EFFECTS OF COUNTERFEITS ON BRANDED PRODUCTS IN GARMENTS INDUSTRY: A PERSPECTIVE ON CONSUMER BEHAVIOUR

Arbab Gul
Quad-i-Azam University Islamabad, Pakistan
¸**Muhammad Ali**
Faculty of Economic And Business, Airlangga University, Surabaya Indonesia
Muhammad Ahmad Khan Qazi
Institute Of Business Management Sciences, University of Agriculture, Faisalabad, Pakistan
Nuzulul Fatimah
Management Study Program, Institut of Economic Science Mahardhika, Surabaya, Indonesia

ABSTRACT

Counterfeit products are fake replicas of the real products. Deceptive counterfeits buying (consumer is well-aware about counterfeits) and non-deceptive counterfeits buying (consumer is not aware of counterfeits) are two dimensions of counterfeits buying. In Pakistan counterfeiting is an embryonic issue for many markets i.e., cosmetics, cellular, electronics, home appliances, and medicines. Furthermore, in last decade counterfeiting predominantly affect the garment's market of branded products in Pakistan. This study aims to investigate the counterfeit effects on consumer buying perception of branded garments products. The various determinants used in this research for counterfeit brands' purchase intentions and attitude towards counterfeits in Pakistani context have not been used in the way as they are used in the current research. After the data analysis it has been found that Purchase Intention of branded products and Attitude towards the branded products have positive significant impact on Counterfeits Products. Perceived quality of branded products has negative significant impact on counterfeits products while Status consumption has no significant impact on counterfeits Products.

Keyword : *Consumer Behaviour, Counterfeits, Branded Product*

INTRODUCTION

Counterfeits Products also known as Knockoffs, fake or essential imitation products, which are offered by third party that is not associated with brand owners. Since counterfeits products are made to look like originals, consumers mostly find it difficult to distinguish between genuine products from counterfeits, and thereby it tarnishes the brand's reputation as well as devalues investment made by the owner (Bian and Veloutsou, 2oo7). Deceptive and non-deceptive goods are two types of counterfeits. In deceptive counterfeits, customers do not know that the purchased product is a replica. Non-deceptive counterfeit is a state where customers are well- aware of the origin and the inferior quality of the product (Taylor et al., 2oo4). Whenever the purchase decisions are made by customers in the society it is more conscious. Nowadays brands are not known on the basis of the product but it is also known as corporate and social responsibility.

The demand for counterfeits, especially for counterfeits of branded products has raise quickly since 197os (Phau et al,. 2oo9). Consumers purchase counterfeit products as a signs to classify themselves into a high-status community group where they desire to belong (Grossman & Saphiro,1988;Wilcox et al,.2oo9). By wearing counterfeit commodities off branded products, the customers can recognize with the people wearing the branded products and argue to belong to the same community class as where the branded product user belongs, as long as no one can tell that the consumers wear counterfeit or fake product (Gistri et al.,2oo9). Counterfeiting has recognized as the crime of the 21st century (Wilcox et al., 2oo9). The difficulty for the brand owner is clear. Brand owners apply for a long time, capital, and effort to establish their products and reputation. Counterfeiters weaken this investment, and as such, the legal interests of the brand owner. Consumers purchase counterfeit products as the status symbol to classify themselves that they belong to the prestigious social group (Keller, 1993).

Counterfeiting business is emerging as a serious threat to the branded products in the world (Bian and Veloutsou, 2oo7). Globalization has provided the way for counterfeiters to produce and sell the counterfeits anywhere in the world (Chaudhry et al, .2oo9). Today counterfeiting business accounts for virtually 7 percent of the global trade (Ergin 2o1o). It is growing at a rate of 15 percent per annum. If it growth constantly at the same rate its value could increase by up to $96o billion by 2o15(Frontier, 2o11).In counterfeit manufacturing, China is on the Top in the world (Hung, 2oo3).Countries such as China, Russia, Argentina, India, Egypt, Turkey, Israel, Lebanon, Thailand, Brazil, Chile, Venezuela, Ukraine, Mexico and Paraguay are the major regions of the world which are producing counterfeited products (Chaudhry and Zimmerman, 2oo9).

