FACTORS DETERMINING CONSUMER PURCHASING

INTENTION TOWARDS COUNTERFEIT SPORTSWEAR

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TOWARDS COUNTERFEIT SPORTSWEAR

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ABSTRACT

Increased trading activity involving counterfeit goods was worrying and had become a main intimidation towards the economy. Fast innovative advancements, growth in sportswear industry and increased in government effort in promoting healthy lifestyle have helped foster the development of this issue. In this study, relationship between consumers purchasing intention towards counterfeit sportswear, attitude towards counterfeit sportswear, subjective norms and perceived behavior control were analyzed in the context of Malaysia. This research studied the purchase intention of consumers using Theory of Planned Behavior as the underpinning theory. The Theory of Planned Behavior by Ajzen was adapted in this study with moderate impact of moral judgement. Data was collected through self-administered questionnaires that were distributed to 454 respondents at shopping malls and night markets in Klang Valley. This paper used Pearson Correlation Coefficient and Multiple Linear Regression analysis to study the purchasing behavior towards counterfeit sportswear. Results showed that except for perceived behavior control which shows insignificant relationship, all other independent variables were significantly and positively related to the dependent variable. Moral judgement was found to be insignificant as a moderator between all the independent variables on intention to purchase counterfeit sportswear but nonetheless was useful to be a predictor variable. This study could help related parties such as the government agencies, genuine marketers and product producers to understand better why consumers prefer counterfeit sportswear products. The study answered the research questions and accomplished its objectives and supported the notion of the theory of planned behavior on purchasing intention towards counterfeit sportswear in Malaysia.

Keywords: Counterfeit Sportswear, Attitude, Subjective Norms, Perceived Behavior Control, Moral Judgement, Purchase Intention

ABSTRAK

Peningkatan aktiviti perdagangan melibatkan barangan tiruan amat membimbangkan dan menjadi ancaman utama kepada ekonomi negara. Perkembangan teknologi yang pesat, pertumbuhan dalam industri sukan dan peningkatan dalam usaha kerajaan dalam mempromosikan gaya hidup sihat telah membantu mendorong pertumbuhan masalah ini. Dalam kajian ini, hubungan antara niat pengguna untuk membeli barangan sukan tiruan, sikap terhadap barangan sukan tiruan, norma subjektif dan kawalan tingkah laku yang dirasakan telah dianalisis dalam konteks Malaysia. Kajian ini mengkaji niat pembelian pengguna yang menggunakan Teori of Planned Behavior sebagai teori yang mendasari. Teori of Planned Behavior oleh Ajzen disesuaikan dalam kajian ini dengan penggunaan pertimbangan moral sebagai pembolehubah sederhana. Data dikumpulkan melalui soal selidik yang ditadbir sendiri yang telah diedarkan kepada 454 responden di pusat membeli-belah dan pasar malam di Lembah Klang. Analisis kajian ini menggunakan Pekali Korelasi Pearson dan analisis regresi berganda linear untuk mengkaji perilaku pembelian ke arah pakaian sukan tiruan. Keputusan menunjukkan bahawa kecuali kawalan tingkah laku yang diperoleh menunjukkan hubungan yang tidak ketara, semua pemboleh ubah bebas lain menunjukkan hubungan yang signifikan dan positif dengan pembolehubah bersandar. Pertimbangan moral didapati tidak signifikan sebagai pembolehubah sederhana antara semua pembolehubah bebas terhadap niat untuk membeli pakaian sukan tiruan tapi tetap berguna untuk menjadi pembolehubah tidak bersandar. Kajian ini akan membantu pihak-pihak yang berkaitan seperti agensi-agensi kerajaan, syarikat pemasaran dan pengeluar produk untuk lebih memahami mengapa pengguna lebih suka produk sukan tiruan. Kajian ini menjawab persoalan kajian dan dicapai matlamatnya dan mendukung gagasan Theory of Planned Behavior untuk kajian niat pembelian pakaian sukan tiruan di Malaysia.

Katakunci: Pakaian Sukan Tiruan, Sikap, Norma Subjektif, Kawalan Tingkahlaku Yang Diperoleh, Pertimbangan Moral, Niat Membeli

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CHAPTER 1

INTRODUCTION

1.1 Overview of the Study

This part serves as an introduction where it incorporates data concerning the research foundation, issue proclamation, research goals and questions and the importance of this exploration study. These will give readers an exact comprehension towards the study.

1.2 Research Background

Counterfeiting is one of the wildest growing economic crimes globally. It intimidates the economies of established and emerging countries alike, harms new investment, and progressively endangers public health and safety. Developments in technology have permitted counterfeiters to produce improved copies of products and packaging. Today, an enormous range of items are counterfeited, including clothing, jewellery, movies, medicines, car parts, fragrance and agrochemicals.

In terms of definition, counterfeit products can be characterized as a product that is almost equal to the original product and produced by the producer, without permission of the copyright owners of the product concerned (Bian and Veloutsou, 2007; Chaudhry and Walsh, 1996). Well known and famous products are often targeted to be counterfeit. This is due to the high demand for these famous products. This is because of items that don't have trademarks are less engaging and would not be profoundly sought after, and endeavors of forging the items are meaningless.

According to Avery (2008) and Farmosa (2011), counterfeit of clothing, both fashion and sportswear, is very rampant and are among the products that often and easily replicable in the sports industry. According to Groosman and Shapiro (1988), counterfeit can be separated into two classes that are misleading and non-tricky counterfeit. A misleading counterfeit happen when the buyer is not completely mindful of the way that the product that he/she purchase is counterfeit whereby a non-tricky counterfeit is the consumer is fully aware and intentionally wanted to buy a counterfeit product.

In case of counterfeit sporting goods, it becomes a serious danger to genuine industries especially when customers intentionally buy them because it is so easy to replicate due to low level of technicality in producing the product (Transcrime, 2010).

Sale of counterfeit goods is a form of crime that have negative effects on the social, economic, administrative and humanity of every individual in society to the internal administration of the country as well as internationally. While most people understand that counterfeiting is a form of theft, but do not consider it as a crime.

As interest is dependably the indispensable driver of a market, various experts have asserted that purchaser demand for fakes is one of the notable wellsprings of the presence and climb in development of the fabricating existence [Norum & Cuno (2011); Gentry, Putrevu & Shultz (2001); Ang, Cheng, Lim & Tambyah (2001)]. As an issue aftereffect of these contentions, a great arrangement of exploration has concentrated on perceiving huge variables that impact shoppers' disposition towards fake items.

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As expressed by International Chamber of Commerce (ICC), worldwide financial and social impacts of forging and robbery will extended US$1.7 trillion by 2015 and put 2.5 million certified occupations at risk every year. The report demonstrates that the universal exchange impersonations at present records for more than 50% of forging and theft, and could develop to US$960 billion by 2015. Nearby creation and utilization will represent between US$370 billion and US$570 billion, and digitally pilfered music, films and programming for as much as US$240 billion in 2015. This shows that the issue, which is as of now intense, is becoming and is prone to cause considerably more harms later on.

This study tries to look on what determine consumer purchase intention on the counterfeit sportswear using Theory of Planned Behavior that was developed by Arjen. Previous study by numerous researchers has used TPB as their base theory to explain individuals' behavioural intention such as Chiu, Lee & Won (2014); Jirotmontree (2013); Alfadl, Ibrahim, & Hassali (2012); Yoon (2011) and Chen, Pan, & Pan (2009). Furthermore, moral judgment is embraced as an arbitrator to look at its impact on consumer purchase intention on the counterfeit sportswear by utilizing Theory of Planned Behavior.

1.3 Problem Statement

In 2012, the demand for sportswear industry increased by 6% as a result of the government's ongoing efforts to emphasize a healthy lifestyle among the community. The rising obesity rate and the increase of diseases in Malaysia have encouraged more Malaysians to join gymnasium activity and taking up sports activity such as running, cycling, and mountain climbing as frequently as they could to prevent such problems. Moreover, from 2011 the Minister of Education have executed "One Student One Sport" strategy for essential and optional school youngsters, urging

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understudies to do well in both scholastic subjects and games. Consequently, this urged more buyers to buy sports footwear, for example, running shoes, and games apparel, for example, shirts and jogging pants.

On October 20, 2011 the service authoritatively propelled the Basket of Brands (BOB) plan to defend organizations against copyright infringement and the offer of fake products by giving these brand holders need to catch up and do confirmation on the seizures of fake merchandise. The brand holders are from a wide range of businesses and incorporate worldwide dress, sportswear, alcohol, auto parts and pharmaceutical brands.

Using the BOB scheme, government try to build a bridge between institutions of higher learning and the ministry to inspire the students and young ones to become an anti-piracy friends and mediators. The students will provide feedbacks, giving information, comments and suggestion in an effort to reduce counterfeit.

Specifically, in Klang Valley, one of the key concerns of the authority is the dumping of counterfeit goods such as jerseys, shoes, watches, handbags, sunglasses, caps, cosmetics and much more are being sold in open premises blatantly. According to the Ministry Of Domestic Trade, Cooperative and Consumerism, numbers of counterfeit cases have increased from year to year and demand for counterfeit goods has been growing. This can prove from Table 1.1 that show numbers of cases that has been raid by the Enforcement Division from 2000 until July 2014.

From the table below, it appears that the most counterfeit case taken involved clothing category. A total of 6276 cases of counterfeit clothing were taken from 2000 till July 2014. This was followed by cases involving a total of 2301 cases of leather goods, communications equipment of 1097 cases and 815 cases of footwear

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products. This indicates an item of clothing is the most widely imitated based on the

number of cases taken by the enforcement division for 14 years.

