ANTECEDENTS OF COUNTERFEITING IN PAKISTAN: A QUANTITATIVE STUDY

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ABSTRACT

Original and Unique commodities face financial losses and these losses of brand value and equity claiming to the extensive accessibility of replicated items (Chaudhry et al., 2005). The negative face of counterfeit items is obvious, in any case, that being said customers will in general intentionally buy such type of products for a feeling of individual fulfillment, prevalent burden and affordability (Wilcox et al., 2009). This study aims to examine different dimensions of attitude use to be formed and integrated in Fishbein model of behavior intention and survey is conducted with 422 respondents on Pakistani market with the help of SEM. Descriptive and inferential statistics has been applied for the results. This paper contributes to inform policy makers and brand mangers that what the main predictors of consumer attitude toward counterfeit are. Through applying this model of our research, companies can predict consumer behavior towards counterfeited cell phones and can develop anti-piracy strategies and add all those things in their upcoming brands which affects consumer's attitude in decision making process.

Keywords: Counterfeiting, Behavioral intention, Attitude, Piracy, Risk averseness, Subjective norms,
JEL Codes: D1, D63

I. INTRODUCTION

Counterfeit commodities are for the most part those items which allude to any unapproved item that encroaches upon Intellectual Property rights (brand names, brand names, licenses or copyrights) (Chaudbry and Walsh, 1996; Kapferer, 1995; Phillips, 2005). Associations for Economic Cooperation and Development (OsECD) reports that duplicating business and encroachment of licensed innovation rights overall was liable for US$200 billion in lost positions, assessments and deals and its just for the year 2005 alone (OECD, 2007). Counterfeiting is viewed as a genuine social, political, and economic issue. There are various researches on such products which shows that counterfeit items brings down the buyers' trust in real brands and friends notorieties (Wilke and Zaichkowsky, 1999), and sway upon customers' impression of that certifiable items (Chakraborty et al., 1996), and fake item even could turn into a treat to purchaser wellbeing and security (Cordell et al., 1996). Indeed, even presently days the issue of forging has now been distinguished in each significant classification of items whether it is a PC programming CD or endorsed drugs (OECD 2009). As we have seen a particularly far reaching of forged products and its belongings however this comes as an unexpected when we see that there is a general lack of writing in this space especially to purchaser conduct or customer wiliness to purchase fake merchandise. On the off chance that we look at most of the explores use to zero in on issues of showcasing and supply like what are the disadvantages in advertising ability, shopping climate, item class or the brand cost and nation of beginning of fake products (Albers Miller, 1999; Arellano, 1994; Chakraborty et al., 1997; Lau, 2006; Leisen and Nill, 2001; Yoo and Lee, 2005), so these issues are consistently remain featured and the shopper conduct which must be fundamental focal point of the examination use to keep to the side. Besides, in various investigations in which customer conduct has been the focal point of the examination it use to be displayed as unusual conduct as opposed to the legitimate dynamic (Gentry et al., 2001).

Counterfeiting has become a wide phenomenon and an emerging problem not in Pakistan but in a worldwide too. Counterfeiting is defined as: "Any illegal production of goods whose special features are secured by intellectual property privileges (trade Indicate, patents and duplicate rights) comprises product counterfeiting" Cordell et al.

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(1996). Counterfeiting has two main types- deceptive and non- deceptive (Grossman and Shapiro, 1988). In deceptive counterfeiting the fake products that resemble with the original products customers are deceived by these products, whereas in case of non-deceptive counterfeiting customer have information that it's a counterfeit product but still customer willingly wants to purchase the counterfeited products (Bossy and Scamming, 1985; Bleach et al., 1993). A lot of work has done on the counterfeit products internationally but in Pakistan a little research has done on that. So, this research is based on Pakistan scenario. Secondly an extensive work is also done related to counterfeit products in many industries e.g. fashion industry, pharmaceutical products e.t.c. but in case of cell phone industry not major work has done. So, this is the major gap that here identified. Further research is also done on the buying behavior of customers on the counterfeit products but no research has yet found which identifies what are the factors that motivate a person towards buying of a counterfeit, so it is also a flaw. Previous work is also done on the different factors of an attitude that leads towards the purchasing of counterfeit products but in previous work limited number of variables of an attitude is identified so it's also a gap and this research tend to fill the gap by including more dynamics of an attitude. Further in this research we will use the model of Fishbein theory of behavioral intention who says that there are two main predictors of behavior intentions which directly affects behavioral intention one is attitude and second is subjective norms and all external factors will affect behavioral intentions indirectly so we are taking attitude as a mediator and adding its more dimensions to more deeply analyze consumer behavioral intentions towards counterfeited cell phones. Problems are always meant to solve. To get the solution of a problem there is a need to set an objective. Objectives provide a direction to solve a problem. Following are specific objectives of this study; i) To assess the different dimensions of an attitude that affects the attitude of an individual. ii) To assess the impact of an attitude toward the behavior intention of counterfeiting products. iii) To access Fishbein theory of behavior intention by adding new dimensions of attitude in it.

