

**ATTITUDE AND PURCHASE INTENTION TOWARDS COUNTERFEIT
ELECTRONIC MOBILE DEVICES AMONG STUDENTS OF
SELECTED UNIVERSITIES IN CAVITE**

Undergraduate Thesis
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Financial Management

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ABSTRACT

MEDINA, LOWEN G. Attitude and Purchase Intention towards Counterfeit Electronic Mobile Devices among Students of Selected Universities in Cavite. Undergraduate Thesis. Bachelor of Science in Business Management. Cavite State University, Indang, Cavite. April 2013. Adviser: Gener T. Cueno.

The study was conducted from November 2012 to February 2013 in selected universities in Cavite, namely: Cavite State University-Main Campus, Technological University of the Philippines, Polytechnic University of the Philippines, De La Salle University, and Adventist University of the Philippines.

The study was designed to describe the socio-demographic characteristics of the students; identify counterfeit electronic mobile devices that students are aware of including their purchased history and intention; determine the students' level of attitude towards counterfeit electronic mobile devices; identify their purchase intention towards counterfeit electronic mobile devices; determine the dominant factors influencing attitude towards counterfeit electronic mobile devices; ascertain if there is a significant relationship between socio-demographic, social and personality factors of students with their attitude and purchase intention towards counterfeit electronic mobile devices; and determine if there is significant relationship between students' attitude and purchase intention towards counterfeit electronic mobile devices.

Descriptive-correlational research designs were used in this study. Descriptive statistics was used to describe the students' socio-demographics. Five-point rating scale was used to determine the level of attitude and their purchase intention of students towards counterfeit electronic mobile devices.

Kendall's Tau Coefficient of Correlation was used to ascertain the relationship between the variables.

Socio-demographics such as age and allowance, and social and personality factors such as normative susceptibility, perceived risk, novelty seeking, and status consumption were found to be significantly related to students' attitude and purchase intention towards counterfeit electronic mobile devices.

Majority of the students were male, under the age group of 18-20, single and with a monthly allowance of Php2, 000 below.

There was a "Positive Attitude" among students towards counterfeit electronic mobile devices, with a "High Level of Purchase Intention" towards these counterfeits.

The dominant factors influencing attitude towards counterfeit electronic mobile devices were value consciousness and personal gratification.

Socio-demographics such as age and allowance, and social and personality factors such as normative susceptibility, perceived risk, novelty seeking, and status consumption were found to be significantly related to students' attitude and purchase intention towards counterfeit electronic mobile devices.

A significant relationship between attitude and purchase intention towards counterfeit electronic mobile devices was also detected.