

Factors Influencing Intention to Purchase Counterfeit Products in The Online Market Among Generation Y in Sarawak

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ABSTRACT

The rapid growth of e-commerce and digital marketplaces has significantly increased consumers' exposure to counterfeit products, particularly among younger consumers who frequently engage in online shopping activities. Despite continuous efforts by brand owners and regulatory authorities to combat counterfeit trade, the demand for counterfeit products remains prevalent. Therefore, this study examines the factors influencing the intention to purchase counterfeit products in the online market among Generation Y consumers in Sarawak. Drawing upon the Theory of Planned Behaviour (TPB), this study investigates the influence of attitude, subjective norms, perceived behavioural control, brand consciousness, and price on consumers' purchase intention. A quantitative research approach was adopted, and data were collected from 384 Generation Y consumers in Sarawak using a structured questionnaire distributed through online platforms. The data were analysed using Structural Equation Modelling (SEM) with AMOS to evaluate both the measurement and structural models. The findings reveal that attitude, subjective norms, perceived behavioural control, and price have significant positive effects on purchase intention towards counterfeit products. Among these factors, price emerged as the strongest predictor, indicating that affordability and economic considerations are the primary motivations for purchasing counterfeit products online. In contrast, brand consciousness was found to have a significant negative influence on purchase intention, suggesting that consumers who place greater importance on brand authenticity, prestige, and reputation are less likely to purchase counterfeit products. The study contributes to the existing literature by extending the application of the Theory of Planned Behaviour in the context of online counterfeit product consumption and by incorporating brand consciousness and price as additional explanatory factors. The findings provide valuable insights for policymakers, brand owners, and e-commerce platform operators in developing effective strategies to reduce counterfeit product consumption and promote awareness of the risks associated with purchasing counterfeit goods in online marketplaces.

Keywords: counterfeit products, purchase intention, generation y, attitudes, subjective norms, perceived behavioral control, brand consciousness, price

INTRODUCTION

As a result of the rapid expansion of the internet, which has led to the emergence of a large number of online markets, the contemporary global age has entered the era of the fourth industrial revolution, also known as the Industrial Revolution 4.0. Purchasing goods and services online has grown in popularity. It is not surprising that online shopping has become more and more popular given the advantages of doing it from home, comparing costs with other websites, and reading product evaluations. Compared to the conventional method of employing private value-added networks, the Internet and WWW have made it easier, simpler, cheaper, and more easily available for consumers and businesses of all sizes to communicate and conduct commercial transactions electronically (Margherio, 1998). The consumers shop online because they find a significant increase in their selection. When making a purchase decision, they have more information at their disposal. Therefore, this online purchase can save time for users who are busy with daily work and they can find shopping easier online. Following their initial experience, consumers will exclusively buy these things online (Landry, 1998; Peterson et al., 1997). Online buying behaviour has been profoundly changed by the

growing usage of the internet. According to Vinerean (2014) and Suki (2006), both found that when people gain greater internet familiarity, they are more willing to shop online, with user-friendliness and product reliability being important variables.

Online markets face significant fraud issues because sellers and buyers usually do not know each other, live in different locations, and usually interact only in one commercial transaction (Utz, S et al., 2009). In particular, when consumers buy goods such as branded goods, electronics or pharmaceutical products, they may unknowingly fall victim to fraudulent fraud schemes. The unapproved production or distribution of goods whose features are shielded by copyrights, patents, or trademarks is known as product counterfeiting (Cordell, V et al., 1996). According to Grossman, G.M., and Shapiro, C (1988), the trade of counterfeit products is carried out in two types of markets: a non-deceptive market where consumers can easily distinguish counterfeit from genuine goods and a confusing counterfeit market, an environment where consumers cannot distinguish fake than genuine due to lack of information provided or familiarity with the product. Counterfeit goods refer to items that are purposefully created to mimic or reproduce genuine goods, usually to mislead customers into thinking they are buying genuine goods. Counterfeit products are low-quality imitations of original items typically known as illicit trade in those imitations from original versions (Jenny Ng, Goh Chok Huat, Tan Seng Teck, 2021). Counterfeiting is when the original product has been imitated, faked, copycatted, and copied (Beth, 2019) by irresponsible parties. The counterfeit product is one that closely resembles an authentic item bearing a valued brand, right down to the branding and packaging, but is typically of lesser quality. These products are usually produced without the authorization or knowledge of the original brand or manufacturer, and they often infringe on intellectual property rights such as trademarks, copyrights, or patents. It can range from luxury items like designer clothing, accessories, and watches to electronics, pharmaceuticals, automotive parts, and even everyday items such as cosmetics or household products.

