

[Appendix-A1]

**“The impact of value expression on the purchase intension of counterfeit products
with moderating psychographic factors”**



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Abstract

The aim of this research is to find out the impact of value expression on the purchase intension of counterfeit products with moderating psychographic factors. The research has been conducted by taking data from various secondary sources as well as through questionnaires where a sample of 400 people from various groups has been taken into consideration, after that different test related to SPSS has been run on it. This research has been conducted exclusively in Pakistan. This research seeks to identify and analyze the psychological factors that impact purchase intentions for counterfeit products, with a particular emphasis on the Pakistani garment industry. This study will look at six psychographic characteristics, which are as follows: materialistic thinking, novelty seeking, personal pleasure seeking, status consumption, value awareness, and integrity. In prior research, it was shown that men and those with lower income levels had a more favorable attitude toward counterfeited things. Neither the perceived worth nor the perceived integrity of counterfeited objects had any effect on their inclination to purchase.

Keywords: *counterfeit, products, purchase, psychological factors, buying intention, novelty seeking, perception, value, personal gratification.*

Chapter 1: Introduction

1.1 Introduction

The market for counterfeit products is increasing at a rapid pace and it has no boundaries. Some of the country's trade more in counterfeit products and goods, while others have some demand that forces them to import large quantities of goods. According to Lince (2020), Pakistan is considered as the counterfeit heavens among the marketplace around the globe. It is mainly because of the increasing demands of the consumers. Based on the statement, it can be claimed that the idea of this research is also related to counterfeit products and more specifically related to the apparel industry of Pakistan. This chapter will gently introduce the topic of the research and will also shed light on the background of the topic along with the problem statement. It will also highlight research questions and objectives based on which the whole research will be conducted. In the end, it will also describe the outline of the whole research.

1.2 Background of the study

As mentioned in the above part, the market for counterfeit products is increasing in Pakistan and it is mainly because the consumers are unable to differentiate between the values offered by the original products versus a counterfeit. In the view of Bakhtin, Lee & Cao (2019), there are different psychographic variables that impact the purchase intention of the consumer in terms of counterfeit products including novelty seeking, personal gratification, materialism, status consumption, and integrity and value consciousness. It has also been found through this research that people with a lower level of income have more inclination toward counterfeit products. In addition, it is also found that value and integrity had no direct impact on the purchase intention of such kinds of products. In another article by Haider (2021), it is mentioned that the increasing demand for the counterfeit products in Pakistan had also increased imports of such kinds of products and customs along with FBR is continuously after such importers that are involved in non-duty paid of counterfeit products. FBR had also mentioned that such kind of product is also causing huge losses to the government departments and the government is taking measures to control it. In another article, it is mentioned that instead of many efforts by the companies and government, counterfeit products are increasing rapidly within developing countries of Pakistan (Rizwan *et al.* 2014). It is mainly because companies

are finding it challenging to understand the consumer buying intention mainly in countries like Pakistan, where the purchasing power of consumers is lesser as compared to the developed countries. It is further mentioned that China is one of the main sources of counterfeit within Pakistan as the majority of the products in Pakistan are imported from China. Manufacturers of such kinds of products find it easy to supply their products within developing countries Pakistan and it is mainly because of lesser awareness of the products and also due to low implementation of the laws related to intellectual property or fake products.

Shafique *et al.* (2015), in their article, have also mentioned that counterfeiting of branded products has been growing in Pakistan since 1970 but the storm has taken the markets of Pakistan in the last decade. Among different kinds of products, the most famous ones include clothing, wallets, handbags, shoes, and watches. Companies are making copies of branded products with the same names. The researchers have also mentioned an interesting number which highlights the fact that one in every three consumers purchases such kinds of products and it is mainly because the majority of the consumers didn't see any harm or risk in purchasing them. It is mainly because of the higher prices of original products, consumers have their inclination toward counterfeit products and they are unable to differentiate the quality and the comfort of the original and counterfeit products. Khalid *et al.* (2015), in their article also highlights that the growing demand for such kind of products is increasing globally and it has reached 1.77 trillion dollars. China, India, Pakistan, Russia, and Israel are among some major countries that are using such kinds of products. It is also mentioned that all of these countries are major users of such kinds of products because of a lack of understanding about intellectual property laws and people are also careless and ignorant related to such kinds of laws.

1.3 Problem statement

Counterfeit products are not only a problem for the local retailers but are also a major source of headache for the international retailers as the barrier to the growth of such kinds of products are unable to stop their consumption in developing and developed countries. A similar kind of situation is also faced in the Pakistani market. It is mentioned by Khalid *et al.* (2015), growing demand for counterfeit products is a major concern not only for the government but also for the business sectors. To address this issue, it might be argued that corporations and governments must comprehend the

channels and factors that contribute to the marketing and demand for such items. As a result, it is critical to ascertain the elements that impact consumers' purchasing intentions about counterfeit items in Pakistan. As a result, the researcher considered the effect of value presentation on the purchasing behavior of counterfeit items, primarily in Pakistan's garment sector. Next the identification of the key issue that the researcher considered, the following section highlights the problem statement upon which the study will be done.

“To empirically examine the likely impact of value expression on purchase intension of counterfeit products in the social-cultural context of Pakistan”

1.4 Significance of the study

An important objective of this research is to assess customers' intents and actions in the context of buying forged items. The findings of the study show that a variety of variables, including higher pricing for original things, a lack of awareness of intellectual property restrictions, and specific psychographic features, have a direct impact on customers' purchase inclinations. Instead, the emphasis of this research will be on a range of psychographic factors that impact a consumer's proclivity to purchase counterfeit goods, such as novelty seeking, personal enjoyment, materialism, and status consuming.

It can be claimed that this research is significant as it will help to find the impact of these variables on the consumer buying behavior and intention and hence it will allow the businesses and the government to understand the consumer demand so that they can educate the consumer and also counter the import of such products that are impacting the revenue streams of the governments. This research is also significant as it will offer a policy to overcome the use of counterfeit products within Pakistan and also within other developing countries.

1.5 Research aims and objectives

The idea of this part of the research is to shed light on research aims and objectives that will be accomplished throughout this study by the mean of primary and secondary forms of data collection and analysis. It can be claimed that the aim of this research is to "find the impact of value expression

on the purchase intention of counterfeit products with moderating psychographic factors". For this purpose, the researcher has designed some of the research objectives that are mentioned below:

- To explain the concepts of counterfeit products, psychographics factors, and its impacts within the Pakistani apparel industry
- To explore the possible reasons regarding the purchase of counterfeit products in self-expression
- To empirically understand the impact of value expression on the purchase intention of counterfeit products
- To study the moderating psychographic influences on the field of inquiry about the impact of value expression on purchase intention.
- To understand the impact of counterfeit products in breaking the underdog effect of consumers
- To examine the psychological satisfaction people get when purchasing counterfeit products
- To offer policy advice to overcome the proliferation of counterfeit products in the context of a developing country

1.6 Research questions

It can be claimed that the research questions are the major answerable queries to the research aim and objectives and hence the researcher has designed some of the major research questions that will be used to conduct the research in a desirable manner.

- Why do people purchase such products that help them to express themselves?
- How does value expression impact the purchase of a counterfeit product?
- How does psychographics influence the purchase of counterfeit products?
- How do counterfeit products help people to break the underdog effect?
- What psychological satisfaction do people get while they purchase counterfeit luxury products?
- How are counterfeit products affecting the original luxury brands?

- What institutional structures must be developed to preserve the value perception of luxury brands?

1.7 Outline of the study

After highlighting the research questions, this part of the chapter will highlight the outline of the thesis that will be followed and will lead the research toward a desirable ending. It can be claimed that this research will be based on five main chapters and below is highlighted the description of each chapter in a summarized form.

Chapter One: Introduction

The focus of this section is to present the study issue and to provide light on its background. Additionally, it will emphasize the research topics around which the writer will base his or her work. Additionally, it will include a discussion of the research's aims and importance.

Chapter Two: Literature review

This chapter will assist the researcher in highlighting the secondary research that will include views of different scholars from different research journals and articles. It can be claimed that this chapter will act as the backbone of the research as the researcher will use this data and information to link it with the primary research to conclude the study.

Chapter Three: Research methodology

The idea of this chapter will be to mention the tools and the techniques that will be used by the researcher to collect a secondary and primary form of the data. For this purpose, it is planned that the researcher will use the onion method of research methodology to present the information in the systematic form.

Chapter Four: Findings

Primary and secondary data are both used in this chapter to illustrate the researcher's conclusions. In order to come to a conclusion on the study's findings, the data will be analyzed using both graphical

and statistical approaches. Using this charter, it's possible to establish a link between certain variables.

Chapter Five: Conclusion

It is the final chapter of the research and as the name suggests it will conclude the research by highlighting whether the researcher has accomplished all of the variables or the case was different. It will also shed light on the implication of the research and the areas for future researchers.

