

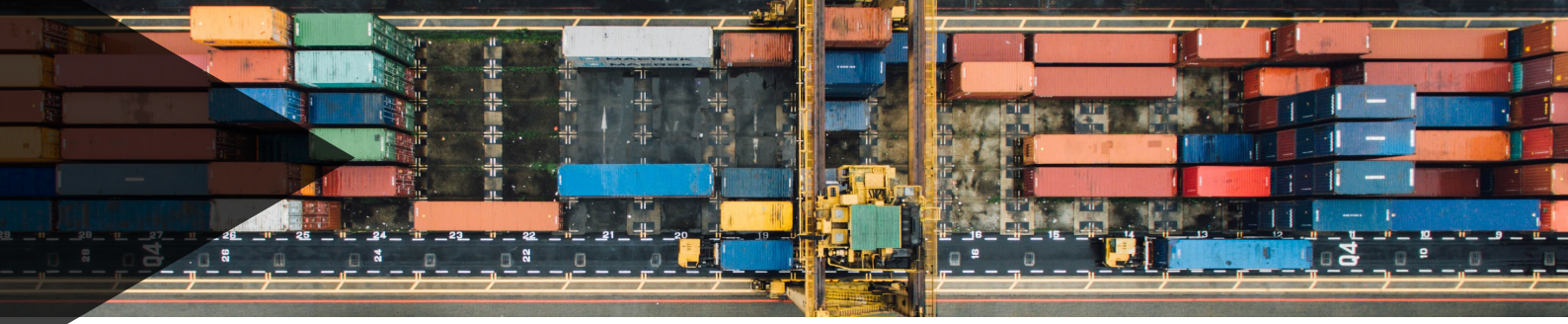
2021

A Case Study in Malaysia:
**Factors affecting consumer's
Purchase Intention towards
Counterfeit Goods**
Research Report



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Abstract

The research investigated the use of the four potential factors of customer purchase intention of counterfeit products (Brand Image, Price-Quality Inference, Perceived Risk and Subjective Norms) as a means of establishing whether these were related to consumer's purchase intention towards counterfeit goods.

The study reviewed prior literature on counterfeits purchasing. Non-Probability sampling techniques including Convenience Sampling, Quota Sampling and Judgment was used to select respondents, and a research model was developed to measure the constructs used for the study. A total of 100 respondent participated in this research based in Kuala Lumpur, Malaysia.

The questionnaire was conducted online using Google Form. Respondent Age was between 17 to 55 years old covering two age generation (Gen X & Gen Y) of consumers in Malaysia. The results revealed that there is a strong positive relationship between Subjective Norms and consumer's purchase intention towards counterfeit goods which implies that consumers purchase decision is often affect by their surroundings (Family, Friends etc) and if their surrounding support or motivate this behavior, they are more likely to purchase counterfeit goods. Moreover, the result showed a strong negative relationship between Price-Quality Inference and purchase intention towards counterfeit goods which implies that consumers who believe in Price-Quality inference are less likely to purchase counterfeit goods.

Furthermore, there was a strong negative relationship between Perceived Risk and Purchase intention of counterfeit as counterfeits were associated with more risk than purchasing the original products. Lastly, there was a strong negative relationship between brand image and purchase intention of counterfeits which implies that consumers who care about a specific brand are less likely to purchase its counterfeit.

The contribution of this study was to enhance the comprehension of existing literature on the relationship between the predictor variables (Brand Image, Price-Quality Inference, Perceived Risk and Subjective Norms) and the outcome variable (purchase intention of counterfeit goods), Hence the findings significantly important to the policy makers, manufacturers and marketers to give more attention and understand the factors of consumers purchase intention and therefore, able to implement effective strategies, awareness campaigns, and policies to combat counterfeits and illicit trade.

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1.0 INTRODUCTION

Counterfeit Goods has been a global trend observed in the field of manufacturing, distributing and consumption (Norum & Cuno, 2011). According to Patiro & Sihombing (2016), the process of producing a good identical to an original product and utilizing the original product's trademark, labeling and packaging to deceive consumers to think that this product is authentic is referred to as Counterfeiting.

The consequences of counterfeiting are taken very seriously as a major problem that result in loss of revenue for brand owners and government agencies as well as create a threat to consumer due to counterfeit products does not meet the standards or quality compared to the authentic product. Counterfeiting has no limitation and impact almost every industry since there is no brand or a product that is immune to it (Lee & Workman, 2011).

This research paper is conducted in Malaysia to understand why Malaysians purchase counterfeit goods despite all the research that have proven significant impacts of counterfeits on the country's Economy, Brand Owner Reputation and Consumer's safety. This paper will investigate the factors that affects the consumer's purchase intention to purchase counterfeit goods in Malaysia and to analysis the significance and impact of each variable towards the purchase intention of consumers to buy counterfeit goods..

1.1 Counterfeit Goods

Since 1970s, the counterfeit issue has appeared and scaled rapidly across all countries as a result of the globalization and open trade policies that reduced the trading barriers in international transactions. Moreover, Rapid technical advances as well as the rise in goods worth counterfeiting have ultimately infected most countries with counterfeit products and their economies have been faced with a heavy pressure. According to the International Chamber of Commerce (ICC), in 2013, the cost of international trade in counterfeit products was estimated to USD \$461 Billion dollars and is expected to have a continuous growth reaching approximately USD \$991 Billion dollars in 2022. According to Patiro & Sihombing (2016), the process of producing a good identical to an original product and utilizing the original product's trademark, labeling and packaging to deceive consumers to think that this product is authentic is referred to as Counterfeiting.

Ordinarily, a good brand name for goods attracts counterfeiters the most because some other goods are not branded and they are not very common, so the attempt to counterfeit them is futile while it shows that all product classes are affected by almost any kind of counterfeit, from clothes to a medicinal drug, electrical merchandise, cosmetics, automotive parts and the list goes on. Moreover, Lai and Zaichkowsky (2008) defined counterfeiting as a cheating practice and infringement of trademark. Counterfeit good is considered an illegal product that is manufactured in a similar way to the genuine product, however, it is lower in performance, quality and it is unreliable.

Whereas, the counterfeit products defined as the items that were similar to genuine goods and products that could not be distinguished from the registered trademark were described by Bian and Veloutsou (2007) as being in violation of the rights of the trademark owners. The counterfeit products market is huge. A large variety of fake goods covering a small commodity to costly things in different categories throughout the world (Chiu & Leng, 2016). Demand for falsified products rises daily because of a variety of reasons (Quoquab et al., 2017). Counterfeiting in Asia is highly prevalent, while counterfeiting in China, Thailand, India and Malaysia recently became a growing phenomenon, and it is now regarded as "the home of piracy," as it is considered to be the worst law breaker in the world of intellectual property legalism. Counterfeit goods pose health and environmental risks in those countries where strict legislation exists to prohibit these products. When counterfeit goods are on the market, the interest of consumers is also on the rise to purchase such fake items (Bhatia, 2018). Counterfeit Goods affect several industries including: Pharmaceuticals, Tobacco, Alcohol, Electronics, FMCG, Luxury Goods, Electronics, Automotive Parts, Cosmetics & Personal Care and Oil and Gas...

1.1.1 Counterfeiting in Malaysia

Counterfeiting business has been notorious in several countries including China, Brazil, India and Indonesia along with Malaysia and Thailand. Malaysia has been labelled as one of the origin countries for piracy and counterfeit goods. According to Havoscope Global Market Index (2011), The value of counterfeit and piracy in the Malaysian market is estimated to be RM 464 million. Variety of products are being counterfeited in the market including shoes, clothes, handbag, CD and VCD, alongside with drugs, tobacco and alcohols.

The spread of counterfeit has occurred worldwide and Malaysia is no exception. The loss caused by counterfeits on tax revenue for the Malaysian government is estimated at RM 8 Billion on yearly basis due to illicit trade, mainly involving tobacco, food and beverages, machinery and motor vehicle parts.

Counterfeit products have not only imposed harm on the brand owners, but also harm to Malaysia. Due to the high level of piracy and counterfeit in the Malaysian market, investors have become hesitant to invest in specific industries that are flooded with counterfeits. Therefore, counterfeits have resulted in potential reduction on Foreign Direct Investments (FDI) opportunities as well as caused a critical harm in the loss of the country's tax revenue due to the circulation of counterfeit products in the Malaysian market.

Despite knowing the low quality and danger of using counterfeit products, there are still high demands for counterfeit products among the consumer (Albers-Miller, 1999). Therefore, it is pivotal to understand consumers' purchase intention towards buying counterfeit products in the Malaysian market.

Malaysia is one of the most likely countries in which fake products are produced, exported and sold. Because of its economic and unemployment levels, Malaysia is seriously threatened by counterfeit goods. The Ministry of Domestic Trade and Consumer Affairs of Malaysia has tried by applying and implementing stringent rules and regulations to regulate counterfeit goods in light of its poor enforcement procedure to control the situation. For example, if a seller who sells unlicensed software is arrested by police then he / she must pay a penalty for 10,000 Malaysian Ringgits or face prison sentences of up to 5 years or both. While majority of the consumers are fully aware that counterfeit goods are of low quality and threat, there are still high demands among consumers for these type of goods (Albers-Miller 1999). The propensity of the buyer to purchase counterfeit goods in the Malaysian market is therefore crucial to understand.

1.2 Problem Statement

In the recent days, counterfeit product has been found to be a critical serious problem to law enforcement, brand owners and consumers around the world. Purchasing counterfeit goods will affect the economy and consumer welfare as a whole differently. Some reports have identified that the money generated from the sales of counterfeit funds terrorism. Moreover, genuine businesses get highly affected due to the loss of revenue and the negative impact on the brand image. Lastly, counterfeit goods cause serious harm to consumers as these products are not authentic and might carry dangerous substance. In this research we are going to investigate the influencing factors that have an impact on the consumer's intention to purchase counterfeit products.

1.3 Research Objective

The main objective of this dissertation is to investigate the factors that affects the consumer's purchase intention to purchase counterfeit goods in Malaysia and to analysis the significance and impact of each variable towards the purchase intention of consumers to buy counterfeit goods.

To fulfil this objective, this dissertation will be also addressing the following research issues:

RO 1: To investigate factors that influence consumers to purchase Counterfeit Goods

RO 2: To examine the relationship of the independent variables of purchase intention of Malaysian consumers towards the counterfeit goods in Malaysia.

RO 3: To analyze the factors and its significant impact on consumer's purchase intention towards counterfeit goods.

