0
	SAK	32	8.9	8.9	67.9
	SAE	10	2.8	2.8	70.6
	SAW	32	8.9	8.9	79.5
	SAH	30	8.3	8.3	87.8
	SAP	44	12.2	12.2	100.0
	Total	361	100.0	100.0	

Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single / Bujang	341	94.5	94.5	94.5
	Married / Berkahwin	20	5.5	5.5	100.0
	Total	361	100.0	100.0	

APPENDIX D

TURNITIN

Universiti Malaysia KELANTAN

REKOD PENGESAHAN PENYARINGAN *TURNITIN*
VERIFICATION RECORD OF TURNITIN SCREENING

Kod/Nama Kursus: ARS 4113 PROJEK PENYELIDIKAN TAHUN AKHIR (RETAILING)
Code/ Course Name: ARS 4113 FINAL RESEARCH PROJECT (RETAILING)
Sesi/Session: 2016/2017
Semester: SEMESTER 7
Nama Program/*Name of Programme:* SAR
Fakulti/Pusat/*Faculty/Centre:* Fakulti Keusahawanan Dan Perniagaan/
    Faculty of Entrepreneurship and Business

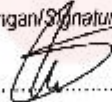Pengesahan Penyaringan Plagiat/ *Verification of Plagiarism Screening*

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No.Matrik/*Matrix No:* A16A1299
Tarikh/*Date:* 30/12/2019

Pengesahan
Penyelia/*Supervisor:* **NURUL IZYAN BINTI MAT DAUD**

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Tarikh/*Date:* 30/12/2019

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FAKULTI KEUSAHAWANAN DAN PERNIAGAAN
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BORANG KELULUSAN PENYERAHAN
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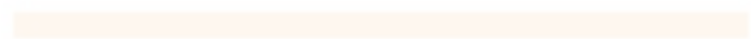
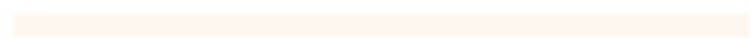Sekian, terima kasih

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