

**To Buy or Not to Buy a “Counterfeit” Ralph Lauren Polo Shirt:
The Role of Lawfulness and Legality toward Purchasing Counterfeits**

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Abstract

This study examines the influence of personality factors and attitudes toward consumers' willingness to knowingly purchase counterfeit luxury brands. Convenience sampling method was employed and a self administered questionnaire was distributed to students in a large Australian university. A commonly counterfeited luxury branded product was used as the stimulus of the study. 202 useable responses were retained for analysis. The findings found that attitudes do not influence consumers' willingness to purchase counterfeit luxury brands. Integrity has been noted to be a strong influencer of both attitudes and consumer willingness to purchase consistently. Both buyers and non- buyers were tested for their attitudinal differences. Status consumption and materialism did not play a role in influencing attitudes or willingness to purchase. Only one product category was looked at. Other sampling methods can be looked into such as mall intercept. Culture and nationality may also have influences on moral and ethical issues which can be tested in future studies. Advertisers and strategists should consider putting a more 'human face' on the damaging effects of counterfeiting and look into the possible demographic factors. Consumers should be educated on the negative consequences of counterfeiting and effects on economy. While past studies have delved into examining consumer attitudes towards counterfeit products, a low involvement luxury brand item was not utilized as a stimulus. An Australian context has not been looked into.

Keywords: Counterfeits, luxury brands, attitudes, consumer behaviour

INTRODUCTION

How often do you see a dubious Prada handbag or a suspicious looking pair of Gucci sunglasses on sale in the street markets or even at shopping centres? Counterfeiting of luxury branded products is a growing problem worldwide for genuine producers and policy makers. The International Anti-Counterfeiting Coalition (IACC) estimates that counterfeiting is responsible for \$200 billion a year in lost jobs, taxes and sales (such as Furnham and Valgeirsson, 2007; Chaudhry and Walsh, 1996). Many luxury brands have also reported a devaluation of brand equity as a result of rampant counterfeiting activities (Gordon, 2002; Bloch et al., 1993; Nia and Zaichkowsky, 2000; Gentry et al., 2006).

There are many reasons for consumers to indulge in the purchase of counterfeits of luxury branded fashion products. Firstly, symbolism and prestige play an influential role in consumers knowingly purchasing counterfeit luxury brands. Secondly, given the relatively short product life cycle of fashion products such as clothes, bags, shoes and accessories, most consumers are reluctant to spend exorbitant amounts of money on them, as these products are only "in-vogue" for a short period of time after which they would be considered out-of-date or obsolete (Ramayah et al., 2002). Thirdly, the success of counterfeits of luxury brand industry can be attributed primarily to the price advantages it offers over the genuine product (Bloch et al., 1993). It is likely the fashion status conscious consumer with average income will be enticed into buying the counterfeit variant (Wee et al., 1995). Prestige, brand image and fashion are important to purchasers of premium luxury brands.

Across the plethora of products that have been counterfeited, there are still some distinct differences. For instance, a counterfeit copy of the latest James Bond movie offers the same

experience as the genuine version. However, a counterfeit Ralph Lauren polo shirt is not the same as the original Ralph Lauren polo shirt despite similarity in colour, design and feel. In fact it may not even share the same customer base. Thus the question arises if there is a distinct difference between buyers and non-buyers of counterfeits of luxury brands.

The aim of this paper is to test a model that deals with the main predictors, namely *status consumption*, *materialism* and *integrity* of consumer attitudes toward counterfeit luxury brands and their intentions to buy such products. Research has shown that product involvement may moderate consumers' attitudes toward counterfeit products (Phau and Teah, 2008). Hence this paper only focuses on a low involvement product category and of a luxury symbolic brand – Ralph Lauren Polo Shirt. While this may narrow the scope, the findings will provide benefits for luxury brand houses that specialise in low involvement rather than high involvement products. Further, this study investigates the differences between the profiles of buyers and non-buyers of counterfeits. The paper is organized into several sections beginning with a discussion on extant literature, theoretical framework and leading to the development of hypotheses. This is followed by a description of the research method and a discussion of the findings and analysis. Finally, the concluding comments, managerial implications and limitations of the study are highlighted.