1.4 Research Questions

This study is conducted to determine the how Brand Image, Price-Quality Inference, Perceived Risk and Subjective Norms influence the Malaysian consumer to purchase a counterfeit good. The research questions are as follow:

1. What factors drives the intention of the Malaysian Consumer to purchase a counterfeit good?
2. What is the relationship between Brand Image and Purchase intention towards counterfeit good?
3. What is the relationship between Price-Quality Inference and Purchase intention towards counterfeit good?
4. What is the relationship between Perceived Risk and Purchase intention towards counterfeit good?
5. What is the relationship between Subjective Norms and Purchase intention towards counterfeit good?
6. Does the consumer demographics have any influence on the Purchase intention towards counterfeit good?

1.5 Significance of the Study

The counterfeiting industry, despite the fact that several brand owners have taken the necessary legal actions against counterfeiters as well as adapted several brand protection technologies, continues to grow rapidly in the global market (Phillips, 2007). In Malaysia, counterfeiting is still present despite various steps and regulations being implemented. It can be inferred momentarily that laws and regulations limit and influence the supply side of counterfeit goods in the first place. Nevertheless, if there are demands, supply will be given. The emphasis should be focused on the demand side of counterfeits to help brand owners and governments to solve this issue (Xi and Cheng, 2017). In other words, it is important to consider the factors that affect the intention to buy fake goods as this can be useful to examine the psychological side of counterfeit purchasing behaviour. With this being in action, Brand Owners and government will have a wider perspective towards the consumers purchase intention and will have a better understating of the situation which will result in putting in place an effective strategy to ensure that consumers will less likely purchase a counterfeit good. In this research, the factors examined are Brand Image, Price-Quality Inference, Perceived Risk and Subjective Norms and it will be related with the purchase intention towards counterfeit goods.

1.6 Framework



1.7 Summary

Chapter One have clearly stated the topic discussion and defined and the overview of the counterfeiting industry and the severe impact on the economy, businesses and consumers has been identified and explained. The research objectives, questions and the negative impacts of counterfeiting on a country's economy, businesses and consumer have been explained in depth. The significance of the study has stated this research paper's contribution towards brand owners and the government authorities. Lastly, the study's frame work was constructed with the independent and dependent variables. In Chapter two, all the variables in the framework will be discussed and explained in depth.

CHAPTER 2: LITERATURE REVIEW

This chapter will explain and briefly discuss purchase intention and factors that affect the consumer and how the consumer's intention of counterfeit goods can impact positively or adversely on each aspect. This chapter will explain how every aspect is relevant and how it influences consumers' purchase intentions.

2.1 Purchase Intention

Purchase intention has been defined, according to Morinez Et al. (2007) as a situation whereby consumers are generally inclined to buy a certain product in a given condition. Furthermore, intentions are defined as the factors that drive and stimulate a consumer to buy a specific product and motivates the consumer to proceed with the purchasing decision process (Mothersbaugh, 2010). Purchase Intention is a study that describes the decision-making process and the explanation why a customer buys a certain product or service. The decision to purchase is the decision to act or psychological status, as stated by Fishbein and Ajzen (1996), which represents for the conscience and actions of individual participants.

Based on the Theory of Planned Behaviour (Ajzen, 1991), a consumer's purchase behaviour is assessed by their intention to buy, whereas the buying intention is determined by the consumer's attitude according to the Theory of Reasoned Action (Ajzen & Fishbein, 1970a).

According to Phau & Teah (2009), despite the fact that there is several factors that need to be present in order for the acting of buying to be executed such as money or the accessibility of goods, yet the intention to purchase still plays the major role for a consumer's purchasing behaviour.

Richard, Loury and David (2013) agrees that purchase intention is defined as the chances that consumer will purchase or buy a specific product or service in the future. Moreover, the purchasing intention characteristics are defined as the behavioural tendency of the consumer to purchase a product and as a significant predictor of a definite buying decision (Monroe & Krishnan, 1985).

According to Ajzen & Fishbein (1980), they have defined purchase intention as the individual's willingness to buy a specific products or services. Furthermore, Bouhlel, Mzoughi, Hadiji, & Ben Slimane (2011) stated that purchase intention can represent the future attitude of consumers towards purchase decision.

Purchase intention can briefly be stated as the feelings developed to buy a good or service before the actual purchase take place. Consumer's purchase intention towards a product or service is developed through the consumer's evaluations, attitude, and other external factors such as subjective norms, price, quality, and risk associated with the purchase; The purchase intention would then only result in the actual purchase behaviour (Ajzen and Fishbein, 1970b).

The buying intention of consumers is always concerned to marketers as it would assist them in obtaining better prediction of the behaviour of consumers which would provide insight into market projections later (Tirtiroglu & Elbeck 2008). The purchase intention was found to be a better way of understanding and imagining the ideas of consumers than behavioural approaches because consumers may face constraints during buying activities. In this analysis, purchasing intent was used as a way to measure consumers' intention to buy counterfeit goods.

2.2 Brand Image

According to Aaker (1996), how consumers perceive a brand is referred to as Brand Image. Brand images are guided by consumers' expectations and consumers' expectations are known as marketing fact (Kapferer, 2002). The brand image in the approach to personalisation and non-personification are defined in many ways with different measures.

According to Plummer (2000), brand image consists of three primary components which are the following: the physical elements or attributes such as the colour or looks, the beneficial functionality of using the brand, and the personality of the brand. Furthermore, according to (Fournier, 1995; Aaker, 1997; Gabbott and de Chernatony, 2005) the symbolic reason of a specific brand plays an important role along with the brand's functionality and attributes in the purchase of branded products. According to Wee (2004), The aspect of brand personality tends to serve a symbolic or self-expressive purpose, and product-related qualities tend to be useful to consumers.

Brand image is important because it contributes to the consumer's deciding whether or not the brand is the one for him/her (Dolich, 1969a) and it influences consumers' subsequent buying behaviour (Johnson and Puto, 1987; Fishbein, 1967). According to Dolich (1969b) there is a significant importance for brand image as it influences the consumer's decision whether or not this brand fits for him/her and results in the purchase decision. A well-communicated brand image should help to establish a brand's position, insulate the brand from competition, enhance the brand's market performance, and therefore plays an integral role in building long-term brand equity (Aaker and Keller, 1990; Keller, 1993; Park et al., 1991; Feldwick, 1996; Park and Srinivasan, 1994). Aaker and Keller (1990); Keller (1993a) Park et al., (1991), Feldwick (1996), and Park and Srinivasan (1994) have agreed that a brand image that is well-communicated results in a established brand position, creates a competitive advantage and stand-out from the competition, the brand market performance is enhanced and plays a critical role in a building a brand equity in the long-term. Some researchers such as Bian and Moutinho (2009a); Martinez and Chartony, 2004; Plummer, 2000 argue that the product attributes, the advantages / impacts of using products as well as the brand personality form part of the Brand Image.

2.2.1 Brand Personality

According to Park et al., (2008), a brand with a personality that aggravates an emotional response is the concept of brand personality. Aaker (1997b) also states that a brand personality can be defined as a brand which is associated with a set of human characteristics. According to Kleine et.al (1993) a consumer can express his/her own self or a specific dimension of her personality through a specific brand that matches the same personality as him/her.

According to Bian and Moutinho (2009b), counterfeiters realize that a specific brand name have created a strong relationship with consumers in the market and they utilize this opportunity by providing not only a counterfeit product but a brand that appeals to the consumers with an original brand name, logo and design.

2.2.2 Perceived Product Attributes

The attributes are those descriptive features that characterize a product (Keller, 1993b). Myers and Shocker (1981) stated product attributes can be categorized in a variety of ways. A product can be viewed as a bundle of intrinsic and extrinsic attributes, or as a bundle of perceived attributes and the intrinsic attributes of the product are information cues directly linked to the product, and the extrinsic attributes are information cues, which are indirectly connected to the product (Stokman, 1991a).

According to Keller (1993c), a product is characterized through a set of descriptive features which is defined as product attributes. There is variety of ways that product attributes can be categorized either as a set of intrinsic and extrinsic attributes, or as a set of perceived attributes and product attributes being information indicators which are directly associated with the product, with external attributes being information signals which are indirectly connected with it (Stokman, 1991b).

2.2.3 Perceived Benefits

A strong association exists between perceivable benefits and customer decision making in several prior experiments (Cho et al . 2002). Ang et al (2001) said customers who knowingly purchase a counterfeit labelled product say they get prestige. With respect to counterfeit branded goods, customers conclude that the false branded products will offer them benefits.

According to Sharma & Chan (2016a), one of the drivers of the purchase of a counterfeit good is the brand image assorted with that counterfeit product. In addition to making a 'product' purchase decision, the purchase of a counterfeit good is the consumption of the brand itself. Furthermore, consumers who purchase counterfeits claim that, whether consumers purchase counterfeit or original goods, there are usually no discrepancies between them (Gani et al., 2019).

2.3 Price- Quality Inference

The price-quality inference is defined as a general belief by consumers across several products that the product of the price has a strong positive relation with a product's quality. Therefore, products with a high price can be considered as a high-quality product while a product with a low price is considered a low-quality product. In this sense, the price of a product reflects the perceived quality of the product, yet it is not necessarily an accurate indicator of the product's real quality. In order to obtain a product or a service, consumers are required to sacrifice a specific amount of money which is defined as price (Ashton et al. 2010). Furthermore, Kotler and Keller (2011) state that in order to obtain the ownership of a product or experience a service, the agreed price to do so is considered the price. Price may be regarded as one of the most important criteria that affect the purchase intention and choice of the customer. Price is believed to have a major impact on consumer purchase intention towards a product or service. According to Lichtenstein et al. (1988), Consumers who are influenced by price-quality inference will consider a price as light when they perceive that the product with high price will reflect a high quality either in materials or skills. Therefore, in such situation, the purchase intention of the consumer is highly affected by the price. However, in the case whereby the consumer feels that the presented price of a product does not reflect a high quality as per their expectations, consumer will be willing to accept other alternative products in a lower rate.

According to Huang et al. (2004a), Price-Quality Inference can be summarized as the consumer believe that when the price is high, the quality is high and when the price is low, the quality is low. Huang et al. (2004b) states that when consumers believe that the quality, they receive is same as the price they pay, they less likely have an intention to purchase a counterfeit good. Phau et al. research (2009) found that price quality inferences have a strong impact and have a negative effect on favourable counterfeiting behaviour. Price and the quality of a product is considered to be the main two differences that a consumer perceive between a counterfeit and an authentic product. Authentic products have a high price and better quality in comparison with counterfeit products that is listed in very cheap price and carries a low quality. The price factor can be considered one of the most significant factor that influence the purchase intention towards a product (Huang, Lee, & Ho, 2004). According to Obermiller (1988), the linkage between price and quality is inferential. There is no rational reason that products with lower price indicate low quality; nor products with high price indicate high quality.