1.8 Chapter summary

Counterfeit products are becoming an increasing problem in many developing nations, including Pakistan. An important part of this study is determining how value expression influences consumers' purchase intentions for counterfeit goods in the context of psychographic characteristics. Some of the variables the researcher used to achieve this purpose were "Novelty seeking," "personal fulfilment," consumerism, status consumption, blue awareness, and integrity. The study was broken into five important parts, with the first chapter outlining the research principles and laying out the rationale for the study's focus on this specific subject matter. There's no doubt that this chapter did a good job of conveying the research topic's significance by using both primary and secondary sources of information. As a bonus, it has shown the path that the researcher will take to complete this investigation successfully. This chapter also discussed the study's aims, the questions' goals, and the importance of doing research. To sum up, this chapter outlined the study's beginnings, and the next chapter will cover the research articles and journals that will be used as secondary data.

Chapter 2: Literature review

2.1 Introduction

The last chapter established the framework for this research, demonstrating the necessity for an empirical approach to the investigation of counterfeit goods. Furthermore, the relevance for industry as a whole was emphasized. The purpose of this study was to create the conceptual background for the research aims. A review of previous research and the experiences of marketing practitioners and researchers improves the prelude to the current investigation. An empirical perspective on the influence of value expression on counterfeit goods purchasing intentions is needed to support the necessity for such a viewpoint. A similar line of research also examines the precise effects of mitigating demographic and psychographic in breaking the outcast effect.

2.2 Theoretical View

Several studies have examined whether or whether customers are prepared to pay more for actual products when they can get them for less elsewhere in the marketing literature. Micro-theoretical techniques, on the other hand, have received little attention in the literature. Accordingly, current study tries to provide information on the elements that contribute to counterfeit goods. There is a lot more information on these concepts in the next section. Preconceptions about reality govern our investigations and the conclusions that we form when we approach an issue theoretically (Alber et al, 2019). A theoretical perspective might be seen as a lens through which we observe the world. As a metaphor, it is like a frame that assists us to include and exclude certain elements from our perspective. As a discipline, sociology is premised on the idea that social structures like the family and community exist and that cultural, social, and economic hierarchies, roles, and status quos are in fact real (Bardo et al, 2016).

2.3 Counterfeits

Counterfeit goods are those which have attributes that are similar to those of real goods (Han & Lenon, 2016). They are most likely to be packaged, labelled, and labelled in the same manner as the original products. There is no supervision over the selling of counterfeits by original equipment manufacturers O.E.M (original equipment manufacturer). Forgers of well-known luxury brands and names are a common occurrence in the counterfeiting industry, and this is a particularly serious problem in Pakistan's clothing manufacturing industry. As online venues for the sale and purchase of consumer items have grown in popularity, the trade in counterfeit goods has exploded. A recent evaluation by the Organization for Economic Cooperation and Development (OECD) found that the global trade in counterfeit products has gradually expanded over the previous few years, accounting for 3.3 percent of global commerce at the time of the assessment (OECD) (Barnett et al, 2016). In order to prevent the sale of counterfeit goods, several businesses have taken significant steps to do so. Nike recently pulled its goods from Amazon due to the damage that counterfeit merchandise was causing to the company's image. The fact is that, although this will surely be beneficial, it is just the beginning of a more complete solution (Benjamin et al, 2016).

Counterfeit products are, first and foremost, inferior products of poor quality. In spite of the fact that this may not seem to be a serious problem (and it isn't for those who buy knock-offs for purely aesthetic reasons), low-quality items may have real and devastating consequences. Consider the following examples of counterfeit cosmetics and skin-care products: However, if they are used as directed, they may result in skin infections and rashes that are comparable to those caused by the original brand's packaging (Bettman et al, 2020). The electronics industry, for example, has suffered significantly as a result of these ramifications. Counterfeit components for autos, cellphones, and even e-cigarettes, which are widely obtained online, have the potential to inflict serious injury or death to individuals. As a result of these inescapable consequences, consumers' trust in a brand is eroded. In the event that a counterfeit product does not work as anticipated or does not otherwise meet their expectations, consumers who purchase counterfeit items often throw the blame upon their legal equivalents. A result of this is that the consumer loses trust in the retailer's brand and is more likely to refrain from making more purchases from them in the subsequent period (Baloch et al, 2019).

Aside from that, counterfeit products represent a business danger to the brand that is being copied since they result in a reduction in revenue (Chao et al, 2018). Due to the availability of low-quality knockoffs at a lower price, genuine brands experience sales reductions. Historically, customers were able to distinguish between genuine and counterfeit items with relative ease. It's more difficult than ever to identify what's real and what isn't these days, thanks to the proliferation of internet shopping and social networking services. The difficulty is that many online merchants do not have the skills or resources necessary to detect and remove counterfeit goods from their websites (Clerk et al, 2017). Protecting one's brand and one's company against counterfeit merchandise is now more important than ever for both businesses and their customers alike.

2.4 Psychographic Factors

2.4.1 Value Consciousness

It is characterized as a preoccupation with paying lesser costs in exchange for a better degree of overall quality (Litenstein, Nemeyer, & Buron, 2020). A customer's decision to acquire counterfeit products may be significantly influenced as a consequence of this factor, which takes into account both product prices and the customer's estimated worth of the counterfeit items. As a result, counterfeits are the most cost-effective solution for saving money since they are much less expensive than genuine things. Consumers consider counterfeit goods to have a greater perceived worth than genuine luxury things, or counterfeit products to have a lower perceived quality than genuine luxury items, depending on the situation. Because of this, one hypothesis tested in this study is that clients who are value sensitive would have a negative purchasing intention toward counterfeit clothes. The word "willingness," which has its origins in psychology, refers to a person's desire or proclivity to participate in a given activity, regardless of the consequences. Purchasing intent refers to the potential that an individual customer is going to participate in a certain purchasing behaviour in the future. The word "buy intention" refers to a person's desire to acquire counterfeit luxury items. The word "value awareness" refers to the ability to keep an eye on both the price and the quality of the product or service being offered (Cordell et al, 2016). When you do this, they appreciate the concept that you are presenting yourself as a "wise customer." The ability of customers to recognize the worth of luxury products is a significant aspect in their decision to acquire counterfeit luxury goods, according to specialists in the industry. In cases when customers evaluate the worth of other commodities and judge that the value of a product is greater than that of other commodities, they are more likely to acquire counterfeit luxury items than in other cases. As a consequence, they are more prepared to pay lesser rates for products and services, but they also expect to get the greatest amount of value for their money in exchange. When it comes to luxury items, their high price is what distinguishes them as a category. Luxury items, on the other hand, will tempt not just affluent purchasers, but also individuals from lower socioeconomic strata who are now unable to afford such indulgences. Counterfeit luxury products are often less expensive than genuine luxury items, and they provide significant economic benefits

over genuine luxury goods (Cox et al, 2017). According to past research, the price of counterfeit luxury goods is the most crucial element in influencing customers' decisions to acquire counterfeit luxury goods. Consequently, those with little buying power who want luxury products but are unable to purchase them are more likely to acquire counterfeit copies of such things. When comparing counterfeit luxury goods to real luxury goods, counterfeit luxury products are typically of lower quality than genuine luxury goods. Research has shown that, despite the inferior quality of counterfeit luxury products when compared to real luxury goods, people have lower quality expectations when purchasing counterfeit luxury goods than they do when purchasing genuine luxury goods. When the core functional criteria, as well as extra symbolic requirements, can be satisfied, customers' sense of value and eagerness to purchase will remain strong. Counterfeit luxury goods may appeal to customers who have a strong sense of worth and are looking for a low-cost alternative to high-quality items that bear a premium emblem; this is where the counterfeit luxury goods business comes in. As a result, customers who are more worried about counterfeit luxury items will be more likely to purchase them on the secondary market as a result of this development (Clark et al, 2017).

When it comes to making a buying decision, risk is a significant issue for many individuals. Bauer defines risk perception as customers' subjective cognition and psychological reactions to a variety of unexpected consequences that occur throughout the course of the purchase of a commodity or service. Because of their perceived societal threat, counterfeit luxury goods are seen as a high-risk product in the eyes of the general public. Many consumers believe that a social risk associated with the purchase and usage of counterfeit luxury products is the possibility that other members of the social group would disapprove of their conduct, resulting in customers not being recognized for their efforts (Dellu et al, 2016). Customers inspired to purchase counterfeit luxury goods will be those who are now members of a certain social group and those who want to be members of a specific social group. The purchase of counterfeit luxury products may raise a consumer's social standing and sense of identity, but they must also incur the societal hazards that come with doing so. Due to the fact that counterfeit luxury products create a lasting impression on others, they help the buyer to be accepted into the targeted target group. Consequently, when people who want to join a group discover that the items, they purchase are counterfeit, it increases the likelihood that they will be accepted by the other members of the organization. In making purchase choices,

customers, according to the authors of this study, are less concerned with maximizing advantages than they are with minimizing ambiguity and avoiding any negative implications of their actions. As shown by Albers et al. (2020), customers who purchase counterfeit luxury things are more likely than those who do not purchase counterfeit luxury items to consider the social repercussions of their actions and are more subject to social risk perception. Survey questions were administered to study participants from the University of Hong Kong in order to determine what influenced them to purchase counterfeit items (Dowling et al, 2020). Customers' desire to purchase counterfeit items was shown to be adversely influenced by their feeling of social threat, according to the study. Tan also discovered that clients who have a strong feeling of social risk are less likely to purchase counterfeit software than other customers. Customers' awareness of social hazards, according to Paschal, will diminish their willingness to acquire counterfeit luxury goods in the future (Bloch et al, 2019). The author of the study believes that if customers are aware of the social risks associated with counterfeit luxury goods, they will be less inclined to acquire them.