When it comes to shopping online, Generation Y is the most engaged among the generations. With the aid of technology, consumers now have a far wider range of options, and making judgements about what to buy is made easier by having access to information online. People of Generation Y were born between 1977 and 1994 (Paul 2001) and they were between 29 and 46 years old as of 2023. Generation Y is a sizable group of young people who have garnered a lot of attention because, in addition to having enormous purchasing power, they also exhibit distinct shopping habits from other generations (San et al., 2015). Being well-educated and equipped with cutting-edge technology and knowledge, they possess a strong sense of judgement while making independent decisions. They are self-expressed, autonomous, self-absorbed, and perceptive to emerging social trends (Williams et al., 2014). As such, brand consciousness, perceived quality, social influences, traits of vanity and the need for uniqueness influence Generation Y purchase intention and intention are related with Generation Y behaviour (Soh et al., 2017). They are more involved with their purchases compared previous generations because they are more concerned about the social consequences of the wrong purchase and choice (Fernandez, 2009). Customers in Generation Y are motivated by the need to project a "trendy" social image, which they typically actualize via brand consumption (Twenge and Campbell, 2008). They are also more aware of fashion and follow the newest trends in the industry (Rathnayake, 2011).

In today's world, the problem of counterfeiting products is growing at a startlingly rapid pace, particularly in the areas of manufacturing, distribution, and consumption (Kasuma et al., 2020). There appear to be some substantial steps taken to overcome the challenges, as well as the implementation of techniques to trace, identify, and take legal action against criminal activity that engages in counterfeiting. However, the effort appears to be both impractical and ineffective for several reasons, including the expansion of global trade and the development of new markets, the proliferation of counterfeit businesses that are more innovative, the rapid expansion of technological advancements, and the increase in the quantity of merchandise that is worth counterfeiting the genuine product (Kasuma et al., 2020). Considering this, the problem of counterfeiting continues to be a major issue for international trade in many countries, including Malaysia (Ting, Goh et al., 2016). According to data from the 2010 Havoscope Global Market Index, the value of counterfeit goods in Malaysia has risen to RM 378 million in recent years. Malaysia, on the other hand, was designated as a "prioritised copyright fake watch list for additional scrutiny to seize counterfeit products" (Top 10 Copyright Piracy Countries, 2010), Piracy Countries conference of the International Anti-Piracy Congress. Abraham

and Toh (2015) reported that in 2013 there were 1,811 fake luxury goods sold in Malaysia worth more than RM3 million. January to March 2014, counterfeit luxury products were sold worth about RM250,000. Previous study showed the products that they have purchased, most of the consumers have purchased counterfeit luxury designer bags (26 percent), followed by counterfeit CDs and DVDs (25 percent), clothing (16 percent), counterfeit cosmetics products (13.5 percent), pharmaceuticals (9.5 percent), computer software (9 percent) and the least counterfeit automotive products (1 percent) (Harun, A. et al., 2020).

