

## RELATIONSHIP OF PERSONALITY FACTORS AND PURCHASE INTENTION OF COUNTERFEIT PRODUCTS AMONG COLLEGE STUDENTS

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### Abstract

This study aims to determine the influence of personality factors which inclusive of price consciousness, fashion consciousness and value consciousness towards purchase intention of counterfeit products among college students. A total of 178 respondents have been selected through two levels of sampling, which are simple random sampling and systematic random sampling. Pearson correlation analysis showed that there were significant relationships between price consciousness towards purchase intention of counterfeits products ( $r=0.394$ ,  $p=0.000$ ) and fashion consciousness towards purchase intention of counterfeits products ( $r=0.475$ ,  $p=0.000$ ). The result of multiple Regression showed that fashion consciousness is the main influence on purchase intention ( $\beta=0.386$ ,  $p<0.001$ ). Based on the result, it gives the implication of knowledge to the consumers to further understand consumers' behaviour. Besides that, it also enables the producer of the original products to propose suitable designs and pricing structure to attract price consciousness and fashion consciousness consumers in purchasing original goods.

**Keywords:** Price Conscious, Fashion Conscious, Value Conscious, Purchase Intention, Counterfeit Products

### Introduction

Counterfeit products are defined as identical copies of original products (Carpenter & Lear, 2011). The counterfeit products may be identical in terms of the trademark such as stamp, logo, and symbols of the products. Counterfeit products imitate the characteristics and visual appearance of a reputable brand to take advantage of the status and marketing efforts of authentic brands (Horen & Pieters, 2012). In most countries, counterfeit products are the major issue as the sales of counterfeit products comprise of \$650 billion (Frontier Economics, 2011). Even in developed countries such as the United States of America, counterfeit goods are a threat and "Stop Counterfeiting in Manufactured Good Act" was introduced by the United States of America in 2006 to overcome the problem (Pollinger, 2008).

In Malaysia, this issue has also risen tremendously. There is a total of \$2.92 billion of black market value to \$721.5 million of it come from counterfeit goods and pirated market (Havoscope Malaysia, 2013). Although China has been the main source of counterfeit and pirated products (European Commission, 2011), Malaysia was among the watch list of the International Intellectual Property of Alliance in 2003 to 2006. According to the IIPA (2015), Malaysia was removed from the watch list in 2008 but again was entered in the watch list in 2010 and 2011. Malaysia was again removed from the watch list in 2013 but was specially mentioned in Special 301 in the year 2014. Even though to date, Malaysia is not on the watch list, but the instability of being in and out of the watch list does not give a good impression either towards the

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economy or society. People from around the world might refuse to have economic transactions with Malaysia for the fear of counterfeits (IIPA, 2012).

The growth and development of counterfeit industry have brought negative impact upon its stakeholders such as brand owners, producers, manufacturers, shareholders, governments, and societies. Therefore, understanding consumers' behaviour upon counterfeit products is essential. Consumers represent the demand side of counterfeit products. Insufficient attention given to examine the phenomena through the consumers' behaviour perspectives is difficult in reducing the problem. As explained by the economic theory, supply will be increased when demand for that product increases (Yoo & Lee, 2009). Therefore, understanding consumers' behaviour is important to address this issue.