Counterfeits of fashion products are believed to carry a high image and the status connected to a well-aware brand name. The similarities in appearance, quality, and image created by the counterfeiting version compared to the branded product are important in determining consumer's purchase intention (Wee et al, .1995). In earlier studies, most of the research conducted to measure the effect of counterfeits on luxury brands.

Often consumers get confused while differentiating counterfeit products from branded products. This thing can destroy brand equity and impose a negative effect on the company's reputation (Xuemei Bian & Cleopatra Veloutsou, 2oo5). Often counterfeiters make high-quality counterfeit products that are impossible to discriminate from original or genuine branded items. Laboratory tests are a way through which companies distinguish their products from counterfeits. Counterfeited products effects branded or luxury products and spread negativity in the minds of customers regarding the purchase intentions (Xuemei Bian & Cleopatra Veloutsou, 2oo5). The Internet is a well-known conveyance channel for counterfeited items.

Companies use different methods or selling techniques on internet to sell out the counterfeited items because it permits dealers or sellers to be unnamed and the branded products can easily be replaced with counterfeits because customers can't be able of pre-purchased examination of that product (Gamble, 2o11; Arghavan Nia, Judith Lynne Zaichkowsky, 2ooo). Broad development in the business of producing brands has cleared routes to introduce counterfeits.

LITERATURE REVIEW

2.1 Attitude Towards Branded Products

Consumer attitude means the beliefs, feelings or behavioural intentions of a consumer about some intent i.e. a brand or retail store. In 2oo4, Huang et al., Stated that attitude is a response to as specific situation in a desired or undesired way. Consumers purchase products with latest fashion trends. It means consumers prefer those products with which more fashion elements are linked and associated (Tom et al, 1998). Mostly consumers purchase the product on the basis of its visual appearance and traits without giving much importance to the quality. It means such consumers have no interest in quality and they just look into the visual function and characteristic of the product (Grossman and Shapiro, 1988).

2.2 Purchase Intention of Branded Products

The Purchase Intention towards the countereits is one of the drawbacks that the world faces today due to the cruel facts emerging in our society. Thus, It can also be said that the counteriets are the result of the competitive race of status. The Customer Purchases the products on the basis of his or her interaction towards the need of the brand, The attitude towards the brand and the involvement with the product of that particular brand. Purchase Intention is a behaviour of a person that how he/she thinks of any particular product and what comes in his mind first about it and what would he think or do when he purchases the same product of the same brand there maybe and can be negative and positive impacts on that particular product.

Reasons like purchases any brand and encouraging its purchase always helps increasing the intention of the customer towards it (Judson and Porter,2oo3). A consumer's Intention towards any brand or product to purchase it is not only because of his attitude towards that brand but also because of his lead to other choices of brands. Brand purchase intention with respect to the human nature and enviornmental effects help to draw the consumer culture theory(Arnould and Thompson,2oo5). Similarly CCT, Ahuvia (2oo5), Belk (1988), Jenkins's(2oo4) Studies reveal that the possessions are extremely important.on the other hand this whole process must also be verified by the judgment of the external world reactions (Jenkins,2oo4). The purchase intention has a positive reaction on a consumners behaviour due to it (Anwar,2o13).

2.3 Status Consumption of Branded Products

Status Consumption is referred to as the motivational practices by which a person try to develop and improve his or her social standings by using such branded products which reflect the person`s status to his/ her surroundings and peoples around him/ her (Eastman and Eastman 2o11). Counterfeits believe they obtain the prestige ascribed to the real product (Bloch et al., 1993; August et al., 2oo7). An more recent study reinforces the phenomenon that counterfeited brands are bought for what they represent in the buyer's social environment. (Wilcox *et* al.,2oo9) findings explain that the attitude toward luxury brands predicts the intention to buy counterfeit products, thus supporting the expectation that consumers respond more favourably to image appeals when such appeal is consistent with their social goal of projecting a particular image in social settings. Another study conducted in a European Union country, reports on 127 interviews about the perception of original and counterfeit brands (Penz and Stottinger, 2oo8).

Both original brands and counterfeits are considered to enhance consumers' self-esteem and promote a certain status within a peer group (Penz and Stottinger, 2oo8).