Price-Quality Inference has become a common belief among consumers and became a critical factor in the consumer's behaviour which resulted in consumers believing that a high price is associated with high quality while low price is associated with low quality (Chapman & Wahlers, 1999). Price-Quality Inference becomes more critical when the consumer lack or have no knowledge to evaluate a product's quality; hence the price of the good will identify whether it's a high- or low-quality product (Tellis & Garth, 1990).

To measure consumer's price quality inference, the main indicators are the judgement of quality based on product pricing, price-quality worthiness of the product, and willingness to pay more (less) price for better (lower) quality of product. Judgement of quality based on the price of a product, price-quality value of the product, and the willingness to pay more for a better quality or less for a lower quality are considered to be the main indicators to measure a consumer's price-quality inference.

Bloch et.al (1993) have found when price is an advantage, consumers might decide to buy a counterfeit rather than the original product. However, In relation to price-quality inference, study suggest that consumers can be categorized into two groups; the first group will rather purchase a counterfeit when the counterfeit product is comparable to the authentic product in all aspects and is cheaper in price as the counterfeit will still deliver the value of brand-name and quality attributes. On the other hand, the second group will still decide not to purchase a counterfeit product despite being comparable to the authentic product as they believe that the price difference is due to lower quality compared to the authentic product. Several studies have shown that generally low-priced counterfeits stimulate the perception of price-quality and results in consumers feeling that these counterfeit products have a low quality (De Matos et. al, 2007). Therefore, consumers with a strong price-quality perception is less likely to purchase a counterfeit product and have a negative attitude towards counterfeits.

2.4 Perceived Risk

The purchasing behaviour of a consumer is determined by risk. Risk determines the buying behaviour of consumers as a specific factor. In the event that consumers do not perceive any risk in the process of acquiring certain products or services, the fact that there is an objective risk does not affect the acquisition behaviour.

It can be assumed that the risk affects customer buying decisions under the condition that the consumer is interpreting the risk. The risk perception is a prerequisite for the risk determinant in the category of buying decision. Consumers, on the other hand, always try to reduce their perceived risk, although the risk did not exist objectively (Brehmer, 1994). It is because an average consumer has incomplete information, limited attempts and faulty memories to make the choice. Consumers are often faced with new shopping that they never did before (so-called new and authentic decisions).

From marketing point of view, Marketing research has recognized risk as an significant concern when shopping, as consumers are continuing to minimize uncertainty and negative consequences of purchasing decisions (Mitchell, 1999; Bauer, 1960).

The risk is also seen to affect the uncertainty and meaning associated with the consumer 's behaviour. It plays an important part in the decision-making of customers (Stone and Gronhaug, 1993; Pavlou, 2003; Liao et al., 2010a). In fact, the perceived risk exists in situations where the outcome is unknown and the value of a wrong decision is involved (Fraedrich and Ferrel, 1992; Liao et al., 2010b). Perceived Risk is considered to be the instability in the shopping climate, where consumers will believe the process and its negative implications may be incorrect or false. Perceived Risk may have a significant impact on the actions of consumers.

There are several types of risk that take place in the purchasing decision including the Social, Physical, psychological and financial risks. In context of purchasing counterfeit products, perceived risk impact on the purchase intention is with high importance (Cordell et al., 1996; Tan, 2002; Veloutsou and Bian, 2008).

Consumers may feel that when they purchase counterfeit goods, they do not receive the expected quality and functionality in comparison with the original product and therefore feel that they might have wasted their money. That is, in light of the losses of money due to malfunction or other quality shortcomings, buying counterfeit goods could be considered risky. This type of risk is considered a financial risk. Furthermore, another type of risk that is perceived when purchasing counterfeits is the social risk whereby consumers are concerned of being detected as a purchaser of a counterfeit good which will result in a negative way on how public will perceive them (Wee et al., 1995).

A significant risk factor in purchasing counterfeits has been found by Albers-Miller (1999). In this regard it may be considered by a consumer: the product is not performed as well as the original product and the seller has no warranty; the choice of a counterfeit product is not the best possible cash gain; the product is not as secure as the original, and the selection of a counterfeit product has a negative effect on how others perceive the falsifications.

Some consumers perceive the purchase of counterfeits as risky, and may eventually purchase a defective and unreliable product, according to Prakash and Pathak (2017). According to Matos et al. (2007), consumers who perceive more risk towards counterfeit goods have an unfavourable attitude towards counterfeits while consumer who perceive less risk towards counterfeit goods will have a favourable attitude towards counterfeits. In a study conducted by Tan (2002) to examine perceived risk towards pirated software have shown that consumer who perceived low risk had a higher intention to purchase pirated software while consumers who perceive high risk had low intentions to purchase pirated software. Bian and Moutinho (2011), however, stated that financial risk is not an important deterrent in the purchase of counterfeit goods, while the social risk has a negative effect on the consumer's purchase intention. Furthermore, even though a customer is aware of threats of counterfeit goods, they are not discouraged from purchasing them, because customers prefer fashion-related items to show off and flourish their social status.

According to (Gentry et al., 2006), in the case of counterfeit luxury goods, consumers enjoys the benefit of purchasing the fake brand name without paying the original product's high price associated with the luxury good. Purchases done by consumers who are aware that they are purchasing a counterfeit are fully aware that the product they are purchasing will be a lower quality compared to the original product (Anget al., 2001; Wang et al., 2005).

Bian and Veloutsou (2007) states that those consumers are also aware that there is some financial risk involved as counterfeits come without warranties. If a consumer is purchasing a product that is not commonly or often purchased, such as cars, the customer does not take much chance in the event of purchasing a counterfeit as the risk associated is very high (Kotler and Keller, 2011b). Yet the dangers involved are overlooked by customers when buying goods that are linked to commonly purchased goods like fashion industry, because individuals who are less fortunate have the opportunity to fulfill their expectations to blast off their flaunting (Cordell, et al., 1996; Wang et al., 2005).

2.5 Subjective Norms

The social pressure that is put on an individual to accomplish and achieve or not to accomplish or achieve a specific behaviour is defined as Subjective Norms. According to Ajzen & Driver (1980) defined subjective norms to be the perceived pressure on others, such as their neighbours, colleagues, peers etc. who conduct interest and who influence the actions of the respondent directly or indirectly. Subjective laws apply to the 'perception of most people that they feel that he or she should perform the actions concerned or not.

According to Fishbein & Ajzen (1975), Subjective standards refer to an individual 's perception of persons who are deemed important to him, whether or not he or she believes that certain behavior should be carried out.

An individual's attitude is formed and developed through Subjective Norms which is a social norms that is involving moral concepts that functions in that development process (Mann, 1969) . The consumer's level of sensitivity and susceptibility towards social pressure determines the degree to which he or she would be influenced by Subjective Norms. (Riquelme, Abbas, & Rios, 2012).

According to Eagly & Chaiken (1993), the internalization process can indirectly influence an individual to change their attitude towards something as stated by the Persuasion theory. Therefore, some hindering or impelling towards the purchase of counterfeit good can be generated through important people surrounding an individual such as friends and family if they tend to encourage or support this behaviour.

According to Kumar et al. (2016), a consumer may be either an informational susceptible where by his purchase decision is driven by expert opinions of others while in the case of normative susceptible where by the individual lacks enough knowledge about a specific product, the consumer's purchase decision might be driven by making an impression on others. According to Ajzen (1991), a social pressure that influence an individual to either do or not to do a specific behaviour is defined as the term Subjective Norms. In turn, normative beliefs are defined in the SN construct, defined by Armitage and Conner (2001), as an underlying normative belief are concerned with the likelihood that the behaviour is approved or disapproved of by certain individuals or groups (referents) with whom the individual is motivated to comply.'

Subjective Norms serves as a measurement tool on how a consumer will react to social influence and social pressure that can be imposed by important people in the consumer's life including Family members and close friends which have a positive impact on his behaviour and therefore positive impact on his purchase decisions. In this case, how subjective norms play a role in consumer's purchase intention towards counterfeit goods. According to (Bearden et al., (1989) and Ang et al. 2001), social influence has to kinds; either informational social influence which refers to consumers who based their decisions on the opinions of other experts. While for normative social influence refer to the fact that one's choices may be based on what others would be impressed by. Moreover, Deutsch and Gerard (1955) stated that a normative social influence individual will aim to fulfil the expectations of other groups or individuals.

According to Ang et al. (2001), consumers who are considered informational susceptibility were found to be less likely driven to purchase a counterfeit good due to the fact that their purchase decision is based on expert opinions while consumers who are considered normative are more likely to purchase a counterfeit good as their purchase decision is based on impressing a group or individuals. Therefore, this study will mainly focus on consumers who are normative rather than informational.

Large (2009) states that consumers buy brands to project as specific social status within their community, therefore, it relevant to discuss subjective norms as a variable and its impact on the purchase intention of counterfeit goods. According to De Matos, Ituassu and Rossi (2007), The variation in the attitude of contribution to counterfeit goods on the intended purchase was determined by the difference in belief from the subjective norm. If the individual intends to comply with suggestions and opinions of other experts, it will result in lower intention to buy counterfeit products. However, if the individual does not intent to comply with suggestions and opinions of other experts, it will result in a higher intention to purchase the counterfeit products.

2.6 Summary

In this chapter, the nature of following variables: Purchase intention, Brand Image, Price-Quality Inference, Perceived Risk, and Subjective Norms were defined and explained and how each variable can potentially have an either a positive or negative impact on the purchase intention towards counterfeit goods. Chapter 3 will describe and support the methodology of the research.

CHAPTER 3: RESEARCH METHODOLOGY

The research methodology, including the approach, design, method of the research and whether quantitative or qualitative research are defined and explained in this chapter. In addition, the questionnaire and its limitations are explained and the nature of the questionnaire is explained with the questionnaire adopted and with its justifications. This will state and explain the methods for sampling, the size and the location of the distribution for the questionnaire. This will clarify the approach used for evaluating data and what will be calculated and evaluated. It will mention an ethical concern and clarify its meaning. This will mention the ethical concern and the value of it. The reliability and validity are clearly clarified and the process of doing this is demonstrated and justified. Eventually, there will be a description of the drawbacks of research.

3.1 Research Approach

Trochim (2006) have stated that there are two broad methods for reasoning which are Inductive and Deductive approaches. Deductive approach is used by researchers whereby the research paper will build hypothesis based on a theory and conduct primary data to either agree or disagree with the theory and developed hypothesis. Whereby for inductive approaches, researchers use this approach to generate theories or explain a specific behavior based on participant's behaviors to develop a new theory.