The manufacturing process of the counterfeit product is inexpensive and easily accessible, which further contributes to the increased production of counterfeit products (Chiu & Leng, 2016). In response to the growing number of counterfeit products available on the market, there has been an increase in the number of buyers who are interested in purchasing counterfeit products (Bhatia, 2018). There are a number of variables that are contributing to the daily rise in demand for the purchase of counterfeit products (Quoquab et al., 2017). The phenomenon of counterfeiting continues to grow further and further across the borders of the world. Because of this, the difficulties that have arisen continue to have an impact on luxury companies and cause damage to their reputations. As a result of the considerable impact that it has on economic expansion, the exponential development in sales of counterfeit products has become a major source of concern for academics, policymakers, businesses, and non-governmental organizations (Bian et al., 2016; Eisend, 2019). In this era of the digital revolution, businesses, marketing teams, and policymakers have highlighted the role that the Internet plays in the intention to acquire counterfeit products (Islam et al., 2021). Despite this, the problem of counterfeiting in this industry has only been given serious consideration, and research has just recently begun to be conducted on this topic. With that in mind, the purpose of this study is to determine the factors that influence the desire of Generation Y in Sarawak to acquire counterfeit products in the online market.

LITERATURE REVIEW

Attitudes

A person's attitude can be defined as the mental state that they employ to structure how they perceive their surroundings (Jiang et al., 2019). Within the framework of the theory of planned behaviour, the term "attitude" refers to an individual's general evaluation or favourability toward engaging in a particular behavior, such as purchasing a product or service. A favourable attitude toward a specific brand or product has a significant impact on the consumers' intentions to make a purchase (Ajzen & Madden, 1986). An aspect that can be used to forecast the intentions and behaviour of customers is their attitude and the attitudes that people have toward counterfeit products are also considered to be a factor that has a significant influence on the concept of purchasing counterfeit goods (Usmani & Ejaz, 2020). The attitudes that customers have toward counterfeit products are therefore a dynamic factor that can be used to predict the intention to purchase counterfeit products.

Subjective Norms

The subjective norm is a social factor that refers to the perceived social pressure to perform or not perform a particular behaviour with regard to a particular behaviour (Ajzen & Madden, 1986). Subjective norms play a crucial role within the theory of planned behaviour framework by influencing individuals' purchase intentions. It was suggested that the influence of social environment on the formation of an individual's attitude could be the explanation for the connection between subjective norms and behaviour (Chang, 1998). The influence of an individual's social environment on the formation of their attitude was suggested to be a possible explanation for the connection between subjective norms and behaviour. In addition, subjective norms have the potential to influence a customer's intention to purchase counterfeit goods, particularly in situations where the customers' behaviour of purchasing counterfeit goods is accepted by their friends and family (Tseng et al., 2021).

Perceived Behavioral Control

In the theory of planned behaviour, the concept of perceived behavioural control is recognised as an essential

component (Wu, 2023). In addition, in the context of making decisions regarding purchases, individuals are more likely to have the intention to purchase a product or service if they have the perception that they have control over the process of making the purchase. In situations where consumers have greater access to counterfeit goods, they will experience higher levels of perceived behavioural control and in turn, can result in increased levels of intention to purchase counterfeit products (Chiu & Leng, 2016).

Brand Consciousness

The concept of perceived behavioral control is an essential component of the theory of planned behaviour. It describes how an individual perceives their capacity to carry out behaviour and how confident they are in their ability to control that behavior (Ajzen & Madden, 1986). When it comes to the decision-making process for consumers, brand consciousness refers to the psychological preference that consumers have for brand-name products (Jiang & Shan, 2016).

Authentic brand names and logos are frequently used by counterfeit goods to confuse customers, particularly when the customers are unfamiliar with the product. This suggests that brand consciousness may be an essential factor in the study of consumers' purchasing behavior when it comes to counterfeit products (Tseng et al., 2021). Therefore, Consumers' intentions to purchase a product are significantly influenced by their perceptions of their ability to control their behaviour, which is a significant factor in the context of purchase decisions.

Price

Price refers to the monetary value or amount assigned to a product, service or item in exchange for its ownership, use or acquisition. It is also the amount of money that customers are willing to spend on something. According to the majority of previous research, the primary factor influencing consumers to purchase counterfeit goods was price (Albers-Miller, 1999; Wiedman et al., 2007 as referenced in Stravinskiene et al., 2013). Furthermore, the low cost of counterfeit items raises the perceived value ratio—the calculation that compares the price to the quality of an item (Ang, 2001).