2.1.1. Novelty Seeking

The term "newness" relates to the novelty and freshness of the event (Patrick, 2021). People's levels of motivation and actions are viewed as the most essential factors in defining their uniqueness, and NS is regarded as the most important component in determining their degree of motivation and actions. In 1980, Mr. Hirschman coined the words "NS Actualized" and "NS Inherited" to describe people who were looking for something new. It has been suggested by the preceding author that a consumer's desire to find and gain Novel stimuli represents their actual behavior, and that a consumer who desires to change the types and levels of Novel stimulation may lead a consumer to seek information about the product in order to increase the consumer's satisfaction and productivity. Because of this, consumers may select for less-than-optimal alternatives. By imitating the appearance and feel of legitimately labelled goods while employing the same brand mark as legitimately labelled goods, counterfeit goods offer a unique shopping experience to customers (Lia & Hieh, 2021). As a result, consumers' curiosity is piqued, and they are motivated to discover and investigate new items as a result of the use of counterfeit goods (Lia & Hieh, 2021). This term refers to people who are constantly on the lookout for uniqueness and variation in their purchases (Phai and Tah, 2020) and who are willing to pay a premium for it.

Prada: A study of the antecedents and consequences of attitudes toward counterfeits (2009; prada.com). It's fairly unusual for people to have a strong urge to experiment with new things. Because those seeking a unique experience favor low-risk purchases, such as low-cost novelty products, individuals seeking a premium counterfeit clothes experience are more likely to acquire premium counterfeit apparel than those seeking an authentic experience. According to our hypothesis, people who live in places where counterfeit apparel is easily accessible are more inclined to acquire it as a novelty item than those who do not.

2.1.2. Status Consumption

The phrase status consumption is used to describe those who are looking for self-fulfillment. Individuals who like boasting about their accomplishments and putting themselves in a superior position in the eyes of others another term for it is the "how other people see me" effect (Yo & Lee, 2019). Individuals who like expressing their social standing via their dress have a psychological tendency known as egotism. According to Pakistani culture, wearing luxurious attire indicates wealth. It is assumed that someone who carries or wears luxury goods is more prosperous. Moreover, in today's society, people's purchasing power is limited, making counterfeits a tempting choice for consumers who have a strong desire to elevate their social status. Therefore, we may infer that individuals with a high degree of status consumption who reside in Pakistani places where counterfeit clothes and products are commonly accessible have a positive view toward counterfeit clothing and items. So-called social capital (SC) is a kind of motivated behavior in which individuals employ branded items that symbolize their social position to their surroundings and the people in their immediate environment (Eastman et al, 2019). Eastman et al. (2020) describe SC strategy as consisting mostly of purchasing high-status products to display one's wealth. O'Cass and McEwen (2004) describe SC strategy as consisting primarily of purchasing high-status items to display one's wealth. SC As a result, customers are prepared to pay a premium, or even a premium price, for items that are seen as status symbols and symbolize distinction (Wee et al., 1995). (Chao and Schor, 2018; Chao and Schor, 2018). People's social standing, functional skills, and fashion sense are all indicated by high-end brands such as HTC, iPhone, and Blackberry (Shukla, 2020). A growing number of people are recognizing CSP phones as non-genuine smart phones, owing to increased awareness of counterfeit products among the general public, as well as their poor functional performance in comparison to genuine products, and the CSP buyer, who uses

the fake products to demonstrate his social standing, is not accepted by society (Liao & Hsieh, 2021). Counterfeit products are not used by consumers in the South Carolina market to degrade their social standings or to lower the status of people who are significant to them (Lia & Hieh, 2021).

2.1.3. Personal Gratification

"Personal gratification" is a term used to describe people's desire for happiness, social acceptance, and the ability to take pleasure in the finer things in life (Wang and Zang, 2015). Customers' sentiments are heavily influenced by their need for rapid fulfilment in today's culture (self-gratification). Customers who are happy with their purchases may be more likely to buy counterfeit clothing in the future. However, buyers are ready to accept worse quality in return for a lower price since they know that most counterfeit items can't match the originals. Personal fulfilment did not have an influence on customers' sentiments about counterfeits as shown by Albers and colleagues (2018). They concluded that customers' feelings towards counterfeits were not altered by their need for rapid gratification. Unlike Bloch et al. (2017), these results are inconsistent. Bloch et al. (2019) found that customers who buy counterfeit goods feel less secure financially, have less faith in their abilities, and are less successful than those who don't buy counterfeits. However, counterfeiters are held liable for their consumers' negative opinions about the quality of their items, which is a regular occurrence when it comes to counterfeiting. In a study involving 400 Brazilian customers, Matos and colleagues explored consumer perceptions about counterfeit items (2017). The researchers aimed to find out whether consumers' feelings towards counterfeit goods were influenced by personal fulfilment. Consumers' willingness to acquire counterfeit goods is influenced by their attitude about these things, and one aspect that drives attitudes toward counterfeit products is personal enjoyment. Marketing literature has extensively studied the relationship between attitude and behavioral intention. When it comes to conduct, the Theory of Reasoned Action says that a person's attitude precedes their actual actions. In fact, studies have shown a connection between the two (Matos et al., 2017). Numerous connections may be drawn between customer attitudes and their actual purchase behavior. Consumers' views about a certain activity have been demonstrated to influence their behavioral intentions, and previous research found that consumers' attitudes toward a given activity might enhance the likelihood of obtaining counterfeit goods (Singhapakdi,

2014). Researchers found that people who had a positive view of counterfeiting were more likely than those who had a negative view to say that they planned to buy counterfeit goods in the future (Kim, 2019). Singaporeans are more likely to produce pirated versions than Americans because they are less likely to support the enforcement of software copyright laws (Taghipourian, 2012). It is expected that negative views about buying counterfeits have a negative effect on the opposite action because good attitudes about purchasing counterfeits have a favorable effect on behavior intention.

2.1.4. Materialism

Individuals' desire for self-fulfillment, social acceptability, and the capacity to enjoy the best things in life are referred to as "personal gratification" (Wang, Zhang, & Zang, 2015). In today's society, customers' feelings are highly impacted by their need for immediate fulfillment (self-gratification). As a result, we might infer that consumer who are pleased with their purchases are more inclined to acquire counterfeit apparel in future. Although the quality of most counterfeit products cannot be matched to that of the originals, purchasers are willing to accept a lesser level of quality in exchange for a cheaper price since they are aware of this. According to the findings of Ang et al., consumers' attitudes about counterfeits were not substantially impacted by the need for personal fulfillment (2018). They came to the conclusion that consumers' sentiments regarding counterfeits were unaffected by their need for immediate pleasure. These findings, in contrast to Bloch et al. (2017), are not consistent. In research conducted by Bloch et al. (2019), it was shown that consumers who purchase counterfeit items consider themselves to be financially insecure, less confidence in their talents, and less successful than customers who do not purchase counterfeits. In contrast, customers who purchase counterfeit products are held responsible for their bad feelings about the fact that their purchases are of lower-quality than genuine things, which is a common occurrence in the counterfeiting industry. Consumer attitudes against counterfeit products were investigated by Matos and colleagues (2017) in a study that included 400 Brazilian consumers as research participants. The researchers wanted to see whether personal fulfillment had an influence on consumer attitudes toward counterfeit items. When it comes to counterfeit goods, a consumer's desire to purchase them is determined by their attitude toward these items, and one of the factors that influences attitudes toward counterfeit products is personal pleasure. The link between attitude

and behavioral intention has been extensively researched in the marketing literature. A person's attitude, according to the Theory of Reasoned Action, is connected to their behavioral goals, which are in turn a prelude to their actual behavior. Indeed, research has shown that there is a link between the two (Matos et al., 2017). It is possible to describe the link between consumer sentiments and their actual purchasing behavior in a number of different ways. It has been shown that customers' attitudes about a certain activity have a positive effect on their behavioral intentions, and prior study revealed that consumers' attitudes toward a particular activity could increase the chance of acquiring counterfeit things (Singhapakdi, 2014). According to the findings of the research, those who had a more favorable attitude toward counterfeiting were more likely than those who had a more negative attitude to state that they intended to purchase counterfeit items in the future (Kim, 2019). In one study, for example, researchers discovered that Singaporeans, who are less supportive of software copyright laws than Americans, are more prone than Americans to manufacture pirated versions of software (Taghiporjian, 2012). Since positive attitudes about purchasing counterfeits have a positive influence on behaviour intention, it is hypothesized that negative attitudes against purchasing counterfeits have an adverse impact on the opposite action.

