Group Factors Influencing Chinese Consumer's Attitudes on Purchase Intention towards Counterfeits.

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Abstract:
Background: Researchers and scholars started to give closer attention to counterfeiting since 1970s. Most of the studies on the field focused on deceptive side of counterfeits where consumers unconsciously purchase fake products while lesser attention was attached to non-deceptive where consumers consciously purchase replica. There is a large amount of literature in the field concerning developed countries while emerging and developing countries still suffering of the dearth of available studies. Counterfeiting is the manufacture, selling and use of the reproductions that look like authentic products. Counterfeiters favoured objects are high-branded image products that necessitating moderately technology for their production. Consumer electronics, wearing apparel, cigarettes, toys and watches belong to most counterfeited luxury brand products. The phenomenon is a serious threat for legal business and a large quantity of publications on the topic is presently available in mass media and expert journals. Contributions in the domain are increasing year by year. Electric journal databases as ProQuest ABI/INFORM, EBSCOhost Business are prior sources for the keywords "Counterfeiting", "Product piracy", and "Counterfeit". Diverse aspects of counterfeit have been discussed in the available literature amongst them: - Counterfeiting general descriptions - Quantitative examination of the aspects concerning income, brand value, factors distressing manufacturers of high-value branded products and their supply chain partners as well as accountability entitlements - Supply-side anxiety in terms of manufacture locations, strategies, motivations of illegal actors, and channels utilized to distribute counterfeit products - Customer's behaviour and attitudes, management instructions to avoid counterfeits, managerial, tactical, or practical echelons for appropriate management of companies, and - Legal questions and legislative worries discussing intellectual property rights. This paper investigates major influential factors affecting Chinese consumers' purchase intention towards counterfeits that haven't been examined.
Materials and methods: We built our model based on Howard and Sheth (1969) theory of buyer behaviour recognized being the most valid construct that have been used by numerous scholars and researchers. We associated it for the first time with the theory of planned behaviour and the utility theory. We utilized SPSS (Statistical Package for Social Science) software especially to run Binary Logistic Regression, calculate Cronbach alpha, and Pearson correlation Coefficient. A sample of 2000 Chinese respondents was used.
Results: Results showed that Chinese attitudes towards counterfeits are mostly elucidated by economic factors than any other factor under investigation. Globally, findings approved the hypotheses and confirmed the influence of variables on Chinese consumers' attitudes towards counterfeits.
Conclusion: The study obviously brings news insights to the counterfeiting research field. The combination of Howard and Sheth (1969), the theory of planned behaviour and utility theory is an incremental theory's contribution as well as the emergence of new factors. Findings should be helpful for governments, organisations, companies, and managers and there is no doubt about the study's contribution to the literature even though the study never pretends enhanced all the aspects of counterfeiting.
Key words: Cameroon, China, Counterfeit, Perceive Risk, Marketing Factors, Economic Factors, Personality Factors, Socio-cultural Factors, Risk Factors, Attitude, Purchase Intention.

Date of Submission: 18-02-2021   Date of Acceptance: 03-03-2021

I. Introduction

Counterfeiting is shared among most emerging industries in the world. The phenomenon impacts a large scale of product including fertilizers, foods, machinery shares, movies, music, pharmaceuticals, software etc. There are two opposite forms of counterfeiting – the deceptive and the non-deceptive. The deceptive form illustrates the situation where the customer is not conscious of purchasing a copy instead of the original product and is not consequently accountable of his/her behaviour. The non-deceptive form however illustrates the situation where the customer intentionally purchases counterfeits products (Grossman & Shapiro, 1998; Phau & Prendergast, 1998). Lai and Zaichkowsky (1999) delivered the simplest counterfeit definition: "counterfeit is 100% direct copy of a high-value brand product, although more often with mediocre quality". Bosworth (2006) regarding the deception range introduces new notions named "super deceptive" and "completely non-deceptive". The super deceptive counterfeit refers to the circumstances where original and counterfeit product seem identical and undistinguishable. Then, it's very difficult for persons to establish the difference between both products. The completely non-deceptive counterfeit conversely is the situation where every purchaser is able to differentiate a counterfeit product from the authentic one. Counterfeit products quality has evidently growth better over the years and thus, it's not obvious for the customers to recognize them (Gentry et al., 2006). The level of deceptiveness depends on the customer's experience and consciousness. Elements of purchase intentions for counterfeit products diverge significantly from elements of purchase intentions for authentic products in the situations where customers are aware of the potential deceptiveness. Two sub-markets constitute counterfeit products market – the deceptive where individuals purchase counterfeits thinking that they are purchasing authentic products and the non-deceptive market where individuals purposefully plan to purchase counterfeits (Hubner, 2007). The presence of counterfeit products in the market disrupts the management of the original brands by manufacturers thus, the distribution of genuine branded products ought to be constrained and limited to maintain their high quality and demand (Kapfere & Bastien, 2009). The real threat manufactures suffer from is the high risk of damage of their brand reputation because reputation is capital when it comes to genuine brands. The former chief of the FBI organized crime division forecasts that counterfeiting will be the 21ˢᵗ century crime (Wilcox et al., 2009). From 2000 to 2006, the rate of counterfeit products seized by European Commission has grown to about 273%. This amount accounts for between 5-7% of the total world trade (ICC Commercial Crime Service, 2012). The greatest usual defilement is counterfeiter's crime against corporation's symbols representing a 92% share of the goods seized (EC, 2007).

II. Literature review

Investigations concerning counterfeiting which is by the way considered as young research domain commenced since 1970s. The phenomenon is a serious threat for legal business and a large quantity of publications on the topic is presently available in mass media and expert journals. Contributions in the domain are increasing year by year. Electric journal databases as ProQuest ABI/INFORM, EBSCOhost Business are prior sources for the keywords "Counterfeiting", "Product piracy", and "Counterfeit". Diverse aspects of counterfeit have been discussed in the available literature. We concentrated on five categories with the objective to highpoint the topic knowledge:

- Counterfeiting general descriptions to deliver global view of the phenomenon;
- Quantitative examination of the aspects concerning income, brand value, factors distressing manufacturers of high-value branded products and their supply chain partners as well as accountability entitlements;
- Supply-side anxiety in terms of manufacture locations, strategies, motivations of illegal actors, and channels utilized to distribute counterfeit products;
- Customer's behaviour and attitudes, management instructions to avoid counterfeits, managerial, tactical, or practical echelons for appropriate management of companies, and;
- Legal questions and legislative worries discussing intellectual property rights.

II.1 General descriptions of counterfeiting

The predominant theme with regards to existing information concerning counterfeit products is counterfeiting general descriptions. They are Magazine, press and reports from governments, organizations and corporations (Financial Times Deutschland, 2007; World Health Organization, 2006; Business Week, 2005; Financial Times 2005, Time Magazine, 2004; The Economist, 2004; Anti-counterfeiting Group, 2003 etc.). Publications fixed incidences of counterfeit exchanges, highlight counterfeit pervasiveness in the markets, outline significant cases of confiscations and discuss prominence and development of the problem. Articles are very consistent in term of information that cannot help to reflect the sense of the problem and to distinguish situations that inspire interest for further research orientations for example. Counterfeit is not considering itself as a complete research area but as an extension of other disciplines. Most of the academic papers related to counterfeit are entrenched in marketing science which regularly deal with consumer behaviour facets.

Researches about the effect of counterfeit trade related to counterfeiting are typically centred on the estimations of market share and successive calculations showing the financial effects of the number of counterfeit products. Publications from various sources regularly produced estimations regarding counterfeit trade magnitude amid them – industries white papers (International Chamber of Commerce, 2006) – scientific papers (Gentry et al., 2006) – juristic recommendations (Leahy, 2006) – press (Business Week, 2005) – government reports (European Commission, 2005). About 5% of world merchandise is accounted for by the counterfeit activity (OECD, 2006).