Purchase Intention

The theory of planned behaviour (TPB) contends that purchasing intention, which is in turn influenced by attitudes, is a good predictor of purchase behaviour (Phau and Teah, 2009). To better predict behaviour, attitudes towards behaviour should be considered rather than attitudes towards the product (Phau and Teah, 2009; Penz and Stottinger, 2005). According to several research, attitudes regarding fake goods have a significant favourable impact on consumers' intention to buy (Phau and Teah, 2009; Nordin, 2009; De Matos et al., 2007; Huang et al., 2004). The likelihood that consumers will buy counterfeit products increases with consumer views about counterfeiting (Wee et al., 1995).

Conceptual Framework

The Theory of Planned Behavior was developed as an extension of the Theory of Reasoned Action. Its ability to examine and anticipate behaviour that is not entirely under volitional control makes it a suitable theoretical framework for this study on faking. On the other hand, where there is a lack of total volitional control over behaviour, a higher perceived level of behavioural control ought to be linked to stronger relationship intention behaviour (Armitage and Conner, 2001, Penz and Stottinger, 2005).

This study was carried out to associate several measurements that predict the factors that drive and encourage purchase intention of counterfeit product. On the basis of the literature review and arguments as discussed above, the framework in this study was developed to determine on the relationship between attitudes, subjective norm, perceived behavioural control, brand consciousness and price as independent variables, while the purchase intention to be the dependent variable.