2.1.5. Integrity

An individual's feeling of integrity may have an impact on his or her ability to make ethical judgments. In accordance with Phou and Teak's Devil Wears (Counterfeit) Prada: a study of the origins and consequences of attitudes toward counterfeits of luxury brands (2019), consumers who follow the law have a bad perception of counterfeit products. Even ethical buyers in our society, on the other hand, purchase counterfeit items because they cannot afford the genuine article and don't care. In Pakistani culture, the urge to acquire counterfeit items should not be equated with the virtue of integrity. According to our hypothesis, persons who abide by the law and live-in regions of Pakistan where counterfeit apparel is freely accessible are more likely to have a positive attitude about counterfeit clothing and to want to acquire counterfeit clothing from the source. When it comes to integrity, it is a measure of how closely a person follows the text and spirit of the law. Individuals' fundamental attitudes about ethics and dependability are represented in this (Wang et al, 2015). People who are morally upright make better decisions about whether or not to support or engage in immoral behavior (Steenhaut and Van Kenhoye, 2016). Since a result, consumers who

follow the law and morality are less inclined to purchase counterfeit items, as their attitudes regarding counterfeit goods are less favorable to them in the first place (Cordell et al, 2016). Purchasing counterfeit items, on the other hand, is not deemed illegal. Purchasing counterfeit products contributes to the growth of the counterfeiting business by encouraging it to expand (Liao & Hsieh, 2021). A law-abiding and ethical consumer would never expect to encounter such illegal and non-normative practices in the course of his or her business (Liao & Hsieh, 2021). The purchase of counterfeit products by buyers who do so knowingly and intentionally are participating in activity that is against the law (Albers et al, 2018). This is due to the fact that the customer's attitude toward counterfeit items, as well as the illegality and non-normative activities, facilitate the infringement of intellectual property rights. As a result, while counterfeit items are easily available on the market, it is not prohibited for customers to purchase them. On the black market, it is possible to buy forged items. The fact that they are purchasing counterfeit products encourages the illegal creation of these things as a consequence. According to research conducted by Cordell et al., consumers' propensity to acquire counterfeit items is connected to their opinion about legality and legitimacy (2016). When they purchase a counterfeit item, the majority of ethical buyers feel sorry. On the other hand, consumers with lower moral standards may feel a sense of guilt after purchasing a counterfeit product (Albers et al., 2020). In order to reduce the cognitive dissonance associated with unethical behavior, Matos, Iguassu, and Rossi provide an explanation for their actions.

2.4.7 Attitude towards counterfeit products

Attitudes are the knowledgeable dispositions to react favorably or adversely in a particular situation based on one's knowledge of the situation. The year 2014 saw the publication of Huang and colleagues (2014). For the sake of this definition, attitude may be described as an assessment of some type, such as a spiritual predisposition, that can be represented via the evaluation of an object with varying degrees of positive or negative evaluation. According to the results of a recent research (Ramayah et al, 2020), buyers are more inclined to approve of counterfeit products if they can verify that they have been validated by authentic makers before purchasing them. Customers are able to rationalize their purchases of counterfeit products by saying that illicit producers control a lower share of the market than genuine manufacturers. A considerable influence on the willingness of Pakistani consumers to pay for personal hygiene products is reported by Voon et al. (2019), who conclude that attempts to enhance consumption growth should concentrate on changing consumer

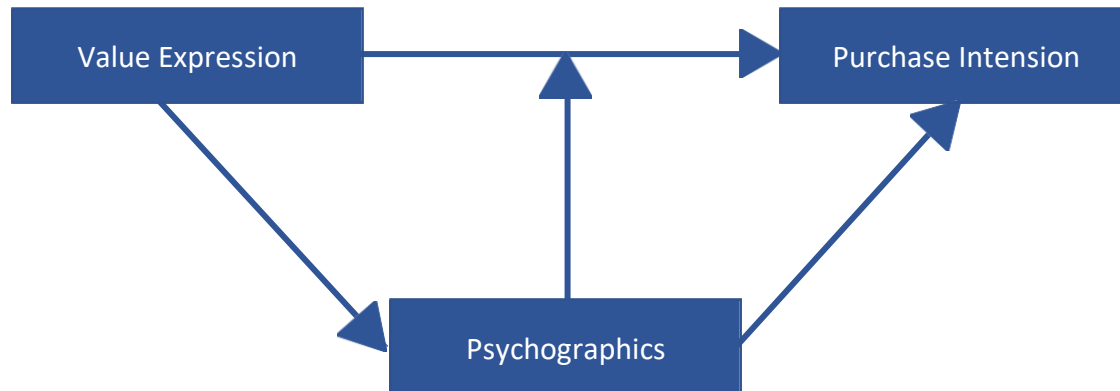
attitudes rather than increasing product availability. Counterfeiters may benefit from changing consumers' opinions about counterfeits as well as their desire to buy them, since this might lower the amount of money that customers are ready to spend on counterfeits. To put it another way, attitudes about a specific brand may be used to anticipate the goals and behaviors of customers. As a result, attitudes toward counterfeit branded things are linked to a person's desire to acquire the counterfeit product. People are eager to acquire counterfeit items because they are affordable, easily available, and associated with well-known brands, among other factors (Gentry et al. 2021). Contrary to genuine branded goods, counterfeit products provide a practical alternative for customers who cannot afford genuine branded goods but want to benefit from the status image and delight associated with possessing such goods. It is vital to understand the mindset of the organization since it has a direct influence on consumer behavior. Individuals' internal appraisals of a certain object based on their beliefs determine their attitude toward that thing (Fischbein and Janzen, 1975). This influence has an impact on people's intentions as well as their behaviors as a result of this influence (Janzen and Fischbein, 2020). People's attitudes are defined by Aaker et al. (2019) as the mental states that individuals apply to organize their perceptions of the external environment. In addition, it teaches youngsters how to make the most of their surroundings by adapting to them. It's entirely up to you whether it's a negative or positive outcome. When it comes to products that are both unlawful and immoral, a person's perspective might be favorable. When it comes to counterfeit goods, some customers have a positive attitude toward them, but others have a negative attitude toward these products. Consumers that have a positive attitude toward counterfeits are more likely to purchase counterfeited things, as seen by this association between consumer attitudes and counterfeit purchases.

2.4.8. Perceived risk (PR)

It is important for consumers to feel confident in the repercussions of their actions when making purchase selections because this is a significant aspect in their risk perception (Liao et al. 2020). When a person is concerned about the consequences of making a wrong choice in the face of unclear outcomes, they are said to be experiencing perceived risk (Fredric and Ferrell 2019; Liao et al. 2020). It has been shown that the perception of risk has a detrimental influence on the capacity to engage in an uncertain activity (Keil and McKnight 2016). Customers may reduce the perceived risk associated with a purchase by moving or delaying purchases, choosing well-known brands, and obtaining

information or confirmation from a trusted source, among other things (Yeung and Morris, 2001). Many customers have reported experiencing problems, such as unanticipated power outages and system crashes, as well as sudden battery failure and overheating. Customers are wary of doing business with us because of these difficulties. These CSP services may suffer losses as a consequence of smart phone faults and breakdowns caused by counterfeit-branded smart phones. To be risk averse is to avoid having a debate about risks. The conclusions of the study (Bonomi and Johnston, 2020). Consumers are well aware of the inadequate guarantee and recurring troubles associated with counterfeit merchandise, which all urge them to make a decision. a. For example, according to Havlena and DeSarbo (2021), the sorts of problems that may occur and the threats they bring might range from performance issues to financial challenges to safety concerns to interpersonal issues to time/opportunity issues and even time/opportunity issues themselves. In the absence of a warranty, counterfeit products are no better than their genuine counterparts in terms of quality and durability. Product fraud has a detrimental impact on the economy because of the poor profit margins associated with forged items. The ultimate result is a complete waste of time and effort. The review is the starting point for understanding the relationship between perceived risk and fear for aspects such as engagement and trust. Also, there were a number of variables branded "personal risk" that were more heavily influenced by factors such as psychological, social, and financial dangers, among others (Bauer, 2018). A risk known as "perceived risk" is defined by Dowling and Staelin (2017) as the difference between customers' perceptions of the negative consequences of purchasing a product and their actual experience with the product. Customers' perceptions of risk are influenced by a variety of elements, including financial, performance, prosecution, time, and social threats (Veloutsou, & Bain, 2018). Others argue that purchase intention is only a reflection of customers' economic interests and does not convey anything about their opinions or behaviors toward counterfeit products and other illegal items. Except for consumers, Bain and Moutinho (2021) discovered that no one except customers had a better identification of the brand product (BP) than CBP when it came to recognizing counterfeit brand products (CBP). This was true even when it came to security and financial risks. Due to the perceived risk of purchasing counterfeit things, consumers are hesitant to do so as a result.

2.5. Theoretical Framework



2.6 Variables

- ⇒ **Independent Variable:** VALUE EXPRESSION
- ⇒ **Dependent Variable:** PURCHASE INTENTION
- ⇒ **Moderating Variable:** PSYCHOGRAPHIC

2.7 Hypothesis

- 2.7.1 **H1:** Value expression and advertisements positively influence the purchase intention of counterfeit products.
- 2.7.2 **H2:** Value expression varies with psychographic factors
- 2.7.3 **H3:** Purchase intention varies with psychographic factors.

