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A Study of Factors Affecting Consumer's Willingness to buy Counterfeit Products

Khalid Jamil[1*], Muhammad Asghar Ali[2], Naeem Akram[3]
[1]Govt College University, Faisalabad, Pakistan
[2]International Islamic University Islamabad, Pakistan
[3]National University of Modern Languages, Islamabad, Pakistan
khalidjamil29@yahoo.com[*], asghariqbal68@yahoo.com, Capita4u@gmail.com

Abstract: The progress of this study is to offer and test models that include models of leadership of customer behavior and willingness to deliberately purchase luxury fashion items. The impact of many social, psychological and social emergencies has been identified and recognized. To narrow this gap, the study was conducted to identify key milestones in the readiness to buy counterfeit products in Pakistan. The survey was conducted by 257 people from three major markets in Pakistan, such as Lahore, Faisalabad and Islamabad. In addition, the SEM technique is used to test the hypothesis. The study ends with some contributions and findings. Economic benefits, past experience and materialism of counterfeiting play an important role in the pursuit of counterfeit products. While the hedonic benefits were not as important as hypothetical. The study identifies the leading determinants of lying and willingness to buy fake products by testing a wide range of literature and theories on consumer behavior and marketing. From the point of view of managers, stylish fashion makers will gain insight into the factors that play a key role in counterfeiting. However, a little of this study was revised on the basis of the regional context. From a theoretical point of view the theoretical theory is encouraged to enter into the literary literature relating to purchasing decisions.

Keywords: *Counterfeit goods, Economic benefits, Hedonic benefits, Materialism, Willingness to buy counterfeits, Attitude towards counterfeits*

1. Introduction

Consumer life is represented by a brand. Several studies have confirmed that it does not just bother with a super block for the use of this brand. The role of the different brands changes dramatically, as the brand is a sign of quality and reliability (Chernev, Hamilton, & Gal, 2011) provides its clients with additional symbolic meaning for their lives and personality . Beyond the main features of the product. These brands have no meaning, they have a social meaning, people use marks to manifest themselves to try to develop different ideas for people for themselves. Wealth is a key factor in identity. People take social, psychological and hedonic benefits from brands. According to Louis Vuitton (LV) Chief Executive Officer, "luxury goods are unusual products of ordinary people and amazing products." Chief Executive Officer of Louis Vuitton, 1988-1995. Explore the history of fraud. He returned for 40 years (Veloutsou & Bian, 2008). When Levy was the first time that jewelry production in Asia is largely made, it is labeled and widely distributed in Western Europe (Tifferet & Herstein, 2012). Only a few manufacturers of expensive products and stylish textiles, jewelry and spare parts were affected at the time. It is considered an unnecessary phenomenon. Since then, counterfeit goods have been available in almost every corner of the globe. Trends in fashion, such as watches, wallets, wallets, wallets, and shoes, are growing at many levels. It is now established as a global economic problem. International Fake Anti-Federation Federation sees that the act of fraud will be responsible for about $ 200 billion annually in lost jobs and tax loss sales (Furnham & Valgeirsson, 2007). Fraud becomes a dangerous cause that penetrates the entire economic and social process (Prendergast, Hing Chuen, & Phau, 2002). Southeast Asia is a growing market for the production and trade of counterfeit goods. The study is more important because there have been no studies conducted in the local context, in line with the use of counterfeit clothing so far. The amount of counterfeited goods has risen sharply worldwide. The International Trade Commission (ITC) has estimated that the sale of counterfeit products has increased from $ 5.5 billion in 1982 to over $ 500 billion in 2009, and this trend may be a long time. Pakistan is expected to become a fake luxury user. Because luxury goods provide a situation, personal satisfaction and significance beyond the functionality of the product (Grossman & Shapiro, 1988).

2. Literature Review

Markers play an important role in building a user identity and its role is changed from a device feature. Social media has changed the role of the user in creating and understanding the product naming process.