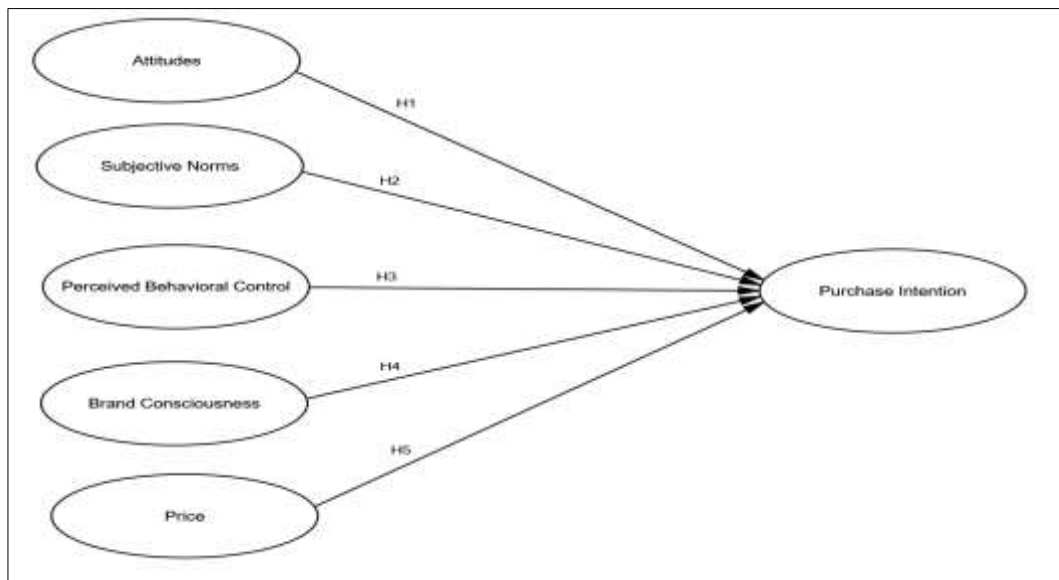


Figure 1: Conceptual Framework

METHODOLOGY

This study employed a quantitative research design using a cross-sectional survey approach to examine the factors influencing the intention to purchase counterfeit products in the online market among Generation Y consumers in Sarawak. A structured questionnaire was utilized as the primary data collection instrument, as survey research enables the efficient collection of data from a large number of respondents and facilitates the empirical testing of hypothesized relationships among variables. The target population comprised Generation Y consumers residing in Sarawak who have experience purchasing products through online platforms. A convenience sampling technique was adopted due to its practicality and effectiveness in accessing respondents who met the study's selection criteria. Data were collected electronically using Google Forms, and the questionnaire link was distributed through various online channels, including social media platforms and messaging applications. To enhance accessibility and participation, a Quick Response (QR) code was generated, allowing respondents to access the questionnaire directly via their mobile devices. Participation in the study was voluntary, and respondents were informed about the purpose of the research prior to completing the questionnaire. To ensure confidentiality and anonymity, no personally identifiable information, such as names, contact numbers, or email addresses, was collected from the respondents. A total of 384 usable responses were obtained and retained for analysis. The sample size exceeded the minimum requirement for Structural Equation Modelling (SEM), thereby providing adequate statistical power for hypothesis testing. The collected data were analysed using IBM Statistical Package for the Social Sciences (SPSS) and Analysis of Moment Structures (AMOS). SPSS was employed for data screening, descriptive analysis, and preliminary assessment of the measurement items. Subsequently, Structural Equation Modelling (SEM) using AMOS was conducted to evaluate the measurement model and test the hypothesised relationships among the constructs. The analysis followed a two-step approach recommended by Anderson and Gerbing (1988). First, Confirmatory Factor Analysis (CFA) was performed to assess the reliability and validity of the measurement model through factor loadings, Composite Reliability (CR), Average Variance Extracted (AVE), and model fit indices. Second, the structural model was evaluated to examine the direct effects of Attitude, Subjective Norms, Perceived Behavioural Control, Brand Consciousness, and Price on Purchase Intention. The significance of the hypothesised relationships was assessed using standardized path coefficients, critical ratios (C.R.), and p-values.

Data Analysis

Confirmatory Factor Analysis

A Confirmatory Factor Analysis (CFA) was conducted using AMOS to assess the validity and reliability of the measurement model comprising five exogenous constructs, namely Attitude, Subjective Norms, Perceived

Behavioural Control, Brand Consciousness, and Price, together with the endogenous construct Purchase Intention. Figure 2 illustrates the final CFA measurement model, including the standardized factor loadings and correlations among the latent constructs.

