Consumer Attitude towards Counterfeit Products: With Reference to Pakistani Consumers

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1. Abstract

The main purpose of this research is to develop and test a model that shows the main predictors of consumer's attitude toward counterfeit products and to help companies to realize the main factors that are influencing consumer attitude towards counterfeit products and build successful anti-piracy policy. Population was all the students of the Bahawalpur District. Sample unit was the students of Islamia University of Bahawalpur as regular or private students. Sample frame was all the students of DMS which are at the level of Bachelor, Master and MS. We have used the convenience and non-probability sampling techniques in this study. Sample size140 for this study conducted in Bahawalpur district. The main part of the paper is to show that consumer buy counterfeited products are dependent on the attitudes they have toward counterfeit products, which is influenced by price-quality inference, perceived risk, subjective norm, integrity, and personal gratification.

1.1 Practical Implications:
The paper contributes to inform policy makers of a firm and managers of brands about the main predictors of consumer's attitudes toward counterfeit products.

Keywords: Counterfeit products, Asia, Counterfeiting, Consumer attitude

2. Introduction

Counterfeiting is one of the fastest growing economic crimes worldwide including developed and developing countries. It is threatening the economies of the countries. It damages new investment opportunities for investors. Now a day due to the advance in technology, companies have become enable to produce counterfeit products that are like original products. Today in market , a vast range of counterfeit products are counterfeited, including clothing, movies, software, pharmaceuticals, mobile phones, car parts, perfume, agrochemicals and etc.

Many definitions have been used for counterfeit products. We can define as Counterfeiting is the practice of companies to produce inferior quality goods and sale these goods under a brand name without the authorization of brand owner. Chaudhry et al. (2005) define as "any unauthorized manufacturing of goods whose special characteristics are protected as intellectual property rights (trademarks, patents and copyrights) constitutes product counterfeiting."

The manufacturing of counterfeit goods is most common practice in developing countries with a strong, low-cost manufacturing capability, including many state throughout Asia (such as Pakistan, China, India and Taiwan), although these counterfeit goods are sold around the globe boundaries.

Counterfeiting is worldwide problem. It is increasing day by day in Pakistan. Pakistan is an underdeveloped country and people are living below the poverty line. Suppliers are producing counterfeit products because there is a demand in market. The main aim of this study is to propose and to test a model that deals with the main predictors of consumer attitudes toward counterfeit products.

3. Literature Review

Stephen P Robbins and Mary coulter (p. 347) define attitude as "Attitudes are evaluative statements – either favorable or unfavorable – concerning objects, people, or events". "Attitude is a learned predisposition to behave in a consistently favorable or unfavorable manner with respect to a given object" (Schiffman and Kanuk, 1997, p. 167). Attitude is a "learned predisposition to respond to a situation in a favorable or unfavorable way" (Huang et

al., 2004).Attitude is known to be extremely associated with one's targets, attitude is a sound analyst of one's behavior (Ajzen and Fishbein, 1980).As we know that we cannot measure one's attitude directly therefore researchers rely on consumer behavior through research (Huang et al., 2004). Why people buy counterfeit products? Three fundamental reasons are which effect the consumers to use counterfeit products which are psychographic characteristics, demographic factors, and products features. Psychographic characteristics are information liability, value consciousness, truth, rank and greediness. Demographics factors are sex, salary, oldness, service, education and culture. Product features are type of product, brand copy, product association and knowledge which effect purchase behavior.

"In the context of this study, consumer evaluation of counterfeits will be an important predictor of his/her intention to buy a counterfeit, as well as how much agreement about this behavior he/she receives from his/her orientation group. In this way, what factors effects consumer calculation of a counterfeit becomes the emphasis of the study? Based on the literature review, the important predictors are presented below." (Celso Augusto de Matos, p.37)

3.1 Price Quality Inference

Price and quality are the main factors effects Consumers purchase a counterfeit product. Generally consumers focus on quality and price. Generally consumer think two basic changes among a brand and counterfeit product, lower price and the poorer warranties, price and risk are the valuable reasons attitude towards counterfeit products (Huang et al., 2004). According to the (Cespedes et al., 1988; Cordell et al., 1996), according to previous information price is the main effect on the consumer to buy counterfeit product. Interpretation of quality by the price level is a joint approval among consumers and a significant reason in consumer behavior (Chapman and Wahlers, 1999)

Commonly consumers rely on that "high price means high quality and low price means low quality" when in the lack of whole evidence about the product such as quality or consumer is powerless to find the price of a product (Tellis and Gaeth, 1990).

Trainings shows that counterfeits are ordinarily sold at lower prices, the longer the relationship price-quality for the consumer, the lower his awareness of quality for the counterfeits. As it is recommended that:
H1: Consumers who are more concerned about price over quality have more negative attitudes towards counterfeit products.