II. 2 Counterfeits

The brand piracy problematic has been recurrently discoursed in the academic journals (LaGarce, 1980). The consensus about counterfeiting definition has never been established. Although the abundant literature available on the topic, there is no unanimity regarding counterfeiting definition amid scholars, researchers, company managers and peoples interested on counterfeiting (Grossman & Shapiro, 1988). Some researchers used "Piracy" to express counterfeiting (Ang et al., 2001). Other acknowledged pure differences between various imitation forms of branded products: piracy, imitated brands, counterfeiting, reproductions, and grey market superfluous products (Lai & Zaichkowsky, 1999). Counterfeiting is an unlawfully factory-made replica of luxury brand that differs from the reproduction of software mostly constituted by music and videos referred to as piracy (Lai & Zaichkowsky, 1999). Others interested in counterfeiting phenomenon have seen it as a kind of Intellectual Property Rights (IPR) breach. The difference is made with illicit equivalent imports, digital piracy, and copyrights defilements (Staake et al., 2009).

Theoretical improvements and efficient literature on counterfeiting topic described counterfeits as trademark branded duplicates that appear narrowly analogous or indistinguishable to luxury products (Cordell et al., 1996). Amongst duplicate features are trademarks, packaging, and labelling deliberately designed to look like authentic products ((Lai & Zaichkowsky, 1999) and, the two terms are often employed interchangeably (Kwong et al., 2003; Wee et al., 1995).

Two kinds of consumers of counterfeits are distinguished – the sufferer or the victim – an accomplice. In the sufferer or the victim situation, customers purchase counterfeits products unsuspectingly and inadvertently thinking that they are purchasing an authentic product because of the similarity existing between counterfeit products and genuine ones (Bloch et al., 1993; Grossman & Shapiro, 1988; Mitchell & Papavassiliou, 1997; Tom et al., 1998). Conversely, an accomplice is a customer who enthusiastically purchases counterfeit products. The customer takes the risk to purchase the counterfeit goods even when he /she is aware of the illegality of the transaction (Prendergast et al., 2002; Cordell et al., 1996; Bloch et al;, 1993). Attitudes towards counterfeiting reduce brand equity and emblematic worth of genuine branded products (Zhou & Hui, 2003). Counterfeit products are lower-priced replacements of high-priced genuine products very complex to quality dissimilarity (Gentry et al., 2006). This confusion leads to the luxury brand equity corrosion (Zhou & Hui, 2003; Jacobs et al., 2001; Grossman & Shapiro, 1988). Counterfeit customers more often pay for the visual traits and functions and not for the quality associated with the authentic branded products (Grossman & Shapiro, 1988; Cordell et al., 1996). China is considered as country where counterfeiting activities are still on the increase (Bloch et al., 1998; Wee et al., 1995). Counterfeits are presently the easiest manufacturing tasks due to technological developments and innovations, globalization and their low-cost production (Gentry et al., 2006, Shultz & Shapiro, 1996). China fast development is the main reason explaining the growing demand for counterfeits. The intellectual property law-making application by governments continues to be partitioned with dodges and errors. Counterfeits producers and their syndicates continue to operate without heavy punishment and menace to their counterfeiting accomplishments (Clark, 2006; Sonmez &Yang, 2005). Prior investigations acknowledge attitudes towards counterfeit of genuine branded products have a positive impact on purchase intentions (Phau & Teah, 2009; Wang et al., 2005; Ang et al., 2001).

II. 3 Supply-side investigations

Counterfeit supply-side investigations haven't got researchers attention much. Even though proficiency regarding counterfeit supply-side dimension is very significant for the comprehension of the unlawful market motivations and in what way corporations in emergent markets operate to use replica to promote knowledge and development procedures and how legal brand manufacturers are fighting counterfeiting. The reason of the scarcity of literature on supply-side of counterfeit is information inaccessibility on the surreptitious illegal market. Harvey and Ronkainen (1985) profoundly contributed to the supply-side counterfeit investigations. They formulated possible techniques that unlawful accomplices could get the know-how required to manufacturing counterfeit products. Nevertheless, they founded their studies on the statement that intellectual property is taken from impacted corporations, that doesn't disregard the nowadays-significant expertise of counterfeit industry. Numbers of supply-side factors are incremental motives for counterfeiters (Gessler, 2009; Yoo & Lee, 2009; Chaudry & Zimmerman, 2008; OECD, 2008). Among these factors the following – the

possibility of reaching higher benefit margins: fakers take advantage of marketing and research and development expenditure of rightful trademark proprietors. – Low pursue rate and the absence of rigorous intellectual property right prosecution in some emerging countries (China, South-Africa) where counterfeits are produced and the powerlessness to punish counterfeiters for their acts like others illicit activity architects have to led to the rise of counterfeiting in these countries. This demonstrates that deficient penalizations have moulded the foundation of counterfeiting and the accessibility to the high technological equipment offers a great possibility to counterfeiters to replicate genuine luxury branded products at the low costs and at very fast cadence. Free trade zones and the presence of free ports have helped counterfeiters to improve their activities because there is no severe traceability concerning the real origin of the products. Internet serve as a perfect channel to reach consumers in a more disguised technique. "Counterfeiting is thousands of years old, conditions have never been better for it as they are at the moment" affirmed Tim Philips (2005).

II. 4 Demand side investigations

The limited existing researches on counterfeit demand side generally focused on awareness, demographics, attitudes or purchase intentions. Grossman and Shapiro (1988) explored correlations between demand-price in the counterfeit markets and luxury branded products. Even though their findings didn't provide formal counterfeit product demand characteristics, the study reduced influences that may not perceptibly been in relationship with the problematic under examination. Gentry et al. (2006) provided clues they used to identify counterfeit products and for purchase decision making but fighting the purchase of counterfeit products. The fundamental economic logic exposes that the non-demand for counterfeit products should instinctively corrode supply. Customers play a leading and rising role in the presence of counterfeit goods (Yoo & Lee, 2009; Bian & Mouthino, 2008). Marketing literature proposes that counterfeit articles are a combination of lower quality and lower price. Counterfeit products are better distributed on the markets than the authentic branded ones, and by the way threaten luxury brands exclusiveness (Sharma & Chan, 2011; Gistri et al., 2009; Lai & Zaichkowsky, 1999; Grossman & Shapiro, 1988). People purchase counterfeits for two major reasons that are lowest price and paralleled to genuine brands and the expressive value utilities the brands offer (Wiedmann et al., 2012; Wilcox et al., 2009; Cordell et al., 1996; Dornoff & Tatham, 1972; Onkvist & Shaw, 1987). As counterfeits will continue to deliver some advantages like the ones genuine products consumers are enjoying, they will remain attractive (Wiedmann et al., 2012; Wilcox et al., 2009).

II. 5 Legal issues and legislatives concerns

Intellectual Property Rights (IPR) symbolises crucial subjects for international trade. Maskus (2000) provided a broad overview concerning IPR literature linked to counterfeit market. Globerman (1988) by investigating trade protection costs, proposed a strategy centred on private companies and advocated their managers and brand proprietors to safeguard their products instead of consolidating castigatory business legislation. Jain (1996) explored the divergence between developed and developing countries and that this divergence concerns high level of protection existing in the industrialized countries and the low level of protection encountered in developing countries. Shultz and Nill (2002) illustrated the controverting welfares of developed and developing countries using prison's dilemma when developing a game theoretical perspective by investigating IPR defilements in the social quandaries' context. Javorcik (2004) made an empirical exploration of the influence of the IPR degree enforcement on foreign investment structure. He found that feeble IPR regimes dissuaded financiers and investors from investing on local production while inciting them to deliveries of importations.