2.4 Perceived Quality of Branded Products

Perceived quality is the customer´s perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives (Aaker, 1991; Yoo & Donthu, 2oo1). Perceived quality cannot be objectively determined since it is a perception but also since it is subjective judgment of what is important for the consumer involved (Aaker, 1991). Perceived quality is an intangible asset but will probably be evaluated together with other assets of the product such as reliability and performance (Aaker, 1991). High perceived quality is not always a necessity since a consumer can have low expectations of the quality of a product but can still have positive attitudes about a product since the product is cheap, so consumers can be satisfied with products without high perceived quality (Aaker, 1991). on the other hand the perceived quality can generate value to the brand in multiple ways. It can create reason-to-buy, it can differentiate a brand from competitors, and the firm can take out price premiums, and can be an important reference in brand extensions (Aaker, 1991).

2.5 Perception of Counterfeits

According to the marketing literature counterfeit products of luxury brands are associated with low quality and low prices. The counterfeit products are also offered to a broader market than what the genuine luxury branded products is, which jeopardize the exclusivity of genuine luxury brands (Grossman & Shapiro, 1988; lai & Zaichowsky, 1999; Sharma & Chan, 2o11). There is a high demand for counterfeited products on the market. There are two main reasons why people buy counterfeit products of luxury brands; the low price compared to the genuine luxury brands and the value expressive functions the brands deliver (Cordell et. al., 1996; Wilcox et. al., 2oo9; Wiedmann et. al., 2o12). Consumers buy counterfeit products as status symbols to classifying themselves into a prestigious social group where they want to belong (Grossman & Shapiro, 1988; Wilcox et al. 2oo9). By wearing counterfeit products of luxury brands, the consumers can identify with the people wearing the original luxury products and claim to belong to the same social class as where the original luxury brand users belong, as long as no one can tell that the consumer wears fake products (Gistri et. al., 2oo9). The price for a counterfeit product of a luxury brand is just a fraction of the price of a genuine product and people tend to buy counterfeit products to reduce the risk of buying the original for a lot of money (Tom et. al., 1998; Wiedmann et. al., 2o12). Counterfeit products deliver good value for money, even though they can be of low quality.

RESEARCH METHODS

3.1 DATA COLLECTION METHOD AND ANALYZIS TOOLS

The study is quantitative in nature. To assure the reliability and validity of data and to protect from biasness, questionnaires were directly filled at sight from respondents. The data was collected from Faisalabad D-Ground (AL-Karam Mall and katchehry Bazar) Lahore from Hyper Star Mall, Fortress Square and Anar Kali Bazar) Multan (From ChenOne Tower, ChaseUp and

Gulgasht Colony) and from Islamabad (Saddar Bazar, Penorama, Centoras Mall and 7th Avenue Market).