3.2 Risk Averseness and Perceived Risk

Risk averseness means avoid from risk talking. (Bonoma and Johnston, 1979; Zinkhan and Karande, 1990). In counterfeits products consumer are well known about their low guaranty and happening problem this all inspire the consumer to make decision. According to Havlena and DeSarbo (1991) the nature of problems may vary, the risk might include different components, such as performance, financial, safety, social, psychological, and time/opportunity dimensions. The counterfeits product is not better as original because there is no warranty of these products. In counterfeits product no high margin of profit instead of this it effect as negative way. It is waste of time and convenience.
As such it can be proposed that:
H2: Consumers who are more risk averse will have unfavorable attitude toward counterfeit products.
H3: Consumers who perceive more risk in counterfeits will have unfavorable attitude toward counterfeit products.

3.3 Subjective Norm

Ajzen (1991) defines „subjective norm" as "the perceived social pressure to perform or not to perform the behavior in question". Armitage and Conner (2001) define subjective norm as:

"Underlying normative beliefs are concerned with the likelihood that specific individuals or groups (referents) with whom the individual is motivated to comply will approve or disapprove of the behavior". Subjective norm works to portion social impacts on consumer purchasing behavior. Groups, relation, partners, colleagues may put social guidance on consumer purchasing behavior. About counterfeits, friends and relatives may act as sponsors to the consumption, liable on how far this behavior is agreed by them (Celso et al. p.38).
It is expected that:
H4: Consumers perceiving that their friends and relatives approve their behavior of buying a counterfeit will have favorable attitude toward counterfeit products.

3.4 Integrity

Usually consumer purchase a counterfeit products from market because they are available in the market, it is not a criminal act. They can purchase counterfeit products from market. But their participation in purchasing these products support manufacturing counterfeit products that is illegal activity. According to Cordell et al. (1996), in

reality, the past research shows that consumer's willingness to buy a counterfeit product is harmfully associated to attitude toward lawfulness. Consumers who have high ethical standard, they usually feel guilty to purchase a counterfeit product. But other consumers who have lower ethical moral standard, they usually feel a bit guilty to purchase a counterfeit product (Ang et al., 2001). According to Matos, Ituassu & Rossi "They rationalize their behavior in a way to reduce the cognitive dissonance of an unethical behavior". Using this rationale, we can develop this hypothesis.

H5: Consumers who attribute more integrity to themselves will have unfavorable attitude toward counterfeits products.

3.5 Personal Gratification

Gratification is satisfaction, fulfillment and enjoyment. Ang et al. (2001) described about the gratification, it is all about the need for a sense of achievement, social respect and to use the finer thing in life so that life becomes finest. There are conflicting results in this aspect in the literature because Bloch et al. (1993) suggest that consumers prefer a counterfeit because they see themselves as less well-off economically and financially, less convinced and secured, less successful and lower status. On the other hand consumer do not buy a counterfeit product because they see themselves as more well off financially and economically, more convinced and secured, more successful and high status. On the other hand result found by Ang et al. (2001) showed that there is no significant influence of personal gratification on consumer attitude toward counterfeit products.

That's why; we do not hypothesize the direction of the relationship, but:

H6: Consumers" sense of accomplishment will affect their attitude toward counterfeit products.

3.6 Previous Experience

Earlier practices have a positive stimulus on purchasing counterfeit goods. Ouelette and Wood (1998) advise that past behavior has a major influence on intentions and then on actual behavior. Research has revealed that there is a major altered between counterfeit purchasers and from no purchasers, with the preceding perceiving such buying as a minor amount of risk, trusting shops that sell counterfeits and not detecting this buying as disgraceful (Ang et al., 2001).

It is expected that:

H7: Consumers who have already bought a counterfeit have more favorable attitude toward counterfeit products.