For this research paper, as the research main purpose is to understand a precise behavior that is practiced by consumers without developing any theories as an outcome from this research, deductive approach will be used. To fulfil the research purpose, a deductive approach will be a suitable approach than inductive approach.

3.2 Research Design

For the purpose of conducting a scientific problem, there is a need for a systematic plan, in that sense this research paper will implement a research design. According to (Williams, 2007), Research design is a provisional preparation of the tools and methods used for data collection and of the techniques employed in the study while ensuring that the objectives of the research is fulfilled. Utilizing a research design will result in an appropriate framework for the study. The breakdown of the research for the research design will result into a study type and study subtype. Study type will include the correlational, descriptive, review, meta analytic, experimental and semi-experimental while the sub-type will include the hypotheses, the dependent and independent variables, the research questions, experimental design and if applicable the methods used for data collection and the analysis of the statistics. The framework that has been created to generate an answer to the research questions and objectives is the purpose of research design. Research design can be classified into several methods which include Exploration, Descriptive, Predictive, Evolutionary, Historical and Explanatory. For the purpose of this research paper, the appropriate research design to be used is the explanatory design as the main purpose of the research is to find any possible relationship or links between the variables and whether there is either a positive, negative or no relationship between the dependant variable and the independent variables.

3.4 Research Method

According to Ajayi (2017), data comes in the shape of two forms; either a primary data or a secondary data. The first type, which is primary data, is data that has been observed, experience and recorded by the researcher and have a strong relationship with the research topic and more trustful. Data which are considered primary is data that has been collected by the researcher to fulfil a specific purpose or serve a specific assignment. Primary data is data that has not been compiled or published previously and is collected by the researcher. These data are not necessarily open to the public. The primary data collected by the research tend to have a very high accuracy and very relevant as it is specific to the researcher's topic. This data is also up-to-date data which give the researcher a realistic view of the current situation. While Secondary data can be defined as data which was written and published by other researchers in previous time. Secondary data is not considered as reliable as the primary data as these data were collected for different purposes and objectives by a third party and it is not directly specific to the researcher topic. Secondary data is not considered a up-to-date data as it was collected in the past time. Secondary data can be accessed as published articles, documents and online. Nonetheless, secondary data is cheaper and quicker, and offers accurate research for some of the world's finest academics. For the purpose of this research, both the primary and secondary data are used in this research study. In order to gather and interpret information and to create research findings and results, the primary data have been used in form of questionnaires provided to the participants. The secondary data used in this paper are collected from articles and books in order to provide the background for this study and to provide understanding of the factors defined in the literature review.

3.5 Quantitative & Qualitative Research

According to Creswell (2009), qualitative research is utilized to explore how a particular issue or case is viewed by people, people's experience and their culture. While for quantitative Research, its purpose is to examine relationships between variables such as the dependent and independent variables in this research. For testing objective theories, Quantitative research is suitable as it examines the relationship between the dependent variable and other independent variables which then can be measured through an instrument whereby the numbered data can be analyzed using statistical procedures. Qualitative Research, on the opposite, is intended to examine and understand the nature of the social or human problem in people or communities. A qualitative research methodology is directed at identifying, explaining and understanding a mechanism or behavior in general. Therefore, quantitative research is the suitable approach for this research paper as the paper aim to examine the relationship between the dependent variable, purchase intention, and the independent variables, Brand Image – Price-Quality Inference, Perceived Risk, and Subjective Norms and examine its impact on consumer's purchase intention towards counterfeit goods. This research paper is a quantitative research because the factors are examined its effect on consumers purchase intention towards counterfeiting. Closed-end questions through questionnaire is the method that has been used to collect quantitative data. These data will then be analyzed to fulfil the research's objective, questions and test the results and hypothesis.

3.6 Sampling

According to Gall et.al (2007) and Neuman (2011), Sampling, which is also referred to as sampling frame, is defined as the selection process of a specific group of individuals from a larger population. Applying a sampling frame main intention is to represent a specific group from a larger population who are relevant to a specific condition and meets a specific criterion.

3.6.1 Probability & Non-Probability

In a situation whereby, every individual has an equal chance to being a part of the sample frame and the measurement of the probability is accurate, is defined as the probability sampling. A probability sample is one with a known non-zero probability of selection for any element of the population. On the other hand, According to Etikan (2017), in a situation whereby every individual does not have an equal chance to being part of the sample frame and the measurement of the probability is inaccurate is defined as the Non-Probability sampling. Assumptions and judgements are involved in the selection process which results in forming a criterion for the selection of the sample.

3.6.1 Sampling Method and Size

Convenience Sampling, defined by King (2008), as a method for non-probability sampling which relies on individuals who are willing to be part of the study for data collection.

Using this method allow any member of the population to be considered a respondent and part of the sampling frame. Another method for non-probability sampling is Quota sampling which is utilized to collect data from a specific group or party accordingly. Lastly, Judgmental sampling, which is another non-probability sampling method, is a technique whereby the units selected for the sample are by the research based on their knowledge and professional judgment. The judgmental sampling method is based on the researcher's judge to choose respondents who can represent the study based on their knowledge or professional judgement.

For the purpose of this research, the sampling methods adapted in order to generate the sampling size is Convenience Sampling, Judgement Sampling and Quota Sampling as these methods will result in enhancing the reliability and validity of the results and will generate a raw data that will assist in fulfilling the research questions and objectives. Due you to time restriction and limitations, convenience sampling will assist in finding the right respondents to the questionnaire in fast manners; however, judgmental sampling will be adapted to ensure that the respondents are reliable and valid to the questionnaire specific objectives and to reduce the risk of convenience sampling in generating unreliable and invalid respondents. Lastly, to achieve an equal sample size for gender and age generations, quota sampling method will be adapted.

3.7 Questionnaire

Questionnaire can be defined as a set of questions which is used in the purpose of collecting data from a respondent. The administration of a questionnaire can be done in several ways includes: Face to Face interview, over a telephone, on the web or by self-completion. Questionnaire is considered a set of questions that can either be closed ended or open-ended questions and other prompts that are used for the purpose of collecting specific information from a specific group or sample (Mathers et al. 2007).

For the purpose of this research, a questionnaire will be executed to collect primary raw data that can be further examined through SPSS and analysed in chapter 4 to fulfil the objectives of the research.

3.7.1 Questionnaire Design

The questionnaire will be designed to have two sections, Section A will include questions related to every dependent and independent variable will Section B will be the demographic section. For Section A, Close-ended question with Likert-type scale is used to minimize the amount of data that could be generated from open-ended questions. According Zikmund (2003), using Likert Scale questions will enable the participant to precisely indicate and express whether he/she strongly agree or disagree with the constructed statements in the questionnaire.

The respondents' decision shall be based on the following scale: strongly disagree, disagree, neutrality, agree or strongly agree with the statements Brand Image, Price-Quality Inference, Perceived Risk, Subjective Norms and purchase intention. Section B in the questionnaire will collect demographic data of the respondents including Age, Gender and Income Level. Below table shows how many items for each variable in the questionnaire.

Factors	Items	Source
Brand Image	5	(Bian and Moutinho 2009; Martinez and Chartony, 2004)
Price-Quality Inference	5	(Lichtenstein et al., 1993, Huang et al., 2004)
Perceived Risk	6	(Albers-Miller, 1999)
Subjective Norms	5	(Chen, 2011)
Purchase Intention	6	(Ha & Tam, 2015)

Table 3.1 Questionnaire Items

3.8 Pilot Test

According to Wilkinson and Birmingham (2003), in order for a research to identify any errors and correct imperfections in a questionnaire, the research must conduct a pilot test. Pilot test can be conducted by distributing the questionnaire to few people and testing the results through reliability test as well as gather feedback from the respondent if there were any mistakes, ambiguity in the questions, unorganized flow or the questionnaire structure. These mistakes can be identified by the research through the pilot test to avoid these mistakes when the questionnaire is distributed to a larger scale sample. The pilot test questionnaire samples were distributed to 30 respondents through Google Forms and was successfully completed and submitted. This makes it easy to understand and guide questionnaires to the extent where errors can be avoided in the official distribution later. The result has showed that all the measures have achieved an acceptable value (>0.55) as per reflected in Table 3.2 below.

No	Variable	Alpha
1.	Brand Image	.736
2.	Price-Quality Inference	.736
3.	Perceived Risk	.886
4.	Subjective Norms	.940
5.	Purchase Intention	.958

Table 3.2 Pilot Test Results

3.9 Administration of the Questionnaire

After the pilot testing and implementing all necessary modifications in the questionnaire as well as ensuring that the questionnaire had no any ambiguous questions, the questionnaires were administered directly to the target respondents through distribution only by Google Forms – this method was adapted due to the Movement Control Restriction in Malaysia caused by the outbreak of the COVID-19. A total of 500 questionnaire was distributed to the sampled participants and were completely successfully and returned.

3.10 Methods of Data Analysis

IBM SPSS Statistics 24 was used to analyse the data generated from the questionnaire for this study. SPSS is considered one of the leading statistical software which is used by organizations and researchers to solve business and research problems through variety of analytical tests including ad-hoc analysis, hypothesis testing, and predictive analytics. Firstly, the demographic variables for the respondents was analysed to show the percentage of distribution for gender and age generation. The data was displayed in a graph format. Secondly, the reliability test was conduct for each variable based on the cronbach's alpha value to ensure that all the measures have achieved an acceptable value (>0.55). The third step was conducting a crosstabulation test between the demographics and each variable through choosing the highest and lowest item for each variable. Lastly, correlation test was conduct to identify whether there is a positive, negative or no relationship between the dependent variable and each independent variable.

3.11 Research Validity and Reliability

In a research, there is two factors that are very important to ensure that a research meets the standards, these factors are Validity and Reliability. Both factors enhance the research accuracy and evaluation of the work (Tavakol and Dennick, 2011).

3.11.1 Validity

Validity is the primary concern of researchers gathering educational knowledge. The highest quality of a variable measured depends on whether the variable is valid. This is because validity measures the precision of the test that reflects the measuring concept and results in data that reflects precise variables which are determined to have valid data and analysis. This is because in any case, validity refers to the accuracy of the transfer of values from a test, the most imperative idea in estimate.