Previous researches emphasize on the purchase intention of counterfeits products which including of the influencing variables of ethics (Ong, Kamaruddin, Bulathsinhalage, & Seneviratne, 2013), materialism (Ong et al., 2013), attitudes (Budiman, 2012; Zahari, Esa, Danial, Yahya, 2016; Ting, Goh, & Isa, 2016; Krishnan, Hisyam, Ramlan, Diyana, Salihah, & Atiqa, 2017), social factors (Nordin, 2009; Bagheri, 2014; Perumal & Sapihan, 2017), and demographic factors (Thurasamy, Mohamad, Janatan, Lee, & Nasirin, 2002). Nonetheless, limited researches (Sawmi, Chamorro-Premuzic, & Furnham, 2009; Bagheri, 2014) have conducted in the emphasizing the personality factors of consumers in purchasing counterfeit goods especially in the aspect of price consciousness (Ahmad, Yousif, Shabeer, & Imran, 2014), value consciousness (Thurasamy et al., 2003; Carpenter & Edwards, 2013; Jaiyeoba, Marandu, Kealesitse, & Opeda, 2015), and fashion consciousness (Krishnan et al., 2017). Furthermore, this research focuses on college students because most of them are generation Y. Generation Y has been discovered to have high purchasing power and the strong influential power in spending compared to the other generations in Malaysia (Ang, Leong, & Lee, 2009; Jambulingam, Sorooshian, & Selvarajah, 2016) and are the major economy actor in the future. Thus, examining the college students is essential. Previous studies of counterfeits products are usually focus on adolescent consumers (Nordin, 2009; Bagheri, 2014; Muhammad & Ghani, 2016; Quoquab, Pahleva, Mohammad, & Thurasamy, 2017; Noor, Muhammad, Ghani, & Ishak, 2017) and less researches had conducted to focus on college or university students (Ong et al., 2013; Zahari et al., 2016; Krishnan, et al., 2017) in Malaysia. Thus, this research gap has given a call to current research.

This paper attempts to explore the personality factors (price consciousness, fashion consciousness, and value consciousness) of the college student in relation to purchase intention of counterfeit products. There are three main objectives of current study.

- Objective 1 : To determine the relationship between price consciousness and purchase intention of counterfeit products among college students.
- Objective 2 : To measure the relationship between fashion consciousness and purchase intention of counterfeit products among college students.
- Objective 3 : To determine the relationship between value consciousness and

purchase intention of counterfeit products among college students.

Objective 4 : To determine the main dimension of personality factors (price consciousness, value consciousness, and fashion consciousness) that influences purchase intention of college students.

## **Literature Review**

### **Purchase Intention**

Purchase intention refers to an effort to purchase a product under conscious planning (Spears & Singh, 2004). According to Phau, Prendergast, and Chueh (2001), approximately one-third of the consumers are aware the product is not authentic at the moment they purchased the counterfeit product. Possessing knowledge of the authenticity of the product at the moment of purchase is considered as having purchase intention towards the counterfeit products. Wee, Ta and Cheok (1995) believe that if a person's attitude towards counterfeiting is favourable, it is most likely that he or she would consider the purchase of counterfeit products.

Purchase intention is influenced by many variables such as attitudes (Budiman, 2012 ;Chaudary, Ahmed, Gill, & Rizwan, 2014), past experience (Rasheed, Farhan, Zahid, & Rizwan, 2014 ;Teik, Seng, Xin-Yi, 2015), novelty seeking (Jaiyeoba, Marandu, Kealesitse & Opeda, 2015), ethics (Teik, Kamaruddin, Bulathsinhalage, & Seneviratne, 2013), social influence (Hadiwijaya, 2015), price conscious (Ahmad et al., 2014), fashion conscious (Kiani, 2015) and value conscious (Rahmawati, 2013). However, this research will focus on personality factors which comprise of price conscious, fashion conscious and value conscious.

### **Influence of Personality Factors**

Personality is one of the most extensive researches studied in consumer behaviour field. Personality is defined as a person's pattern of response which happens consistently (Onu, Emmanuel, & Garvey, 2014). Personality is unique and it distinguishes every person. According to Udo-Imeh (2015), personality differentiates everyone and modifies the interaction between individuals through the external environment. The indication of personality is inclusive of attitudes, tastes, preferences, values and price consciousness. There are many different aspects of personality factors in consumer perspectives. Some of the researchers used price consciousness as the personality factors dimensions. Meanwhile a few researchers used value consciousness (Teah & Phau, 2008), and some fashion consciousness (Michaela & Orna, 2015). Besides that, Nordin (2008) has used both price and values consciousness to represent personality factors. Nevertheless, limited researchers have used all three component of consumer consciousness of price, values, and fashion as a personality factors. Furthermore, Iyer and Eastman (2010), have recommended to further examine price, fashion, and values consciousness to have a comprehensive view. Thus, this paper, applied the consumer personality factors which comprised of price consciousness, fashion consciousness, and value consciousness to close the research gap.