Conceptual model for attitude toward counterfeit products
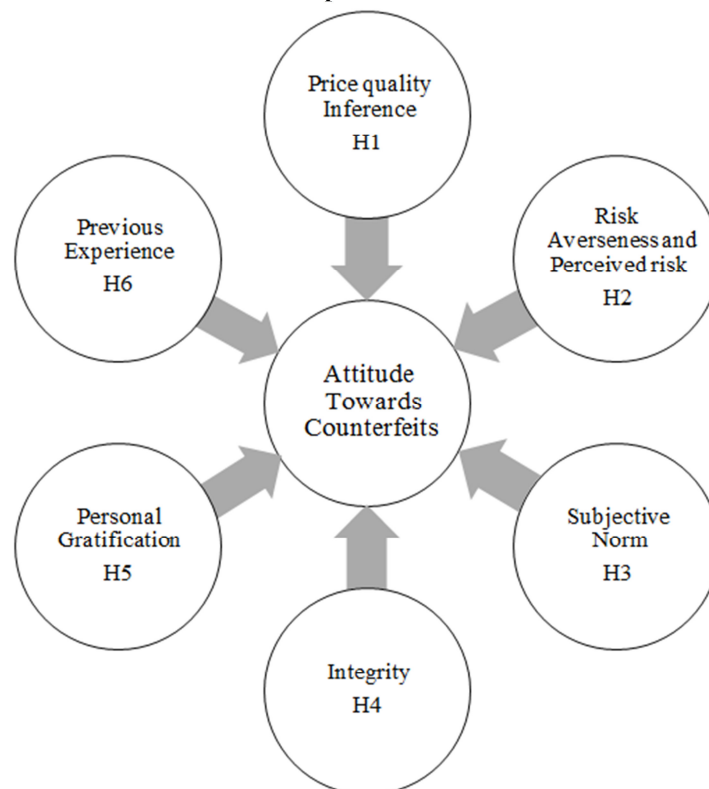
4. Research Methodology
4.1 Data Collection
The study is based on primary data, conducted in Department of Management Sciences, The Islamia University of Bahawalpur. The data was collected from males and females studying at Department of Management Sciences, The Islamia University of Bahawalpur.

4.2 Research Instrument
Data was collected through structured verified questionnaire. The questionnaire was adopted from different studies:

Lichtenstein et al., 1993	Price Quality inference
Huang et al., 2004	Risk awareness and Risk perceive
Donthu and Garcia, 1999	Attitude towards counterfeit products
Dowling and Staelin, 1994	Subjective Norm
Ajzen, 1991	integrity
Ang et al., 2001	Personal Gratification
Riquelme et al., 2012	Previous Experience

We divided questionnaire in to two sections:

The first section is based on demographics information (gender, age, qualification, employment and income). The second section is based on dependent variable (Attitude toward counterfeited products) and independents variables that are Price Quality Inference, Risk Averseness and Perceived Risk, Subjective Norm, Integrity, Personal Gratification and Previous experience. We conducted a pilot survey before actual data collection. Respondents accepted the wordings and positive responses were received. After pilot survey, actual data collection started. The instrument contained 24 questions. Respondents of the study were asked to rate their opinion on a five point likert scale 1 being strongly disagree and 5 being strongly agree.

4.3 Sample Size
The sample size for study was 140 questionnaires. 140 questionnaires were delivered out of 140, 132 questionnaires were finally received, and 122 used for further analysis. A random sampling technique was used to collect the data.

4.4 Data Analysis Method
Data was entered, edited and analyzed with SPSS 16.0 by using statistics techniques such as Cross Tabulation, Cronbach Alpha, Correlation and Regression.

5. Results and Discussions
5.1 Demographic Information
Demographic information of the respondents is presented in tabular form below:

5.1 (a) Gender
Table No: 1

	No of respondents	Percentage
Male	67	54.9%
Female	55	45.1%
Total	**122**	**100.0%**

In the above table we have total no of respondent were 122. In which we have 67 males which are 54.9% of the total respondents and 55 females which are 45.1% of the total respondents. This table is drawn on the Gender basis and in our study we have majority of people are male.

Graph No: 1
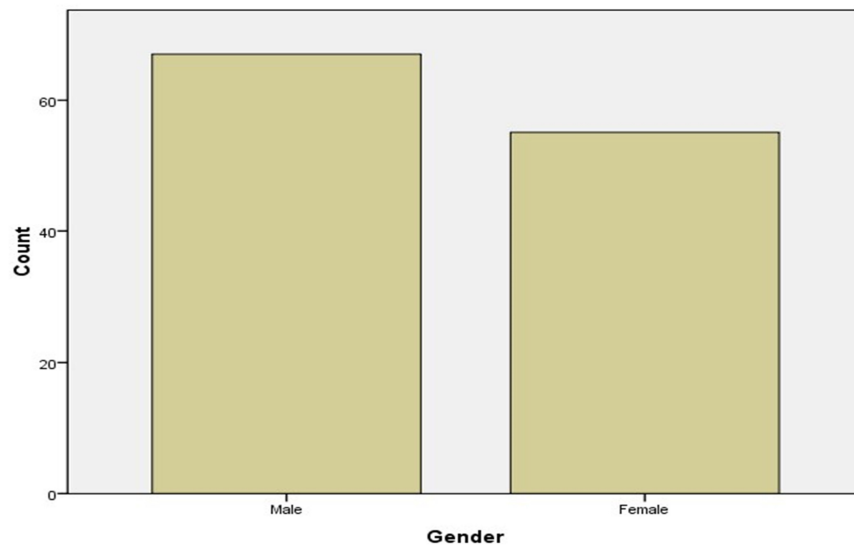
5.1 (b) Age

Table No: 2

	No of respondents	Percentage
15 to 20	21	17.2%
20 to 25	96	78.7%
25 to 30	5	4.1%
Total	**122**	**100.0%**

