FACTORS DETERMINING CONSUMER PURCHASING INTENTION TOWARDS COUNTERFEIT SPORTSWEAR

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TOWARDS COUNTERFEIT SPORTSWEAR

By

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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


Kata Kunci: 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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REFERENCES