Table 1.1

Number of counterfeit cases taken by item from year 2000 till July 2014

KES MENGIKUT JENIS BARANG TIRUAN
BAGI TAHUN 2000 HINGGA JULAI 2014

BARANG	TAHUN															JUMLAH KES
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	
MAKANAN/ KESIHATAN																
MAKANAN	12	40	49	53	99	101	210	38	18	23	32	38	23	10	65	811
UBATAN	39	9	30	22	28	32	21	10	8	4	1	2	1	1	1	208
KOSMETIK	0	0	0	0	0	0	0	15	7	15	18	17	15	6	23	116
ROKOK	0	0	0	0	0	10	2	38	27	6	6	2	172	11	0	274
LIQOUR / BEER	0	0	0	0	0	2	2	33	20	21	10	8	21	60	21	198
KESELAMATAN																
BAHAN PETROLEUM	1	2	0	1	1	27	3	0	12	9	1	4	14	12	6	93
BARANG ELEKTRIK	20	28	15	26	26	23	12	6	26	12	61	15	8	14	15	307
ALAT KOMUNIKASI	0	0	0	0	0	50	39	178	186	27	270	194	43	55	55	1,097
PERKAKASAN KOMPUTER	0	0	0	0	0	16	10	15	15	15	26	32	19	9	12	166
ALAT GANTI KENDERAAN	10	10	12	25	35	11	18	25	12	4	4	25	27	13	2	233
LAIN-LAIN																
PAKAIAN	537	526	611	900	862	480	375	373	232	97	253	294	258	221	257	6,276
JAM TANGAN	96	75	76	148	129	96	111	76	31	15	38	27	16	12	4	950
ALAT TULIS	0	0	0	0	0	13	2	3	2	4	0	0	0	0	0	24
BARANGAN KULIT	211	115	150	310	300	130	128	179	116	42	169	146	107	131	67	2,301
KASUT	17	41	45	72	74	56	26	46	24	4	178	95	51	47	41	815
CERMIN MATA	7	19	15	38	59	44	40	38	15	10	28	18	5	4	28	368
LAIN-LAIN	1645	1954	3171	6084	3914	2606	234	465	141	101	235	274	154	182	816	21,979
JUMLAH	2395	2819	4174	7679	5527	3697	1233	1538	882	400	1326	1191	834	788	1413	38,217

According to Organization for Economic Cooperation & Development (OECD)

report on the economic impact of counterfeit shows that the drawback from the

sportswear industry turning into a fashion industry has attracted counterfeiters. This

is because the counterfeit sportswear is easy to produce because it was a

straightforward production by using grey market channel. Second, it is easy to

imitate because it is always connected to big events such as the World Cup or

another major event where counterfeit traders can concentrate on producing a huge

amount of fake sportswear. The third is demand on the counterfeit sportswear mostly

is from young generation because they are the one who most likely to buy fake

sportswear.

Counterfeiting certainly impacts legitimate businesses, causing loss of sales, loss of brand trust and value and will ultimately low on profits. However, in an interrelated economy, the impact will also go to governments and consumers. Governments see lower charge salaries and higher cost on welfare, wellbeing administrations and wrongdoing anticipation. Purchasers get lesser quality items that are unregulated and hazardous. Furthermore, as commercial ventures endure mediocre income and harmed brands, they need to cut employments and lessen venture and will prompt lower monetary development. As explain by Mr. Mohd Roslan Mahayuddin, Director General of Enforcement Division, Ministry of Domestic Trade, Cooperative and Consumerism during a campaign on counterfeit, "government could easily miss out around RM3 to RM4 millions of tax money from the counterfeit activity due to loss of sales tax". Therefore, he urged consumers to think twice before decided to buy counterfeit goods not only because of its unreasonable quality but those who bought a counterfeit product were indirectly helping the unregulated syndicate.

Even though the counterfeit sportswear issue has become a serious issue, to our knowledge, there has been little discussion on sportswear as a target of counterfeit especially in Malaysia. The issue is why the demand for the counterfeit sportswear such as jerseys, shoes and others still increase as it is reflects on the number of cases that has been taken by MDTCC Enforcement Division. Are there any factors apart from lower prices, brand names, scarcity, country of origin or quality that effect the increasing demand of counterfeit sportswear?

Consequently, in perspective of this gap, this study is developed to investigate and comprehend the connections between the attitude, subjective norms and perceived behavior control of shoppers in Malaysia and the purchasing intention on counterfeit

sportswear. It is additionally to inspect the elements influencing the state of mind utilizing the Theory of Planned Behavior as the fundamental model moderated by moral judgment.

The producer and manufacturer of genuine product can look into the consumers' action by understanding factors that influencing the disposition of consumers towards counterfeit sportswear.

1.4 Research Questions

1. Does consumer attitude towards purchase counterfeit sportswear influence on purchasing intention towards counterfeit sportswear among Malaysian consumers?

2. Does subjective norms influence on purchasing intention towards counterfeit sportswear among Malaysian consumers?

3. Does perceived behavioral control influence on purchasing intention towards counterfeit sportswear among Malaysian consumers?

4. Does moral judgement moderate the relationship between consumer attitude and consumer purchasing intention?

5. Does moral judgement moderate the relationship between perceived behavioral control and consumer purchasing intention?

6. Does moral judgement moderate the relationship between subjective norms and consumer purchasing intention?

7. Does moral judgement influence on purchasing intention towards counterfeit sportswear among Malaysian consumers?

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1.5 Research Objectives

1. To examine the connection between consumer attitude to purchase counterfeit sportswear and consumers' purchasing intention towards counterfeit sportswear.

2. To examine the connection between subjective norms and consumers' purchasing intention towards counterfeit sportswear.

3. To examine the connection between perceived behavioral control and consumers' purchasing intention towards counterfeit sportswear.

4. To investigate the moderating effect of moral judgement on the relationship between consumer attitude to purchase counterfeit sportswear and consumer purchasing intention towards counterfeit sportswear.

5. To investigate the moderating effect of moral judgement on the relationship between subjective norms and consumer purchasing intention towards counterfeit sportswear.

6. To investigate the moderating effects of moral judgement on the relationship between perceived behavioral control and consumer purchasing intention towards counterfeit sportswear.

7. To exermine the connection between moral judgement and consumer's purchasing intention towards counterfeit sportswear.

1.6 Significance of the Study

From the hypothetical viewpoints, this study would help to comprehend the Malaysian customers' buying proposition towards counterfeit sportswear. It is an augmentation of learning of buyers with respect to counterfeit product.

From the discoveries of this exploration, makers of certified sportswear items can comprehend why purchasers incline toward obtaining counterfeit sportswear. Therefore, they can reinforce their items' attractiveness and create another method. It is criticalness for makers to comprehend the customers' viewpoints.

This study can likewise make mindfulness on this issue among shoppers. There are rules and regulations that identify with counterfeit product. As the implementation of laws are not powerful and proficient enough, government and pertinent powers ought to stiffen the regulations and force more obstacle punishments for counterfeit item buyers.

This exploration was centered on sectors with the most counterfeit cases in Malaysia that was in Klang Valley. There were studies on counterfeit directed in Malaysia; however it was not sufficient in light of the fact that they didn't concentrate on buyers in ranges with high counterfeit cases, in this manner, the information gathered may not plainly reflect the genuine picture in Malaysia. This research studied the purchase intention of consumers using Theory of Planned Behavior as the foundation theory with moderate impact of moral judgement. This would add and contribute more to the literature on counterfeit sportswear in Malaysia.

1.7 Scope of the Study

The study implemented the Theory of Planned Behavior as proposed by Ajzen and was modified to suit Malaysian market by adopting moral judgement as a moderator.

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Therefore, the conclusion and recommendation of the present study will be limited to the hypothesized relationship formulated only. The study is to define the reasons that inspire the consumers towards intention to purchase counterfeit sportswear. The study will be led inside the setting of Malaysian business sector, and the respondents are consumer living in Malaysia. The 15 years old and above respondents was chosen because it is believed that they have considerable experience and familiarity on counterfeit products.

1.8 Definitions of Key Terms

In this section, the researcher would like to highlight the conceptual definitions of all of the constructs contained in the research framework. In this research the framework's major constructs are defined by combining such definition allocated to the same construction prior studies. The five constructs identified in the research are purchasing intention, moral judgement, and attitude towards purchase counterfeit sportswear, perceived behavioural control and subjective norms.

1.8.1 Purchasing Intention

Purchase intention is a perceptive element in attitude. It is concerned with the inclination of an individual about the attitude towards an object (Schiffman and Kanuk, 2004). Therefore, understanding consumer purchase intention in purchasing a counterfeit sportswear is important in designing effective deterrence strategy towards counterfeit.

1.8.2 Moral Judgement

A study by Chen, Pan & Pan (2009) recommended that the ethical force incorporates greatness of results, social accord and good judgment of the buyer that will influence purchaser's moral choice in obtaining bootlegged software. Extent of results was

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characterized as the aggregate harm/point of interest coming about because of the ethical achievement being referred to. Social understanding with respect to good issue can be characterized as the level of comprehension in regards to right or wrong and malicious or great (Chen, Pan & Pan, 2009). An individual's cognitive judgment is an assertion to which he or she considers certain conduct ethically adequate. It is pondered estimation of what ought to be carried out when an individual is incited with a moral difficulty. The ethical judgment of an individual judgmentally influences his recognition in respect to why firm activities are seen as ethically simply or favoured.

1.8.3 Theory of Planned Behavior (TPB) by Ajzen

To clarify the conduct that is not totally under inclination control, Ajzen (1985, 1991) presented the Theory of Planned Behavior (TPB). The TPB augmented Theory of Reasoned Action (TRA) by gathering the idea of perceived behavioral control to take out the confinements of the TRA when managing conduct over which individuals have deficient inclination control. Perceived behavioral control alludes to the apparent simplicity or trouble of performing the conduct of interest and is accepted to reflect experience, and also foreseen obstacles and hindrances (Ajzen, 1991). The TPB recommends that the conduct is an immediate reason for behavioral proposition and perceived behavioral control. Behavioral aim is structured by one's attitude, subjective norms and perceived behavioral control. Attitude, subjective norms and perceived behavioral control are correspondingly controlled by behavioral convictions, regularizing convictions and control convictions. Behavioral convictions are about the possible outcomes of the conduct and the evaluations of the results. Regularizing convictions are about the regulating prospects of others and motivations to conform to these desires. Control convictions allude to the presence of

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components that may empower or postponement execution of the conduct and the apparent force of these variables. TPB has been effectively used to anticipate aim and conduct in a variety of settings (Ajzen, 1991).

1.9 Organization of the Study

This thesis is separated into five key sections. Each sections covers topic related to the study.

Chapter 1: Research Overview

In the first section, overview of the study was discussed. Its include background of the study, problem statement, objectives of the study, research questions, significance of the study, definition of key terms and the organization of the thesis.

Chapter 2: Literature Review

This section covers on the literature related to the topic under study. This chapter starts with defining counterfeit and looking on overview of the counterfeit scenario. This chapter also will look at the theory relevant to the study, previous studies pertaining to the counterfeit purchase intention as well as the proposed moderating variable (i.e. moral judgement). The relevant literatures are important towards the development of research framework and hypotheses of the study.