II. 6 Managerial guidelines to avert counterfeit trade

Current literature objective is to deliver better guidance for people engaged in defining anti-counterfeiting strategies and policies. Harvey and Ronkainen (1985) distinguished strategies corporations utilized to combat counterfeit trade. Amid these strategies – heating – impeaching – hand-off, and extraction. Shultz and Shapiro (1996) offered a more detailed outline for anti-counterfeiting strategies, comprising "usage of high-tech labelling" "educate stakeholders at source" and "co-opt offenders" methods. The strategy weakness is the absence of the suggestion of their operationalization. Chaudhry et al. (2005) examined the manners managers may develop the intellectual property environment notion, whether an environment can influence the market entry choices, which anti-counterfeiting measure are regularly utilized and whether every technique is applied in the host country market.

III. Theories and hypotheses

III. 1 Theories

This research centres on the Howard and Sheth (1969) theory of buyer behaviour to which we associate the theory of planned behaviour and the Utility theory. Howard and Sheth (1969) model is acknowledged as the

best valid construct utilized by number of researchers and scholars to explicate consumer's behaviours. The theory exposes four key components – hypothetical constructs – stimulus variables – response variables, - and exogenous variables. The objective is to provide a deep comprehension of the buyer decision process. The model highpoints quality of the service and product, commercial environment that stimulate consumers. Purchaser incentives deliver actions stimulus and stir substitutions set in objective to satisfy their motivations through learning constructs.

The theory of planned behaviour (TPB) is designed as the major expectancy-value theory continues to be used to widespread diversity of behavioural domains (Shaw et al., 2000). TPB has purposefully perfected jutting attitudes through the preceding TRA (Beck & Ajzen, 1991; Giles & Cairns, 1995). The theory of reasoned action (TRA) is the TPB groundwork (Fishbein & Ajzen, 1975). Its objective is to forecast and understand explicit behaviours in particular situations (Ajzen, 1991). The TPB reveals that person behavioural intention directly affects a person current behaviour conjointly dogged towards the behaviour accomplishment. The TPB is the most suitable research intention model successfully used to predict and explain behaviour via a broad diversity of fields (Lin et al., 1999). TPB furthermore supports that the probabilities and resources such as the approachability of counterfeits should precede purchase behaviour to improve it. Ajzen (1991) utilized the TPB for leadership in structuring existing results and completing extra variables such as psychographic and demographic factors. TPB application has been effective in the western cultures; however, there is no robust conviction that it can be well close-fit to other cultures (Solomon et al., 2006). The limited cross-cultural researches accessible on the field do not establish evidently its proficient application in other cultures (Bagozzi et al., 2000).

Thaler shaped the utility theory in 1985. Two forms of utility act in the consumer purchase context – acquisition utility that indicates economic purchase conditions (loss or gain) – and transaction utility that indicates feeling conditions (displeasure or pleasure) in conjunction with financial purchase transaction terms. The inherent need of satisfaction of the capacity of the product impacts persons so they are predisposed to become value conscious instead of being coupon willing (Lichtenstein et al., 1990). The utility theory is deeply analogous to the counterfeit theory that assumes that low-price perceived quality is the key motivation of the purchase of counterfeit goods. The price of counterfeits is a portion of the price of an authentic products and constitutes the main motive explicating the purchase of reproductions then, the limitation of the risk of purchasing expensive authentic products (Wiedmann et al., 2012; Tom et al., 1998). Counterfeit products convey suitable value for money notwithstanding their lowest quality (Wiedmann et al., 2012; Wilcox et al., 2009).

III. 2 Hypotheses

Preceding investigations on counterfeits linked to China and western countries display the penchant of Chinese consumers for counterfeits (Wong & Ahuvia, 1998; Eastman et al., 1997). Consumers in less developed and collectivism cultures are more prone to purchase counterfeits. Inspired by the existing literature and the substantiation that China is an emerging country recognized for its tolerance regarding counterfeiting we based research hypotheses on – counterfeit proneness – risk – personality- economic – social – and marketing variables as factors that may influence Cameroonian consumers' attitudes towards intention to purchase counterfeits.

1-   Counterfeit proneness positively affect Chinese consumers' attitude towards intention to purchase counterfeits.
2-   Risk factors may not influence Chinese consumers' attitude towards counterfeits.
3-   Personality factors positively influence Chinese consumers' attitude towards intention to purchase counterfeits.
4-   Socio-cultural factors positively influence Chinese consumers' attitude towards intention to purchase counterfeits.
5-   Economic factors positively influence Chinese consumers' attitude towards intention to purchase counterfeits.
6-   Marketing factors positively influence Chinese consumers' attitude towards intention to purchase counterfeits.
7-   Attitude plays an important role in the Chinese consumers' process of purchasing counterfeits.

IV.   Materials and Methodology

Numerous methods were used to obtain data for this research. This study paradigm took both inductive and deductive strategies and includes both qualitative and quantitative research approaches as they complement each other (Hair et al., 2010, Malhotra, 2010; Saunders et al., 2000). Primary and secondary data were also both used in this study. Data were gathered directly from opinions of the Chinese consumers about their perceptions

of counterfeits and attitudes, and purchase intention towards counterfeit products. We used survey including sell-administrated semi structured questionnaire and interviews with closed-ended questions. The Statistical Package for Social Sciences (SPSS) was utilized to scrutinize data specifically Cronbach Alpha, Pearson Coefficient, Binary Logistic Regression. We collected two thousands responses from Chinese living in China. Question were translated from English to Chinese and questionnaire in both languages were distributed via face-to-face, online survey, and mailing. Measurement scales came from existing literature and were adapted based on Sharma and Chan (2011); Wang et al. (2005); Bao et al., (2003); Ang et al. (2001); Nia and Zaichkowsky (2000); Eastman et al. (1999) ; Stone and Gronhaug (1999) ; Sweeny et al. (1999) ; Sirgy et al. (1998) ; Lichtenstein et al. (1993); Bearden et al. (1989); Sprotles and Kendall (1986); Rokeach (1973). Questionnaire was developed using Likert Scaling Structure, structured and developed in several stages. The five-point likert scale ranks from 1 to 5 strongly disagree to strongly agree. Furthermore "tick or circle" was very relevant to determine demographic profile of sample. "yes or no" was used for the first question concerning counterfeit proneness.

IV. 1 Data presentation
We started with a descriptive summary of the respondents' characteristics (age, gender, level of education, level of income). We further applied statistical methods to test the validity of the data and examined the linear relationships between variables along with their different interactions with the odds ratio in favor of a client deliberately purchase counterfeit products. We moreover used SPSS to construct tables and graphs portraying and summarizing different views collected from questionnaire responses.

IV. 2 Analysis technique for group factors influencing the purchasing attitudes of Chinese of counterfeit luxury goods
We used the Pearson Correlation Coefficient to analyse factors affecting Chinese attitudes towards intention to purchase counterfeit products. The method applied is shown in the following equation which helped us to ascertain the direction and strength of all linear associations between the corresponding sets of data

$$r = \frac{\sum_{i=1}^{n}(x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_{i=1}^{n}(x_i - \bar{x})^2}\sqrt{\sum_{i=1}^{n}(y_i - \bar{y})^2}} \qquad (1)$$

Where;

r is the Pearson's correlation coefficient for the sample, n is the sample size, x_i refers to the terms in the dataset $\{x_1, ..., x_n\}$, $\bar{x}$ is the sample mean calculated as $\frac{1}{n}\sum_{i=1}^{n} x_i$, y_i refers to the terms in the dataset $\{y_1, ..., y_n\}$, $\bar{y}$ is the sample mean calculated as $\frac{1}{n}\sum_{i=1}^{n} y_i$.