### **Price Consciousness**

Price conscious is defined as a person who is aware of the product cost and avoids paying high price product (Ahmad et al., 2014). A research that was done by Rahpeima, Vazifedost, Hanzae and Saeednia (2014) shows that price conscious could influence the behaviour of the consumers by having higher tendency to find discounted or lower prices item. Consumers enjoy purchasing counterfeit products due to the economic benefits offered by the counterfeit products which often are a lower amount than the authentic goods and enable consumers to feel the values of the product by paying lower (Yoo & Lee, 2009). However, some consumers are less price-sensitive and tend to purchase original products than counterfeits when they are in a higher social class or possess economic power (Yoo & Lee, 2009). Nonetheless, consumers who purchase counterfeit products do not mind low quality and poor materials because they do not see counterfeits as inferior choices when they experience budget constraints and appreciate economic benefits offered by the counterfeit products (Dodge et. al., 1998; Nia & Zaichowsky, 2000). Furthermore, Rahpeima et al. (2014) postulated that consumers with higher price conscious may prefer to purchase counterfeits product which sells for a lower price rather than an original product.

### **Fashion Consciousness**

Fashion consciousness refers to a certain level of involvement with the clothing in term of styles or fashion (Ahmad, Khan, Ahmad, and Ahmed, 2012). People who are not fashion innovator or opinion leader could be a fashion conscious person as an interested person in fashion or clothing could eventually make the person become fashion conscious person (Yoo & Lee, 2009). According to Casidy (2012), fashion conscious person pays more attention to the luxurious brand than those who are less fashion conscious since fashion conscious people prefer to purchase new and fashionable products.

Branded fashion items possess a high possibility to be counterfeited by others (Lee, 2009) as fashion conscious consumers are more concerned on having the same prestige as authentic products and counterfeits might be a choice for them in order to be fashionable. In addition, the rapid pace of transformation of style and fashion have caused the consumers to consider on financial constraints while purchasing original branded product, and hence counterfeit products become lucrative to the consumers. However, the attitude to purchase counterfeit products may be weaker for those who possess a high interest in fashion (Penz & Stottinger, 2005). Furthermore, Azam, Danish, and Akhbar (2012), have discovered that consumers' fashion consciousness is significantly influencing their purchase decision. Therefore, it is reasonable to proposed that fashion consciousness is likely to influence the purchase intention of counterfeit products.

### **Value Consciousness**

Value consciousness is referred as a concern for spending lower prices with several quality constraints (Lichtenstein, Netemeyer, & Burton, 1990). A value conscious consumer will tend to balance the price with the products' quality (Sharma, 2011). Thus, in case of price pressure, consumers would probably engage in the illegal

purchase. In time of economic crisis, consumers may change in term of their level of value system, attitudes, and ethical behaviour standard (Znideric, Salai, Grubor, & Maric, 2013). Consumers may purchase counterfeit products when they are having financial difficulties. This is because of the tolerance of unethical behaviour has increased. Besides that, the low prices offered by counterfeit products despite the low compromises in quality, consumers perceive value on counterfeit products remains high due to the saving of high cost. Researches by Hidayat and Diwasasri (2013); and Carpenter and Edwards (2013) show that value conscious consumers have a significant positive relationship with purchase intention of counterfeit products. Hence, this research proposed that value consciousness is able to influence consumers' purchase intention of counterfeit products.