Chapter 3: Research Methodology

This section explains the research methodology engaged in the study. The research design, population and study sampling, data collection procedures, research instrument, measurement and scales are discussed in this section. In addition, the statistical techniques to test the hypotheses are also emphasized in this chapter.

Chapter 4: Data Analysis and Findings

Data analysis and findings that answer the research questions and objectives are discussed in this section. The data analysis starts with the participation and response rate, data screening, demographic profile of the respondents, reliability analysis, descriptive analysis, and correlation and regression analysis. Both descriptive and inferential analyses were conducted and the results are reported in this chapter.

Chapter 5: Discussion and Conclusion

The last chapter mainly focuses on the discussion of the findings from the analysis. Comparative analysis was done with current findings and previous study done before along with the conclusion. The suggestions and commitments of the study, confinements and proposals for future exploration are additionally talked about in this section.

1.10 Conclusion

As a conclusion, based on the research problem, research objectives and significance of the study, this research was proposed to better comprehend influences that determine consumer purchasing intention on counterfeit product that is in this current study focusing on counterfeit sportswear.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The past part has highlighted the essentialness of this study. This part will cover past written works of every theme territory. Literature reviews are optional sources acquired from distributed work, for example, journals, books, thesis, conference proceedings and additional reports.

2.2 What is counterfeit?

A number of definitions have been used to define counterfeit. According to Cordell, Wongtada & Kieschnick (1996) and also by Chaudhry et al. (2005) counterfeit was characterize as any unapproved assembling of merchandise whose exceptional attributes are secured as licensed innovation rights (trademarks, licenses and copyrights) establishes item duplicating. The terms counterfeit and piracy are frequently utilized reciprocally and both are the reproduction of undefined copies of the veritable items without authorization with substandard quality (Wee, Tan and Cheok, 1995; Phau and Teah, 2009; Staake, Thiesse & Fleisch, 2009). The counterfeit is different from the grey market business sector merchandise, and specially designed duplicates. Grey market goods are the approved industrial facilities that created more amount than obliges and offer them as overrun wrongfully (Gentry, Putrevu & Shultz, 2006). Phau and Teah (2009) recognized two sorts of buyers which are misleading fake shopper (victimized person, unknowingly buy the pilfered items as appear to be comparable) and non-beguiling fake shoppers (buy the fake form even realized that is unlawful). According to Eisend & Schuchert-

Guler (2006), counterfeiting is characterized to imply that a unique item with an amazing brand esteem worth replicating as of now exists available. Its qualities are duplicated into an alternate item, which is indistinct from the first, and was sold at a lower cost as though it were the first. Nevertheless consumers are well aware of the distinction between the two items.

2.3 Overview of Counterfeit Sportswear Market

As a result of increase in technology advancement, globalization, easy access to emerging market and rise in the number of famous sportswear, the counterfeit market has grown rapidly (Alcock, Chen, Ch'ng & Hodson, 2003). From the production of trademark logo and label of Levi's in South East Asia and distributed throughout Western Europe in the early 70's (Phau, Sequeira & Dix, 2009) until it was estimated that the global market of counterfeit grown by 1100% between 1984 and 1994 (Bian and Moutinho, 2011b) and reached 1 trillion US dollars in 2010 (Sahin and Atilgan, 2011), the counterfeit industry has grown tremendously. The most rambling form of counterfeit involves manufacturing of replicas of clothes, handbags, wallets and watches with a well-known brand name because consumer prefer it (Phau et al., 2009).

On the supply side, various factors drive the counterfeit sportswear such as strong brand name and high visibility (Radon, 2012). Due to advancement in technology, counterfeit manufacturer can easily manufacture counterfeit product and generate high profit without even thinking about capital and brand image (Sahin and Atilgan, 2011).

On the demand point of view, the driver of growth in counterfeit sportswear is the desire of the consumer itself towards genuine brands (Pens and Stottinger, 2005;

Wilcox, Kim & Sen, 2009). Nonetheless, apart from the attractiveness, the price advantage of counterfeit product over the genuine (Phau & Teah, 2009) makes the counterfeit an eye-catching option for consumers.

2.4 Intention to Purchase Counterfeit Sportswear

In accordance with the theory of planned behaviour (TPB), purchase conduct is controlled by the purchase proposition, which in turn dictated by attitudes (Ajzen, 1985; Penz and Stottinger, 2005). Disposition towards conduct rather than towards the item are noted to be a finer indicator of conduct (Penz and Stottinger, 2005). Without access to counterfeit items, it would be difficult to perform certain behavior and in this context the counterfeit purchasing behavior(Chang, 1998).

Consumers who are favourable to counterfeit product are more likely to purchase it and consumers who are unfavourable to counterfeit product are more likely to avoid it (Wee et al., 1995). Greater the consumer's purchase intention, larger the consumer intention to purchase a merchandise (Schiffman and Kanuk, 2004).

According to the Theory of Reasoned Action by Ajzen and Fishbein (1980), attitude is absolutely linked with purchase intents, which in turn is an antecedent of the real behaviour.

2.5 Other Factors Associated With Counterfeit Sportswear Consumption

Numerous studies have identified a range of factors that related with counterfeit sportswear consumption. These factors include product attributes, demographic variables, personal and social factors, ethics/legal concerns and price consciousness. According to Eisend and Schuchert-Guler (2006), product attributes are recognised as a main determinant of counterfeit consumption. Example of product attributes

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such as product appearance (Kim and Karpova, 2010), performance (Cordell et al., 1996), durability (Wee et al., 1995) and utility (Tang, Tian & Zaichkowsky, 2014).

Factors such as age, income, gender, level of education are also important aspects in counterfeit sportswear consumption. For example according to Wee et al., (1995), lower level of income is most likely will be associated to counterfeit consumption. According to Gentry et al., (2001); Gupta, Gould & Pola, (2004) and Phau et al., (2009), individual aged 18 – 25 years old are most likely to purchase counterfeit product. This shows that age also is a significant factor in counterfeit consumption. Gender also related to counterfeit consumption where women being most likely to purchase counterfeit clothing and accessories as compared to men (Shi, Cheung and Prendergast, 2005).

Personal and social factors such as integrity, collectivism and novelty seeking also contribute on the consumption of counterfeit (Wang, Zhang, Zang & Ouyang, 2005). According to Hidayat and Diwasasri (2013), value conscious and integrity consumer has a positive and negative effect respectively towards counterfeit product. Ethical and legal concerns can also be a determining factor of consumption of counterfeit sportswear. As explain by Penz and Stottinger (2005), ethical considerations have negative effects on consumptions of counterfeit product through attitude towards counterfeit.

Price is regard as the determinant of counterfeit sportswear consumption. This is because a lot studies have indicated that higher price consciousness was directly related to positive attitude towards counterfeit and will directly related to higher purchase intention (Kim and Karpova, 2010 and Wang et al., 2005).

2.6 Underpinning Theory - The Theory of Planned Behavior (TPB)

Human behavior is quite difficult to describe. That is why many of the scholars have been focusing on this issue as an attempt to understand people's behavior. Therefore, several previous studies used numerous approaches to envisage intentions that are extensively used in consumer behavioral intention research.

The Theory of Planned Behavior is a decently looked into expectation display that has been effective in determining and illuminating conduct over a wide variety of areas (Chiu, Lee, & Won, 2014). The Theory of Planned Behavior (TPB) was initially presented by Azjen in 1985 and serves as an expansion of the Theory of Reasoned Action (TRA) (Alam, Ahmad, Ahmad & Hashim, 2011). Utilizing TPB, a choice to be made in understanding to conduct, for example, buying counterfeit sportswear can be anticipated by a singular's plan to perform the activity reflected by his conduct specifically (Ajzen, 1985, 1991).
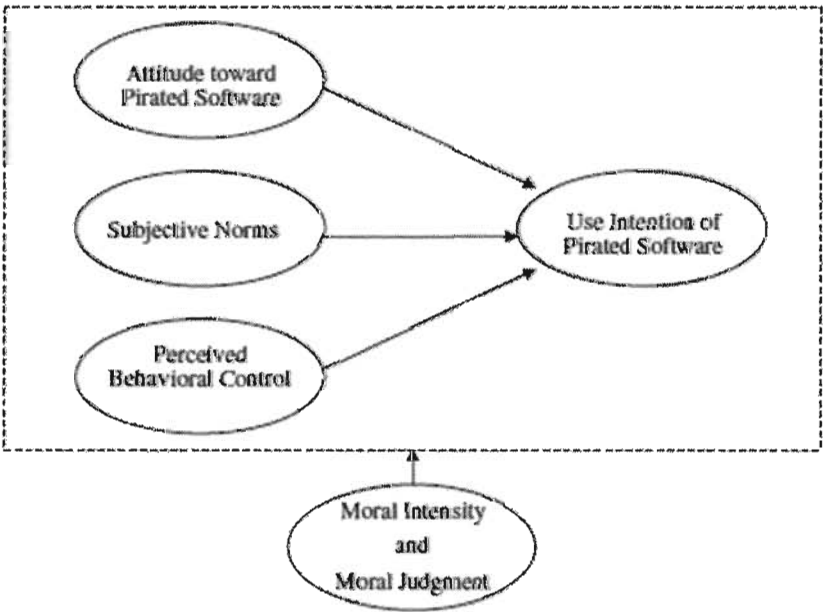
Figure 2.1 Theory of Planned Behavior model for pirated software use intention.
Journal of Business Ethics, 90(3), 361–373.
Adapted from: Chen, M.-F., Pan, C.-T., & Pan, M.-C. (2009).

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The above chart demonstrates that there are a few major suppositions to focus a singular's expectation, including attitude towards conduct, subjective norms and perceived behavioral control (Ajzen, 1991).

Attitude alludes to singular's observations on the preferences and drawbacks of transforming such conduct into an activity. The apparent conclusions of performing those practices are known as behavioral convictions. A behavioral conviction is an apparent relationship between performing those practices and the event of those outcomes.

Subjective norms comprises of regularizing convictions. Regulating convictions mean the convictions that are identified with a singular's view of what others think he or she ought to do in appreciation to a specific conduct.