The Pearson correlation coefficient (r) and its strength of association was interpreted in accordance with the commonly accepted criteria. An r value between 0.1 and 0.3 is small, 0.3 to 0.5 is considered a medium strength of association while 0.5 to 1.0 is considered large. The sign of each r value specifies the direction of relationship.

IV. 3 Analysis technique for factors impacting the likelihood that Chinese will deliberately purchase counterfeit luxury products
A Binary Logistic Regression Model was used to further analyse the factors that have an impact on the possibility that Chinese consumers will deliberately purchase a counterfeit product.
The general model can be indicated as:

$$\log\left(\frac{P_i}{1-P_i}\right) = \beta_0 + \beta_i \sum_{i=1}^{n} X_i + U_i \qquad (2)$$

Where:

P_i = Probability that a Chinese will deliberately purchase a counterfeit luxury product

$1 - P_i$ = Probability that a Chinese will not deliberately purchase a counterfeit luxury product

$\frac{P_i}{1-P_i}$ = Odds ratio in favour of a consumer deliberately purchasing a counterfeit luxury product

B_0 = Intercept

B_i = Coefficients which were estimated in the model

X_i = Marketing factors, Economic factors, Sociocultural and Group influences and Risk factors broadly classified as explanatory variables.

U_i = Error term.

V. Results and analyses

V.1 Demographic Description of respondents

Here we described the gender, age, education, income status, nationality and general features of our 2 000 respondents.

V.1.1 Gender

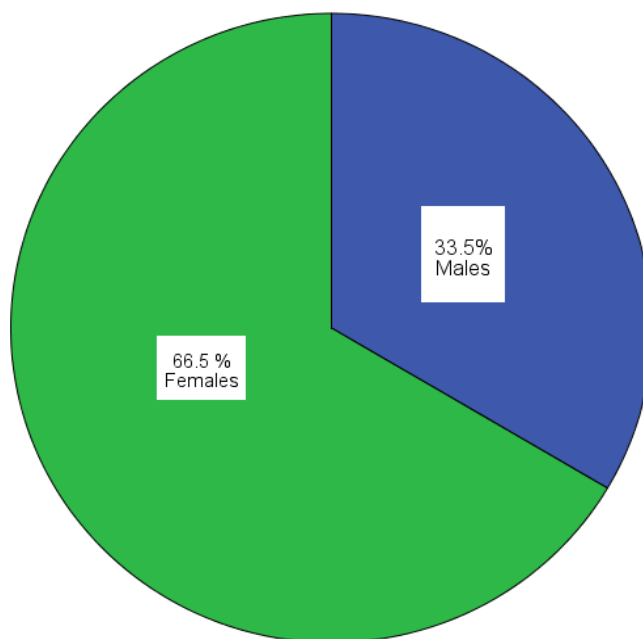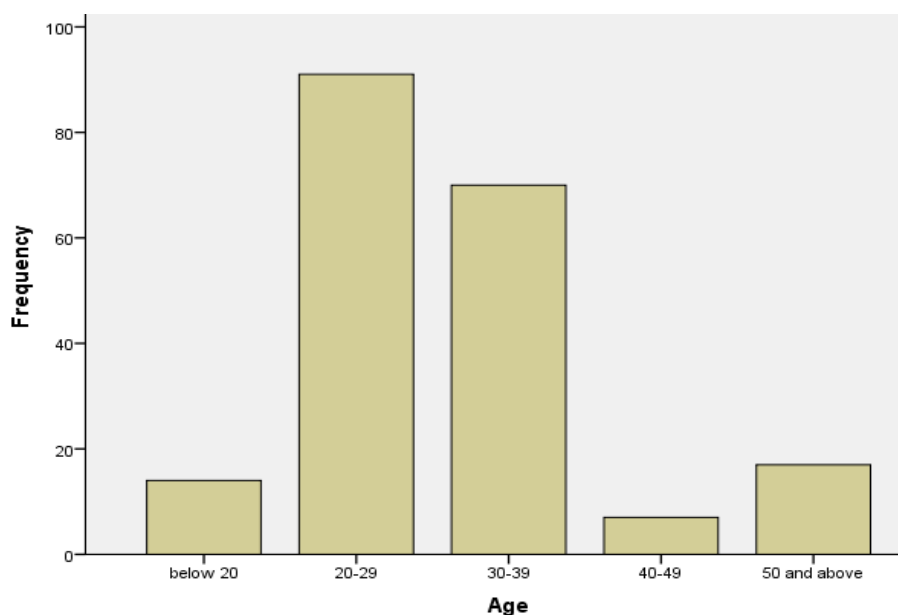**Figure 1:** The distribution of respondents by gender.

Figure 1: Gender of respondents

According to figure 5, the majority of respondents are female. 66.5% of the sample consisted of female while only 33.5% were males. This may be indicative of bigger shopping intention amongst women than men.

V.1.2 Age

Figure 2: The distribution of respondents by age.

As shown in Figure 2, the majority of respondents are between the ages 20-29. The figure also shows the youthfulness nature of the respondent's profile which might have an impact on the income levels since most of these are still studying and are least involved in economic activities.

V.1.3 Education

Table 1: The education profile of respondents

		Education level					Total
		High School or less	Bachelor	Masters	PHD	Post Doc	
Chinese	% within nationality	19.0%	36.0%	12.0%	15.0%	18.0%	100.0%
	% within Education level	39.6%	66.7%	33.3%	50.0%	56.2%	50.0%
	% of Total	9.5%	18.0%	6.0%	7.5%	9.0%	50.0%

According to Table 1, the majority of the Chinese respondents have a bachelor's qualification or above. Only 19% of the Chinese respondents had a maximum of high school education while 36%, 12%, 15% and 18% had Bachelor, Masters, PhD and Post Doc respectively.

V.1.4 Income level of respondents

Figure 3: The distribution of respondents' income level with respect to their attitudes and behaviours towards counterfeit goods.
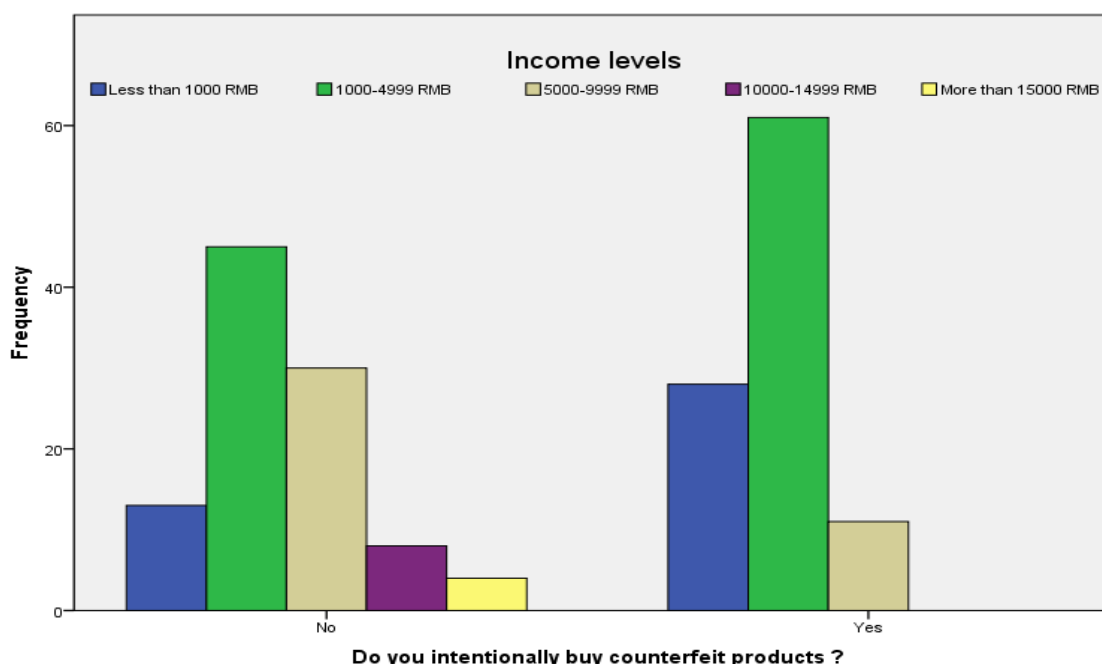

Figure 3 shows that the majority of the Chinese consumers who purchase counterfeit luxury products are middle to low income earners. Whilst very few respondents earning more than 10000RMB a month, according to our findings rarely if at all, purchase counterfeits. Figure 3 also shows that the general assumption that all low-income earners have a positive attitude towards counterfeits may not be entirely true since there are people earning less than 10000RMB yet they still avoid buying counterfeits.