### **Methodology**

In order to understand the purchase intention on counterfeit products, questionnaire was used as the instrument of data collection. Target respondents for the questionnaire were undergraduate students of Universiti Putra Malaysia. According to Yoo and Lee (2009), college students are the active buyers of counterfeits products. Besides that, there are a high number of students with multiracial mixture of studying in UPM. The strategic location of UPM Serdang at the city centre has become the main reason to choose UPM's students. Students in UPM can easily access the counterfeit hotspot areas such as Kuala Lumpur, Klang Valley, and Putrajaya. Therefore, UPM students have more exposure to the counterfeit products and thus Universiti Putra Malaysia was chosen as the location for data collection.

The data collection methods were inclusive of simple random sampling and systematic sampling. Respondents from UPM were grouped according to specific streams such as science stream, social science stream, and technical stream. One faculty was chosen through simple random sampling from each stream. Further, systematic random sampling was used to choose every 7<sup>th</sup> respondents from a specific place in the faculty. According to Curry (1984), for the population size more than 10 000 respondents, the sampling percent shall be 1%. The population size of undergraduate students in UPM was approximately 15 000 (Nizam, 2017) and hence a total of 200 respondents had participated and 178 respondents had completed the questionnaire. The response rate was satisfactory which were 89% responses.

The self-administrative questionnaire was the instrument used for this research. The measurement from price consciousness was measured based on the adopted questionnaires from Huang, Lee, and Ho (2004) and Lichtenstein et al. (1990). Meanwhile, value consciousness in the current study was assessed by adopting the questionnaire from Phau and Teah (2009), and fashion consciousness was adopted from Hou and Lin (2006). In term of the purchase intention instrument development, the questions were adopted from Huang et al. (2002). Each variable is accessed by seven items on five-point Likert scale ranging from strongly disagree to strongly agree. Cronbach's alpha that was acquired from the pre-test has shown highly reliability results ranged from 0.75 to 0.93. The result has shown the above average reliability result as suggested by Nunnally (1976) with the cut-off point of 0.7.

The organization of the self-administered questionnaire was divided into two parts. Section A measured all the independent (price consciousness, value

consciousness, and fashion consciousness) and dependent variable (purchase intention). Section B elicited the respondents' demographic and nominal questions regarding counterfeit products.

In term of data analysis, the data collected were analysed by using SPSS software. The descriptive statistics such as frequency distributions, percentage, and mean were used to enable the insight of the background of respondents. Besides that, Pearson correlation coefficient was used to determine the relationship between personality factors (price consciousness, value consciousness, and fashion consciousness) and purchase intention. To determine the most influential influencer among the personality factors towards purchase intention, Multiple Regression analysis was used.

## Findings and Discussion

### Respondents' Profile

This research was based on a data collection acquired from a total of 178 respondents which consist of 60.7% of female and 39.3% of male students. As the research focused on college students, the range of age are small in which in this case only between 19 until 30 years old (mean= 22.12 year old, standard deviation= 1.68). The highest number of respondents came from the range of age 21-22 that is 58.4% while the lowest number of respondents came from the range of age 29-30 with only 1.2%. In term of ethnicity, this research divides ethnicity to two main groups which are Malay and Non-Malay. Malay respondents consist of 73.6% of the total respondents while 26.4% of the respondents were Non-Malay. The Non-Malay group consisted of Chinese, Indian and others. Of the respondents, the majority of the respondents up to 96.6% of them were single and only 2.8% of the respondents were married while only 0.6% of the respondents were divorced. Table 1 shows the respondents' profile acquired from the study.