Perceived behavioral control is otherwise called ampleness toward oneself convictions. Control convictions illuminate a singular's level of perceived behavioral control, which is mostly focused around past experience and second hand data. Perceived behavioral control alludes to a singular's recognition that he can do the conduct and beat the obstructions that remained in his method for executing it. For the most part, behavioral convictions, regularizing convictions and control convictions can differ as a capacity of different components.

The TPB model has been applied in varied settings in an effort to understand a number of different behaviors in which people engage (Bailey, 2006). It was applied in the context of M-Commerce (Mishra, 2014), online privacy facebook (Saeri, Ogilvie, La Macchia, Smith & Louis, 2014), and vocational guidance entrepreneurship (Kautonen, van Gelderen & Tornikoski, 2013), fair trade (Ozcaglar-Toulouse, Shiu & Shaw, 2006) and retail employee theft (Bailey, 2006). Penz and

Stottinger (2008) applied the theory as a valuable instrument for model development in the context of the purchase behavior for fake products. They found that the intention to purchase counterfeits impacts the behavior of purchasing counterfeits significantly. Besides, Alleyne and Broome (2011) measured the speculation aims among future financial specialists utilizing TPB. Attitudes, subjective norms, perceived behavioral control and risk propensity were dealt with as the independent variables of this study.

TPB advocates that attitude is the significant determinant of conduct. Utilizing the exploration demonstrate over, the researcher will look at whether the variables will at last be changed over into plan that leads buyer to buy counterfeit sportswear or to stay far from it. Hence, the obtaining inclination of shopper towards counterfeit sportswear can be followed back to the roots under TPB model, which is the thing that authentic sportswear advertisers might want to figure out. As in many other behavioral purviews, the theory of planned behavior has established to be a valuable theoretical and methodological framework for the study of consumer behavior (Ajzen, 2008).

2.7 Moral Judgement as a moderator

Moral judgements are assessments or thoughts formed as to whether some action or inaction, objective, reason, personality attribute or an individual as a whole is good or bad as dignified against some standard of good. Moral judgement can be characterized as a flat out idea that can recognize moral or deceptive and right or off base (Chen, Pan, & Pan, 2009).

A study proposed that ethical force incorporates extent of results, social agreement and moral judgement of buyer that will influence purchaser's moral choice in buying

item. The examination asserted that there is a negative relationship between moral judgement and purchaser acquiring aim towards software piracy (Ratnasingam & Ponnu, 2008).

As per Chen et al., (2009), ethical judgment can be described as an individuals' judgment for a certain action and their decision as being good or not and from the study, it uncovers that moral judgement and moral intensity oppositely impacts clients' intend to use software piracy. The finding was that a solitary individual with robust great compel and strong great judgment will be more reluctant to use programming robbery (Chen et. al., 2009).

2.8 Theoretical Framework

In light of the past discourse on the idea, precursors, and components connected with purchase intention of counterfeit sportswear, the hypothetical system for the current study is exhibited in Figure 2.2.
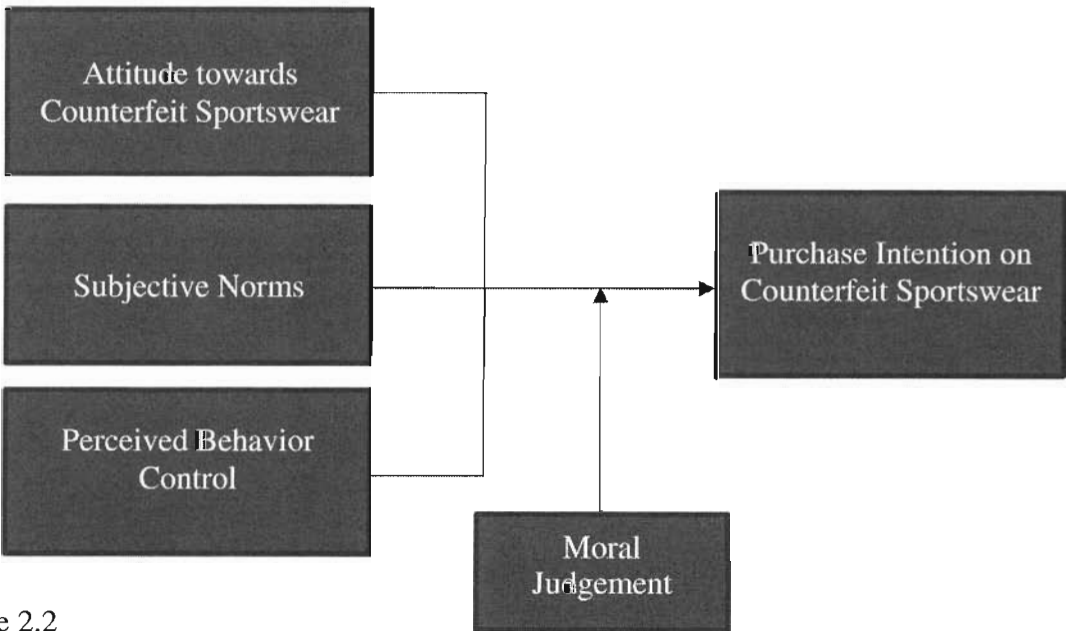
Figure 2.2

Proposed Theoretical Framework

2.9 Hypothesis Development

Based on the theoretical framework that was divided into three parts, that is the first part the intention to purchase a counterfeit sportswear which plays as a dependent variable. It is a critical variable in this research. The whole model is designed to discover the main factors that influence the actual behavior of counterfeit sportswear purchases. Furthermore, it explores the main determinants of decision making among consumer regarding the purchase of counterfeit sportswear.

The second part consists of attitude towards counterfeit sportswear, subjective norm and perceived control behavior as independent variables. The attitude toward behavior is defined as a person's evaluation about the consequences of performing the behavior. In another word, it refers to one's constructive or destructive approaches around doing the target demeanour (Yahyapour, 2008). In this context, the researcher tries to discover the attitude of consumer toward counterfeit sportswear. So, the subsequent propositions are projected:

Hypothesis 1

Consumer attitude towards purchase counterfeit sportswear is positively influence purchasing intention towards counterfeit sportswear.

The subjective norm refers to the perceived influence of social pressure that may affect a person's intention to perform or not perform the behavior (Sayar & Wolfe, 2007). According to the definition of the subjective norm the items related to this variable will be tested to show the impact of social influence, recommendation by others on counterfeit sportswear and cultural belief on consumer's intention to purchase counterfeit sportswear. Therefore, the following hypotheses are proposed:

Hypothesis 2

Subjective norms are positively influence purchasing intention towards counterfeit sportswear.

According to Chiu et al. (2014), perceived control behavior reflects a person's awareness of the ease or difficulty of fulfilling the behavior in question. It concerns beliefs about the existence of control factors that may enable or hamper that behavior. All these variables are expected to influence consumers' intention to purchase counterfeit sportswear. Therefore, the following hypotheses are proposed:

Hypothesis 3

Perceived behavior control is positively influence purchasing intention towards counterfeit sportswear.

Based on Baron and Kenny (1986), the relationship between an independent variable and the dependent variable can be affected by a moderator form or strength. The third part, based on the above-mentioned discussion, it is believed that the moral judgement will apply some moderating effects on the anticipated research framework regarding the consumer's purchasing intention of counterfeit sportswear. Therefore, the following hypotheses are proposed:

Hypothesis 4

The moral judgment moderates the relationship between consumer's attitude towards counterfeit sportswear and purchase intention of counterfeit sportswear.

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Hypothesis 5

The moral judgement moderates the relationship between consumer's subjective norms towards counterfeit sportswear and purchase intention of counterfeit sportswear.

Hypothesis 6

The moral judgement moderates the relationship between consumers' perceived behavior control towards counterfeit sportswear and purchase intention of counterfeit sportswear.

If an individual has a higher degree of moral judgement towards counterfeit sportswear, then he or she will be less likely to have purchase counterfeit sportswear. Therefore, the following hypotheses are proposed:

Hypothesis 7

Moral judgment positively influence consumers purchase intention of counterfeit sportswear.

2.10 Conclusion

The articles important to this study are explored and the Theory of Planned Behavior (TPB) is the theory adjusted in this study with modification to suit Malaysian market by adopting moral judgment as a moderator. Important literatures will then backing the theory proposed in the accompanying passage. Sampling design, data collection method, data analysis techniques and data processing will then covers the following chapter.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the approach used to test the variables in the research framework and its hypothesis. The purpose of the research's design is to facilitate an evaluation of the strength and direction of the relationship between consumers' purchasing intention towards counterfeit sportswear. The operationalization of variables is also presented in this chapter. Finally, discussion of the research methodology is highlighted to help the researcher to gain better findings.

3.2 Research Design

The methodology of study taken is the quantitative methodology. The methodology is seen as having target perceptions, exact estimations, factual examination and undeniable truths. The speculations that were developed in Chapter 2 will be tried via deliberately examining the information utilizing insights. Also, the research is a descriptive research. The major purpose of a descriptive research is to describe characteristics of the population or phenomenon (Zikmund, 2003). Most research projects commenced for academic courses are unavoidably time constrained. In this way, the researcher use cross-sectional study to study specific sensation, for example, Malaysian purchasers' buying expectation towards counterfeit sportswear at a specific time (Saunders, Lewis, & Thornhill, 2009).

The quantitative approach is directed by classifying the connection between several independent variables and the dependent variable in the population. Both combinations of primary and secondary data collection methods have been used for

this study. The primary data for this study is obtained from the data collected through the questionnaire distributed. The secondary data is collected from past literature reviews and relevant articles.

The cross-sectional method was used to answer the research question that was gathered. The respondents were selected using simple random sampling and a self-administered questionnaire was distributed to all participants during a mall intercept in selected shopping malls in Klang Valley. According to Sekaran (2006), a simple random sampling was used as it provides the most generalizability and has the least bias. The unit of analysis for this study comprised individual consumers aged 15 years and above. The mall intercept survey was used most frequently for market research due to lower cost, greater control and flexibility in conducting various experiments (Hornik & Ellis, 1988).

As for the present study, the questionnaire (see Appendix A) was designed according to the objectives, problem and hypotheses of the study to determine the relative importance of factors that may influence consumer to purchase counterfeit sportswear. The questionnaire is the main tool used in this research to understand the consumers' attitudes and adoption behavior towards counterfeit sportswear.