This table is drawn on the age basis information about the respondent. In the above table we have 21 respondents which are lying in the age of 15 to 20 years old which are 17.2% of the total respondents. In the next row we have 96 respondents which are lying in the 20 to 25 years old which are 78.7% of the total respondents. In the 3rd row we have 5 respondents which are lying in the 25 to 30 years old and they are 4.1% of the total Respondents. In our study maximum respondent are lying 20 to 25.
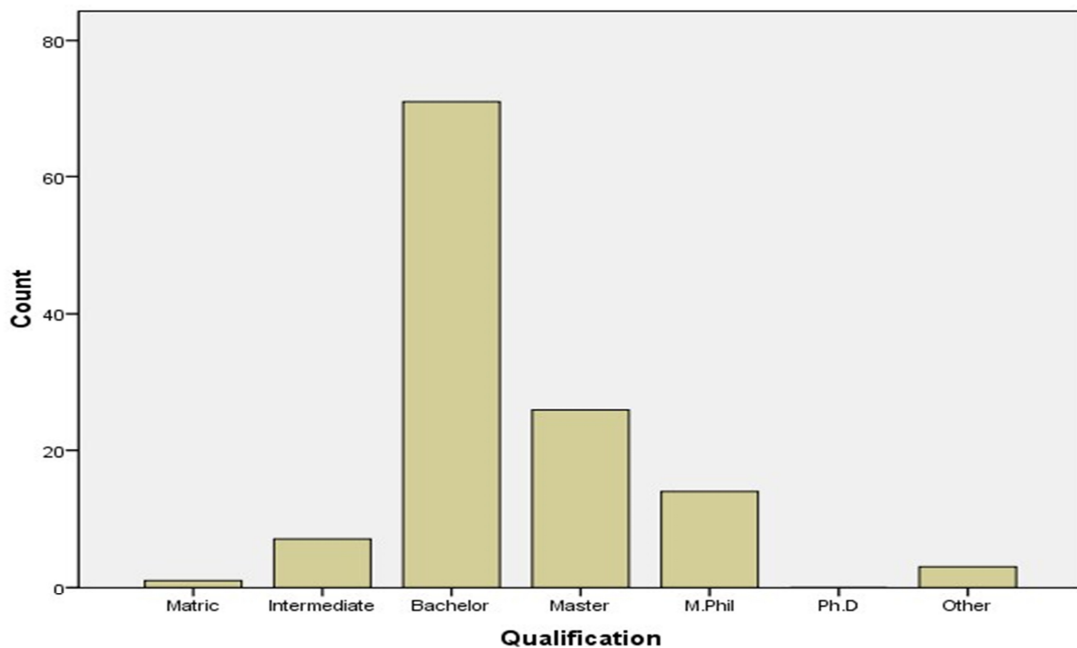
Graph No: 2
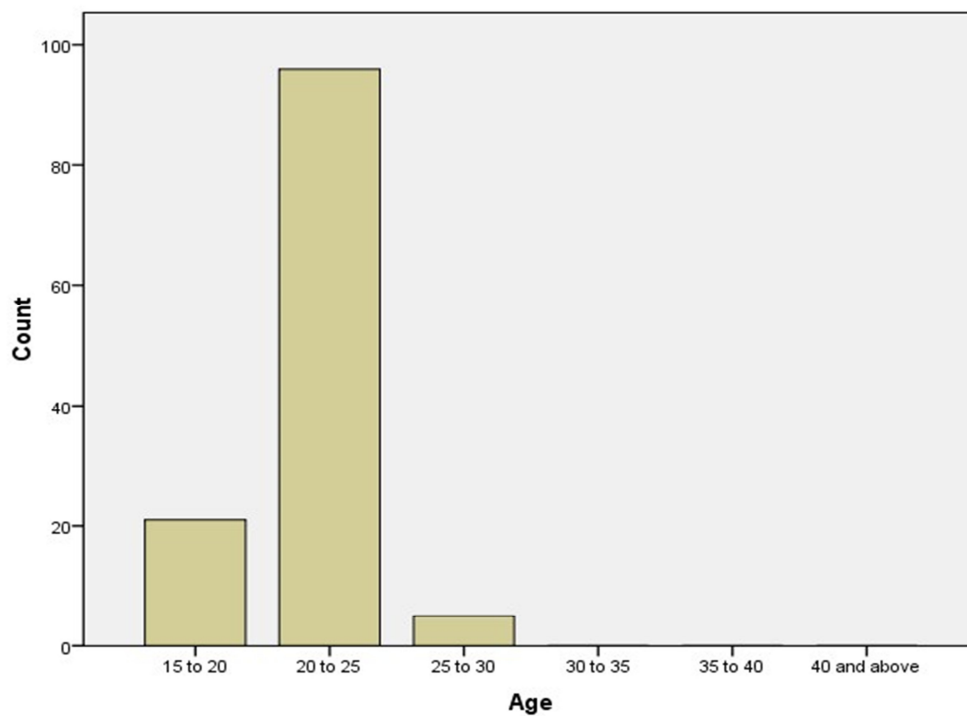
5.1 (c) Qualification