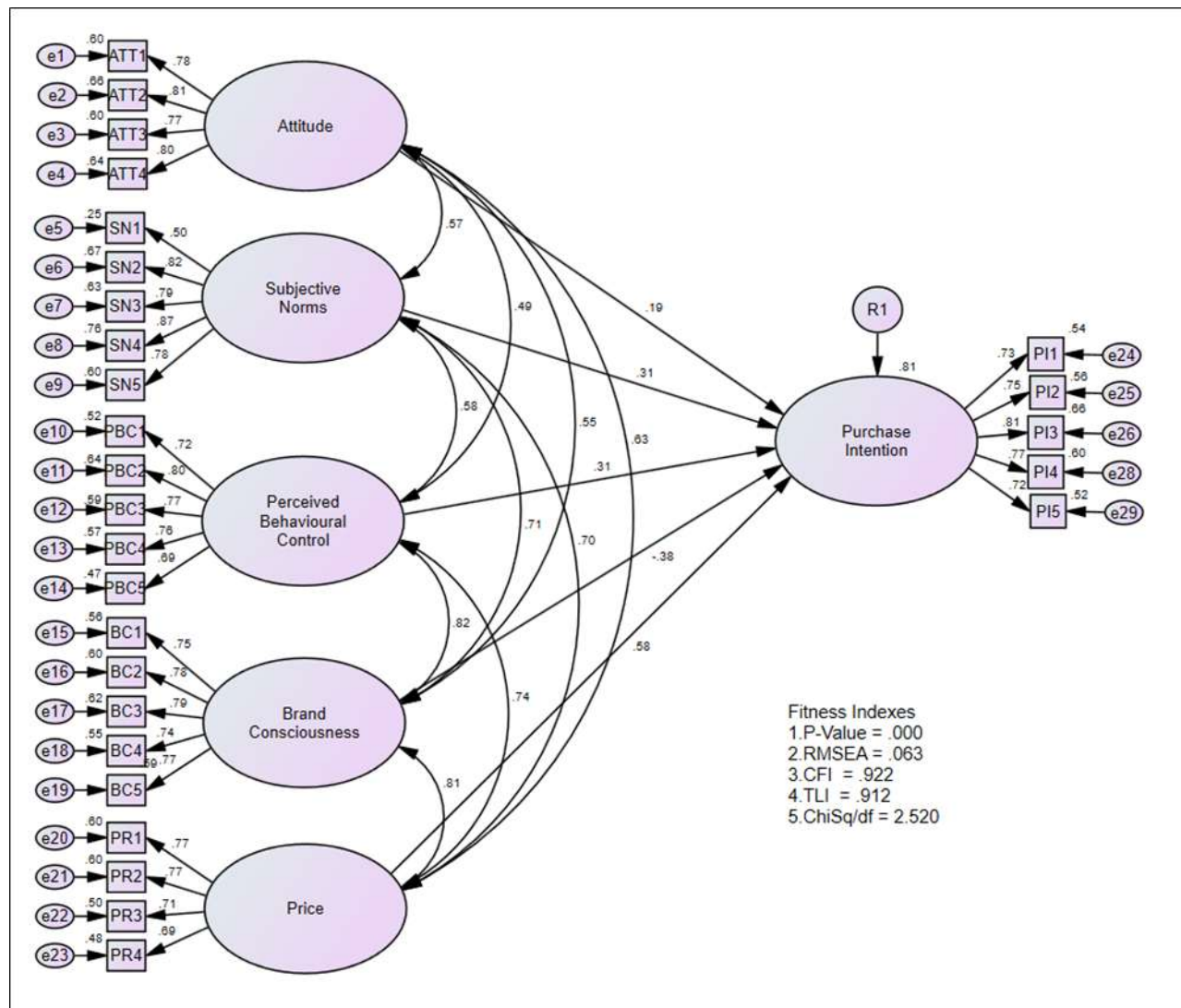


Figure 2. Confirmatory Factor Analysis (CFA) Measurement Model

The overall measurement model demonstrated a satisfactory fit to the observed data. As illustrated in Figure 2, the goodness-of-fit indices indicate that the proposed model adequately represents the covariance structure among the observed variables. Specifically, the chi-square divided by degrees of freedom (χ^2/df) was 2.520, which is below the recommended threshold of 3.00, indicating a good model fit. The Root Mean Square Error of Approximation (RMSEA) was 0.063, which falls within the acceptable range of less than 0.08. Furthermore, the Comparative Fit Index (CFI = 0.922) and Tucker-Lewis Index (TLI = 0.912) exceeded the recommended threshold of 0.90, suggesting a satisfactory level of model fit. Although the p-value was significant ($p < 0.001$), this result is commonly observed in SEM studies involving relatively large sample sizes and therefore does not necessarily indicate poor model fit. Overall, the findings confirm that the measurement model achieved an acceptable level of goodness-of-fit and was suitable for subsequent validity assessment and structural model analysis.

Convergent Validity

Convergent validity was assessed through factor loadings, Composite Reliability (CR), and Average Variance Extracted (AVE). The standardized factor loadings exceeded the recommended threshold of 0.50, indicating adequate item reliability. Furthermore, the Composite Reliability values for all constructs exceeded 0.70, while the AVE values were greater than 0.50, satisfying the criteria proposed by Fornell and Larcker (1981). These