II. LITERATURE REVIEW
Counterfeiting is the manufacturing and production of copies that are identical to each other in terms of packaging, trademarks and labeling and copied in a way that consumers will seem them as a genuine product. Counterfeiting is a very serious problem and becoming more and more complex with its growth. The effect of counterfeited products are very high as they affect those brands with them their name is familiar as well as highly affect those products for which high level of research and development use to be required to make them and also affects marketing (Nash, 1989). Below the standard goods not only destroy the goodwill of the original brand but also have dangerous impact on consumer's health like pharmaceutical drugs (Nash, 1989). Despite the problem of counterfeiting is very serious still the literature on counterfeiting and the researches on this subject is very limited particularly if we see from the perspective of understanding consumer behavior towards counterfeiting. In literature which is relevant to counterfeiting most of the research has been done on the supply dimensions of counterfeiting problem. Attitudes are generally described as relatively enduring assessment of things (e.g individuals, locations, products, problems, ideas; Eagly and Chaiken 1993; Petty and Cacioppo 1981). The counterfeiting studies mostly deal with customer attention, behaviour and buy objectives, buy and product use, and market characteristics (Eisend and Shuchert- Gueller, 2006; Staake et al., 2009). The process of decision making involves counterfeit goods which have been explained by an attitude of consumer (Phau & Teah, 2009). Therefore, the proposed model focused on the components of attitude products towards counterfeit and intention to buy counterfeit products.

Price plays a dynamic role that affects consumer behavior and the price factor is extensively studied in the research as it's a factor that has always being associated with quality. According to the most recent researches in counterfeiting products price is an important factor to do the purchases (Bucklin, 1993; Weigand, 1991). Palia and Keown (1991) found that high price conscious consumers prefer those products that are sold at lower price in the market which is considered a grey market. Subjective norm another important factor which is a good predictor to determine attitude and in result attitude play an important role to determine the behavior intention of a consumer. Fishbein (1963, 1967, and 1980) clearly created a difference between an attitude and subjective norm with the help of a theory called Theory of reasoned action. The main objective of this theory is to find the human behavior along with the understanding of the behavior. He defined subjective norm as, a person perception or opinion about others who are important for him or her that what he or she will do or not. Whereas an attitude is the degree about how much a person likes or dislikes the required behavior. Consumer Innovativeness, a personality trait is an individual's inclination to use novel (new, of a kind not seen before), unconventional products (not conforming to standards) and brands or engaged in new experiences instead of remaining with previous options and choices and consumption patterns (Vida, 2007).The literature tells us that innovativeness is correlated positively with risk taking and social character (Hofstede and Wedel,

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1999).So more innovative consumers, who are ready to face risk by having unfamiliar products, restaurants, brands and ready to involve in new experiences, are expected to buy counterfeit products.(Vida, 2007).

Materialism is a term that diverts our attention towards a physical matter. It refers to view of physical objects and the existence of matter in this world (Trout and Moser, 2002). It was also defined by Belk (1984) that the preference a consumer gives to wordy possessions. This materialism in consumer behavior can be defined as consumer attitude towards things and money. Adults seem to be more materialistic than children (Belk, 1985). To buy a counterfeit is a way to respond to one's own materialistic requirements. So, it can be said that consumers who buy and use counterfeit products are materialistic in nature because they consume the products which are status consume product that general products (Wong,1997). Brand status is defined as the consumers of brand's price, quality and its ability to be a status or success symbol (Elliot, 1994). Gardner and Levy (1955) in their earlier study observed that consumers do not only involve in brand functionality but also in brand status. Authors Oneto, Gelb and Hess (2009) in their research "Buying status by choosing or rejecting luxury brands and their counterfeits" have investigated about the choices in consumers mind during buying and whether consumers consider to buy authentic or counterfeit or with luxury brand labels or instead they don't consider all these categories to show that they have better claims to "Status" than those who just because of brand names. Nia and Zaichkowsky (2000) in their research "Do counterfeit products decrease the value of luxury brands" examined attitude and perceptions about counterfeit luxury brands and genuine luxury brands