Content Validity

Validity of content refers to the extent to which the instrument covers the material to be calculated. Measuring the validity of the content is important because the validity of the structure can be ensured by the integrity of the content, which gives users and researchers trust in using instruments (Yaghmale, 2003). In order to ensure the validity in content of the questionnaire, pilot tests were done to eliminate errors or misunderstandings in the questions and to reduce the risk of invalid respondents by judging the content validity of the sample framework.

Construct Validity

Building validity refers to the degree to which inferences can legitimately be made from the operationalization in your analysis to the theoretical constructs based on the operations (Daves, 2012). The validity of the construct is obtained through the literature review by recognizing how the variables are connected and measurable.

3.11.2 Reliability

Reliability (Zikmund, 2003b) is the extent at which no errors and findings can be identified with reliable data. Reliability often refers to the size of the measurement according to Malhotra and Briks (1999), which produces concurrent results if repeated multiple occasions. Whether or not study can rely on concrete information is determined by the reliability of the questionnaires, as it can impact raw data and the tests. To obtain reliable data and performance, reliability must also be achieved. The reliability of each of the multi-scale questions is calculated by measuring Cronbach alpha coefficient.

3.12 Ethical Consideration

Considering the emphasis of this thesis on human subjects, during the course of this analysis ethical principles must be taken into consideration. The questionnaire respondent must therefore not be at any risk as a result of the need for a questionnaire to collect data (Fowler, 2002). In this study, precautions are taken regarding ethical principles, according to Belmont's national committee's report for protecting human issues against biomedical and behavioral research. First of all, care has been taken that the respondents' identity will remain anonymous; therefore, the respondent will not be required to provide any sensitive details like Name, Phone Number, Email address or any identification card. Secondly, protecting the comments from the questionnaires and ensuring the wellbeing of individuals is taken into account, because the questionnaire is designed with close questions, no comments will be included during the statistical analysis of data. Furthermore, the findings of the questionnaires are not used and will be kept confidential in all other studies apart from this study. Moreover, there will be no any amendments or edits to the respondent's original answers, the interviewer will not recommend any influence the respondent in any way as this might affect the research results. Finally, the review of data on the basis of the initial data obtained should take place. When interested data exist, the researcher may recommend that they be used for future research but not for his own research as they cannot be used for his own research.

3.13 Summary

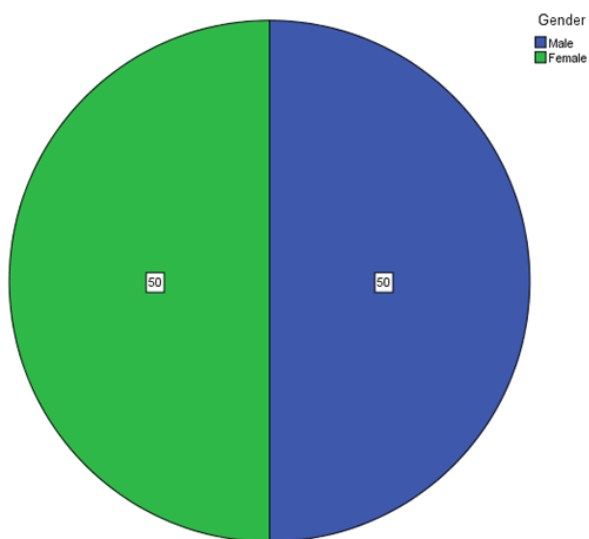
This chapter clarified the methodological and design methods used in this study, the ethical analysis, the method of collecting primary data and the weaknesses facing the questionnaire and the study in general, as well as the method of analyzing the data collected from the questionnaire. In Chapter 4 the raw data obtained from the questionnaire will be analyzed and addressed.

CHAPTER 4: FINDING & ANALYSIS

Chapter 4 will cover the data analysis which is done using IBM SPSS 24 which will include the following: Descriptive Analysis, which will highlight the demographic analysis of the study. Reliability test to ensure that all items are reliable based on the Cronbach's alpha, Crosstabulation test, which will analyse the relationship between multiple variables including the demographics and how correlations change from one variable grouping to another. And Pearson Correlation which will further explain the relationship between the independent variables and the dependent variables and whether there is a positive, negative or no relationship between the variables.

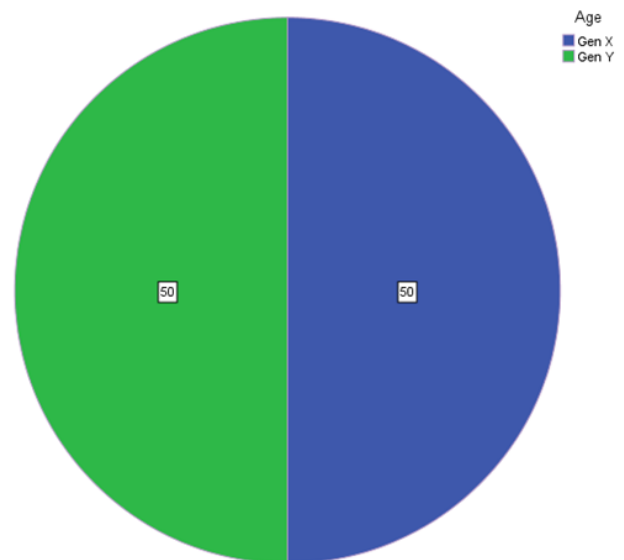
Gender & Age Generation

4.1 Gender



Referring to Gender Graph, there is an equal number of Male and Female participants to achieve the quota sampling method of fair distribution between genders adopted for this research; therefore, there is a total of 50 Male and 50 Female represented.

4.2 Age Generation



Referring to Gender Graph, there is an equal number of Generation X (Gen X) and Generation Y (Gen Y) participants to achieve the quota sampling method of fair distribution between age generations adopted for this research; therefore, there is a total of 50 Gen X and 50 Gen Y represented.

4.3 Reliability Test

The reliability test is the tool used to track the internal accuracy of the scale. As an measure to test the degree of accuracy, the Cronbach alpha coefficient has been used. The value of Cronbach alpha must exceed 0.6 for all items. Alpha Cronbach would preferably be higher than 0.7, but because this study examined consumer behavior, Nunnally (1967) suggests that if it is higher than 0.6 the Cronbach alpha coefficient of one scale will also be acknowledged. For the table below, the alpha index of Cronbach is higher than 0.6, and all variables are reliable.

No	Variable	Alpha
1.	IDV1 – Brand Image	.751
2.	IDV2 – Price-Quality Inference	.751
3.	IDV3 – Perceived Risk	.891
4.	IDV4 – Subjective Norms	.951
5.	DV – Purchase Intention	.965
6.	All Variables – Overall Reliability	.767

Table 4.1 Reliability Test

4.4 Descriptive Analysis for Crosstabulation

Cross tabulation is a method to analyse the relationship among several variables quantitatively. Cross tabulation groups variable to understand the correlation between various variables are also known as tables of contingency or cross tabs. This also shows how relationships shift from one to another variable classification. This is generally used to identify patterns, trends and probabilities of raw data of statistical analysis (Aprameya, 2016).

4.4.1 Gender Vs Brand Image

To further understand a gender's perception towards Brand Image, a crosstabulation analysis has been conducted. For this Analysis, since all the items are equally important, the questions with the highest and the lowest mean were chosen.

Gender * BI1 Crosstabulation

Count		BI1			Total
		Neutral	Agree	Strongly Agree	
Gender	Male	4	23	23	50
	Female	0	25	25	50
Total		4	48	48	100

Question BI1, with the highest mean, states that Brand Image plays an important role in the consumer's purchasing decision, based on table 4.1, A total of 23 Male Agrees, 23 Male Strongly Agrees and 25 Female Agree and 25 Female Strongly Agrees, it can be concluded that both males and females agree that the brand image of a product plays an important role in their purchasing decision.

Gender * BI3 Crosstabulation

Count		BI3				Total
		Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	15	11	11	13	50
	Female	19	7	7	17	50
Total		34	18	18	30	100

Question BI3, with the lowest mean, states that a consumer buy a brand for prestige. Based on table 4.2, the total of male who agree and strongly agree with the statement is 24 while 15 Disagree and 11 are neutral and the total of female who agree and strongly agree is 24 while 19 disagree and 7 are Neutral, it can be concluded that majority of the male and female respondents purchase a brand for their prestige while a minority of the respondent do not buy a brand for the prestige.

4.4.2 Age Vs Price-Quality Inference

To further understand the Age Generation perception towards Price-Quality Inference, a crosstabulation analysis has been conducted. For this Analysis, since all the items are equally important, the questions with the highest and the lowest mean were chosen.

Age * PQ1 Crosstabulation

Count		PQ1			Total
		Neutral	Agree	Strongly Agree	
Age	Gen X	4	21	25	50
	Gen Y	0	27	23	50
Total		4	48	48	100

Question PQ1, with the highest mean, states that Price of a product is very important. Based on table 4.3, A total of 46 participants who represent Gen X agree and strongly agree while 4 are neutral and total of 50 participants who represent Gen Y agree and strongly agree. It can be concluded that both Gen X & Gen Y position the price of a product as important factor. Both Generations have the same perception towards the price importance.

Age * PQ3 Crosstabulation

Count		PQ3				Total
		Disagree	Neutral	Agree	Strongly Agree	
Age	Gen X	11	13	9	17	50
	Gen Y	23	5	9	13	50
Total		34	18	18	30	100

Question PQ3, with the lowest mean, states that generally the higher the price of a product, the higher the quality. Based on table 4.4, From the 50-participant representing Gen X, 9 participants agree while 17 Strongly agree, 13 are neutral and 11 disagree while from the 50-participant representing Gen Y, 9 participant agrees, 13 Strongly Agrees, 5 are Neutral and 23 Disagree. It can be concluded that majority of Gen X agrees that the high the price of a product, the higher the quality while majority of Gen Y disagree. Both generations have different perception to this statement.

4.4.3 Age Vs Perceived Risk

To further understand the Age Generation perception towards Perceived Risk, a crosstabulation analysis has been conducted. For this Analysis, since all the items are equally important, the questions with the highest and the lowest mean were chosen.

Age * PR4 Crosstabulation

Count		PR4				Total
		Disagree	Neutral	Agree	Strongly Agree	
Age	Gen X	2	5	24	19	50
	Gen Y	8	13	21	8	50
Total		10	18	45	27	100

Question PR4, with the lowest mean, states that purchasing a counterfeit good will negatively affect how others may perceive the purchaser. Based on table 4.5, there is a total of 19 participant who Strongly Agree, 24 participants Agree, 5 Participant Neutral and 2 Participant Disagree from Gen X. On the other hand, from Gen Y, 8 participants Strongly Agree, 21 Agrees, 13 Neutral and 8 Disagrees. It can be concluded that majority of Gen X & Y agrees that purchasing counterfeit goods can negatively affect how others perceive them while a minority disagree on the statement.