Chapter 3: Research Methodology

This part of the research will highlight the tools and techniques that are used by the researcher in order to collect primary and secondary forms of data. In addition, this chapter will also provide justification to select the methods and research techniques.

3.1 Research Philosophy

It may be defined as a collection of beliefs about the process of knowledge production that are held by individuals. According to Flick (2015), there are three basic philosophical approaches to research: positivism, realism, and interpretivist. Positivism is the first of these methods, while realism is the second. The researcher, on the other hand, aims to use the positivist research philosophy in this investigation. One of the key reasons in favor of adopting this kind of research methodology is that it improves the study by using hypotheses that have already been developed, and it allows the researcher to conduct observational research as well. The fact that it will steer the study forward based on facts and outcomes, and that it will completely analyze each of the hypotheses using a variety of different types of data, is another incentive to employ this technique of research. It was also decided to use this research technique since it would only gather accurate information via measurements. Because the data was acquired from a primary source, positivism is the ideology that is best applicable for this situation.

3.2 Approach to study

According to Flick (2015), the research approach helps the researcher to direct the research by defining collection, interpretation, and evaluation of data in the right manner. There are two main types of research approaches named inductive and deductive approach and each approach has its own benefits, however in this research; the researcher has used the deductive research approach. One of the major reasons for selecting the deductive research approach is that the researcher has already developed a hypothesis and all of the variables in this research are well known and properly defined. This research will be useful for the researcher to get information from the users of counterfeit products and to interpret the results in order to evaluate each of the hypotheses developed. Overall, it can be claimed that this approach will be useful for the researcher to define each of the variables and to highlight the relationship between each of the variables; hence the research objectives will be accomplished easily.

3.3 Research type

In the view of Kumar (2018), research type or design is the blueprint for the entire research i.e. it provides the path to conduct the overall research. There are different kinds of research types and each has its own benefits. The different kinds include explanatory, exploratory, cross-sectional, longitudinal, etc. however in this research, the researcher has selected explanatory research type or design. In addition, the researcher has also included a survey to make this research more specific and to conclude the research in the desired manner. It can be claimed that this research type is selected in order to explain the relationship between dependent and independent variables and to test the hypothesis through theories that are already proven by the other researchers in different articles and journals. It will also be useful in adding more value to the existing literature and will allow the researcher to accomplish the research objectives. In terms of the time period, the researcher has selected a cross-sectional research design and it is mainly due to lack of time available.

3.4 Research strategy

There are different kinds of research strategies, however, in this research, the researcher has selected a survey. One of the main reasons for using this research strategy is that the population is very large and the researcher wants to gather a large amount of first-hand data. In this research, the researcher has issued the inline survey to different users of counterfeit products mainly apparel and thus strategy was useful as a researcher took care of Covid-19 protocols and also reached a high number of users through online platform. In addition, out of qualitative and quantitative data collection methods, the researcher has used the quantitative data collection method as the aim was to gather a large sum of data and to test each of the hypotheses designed in detail (Synder, 2019). This strategy is also useful to present the data in a statistical manner and also in the graphical manner that will be highlighted in the following chapter.

3.5 Data collection

According to Kunc *et al.* (2016), data collection includes two main types of the process i.e. primary data collection process and secondary data collection process. Primary data as the name suggest is the first-hand data that is collected by the researcher himself through a survey or other mediums and secondary data on the other hand is second-hand data that is gathered by any other researcher in any other research article but us used in this research for backing the primary source of data. It can be

claimed that this research has includes both forms of data. Primary data has been gathered by the researcher in the form of online survey i.e. questionnaires that were provided to the users of counterfeit products in order to gain their insight and to relate their information with the research objectives. The questionnaires were designed using a five-point Likert-type scale so that the audience can easily provide their views related to each of the questions. Each of the questions was close-ended and was provided to the users through online email using Google survey forms.

On the other hand, a secondary form of data was included in this research in the second chapter and it included all of the related research articles. All of the research articles were authentic and were properly cited. The secondary fro of data was taken from Jstor, Google Scholar, and Emerald Insight. It was also made sure that none of the articles was seven or more years older.

3.6 The population of the study

As the research is based upon users of counterfeit products and more specifically upon the users of such apparel, this research has selected the population of users and sellers of such kinds of products. However as the research is based in Pakistani industry, the researcher has made sure that all of the information extracted from the form of the primary source of data is related to a local audience and hence all of the survey forms were provided to the local users of such apparels in order to justify the objectives and test the hypothesis in the relevant form, in addition, selection of such population has also helped the researcher to make this research generalized in the Pakistani market which is one of the frequent and large users of such products due to lesser purchasing power and other factors that are highlighted in the above chapters. Hence it can be claimed that the results of such results can also be implemented in other developing countries having similar conditions as Pakistan.

3.7 Sampling technique

The sampling technique is defined as the process of selecting the sample size. According to Kumar (2018), there are different kinds of sampling techniques however it can be divided into two main sections named as probability sampling and non-probability sampling, probability sampling as the name suggest includes all of the samplings that are not considered as biased and the sample is selected on a random basis. On the other hand, there is non-probability sampling which is considered as biased as a selection of such sampling includes the permission of the researcher. However, each has its own merits and demerits. In this research, the researcher has used non-probability sampling

and more specifically convenience sampling technique. Although this type of sampling technique is considered biased, the researcher has eliminated such concerns through selecting a large sampling size and has selected the users through random selection. One of the major reasons for selecting a non-probability technique is that it saves time and also is easy to adopt when the researcher has financial constraints. It has also allowed the researcher to reach all of the users of counterfeit products in a limited time and the users that are nearby and easily accessible.

3.8 Sample size

The sample size is selected when there is a large population and it is not possible for the researcher to take all of the audience into consideration due to limited financial budget and time constraints. It is therefore the researcher in this research has selected a sample size of 400 customers that are using counterfeit products mainly in the apparel industry. The size of the sample is taken largely in order to avoid any biases and also make the research more generalized. One of the major reasons for selecting the apparel industry and its users is that it is most relevant in the Pakistani market and the secondary information related to such products were easily accessible on the internet.

3.9 Data analysis

It is mentioned in the above part as well, that the researcher has used both primary and secondary forms of data, and hence data analysis techniques were also selected accordingly. In the beginning, the researcher has used a survey so that the information can be provided in graphical form as it is the easiest way to interpret and analyze data and it gives visual aid to understand the results. On the other hand, to link the primary and secondary sources of data, the researcher has also used SPSS and other statistical data techniques to analyze the data. It will include regression and other methods to find the relationship between different selected variables that will later be linked with the hypothesis and model prepared in the early chapters. Overall, it can be claimed that this research will include graphical, statistical, and descriptive analysis to conclude the research in the desired manner. In the end, the chapter will also link primary and secondary data sources to prove relevant theories and articles.

3.10 Ethical consideration

No research is completed without considering ethical aspects and similar is the case with this research. Ethical consideration makes the research trustworthy and allows it to become generalized as

it complies with the ethical rules and regulations. It can be claimed that this research is also authentic as the researcher has used all of the ethical points while gathering primary or secondary data. While gathering the primary source of data i.e., from the users of counterfeit products (apparels), the researcher had made sure that prior approvals were taken from the users and their consent was added before taking their results. In addition, it was also ensured that none of the questions was left unfilled and all of the questions were designed in such a way that the identity of the persons taking part in the research was remained hidden. In addition, the researcher had also used secondary source of data and it was made sure that only those research articles were taken that were related to the topic of the research and were fully easily accessible. The researcher also ensured that all of the articles taken were properly cited.

3.11 Chapter summary

It can be claimed that the idea of this chapter was to highlight the tools and techniques that were used by the researcher to collect the relevant source of data. The researcher in this chapter has highlighted research methodology in the form of the onion model and has also included relevant references in order to back the information. It can be claimed that the researcher in this chapter has provided justification for using explanatory research design, positivism research philosophy, secondary and primary sources of data, deductive research method, cross-sectional time horizon, non-probability sampling technique, and a sample size of 400 individuals. It can be claimed that as this chapter has highlighted the tools to gather the primary and secondary sources of data, the next chapter will shed light on data analysis and will provide the relevant information in the graphical and statistical form in order to conclude this research in the desired manner.

Chapter 4 Analysis

4.1 Descriptive Statistics

This kind of statistical analysis summarizes and organizes the data. A collection of replies or observations from a subset or a large portion of a population. When doing quantitative research, the first step is to define the features of the replies, such as the average of a single variable (e.g., age) or the relationship between two factors (e.g., age and creativity). You may use inferential statistics to determine whether or not your hypothesis is correct, and whether or not it can be applied to a bigger population. A descriptive statistic is one that describes or sums up data in understandable and helpful ways. It's pointless to know that everyone in our hypothetical case was wearing blue shoes. If only we had a way to see how widely distributed their anxiety levels were. All quantitative analysis relies on descriptive statistics, which are the most fundamental. In this thesis we used the standard deviation to measure the mean, median and mode of the data collected by running SPSS.