Figure1
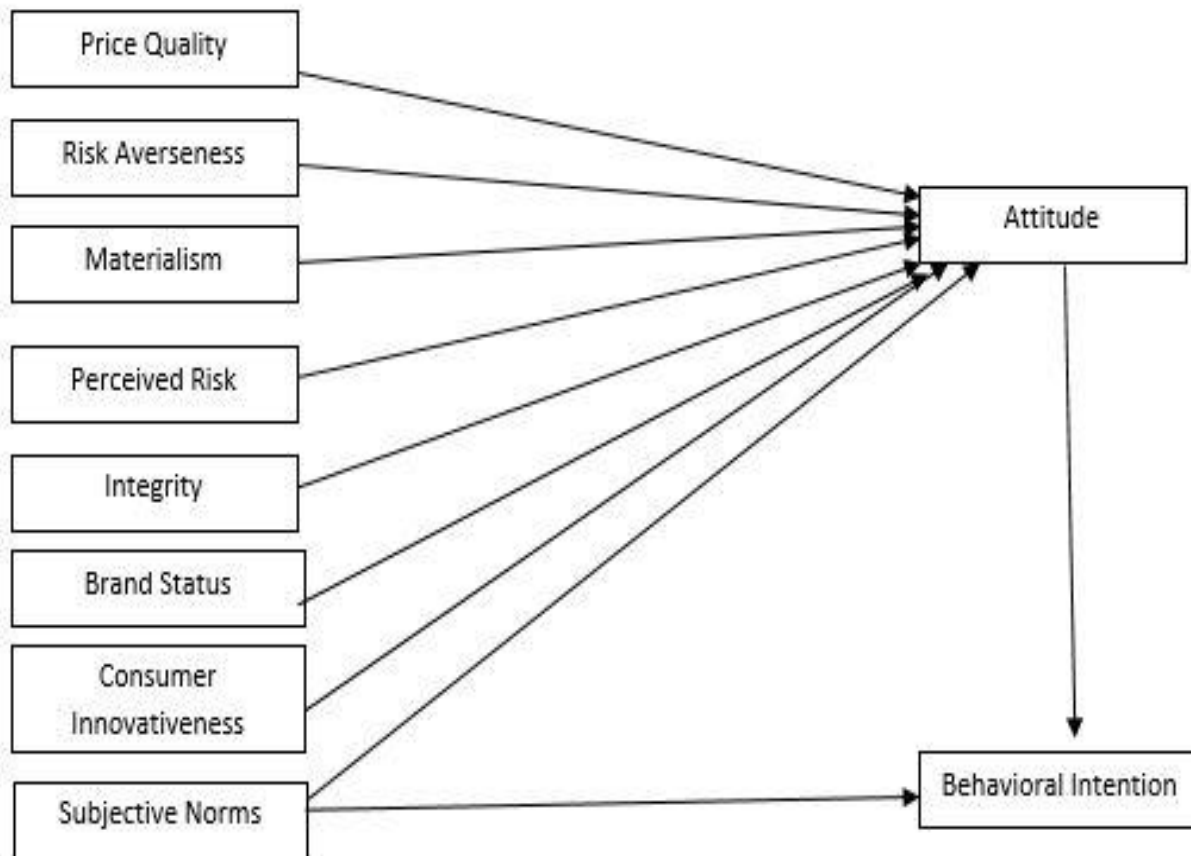
Following are hypotheses:
H1. *A consumer believes in the price quality inference has a negative attitude toward counterfeit products.*
H2. *A consumer believes in risk averseness shows negative attitude toward counterfeit products.*
H3. *A consumer who perceives more risk shows negative attitude toward counterfeit products.*
H4. *A consumer who believes in integrity shows negative attitude toward counterfeit products.*
H5. *Consumers perceiving that their friends/relatives approve their behavior of buying a counterfeit have positive Behavior intention towards counterfeits.*

Faisal, M. M., Ur Rehman, Z. and Haider, A. (2021). Antecedents of Counterfeiting in Pakistan: A Quantitative Study. *Bulletin of Business and Economics,* 10(3), 101-109.