Economic benefits: More and more users are interested in the useful life of the product, they think of longevity and the reliability of the product at a high frequency, especially when the product is a function (Khan, Shabbir, & Majeed, 2017). Vulnerable consumers also find another advantage in their low-cost purchases. The two main benefits are: economic benefits and benefits. When the false value has a small percentage. False users found an appreciation of economic benefits (Gabriel Taquini, 2016) as well as the difference between the price and the quality of the fake and the original. The choice always depends on the client (Gentry, Putrevu, & Shultz, 2006). Consumers choose their ability if they decide to idols, and from that point on they do not take care of the quality of counterfeits (Nia & Lynne Zaichkowsky, 2000).
H_1: As consumers take real economic benefits from counterfeit purchases, they will have more positive attitude towards counterfeits.

Hedonic Benefits: It is also learned that consumers buy counterfeit products not only for economic benefits but also take advantage of other brands such as logos, celebrities, celebrities and celebrities. In addition, they are related to the brand. Such benefits are known as people who are called (Yoo & Lee, 2009). Fraud is a better and cheaper option when consumers are looking for hedonic benefits from certain requirements; They are less concerned about the quality of fraud. The style and design of fake questions for customers during the purchase decision. The appearance and awareness of fake costumes come with the ability to fulfill a short-term goal. Therefore, these benefits, which are sought by fake consumers, can be positively linked to false buying intentions. This relationship can be hypothesized as:
H_2: As consumers take better hedonic benefits from counterfeit purchases, they will have more positive attitude towards counterfeits.

Materialism: According to Thorstein Veblen, a well-known economist and sociologist on Theory of the Free Class (1899), wealth gathering is not a status. The situation is more than proof of wealth. Showing this wealth requires a lot of money to spend too much money that is considered meaningless. Such behavior, which shows the loss of wealth, is known as the use of masterpieces. It's about spending money on less honest and the most important thing, with the only intention of attracting attention and gaining prestige and social status (Veblen, 1899/1994). It begins in the Middle Ages when it is predetermined by the Acculturative Law that people in social classes can hold up to a certain limit of the value of the currency. Different types of clothing and different types are available to the groom and the western. Most of the classrooms are forbidden to dress with gold, embroideries, diamonds and nails (Tynan, McKechnie, & Chhuon, 2010). The logic behind all these ceilings is simple. Make certain social classes sensitive and prominent in the social ladder. This is evident from Elizabeth I's earrings blanket (1533-1603), a remarkable proof of divinity and its status in society (Belfanti, 2017). Branded brands such as Gucci, Rolex, Bottega Veneta, Coach Louis Vuitton are targeting the elites who believe in the use of rank. It is believed that Veblen (1899, 1953) explores for the first time the "state" in the theory of entertainment. Apparel has been found to be an important indicator of the situation. Most consumers buy clothes to highlight their privileged position, reflecting the vacancy and independence of their work commitments. His economic ideas on Veblen describe how people usually buy products to demonstrate their extraordinariness and to feel a status for themselves and for others, as well as (Packard, 1959a) & (Belk, 2003). "Good reputation in the industrial community, whose ultimate order is based on a strong factor, and by showing the power and authority to obtain or maintain a good name is fun and the use of the goods."Thorstein Veblen the Theory of the Leisure Class (p. 51)
H_3: As the consumers believe more in materialism, they will have more positive attitude towards counterfeits.

Past-Experience: Behavior in the past is considered a precursor to future behavior compared to other effects of perceptions and intentions of behavioral management (El Din & El Sahn, 2013). If the behavior is repeated, it will be a habit. Future behaviors based on past experience or mental behavior. So, the experience of previous counterfeit purchases is expected to bring the intention to buy users as a fake again. Unlike fake shopping buyers, shopping, and they did not consider buying some jewelry as.