	N	Minimum	Maximum	Mean	Std. Deviation
<u>Pur_Int</u>	400	1	4	1.89	.518
<u>Val_Exp</u>	400	1	3	1.94	.463
<u>Psv_Fac</u>	400	1	3	1.66	.352
<u>Valid N (listwise)</u>	400				

The standard deviation (or) of data dispersion is a measure of how far our data is away from the mean of the population. It is calculated in the following manner:

The standard deviation reflects the distance between the data and the mean; the bigger the standard deviation, the farther the data are from the mean. The standard deviation is expressed as a percentage. By examining the standard deviation of data points, it is simple to determine whether they have a standard deviation that is close to zero, or if they are significantly above or below the median value. Because the top curve is more tightly packed around its mean and the bottom curve is less densely packed around its mean, the standard deviations of the top and bottom curves are more different than

the standard deviations of the middle and bottom curves. This approach may be used to compute the number of observations included in your sample, which is symbolized by the letter N in the table above. Minitab determined that any missing data should not be included in the count, which is supported by the data.

Using a survey, we were able to gather information from a huge number of people who were taking part in our investigation. Generally speaking, samples of at least 20 observations are sufficient to accurately portray the distribution of your data in the vast majority of situations. Some practitioners believe that a histogram should be utilized with a minimum of 50 observations, while others believe that this is not necessary in all situations. It is also possible to determine the mean and standard deviation with more accuracy when using bigger samples of data. 400 observations were made for this collection, for a total of 400 observations. When a sample is summed up with a single number, the mean may be used to show the midpoint of the range of values. For the purpose of locating the center of a data set's distribution, the mean is a commonly used statistical measure. The median and the mean are both useful tools for determining central tendency. According to the statistics, outliers, or very large numbers, have a less influence on the median than they do on the mean of a distribution. There are occasions when it is necessary to compare the median and the mean in order to decide which is more exact. There are many times when working with symmetrical data when it's difficult to distinguish between mean and median values. The researchers discovered that the mean answer for gathering data on the impact of value expression on the purchase intention of counterfeit products was 1, while the median answer was 4, indicating that the data is skewed to the right, which explains why the mean is higher than the median in this case. The standard deviation may be used to assess how far the data are away from the mean in a certain situation. When the standard deviation is larger than one, the data is more spread than when it is less than one. Among all data collections, this one has the highest standard deviation, which is 0.518. When data points in a regularly distributed distribution are symmetrically distributed about the data mean, with a standard deviation of three, the data is said to be normally distributed.

4.2 Model Summary

The model summary table indicates the strength of the relationship between the models and the predictor variables, as well as their interrelationship. R is the multiple correlation coefficient when comparing observed and predicted values of a dependent variable. Its high value indicates a strong relationship. The coefficient of determination is calculated by multiplying the multiple correlation coefficient by the determination coefficient (R Square) (R Square). 78.3 percent of the time variation can be accounted for by the model. The "adjusted" R Square statistic penalizes models with a large number of parameters. These data, in conjunction with the standard error of the estimate, can also be used to compare these two or more models beside each other.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.267 ^a	.071	.067	.325

a. Predictors: (Constant), Psy_Fac, Val_Exp

We are only interested in the 'Model summary' table because all three tables of regression results are presented. This table indicates how well the regression line accounts for all of the dependent variable's fluctuations. The preceding table demonstrates the wide range of observed y-values near the regression line. As a result, as regression analysts frequently state, the regression model "explains" only a small fraction of the total variation in the dependent variable. The dependent variable's variance can be used to determine its overall variation. If the line is not exactly horizontal, regression may account for only a portion of the total variation (i.e. if the b coefficient differs from 0). To calculate this component of variance, add all of the squared differences between respondents' projected values for each dependent variable and the overall mean. We can determine the percentage of total variation explained by the regression equation by dividing the explained variance by the dependent variable's total variance. R² denotes the proportion between 0% and 100%. (Square R). Using the model description above, we can see that our R² value is 0.71, indicating that the constant variables of value expression and psychological actors account for only 71% of the total variance. When compared to the average R² values observed in social survey data, this is not a bad result. The square root of R² is denoted by the value 0.267 of the R. If the regression model fits the observed data well, the most frequently used interpretation of the r-squared value is as follows: 60% of the data is consistent with the regression model with an r-squared of 0. The greater the value of r-squared, the more closely the model fits the data. On the other hand, a high r-squared value does not always indicate a successful regression model. Numerous variables influence the quality of a statistical measure, including the type of variables included in the model, the units of measurement used for the variables, and the data transformation technique used. As a result, a high r-squared value may indicate a problem with the regression model. A low r-squared value is frequently a red flag for predictive models. On the other hand, a reasonable model may have a low value under certain conditions. There is currently no widely accepted method for evaluating a model using a statistical measure. The context of the experiment or prediction is critical, and the measure's insights may vary depending on the context.

4.3 ANOVA^a

The F-distribution is used in ANOVA to compare the mean values of two different groups of participants that are not connected in any way. The test will be deemed a failure if the two means are statistically indistinguishable. According to statistics, there is a statistically significant difference between the two means. It is possible to use ANOVA and the t-test in the same way to determine whether or not there are statistically significant differences between groups of data in a particular context. In order to draw conclusions, it gathers samples from each group and compares the levels of variation in each group. Having a lot of variation (spread of data away from the mean) makes it more likely that the sample mean will deviate from the mean of the whole dataset. It is important to remember that outliers will not be selected if the sample size is too small or if there are large variances between sample means.

The F value, which measures the statistical significance of the differences between your groups, is the sum of all of these components. Because statistical significance is determined by the likelihood (p-value) of the differences between your groups. Using one-way ANOVA, researchers may examine the impact of one independent variable on a large number of dependent variables. An ANOVA with two independent variables is similar to a factorial ANOVA, however the number of independent variables is increased even more in a factorial ANOVA.

In the table given below, the F distribution is calculated to be 15.215 whereas the significance is less than 0.001. The total sum of squares that came out after adding the residual and the regression is 45.216. the mean has been calculated by using sum of squares and Df.

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3.219	2	1.610	15.215	<.001 ^b
	Residual	41.997	397	.106		
	Total	45.216	399			

a. Dependent Variable: Pur_Int

4.4

4.4 Coefficients^a

When looking at the table below, it's simple to determine how significant a variable is in a model and how much of an impact it has on a dependent variable. This method makes it simpler to test hypotheses for research purposes than it otherwise would be.

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	1.209	.098		12.330	<.001
	<u>Val_Exp</u>	.084	.035	.116	2.378	.018
	<u>Psy_Fac</u>	.216	.047	.226	4.627	<.001

a. Dependent Variable: Pur_Int

b. Predictors: (Constant), Psy_Fac, Val_Exp

4.5 Reliability Statistics

Cronbach's alpha is a measure of internal consistency that is often used ("reliability"). A survey or questionnaire with a large number of Likert questions that construct a scale is the most common scenario in which this method is used. As an added bonus, we provide instructions for use Cohen's (κ) kappa when there is a concern about inter-rater reliability. Cronbach's alpha is a statistic that may be used to determine the dependability of a composite score's internal consistency. A method of assessing happiness that involves taking the Happiness Survey twice back-to-back, with the same degree of actual happiness in between each time, and having one score indicate high happiness and the other score reflect low happiness, on the other hand, would be inaccurate. Cronbach's alpha is a simple approach that may be used to determine if a score is reliable or not. According to the assumption that there are a large number of items that measure the same underlying idea, you may have five questions for the Happiness Survey that all pose separate questions but when added together might be deemed to measure overall happiness.

Cronbach's Alpha	N of Items
.364	3

In theory, Cronbach's alpha findings must give you a value between 0 and 1, however you may also receive negative numbers using the same method. It is possible that you neglected to reverse score certain objects, since a negative number suggests that your data is flawed. As a general rule of thumb, it is considered excellent to have a Cronbach's alpha of at least .70, .80, and .90. Only a small sample size and a small number of items may have an impact on the accuracy of Cronbach's alpha, making it a less reliable measurement. However, Cronbach's alpha is still commonly utilized, so if your committee is looking for evidence that your instrument is internally consistent or dependable, this is an excellent way to go. In the table given above the Cronbach alpha value that is calculated to be 0.364 is an unacceptable and unsatisfactory number that shows that there is a lesser impact of counterfeit products on different variables.

4.6 Correlations

Between -1 and 1, the Pearson correlation reveals how closely two quantitative variables are linked. Looking at various scatterplots can help you better grasp the concept.

		<u>Pur_Int</u>	<u>Val_Exp</u>	<u>Psy_Fac</u>
<u>Pur_Int</u>	Pearson Correlation	1	.123*	.131**
	Sig. (2-tailed)		.014	.009
	N	400	400	400
<u>Val_Exp</u>	Pearson Correlation	.123*	1	.130**
	Sig. (2-tailed)	.014		.009
	N	400	400	400
<u>Psy_Fac</u>	Pearson Correlation	.131**	.130**	1
	Sig. (2-tailed)	.009	.009	
	N	400	400	400

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

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

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The magnitude and slant of these coefficients may be used to analytically quantify a linear relationship between two variables. Link coefficients may range from -1 to +1, with zero indicating that there is no correlation at all. When a variable is directly associated with another variable, the correlation coefficient is always one. Using a correlation coefficient, you may determine how effectively you can anticipate the value of one variable based on the other's value. Here's one way to look at it: A positive correlation may be inferred from the scatterplot of the read and write variables

below, which shows that the dots tend to follow a line from the bottom left to top right. Personal pleasure has a Pearson correlation value of 1, which shows how tightly the data points are grouped around an imaginary axis. Stronger the correlation, the closer the points are to the line; lower the correlation, the further the points are from the line. It's also important to remember that the correlation between any two variables is always 1. The correlation's p-value, which is 0.14 and 0.009, is illustrated in this figure. Personal gratification, value expression, and psychological factors appear to have little to do with each other. For the correlation to hold, there needed to be at least N cases. No missing data meant that all correlations were based on the whole data set. As a result, the Ns for each relationship would be different if any of the variables had a lack of data.