Age * PR6 Crosstabulation

Count		PR6		Total
		Agree	Strongly Agree	
Age	Gen X	26	24	50
	Gen Y	22	28	50
Total		48	52	100

Question PR6, with the highest mean, states that purchasing a counterfeit product might not safe compared to the original product. Based on table 4.6, Both Gen X & Gen Y agree on this statement as total of 26 Participant Agree and 24 Participant Strongly Agree representing Gen X while 22 participants Agree and 28 Participant Strongly Agree representing Gen Y.

4.4.4 Gender Vs Perceived Risk

To further understand a gender's perception towards Perceived Risk, a crosstabulation analysis has been conducted. For this Analysis, since all the items are equally important, the questions with the highest and the lowest mean were chosen.

Gender * PR4 Crosstabulation

Count		PR4				Total
		Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	0	9	25	16	50
	Female	10	9	20	11	50
Total		10	18	45	27	100

Question PR4, with the lowest mean, states that purchasing a counterfeit good will negatively affect how others may perceive the purchaser. Based on table 4.7, Majority of the Male participants agree that purchasing counterfeit products can negatively affect how others may perceive them. There is a total of 16 participant who strongly agree, 25 participant agrees, and 9 participants who are neutral. On the other hand, Majority of the female participants also agree, however, there is 10 participants who disagree on the statement. It can be concluded that majority of the male and female participants agree on the said statement.

Gender * PR6 Crosstabulation

Count		PR6		Total
		Agree	Strongly Agree	
Gender	Male	14	36	50
	Female	34	16	50
Total		48	52	100

Question PR6, with the highest mean, states that purchasing a counterfeit product might not safe compared to the original product. Based on table 4.8, Both Male and Female participants agree on this statement as total of 14 Participant Agree and 36 Participant Strongly Agree representing Males while 34 participants Agree and 16 Participant Strongly Agree representing Females.

4.4.5 Age Vs Subjective Norms

To further understand the Age Generation perception towards Subjective Norms, a crosstabulation analysis has been conducted. For this Analysis, since all the items are equally important, the questions with the highest and the lowest mean were chosen.

Age * SN3 Crosstabulation

Count		SN3					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age	Gen X	6	7	5	17	15	50
	Gen Y	4	6	6	14	20	50
Total		10	13	11	31	35	100

Question SN3, with the highest mean, states that an individual like to buy branded products like his/her friends. Based on table 4.9, From the total of 50 participant representing Gen X, 15 participant Strongly Agrees, 17 agrees, 5 neutral, 7 disagree and 6 Strongly Disagree. Majority of Gen X agrees that they like to use branded products like their friends. While for Gen Y, 20 Strongly Agrees, 14 Agrees, 6 Neutral, 6 Disagree and 4 Strongly Disagrees with the statement. It can be concluded that the majority of both Gen X and Gen Y agree that they like to use branded products like their friends.

Age * SN5 Crosstabulation

Count		SN5				Total
		Strongly Disagree	Disagree	Neutral	Agree	
Age	Gen X	20	8	5	17	50
	Gen Y	8	19	12	11	50
Total		28	27	17	28	100

Question SN5, with the lowest mean, states that an individual's friend recommends counterfeit products to him/her. Based on table 4.10, From the total of 50 participant representing Gen X, 17 participant Agrees, 5 neutral, 8 disagree and 20 Strongly Disagrees with the statement. While for Gen Y, 11 Agrees, 12 Neutral, 19 Disagree and 8 Strongly Disagrees with the statement. It can be concluded that the majority of both Gen X and Gen Y disagree that counterfeit products are recommended to them by their friends, however, minority of both Gen X and Gen Y agrees that their friends recommend counterfeit products to them.

4.4.6 Gender Vs Purchase Intention

To further understand a gender's perception towards Purchase Intention of counterfeit goods, a crosstabulation analysis has been conducted. For this Analysis, since all the items are equally important, the questions with the highest and the lowest mean were chosen.

Gender * PI3 Crosstabulation

Count		PI3					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	7	12	0	23	8	50
	Female	15	0	7	19	9	50
Total		22	12	7	42	17	100

Question PI3, with the lowest mean, states that an individual will buy a counterfeit alternative if the price of the original product is expensive. Based on table 4.11, Majority of both Male and Female participants agree that they would buy a counterfeit alternative if the original product is expensive. There is a total of 8 participant who strongly agree, 23 participant agrees, and 12 participants who disagree and 7 strongly disagrees. On the other hand, from total of 50 female participant, there is a total of 9 participant who strongly agree, 19 participant agrees, 7 participants are neutral and 15 strongly disagrees. It can be concluded that majority both genders are willing to purchase a counterfeit alternative if the price of the original product is expensive.

Gender * PI6 Crosstabulation

Count		PI6					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	20	5	11	10	4	50
	Female	19	6	16	5	4	50
Total		39	11	27	15	8	100

Question PI6, with the highest mean, states that an individual will recommend counterfeit products to his/her friends and family. Based on table 4.12, Majority of the Male and Female participants strongly disagree on the statement while minority of the participants agree that they recommend counterfeit products to their friends and family.

4.4.7 Age Vs Purchase Intention

To further understand the Age Generation perception towards Purchase Intention of counterfeit goods, a crosstabulation analysis has been conducted. For this Analysis, since all the items are equally important, the questions with the highest and the lowest mean were chosen.

Age * PI3 Crosstabulation

Count		PI3					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age	Gen X	13	8	1	24	4	50
	Gen Y	9	4	6	18	13	50
Total		22	12	7	42	17	100

Question PI3, with the lowest mean, states that an individual will buy a counterfeit alternative if the price of the original product is expensive. Based on table 4.13, From the total of 50 participant representing Gen X, 15 participant Strongly Agrees, 17 agrees, 5 neutral, 7 disagree and 6 Strongly Disagree. Majority of Gen X agrees that they like to use branded products like their friends. While for Gen Y, 20 Strongly Agrees, 14 Agrees, 6 Neutral, 6 Disagree and 4 Strongly Disagrees with the statement. It can be concluded that the majority of both Gen X and Gen Y agree that they like to use branded products like their friends.

Age * PI6 Crosstabulation

Count		PI6					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age	Gen X	22	7	12	5	4	50
	Gen Y	17	4	15	10	4	50
Total		39	11	27	15	8	100

Question PI6, with the highest mean, states that an individual will recommend counterfeit products to his/her friends and family. Based on table 4.14, Majority of Gen X and Gen Y participants strongly disagree on the statement while minority of the participants agree that they recommend counterfeit products to their friends and family.

4.4.8 Income Level Vs Purchase Intention

To further understand the impact of Income Level on the participant towards Purchase Intention of counterfeit goods, a crosstabulation analysis has been conducted. For this Analysis, since all the items are equally important, the questions with the highest and the lowest mean were chosen.

Income * PI3 Crosstabulation

Count		PI3					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Income	<RM1500	5	0	0	12	4	21
	RM1,501-RM3,000	10	0	0	6	8	24
	RM3,001-RM6,000	4	0	7	7	5	23
	>RM6,000	3	12	0	17	0	32
Total		22	12	7	42	17	100

Question PI3, with the lowest mean, states that an individual will buy a counterfeit alternative if the price of the original product is expensive. Based on table 4.15, There was a total of 21 participant whose income is RM1,500 and below. In this category, 4 participants strongly agreed and 12 participants agreed on the statement while only 5 participants strongly disagreed on the statement. Participants whose income level was between RM1,501 to RM3,000 were a total of 24 participants. In this category, 8 participants strongly agreed and 6 participants agreed on the statement while 10 participants strongly disagreed on the statement. Participants whose income level was between RM3,001 to RM6,000 were a total of 23 participants. In this category, 5 participants strongly agreed, 7 participants agreed on the statement and 7 were neutral while 4 participants strongly disagreed on the statement. Participants whose income level was above RM6,000 were a total of 32 participants. In this category, 17 participants agreed on the statement while 12 participants disagreed and 3 participants strongly disagreed on the statement. In the overall, it can be concluded that the income level of the participants was not a critical factor in their decision to purchase a counterfeit alternative if the original product is expensive as majority of participants, despite their income level, are willing to purchase a cheaper counterfeit alternative rather than an expensive original product.

Income * PI6 Crosstabulation

Count		PI6					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Income	<RM1500	5	0	7	9	0	21
	RM1,501-RM3,000	10	4	6	0	4	24
	RM3,001-RM6,000	4	6	8	1	4	23
	>RM6,000	20	1	6	5	0	32
Total		39	11	27	15	8	100

Question PI6, with the highest mean, states that an individual will recommend counterfeit products to his/her friends and family. Based on table 4.16, majority of the participants, despite their income level, are not willing to recommend counterfeit products to his/her friends and family. A total of 50 participants strongly disagreed and disagreed with the statement, 27 participants were neutral and a total of 23 participant agreed on the statement.

4.5 Pearson Correlation

Pearson's Correlation coefficient approach was used to test the correlation among the variables. Four Pearson correlation coefficients have been checked and a significance level was set at 0.05 (2-tailed) level. The Pearson correlation (r) will determine the relationship's power. If r values are 1, they can be declared positive; if r values are -1 they can be declared negative and if r values are 0, they do not imply any relation between variables. The quality of the relationship can be represented by r values, according to Cohen (1988).

4.5.1 Brand Image Vs Purchase Intention

4.5.1.1 Findings

Correlations

		BI	PI
BI	Pearson Correlation	1	-.476**
	Sig. (2-tailed)		.000
	N	100	100
PI	Pearson Correlation	-.476**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

4.5.1.2 Analysis

Pearson Correlation was used in order to test whether there is any relationship between the Brand Image and Purchase Intention. As shown in Table results: The Pearson correlation index of Brand Image is -0.476** and the P-value is 0.000. Accordingly, it has been concluded that there is a relationship as P-value (0.000) < α (0.05) and the Pearson correlation index -0.476** indicates a strong negative relationship between Brand Image and Purchase Intention. Based on the analysis, it can be concluded that there is a strong negative relationship between Brand Image and purchase intention towards a counterfeit goods. This result further supports previous studies (Bian & Moutinho, 2011) that have stated that there is a strong negative relationship between Brand Image and purchase intention of counterfeiting goods.