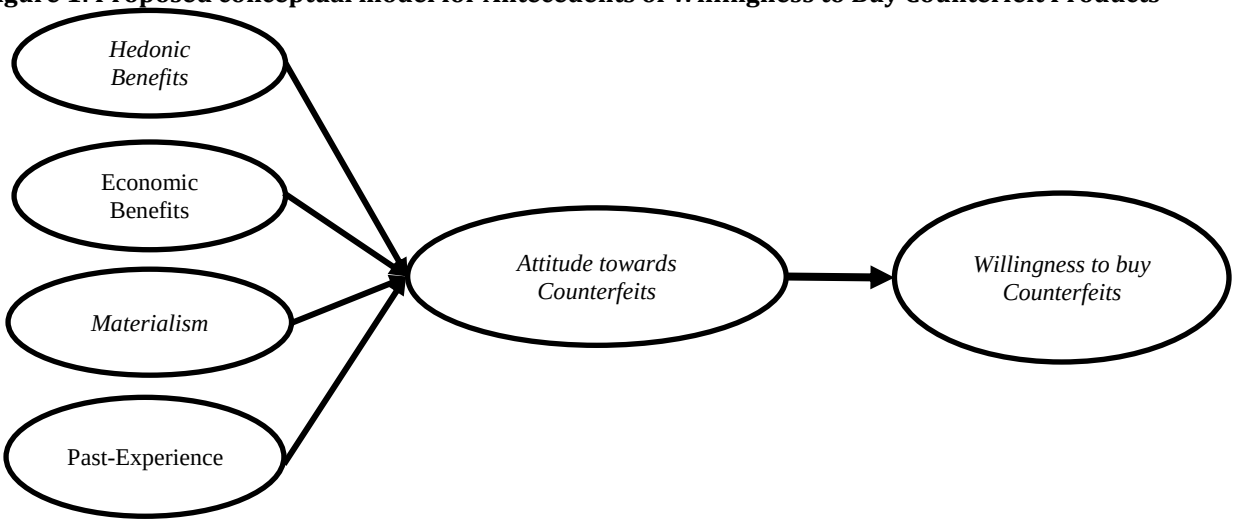
H_4: As the consumers have much pleasant past purchase experience of counterfeits, they will have more positive attitude towards counterfeits.

TRA was proposed by Eisen and Reesbein (1980) to present the theory of prudent action (TRA). He speaks of three main areas. Behavior (BI) Behavior, Attitudes and Subjective (SPP) theory suggested BI is the result of man's behavioral attitude and SN. BI is nothing but the power of his intention to perform certain behaviors. Very convincing behaviors about the effects of behavior by multiplying by evaluating these results. SN has individual expectations and aims to meet expectations. However, the validity of the theory may be included if behavior is not deliberately investigated (Sheppard, Hartwick, & Warshaw, 1988). In this study, the theory of reasonable action supports the use of construction as a "readiness to buy counterfeit goods" as an alternative to counterfeit goods.

H_5: As the consumers, have more positive attitude towards counterfeits, they will have stronger willingness to buy counterfeits

Willing to buy counterfeits: Hull (1884-1952) refers to the theory of individual incentives, motivated by the motivation to undertake concrete actions for moderate frustration caused by unnecessary needs. Critical critics argue that this theory confronts only a biological need. Most of the time; Human attitudes are not fully motivated by physiological requirements. Let's take another situation. People often eat food even when they do not feel hungry. Allow critics to come here, the scope and benefits of this theory can be expanded by considering unnecessary social and psychological needs and the human breath to reduce this strain.

Figure 1: Proposed conceptual model for Antecedents of Willingness to Buy Counterfeit Products



3. Methodology

For this study, the anecdotal antecedents of buying intent for the counterfeit luxury goods were tried to be revealed. It was getting more like an exploratory study as few of the constructs were not very well defined and measured. These dynamics of willingness to buy or purchase intent for counterfeit luxury goods were felt under-researched in the consumer markets of Pakistan. The quantitative technique of research was opted when data is collected in numeric format and different statistical and mathematical techniques are implanted to analyze the data. It also refers to the systematic empirical investigations of any phenomena via statistical, mathematical/computational techniques with objective to develop and employ mathematical models, theories and hypotheses related to the phenomena (Blumberg, Cooper, & Schindler, 2008).