Table 1: Profile of Respondents (N=178)

Demographic Characteristics	Frequency (n)	Percentage (%)
<b>Gender</b>		
Male	70	39.3
Female	108	60.7
<b>Age (years old)</b>		
19-20	22	12.3
21-22	104	58.4

23-24	32	17.9
25-26	9	5.0
27-28	3	1.7
29-30	2	1.2
Mean= 22.12, Standard deviation= 1.68		
<b>Ethnicity</b>		
Malay	131	73.6
Non-Malay	47	26.4
<b>Marital Status</b>		
Single	172	96.6
Married	5	2.8
Divorced/Widowed	1	0.6

### Respondents' Shopping Pattern

More than two third (60.1%) of the respondents had experienced in purchasing counterfeit products while 30.9% of the respondents have no experience in purchasing counterfeit products. In term of the counterfeit products used to purchased, clothes were the most popular choice among the other products. More than one third (39.2%) of the respondents are used to buy clothes. The next two products of mostly purchased by respondents were shoes and bags/handbags where both were 18.9% chosen by respondents. Besides that, counterfeit watches were also chosen to be bought by 12.0% of the respondents followed by perfume (6.2%) and sunglasses (2.1%). In term of the amount of money willing to spend during the purchase of counterfeit products were mostly under RM50 which is 47.4% and only 6% of the respondents were willing to spend RM200 and above for counterfeit products. This had indicated that most of the respondents tend to spend less than RM100 to purchase counterfeit goods.

Table 2: Respondents' Shopping Pattern

Shopping Patterns	Frequency (n)	Percentage (%)
<b>Purchased of counterfeit products (N=178)</b>		
Yes	107	60.1

No	55	30.9
<b>Counterfeit products used to buy (N=176)</b>		
Clothes	114	39.2
Shoes	55	18.9
Bags/handbags	55	18.9
Perfume	18	6.2
Watch	35	12.0
Sunglasses	6	2.1
Others	8	2.7
<b>Amount of money willing to spend during purchase of counterfeit products (N=176)</b>		
Under RM 50	83	47.4
RM 50 – RM 99	47	26.9
RM 100 – RM 149	26	14.9
RM 150 – RM 199	13	7.4
RM 200 or more	6	3.4

### Result of Descriptive Analyses: Purchase Intention

There were 7 questions asked to measure the purchase intention's variable. Through the choices made from the respondents ranged from strongly disagree to strongly agree, descriptive analysis was conducted to examine the level of purchase intention. Table 3 displayed the frequency distribution of purchase intention ranging from 'strongly agree' to 'strongly disagree'.

Table 3: Purchase Intention of Counterfeit Products

Statement	Strongly Disagree Freq (%)	Disagree Freq (%)	Neutral Freq (%)	Agree Freq (%)	Strongly agree Freq (%)
1. I would think about a counterfeit product as a choice when buying something.	4 (2.2)	25 (14.0)	90 (50.6)	51 (28.7)	8 (4.5)

2. I will buy counterfeit products.	4 (2.2)	20 (11.2)	85 (47.8)	63 (35.4)	6 (3.4)
3. I will consider purchasing counterfeit products for a friend.	7 (3.9)	24 (13.5)	95 (53.4)	42 (23.6)	10 (5.6)
4. I would recommend purchasing counterfeit products to friends and family.	5 (2.8)	25 (14.0)	96 (53.9)	43 (24.2)	9 (5.1)
5. I will buy counterfeit products from peddlers.	7 (3.9)	26 (14.6)	104 (58.4)	33 (18.5)	8 (4.5)
6. I would say favourable things about counterfeit products.	2 (1.1)	22 (12.4)	108 (60.7)	42 (23.6)	4 (2.2)
7. The probability that I will purchase counterfeit products is very high.	11 (6.2)	19 (10.7)	89 (50.0)	52 (29.2)	7 (3.9)

As shown in the table above, approximately one-third of the respondents (33.2) would consider and 38.8% would purchase counterfeit products. Meanwhile, 33.1% of the respondents felt high probability in purchasing counterfeit goods. However, more than half of the respondents (60.7%) found that they feel appropriate to use counterfeit products. Thus, this result indicated that a big portion of respondents has reacted positive towards the counterfeit products. This result is consistent with the research conducted by Norum and Cuno (2010). They claim that the students behave positively towards the counterfeit products and believe those products are compatible with the original one. Furthermore, they added that the students feel the action of purchasing counterfeit products were not unlawful thus induced the students' purchase intention.