4.5.2 Price-Quality Inference Vs Purchase Intention

4.5.2.1 Findings

Correlations

		PI	PQ
PI	Pearson Correlation	1	-.476**
	Sig. (2-tailed)		.000
	N	100	100
PQ	Pearson Correlation	-.476**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

4.5.2.2 Analysis

Pearson Correlation was used in order to test whether there is any relationship between the Price-Quality Inference and Purchase Intention. As shown in Table results: The Pearson correlation index of Price-Quality Inference is -0.476** and the P-value is 0.000. Accordingly, It has been concluded that there is a relationship as P-value (0.000) < a (0.05) and the Pearson correlation index -0.476** indicates a strong relationship between Price-Quality Inference and Purchase Intention. Based on the analysis, it can be concluded that there is a strong negative relationship between Price-Quality Inference and purchase intention towards a counterfeit goods. This result further supports previous studies (Chuchu et al., 2015) that have stated that there is a strong negative relationship between Price-Quality Inference and purchase intention of counterfeiting goods.

4.5.3 Perceived Risk Vs Purchase Intention

4.5.3.1 Findings

Correlations

		PI	PR
PI	Pearson Correlation	1	-.481**
	Sig. (2-tailed)		.000
	N	100	100
PR	Pearson Correlation	-.481**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

4.5.3.2 Analysis

Pearson Correlation was used in order to test whether there is any relationship between the Perceived Risk and Purchase Intention. As shown in Table results: The Pearson correlation index of Perceived Risk is -0.481** and the P-value is 0.000. Accordingly, It has been concluded that there is a as P-value (0.000) < a (0.05) and the Pearson correlation index -0.476** indicates a strong negative relationship between Perceived Risk and Purchase Intention. Based on the analysis, it can be concluded that there is a strong negative relationship between perceived risk and purchase intention towards counterfeit goods. This result further supports previous studies (Riquelme et al., 2012) that have stated that there is a strong negative relationship between perceived risk and purchase intention of counterfeiting goods.

4.5.4 Subjective Norms Vs Purchase Intention

4.5.4.1 Findings

Correlations

		PI	SN
PI	Pearson Correlation	1	.804**
	Sig. (2-tailed)		.000
	N	100	100
SN	Pearson Correlation	.804**	1
	Sig. (2-tailed)	.000	
	N	100	100

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

4.5.4.2 Analysis

Pearson Correlation was used in order to test whether there is any relationship between the Subjective Norms and Purchase Intention. As shown in Table results: The Pearson correlation index of Subjective Norms is 0.804** and the P-value is 0.000. Accordingly, It has been concluded that there is a relationship as P-value (0.000) < α (0.05) and the Pearson correlation index .804** indicates a strong relationship between Subjective Norms and Purchase Intention. Based on the analysis, it can be concluded that there is a strong positive relationship between Subjective Norms and the intention to purchase a counterfeit good. This result further supports previous studies (Liao, Lin, & Liu, 2010; Albarq, 2013) that have stated that there is a strong positive relationship between subjective norms and purchase intention of counterfeiting goods.

4.6 Summary

In this chapter, an analysis has been executed for the 100 respondents through using IBM SPSS Statistics 24. The demographic presented in this study is 50 Male and 50 Female as well as 50 Gen X and 50 Gen Y. The reliability test was conducted and all variables were above 0.6. Crosstabulation test was executed to test the demographics with the independent variable and dependant variables. Lastly, Pearson Correlation test has been conducted to test the relationship between the independent variables and the dependent variable. Brand Image, Price-Quality Inference and Perceived Risk had a strong negative relationship with Purchase Intention while Subjective Norms had a strong positive relationship with purchase intention.

CHAPTER 5: CONCLUSION

In this Chapter, further discussion of the following factors which are Subjective Norms, Perceived Risk, Price-Quality Inference and Brand Image, which are the independent variables in this research, will be executed to explain and justify the findings of Chapter 4. The limitation of the research will also be highlighted and discussed in this chapter.

5.1 Subjective Norms

Based on Chapter 4 Analysis, Subjective Norms had the strongest positive relationship towards the consumers' purchase intention to counterfeit goods. Based on Chapter 4 Analysis, Subjective Norms had the strongest positive relationship towards the consumers' purchase intention to counterfeit goods. Ajzen & Driver (1980) described the subjective norms as the perceived pressure exerted by other persons such as neighbours, colleagues, peers etc. who conduct themselves as interested parties, and that such measures have a direct or indirect effect on the actions of the respondent. Subjective norms apply to an individual's view that other people who care for him think he should or should not do so.

Subjective norms is defined as the belief to follow directions of people surrounding you; therefore, if an individual is surrounded by people who purchase counterfeit products, he or she might be encourage to practice the same behaviour as his/her surroundings and purchase counterfeit products too. As Johar, M., & Rammohan (2006) stated, the intentions or behaviours of an individual to purchase a product can be influenced by his/her surroundings including family members, relatives, friends and other people who are considered important in an individual's life.

Therefore, the consumer will be more likely to do so if social norms promote the buying of counterfeits. In practice, awareness on the ethical side and the importance and the nature of the original goods are required in order to reduce the desire to purchase counterfeit products. Awareness and education should increase comprehension of original goods in order to discourage the purchasing of falsified goods. This also requires strong communication to consider the ethical implications of product use.

5.2 Perceived Risk

Based on the analysis in Chapter 4, it can be concluded that there is a strong negative relationship between perceived risk and purchase intention towards a counterfeit goods. Perceived Risk was defined by Dowling and Staelin (1994) as the awareness of the negative impact a product purchase can impose on a consumer. Ha and Lennon (2006) notes that perceived risk is situational and personal action of the customer. Any purchase of a product also entails risks and the impact of perceived risk can affect the decision making of consumers. They find that most customers who have such a perception of risk are mainly for counterfeit goods, according to De matos, Ituassu and Rossi (2007).

Consumers also presume that the purchasing of a fake product could pose a risk. Thus, the greater the perceived risk, the lower is the purchase intention of consumers' consideration of a Counterfeit product as consumers take in mind the several risk that can associated with counterfeits, mainly financial risk & health risk, it reflects a negative relationship towards the intention to purchase counterfeit products. Consumers must be educated on the potential risk that they are imposed to once they purchase a counterfeit.

5.3 Price-Quality Inference

Based on the analysis in Chapter 4, it can be concluded that there is a strong negative relationship between Price-Quality Inference and purchase intention towards a counterfeit goods. As a measurement tool of product quality, customers also use the retail price. It is assumed that higher-priced goods are better quality than cheaper products. This theory was first introduced by Scitovszky (1944–1945) as Price-Quality Inference. Consumers who are motivated by this principle are less likely to buy counterfeit products because counterfeit goods are mostly a cheap alternative to a poorer quality original product. Therefore, the higher the consumers relate the Price-Quality Inference theory to their purchase behaviour will result in less intention towards counterfeit products. Counterfeit goods are lower in cost and less in quality than genuine goods, though cost are one of the main reasons for changing the intention to purchase (Huang, Lee, & Ho, 2004). It can also be inferred that most people agree that the high quality of the inferences is strongly endorsed. So, the more costly the price of the original product, the better the quality of the product, the more people can purchase the original product. The finding is backed by Huang, Lee, & Ho's (2004) hypothesis that customers who firmly believe in value for money and quality are far more likely to purchase an original product.

5.4 Brand Image

Based on the analysis above, it can be concluded that there is a negative strong relationship between Brand Image and the purchase intention towards counterfeit goods. This is because when a consumer is engaged with a brand, he/she will not be willing to harm the brand image due to emotional connection with the brand. Therefore, the stronger connection with a brand will result in less intention to purchase a counterfeit of that brand. Brand image is an essential predictor in making purchasing decision for counterfeit goods (Sharma & Chan, 2016b). The purchase of a counterfeit goods represents not only a "product" purchase decision but also the consumption of the brand itself. However, consumers who decide to purchase a counterfeit brand do not have any connection with the original brand as they purchase it only to satisfy their ego and social looks. Consumers who are strongly connected to a brand are less likely to purchase a counterfeit as they will not be willing to harm the brand in anyway, nevertheless, they would rather purchase the authentic brand to show their support. Therefore, the more the consumer is connected to the brand, the less likely he/she will have intention to purchase counterfeit alternatives.

5.5 Limitations

This research study has some drawbacks, like any studies. The study's demographics are limited to only age, gender and income. Demographic variables may yield reasonable and helpful results to take into account educational and marital status in future studies and then evaluating the intention to purchase on the basis of all demographic variables. The lifestyle and personal beliefs of customers such as how they believe the value of counterfeit goods relate to real products have not been explicitly attempted. Furthermore, further study of those views and beliefs would be worthwhile. The survey was limited to a skewed urban population. More analysis may be conducted in order to equate fake urban and rural purchasing intentions with even bigger samples. In addition, another constraint is to obtain views on the uneducated actions of consumer goods to improve outcomes and effects in future studies. To test the data and interpret the results two tests are used, i.e. Pearson correlation. It may be also helpful to apply different statistical tools and tests, such as Regression & Structural equation modeling (SEM), and thus to validate the model and extract best results and findings. Furthermore, the outbreak of the COVID-19 has been a major impact on the execution of the data collection due to the lockdown of the country that the research is being conducted in. Therefore, it was impossible to collect data through a face-to-face method and the method used was online distribution of the questionnaire through Google Form. The inability to interact with the respondent and to ensure that the respondent is fit as a respondent while performing the questionnaire might have created a limitation for the sample size.

CHAPTER 6: RECOMMENDATIONS

The society need to have an atmosphere that rejects counterfeit goods in the market which will result in consumers having an unfavourable attitude towards products that are counterfeits. Brand owners of original goods may use ads, particularly on social media platforms, as an abominable act in the public domain to embody the mindsets of purchasing counterfeit goods for consumers. In addition to promotional reform, brand owners should influence and improve the actions of young consumers through awareness and education. Young consumers such as students must know about the harm that counterfeits products impose and the difference between it and originals to better appreciate the advantages of original goods. Cognitive reasoning can reinforce a positive attitude towards original goods. Moreover, De-marketing is an important move that policy makers can carry out as far as producers, retailers and sellers are concerned. De-marketing is referred to as a method to reduce or decrease demand for a commodity. This, in turn, will reduce their intention to buy counterfeit goods, and lead to a negative attitude towards the purchase of counterfeit goods.

Creating such atmosphere will result in utilizing the subjective form factor from being a driver to the purchase of counterfeit goods to a drive to not purchase counterfeit good due to the society's negative perception and rejection of counterfeit goods. Furthermore, Brand owners need to implement technologies and solutions that can enable consumers to authenticate the product before the purchase which will enable the consumer to ensure they are buying the authentic product and not a counterfeit.