V.2 Reliability Statistics and scale statistics

Table 2 : Reliability analysis

Latent variable	Cronbach's Alpha	Cronbach's Alpha on Standardized Items	Mean	Variance	S. Deviation	N of Items
Counterfeit proneness						
Risk factor	.751	.733	8.9167	7.645	2.765	5
Personality factor	.865	.868	43.3636	46.623	6.8281	11

Socio cultural factors	.898	.905	23.7917	21.911	4.68094	7
Economic factors	.946	.947	8.6667	12.667	3.55903	4
Marketing factors	.870	.871	29.9583	31.346	5.59875	9
Altitude and Intention	.951	.955	22.6667	101.101	10.05492	10
Overall Cronbach's Alpha	.897	.883	146.91	380.346	19.502	46

The Cronbach's Alpha for each set of items relating to each latent variable is bigger than 0.70 and even close to one except for the risk factor. Our data achieved an Overall Cronbach's alpha of 0.897, which is a satisfactory indication of internal consistency according to the rule of thumb. It therefore follows that our set of questionnaires measured items in a one-dimensional latent construct. Coefficients with two asterisks were found to have significant correlations at the 0.05 level for 2-tailed tests.

V.3 Analyses
V.3.1 Marketing factors affecting the consumer's attitude towards intention to purchase counterfeit luxury goods
Table 3: Pearson coefficient of marketing factors affecting consumers' intention

Intention to buy counterfeit luxury goods against:	Pearson Coefficient
Dependence on WhatsApp for product information	.742**
Dependence on WeChat for product information	.830**
Dependence on Facebook for product information	.184**
Dependence on internet searches for product information	.263**
Dependence on word of mouth for product information	.447**
Dependence on window shopping for product information	.600**
Dependence on pamphlets for product information	.200**

**significant correlations at the 0.01 level, *significant correlations at the 0.05 level

The main marketing factors that significantly influenced consumer's intention to purchase counterfeits are social network marketing, word of mouth, internet searches, printed media such as pamphlets and personal exposure through window shopping. All these variables exhibited significant correlations with the intention to buy counterfeits at 0.01 level for a 2 tailed test. WhatsApp marketing that has a correlation coefficient of 0.742, and WeChat marketing with a correlation coefficient of 0.830 portray large strength of association with the consumer intentions to buy counterfeit products. This is because consumers are increasingly being exposed to product information through their mobile applications due to increased technological advancement in China. WeChat however proves to have more influence on consumers' purchase behaviour due to its accessibility particularly to the China based clientele who operate under the limitations of social media government regulations that favours WeChat to WhatsApp. This reasoning is also evident with consumers who gets product information from Facebook whose variable has a correlation coefficient of 0.184 which somewhat may be considered a small strength of association due to the Chinese great wall that limits the use of this service inside of Chinese boarders.

Window shopping is also playing a very significant role in determining consumer's purchase attitude as shown by the strong correlation coefficient of 0.600. The strength of the counterfeit product marketing is also in the consumers' ability to spread the good news about the product as shown by the moderate correlation coefficient of 0.447.

Though some of the customers who purchase counterfeit goods got information about their products from the internet, a correlation coefficient of 0.263 indicates a comparatively weak association. Even though internet is key in modern day marketing, most producers and traders of counterfeits are not comfortable to sell their products on the internet with the fear of exposing their identity, hence the weak correlation. However, whenever a product is posted online, results indicate a possibility of an increase in consumers' intention to buy. Pamphlets are also significant determinants of consumers' purchase intentions though a correlation coefficient of 0.200 can be regarded as insignificant according to the rule of thumb.

Table 4: Analysis of the marketing factors that might affect the probability of a consumer willingly purchasing counterfeit goods

Variables	Coefficient	Standard error	Wald	df	Sig.	Odds ratio	95% C.I. for Odds ratio.	
							Lower	Upper
Product availability	6.662	2.924	5.192	1	.023**	781.756	2.538	240801.031
General Advertising	5.195	1.840	7.972	1	.005***	180.323	4.897	6639.882
WeChat Marketing	8.698	2.961	8.628	1	.003***	5990.210	18.071	1985676.078
WhatsApp Marketing	1.290	1.159	1.239	1	.266	3.634	.375	35.249
Facebook Marketing	2.484	1.409	3.111	1	.078*	11.992	.758	189.597
Internet Adverts	1.633	1.180	1.917	1	.166	5.120	.507	51.693

Word of mouth	8.278	2.818	8.628	1	.003***	3936.552	15.712	986289.985
Newspaper Advertising	4.639	1.834	6.400	1	.011**	103.440	2.843	3763.432
Physical Surrounding	2.799	1.416	3.906	1	.048**	16.436	1.023	263.948
Constant	-21.730	7.160	9.211	1	.002***	.000		

Significant at * 10%, **5%, ***1%.

Table 4 confirms that consumers who are most willing to deliberately purchase counterfeits rely mostly on the availability and informal sources such as social media for product information. The factors imposing the most impact on the chances of a consumer's willingness to buy and consume counterfeits luxury goods include their availability and their exposure to social media adverts of these products on WhatsApp, WeChat and word of mouth. Table 4 shows that these factors have the most important odds ratios in both magnitudes and significance level (1%).

Table 5 below summarizes the marketing factors affecting the Chinese consumers' attitude towards intention to purchase counterfeit luxury goods

Attitude to buy counterfeit luxury goods against:	Pearson Coefficient
Dependence on product availability	-
Dependence on WeChat for product information	.870**
Dependence on Whatsapp for product information	-004
Dependence on internet searches for product information	.264**
Dependence on Facebook for product information	.432**
Dependence on word of mouth for product information	.542**
Dependence on window shopping for product information	.274**

**significant correlations at the 0.01 level, * significant correlations at the 0.05 level

According to table 5 above, it seems Chinese respondents depend more on the social media to obtain product information. They are also rely more on the internet and shopping.

V.3.2 Economic factors affecting the consumer's attitude towards intention to purchase counterfeit luxury goods

Table 6: Pearson Coefficient of economic factors affecting the consumer's intention to buy counterfeit luxury goods

Attitude to buy counterfeit luxury goods against:	Pearson Coefficient
Cheaper counterfeits	.806**
Unaffordability of genuine products	.870**
Personal analysis of price-quality inference	.872**
Satisfaction with the market's price-quality for purchase decisions	.536**

**significant correlations at the 0.01 level, *significant correlations at the 0.05 level

The main economic factors that significant affect the consumer's intention to purchase counterfeit luxury products are price of counterfeits, price of original products, consumer's personal analysis of price-quality inference and the reliance on price level in the market. All these variables exhibited significant correlations with the intention to buy counterfeits at the 0.01 level for a 2 tailed test. Most people bought and consumed counterfeit goods because were cheap. This is supported by the correlation coefficient (0.806) which is both positive and strong. Most consumers of counterfeits are also driven by the perceived high prices of original products as portrayed by the strong and positive correlation of 0.870. These two preceding explanations indicate that counterfeit product consumers in general analyse the expected quality of product regarding the value of money before making purchasing decisions as supported by the strong correlation coefficient of 0.872. While consumers examine the quality of product regarding the value of money, considerations of the satisfaction with market's general price level are also inevitably important determinants of the consumer's purchase behaviour as portrayed by the coefficient of 0.536.