The questionnaire contains two sections. The first section is designed to gather information about the sample's personal information. The second section consists of five parts. Part one comprises of purchasing intention measured by six questions. The second part measures attitude toward counterfeit sportswear measured by six questions. The third part measured subjective norms by three questions. The fourth part comprised of perceived behavioural control and measured by three questions. Finally, the fifth part comprises of consumer's moral judgement measured by four

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questions. The second section requests the respondents to indicate on a five-point Likert-type scale, ranging from (1) "strongly disagree" to (5) "strongly agree", their take on the questions being asked, for more detail please refer to Appendix A.

3.3 Population and Study Sample

The population for this study comprises consumers aged 15 and above who lives in Malaysia. The study sample was consumers who went shopping at shopping malls and night market in Klang Valley. The Klang Valley was chosen as the study sample because it has the largest number of shopping malls in Malaysia. It consists of 6 million people who are 20% of Malaysian population (ETP Annual Report, 2013). Klang Valley is known as the focal point of consumers from other states to shopping during weekends and public holidays. However, due to time and money constraints, only six shopping malls and three night market were selected. The list of shopping malls is shown in Table 3.1.

Based on Sekaran (2003), population that is larger than 1,000,000 required 384 samples and sample size which is larger than 30 and less than 500 are appropriate on most research.

Table 3.1

List of Selected Shopping Malls and Night Market in Klang Valley and Numbers of Questionnaires

Shopping Mall / *Night Market*	No. of Questionnaires Distributed
Mid Valley Megamall	100
One Utama	90
Sogo	85
Pertama Complex	85
Plaza Low Yat	85
Lot 10	83
Uptown Kota Damansara	80
Uptown Danau Kota	80
Downtown Cheras	80

3.4 Data Collection Procedures

A total of 768 self-administered questionnaires were disseminated over mall intercept. The 768(384 x 2) questionnaires was distributed because according to Sekaran (2003), 384 samples are enough for population which is more than 1,000,000 in order to meet that requirement so that minimum of 50% of the sample can be obtained. Data collection was performed during weekdays and weekends. The random selection was done, by approaching the consumer that enters the shopping mall by selecting every fifth customer that pass by.

This study utilizes questionnaire as an instrument to collect data from the respondents. A questionnaire was created, which consisted of two sections and is summarized as in Table 3.2 below.

Table 3.2

Content of Questionnaire

Section	Construct	Dimensions	Items
A	Demography	Gender, Age, Income, Ethnicity, Education, Occupation & Counterfeit Preference	7
B	Purchasing Intention	Adapted from study of Zeithaml, Berry & Parasuraman (1996)	6
	Attitude Towards Counterfeit	Adapted from study of Chen, Pan & Pan (2009)	6
	Subjective Norms	Adapted from study of Chen, Pan & Pan (2009)	3
	Perceived Control Behavior	Adapted from study of Chen, Pan & Pan (2009)	3
	Moral Judgement	Adapted from study of Chen, Pan & Pan (2009)	4

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A five point Likert scale was used to measure the constructs which is as follows;

Strongly Disagree   **Strongly Agree**

⟵————————————————————————————————————⟶

  1   2   3   4   5

All the hardcopy data were entered manually using SPSS version 22. In the process of coding, the orderable options from Strongly Disagree to Strongly Agree in the five-point Likert Scale has been coded from '1' to '5'. This coding meant that a low value represented a low level for the variable (e.g. 1 = Strongly Disagree) while higher values indicated higher level of the variables. Non-responses were coded as 99.

3.5 Pilot Test

The pilot test are conducted prior the distribution of the questionnaires. The motivation behind the pilot test is to refine the survey with the goal that respondents have no issues in noting the inquiries along these lines there will be no issues in recording information (Saunders et al., 2009). As per Fink (2003), the base number for a pilot test is 10 (as referred to in Saunders et al., 2009). A pilot test was directed with 30 respondents who have bought counterfeit item some time recently. The result of the reliability showed that Cronbach's Alpha for Subjective Norms increased to 0.836 from 0.53 when item 3 was removed.

3.6 Operationalisation of Variables and Measurement

To satisfy the targets of the study, various examinations were utilized on the information acquired from the survey as the synopsis of the investigations seen in Table 3.3.

Table 3.3

Summary of Data Analysis Technique and Objective

Analysis	Method	Objective
Descriptive Analysis	• Frequencies	To see the pattern of respondent demographic
Normality Test	• Histogram • Skewness • Kurtosis	To guarantee that the information gathered is typically circulated
Reliability Test	• Cronbach's alpha	To affirm the inner consistency of all measured things in the survey
Bivariate Analysis	• Pearson Correlation	To break down the quality and bearing of the relationship between two nonstop variables
Multivariate Analysis (Multiple Regression)	• Standard multiple regression	To investigate the prescient capacity of a set of autonomous variables on one constant ward variable
	• Hierarchical Multiple Regressions	Three steps hierarchical multiple regressions was use to analyze the moderating effect that influence the strength and direction of two variables (IV and DV)

3.7 Summary

This section has examined the methodologies taken to do the study. The things in the questionnaires were taken from diverse sources, for example, Zeithaml et al (1996) and Chen, Pan & Pan (2009). The information examination to be carried out on the information got from the poll was likewise exhibited; complete with the system to be taken and its goal. In the following part, the information investigation system that had been specified will be performed on the information acquired from the survey.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

In this section, the aftereffects of the information were investigated that was gathered from the polls that were appropriated to the respondents. An aggregate of 768 polls were appropriated, yet just 469 surveys were gotten. While performing the investigation, SPSS software version 22, Pearson Correlation Analysis and Multiple Regression Analysis were utilized.

This chapter contains three parts. The first one designates the response rate and appropriateness of the measure through validity and reliability analysis. The second part explains the descriptive analysis, and the third part explains the benefits of multivariate analysis to test the research hypotheses. The questionnaire distributed to collect data for examining the relationships between three independent variables (attitude towards purchasing counterfeit sportswear, subjective norms and perceived behavior control), and the dependent variable which was consumer's intention to purchase counterfeit sportswear. Moreover, the collected data was used to examine the moderating effect of moral judgement on the relationship between IVs and DV.

4.2 Participation and Response Rate

A total of 768 questionnaires were distributed in this research within the time constraint of 2 months (August and September 2014). At the end of September, 469 questionnaires were received but only 454 questionnaires were usable with 59% response rate.

Table 4.1

Sample Study Response Rate

(n = 454)

Questionnaire response	Frequency	Rate
Number of questionnaires distributed	768	100.00
Returned questionnaires	469	61.07
Usable questionnaire	454	59.11

According to Sekaran (2003), a sample size of 50 to 500 was appropriate for most research. Furthermore, Comfrey and Lee (1992) suggested that 200 and more samples were more than enough for advanced statistical analysis.

4.3 Data Screening

4.3.1 Missing Data

To detect any missing responses, a frequency test was carried out. According to the frequency test that was done, 15 of the total returned questionnaire were found to be unusable because of missing responses. A review of the data set showed that there were incomplete responses in section A (Demographic Variables) and section B (purchase intention, attitude, subjective norms, perceived behavior control and moral judgement) of the questionnaire. Accordingly, these missing responses were removed from the data analysis, which resulted in 545 usable responses.

4.4 Demographic Profile of the Respondents

Table 4.2

Respondents' Demographic Profile (n = 454)

Item	Classification	Frequency	Percentage
Gender	Male	178	39.2
	Female	276	60.8
Age	15 - 24 years old	367	80.8
	25 - 34 years old	58	12.8
	35 - 44 years old	20	4.4
	45 - 54 years old	6	1.3
	55 years and above	3	0.7
Educational qualification	SPM/STPM	153	33.7
	Diploma	127	28
	Bachelor's degree	123	27.1
	Master	4	0.9
	Others	46	10.1
Occupation	Employer	11	2.4
	Employee	70	15.4
	Student	363	80.0
	Unemployed	4	0.9
	Retired	2	0.4
	Others	2	0.4
Monthly Income	Lower than RM4000	375	82.6
	RM4000 – RM8000	43	9.5
	Above RM8000	17	3.7
	Others	19	4.2
Ethnicity	Malay	430	94.7
	Chinese	3	0.7
	India	5	1.1
	Others	15	3.3
Counterfeit Sportswear Preferences	Shoes	149	32.8
	Clothes	180	39.6
	Bag & Backpacks	34	7.5
	Fitness & Training Gear	32	7.0
	Hats & Caps	12	2.6
	Sunglasses	10	2.2
	Others	37	8.1

Table 4.2 showed the demographic profile of the participants. The respondents

consisted of 276 female with percentage of 60.8% whereas the balances of 178

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respondents were male with the percentage of 39.2%. As shown, majority of the participants were female (60.8%). Most of them were relatively young Malay students with the age of 15 to 24 years old with moderate level of education of SPM, Diploma and Degree respectively. Because of majority of respondent were students, nearly 83% of them were having income which was lower than RM4000.

Finally, all the respondent were asked on their sportswear preference of counterfeit product and most of the respondent choose clothes as their most preferred counterfeit product (39.6%) and shoes as their second preference at 32.8%. This shows that clothing and footwear was a key focus for the consumers to purchase counterfeit goods as compared to other items such as bags, hats and sunglasses.

4.5 Reliability Analysis

Table 4.3

Cronbach's Alphas of the Study Variables (n = 454)

No. of items	Variables	Alpha	Items dropped
6	Attitude (ATT)	.919	-
2	Subjective Norms (SN)	.751	-
3	Perceived Control Behavior (PCB)	.704	1
4	Moral Judgement (MJ)	.811	1
6	Purchase Intention (PI)	.887	-

The results of the reliability of the measurement in this study appeared acceptable. Internal consistency of the scales ranged from .704 (perceived behaviour control) to .919 (attitude), which suggest the specified indicators were sufficient for use (Hair et al., 2010; Nunnally, 1978; Zikmund, Babin, Carr & Griffin, 2010). The result suggested that the variables were appropriate for further analysis.

4.6 Descriptive Analysis

In order to determine factors that contribute towards purchasing intention on counterfeit sportswear, data has been gathered using descriptive analysis. The results of the analysis was used to determine the level of achievement of the respondents to the dependent variable, the intention to purchase counterfeit sportswear and the independent variables of attitude, subjective norm and perceived behavior control and moral judgement as moderating variables. The overall results of the analysis were shown in the Table 4.4 below.