results confirm that the indicators consistently measure their intended constructs. As presented in Table 1, all measurement items exhibited factor loadings above the minimum threshold of 0.50, ranging from 0.50 to 0.88. The AVE values for all constructs ranged from 0.520 to 0.624, exceeding the recommended value of 0.50. Similarly, the CR values ranged from 0.812 to 0.875, which are well above the acceptable threshold of 0.70. These findings indicate that the indicators adequately represent their respective latent constructs and demonstrate satisfactory internal consistency. Specifically, the Attitude construct recorded an AVE of 0.624 and a CR of 0.869, indicating strong convergent validity. Subjective Norms achieved an AVE of 0.582 and a CR of 0.871, while Perceived Behavioural Control demonstrated an AVE of 0.558 and a CR of 0.863. Brand Consciousness recorded an AVE of 0.584 and a CR of 0.875. Furthermore, Price achieved an AVE of 0.520 and a CR of 0.812, whereas Purchase Intention reported an AVE of 0.569 and a CR of 0.868. Overall, all constructs satisfied the recommended criteria for convergent validity, confirming that the measurement items sufficiently capture the underlying theoretical constructs. To establish convergent validity, each indicator associated with a latent construct should achieve a factor loading greater than 0.60 (Awang, 2015). Convergent validity refers to the extent to which the items measuring the same construct are strongly related to one another. In this study, convergent validity was assessed using factor loadings, average variance extracted (AVE), and composite reliability (CR). The results presented in Table 3 show that all factor loadings exceeded the recommended value of 0.60. In addition, the AVE values for all constructs were greater than 0.50, while the CR values exceeded 0.60, satisfying the recommended thresholds (Abdul-Rahim et al., 2022; Awang, 2015). Therefore, all constructs demonstrated adequate convergent validity.

Table 1. Convergent Validity Assessment

Variable	Factor Loading	AVE	CR
Attitude		0.624	0.869
	0.78		
	0.81		
	0.77		
	0.80		
Subjective Norms		0.582	0.871
	0.50		
	0.82		
	0.79		
	0.87		
	0.78		
Perceived Behavioural Control		0.558	0.863
	0.73		
	0.80		
	0.77		
	0.75		
	0.68		
Brand Consciousness		0.584	0.875
	0.72		
	0.80		
	0.76		

	0.76		
	0.69		
Price		0.520	0.812
	0.75		
	0.76		
	0.69		
	0.68		
Purchase Intention		0.569	0.868
	0.73		
	0.75		
	0.81		
	0.77		
	0.73		

Hypothesis Testing

Table 2. The results of the hypothesis testing.

Relationship			Estimate	S.E.	C.R.	P	Result
Purchase Intention	<---	Attitude	0.164	0.048	3.443	0.000	Supported
Purchase Intention	<---	Subjective Norms	0.292	0.062	4.726	0.000	Supported
Purchase Intention	<---	Perceived Behavioural Control	0.278	0.076	3.664	0.000	Supported
Purchase Intention	<---	Brand Consciousness	-0.38	0.115	-3.309	0.000	Supported
Purchase Intention	<---	Price	0.63	0.113	5.576	0.000	Supported

The structural model was evaluated to examine the relationships between Attitude, Subjective Norms, Perceived Behavioural Control, Brand Consciousness, Price, and Purchase Intention towards counterfeit products in the online market among Generation Y consumers in Sarawak. The findings in table 2 indicate that all proposed predictors significantly influence Purchase Intention, thereby supporting all five hypotheses. The results reveal that Attitude has a positive and significant effect on Purchase Intention ($\beta = 0.164$, $CR = 3.443$, $p < 0.001$). This finding suggests that Generation Y consumers who hold favourable perceptions towards counterfeit products are more likely to develop intentions to purchase them. Positive attitudes may arise from perceptions that counterfeit products provide similar functionality, appearance, and utility to genuine products at a substantially lower cost. The result supports the Theory of Planned Behaviour (TPB), which posits that favourable attitudes towards a behaviour increase the likelihood of behavioural intention. Similarly, Subjective Norms significantly and positively influence Purchase Intention ($\beta = 0.292$, $CR = 4.726$, $p < 0.001$). This result indicates that social influence plays a crucial role in shaping consumers' intentions to purchase counterfeit products online. Family members, friends, peers, and social media communities may contribute to the normalisation of counterfeit product consumption. Among Generation Y consumers, purchasing decisions are often influenced by recommendations and experiences shared through online platforms, making social approval an important determinant of purchase intention. The analysis further demonstrates that Perceived Behavioural Control has a