Table No: 3

	No of respondents	Percentage
Matric	1	.8%
Intermediate	7	5.7%
Bachelor	71	58.2%
Master	26	21.3%
M.Phil.	14	11.5%
Other	3	2.5%
Total	**122**	**100.0%**

In the above table we have 1 respondent of Matric, 7 of intermediate , 71 of Bachelor , 26 of master , 14 of the M.Phill and other were 3.

Graph NO:3

5.1 (d) Employment

Table No: 4

	No of respondents	Percentage
Yes	6	4.9%
No	115	94.3%
Total	121	99.2%
Missing	1	.8%
Total	**122**	**100.0%**

IN the above table we ask from the respondents about their job. In our study we have 122 respondents. In this study one person was missing. During collecting the 115 give response no they are not employed and remaining 6 says they are employed. We have 4.9% respondent who says YES they are employed, 94.3% says No they are not employed and remaining 0.8% response was missing.

Graph No: 4
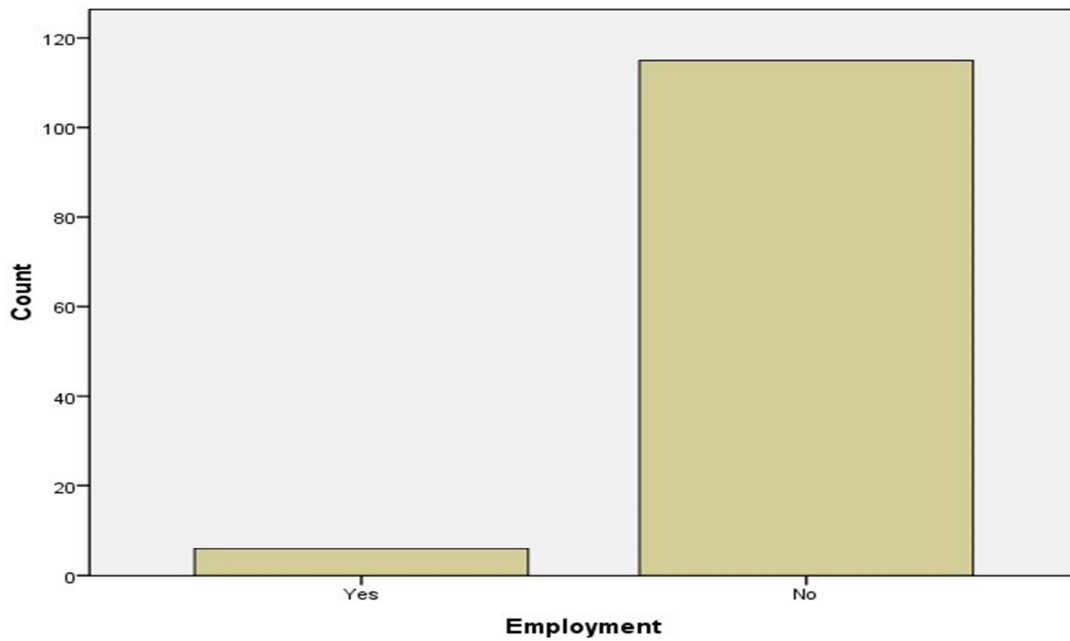
5.1 (e) Family Income
Table No: 5

	No of respondents	Percentage
10000 to 20000	14	11.5%
20000 to 30000	21	17.2%
30000 to 40000	15	12.3%
40000 to 50000	9	7.4%
50000 to 60000	24	19.7%
60000 and above	39	32.0%
Total	**122**	**100.0%**