Table 7: The economic variables that might affect the likelihood of a consumer willingly purchasing counterfeit goods.

Variable	Coefficient	Standard Error	Wald	df	Sig.	Odds ratio	95% C.I. for Odds ratio	
							Lower	Upper
Cheaper counterfeits	4.121	1.380	8.919	1	.003***	61.623	4.123	921.113
Unaffordability of genuine products	5.400	1.484	13.231	1	.000***	221.360	12.064	4061.545

Personal analysis of price-quality inference	3.740	1.275	8.601	1	.003***	42.111	3.458	512.849
Reliance on pricing	3.885	1.539	6.377	1	.012**	48.688	2.386	993.425
Constant	-8.467	2.049	17.080	1	.000***	.000		

Significant at * 10%, **5%, ***1%.

Table 7 confirms the price as the major determinants of the consumers' purchase decisions with regards to counterfeit products at 5% level of significance. Consumers who cannot afford to purchase luxury brands were also found to most likely rely on counterfeit consumption as shown in table 7. Further evidence at the 1% significance level also confirms that counterfeit product consumers mostly operate within their economic means according to their personal purchasing power analysis. A summary of economic factors affecting the Chinese consumer's attitude towards intention to purchase counterfeit luxury goods is presented in table 8 below.

Table 8: Summary of economic factors affecting the Chinese consumers' attitude towards intention to purchase counterfeit luxury goods

Attitude to buy counterfeit luxury goods against:	Pearson Coefficient
Cheaper counterfeits	.762**
Unaffordability of genuine products	.900**
Personal analysis of individual purchasing power before making a purchase	.839**
Reliance on pricing for purchase decisions	.531**

** Significant correlations at the 0.01 level, * significant correlations at the 0.05 level

Most of the Chinese respondents' decision to purchase counterfeits is determined by the affordability of these products.

V.3.3 Personality and Preferences factors affecting the consumer's attitude towards intention to purchase counterfeit luxury goods

Table 9 presents the Pearson coefficient of personality and preferences factors affecting the consumer's attitude towards intention to purchase counterfeit luxury goods.

Table 9: the Pearson coefficient of personality and preferences factors

Attitude to buy counterfeit luxury goods against:	Pearson Coefficient
Tendency to get really nice things	.784**
Desire to be rich enough and buy everything wanting	.141*
Emphasis on material things	.852**
Purchasing goods that match consumer personality	.712**
Tendency to pay more for product that has status	.451**
Irrelevance of a product that has status	.140*
Influence of valuable product with snob appeal	.201*

** Significant correlations at the 0.01 level, *significant correlations at the 0.05 level

A number of personal attributes and preferences variables were found to affect consumers' purchase intentions towards counterfeit goods. Those that showed significant relationships at the 0.01 level include emphasis on material things, the tendency to get really nice things, purchase items that match consumer personality, tendency to pay more for products that have status, influence of physical appearance, and desire to be rich enough and purchase everything wanting. The study reveals that in most instances purchasing counterfeit goods is a deliberate decision taken by consumers who have tendency to get really nice things. This is evidenced by the strong and positive coefficient of 0.784. Our findings also show that clients who only place more emphasis on material things when purchasing a good are usually not concerned with whether the good is original or copy. The correlation coefficient of 0.852 supports this view both in magnitude and direction. A coefficient of 0.712 shows that purchasing counterfeits to a greater extent indicate some willingness to match the consumer's personality. The results also show that counterfeit product buyers usually have a tendency to pay more for products that have status as portrayed by the coefficient of 0.451.

Other variables presented significant relationships at 0.05 level and these include; irrelevance of a product that has status, physical surroundings of a product's market, and consideration of product quality when making purchasing decisions. Influence of valuable product with snob appeal somehow shows a moderate influence on the consumer's decision to willingly buy counterfeits as shown by the correlation coefficient of 0. 201. At times consumers buy goods for the sake of matching the demands of the irrelevance of a product that has status during particular season and at any of these moments whether a product is counterfeited or not won't

play a major role as long as it serves the purpose of the season. This is explained by the weak but positive association of 0.140. A correlation coefficient of 0.141 shows that consumers desire to be rich enough and buy everything wanting somewhat go for imitated products that are near genuine. Table 10 presents personality and preference factors that affect the likelihood of a consumer to willingly purchase counterfeit good.

Table 10: Personality and preference factors

Variables	Coef.	Standard Error	Wald	df	Sig.	Odds Ratio	95% C.I. for Odds Ratio	
							Lower	Upper
Tendency to get really nice things	4.548	1.548	8.636	1	.003***	94.418	4.548	1960.338
Desire to be rich enough and buy everything wanting	-1.687	1.444	1.366	1	.243	.185	.011	3.135
Happiness to buy more things	.365	1.074	.115	1	.734	1.440	.175	11.819
Emphasis on material things	7.661	2.613	8.593	1	.003***	2123.703	12.665	356119.44
Perception that i can't buy all thing i would like	-1.608	1.330	1.462	1	.227	.200	.015	2.713
Matching personality with purchase decision	4.636	1.461	10.064	1	.002***	103.167	5.882	1809.365
Tendency to pay more for product that has status	2.156	1.276	2.856	1	.091*	8.638	.709	105.304
Pleasure I have from things I possess	1.050	1.533	.470	1	.493	2.859	.142	57.675
Interest for new status products	1.700	1.472	1.332	1	.248	5.472	.305	98.062
Influence of irrelevance of a product for me	1.604	1.184	1.836	1	.175	4.973	.489	50.602
Influence of valuable product with snob appeal	2.410	1.386	3.023	1	.082*	11.129	.736	168.316
Constant	-9.983	3.237	9.512	1	.002	.000		

Significant at * 10%, **5%, ***1%.

Table 10 shows that the emphasis on material things of a counterfeit product with an odd of 2123.703 is most likely to affect consumer's desire to willingly purchase and consume the product in question. Further evidence at 1% also suggests that tendency to get really nice things may not stop any intentional purchase decision by consumers who at times purchase counterfeits out of habit and wilful personality. Table 11 shows a summary of Personality and preference factors affecting the Chinese consumers' attitude towards intention to purchase counterfeit luxury goods.

Table 11: Summary of Personality and preference factors

Attitude to buy counterfeit luxury goods against:	Pearson Coefficient
Tendency to get really nice things	.714**
Emphasis on material things	.847
Purchasing goods that match consumer personality	.682**
Tendency to pay more for product that has status	.375**
Irrelevance of a product that has status	.296**
Influence of valuable product with snob appeal	.089

** Significant correlations at the 0.01 level, *significant correlations at the 0.05 level

Table 11 above demonstrates that one personality factor that the Chinese consumers seem to be less influenced by valuable product with snob appeal. Chinese consumers are more probable to be influenced by the irrelevance aspect of a product that has status of their purchasing decisions.

V.3.4 Socio cultural and Group influences affecting the consumer's attitude towards intention to purchase counterfeit luxury goods.
Table 12: Pearson coefficient of Socio cultural and Group influences affecting the consumer's attitude towards intention to purchase counterfeit luxury goods.

