

Analyzing The Underlying Factors of Counterfeit Mobile Phone Purchases: A Malaysian Perspective

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Abstract

This research examines the factors affecting Malaysian customers' desire to buy counterfeit mobile phones, use the Theory of Planned Behavior (TPB). Counterfeit goods provide a worldwide dilemma, affecting economic stability, commerce, and innovation. Notwithstanding stringent prohibitions, the market for counterfeit mobile devices in Malaysia persists robustly. This study identifies and analyses six key factors: low price, prior experience, religious and ethical convictions, consumer attitudes, subjective norms, and perceived behavioral control. A quantitative approach was employed, gathering data from 283 participants in Klang Valley via a structured survey. Statistical investigation, encompassing exploratory factor analysis and regression, indicates that low price, subjective norms, and perceived behavioral control are key drivers of counterfeit phone purchases. Conversely, religious and ethical factors do not substantially dissuade customers. The results indicate that cost and social influence are significant determinants of counterfeit consumption, emphasizing the little effect of moral and ethical considerations. The research indicates that regulators and marketers should formulate ways to render authentic items more accessible and highlight the importance of consumer education regarding the ramifications of counterfeit acquisitions. This research gives insights into customer behavior and offers practical ideas for minimizing the incidence of counterfeit goods. It also fills gaps in literature, concentrating on the demand side rather than only the supply side of counterfeiting. The study's limitations consist of its geographic breadth indicating potential directions for future research to include more diverse populations and supplementary contributing factors.

Keywords: *Past experience subjective norms, religious and concerns, Customer Attitude, Purchase Intentions.*