In family income criteria, 14 respondents have family income between (Rs) 10000 to 20000, 21 have 20000 to 30000, 15 have 30000 to 40000, 24 have 50000 to 50000 and 39 have 60000 and above. Graph No: 5
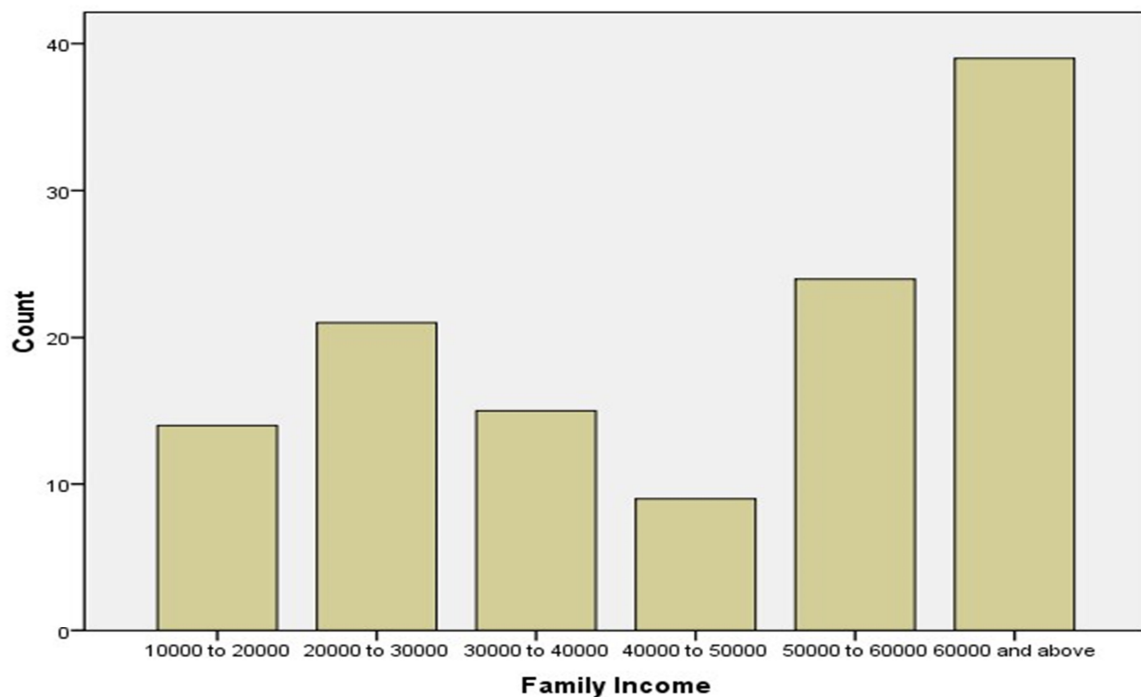
6. Cross tabulation
Age * Gender Cross tabulation

Table No: 6

		Gender		Total
		Male	Female	
Age	15 to 20	10	11	21
	20 to 25	54	42	96
	25 to 30	3	2	5
Total		67	55	122

In the above table we have 10 respondents are male and 11 respondents are female which are lying in the 15 to 20 years of age. In 20 to 25 years we have 54 males and 42 females. In 25 to 30 years of age we have 3 respondents are male and 2 respondents are females.

Age * Employment Cross tabulation

Table No:7

		Employment		Total
		Yes	No	
Age	15 to 20	2	19	21
	20 to 25	3	92	95
	25 to 30	1	4	5
Total		6	115	121

In the above table of which is cross tabulation of the age and employment cross tabulation. We have 2 respondents were employed and 19 were unemployed which were lying in the category of 15 to 20 years old. In the next category we have 3 respondents are employed and 92 were unemployed which are lying in the 20 to 25 years old. In the next category we have 1 respondent who was employed and 4 were unemployed which were lying in 25 to 30 years old.

Age * Qualification Cross tabulation

Table No.8

		Qualification						Total
		Matric	Intermediate	Bachelor	Master	M.Phil	Other	
Age	15 to 20	0	3	17	0	1	0	21
	20 to 25	0	4	53	25	11	3	96
	25 to 30	1	0	1	1	2	0	5
Total		1	7	71	26	14	3	122

In above table we have age and qualification cross tabulation. In the age of 15 to 20 years old 3 respondent of intermediate, 17 of bachelor and 1 was M.Phil. in the age of 20 to 25 years old 4 respondents of intermediate, 53 of bachelor, 25 of Master, 11 of M.Phill. and 3 were lying in others.

Age * Family Income Cross tabulation

Table No: 9

	Family Income (Rs.)						Total
	10000 to 20000	20000 to 30000	30000 to 40000	40000 to 50000	50000 to 60000	60000 and above	
Age 15 to 20	2	5	4	1	5	4	21
20 to 25	11	15	11	7	18	34	96
25 to 30	1	1	0	1	1	1	5
Total	14	21	15	9	24	39	122

In the above table we have table we have cross tabulation of the age and family income. we have two respondents are lying their family income is 10000 to 20000, five respondents are lying their family income lying 20000 to 30000, 4 respondents of 30000 to 40000, 1 respondent of 40000 to 50000, 5 respondent of 50000 to 60000 and 4 respondent of 60000 to above which are lying between 15 to 20 years old. . In the age of 20 to 25 we have 11 respondent of which their family income 10000 to 20000, 15 respondent of 20000 to 30000, 11 respondent of 30000 to 40000, 7 respondents of 40000 to 50000, 18 respondents of 50000 t0 60000 and 34 respondents were 60000 to above. In the age 25 to 30 we have 1 respondent which has family income 10000 to 20000, 1 respondent of 20000 to 30000, no person lying between 30000 to 40000, 1 respondent lying between 40000 to 50000, one respondent lying between 50000 to 60000 and one respondent lying between 60000 to

above.