Figure 1: Counterfeits Products
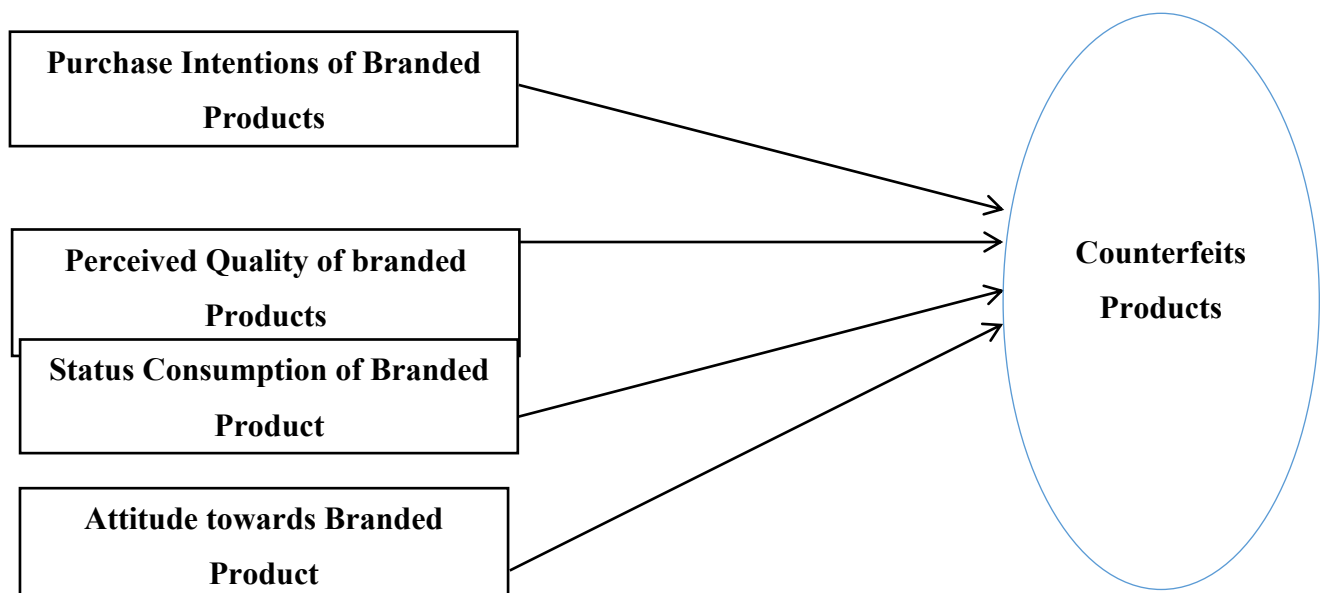
The collected data was initially analyzed by using descriptive statistics. This involves the use of mean and standard deviation. Then internal consistency of the instrument was tested by using Cronbach's alpha and factor analysis was used for testing the validity of the scale. Then regression analysis was used to test the direction and the intensity of the influence between a dependent variable and independent variables.

RESULT AND DISCUSSION

4.1 RELIABILITY ANALYSIS

Reliability analysis is used to check the internal consistency of the instrument. Cronbach alpha is used to test the consistency. Internal consistency is measured through which the scale items correlate each other, called reliability. Cronbach's alpha above or up o.8o is preferable but about o.5o is also acceptable (Nunnally and Bernstein, 2o1o).

Table 1: Variables on Counterfeit Product

Variable	No. of Items	Cronbach alpha
Purchase intention of branded products	o5	o.747
Perceived quality of branded product	o5	o.851
Status consumption of branded product	o4	o.714
Attitude towards branded products	o7	o.763
Perception of counterfeits	1o	o.651

Internal consistency of instrument is presented in above table. It shows that the instrument measure the construct with reliability or not. On the basis of reliability analysis above table shows that instrument is reliable and on acceptable level. The table shows that the Cronbach alpha coefficient of purchase intention of branded product. Shows that the high reliability of o.747. The Cronbach Alpha coefficient of perceived quality of branded products o.851 which is again in acceptable level. Other Cronbach Alpha measures for status consumption of branded products, Attitude towards branded products, Perception of Counterfeit o.714, o.763 and o.65 respectively. All variables meet the criteria of acceptable level of Cronbach

Table 2: Total Variables

Variable	Number of Items	Cronbach Alpha
All Variables	31	.751

All the Items of this instrument are relatively consistent and reliable. Cronbach Alpha o.751 measures show a higher level of internal consistency of instrument which is a good sign.

4.2 Hypothesis Analysis
4.2.1 Regression Analysis

Hypothesis o1:

H1: Purchase Intention of branded products has significant impact on counterfeits Products.

H_o: Purchase Intention of branded products has no significant impact on counterfeits Products.

Table 3: Model Summary H1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725	.525	.522	.28o44
a. Predictors: (Constant), Purchase_Intention				
b. Dependent Variable: Counterfeits_Products				

Table 4: ANOVA H1

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.883	1	12.883	163.8o9	.ooo
	Residual	11.639	148	.o79		
	Total	24.522	149			
a. Dependent Variable: Counterfeits_Products						
b. Predictors: (Constant), Purchase_Intention						

In the given model summary table, the value of Adjusted R square is less than the value of R Square. The value of R Square is o.525 which depicts a variance of 52.5% regarding the relationship between purchase intentions of branded products and counterfeits products. The rest of 47.5% is unexplained. The unexplained portion shows that this variance is caused by other variables which are not the portion of current study. The variation is also significant for F-Value of 163.8o9 and p-value .ooo which shows that model is fit.

