ABSTRACT

The purpose of this study was to investigate the buyers’ attitude and behaviour with respect to pirated products in Malaysia, and to present findings potentially applicable for the purpose of planning and implementing effective marketing strategies to counteract the ever growing competitive threat facing multinational entrants to the Malaysia market. Knowledge in the published literature was combined with response from the focus groups that consist of the major ethnic groups in Malaysia. Data were analyzed and interpreted using SPSS software by means of frequency, and factor analysis. Respondents were classified as heavy and light buyers of pirated products based on the criteria derived from the focus group and survey findings. Responses from 304 buyers of two main product categories: video discs, and clothing and accessories presented that buyers who were single were more likely to be light buyers of pirated video discs. Buyers from all ethnic groups in Malaysia tended to agree that the pirated video discs are published quickly, variety and supply are adequate, well supported by machines, quality is reasonable. There were no significant differences between light and heavy buyers of pirated video discs in terms of all the 14 self image items. The buyer categories of clothing and accessories are not affected by any of the demographic variables included in this study. Most of the buyers from all ethnic groups tended to disagree that the purchase of pirated clothing and accessories was not legal and unethical. Light pirated clothing and accessories buyers are more outgoing, confident, careful, and decisive and reserved than the heavy buyers. Buyers who were private sector employees were more likely to be light buyers of other pirated products. Light buyers for other pirated products are more decisive than the heavy buyers. The quota control was made on the ethnic groups’ percentages to represent the ethnic group perception on pirated products. However, convenience sampling limited the respondents’ locations, education level and occupation variety. Cautions should be taken to generalize the findings from this study. Suggestions for future research were included in the report. The findings identified several crucial points as inputs to original brand marketers in planning and implementing marketing strategies. Suggestions were made to original brand marketers and included in the report. This study replicates part of the study conducted in the three cities of China, by using equivalent attributes in the study. Parts of the concepts used by a researcher in Malaysia were included in this study. These concepts were tested against the buyers from the major ethnic groups in Malaysia.
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