Table 1: Internal Consistency of constructs

Scale	Developed by	Internal Consistency
Willingness to buy counterfeits	Bai, Law, and Wen (2008)	0.88
Attitude towards Counterfeits	Huang, Lee, and Hsun Ho (2004)	0.82
Materialism	Richins and Dawson (1992)	0.81
Benefits	Yoo and Lee (2009)	0.84
Past-Experience	Yoo and Lee (2009)	0.75

Data collection research tools are tests created with a variety of interactive issues to measure shared use constructions such as behavioral counterfeit products and readiness to buy counterfeit goods (Sekaran, 2003). This data was collected by the researchers with the help of three researchers. These associates are master's students at the largest state university in Punjab, Pakistan, who are very interested in market research and marketing. They belong to three different large cities in Pakistan. Faisalabad, Lahore and Islamabad. These cities are considered to be the largest consumer market. The study questioned the intention to buy fake clothes that are largely supported by literature and are considered a luxury fashion for almost every culture around the world. Previous studies have shown that consumers are buying. (Blok, Bush and Campbell, 1993 Kung, Yaw, Lee, Son and Allen, 2003; Phau & Lau, 2001; Wee, Ta, Cheok, 1995). Sample size of this study was initially targeted to 300, around 100 consumers from each market. Three hundred consumers were accessed to fill in the questionnaires. Few of those were reporting missing values, which were discarded later. In the last, 257 questionnaires were found useful yielding a response rate of 85.67%. It took more than three and half months to reach said response rate (Min & Mentzer, 2004). Non-Probability sampling more precisely judgmental sampling and convenient sampling were executed in the pilot study.

Table 2: Constructs adoption and their Definitions

Construct	Definition	Source
Willingness to buy (WTB)	The desire of consumers to make a purchase of counterfeit goods	(Bai et al. (2008); Ramayah, Lee, & Mohamad, 2010)
Attitude toward Counterfeit (ATT)	Consumers' psychological tendency to behave in a consistently favorable or unfavorable manner with respect to counterfeit goods	(Mathieson, Peacock, & Chin, 2001; Van der Heijden, 2004)
Benefits	All positive outcomes generally promoting the wellbeing, taken or expected to be taken from any decision	Yoo and Lee (2009)
Materialism	Materialism is a set of centrally held believes about the importance of possessions in one's life	Richins and Dawson (1992)
Past-Experience	Observation of or participation in an event based on knowledge	Yoo and Lee (2009)

All the constructs were measured by 5-item Likert Scale; (1=strongly disagree, 2=disagree, 3=neutral, 4=agree and 5=strongly agree). All the scales were already developed and established. Few scales were modified little, according-to the purpose. However, internal consistencies of modified ones were checked duly. Structural Equation Modeling (SEM) was conducted to estimate path values for theorized relationships amongst the constructs. LISREL 8.80 was used for analysis with Maximum Likelihood Estimation (MLE) procedure. Error variances of single-indicator constructs were fixed as -1 average reliability coefficients.

4. Results

Total sample size comprised of 257 respondents, out of which there were 140 males and 117 were females. Males represented 54.5% of the sample; rest was represented by the females. However, majority of the counterfeit users are between 20 to 30 years of their ages. This majority is representing 70% of the users, however, the sizable number (25.3) of the users lie between 31 to 40 years. Respondents above 40 were quite low in number. It is important to highlight that majority of counterfeit users are well educated. 88% of the total counterfeit users are having education either up to graduation level or more than that. The total sample size was consisting of 257 respondents; out of which 28.8% belong to Faisalabad city, 34.6% were from Lahore city and remaining 36.6% were from Islamabad city. The table shows that 45.1% users are earning

either or below Rs. 25,000 /month, 40.1% users are earning between Rs. 26,000 to Rs. 50,000/month. Monthly income of 7.4% users is between Rs. 51,000 to Rs. 75,000. Rests of the users are earning more than Rs. 75,000 a month.