positive and significant effect on Purchase Intention ($\beta = 0.278$, $CR = 3.664$, $p < 0.001$). This finding suggests that consumers who perceive purchasing counterfeit products as easy, convenient, and within their control are more likely to engage in such behaviour. The widespread availability of counterfeit products through online marketplaces, social commerce platforms, and mobile applications reduces barriers to purchase, thereby enhancing consumers' confidence in completing online transactions. Interestingly, Brand Consciousness exhibits a significant negative relationship with Purchase Intention ($\beta = -0.380$, $CR = -3.309$, $p < 0.001$). The negative coefficient indicates that consumers who place greater importance on brand reputation, prestige, and authenticity are less likely to purchase counterfeit products. Highly brand-conscious consumers generally value genuine products because they associate authentic brands with superior quality, status, and social image. Consequently, such consumers may perceive counterfeit products as inconsistent with their desired self-image and consumption values. Among all predictors, Price emerges as the strongest determinant of Purchase Intention ($\beta = 0.630$, $CR = 5.576$, $p < 0.001$). This finding indicates that affordability and economic considerations are the primary motivations driving Generation Y consumers to purchase counterfeit products online. Counterfeit products often offer substantial cost savings compared to genuine alternatives, making them attractive to price-sensitive consumers. The result suggests that consumers are willing to trade authenticity for affordability when they perceive that counterfeit products provide acceptable value for money. Overall, the findings demonstrate that Attitude, Subjective Norms, Perceived Behavioural Control, Brand Consciousness, and Price significantly influence consumers' intention to purchase counterfeit products online. Among these factors, Price exerts the strongest positive influence on Purchase Intention, followed by Subjective Norms, Perceived Behavioural Control, and Attitude. Conversely, Brand Consciousness negatively influences Purchase Intention, suggesting that consumers who highly value authentic brands are less likely to engage in counterfeit purchasing behaviour. These findings provide empirical support for the Theory of Planned Behaviour and highlight the importance of both social and economic factors in explaining counterfeit product consumption among Generation Y consumers in Sarawak.

CONCLUSION

In conclusion, this study examined the factors influencing Generation Y consumers' intention to purchase counterfeit products in the online market in Sarawak Utilizing an expanded version of the Theory of Planned Behaviour (TPB), the analysis explored how purchase intent is shaped by attitude, subjective norms, perceived behavioural control, price, and brand consciousness. Given the expansion of e-commerce and the rising availability of fakes, grasping these dynamics has become vital for academic experts and industry professionals alike. The results demonstrate that all five examined factors notably impact the inclination of consumers to acquire counterfeit items online. Attitude, subjective norms, perceived behavioural control, and price have positive effects on purchase intention, while brand consciousness has a negative effect. Among these factors, price was found to be the strongest predictor, indicating that affordability remains the main reason consumers choose counterfeit products. In contrast, consumers with higher brand consciousness are less likely to purchase counterfeit goods because they value authenticity, product quality, and brand reputation.

This study successfully achieved all of its research objectives by identifying the key factors affecting purchase intention and examining the relationships between these variables using Structural Equation Modelling (SEM). The findings show that both psychological and economic factors play an important role in shaping consumers' intentions to purchase counterfeit products in the online marketplace. From a theoretical perspective, this study supports the application of the Theory of Planned Behaviour in explaining counterfeit purchase intention. The inclusion of brand consciousness and price also extends the TPB framework, providing a broader understanding of consumer behaviour in the context of online counterfeit purchases among Generation Y consumers in Sarawak. The brand owners should continue to strengthen consumer awareness by promoting product authenticity, quality, and long-term value. At the same time, e-commerce platforms should enhance seller verification, improve monitoring systems, and strengthen efforts to detect and remove counterfeit product listings. Together, these initiatives can help reduce the demand for counterfeit products and create a safer online shopping environment.

Furthermore, this study provides a better understanding of the psychological, social, and economic factors that influence Generation Y consumers' intention to purchase counterfeit products online. The findings contribute to the existing literature, offer practical guidance for relevant stakeholders, and provide a useful foundation

for future research. More importantly, they highlight the need for continuous efforts to reduce counterfeit product purchases, protect intellectual property rights, and encourage a more ethical and sustainable digital marketplace.

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