Table 12: Pearson coefficient of Socio cultural and Group influences

Attitude to buy counterfeit luxury goods against:	Pearson Coefficient
Influence of friends and relatives on purchase decisions	.880**
Influence of the brand knowledge on purchase decisions	.738**
Influence of the desire to match a certain perceived social group	.755**
Desire to avoid buying certain goods because they are associated with certain social groups	.321**

** Significant correlations at the 0.01 level, * significant correlations at the 0.05 level

The main sociocultural and group factors that were found to have significant impact on consumers' intention to purchase counterfeits are peer pressure amongst friends and relatives, brand knowledge influences, desire to match certain perceived social groups and desire to avoid certain social associations. According to the findings, people who share common social attributes such as friendship usually influence each other to purchase and consume certain goods and services; in this case counterfeit products. This argument is supported by the correlation coefficient of friends' influence 0.880. The influence of media can also not be understated. The correlation coefficient of brand knowledge (0.738) suggests that brand trends advertised thereon may in influence to a large extend, the attitudes and purchasing behaviours of counterfeit product consumers. This is also supported by the correlation coefficient of 0.755 that shows that counterfeit consumers in the research area are inspired by the desire to match a certain perceived social group and sometimes these groups are widely publicized in media. At times, consumers willingly buy counterfeit products that may even have no names in a bid to avoid being confused with certain social or economic groups that society usually associates with certain brands. This is explained by its coefficient of 0.321 which shows that the more some consumers try to avoid using certain brands, the more they end up erroneously buying imitations.

Table 13: The socio cultural and group influences that might affect the likelihood to a consumer to willingly purchase counterfeit products.

Table 13: The socio cultural and group influences

Variable	Coefs.	Standard error	Wald	Df	Sig	Odds ratio	95% C.I. for Odds ratio	
							Lower	Upper
Family influence	.247	1.085	.052	1	.820	1.280	.153	10.742
Friends influence	4.853	1.044	21.604	1	.000***	128.080	16.550	991.210
Workmates influence	-.252	1.071	.055	1	.814	.777	.095	6.344
Neighbors influence	.698	1.086	.413	1	.520	2.009	.239	16.870
Brand knowledge influence	4.166	1.189	12.285	1	.000***	64.484	6.275	662.651
Desire to associate with certain social groups	3.768	1.171	10.355	1	.001***	43.294	4.362	429.666
Desire to avoid a social group	1.062	1.053	1.017	1	.313	2.894	.367	22.806
Constant	-7.769	2.453	10.032	1	.002	.000		

Significant at * 10%, **5%, ***1%.

Table 13 shows that peer influence increases the likelihood of consumers intentionally purchasing and using counterfeits. Brand knowledge also positively influences the attitude of consumers towards purchasing counterfeits. The table also point out that the envy to match certain social status also increases the possibility of consumers resorting to look-alike products that be may be counterfeited.
The Socio cultural and Group influences affecting the Chinese consumer's attitude towards intention to purchase counterfeit luxury goods are summarised in table 14 Summary of Socio cultural and Group influences affecting the Chinese consumer's attitude towards intention to purchase counterfeit luxury goods

Table 14: Summary of Socio cultural and Group influences

Attitude to buy counterfeit luxury goods against:	Pearson Coefficient
Influence of friends on purchase decisions	.849**
Work mates	-.043
Neighbors	.218*
Influence of brand knowledge on purchase decisions	.708*
Influence of the desire to match a certain perceived social group	.783**
Desire to avoid buying certain goods that are associated with certain social groups	.297**

**significant correlations at the 0.01 level, * significant correlations at the 0.05 level

Table 14 shows that the influence of friends and workmates on the consumers 'attitude towards intention to purchase counterfeits is less on the Chinese. Chinese consumers appear to follow the consumption patterns of their neighbours more. They also appear to be driven more by the desire to either match or avoid certain perceived social groups.

V.3.5 Risk factors affecting the consumer's attitude towards intention to purchase counterfeit luxury goods.

Table 15 below presents the Pearson coefficient of Risk factors affecting consumer's attitude towards intention to purchase counterfeit luxury goods.

Table 15: Pearson coefficient of Risk factors

Attitude to buy counterfeit luxury goods against:	Pearson Coefficient
Chance of losing money when buying counterfeits	-.230**
Risk of counterfeits performing below expected levels	-.625**
Risk of losing social status	-.550**
Risk of false gratification	-.530**
Knowledge of potential dangers associated with counterfeit consumption	-.198**

** Significant correlations at the 0.01 level, * significant correlations at the 0.05 level

The main risk factors that displayed significant influences on consumers' attitude to purchase counterfeits are possibility of losing money after buying replica, possibility of counterfeits malfunctioning, fear of losing social status, false gratification from consuming counterfeits and the general awareness of the overall potential risks associated with consuming counterfeits. All these risk factors put together showed a tendency that lowers the consumer's will to buy counterfeits.

Table 15 also shows that all these risk factors were found to be significant at 0.01 level with the strongest deterrence of intentional purchase of counterfeits being their performance risks with a correlation coefficient of -0.625. The tendency of counterfeits underperforming may also exacerbate the financial risk of losing money as is portrayed by the correlation coefficient of -0.230. Fear of losing social status as a result of using imitated products also has a strong negative impact on consumers attitude towards intention to purchase counterfeits products. Also presenting a strong association coefficient (-0.530), is the realization that consuming counterfeits gives the consumer the psychological risk of illusory gratification. In general, risk-averse consumers are usually discouraged from buying counterfeits as demonstrated by its coefficient (-0.198).

Table 16 below presents a further breakdown of the risk factors that might affect the probability of a consumer willingly purchasing counterfeit goods.

Table 16: A further breakdown of the risk factors

Variables	Coefficient	Standard Error	Wald	df	Signif.	Odds ratio	95% C.I. for Odds Ratio	
							Lower	Upper
Money loss	-.487	.462	1.109	1	.292	.615	.248	1.521
Under performance	-3.654	.621	34.632	1	.000***	.026	.008	.087
Loss of social status	-1.956	.499	15.383	1	.000***	.141	.053	.376
False gratification	-1.791	.473	14.319	1	.000***	.167	.066	.422
Knowledge of potential risk	-.421	.231	3.339	1	.068*	.656	.418	1.031
Constant	5.071	.777	42.579	1	.000	159.37		

Significant at * 10%, **5%, ***1%.

Table 16 confirms that the knowledge of performance risks of counterfeits, social risks associated with their consumption, and the illusory gratification they are likely to bring will negatively affect the attitude of the consumer towards counterfeits. The table presents evidence of a reduction in the likelihood of purposive purchase of counterfeits at both 1% and 10% significance levels.

Table 17 presents the Pearson coefficients of Risk factors affecting Chinese consumers' attitude towards intention to purchase counterfeit luxury goods.

Table 17: Pearson coefficients of Risk factors

Attitude to buy counterfeit luxury goods against:	Pearson Coefficient
Chance of losing money when buying counterfeits	-.254*
Risk of counterfeits performing below expected levels	-.505**
Risk of losing social status	-.537**
Risk of false gratification	-.586**
Knowledge of potential dangers associated with counterfeit consumption	-.099

**significant correlations at the 0.01 level, * significant correlations at the 0.05 level

According to table 17, the knowledge of the risk associated with purchasing and consuming counterfeits proved to have a negative impact on the attitudes and purchasing decisions of the Chinese consumers. The Chinese consumers seem more concerned with maintaining their social status and protect their need for real gratification from the consumed products in question.