The table-3 corresponds to the respondent's preference which compels them to employ counterfeit fashion goods in their daily life. The result implies that people are conscious about their outlook and they are very sensitive about their perception prevailing among the public. It also amplifies the fact that our people will employ any tool to earn their general respect. It further indicates that brands have pivotal role to determine status in this society and the public wants to try them or try their counterfeit fashion goods to satisfy their desire to rest on higher status. Correlation matrix between variables is given in table-4. The correlation matrix reveals mostly significant correlations between antecedents and attitude as well as willingness to buy counterfeit products. Hedonic benefits, economic benefits, past-experience and materialism showed significant relationship with attitude and willingness to purchase counterfeit products.

Table 3: Demographic Profile of the Respondents (N-257)

		Frequency	Percent
Gender	Male	140	54.5
	Female	117	45.5
Age	20-30	180	70.0
	30-40	65	25.3
	41-50	8	3.1
	51-60	4	1.6
Region/Area of respondents	Faisalabad	74	28.8
	Lahore	89	34.6
	Islamabad	94	36.6
Occupation	Student	104	40.5
	Employed	153	59.5
Education	Higher Secondary	31	12.1
	Graduation	139	54.1
	Post-Graduation	87	33.9
Income	Less than 25K	116	45.1
	26K to 50K	103	40.1
	51K to 75K	19	7.4
	76K to 100K	9	3.5
	Above than 101K	10	3.9

Table 4: Descriptive statistics of constructs

	Mean	Std. Dev	1	2	3	4	5	6
1.Hedonic Benefits	3.1390	.625	1					
2.Economic Benefits	3.5282	.664	.507**	1				
3.Past-Experience	3.5052	.646	.568**	.517**	1			
4.Materialism	3.7782	.594	.467**	.421**		1		
5.ATC	3.5631	.677	.421**	.511**	.638**	.385**	1	
6.WTP counterfeit	3.3862	.741	.347**	.528**	.555**	.264**	.579**	1

**p < 0.01 level, *p < 0.05

In our structural model, the structural relations were included from antecedents to attitude towards counterfeit; and then a path was included from attitude towards counterfeit leading to willingness to buy counterfeit.

Table 5: Average Variance Extracted &Composite Reliability of constructs

Indicator	Average Variance Extracted	Composite Reliability
Hedonic Benefits	0.599	0.699
Economic Benefits	0.699	0.599
Past-Experience	0.750	0.750
Materialism	0.729	0.729
ATC	0.819	0.819
WTP counterfeits	0.730	0.730

The paths were specified according; to the hypotheses 1 – 5. Thus, each of the antecedents was affecting attitude towards counterfeit; and attitude towards counterfeit, in turn, was affecting willingness to buy counterfeit. The model showed a good fit to the data with χ^2 = 59.389(P = 0.0), DF = 25; SRMR = 0.0565; RMSEA = 0.0733; NFI = 0.960; CFI = 0.976; and GFI = 0.963. The model was modified based on modification indices and non-significant paths were removed. The modified model revealed much better fit to the data with χ^2 = 50.940(P = 0.0), DF = 25; SRMR = 0.0559; RMSEA = 0.0637; NFI = 0.965; CFI = 0.981; and GFI = 0.968. The parameter estimates from completely standardized solution along with respective t-values and standard errors.

Table-6: Parameter Estimates

Path from		To	Estimate	Std. Err.	T-value
Economic	→	Attitude toward Counterfeit	0.616**	0.289	2.133
Hedonic	→	Attitude toward Counterfeit	0.071	0.091	0.772
Materialism	→	Attitude toward Counterfeit	0.792*	1.415	1.776
Past-Experience	→	Attitude toward Counterfeit	0.499*	0.274	1.819
ATC	→	Willingness to buy Counterfeit	0.565***	0.11	5.12

***p < 0.01 **p < 0.05 * p < 0.10

The path estimate from economic benefits to attitude towards counterfeit was positive and significant (0.616, p < .05). The path estimate from past-experience to attitude towards counterfeit was positive and significant (0.499, p < .10). Materialism also showed a positive and significant path estimate with attitude towards counterfeit (0.792, p < .10). Overall, the structural model showed significant effects of antecedents on attitude towards counterfeit and on willingness to buy counterfeit. Economic benefits, past-experience, and materialism exhibited positive effects on attitude towards counterfeit.