H6. *Consumers perceiving that their friends/relatives approve their behavior of buying a counterfeit shows positive attitude toward counterfeit products.*

H7. *Consumer who believes in innovativeness shows a positive attitude towards counterfeit.*

H8. *Consumer who believes in brand status have positive attitude towards counterfeit product.*

H9. *Consumer who believes in materialism has a positive attitude towards counterfeit products.*

H10. *A Consumer who shows more favorable attitude toward counterfeits will have more favorable behavioral intentions toward counterfeit products.*

III. METHODOLOGY

Research design must require and it provides guide to collect and evaluate data in order to respond research questions (Sekaran and Bougie, 2010). As this study is more towards finding the cause and effect relationship then the type of investigation followed to study in this research is causal. As this research study is done in natural environment so the extent of researcher interference was minimal and the study that is conducted in the natural environment so it is contrived. This research study includes primary as well as secondary sources for data collection (Sekaran, 2006). Through questionnaire primary data was collected. Whereas for the purpose of literature review secondary data was collected this includes academic articles and an internet. The sampling design of this study is non probability &convenience. The convenience sampling confined the people who are most conveniently available (Sekaran, 2006). As the data was collected from the consumer of Rawalpindi and Islamabad. Questionnaire has been designed on the basis of same scales which have been used in previous researches (Celso Augusto de Matos et al. 2007). And more dimensions have been taken from other studies to understand consumer behavior more deeply so the final questionnaire become comprises of 34 questions which are for measuring different dimensions. For the better understanding of the questions some changes have been made in few sentences of different questions so that target audience can easily understand and fill it. After these changes 30 questionnaires were got filled for the purpose of pilot testing as suggested by many researchers (Sekaran and Bougie, 2010). All the items were measured on the basis of five point likert scale ranging from Strongly Disagree (1) to Strongly Agree (5).

IV. DATA ANALYSIS AND RESULTS

Initially the study explains the descriptive statistics illustrating respondent's demography. Further, in inferential statistics it will find goodness of measure including validity & reliability of the instrument. Next it used confirmatory factor analysis to find the model fitness. Finally, it used structure equation modeling to test the hypotheses. The study distributed 500 questionnaires to the people of Rawalpindi & Islamabad. It got back 422 questionnaires that are fully filled. But in the final analysis it used only 422 questionnaires. As per values of table 1, it shows that male respondents are slights higher than female respondents. Still the study can claim that it tried to keep the equal responses from both gender. And 90% of our respondents lie in the age bracket of 21-30. We tried to get maximum response from this age group because people of this age use internet media more than others.55.9% of our population is student. As we get maximum response from this segment because they use internet more.

Table 1 Descriptive Statistics: Results of Demographic Variables

Descriptive	Frequency	Percent
Genders		
Male	260	61.6
Female	162	38.4
Total	**422**	**100**
Age		
17-22	184	43.6
23-28	176	41.7
29-33	45	10.7
34-39	15	3.6
40-45	1	0.2
46-Above	1	0.2
Total	**422**	**100**

Occupation		
Student	236	55.9
Job Holder	170	40.3
Businessman	16	3.8
Total	**422**	**100**
Income		
0-5000	180	42.7
10000-20000	86	20.4
20000-30000	69	16.4
30000-40000	52	12.3
40000-Above	35	8.3
Total	**422**	**100**
Status		
Single	367	87
Married	55	13
Total	**422**	**100**

Table 2 Construct Reliability: Reliability Analysis

Variables	Cronbach's alpha	No. of Items
Price Quality Inference	0.75	3
Risk Averseness	0.76	3
Attitude towards counterfeit	0.80	5
Subjective Norms	0.74	3
Perceived Risk	0.73	3
Integrity	0.77	4
Brand Status	0.78	5
Consumer Innovativeness	0.71	7
Materialism	0.81	3
Behavior Intention towards counterfeit	0.75	4

Table 3 Model Fitness Results

Chi-square	2083.7	Chi-sqare/df	2.894
Df	720	p-value	0
GFI	0.804	AGFI	0.777

Faisal, M. M., Ur Rehman, Z. and Haider, A. (2021). Antecedents of Counterfeiting in Pakistan: A Quantitative Study. *Bulletin of Business and Economics,* 10(3), 101-109.

TLI	0.705		CFI	0.728
RMSEA	0.067			

Table 4 Direct Effect of Subjective Norms (Precher & Hayes)

IV To Mediator (A path)

	Coeff	t	p
Att	.325	7.52	.0000

Direct effect of Mediator on DV (B path)

	Coeff	T	p
Att	.459	10.57	.0000

Total effect of IV on DV (C path)

	Coeff	T	p
SN	.438	10.13	.0000

Direct effect of IV on DV (C' path)