Pearson's r indicates a strong correlation between two variables when it is near to 1. Changing one variable affects the other in a significant way. In this situation, Pearson's r is 0.985, which is good. A near approximation to the elusive mystical number one is seen here. There is a strong association between customer attitudes regarding counterfeit items and our psychographic characteristics. In the absence of a different number, we can make no additional conclusions regarding the nature of this connection. This indicates that your study's variables have little in common when Pearson's r is near zero. This means that when one variable changes, the other stays the same. If our Pearson's r value is less than 0.01, we may conclude that our variables are not closely linked. ' When the value of one variable rises, so does the value of the other, we have a positive Pearson's r . Additionally, if one variable is reduced in value, the other is reduced as well. There is, as you can see, a strong relationship between these two events. Pearson's r value of 0.985 was positive in our case. A positive value was indicated by the absence of a negative sign. This means the default value will be positive as a consequence. With regard to our example, Pearson's correlation coefficient (r) is positive, hence it can be assumed that increasing water intake leads to an increase in the skin elasticity rating (our second variable) (our first variable).

Pearson's r value is negative (-), which indicates that the correlation between two variables is declining. We're seeing a negative association in this scenario. In our case study, the Pearson's r value of 0.985 indicated a favorable correlation. What if the Pearson's r value produced by SPSS was -1? When we raised the quantity of water (our first variable) and decreased the participant's skin elasticity rating, SPSS computed a negative Pearson's r value (our second variable). This information is

provided in the Correlations box with a two-tail significance value. This number tells you whether two variables are statistically linked. There is a 2-tailed sig. value of 0.009 in the preceding table.

Chapter 5 Findings and results

5.1 Summarized findings

Counterfeit purchases have been linked to a variety of demographic and psychological factors in earlier research, but the results have been inconsistent and untrustworthy. The present meta-analysis synthesizes the impact of consumer demographics and psychographics on attitudes, intentions, and behavior toward branded counterfeit luxury goods by referring to brand signals that help consumers establish their identities. Psychographic aspects outweigh demographic ones when it comes to the purchase of counterfeit goods. Depending on the country's socioeconomic status, these psychological impacts might be rather different. This statistical overview includes the results of 400 separate studies. Customers with a low-risk proclivity and a poor integrity level are more inclined to purchase counterfeit items in the first instance. People in developing countries are more affected by psychographics, such as the need for social status, than those in industrialized ones. In order to effectively target worldwide anti-counterfeiting efforts, the results build a profile of luxury goods counterfeiters. Using meta-analysis, we were able to evaluate the impact of numerous demographic and psychographic consumer traits, as well as the degree to which these consumer profiles differed internationally, on customer attitudes and behavior toward counterfeit luxury items. Particularly in developing nations, psychographics tends to have a higher impact on the purchase of luxury counterfeit items than demographics. As a consequence of these changes, different buying techniques have to be used. Attitudes have less impact on purchase decisions in affluent nations because of the lack of information available in destitute ones. To focus on a certain area of study As a result of this, the great majority of studies on counterfeiting use convenience sampling rather than random selection. This is crucial! Communication and information; pricing and product strategy are the most prominent areas of consumer attention for anti-counterfeiting measures used by firms (Herstein et al. 2015). Buyers' demographics play an important part in identifying and pursuing counterfeit products customers because of the relatively constant and quantitative aspects of demographic and psychographic consumers.

5.2 Limitations

There are several limitations to existing research that also apply to meta-analytic data sharing. Only English-language articles were included in this study's sample. With the inclusion of country as a mediator despite the fact that language bias is well known in meta-analysis, we have to question whether or not we've chosen the countries that are really representative of the global population. Our results may be affected by such a bias, but this does not necessarily mean they are erroneous. To account for observed differences in effect sizes as country-dependent rather than as a function of how measures operate across countries, it is necessary to make the assumption that measurement invariance across nations. This assumption is required to make sense of observed differences in effect sizes. Measurement invariance can't be tested using meta-analytic effect estimates since they're invalid from a statistical standpoint. There were no meta-analyses that examined the variations in income across countries. Another problem with the model is the absence of any additional moderator variables. However, the data gathered from the main investigations was insufficient to evaluate the possibility of additional moderator factors. Due to the restricted number of effect sizes available for each link, major research that does not provide sufficient information must be omitted from the moderator/subgroups analysis. No matter what study you read, there seems to be a significant mediator variable between the brand names that are used to describe "fake handbags" or "luxury brand(s)". Because of this, it was impossible to conduct a moderator/subgroup analysis using this coding system.

5.3 Areas for future study

Future research can benefit from these limitations. As more studies are done, we'll be able to aggregate and analyse data from different countries to investigate moderators with higher effect sizes. As previously stated, meta-analysis does not serve as a substitute for original primary research. It is possible that meta-analysis might help drive primary research in the future by pointing up critical research gaps. Taking this into consideration, we propose new ways to analyze consumer identification, cross-cultural research, and worldwide marketing related to counterfeit products. We can utilize psychographics to identify a person, according to this meta-analysis. If you're looking for an effective way to explain counterfeiting, we propose utilizing the Big Five personality dimensions rather than a larger collection of psychographic consumer traits (Anderson et al. 2001; Steenkamp and Maydeu-Olivares 2015). A larger number of psychographic variables were examined in this

meta-analysis and previous studies; therefore, more research is needed to determine whether restricting the number of personality dimensions to five can provide an effective approach that explains attitudes, intentions, and behavior in a similar manner (i.e., the same or larger effect sizes). Psychographics (Reed and Bolton, 2005) is a better way to express consumers' numerous identities than demographics (Reed and Bolton, 2005), yet psychographics may also serve as a mediator for the effects of demographics. People's risk aversion increases with age, therefore they're less likely to buy counterfeit items. It wasn't possible to evaluate whether psychographics mediates demographic effects on counterfeit purchases in this meta-analysis, but future research might identify demographics associated to psychographic effects and examine if these psychographic effects mediate demographic effects.

5.4 Recommendations

When it comes to surveying the typical customer (e.g., those who are most likely to buy) is the goal of convenience sampling. Younger people with less money are more likely to buy fake goods. Surveys should be conducted in industrialized nations. Random sampling is the preferred method in undeveloped nations since demographics do not play a factor, unless a Psychographic profiling (e.g., materialism, self-concept) may be used to choose candidates.

Meta-analysis reveals cultural factors that haven't previously been included in counterfeiting determinants, such as the availability and affordability of counterfeit items (Stumpf and Chaudhry 2020). In developing and industrialized nations, counterfeit consumption is driven by different psychographics, which provides a wealth of information for future cross-cultural study. There is a good chance past research' finding on these factors won't be replicated in a study done in a new cultural setting. Second, the cultural context of the research will show which factors are necessary to include if just some of the proposed variables are included in a new study that attempts to explain counterfeiting. Age and income should be considered while conducting research on the prevalence of counterfeiting in industrialized nations, for example. A cross-cultural moderator should be used in any research involving participants from more than one national setting to discriminate between developed and developing nations in terms of demographic and psychographic drivers of counterfeiting.

Supply and access, which we did not examine in this research, may play a role in discrepancies in the consumption of counterfeit goods across developed and poor nations. Consumers in poorer nations have more access to and fewer legal constraints on purchasing counterfeit goods (Green and Smith 2002).

The pursuit of material wealth and the desire for social standing are both fueled by external forces. Additionally, it is vital to investigate client profiles across nations that differ in terms of counterfeit product supply, as well as access and control for these parts of the counterfeiting problem (e.g., by adding variables that assess the counterfeit supply or intellectual property right law enforcement). Observations such as these will aid in our understanding of the role that sociodemographic and psychographic elements play in the global counterfeit goods market. According to the findings of the present meta-analysis, organizations' performance may be enhanced by employing an adaptability method instead of a global anti-counterfeiting strategy. It has been shown that anti-counterfeiting measures are not linked to an organization's success, but rather to the operational effectiveness of these measures (such as their influence on consumer attitudes and behavior) (e.g., revenue, profit, margins). Investigate the relationship between different performance metrics (e.g., operational vs. organizational) in the global marketing of companies if you're dealing with a counterfeiting problem. Customers' responses to anti-counterfeiting measures may be experimentally connected to measures of the companies' overall success.