Table 4.4

Mean and Standard Deviation of Attitude, Subjective Norms, Perceived Control Behavior, Moral Judgement and Purchase Intention (N = 454)

Variables	Mean	SD
Attitude	3.2563	.87289
Subjective Norms	3.2522	.87379
Perceived Control Behavior	3.3451	.73981
Moral Judgement	3.1327	.85392
Purchase Intention	3.2257	.82519

The standard deviation portrayed the spread or variability of the specimen dispersion values from the mean, and was maybe the most significant record of scattering (Hair et al., 2010; Zikmund et al., 2010). On the off chance that the assessed standard deviation was expansive, the reactions in an example conveyance of numbers don't fall near the mean of the dispersion. On the off chance that the evaluated standard deviation was little, the circulation qualities were near mean (Hair et al., 2010). As such, if the evaluated standard deviation is smaller than 1, it implied that the respondents were exceptionally steady in their suppositions, while if the assessed standard deviation is bigger than 3, it implies the respondents had a great deal of variability in their presumptions (Hair et al., 2010). Table 4.4 presents the summary

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of means of the independent variables, moderating variable and dependent variables. The mean for all variables was between 3.13 and 3.34 with a standard deviation of 0.74 to 0.87.

4.7 Normality Test

Normality assessment of the data was being done by measuring the skewness and kurtosis. It was the fundamental assumption for multivariate technique by indicating to the shape of the distribution of the data for the individual metric variable and it's identical to normal distribution. According to Hair (2006), if the value of skewness was between -1 to +1 and kurtosis value was between -7.0 to +7.0, the distribution was approximately normal. In this study, the skewness and kurtosis value was summaries in Table 4.5 below and the values were within the acceptable range.

Table 4.5

Normality Testing

Variables	Skewness	Kurtosis
Attitude	-.369	.321
Subjective Norms	-.368	.325
Perceived Behavior Control	-.215	.946
Moral Judgement	-.191	.211
Purchase Intention	-.366	.607

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4.8 Correlation Analysis

This study also identified the relationships between the dependent variable that was intention to purchase counterfeit sportswear and the independent variables of attitude, perceived behavior control, subjective norms and moral judgment as moderating variables. Pearson correlation techniques were used to confirm the relationship between the variables in line with the objectives of the research to prove the hypothesis, as discussed in Chapter 2.

4.8.1 Testing Hypothesis on Attitude, Subjective Norms and Perceived Behavior Control towards Purchase Intention

As mention in Chapter One, the question of attitude, subjective norms and perceived behavior control construct was;

1. Does consumer attitude towards purchase counterfeit sportswear influence on purchasing intention towards counterfeit sportswear among Malaysian consumers?

2. Does subjective norms influence on purchasing intention towards counterfeit sportswear among Malaysian consumers?

3. Does perceived behavioral control influence on purchasing intention towards counterfeit sportswear among Malaysian consumers?

Based on the consumer's attitude, subjective norms and perceived behavior control questions, the researcher hypothesized is the following;

Hypothesis 1

Consumer attitude is positively influence purchasing intention towards counterfeit sportswear.

Hypothesis 2

Subjective norms is positively influence purchasing intention towards counterfeit sportswear.

Hypothesis 3

Perceived behavior control positively influence purchasing intention towards counterfeit sportswear.

Table 4.6

Correlation between IVs and DV

Variables	Purchase Intention	Attitude	Subjective Norms	Perceived Behavior Control
Purchase Intention	1			
Attitude	.752**	1		
Subjective Norms	.617**	.650**	1	
Perceived Behavior Control	.264**	-.243**	.351**	1

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

According to the result of the correlation conducted on three independent variable i.e. attitude, subjective norms and perceived behavior control which were the

determinants of the behavioural intention, it was evident that the findings were; the attitude towards counterfeit sportswear (r=.752, p<0.01), subjective norms (r=.617, p<0.01) and perceived behavior control (r=.264, p<0.01). The finding showed that all the independent variables were correlated significantly and in the expected positive direction. It was shown that attitude towards counterfeit sportswear was the most highly correlated with the purchasing intention followed by subjective norms and finally by perceived behavior control.

The multiple regression analysis was carried out to determine the independent variables as well as the contribution of each of these three variables of attitude, subjective norms and perceived behavior control in predicting purchasing intention towards counterfeit sportswear as dependent variable, as shown in Figure 4.1.
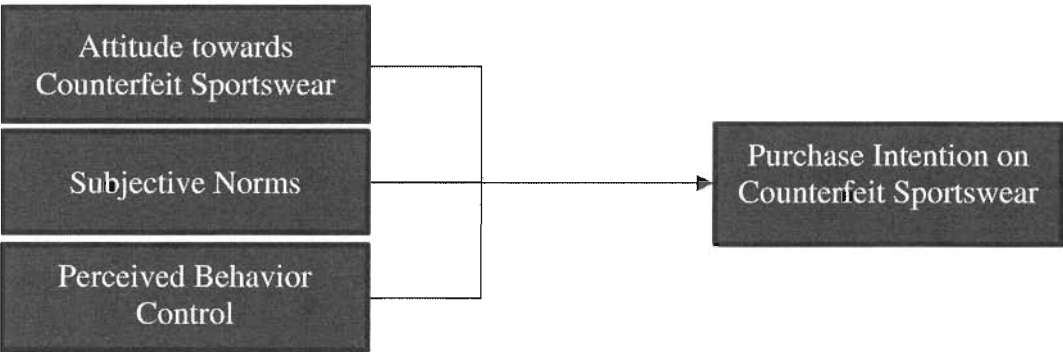

Figure 4.1

The Relationship between Attitude, Subjective Norms and Perceived Behavior Control and Purchase Intention

The attitude towards counterfeit sportswear, subjective norms and perceived behavior control was hypothesized as having a positive relationship with purchase intention. The findings of multiple regression based on statistic assessment, were illustrated in Table 4.7.

Table 4.7

Summary of Multiple Regression Result for Attitude, Subjective Norms and Perceived Behavior Control

Variable	Coefficient B	Standardized Coefficient Beta	T-value	R2	Adjusted R2	F-value
Constant	.572		4.444			
Attitude	.574	.607**	15.400			
Subjective Norms	.195	.207**	5.062	.596	.593	221.319**
Perceived Behavior Control	.044	.043	1.349			

** Significant at α < 0.01 level; *Significant at α < 0.05 level.

Dependent Variable: Purchase Intention

Table 4.7 displayed the independent variable of attitude, subjective norms and perceived behavior control that explain 59.6% (R^2=.596) of the variance in behavioral intention and the standardized coefficient Beta (β) for attitude towards counterfeit sportswear was significant and positive, showing that there was a positive linear relationship between attitude towards counterfeit sportswear and purchase intention (β=.607**, p<0.01). This supports the research hypotheses (H1) that stated that there was a significant relationship between consumer attitude to purchase counterfeit sportswear and purchasing intention towards counterfeit sportswear.

Standardized coefficient Beta (β) for subjective norms was significant and positive, (β=.207**, p<0.01) supporting the research hypothesis (H2) that states there was a

significant relationship between consumer subjective norms and purchasing intention towards counterfeit sportswear.

Finally, the standardized coefficient Beta (β) for perceived behavior control is positive but insignificant (β=.043*, p>0.05) not supporting the research hypothesis (H3) that state there was a significant relationship between consumer perceived behavior control and purchasing intention towards counterfeit sportswear. The result of hypothesis testing of attitude, subjective norms and perceived behavior control is summarized in Table 4.8.

Table 4.8

Summary of the Hypotheses Testing Result from Multiple Regression Analysis

No	Hypotheses Testing	Result
H1	Consumer attitude towards purchase counterfeit sportswear is positively influence purchasing intention towards counterfeit sportswear.	Supported
H2	Subjective norms is positively influence purchasing intention towards counterfeit sportswear.	Supported
H3	Perceived behavior control is positively influence purchasing intention towards counterfeit sportswear.	Not Supported

4.9 Regression Analysis

Regression analysis was a flexible and powerful analysis to determine the associative relationship between a dependent variable and one or more independent variables. It can be said that regression analysis was used to identify change in two or more factors (independent variables) which contribute to change in a dependent variable (Piaw, 2013). There were two kinds of regression techniques, which were simple regression and multiple regressions. First, the simple regression was a test to derive a mathematical relationship between a single dependent variable and a single independent variable. Second, the multiple regressions were a procedure that includes one dependent variable with two or more independent variables. This procedure helps to understand how much of the variance in the dependent variable was interpreted by a set of independent variables (Cavana, Delahaye & Sekaran, 2001).

4.9.1 Testing Moral Judgement as a Moderator on the Relationship between IVs and DV

According to Baron and Kenny (1986), moderator can be defined as a qualitative or quantitative variable that influences the direction or strength of the dependent and independent variable relationship. It could also mean that the moderating variable can act to decrease the magnitude or to reverse the direction of these variables relationship.

As mention in earlier chapter, the question on impact of moral judgment on the relationship between attitudes, subjective norms and perceived behavior control towards consumer purchase intention were as follows:

1. Does moral judgement moderate the relationship between consumer attitude and consumer purchasing intention?

2. Does moral judgement moderate the relationship between perceived behavioral control and consumer purchasing intention?

3. Does moral judgement moderate the relationship between subjective norms and consumer purchasing intention?

4. Does moral judgement influence on purchasing intention towards counterfeit sportswear among Malaysian consumers?

To test the moderating effect of moral judgement on the relationship between IVs and purchase intention, the researcher used hierarchical regression to examine the following hypothesis:

Hypothesis 4

The moral judgment moderates the relationship between consumer's attitude towards counterfeit sportswear and purchase intention of counterfeit sportswear.

Hypothesis 5

The moral judgment moderates the relationship between consumer's subjective norms towards counterfeit sportswear and purchase intention of counterfeit sportswear.

Hypothesis 6

The moral judgment moderates the relationship between consumers' perceived behavior control towards counterfeit sportswear and purchase intention of counterfeit sportswear.

Hypothesis 7

Moral judgment positively influence consumers purchase intention of counterfeit sportswear.