Discussion: The reason for accepting this hypothesis is simple and easy to understand that if we analyze the demographics of fake users, they usually have no resources. They are young adults who need great demand and admiration in their social circle. They want to show they are smarter and smarter buyers. They spend a lot of money on fake money with the intention of using their resources in the most effective way. When the false value has a small percentage. False users have found admiration for economic benefits (Albers-Miller, 1999). Veblen's economic ideas describe that people usually buy products to show their superiority and high status to themselves and others (Packard, 1959) and (Harrison & Mason, 1992). People who need high quality but do not need financial opportunities to gain prestige and social status rely heavily on counterfeits. False visitors differ from those who do not buy goods and do not see such purchases on the moral route (Hoon Ang, Sim Cheng, Lim, & KuanTambyah, 2001). So the experience of buying from former fake consumers has a positive effect on false behaviors. If the user's previous experience is enjoyable, they will be happy to do it over and over again. Past experience plays an important role in future purchasing decisions. It is also learned that consumers do not buy fake products not only for economic benefits but also have other advantages such as logo, reputation, popularity, etc. Such benefits are known as people who are called (Babin, Darden, & Griffin, 1994). While the amount of counterfeit trade is spread daily in Pakistan where sales and purchases of counterfeit products are common and are not considered illegal. Blazers are also fake consumers. They are not interested in their actions of fake purchases from the moral aspects of the view. False purchases and uses are a common practice in every society of society. If we intend to buy fake luxury

products, it is determined by the circumstances. Such counterfeits are widespread and readily available in many countries compared to the original.

5. Conclusion

Fraudsters are becoming popular all the time. They create their online stores. They have sold counterfeit goods to the actual outdoor situation when the copy of the design is registered. They use the same brand and logo as all product specifications. China and India have a personal situation of fraud. They have managed to exploit their stock, price, and fairness. It is popular in developed countries, for example in development. Some of the fake user does not agree with negative results if they do not respond to unexpected losses caused by counterfeit products (Bian & Veloutsou, 2007). Part of the money suffered by fake losses, which cannot be seen as the loss of intellectual property and other legal procedures. Gross brands such as Ben Wa 2005, James Lee and J. Liga 2001 and 1994 Robert NIA Lynne Zaichkowsky 2000 WilkeZaichkowsky, 1999), declining popularity of the latest prominent brands and the market value of the brand (NIA Lynne Zaichkowsky, 2000).

The new era of consumers is well-equipped with brands. Several studies have confirmed that it not only bothered to influence the update, such as the use of brands (Osaka Castle and McEwen, 2004, and Fox, 2002). The role of different brands can dramatically change as a result of a brand of quality and reliability (Chernev, Hamilton, Gal, 2011, Van Kempen, 2003) provides its customers with the symbolic meaning of symbols and their lives go beyond reality. Required product features. False users are trying to make smart decisions by accepting economic benefits. This hedonistic benefit seems to play a major role behind the fake purchases. The respondents' geographical situation also has problems with their intentions of buying fraud. There is a possibility that a tall customer can rely on fake luxury brands to develop in society. Complex and luxury products are usually falsified in large sizes today. This study is done. Watches, sunglasses, mobile phones / electronic devices, two suits, bags, wallets, shoes and a T-shirt / T-shirt / jeans. These fashion items have become a sign of their reputation and status in modern life. It is limited. Comfort and judgment are fulfilled. These techniques are part of an unlikely sample. The sample cannot exist, not the whole population. The results of missing samples cannot be expanded. The size of the sample is not as big as it should be. The study has shown that a cultural context is important in the design of the brand strategy, and this has to be reversed. It has been found that if a counterfeit is made as a product the most deliverable party cannot be exhausted under these circumstances. Future studies should take account of the brand's role when they want to buy counterfeit products.

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