VI. Discussion

This study addresses a significant unsettled subject regarding consumer's attitudes when facing counterfeit products during their purchase processes. It necessitated distinguishing a comparatively steady consumer attribute associated with the penchant of counterfeits buying. It's one of the scarce research concerning Chinese consumers' preference for counterfeit products. This study furthermore symbolized a rare attempt on the area that incorporates factors used concerning non-deceptive counterfeiting. Globally, the research delivered some incremental insights. Findings globally demonstrated that Chinese consumers are prone to knowingly purchase counterfeit products. Results confirmed the important and confident correlation between attitudes and intentions to purchase counterfeits (Min Teah et al., 2015; Phau & Teah, 2009; Wang et al., 2005; Ang et al., 2001). Amongst variables examined, attitude is shown as a crucial antecedent influencing consumer purchase intention. Intention to purchase counterfeit products is considered to be the major actual purchase behaviour prognosticator (Penz & Stöttinger, 2005).

Findings reiterated that attitude towards counterfeits leads to intention to purchase counterfeits (Min Teah et al., 2015; Wang et al., 2005; Ang et al., 2001). It's indispensable to restraint counterfeiting by commencing to influence consumer's attitude about counterfeits. Consumers more often purchased counterfeits products believing that they can deliver same quality, performance and trustworthiness as authentic branded items. This is convergent to the utility theory concerning functional benefits of counterfeits.

Moreover, many factors are established to play an important role in the attitude and intention to purchase counterfeits correlations. Social factors influence attitude (Ang et al., 2001) whilst attitude in succession affect intent to act in such modes. The influence of others has an impact on Chinese consumers. Opinions and perceptions from individual purchasers and users of counterfeits often influence Chinese consumers. Ajzen theory of planned behaviour revealed that individuals who value relatives and friends' appreciation of the purchase of imitated products are very sympathetic vis-à-vis attitude towards counterfeiting. This study findings corroborate this prediction. Investigations concerning other types of customer's misbehaviour recognize family and friends as factor that profoundly affect attitudes towards the accomplishment of an illicit behaviour (Tonglet, 2001; Albers-Miller, 1999).

Based on prior researches, personality factors influence consumers' attitudes towards purchasing counterfeits (Min Teah et al., 2015; Wang et al., 2005; Ang et al., 2001). This consequently accentuates to the strategy creators and brand administrators the significance in improving and educating consumers regarding counterfeits utilization. Findings furthermore show that customers like enjoying nicer items in their life. The allusion is that counterfeit products may provide gratification to consumers wanting to exhibit their status.

Marketing factors are moreover found to have significant effect on Chinese consumers' attitudes towards purchasing counterfeits. Delivering messages and information regarding whether to encourage counterfeiting, creates positive effects on consumers' attitudes towards counterfeits even though paralleled messages are highlighting counterfeiting as terrorism support.

Economic factors also were found as incremental motivator of Chinese consumers' attitudes towards counterfeits (Teah, 2009; Gentry et al., 2006; Cordell et al., 1996; Boch et al., 1993). In general; counterfeits are acknowledged to be less costly and possible replacement letting a consumer to alter authentic product on normal foundation on the purpose to improve status image. Consumers who believed that the price reflects the quality of product will express positive attitudes towards counterfeits. Findings confirmed the general assumption demonstrating that all low-income earners show positive attitudes towards counterfeits (De Matos et al., 2007). The elucidation is established on the respondent's literacy high level and on their high knowledge of risk awareness.

Study findings furthermore illuminate the type of risk affecting consumer's decision-making about attitudes towards intention to purchase counterfeit products in convergence with Chakraborty et al. (1997) study conclusions. Their findings showed that transferring unfavourable messages regarding counterfeits risk elements should negatively affect intentions to deliberately purchase counterfeits. Purchasing counterfeits is associated with the financial risk in the way that counterfeits could be costly than authentic branded products at a smallest discount.

In conclusion, the proportions of the response variable variations that are showed by the linear model are presented in Figure 4 below. Standard errors are given in parentheses. Referring to the data, variations in Chinese attitudes towards counterfeits are generally explained by economic factors than any other influences under examination. Marketing factors influenced the Chinese consumer's attitudes to counterfeits most.

Figure 4: Coefficients of determination for the Chinese model
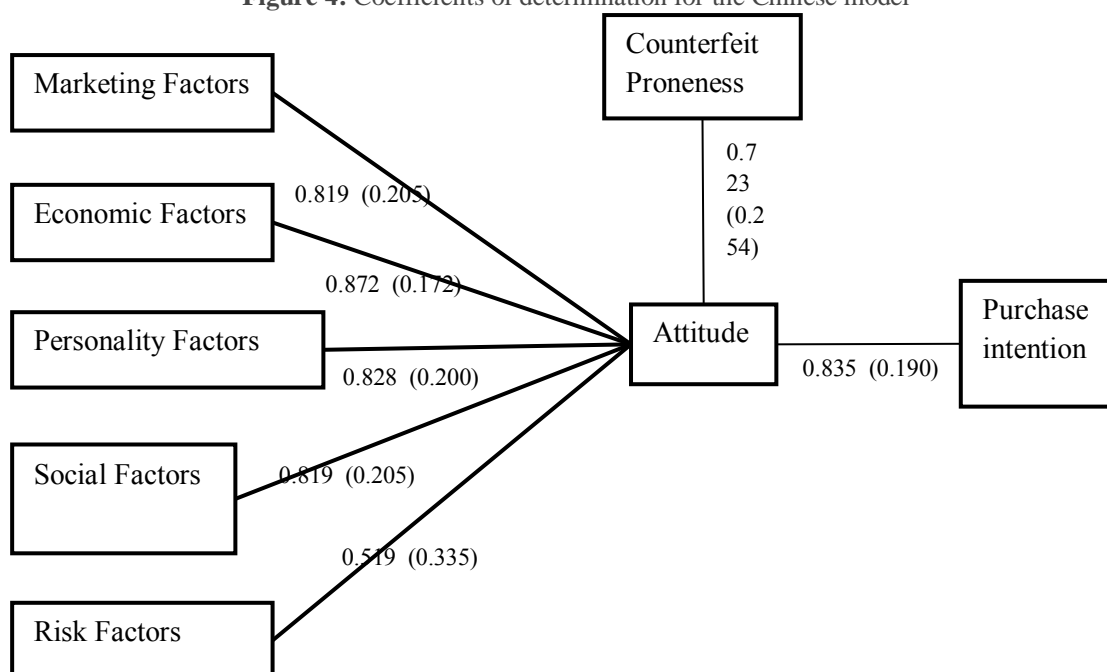
VII. Conclusion

Marketing, sociocultural, economic and personality factors as expected confirmed their effects on attitudes towards counterfeiting that in turn arouses intentions to purchase counterfeits. The SPSS package was helpful to analyze data. Findings revealed that individuals don't purchase counterfeits just because of their economic status (Min Teah et al., 2015; Poddar et al., 2012; Mouthino, 2011; Bian & Velatsou, 2007). Findings are helpful to the governments in that they have to reinforce laws and actions about counterfeiting; to managers by getting information and materials that helps to target counterfeiters. Manufacturers should constantly communicate the differences concerning the losses associated with the purchasing of counterfeits instead of permanently pointing out benefits of purchasing original products. Moreover governments, organizations and managers should launch cross borders anti-counterfeit campaigns to discourage and punish travelers carrying counterfeits. As any study, this research showing some limitations amongst them, the acknowledgement of China as country where counterfeiting fairly exists; method limitation due to the fact that not so many consumers were sampled. Further research orientations may center on other countries and regions by making parallel exploration in view to determine counterfeit proneness validity concept and the reliability of the item scales utilized in this study. New researches may focus - on buyer and non-buyer dissimilarities by the introduction of new factors that could establish correlations between consumer behavior and counterfeiting –

crusades' impacts concerning possible misperception amongst customers questioning brand quality – the recurrent incidence of deceptive counterfeit – consumer decision-making in counterfeiting marketplaces, authentic goods, nonspecific products – qualitative approaches by examining country differences – ethical issue etc.

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