### **Pearson Correlation Coefficient Analysis**

Pearson correlation was used to test the relationship between personality factors (price consciousness, fashion consciousness, and value consciousness) and purchase intention. The result of the Pearson correlation analysis for the relationship between personality factors and purchase intentions of counterfeit products are shown in Table 4. The result had displayed that both price consciousness and fashion consciousness have a significant relationship with purchase intention of counterfeit products but value consciousness had found to have no significant relationship with purchase intention of counterfeit products.

Table 4: Relationship between Personality Factors and Purchase Intention of Counterfeit Products

Personality Factor	Pearson Correlation (r)	p
Price Consciousness	0.394	0.000***
Fashion Consciousness	0.475	0.000***
Value Consciousness	0.114	0.139

Note: \*\*significant when  $p \leq 0.001$

Based on the result, the r-value of price consciousness is 0.394 and the p-value is 0.000. This result has indicated that there is a significant relationship with purchase intention of counterfeit product which is significant at the level of 0.01. According to the Cohen (1988), the r value displayed was 0.394 which is classified as having a medium degree of correlation in the significant relationship. Hence, highly price conscious consumers has high intention to purchase counterfeit products. The result is consistent with the previous studies done by Ahmad et al. (2014) and the researchers claim that college students were price conscious and they prefer low price products rather than high prices products. Thus, the personality factor of price consciousness is a significant predictor of purchase intention of counterfeit products.

In term of fashion consciousness, the finding shows that there is a relationship with purchase intention of counterfeit products ( $r = 0.475$ ,  $p = 0.000$ ). The degree of correlation of r value of 0.475 has shown a medium strength. The result is in line with previous studies which found that fashion consciousness is significantly associated with purchase intention of counterfeit products (Lee, 2009; Nordin, Norhashim, & Sadrabadi, 2013). However, Fernandes (2013); and Kiani (2015) had found a contradicting result which has rejected the significant relationship between fashion consciousness and intention to purchase counterfeit products. The inconsistency of the result is most probably due to their high ethical standard. The study done by Fernandes (2013) in term of the undergraduate students were probably exposed to the fashion campaigns which raised their ethical awareness in regards to purchasing counterfeit products. Besides that, the education campaign organized by the manufacturer to link the purchase of counterfeit products and low self-esteem may influence relationship of fashion consciousness and purchase intention of counterfeit goods. On the other hand, dissimilar result obtained by Kiani (2015) may be because of the respondents' high ethical standard which has decreased their tendency in purchasing counterfeit goods. The action of purchasing counterfeits goods was deemed as unethical behaviour and unfavourable to the original manufacturer. Thus, fashion consciousness consumers may have lower purchase intention on counterfeit goods. Nonetheless, the significant result of current study might be due to the fashion consciousness consumers especially students who tend to have more purchase intention of counterfeit products due to the benefits acquired from the product such as luxury brand name, similar details of the product and lower in term of price.

As revealed in Table 4, there was no significant relationship found between value consciousness and purchase intention of counterfeit products ( $r= 0.114$ ,  $p= 0.139$ ). The finding of the current research was found to be consistent with previous studies done by Angkouw and Rumokoy (2016); and Kiani (2015). However, the insignificant result gained from the findings was found to be inconsistent with the outcome of Hidayat and Diwasasri (2013); and Carpenter and Edwards (2013). A possible explanation is, even though counterfeit products are lower in term of the price but the quality offered are different from the authentic products and thus consumers who value the quality would probably willing to pay more for the authentic products.

### Multiple Regression Analysis

To determine which variables is the strongest influence of personality factors on purchase intention, multiple regression analysis was conducted. Purchase intention as a dependent variable and regressed against the independent variables of price consciousness, fashion consciousness, and fashion consciousness. The result of multiple regression analysis was shown in Table 5. The result of p-value may have some dissimilarity in the result of Pearson correlation and Multiple Regression. This is most probably because in Pearson correlation analysis, each variable is tested separately with purchase intention. Meanwhile, the variables are tested all together in multiple regressions and hence resulted in p-value change.