Figure 4.2 presented the relationship of the moderator effect on IVs and DV.
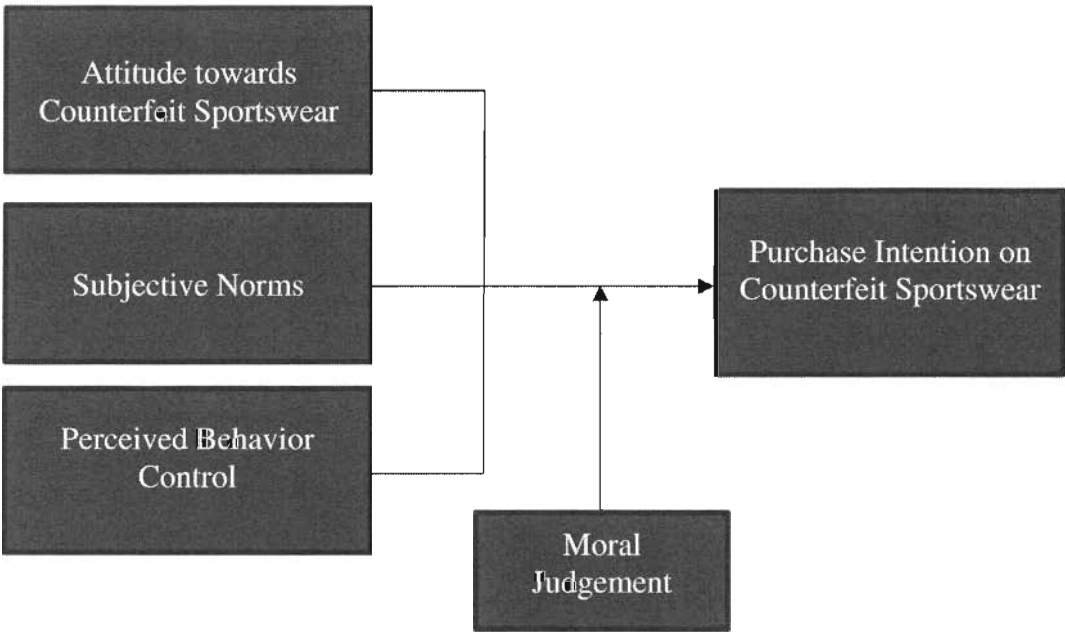
Figure 4.2

The proposed research framework.

The outcome variable has to be regressed on the predictor variables, the moderator variable and the interaction of the predictors and moderator variables. Three models were used to achieve these approaches as illustrated in Table 4.9.

Table 4.9

Model Summary of the Moderating Effect of Moral Judgement on IVs and DV

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.772	.596	.593	.52622	.596	221.319	3	450	.000
2	.775	.601	.598	.52350	.005	5.692	1	449	.017
3	.776	.602	.595	.52495	.000	.170	3	446	.917

Dependent Variable: Purchase Intention

As it was seen in the summary of the model in Table 4.8, all the independent variables were entered into the regression equation in step 1. Coefficient determination R square was found to be 0.596 indicating that 59.6% of purchasing intention can be explained by variables namely attitude, subjective norms and perceived behavior control. The ANOVA indicates that the model as a whole in this line was significant. (F=221.3 p<.05).

Table 4.10

The Moderating Effect of Moral Judgement on IVs and DV (Purchase Intention)

Independent Variables	Standard Beta Step 1 Beta	Standard Beta Step 2 Beta	Standard Beta Step 3 Beta
Attitude toward Counterfeit Sportswear	.607**	.594**	.576**
Subjective Norms	.207**	.209**	.167
Perceived Behavior Control	.043	.065*	.070
Moderating Variable Moral Judgement		-.075*	-.130
Moral Judgement*Attitude			.022
Moral Judgement*Subjective Norms			.061
Moral Judgement*Perceived Behavior Control			-.003
R Square	0.596	0.601	0.602
Adjusted R square	0.593	0.598	0.595
R square changed	0.596	0.005	0.000
Sig F change	0.000	0.017	0.917

** Significant at $\alpha<0.01$; *Significant at $\alpha<0.05$

In the subsequent step, moral judgement was included as a predictor variable alongside IV. In this model, the R square value seemed to increase from 59.6% to 60.1% indicating an increase about 0.005 which means moral judgement added 0.5% which was significant at $p<0.01$. Finally in step 3, the three interaction terms were entered accordingly into the model. In the third model, moral judgement has been interacted with IV variables. In this line, the additional variance explained by the interaction terms revealed that 0.01% was found to be insignificant due to the indication by the change value of this model (0.917). ANOVA implies that the whole model which included both blocks of variables is significant [$F=96.190$ $p<.05$].

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Thus, from the regression equation, it can be shown that in the first step, all the predictor variables were significant and in the expected positive direction except perceived behavior control. In step two, the moral judgement was included as a predictor variable and as shown, the moral judgement was significant (β=-.075*, $p<0.05$).

In scanning the significant column in Table 4.10 in step three regarding interaction terms, it became clearer that none of the 3 variables made a statistically significant contribution (attitude*moral judgement=0.022, $p>0.05$; subjective norms*moral judgement=0.061, $p>0.05$; perceived behavior control*moral judgement=-0.003, $p>0.05$).

Table 4.11, summarized the hypotheses that test the moderating effect on the relationship between independent variables and consumer's purchasing intention.

Table 4.11

Summary of the Hypotheses Testing Result from Multiple Regression Analysis

No	Hypotheses Testing	Result
H4	The moral judgment moderates the relationship between consumer's attitude towards counterfeit sportswear and purchase intention of counterfeit sportswear.	Not Supported
H5	The moral judgment moderates the relationship between consumer's subjective norms towards counterfeit sportswear and purchase intention of counterfeit sportswear	Not Supported
H6	The moral judgment moderates the relationship between consumers' perceived behavior control towards counterfeit sportswear and purchase intention of counterfeit sportswear.	Not Supported
H7	Moral judgment positively influence consumers purchase intention of counterfeit sportswear.	Supported

4.10 Chapter Summary

The data used in this study was obtained from 454 respondents which represented a response rate of 59% and several tests were used to analyze the data. Normality test was carried out and showed that the variables were normally distributed. All the variables obtained reliable Cronbach's alpha which gives support to the internal consistency of the study and the assumption of factor analysis were met. To determine the strength of the relationship between the variables, Pearson correlation was used. Multiple regression analysis was conducted to determine the independent relations as well as the contribution of IVs in predicting purchasing intention as the dependent variable. Hierarchical regressions were used to test the effect of moral judgement as a moderator variable on the relationship between IVs and purchase intention. The next chapter will discuss and conclude the findings of this study.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter discussed the result of regression analysis explained in the previous chapter and answered the research questions mentioned in Chapter One. It began with a recapitulation of the study and was followed by a discussion regarding the findings and the implications and contributions of the study. It would then be followed by explaining research limitations and directions for future research. This chapter ends with the conclusion of the study.

5.2 Recapitulation of Study

This study attempted to determine the relationship between the independent variable that was attitude towards counterfeit sportswear, subjective norms and perceived behavior control and the dependent variable which was the purchase intention of counterfeit sportswear. It also examined the influence of moral judgement as a moderator variable on the relationship between IVs and purchasing intention towards counterfeit sportswear.

This study was cross-sectional in nature, and the data was collected through questionnaires distributed using mall intercept. Seven hundred and sixty-eight questionnaires were distributed, and 469 were returned (61.07%). After a thorough check of the returned questionnaires, it appeared that only 454 (59.11%) were usable for analysis.

This study also set up to accomplish the following particular objectives.

1. To examine factors that determines Malaysian consumers' purchasing intention towards counterfeit sportswear.

2. To examine the connection between consumer attitude to purchase counterfeit sportswear and consumers' purchasing intention towards counterfeit sportswear.

3. To examine the connection between subjective norms and consumers' purchasing intention towards counterfeit sportswear.

4. To examine the connection between perceived behavioral control and consumers' purchasing intention towards counterfeit sportswear.

5. To investigate the moderating effect of moral judgement on the relationship between consumer attitude to purchase counterfeit sportswear and consumer purchasing intention towards counterfeit sportswear.

6. To investigate the moderating effect of moral judgement on the relationship between subjective norms and consumer purchasing intention towards counterfeit sportswear.

7. To investigate the moderating effects of moral judgement on the relationship between perceived behavioral control and consumer purchasing intention towards counterfeit sportswear.

8. To exermine the connection between moral judgement and consumer's purchasing intention towards counterfeit sportswear.

5.3 Discussion

The main focus of the study was purchasing intentions, which were the vital factors that act as a vigorous role in consumer actual behavior. The study on behavioral intention created an indispensable basis for predicting purchase behavior (Ajzen & Fishbein, 1980). Consequently, analyzing consumer's behavior and decision in selecting products and services were crucial issue in attracting consumers. The theory of planned behavior was one of the generally utilized speculations to comprehend the customer's choice by mulling over and breaking down numerous components, for example, their disposition towards the behavioral expectation, his or her subjective norms and perceived behavior control which prompt his or her activity (Ajzen & Fishbein, 1980). There were a lot of studies that confirmed the crucial role of purchase intention in predicting the consumer purchase behavior such as Wang (2005), Wang et al. (2005), Wee et al., (1995) and Ang et al., (2001). There were studies on counterfeit directed in Malaysia, however it was not sufficient on the grounds that they didn't concentrate on shoppers in territories with high counterfeit cases, thusly, the information gathered may not plainly reflect the genuine picture in Malaysia. Therefore, this research has tried to study the purchase intention of consumers using Theory of Planned Behavior as the underpinning theory with moderate impact of moral judgement on counterfeit sportswear in Malaysia.

5.4 Attitude towards Counterfeit Sportswear Purchases

The Table below was a summary of the testing of the relationship between attitude towards counterfeit sportswear and purchase intention.

Table 5.1

Summary of the Hypotheses Testing Result from Multiple Regression Analysis

No	Hypotheses Testing	Result
H1	There was a significant relationship between consumer attitude to purchase counterfeit sportswear and purchasing intention towards counterfeit sportswear.	Supported

The first research question asked was on the relationship between attitude towards counterfeit sportswear and intention to purchase counterfeit sportswear. According to H1, there was a significant relationship between consumer attitudes to purchase counterfeit sportswear and purchase intention towards counterfeit sportswear. The finding of this dimension had a positive and significant relationship with purchase intention towards counterfeit sportswear (β=.607, p<0.01). This was the highest value of beta in the model which implies that attitude towards purchasing counterfeit sportswear has the strongest influence on consumer's purchasing intention on counterfeit sportswear. The more favourable consumer's attitude towards purchasing counterfeit sportswear was, the more likely the consumer intention to purchase counterfeit sportswear. In other words, consumers who display high attitudes on counterfeit purchases were more likely to purchase counterfeit sportswear in the future.

This consequence of this study was similar on different studies that affirming mentality's imperativeness and extensive impact on consumer's purchase intent on counterfeit item (Ang et al., 2001; Kwong et al., 2003; Penz and Stottinger, 2005; Wang et al., 2005). Along these lines, the result backed the theory (H1). Also, the discoveries likewise reliable with the Theory of Planned Behavior that expressed disposition were one of the primary indicators of behavioral proposition.

5.5 Subjective Norms

The second research question dealt with the relationship between subjective norms and purchase intention. H2 stated, "There was a significant relationship between consumer Subjective Norms and purchasing intention towards counterfeit sportswear". The study found that subjective norms were significantly and positively related to purchasing intention (β=.207**, p<0.01). Hence, H2 was supported.

Table 5.2

Summary of the Hypotheses Testing Result from Multiple Regression Analysis

No	Hypotheses Testing	Result
H2	There was a significant relationship between consumer Subjective Norms and purchasing intention towards counterfeit sportswear.	Supported

The result was supported by previous studies that proved the influence of subjective norms on intention to purchase counterfeit sporting goods (Chiu, Lee, & Won, 2014). Previous study by Matos, Ituassu & Rossi (2007) stated that subjective norms who representing the social influence also contributed towards consumer intention to purchase counterfeit product. Furthermore, the finding also consistent with the theory

of planned behavior that states subjective norms was one of the main contributors of behavioral intention.

5.6 Perceived Behavior Control

The third research question dealt with the relationship between Perceived Behavior Control and purchase intention. H3 stated that "There was a significant relationship between consumer Perceived Behavior Control and purchasing intention towards counterfeit sportswear". The study found that Perceived Behavior Control make no significant relationship with purchase intention (β=.043, p>0.05).

Table 5.3

Summary of the Hypotheses Testing Result from Multiple Regression Analysis

No	Hypotheses Testing	Result
H3	There was a significant relationship between consumer Perceived Behavior Control and purchasing intention towards counterfeit sportswear.	Not Supported

This was similar case on previous study by Alam et al. (2011) constituted that there was no direct and significant relationship between perceived behavior controls with the intention to purchase pirated software. The reason on the insignificant maybe because of the age of the respondent that mostly young students that have plenty of knowledge on pirated product that may consider little opinion on other people and merely base on their own experience and knowledge.

5.7 The Moderating Role of Moral Judgement

The four research question deals with the influence of moral judgement as a moderator variable on the relationship between attitude, subjective norms and perceived behavior control as independent variables and consumers intentions to purchase counterfeit sportswear as a dependent variable.

Based on the information gathered from Table 4.9, it was revealed that none of the variables have interactive terms between them. It was found that attitude towards counterfeit sportswear=.022, p>0.05, subjective norms=.061, p>0.05 and perceived behavior control=-.003, p>0.01). The findings revealed that moral judgement failed to support the previous postulation that moral judgement moderates the relationship between attitude, subjective norms and perceived behavior control and purchase intention. Therefore, H4, H5 and H6 were not supported. This finding was different from study by Chen, Pan & Pan (2009) that expressed that if an individual has solid moral judgment, he or she will be less eager to utilize pirated software. In this manner, when moral judgment was presented in the Theory of Planned Behavior as a moderator, the positive connection concerning attitude towards consumers' use intention of software piracy reduced.

Although the findings were not as stated in the hypothesis, but moral judgement have been found to show a significant relationship with the purchase intention. From Table 4.9, moral judgement was analyzed to be significant in a negative manner. So, to answer research question 7, on the relationship between moral judgement and purchase intention, there was a significant relationship between moral judgement and purchase intention. It can be indicated that the higher the level of consumer's moral judgement, the less likely the consumer intention to purchase counterfeit sportswear. So, it supports H7.

Therefore, even though moral judgement was found to be insignificant as a moderator from this study, it can be found to be significant as a predictor variable. Consumer as an individual must become aware of harm and damage of counterfeiting to society and copyright owners before their attitude and behaviors come to reflect higher levels of moral judgement (Logsdon, Thompson, & Reid, 1994).

5.8 Contribution of the Study

This research paper might be useful to many parties due to its significance to the marketing industry, government agencies and consumers alike. Thus, the findings provide several contributions that were clarified in the following sections.

5.8.1 Theoretical Contribution

The research framework that derived from the Theory of Planned Behavior emphasized the importance of its dimensions that was attitude, subjective norms and perceived behavior control in predicting the consumer purchasing intention towards counterfeit sportswear. The results proved that attitude and subjective norms as an independent variable and providing positive influence on purchasing intention in counterfeit sportswear. Although perceived behavior control have a positive relationship towards purchasing intention, further analysis determine that perceived behavior control create no substantial impact on the purchase intention towards counterfeit sportswear.

5.8.2 Managerial Contribution

The general discoveries of the examination and understanding of the impact of the variables on purchaser proposition to buy counterfeit sportswear helped and give producers of certified sportswear items on understanding why buyers incline toward

acquiring counterfeit sportswear. In this way, they can fortify their items'
attractiveness and create another procedure. It was importance for producers to
comprehend the shoppers' viewpoints.

From the purchaser perspective, awareness on impact of counterfeit to society and
industry will help government offices to cook better fight with a specific end goal to
battle fake issue from the interest side.

5.8.3 Contribution to the Knowledge/Literature

From a people's perspective, it was discovered that the attitude, subjective norms and
perceived behavior control of Malaysians advance and support counterfeit in our
ordinary life. This intimates that there was all that much that needs to be carried out
so as to change the social standards of Malaysians that counterfeit was great or even
satisfactory. Actually, counterfeiting annihilates an economy and does not profit
anyone in the long haul. In this way it can unmistakably express that there was a
need to change the view of shoppers so as to hinder such considering. Folks ought to
instruct their youngster at an early age and ought to look to abstain from promoting
counterfeit in the family unit as youngsters look to them as good examples.

By understanding the ebb and flow circumstance in Malaysia, and the variables laid
out in this examination, assuredly it will help to bring down the level of counterfeit
in Malaysia which will prompt a stronger development in our economy.

5.9 Research Implications

The findings obtained from this study were of considerable use to improve our
understanding of the variables that decrease or increase consumer's purchase
intention towards counterfeit sportswear. This study extended the model of Theory of
Planned Behavior which explained a set of variables that product marketers,

government agencies and consumers should pay attention to because they have been proven empirically to affect and contribute to the enhancement of consumers' intention towards purchasing counterfeit sportswear. Attitude towards counterfeit sportswear, subjective norms and perceived behavior control were all the factors that could be used as a tool for predicting consumers' actual behavior in the future.

According to the findings, attitude towards counterfeit sportswear and consumer's subjective norms mainly contributed to the purchase intention of counterfeit sportswear. Even though moral judgement was not significantly influence the relationship between the Theory of Planned Behavior's variables, and purchase intention, its ability to be placed as independent variable showed the importance of moral judgement to determine the intent of a person to make a purchases.

5.10 Limitation of the Study

5.10.1 Sample Bias

The primary constraint of the examination was the dispersion of survey. The specimen size may be predisposition towards certain criteria, and in this manner the exploration may reflect more precisely towards a few gatherings than the others. An illustration would be there were more respondents that were 15-24 years of age, have short of what Rm4000 pay, and were Malays, etc. We didn't markdown our discoveries in any capacity; however such elements must be looked into as they may influence the result of our exploration insignificantly. The discoveries would likewise portray these gatherings more precisely than the others.

5.10.2 Time and Financial Constraint

The following limit was time imperative and money related stipulation. As the exploration was led with such stipulation set up, this may constrain the result of the

study. In the event that given more of an opportunity, the exploration may demonstrate more indisputable and valuable data. So as to accelerate the exploration process, we were not able to take a gander at more elements that may have an impact on the obtaining conduct of counterfeit sportswear.

5.10.3 Inaccuracy of Primary Data

As our examination was on essential information rather than optional information, having information from trusted and solid source and directing research on such sources may have an alternate conclusion to what our exploration has revealed. This system will show hard certainties and precise assumes that may have a stronger enticing force to distinctive individuals.

5.10.4 Honesty of the Respondents

There was no foreordained sign in respect to what constitute a counterfeit item for this specific study to the respondents. Distinctive classes of items have its own particular set of variables for estimation. Besides, counterfeit was a delicate subject and got respondents to deliberately take an interest in noting the survey was truly troublesome and testing.

5.11 Future Research

Various proposals that can be considered and accomplished for future exploration:

- Sample choice ought to be dispersed more equally as opposed to focusing on one specific range. The result will be more illustrative and persuading.

- Other variables ought to be looked upon; as there was no limited and unequivocal estimation of deciding buyers' intention towards counterfeit sportswear.

- Clear, particular evidence of the item classifications that can be constituted as fake item ought to be highlighted, taken into judgment and thought by the shoppers.

- Future exploration could be directed on optional information on the same theme. This will enhance the current writing on fake sportswear. Such study could likewise be contrasted with momentum examination to see the criticalness of the component highlighted in the study.

- With the emergence of information technology and advancement of ways people nowadays doing business, future research should be conducted based on online and global trade of the internet platform. There were practical and economic contemplation as the internet was flooded with various infringers, making counterfeit goods easily accessible.

5.12 Conclusion

As for the conclusion, this study has made a huge commitment to the academicians, advertisers and producers of marked authentic merchandise and the business as an issue. This study also contributed to the knowledge of government agencies such as Ministry of Domestic Trade, Cooperatives and Consumerism (MDTCC). The study investigated the variables that could influence the purchase intention towards counterfeit sportswear. The results were consistent with the findings of the Theory of Planned Behavior, which said that attitude, subjective norms and perceived behavioral control were important variables in predicting behavioral intention. The study results showed the significant influenced of attitude and subjective norms on the consumers' purchase intention towards counterfeit sportswear. However, consumers' perceived behavior control was found to be insignificant towards consumers' purchase intention on counterfeit sportswear. It was found that attitude was the strongest factors that determine consumers' purchase intention towards counterfeit sportswear. On the other hand, moral judgement was found to be insignificant as a moderator between all the independent variables on intention to purchase counterfeit sportswear but nonetheless was useful to be a predictor variable. Finally, the study answered the research questions and accomplished its objectives and supported the notion of the theory of planned behavior on purchasing intention towards counterfeit sportswear in Malaysia.

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