As the analysis have shown that consumers who are connected with a specific brand image are less likely to buy a counterfeit, brand owners need to leverage this advantage by enhancing the brand-customer relationship through effective loyalty programs that can create a positive long-term relationship between the brand and the consumer. Loyalty programs can be used to send weekly notifications and updates on new products and promotions, share awareness on the dangerous of buy a fake or counterfeit good and its impact on the society, businesses, government and consumer. This will empower the consumer to be more responsible on their purchase decisions towards a counterfeit good.

This study has many advantages for local customers and original brand manufacturers and will enable policy makers to combat the increasing market patterns of counterfeit goods that mimic the economy and safety in the country. This research can also lead to successful policies to assist legitimate product producers in anti-counterfeiting authorities. Brands can sensitize customers who are more likely to prefer fake goods than genuine products. Moreover, marketers should also initiate initiatives to foster meaningful contact between customers through word-of - mouth.

In fact, an aggressive marketing campaign by authentic brand owners against counterfeits and the purchase and use of it would also create a domino effect. The opinions of others that the purchase of counterfeit products is unethical can influence people. Discounts or advertising promotions and improved product quality characteristics from retailers' marketing agents will also help meet prospective clients, because clients avoid purchasing falsified goods, so the quality characteristics of genuine products have to be enhanced to attract them.

When consumers believe that price and quality are fair and affordable, they are accustomed to buying original brands and are definitely loyal to them (Furnham & Valgeirsson 2007). While the demand for counterfeits clearly keeps through the issue, the law enforcement authorities should continue to monitor the flow of illicit goods. Counterfeiting is a very serious worldwide epidemic. Today, the market for fake goods has risen rapidly as a result of opportunity, variety or density. To order to tackle this issue, business leaders and governments, as well as politicians, must know the means by which counterfeit goods, particularly in the developed world, can be marketed and requested. Besides, overcoming the high counterfeiting. Lastly, the legalization of trademark must be protected by the relevant authorities to ensure that the brand owner's rights is protected. Government Agencies and other stakeholders play a critical role in mitigating the risk of counterfeits in Malaysia. In other words, significant policy actions and steps need to be taken in order to resolve the issue of counterfeiting goods. Government must stop imports of counterfeit products bearing proprietary trademarks in addition to other regulatory steps that has been implemented.

6.1 Suggestions for Future Research

This study allows further research into counterfeit goods in the future. Studies are able either to examine more closely the same variables in this analysis or to incorporate new variables that could more accurately predict the intention of purchasing counterfeit goods. The literature review for these studies can be more precisely defined by a specific variable, provided that each variable is very large for itself and can have different definitions and dimensions of thinking, so defining a specific variable will yield accurate and relevant results to better understand Malaysian consumers ' purchasing intentions towards counterfeiting. The author suggests that a new, larger sample length, larger geographical regions and the survey not be limited to respondents of a certain demographic profile be performed to a similar scale as the current research. For example, the current study only used respondents who reside in one country; researchers should consider large populations such as survey respondents in more than one city or province in order to make recommendations for more studies. It would make the study more representative and educated findings possible. The work suffered significantly from time-limits and the researcher claims that overcoming these problems would lead to the literature of the purchasing of counterfeit goods in a more significant and higher way. Since this study covers counterfeiting as a whole across industries, future studies can consider focusing on a specific industry which will result in more specific findings and recommendation. The subject of research can be more focused because there are a lot of counterfeit good items. The result could be more reliable and effective for a particular industry if research is focused more on a particular form of product such as bags, electronics, alcohol, tobacco, medication, or clothes and accessories. Future research will investigate and replicate additional precedents of attitude factors in other countries, as different cultures that indicate different attitude factors. Since counterfeit goods in Asia are widely available, this study will build knowledge and understanding of the impact of fake consumers. A more aggressive campaign will also be more effective to reduce the purchasing habits of counterfeits. This study was developed in Malaysian context; therefore, future studies could examine the same research model in different countries.

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Appendix- Literature Log

Dependent Variable	Author	Journal	Main Findings
Purchase Intention towards Counterfeit Goods	(Xi and Cheng, 2017)	Journal of Applied Structural Equation Modeling	attitude influences purchase intention on counterfeit sportswear, where attitude is predetermined by materialism and subjective norms but not integrity.
	(Nor Siah Jaharuddin, 2014)	International Conference on Management, Economics and Finance	This study attempted to examine the attitude factors that affecting consumers purchase intention toward counterfeit products in Malaysia. This five attitude factors regarding price, brand awareness, risk, integrity, and personal gratification are further analyzed on its effect towards consumers purchase intention. The findings of this study revealed that attitude factors have significant influence on purchase intention towards counterfeit products.
	Budiman, Santi (2012)	International Journal of Management, Economics and Social Sciences (IJMESS)	This study aims to explain the process of forming an intention to buy pirated bag products that rest on the primary relationship of independent variables like attitudes towards counterfeit, lawfulness attitudes and consumption status of the intention to buy pirated products as well as test patterns bag relationship between variables.
Independent Variable	Author	Journal	Main Findings
Brand Image	(Nik Hisham, Najeeb & Omar 2018)	International Journal of Economics and Management	The results also show that brand image of genuine products negatively moderates the counterfeit product quality-involvement relationship
	(Bian & Moutinho 2011)	European Journal of Marketing	Involvement/knowledge has no significant influence on counterfeit purchase intention. Evidence of involvement as a moderator does not exist. Brand image is not a mediator of the effects of involvement/knowledge on purchase intention.
	(Osman Gani et al., 2019)	Business Perspective - Innovative Marketing	The results show that among five factors, only three of them, such as product attribute, brand images and level of income, are more influential predictors in purchase intention for counterfeit luxury items than price and gender.
Price-Quality Inference	(Kevin Kristano, 2015)	International Business Management Journal	The result shows that attitude, price quality inference, past purchase, personal appearance, and social influence has significant impact on consumer intention to purchase original and counterfeit product. Meanwhile, price quality inference is the most influencing factor affecting consumer's intention to purchase both original and counterfeit Louis Vuitton wallet
	(Ahmed QADERI, 2019)	American Journal of Economics	The study found that brand image, social influence, social media advertising, television advertising, country of origin, status consumption, novelty seeking, price-quality inference, integrity. The first seven factors have positive relations with supportive attitudes.
	(Tinashe Chuchu, Richard Chinomona, Rukudzo Pamacheche, 2015)	International Conference on Ethics of Business, Economics, and Social Science	The results reveal that price-quality inference of counterfeit products is seen to possess the strongest influence on customers attitudes towards the purchase intention of counterfeit products as compared to the other variables.
Perceived Risk	(Saleem Ur Rahman, 2015)	Journal of Scientific Research and Advances	Results show that, except perceived risk, the word of mouth and emotions positively influence consumers' counterfeit products purchase intentions.
	(Bian & Moutinho 2015)	Journal of Business Research	The study anticipates and explores the effects of consumer-perceived brand image (i.e., brand personality, product attributes, and benefits/consequences), perceived risk, product knowledge, product involvement, and consumer demographic variables. Focus groups generated the criteria that consumers use to evaluate the studied brands; the main study then collected data from interviews. The results show that among the tested variables, brand personality performs best in determining consideration of the CBP
	(Bhatia, 2017)	St. Francis Institute of Management and Research	– The results of the study indicate that value consciousness, materialism and social influence positively relate to consumers' attitude towards counterfeit fashion products which eventually leads to purchase intention. Brand consciousness and perceived risk have no significant relationship with consumers' attitude towards counterfeit fashion products. Low-income group consumers are value conscious and brand conscious and perceive a low risk which influences their attitude towards counterfeit fashion products.
Subjective Norms	(Budiman & Wijaya, 2014)	International Journal of Marketing Studies	There are positive correlation between subjective norm and purchase intention. Consumers with the high subjective norm role have the low intention to buy and consumers with the low subjective norm role have the high intention to buy.
	(Cheng Xi & Kenny Teoh, 2017)	Journal of Applied Structural Equation Modeling	result indicated that attitude influences purchase intention on counterfeit sportswear, where attitude is predetermined by materialism and subjective norms but not integrity. Creating an environment which disfavor the attitude towards counterfeits is important in curbing counterfeits consumption issue.
	(Mula, Cheryvit and Lagat, 2018)	International Journal of Economics, Commerce and Management	The findings from this research indicates that subjective norm significantly influences purchase intention of customers (R ² = 0.017, p

Appendix – Questionnaire

Factors affecting consumers' purchase intention for counterfeit goods in Malaysia

* Required

SECTION A

Read each of the following statements and respond according to how you personally feel generally about the idea expressed in the item.

Scale: 1= Strongly Disagree, 2= Disagree, 3 = Neutral, 4= Agree, or 5= Strongly Agree.

Brand Image

1) Brand Image plays important role in my purchasing decision *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2) I care about the brand image of what I buy. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3) I buy a brand for my prestige. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4) Counterfeit products cannot bring me the prestige I want. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

5) There is a huge difference between counterfeited and original brand. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Price-Quality Inference

6) Price of a product is very important to me. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

7) The price of a product is a good indicator of its quality. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

8) Generally, the higher the price of a product, the higher the quality *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

9) I will not buy counterfeit products even if it is cheaper than the original. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

10) I always have to pay a bit more for the best. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Perceived Risk

11) The risk that I take when I buy a counterfeited product is high. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

12) There is high probability that the product doesn't work. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

13) Spending money with a counterfeited product might be a bad decision. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

14) The selection of a counterfeit will affect in a negative way how others perceive me. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

15) Choosing a counterfeit will not bring the best possible monetary gain. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

16) Counterfeit Product might not be safe compared to the original product. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Subjective Norms

17) My relatives and friends approve my decision to buy counterfeited products. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

18) My relatives and friends think that I should buy counterfeited products. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

19) I like to use branded products like my friends. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

20) My friends recommend counterfeit products to me. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

21) My relatives and friends motivate me to buy counterfeit products. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Purchase Intention

22) I intend to purchase counterfeit goods. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

23) I think about the counterfeit of a product when I am purchasing something. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

24) I buy counterfeit alternative if the original product is expensive. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

25) The counterfeited alternative of a product is always an option for me rather than the original *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

26) I will continue to buy counterfeit products. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

26) I recommend counterfeit products to my friends and family. *

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Factors affecting consumers' purchase intention for counterfeit goods in Malaysia

* Required

SECTION B: DEMOGRAPHICS

Gender *

- ☐ Male
- ☐ Female

Age *

- ☐ 17-35
- ☐ 36-55

Income *

- ☐ <RM1,500
- ☐ RM1,501-RM3,000
- ☐ RM3,001-RM,6000
- ☐ >RM6,000



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