Table 5: Multiple Regression Analysis for Purchase Intention

Variable	Beta	Std Error	T	P
Price Consciousness	0.363	0.081	4.458	0.000***
Fashion Consciousness	0.386	0.064	5.986	0.000***
Value Consciousness	-0.095	0.082	-1.162	0.247

R= 0.556 R<sup>2</sup>= 0.309 F= 25.945 Sig-p= 0.000

Note: \*\*significant when  $p \leq 0.001$

As shown in the table, two of the three variables show significant relationship. Price consciousness ( $\beta=0.363$ ,  $p<0.001$ ) and fashion consciousness ( $\beta= 0.386$ ,  $p<0.001$ ) have a positive relationship with purchase intention but value consciousness variables do not shows significant relationship. This result of coefficient multiple determination ( $R^2$ ) was 0.309. This denotes that approximately 30.9 percent of the total variation in purchasing behaviour can be explained by these three independent variables. The  $R^2$  has indicated that the independent variables are accounted to slightly less than one-third fraction of the variation in purchase intention.

Nonetheless, there are several limitations in this research. The focus of the study is solely on college students and the personality factors are limited to three

variables. Future researchers should widen the focus and expand the research to other groups with an array of different personality factors to have a deeper understanding on the issue. Furthermore, there are only 178 respondents in this study and the division of groups is unequal among the male, female and age group. A larger number of respondents and an equal number of groups may be required to ensure high accuracy of the research. Last but not least, the data collection of this research is done solely in UPM and might not be able to generalize to the whole population of college students. Thus, future researchers should collect data from more than one university using probability sampling to enable the result to be generalized to the whole population.

### **Conclusion**

The research regarding counterfeit products in Malaysia among the college students are gaining popularity but previous researchers focus on personality factors namely price consciousness, fashion consciousness, and value consciousness are limited. The counterfeit products have gained a stable market in Malaysia and college students are prone to purchase the counterfeits products mostly due to the financial constraint and benefits provided by the counterfeit products.

The current research attempted to understand the personality factors which are price consciousness, fashion consciousness, and value consciousness in influencing purchasing intention of counterfeit products among college students. In such a way, the finding of this research has aid to provide a better view of the consumer behaviour in regards to their personality factors. Simply put, this finding let the consumers to have an in-depth knowledge on their main motivation to purchase counterfeit products. Thus, consumers may recognise their own problems and become a prudent consumer in making decisions.

Likewise, manufactures of authentic products are able to understand the underlying reasons of consumers' behaviour. Thus, original product manufacturers can organize an awareness campaign for fashion consciousness consumers to let them understand the ethical problem and unlawful behaviour in purchasing counterfeit goods. In this way, manufacturers may reduce the purchase intention of the consumers. Furthermore, findings of the present study disclosed that price consciousness consumers are positively significant in influencing their purchase intention. Thus, authentic manufacturers can also opt to readjust their pricing strategies to be appropriate with their designs and features to attract the price consciousness consumers. Further to prevent price consciousness consumers to purchase counterfeit products.

Counterfeit products have become common in Malaysia. Counterfeits such as clothes, handbags, watches and sunglasses are abundance in the market nowadays and increase the consumers' level of acceptance due to the ease of acquiring these products. Repeat consumption of counterfeit products has strengthened the black market. In addition, consumers are exposed to a number of factors which could influence their purchase intention of counterfeit products. In this research, the result showed that there is a significant relationship between price consciousness and fashion consciousness towards purchase intention of counterfeit products. However, there is no significant relationship between value consciousness and purchase

intention of counterfeit products. Thus, from this study, it can be concluded that college students are influenced by the price consciousness and fashion consciousness in which ultimately lead to purchase intentions of counterfeit products.

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