5.5 Conclusion

It is against the law to manufacture counterfeit items. Customers who can't afford to buy real items may have to turn to knockoffs as a last resort. Most developing countries have an abundance of counterfeit items. When it comes to counterfeit products, Thailand is among the worst. When it comes to counterfeit products, college students' behavior is influenced by factors such as materialism and other psychographic and demographic characteristics. One of the primary and moderating influences on the usage of counterfeit products seems to be materialism. Even before the advent of online markets, the selling of counterfeit goods was a common occurrence. Fake product sales on the internet are becoming a significant issue for merchants. Several industry experts told Retail Dive that although some customers buy knockoffs by accident, a sizable percentage of customers think it's

entirely OK to buy phone items and have done so on purpose. With the emergence of third-party vendors on online marketplaces, businesses must handle not just the attraction of cheap knockoffs but also the rise of third-party sellers. This may need the assistance of foreign law enforcement forces, as well. The luxury businesses are afraid of losing their good name with customers if they address the issue of counterfeit items on the internet. Health and safety issues may have a negative impact on the trust of cosmetics firms and other product makers. In certain cases, counterfeit items may be a means for some buyers to connect themselves with the prestige of the brand without paying full price, particularly for luxury goods. "That's a significant driver of it," Barclay said in an interview, citing the advent of social media and the popularity of Instagram as examples of this trend. If you're a counterfeiter, you're never going to purchase a genuine one.

Increasingly, counterfeit goods are becoming a major problem in many developing nations, including Pakistan. In this study, the goal is to examine the influence of value expression on the purchase intention of counterfeit items using psychographic moderating variables. It was determined that "novelty seeking, personal pleasure, materialistic consumption of status and integrity" were all relevant elements in this study. Counterfeit goods are a multibillion-dollar industry with no limits. Some regions of the nation rely on large-scale imports of commodities because of the high demand for counterfeit items in other regions. Pakistan is known as a "counterfeit paradise" in the global marketplace. Since the demand for goods and services has increased, so too have prices. According to the statement, this study's concept is also linked to counterfeit goods, and more especially to the Pakistani clothing sector. Some of the most well-known items in the fashion industry include apparel, wallets, purses, and shoes. Branded items are being replicated by other companies using the same names. Additionally, one in three customers buys these sorts of items, which suggests that the vast majority of consumers don't believe that acquiring them would cause any damage or increase any risks. As a result, customers are more likely to purchase counterfeit goods since they cannot tell the difference in quality or comfort between real and counterfeit items. The worldwide demand for these kinds of goods is expanding and has already surpassed \$1 trillion. Countries such as China, India, Pakistan, Russia and Israel are some of the largest consumers of these items. A lack of knowledge about intellectual property rules, as well as a disregard for such regulations, is also cited as a factor in the usage of such items in these nations.

5.6 Personal reflection

When it comes to buying counterfeit items, students like me have ethical concerns, according to new research. Classes were chosen based on a variety of factors, including student availability, class size, and ethnic diversity. In order to accommodate the professors' schedules, random times were chosen for each survey to be administered. Few students showed up to do the questionnaires in many sessions that day. A broader cross-section of students from around campus and the country should be polled in order to boost the quantity and variety of survey participants. There were a total of twenty-seven questions in this round of the poll. A bigger number of questions may be required in order to gain a more thorough investigation. For the purposes of this research, a simple survey was adequate, but further statistical tests may be necessary in the future to really understand college students' ethical judgments about counterfeit items.

In my opinion, the study of ethical concerns is tough since they are both complex and challenging. The ability to tell whether or not a survey respondent is providing socially acceptable information is a mystery. This raises the issue of whether or not respondents are being honest when they answer questions about their genuine ethical convictions about buying counterfeit items.

Counterfeit items may be purchased by many people who believe they are doing no damage by doing so. It is very uncommon for these crimes to be referred to as "victimless" crimes. Reduce future sales of counterfeit goods by working to raise awareness among students of the harm that counterfeiting does not just to businesses and their employees, but also to society as a whole. Buying counterfeit items, according to Messick and Brewer (1983), will have a negative influence on a group that the responder belongs to. It may be possible to prevent people from buying counterfeit products by addressing how permitting counterfeit items to be brought into the nation results in the loss of American employment, tax revenues, and the support of terrorist financing. The necessity to manufacture consumer products will disappear if demand for them declines. Classes should focus more on the negative elements of counterfeit goods at all levels in order to better educate the students. Counterfeit aircraft, vehicle, and medical components have a severe impact on the economy, but many students can connect to the unpleasant features of counterfeiting of designer goods. Many college students believe that designers are paid too much and that counterfeit goods only harm the wealthy. Students may be more morally responsible if they know that the money they spend on a

handbag may be used to finance terrorist activities. Students who are enrolled in courses and have been made aware of counterfeiting concerns are not much different from those who are not, which leads us to believe that departments throughout campus may need to handle further education.

I believe that slowing or weakening demand is the key to winning the counterfeit war. In research, it has been shown that retailers feel less responsible if they perceive that a customer is aware that he or she is purchasing a counterfeit. In light of the current focus on channel members as a means of decreasing counterfeiting, this is an essential consideration.

While this study's findings are promising, they do offer opportunity for future investigation and development of techniques to dissuade customers from buying counterfeit items. Customers may need to be educated about the detrimental impact counterfeit products have on society, or tougher punishments may be necessary to dissuade both the manufacturers and the consumers. In order to decrease counterfeit demand, the findings of this research illustrate what customers consider most significant in their purchase choices between genuine and counterfeit items. One of the most well-known factors that motivates people to purchase counterfeit goods is a desire to save money on their purchases. Customers who purchase counterfeit goods are primarily concerned with the price of the item. Identifying and analyzing the way people think about and analyze price in their daily buying decisions is crucial to determining the prevalence of counterfeit consumption. Convenience sampling is intended to survey the typical customer (e.g., those who are most likely to purchase). Customers who are younger and have lower incomes are more likely to purchase forged items. The surveying of industrialized nations should be encouraged. In less developed countries, random sampling is more common than psychographic profiling (such as materialism or one's own self-concept), owing to the fact that demographics are less relevant in these areas.

In a meta-analysis, researchers discovered that the availability and affordability of counterfeit items are cultural elements that have not previously been included when determining counterfeiting determinants. In order to conduct future cross-cultural studies, it will be necessary to determine how different psychographic characteristics influence levels of counterfeit consumption in developed and developing countries. A significant risk exists that prior research findings on these qualities will not be replicated in a study done in a different cultural setting. Additionally, it is critical to consider the cultural context in which the research is being conducted in order to determine which variables are

required to be included if only a portion of the proposed variables are included in the new research. When assessing the prevalence of counterfeiting in industrialized nations, it is important to take into consideration aspects such as age and income. In order to discriminate between developed and developing nations in terms of demographic and psychological drivers of counterfeiting, it is crucial to incorporate a cross-cultural moderator in any research that includes participants from a variety of country settings.

In this study, we did not examine the role of supply and access in discrepancies in the consumption of counterfeit products between industrialized and developing countries, as we did in previous studies. Contrary to popular belief, counterfeit goods are both easier to obtain and less expensive for consumers in developing countries. Consumption and the need for social status are examples of external forces that have an influence on social norms. To address these additional possibilities, further research should examine client profiles in nations with various degrees of counterfeit product availability and access, and then compensate for these elements in the analysis of the data (e.g., by adding variables that measure the supply of counterfeits or intellectual property right enforcement in the country). We can get a better grasp of the worldwide market for counterfeit goods by studying sociodemographic and psychographic data. Overall, this thesis has been a great experience for me, and I've come to the conclusion that purchasing counterfeit goods is unlawful and that an awareness campaign is needed to raise knowledge of this issue.

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7. Appendix

Questionnaires

1) Gender

- a. Male
- b. Female

2) Age

- a. 12-18
- b. 19-25
- c. 26-32
- d. 33-onwards

3) I am value conscious when it comes to purchasing of apparels and others products

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

4) I think the price of the product has direct impact on my purchasing decision

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

5) In my opinion Counterfeit apparels are value to money

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

- 6) I always look for differences and variety when buying apparels**
- a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
- 7) I think majority of people buy counterfeit apparels because they are novelty seekers**
- a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
- 8) I think lower purchasing power is the main reason behind purchasing intention of counterfeit apparels**
- a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree
- 9) I am aware of all of the luxury brands in apparels that are available in Pakistan and their counterfeit products**
- a. Strongly agree
 - b. Agree
 - c. Neutral
 - d. Disagree
 - e. Strongly disagree

10) I think luxury brands apparels have direct impact on the self-satisfaction of consumer

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

11) I purchase copy of branded products as they are difficult to catch and they offer similar kind of self-satisfaction as compared to originals

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

12) I am aware of the fact that luxury products will be more comfortable but I still prefer counterfeit products

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

13) I think counterfeit apparels offer same sense of social recognition in society as compared to original products

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

14) I think my attitude of purchasing is significantly driven by personal gratification

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

15) I think Integrity can affect an individual's judgment about unethical activities

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

16) I think ethics is important but lower purchasing power shapes my decisions in purchasing counterfeit apparels

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree

17) In my opinion value expression have direct impact on purchasing intention of counterfeit products in Pakistan

- a. Strongly agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree