

**FACTORS DETERMINING CONSUMER PURCHASING
INTENTION TOWARDS COUNTERFEIT SPORTSWEAR**

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FACTORS DETERMINING CONSUMER PURCHASING INTENTION

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.

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