7. Cronbach Alpha

Cronbach Alpha checks the internal reliability of the instrument. To check the internal reliability of the instrument, we run Cronbach alpha. The value of Cronbach Alpha comes to near about 0.904. This value is above the standard value. Standard value proposed by Nummally (1978) is 0.70. This value shows that our instrument is reliable. We can confidently apply different statistical techniques. So we can interpret the results with confidence.

8. Correlation

8.1 Pearson Correlation

Pearson Correlation was applied to find out the relationship between variables. The summarized results are given below in table.

	Attitude Towards Counterfeit Products	Price Quality Inference
Attitude Towards Counterfeit Pearson Correlation Products	1	-.034
Sig. (2-tailed)		.710
N	122	122
Price Quality Inference Pearson Correlation	-.034	1
Sig. (2-tailed)	.710	
N	122	122

Attitude towards Counterfeit Products and Price Quality Inference Table No: 10

There is a weak but negative relation between attitude towards counterfeit products and price quality inference which has -.034 value and sig value is .71. p – Value has exceeded than alpha, so it is not statistically significant.

Attitude towards Counterfeit Products and Risk Averseness and Perceived Risk
Table No: 11

	Attitude Towards Counterfeit Products	Risk Averseness and Perceived Risk
Attitude Towards Counterfeit Pearson Correlation Products	1	.176
Sig. (2-tailed)		.054
N	122	120
Risk Averseness and Perceived Pearson Correlation Risk	.176	1
Sig. (2-tailed)	.054	
N	120	120

There is a weak but positive relation between attitude towards counterfeit products and Risk Averseness and Perceived Risk which has .176 value and sig value is .054. p – Value has exceeded than alpha, so it is not statistically significant.

Attitude towards Counterfeit Products and Subjective Norms

Table No:12

		Attitude Towards Counterfeit Products	Subjective Norms
Attitude Towards Counterfeit	Pearson Correlation	1	.294**
Products	Sig. (2-tailed)		.001
	N	122	122
Subjective Norms	Pearson Correlation Sig. (2-tailed)	.294** .001	1
	N	122	122

**. Correlation is significant at the 0.01 level (2-tailed).

There is a weak but positive relation between attitude towards counterfeit products and Subjective Norms which has .294 value and sig value is .001. p – Value is equal to alpha, so it is statistically significant.

Attitude towards Counterfeit Products and Integrity

Table No: 13

		Attitude Towards Counterfeit Products	Integrity
Attitude Towards Counterfeit	Pearson Correlation	1	.194*
Products	Sig. (2-tailed) N	122	.032 122
Integrity	Pearson Correlation	.194*	1
	Sig. (2-tailed)	.032	
	N	122	122

*. Correlation is significant at the 0.05 level (2-tailed).

There is a weak but positive relation between attitude towards counterfeit products and Integrity which has .194 value and sig value is .032. p – Value is less than alpha, so it is statistically significant.

Attitude towards Counterfeit Products and Personal Gratification

Table No: 14

		Attitude Towards Counterfeit Products	Personal Gratification
Attitude Towards Counterfeit Pearson Correlation Products Sig. (2-tailed)		1	.209*
	N		.021
		122	122
Personal Gratification	Pearson Correlation Sig. (2-tailed) N	.209* .021 122	1 122

*. Correlation is significant at the 0.05 level (2-tailed).

There is a weak but positive relation between attitude towards counterfeit products and Personal Gratification which has .209 value and sig value is .021. p – Value is less than alpha P < Alpha, so it is statistically significant.

Attitude towards Counterfeit Products and Previous Experience

Table No: 15

		Attitude Towards Counterfeit Products	Previous Experience
Attitude Towards Counterfeit Products	Pearson Correlation	1	.372**
	Sig. (2-tailed)		.000
	N	122	122
Previous Experience	Pearson Correlation	.372**	1
	Sig. (2-tailed)	.000	
	N	122	122

**. Correlation is significant at the 0.01 level (2-tailed).

There is a weak positive relation between attitude towards counterfeit products and Previous Experience which has .372 value and sig value is .000. p – Value is less than alpha P < Alpha, so it is statistically significant.

9. Regression
9.1 Hypotheses Testing
9.1 (a) Hypothesis one
Consumers who are more concerned about price over quality have more negative attitudes towards counterfeit products.