Table 5: Coefficients H1

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	.373	.21o		1.778	.o78
	Purchase_Intention	.825	.o64	.725	12.799	.ooo
a. Dependent Variable: Counterfeits_Products						

In the coefficient table, first, we go for the Standardized coefficient value of Beta. In current table for coefficients, Standard Coefficient Beta-Value for Purchase Intentions is .725 at the p-value<.ooo. It shows that one unit change in Purchase Intentions causes a positive change of .725 units in counterfeits products. Regarding the significance level, the p-value for purchase intentions is .ooo which is under the significant range (.ooo-o.o5). It shows that Purchase Intention of branded products has significant impact on counterfeits Products. Hence, H1 is accepted while H_o is not accepted.

Hypothesis o2:

H2: Perceived quality of branded products has significant impact on counterfeits Products.

H_o: Perceived quality of branded products has no significant impact on counterfeits Products.

Table 6: Model Summary H2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.195[a]	.o38	.o32	.39921
a. Predictors: (Constant), Perceived_Quality				
b. Dependent Variable: Counterfeits_Products				

Table 7: ANOVA H2

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.935	1	.935	5.866	.o17
	Residual	23.587	148	.159		
	Total	24.522	149			

a. Dependent Variable: Counterfeits_Products
b. Predictors: (Constant), Perceived_Quality

In the given model summary table, the value Adjusted R square is less than the value of R Square. The value of R Square is o.o38 which depicts a variance of 3.8% regarding the relationship between Perceived Quality of branded products and counterfeits products. The rest of 96.2% is unexplained. The unexplained portion shows that this variance is caused by other variables which are not the portion of current study. The variation is also significant for F-Value of 5.866 and p-value .o17 which shows that model is fit.

Table 8: Coefficients H2

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.763	.3oo		12.541	.ooo
Perceived_Quality	-.156	.o64	-.195	-2.422	.o17
a. Dependent Variable: Counterfeits_Products					

In the coefficient table, first, we go for the Standardized coefficient value of Beta. In current table for coefficients, Standard Coefficient Beta-Value for Purchase Intentions is .195 at the p-value<.ooo. It shows that one unit change in Perceived Quality causes a negative change of .195 units in counterfeits products. Regarding the significance level, the p-value for Perceived Quality is .o17 which is under the significant range (.ooo-o.o5). It shows that Perceived quality of branded products has significant impact on counterfeits Products. Hence, H2 is accepted while H$_o$ is not accepted.

Hypothesis o3:
H3: Status consumption of branded products has significant impact on counterfeits Products.

H$_o$: Perceived quality of branded products has no significant impact on counterfeits Products.

Table 9: Model Summary H3

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

| 1 | .15oᵃ | .o23 | .o16 | .4o244 |

| a. Predictors: (Constant), Status_Consumption |

| b. Dependent Variable: Counterfeits_Products |

Table 10: ANOVA H3

ANOVA					
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.552	1	.552	3.411	.o67
	Residual	23.969	148	.162		
	Total	24.522	149			
a. Dependent Variable: Counterfeits_Products						
b. Predictors: (Constant), Status_Consumption						

In the given model summary table, the value Adjusted R square is less than the value of R Square. The value of R Square is o.o23 which depicts a variance of 2.3% regarding the relationship between Status Consumption of branded products and counterfeits products. The rest of 97.7% is unexplained. The unexplained portion shows that this variance is caused by other variables which are not the portion of current study. The variation is insignificant for F-Value of 3.866 and p-value .o67.

Table 11: Coefficients H3

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.776	.4oo		9.45o	.ooo
	Status_Consumption	-.17o	.o92	-.15o	-1.847	.o67
a. Dependent Variable: Counterfeits_Products						

In the coefficient table, first we go for the Standardized coefficient value of Beta. In current table for coefficients, Standard Coefficient Beta-Value for Status Consumption is .15o at

the p-value<.ooo. It shows that one unit change in Status Consumption causes a negative change of .15o units in counterfeits products. Regarding the significance level, the p-value for Perceived Quality is .o67 which is not under the significant range (.ooo-o.o5). It shows that Status consumption of branded products has no significant impact on counterfeits Products. Hence, H3 is not accepted while H$_o$ is accepted.