	Coeff	T	p
SN	.289	7.04	.0000

Model Summary for DV Model

	R-sq	Adj R-sq	f	p
	.365	.362	120.8	.0000

Figure 2
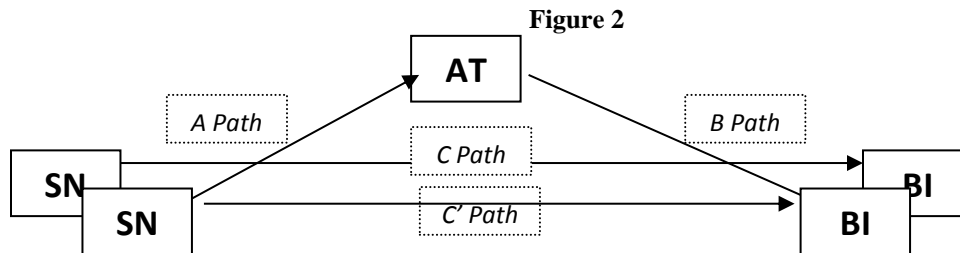
All the paths A B C and C' have positive coefficients so they are positively correlated and t values and p values are showing all the paths are significant. Now when we compare C and C' path, it shows that C' path is close to 0 than C path it means that mediation exists. After determining the model fitness, next step is the estimation of model through regression coefficients. The structural model is shown in the Figure 2 along with relationships among all the variables of conceptual framework. All the causal relationships are mentioned in Table.

V. FINDINGS AND DISCUSSION

The study examines the antecedents of Attitude towards counterfeiting such as Price Quality inference, Risk Averseness, Subjective Norms, Perceived Risk, Integrity, Brand Status, Consumer Innovativeness, Materialism as they and measure the attitude or you can say form the attitude of a person and lastly this study also examine the Impact of Attitude towards counterfeiting on Behavioral Intention. According to the finding of this study that Perceived Risk is an important factor in determining the Attitude of consumer towards counterfeiting (Huang et al., 2004). Also, the fourth hypothesis of the study 'A consumer who believes in integrity shows negative attitude toward counterfeit products.' is approved and also match with study of (Steenhaut and Kenhove, 2006; Senturk and Ali, 2021; Rousssel et al., 2021; Sajid and Ali, 2018; Kassem et al., 2019; Haider and Ali, 2015). In the sixth hypothesis, that those consumers who think that their social circle or their friends and relatives will approve or do not mind their decision of buying counterfeited products will have positive attitude towards counterfeited products. As social pressure can follow individuals to follow or it can also influence them to break the rules so in the context of counterfeited products the more socially acceptable behavior for counterfeiting would be, the more positive people have attitude towards counterfeiting which is also same in De Matos et al. (2007). Also, our results show that consumers who are innovative

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in nature want to try new products although they are counterfeits and they try the products which have low purchase risk, so counterfeits well suit them (Wee et al 1995). So our results matches with the study of (Harun et al. ,2012) which proposes that there is a positive relationship between consumer innovativeness and attitude towards counterfeiting but conflicts with the study of (Norashikin, 2009). This study also depicts that consumers who face the problem of financials, and want to buy expensive brands they will go for counterfeit brands in order to satisfy this need. The results of this hypothesis match with the study of (Amran and Zuhal, 2012).

Table 5 Regression Results

Casual Paths			Hypothesis	Regression Coefficients	P-Value	Results
Price Quality Inference	⟶	Attitude towards Counterfeit	H1	-0.09***	0.19	Rejected
Risk Averseness	⟶	Attitude towards Counterfeit	H2	-0.15***	0.86	Rejected
Perceived Risk	⟶	Attitude towards Counterfeit	H3	-0.36***	0.00	Accepted
Integrity	⟶	Attitude towards Counterfeit	H4	-0.72***	0.00	Accepted
Subjective Norms	⟶	Behavior Intention	H5	0.47***	0.00	Accepted
Subjective Norms	⟶	Attitude towards Counterfeit	H6	0.64***	0.00	Accepted
Consumer Innovativeness	⟶	Attitude towards Counterfeit	H7	0.26***	0.05	Accepted
Brand Status	⟶	Attitude towards Counterfeit	H8	7.15***	0.02	Accepted
Materialism	⟶	Attitude towards Counterfeit	H9	0.22***	0.00	Accepted
Attitude	⟶	Behavior Intention	H10	0.51***	0.00	Accepted

Note: *** p values ≤ 0.05

VI. CONCLUSIONS

The first aim of the study was the empirical testing of antecedent of attitude towards counterfeiting. In addition, finding out the impact of attitude on behavior intention and lastly in context of Fishbein theory of behavior intention we want to test that whether after adding dimensions of attitude the relationship between attitude and behavior intention remains significant or not. The study meets all three objectives as its findings show that the addition of eight dimensions of attitude remains mostly significant except price quality inference and risk averseness which could be because of the difference in sample population as in Pakistan people are more price conscious rather than quality although all other dimensions remain significant. This paper is a big contribution in accessing consumer's attitude and mobile phone companies can use this paper to get help from it and analyze their customers more accurately and in return consumers get also benefits in shape of getting products in which they are more interested.

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