Table No: 16

R-square	t-value	Coefficient	f-value	p-value
.001	-.373	-.034	.139	.710

The value of R^2 as 0.001, suggests that 1% of the variance in Consumer attitude towards counterfeit products is explained by predictor variable price quality inference. The rest of variance is explained by other variables. The value of $F(1121)= 0.139$. The table also shows the beta values of constant and the variable in the model. T value is -.373 which is less than 2 making it a useful predictor. Hence our H1 is rejected. As, $F (1, 121) = 0.139$, $P > 0.05$

9.1 (b) Hypothesis two and three
Consumers who are more risk averse will have unfavorable attitude toward counterfeit products.
Consumers who perceive more risk in counterfeits will have unfavorable attitude toward counterfeit products.

Table No: 17

R-square	t-value	Coefficient	f-value	p-value
.031	1.945	.176	3.782	.054

The value of R^2 as 0.031, suggests that 3.1% of the variance in Consumer attitude towards counterfeit products is explained by predictor variable risk averse and perceive risk. The rest of variance is explained by other variables. The value of $F (1121) = 3.782$. The table also shows the beta values of constant and the variable in the model. T value is 1.945 which is less than 2 making it a useful predictor. Hence our H2 and H3 are rejected. As $F (1, 121) =0.054$, $P > 0.05$

9.1 (c) Hypothesis four
Consumers perceiving that their friends and relatives approve their behavior of buying a counterfeit will have favorable attitude toward counterfeit products.

Table No: 18

R-square	t-value	Coefficient	f-value	p-value
.086	3.367	.294	11.336	.001

The value of R^2 as .086, suggests that 8.6% of the variance in Consumer attitude towards counterfeit products is explained by predictor variable subjective norm. The rest of variance is explained by other variables. The value of $F (1121) =11.336$. The table also shows the beta values of constant and the variable in the model. T value is 3.367 which is more than 2 making it a useful predictor. Hence our H4 is accepted. As, $F (1, 121) = 0.01$ $P < 0.05$

9.1 (d) Hypothesis five

Consumers who attribute more integrity to themselves will have unfavorable attitude toward counterfeits products.

Table No: 19

R-square	t-value	Coefficient	f-value	p-value
.038	2.171	.194	4.712	.032

The value of R^2 as .038, suggests that 3.8% of the variance in Consumer attitude towards counterfeit products is explained by predictor variable subjective norm. The rest of variance is explained by other variables. The value of F (1121) = 4.712. The table also shows the beta values of constant and the variable in the model. T value is 2.171 which is more than 2 making it a useful predictor. Hence our H5 is accepted. F (1, 121) = 0.032, P < 0.05

9.1 (e) Hypothesis six:

Consumers" sense of accomplishment will affect their attitude toward counterfeit products.

Table No: 20

R-square	t-value	Coefficient	f-value	p-value
.044	2.347	.209	5.508	.021

The value of R^2 as .044, suggests that 4.4% of the variance in Consumer attitude towards counterfeit products is explained by predictor variable subjective norm. The rest of variance is explained by other variables. The value of F (1121)= 5.508. The table also shows the beta values of constant and the variable in the model. T value is 2.347 which is more than 2 making it a useful predictor. Hence our H6 is accepted. As, F (1, 121) = 0.021, P <0.05

9.1 (f) Hypothesis seven

Consumers who have already bought a counterfeit have more favorable attitude toward counterfeit products.

Table No: 21

R-square	t-value	Coefficient	f-value	p-value
.139	4.393	.372	19.299	.000

The value of R^2 as .139, suggests that 13.9% of the variance in Consumer attitude towards counterfeit products is explained by predictor variable subjective norm. The rest of variance is explained by other variables. The value of F (1121) = 19.299. The table also shows the beta values of constant and the variable in the model. T value is 4.393 which is more than 2 making it a useful predictor. Hence our H7 is accepted. As, F (1, 121) = 0.000, P < 0.05

10. Conclusion

In this study "consumer's attitude towards the counterfeit products", it is not compulsory that consumer's buy counterfeits products on the basis of best quality at low price. Consumers buy counterfeits products when someone motivates to buy counterfeit product. Sometimes consumers buy counterfeit products when he/she has good previous experience and satisfied with the purchase. People have favorable attitude towards counterfeit products when they have low ethical values and people have negative attitude when they have low ethical values. People do not use counterfeit product because they wanted to see themselves as more well of financially and economically. In short people buy counterfeit products when they low ethical values, not risk averse, previous experience so good and someone motivates to buy.

11. Recommendations

Counterfeit products are creating discrimination in the society. People buy counterfeit products that are financially weak or having low ethical values. If companies provide quality products by reducing their profit margin they can get rid of discrimination in the society

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