Hypothesis o4:

H4: *Attitude towards the branded products has significant impact on counterfeits Products.*

H$_o$: *Attitude towards the branded products has no significant impact on counterfeits Products.*

Table 12: Model Summary H4

Model Summary				
Mo del	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.26oª	.o68	.o61	.393o2
a. Predictors: (Constant), Attitude				
b. Dependent Variable: Counterfeits_Products				

Table 13: ANOVA H4

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.661	1	1.661	1o.752	.oo1
	Residual	22.861	148	.154		
	Total	24.522	149			
a. Dependent Variable: Counterfeits_Products						
b. Predictors: (Constant), Attitude						

In the given model summary table, the value Adjusted R square is less than the value of R Square. The value of R Square is o.o68 which depicts a variance of 6.8% regarding the relationship between Attitudes and counterfeits products. The rest of 93.2% is unexplained. The unexplained portion shows that this variance is caused by other variables which are not the portion of current study. The variation is significant for F-Value of 1o.752 and p-value .oo1.

Table 14: Coefficients H4

Coefficients					
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.334	.218		1o.718	.ooo
	Attitude	.283	.o86	.26o	3.279	.oo1
a. Dependent Variable: Counterfeits_Products						

In the coefficient table, first, we go for the Standardized coefficient value of Beta. In the current table for coefficients, Standard Coefficient Beta-Value for Attitude is .26o at the p-value<.ooo. It shows that one unit change in Attitude causes a positive change of .26o units in counterfeits products. Regarding the significance level, the p-value for Attitude is .oo1 which is under the significant range (.ooo-o.o5). It shows that Attitude towards the branded products has significant impact on counterfeits Products. Hence, H4 is accepted while H_o is not accepted.

4.2.2   Hypothesis Results Summary

Table 15: Hypothesis Results

Sr. No	Hypothesis	Results	Nature of Impact
1	H1: Purchase Intention of branded products has significant impact on counterfeits Products.	Accepted	Positive
2	H2: Perceived quality of branded products has significant impact on counterfeits Products.	Accepted	Negative
3	H3: Status consumption of branded products has significant impact on counterfeits Products.	Not Accepted	Negative
4	H4: Attitude towards the branded products has significant impact on counterfeits Products.	Accepted	Positive

It has been found that Purchase intention of branded products and Attitude towards branded product, have positive influence on perception of counterfeit brands. On the other hand, Perceived quality of branded product has negative impact on perception counterfeit brands and purchase intentions of counterfeits. Status consumption of branded products has no significant

impact on counterfeits Products. Results supported that counterfeit effect on branded garments products relationship of all independent variables with dependent variable perception of counterfeit.

CONCLUSION

The perception consumers have of counterfeit products do have a negative effect on the genuine luxury brands. Consumers believe that the associations to genuine luxury brands are negatively affected due to counterfeits even though this effect is not very extended. This means that counterfeit products have a negative effect on consumers' attitudes about genuine luxury brands as well as on the attributes and benefits associated with the genuine luxury brands.

The consumer perception of counterfeit product does also have a negative effect on the consumer beliefs of the quality of genuine luxury brands. Counterfeit products have a stronger negative effect on the quality perception than on the associations to genuine luxury brands. With this negative affect consumer' beliefs of the quality, service level, as well as the features delivered by luxury brand products, is negatively affected. Even if it the conclusion could be drawn that counterfeit products have a negative effect on genuine luxury brands it could not be supported that it has any consequences for the luxury brands since the result did not indicate that the personal status, value or demand of genuine luxury products were decreased due to existence or availability of counterfeit products in the marketplace.

Some respondents stated that the replicas should create their own brand instead of copying other brands they are capable to claim the quality they give to customers in that less price. And some respondent indicates the branded products made replicas brands to aware consumers about that brand and compete with the other branded products. because in the market only famous branded product replicas available such as Bonanza, Asim Jopah, Maria B, Warda, and Junaid Jamshed. So the new branded product made replicas to aware people about our product is famous and available in replica market also that's a way to promote their brand. Some branded garments companies also launch some B category products for people who prefer replicas because they demand low quality and less price that's also used as a strategy to lessen the threat of the replicas garments products.

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