THEORETICAL FRAMEWORK

Theory of Reasoned Action (TRA)

The theory of reasoned action (TRA) states that the decision to engage in behaviour in this case, purchasing counterfeit luxury products, is predicted by an individual's intention to perform the behaviour directly. The intention can also be predicted if the consumer's attitude and subjective

norms are known. An on-going debate proposes that the two components are not conceptually distinct as it is not possible to differentiate between personal and social factors in an individual's behavioural intention (O'Keefe, 1990). Results from other studies have confirmed that attitudes were found to be more useful or have a stronger effect on predicting behavioural intentions than subjective norms (Ajzen, 1991; Donald and Cooper, 2001). As such, this gives rise to the theory of planned behaviour (TPB) developed by Ajzen (1991), with the addition of the "perceived behavioural control" as a predictor for intentions and behaviour to rectify the main flaw of the TRA (Celuch et al., 2004). The theory of planned behaviour can be largely used in this context to explain the decision to purchase counterfeited luxury brands. Both personal and social factors influence intentions towards the purchase of counterfeits of luxury brands as explained in the theory of reasoned action.

Theory of Moral Reasoning

The attitudes towards counterfeits can also be explained by the theory of moral reasoning. Kohlberg (1976) states that an individual resolves an ethical dilemma through reasoning if the expected personal consequence is a reward or punishment. This is followed by a clear effort to define moral principles and values, whilst still maintaining and adhering to the values of one's referent group and society (Nill and Shultz, 1996). The crux is about finding a balance between what is morally acceptable for the individual and the fit with his/ her social environment.

Consumer behavioural choices are generally influenced by behaviours considered appropriate and therefore normatively approved whilst others are seen as inappropriate and hence restricted (Gupta et al., 2004). Counterfeit producers also justify their actions by excusing themselves of

liability through deflecting blame to the buyer (Cordell et al., 1996). This can also work in the reverse, where buyers of counterfeits absolve themselves of blame by shifting the blame onto the seller (Vitell et al., 2001; Penz and Stottinger, 2005). These individuals hold themselves to lower ethical standards than the seller with whom they transact. Furthermore, buyers justify their actions based on claims that they have been deceived or that sellers used unfair methods to promote or sell the counterfeit.

HYPOTHESES DEVELOPMENT

Lawfulness and Legality

The attitudinal construct said to influence consumer behavioural intentions regarding counterfeits can be distinguished by attitudes toward the *lawfulness of counterfeits* and the *legality of purchasing counterfeits* (Cordell et al., 1996; Ramayah et al., 2002). The higher an individual's level of moral judgement, the less likely the individual is to approve of or engage in counterfeit transactions. When the individual's ethical values are challenged, the individual's beliefs and attitudes become valid predictors of intentions toward the situation.

Kohlberg's (1976) moral competency theory denotes that a consumer's personal behaviours are based on a subjective sense of justice. Unethical decision making such as knowingly purchasing counterfeits is explained largely by the attitudes a consumer possesses, regardless of product class (Wee et al., 1995; Chang, 1998; Ang et al., 2001). The more favourable a consumer attitude toward counterfeiting, the more likely he/ she will purchase counterfeit luxury brands. Similarly, the more unfavourable a consumer's attitudes toward counterfeiting, the less likely he or she will

purchase counterfeit luxury brands (Wee et al., 1995). Based on this, the following hypotheses are formed.

H1_a: Consumers' attitude toward lawfulness of counterfeits is inversely related to knowingly purchasing counterfeit luxury brands.

H1_b: Consumers' attitude toward the legality of purchasing counterfeits is inversely related to knowingly purchasing counterfeit luxury brands.

Integrity

Building on Kohlberg's (1976) moral competence theory, an individual's behaviour is affected by their personal sense of justice. The influence of values such as integrity will affect the judgement towards succumbing to unethical activities (Steenhaut and van Kenhove, 2006). Integrity represents an individual's level of ethical consideration for and obedience to the law (Wang et al., 2005). Research shows that ethically-minded consumers possess unfavourable attitudes toward counterfeits and are less willing to purchase counterfeits (Cordell et al. 1996). However, they may rationalise their actions through their non-normative consumption behaviour as such they do not perceive their behaviour as unethical (Ang et al., 2001). Hence, non-buyers will place greater value on integrity and are likely to possess negative attitudes toward the lawfulness of counterfeits and the legality of purchasing counterfeits. Therefore the following hypotheses are developed.

H2_a: Consumers' attitude toward lawfulness of counterfeits is inversely related to integrity.

H2_b: Consumers' attitude toward the legality of purchasing counterfeits is inversely related to integrity.

Status Consumption

Early research extending on Veblen's theory of conspicuous consumption (1899, 1953) suggest that people often consume products to demonstrate their superior status (Packard, 1959; Mason, 1981). This gives rise to the construct of status consumption, where it is an individual's goal to evoke superior social standing through overt consumption of products to achieve respect and envy from others (Eastman et al., 1999; Csikszentmihalyi and Rochberg-Halton, 1981). Status goods are acquired for their symbolic values and less for their functional values (Barnett, 2005). Individuals who wish to be seen belonging to a higher social class but do not have the income to support it, will purchase the counterfeit alternative instead of the original, regardless of ethical standing (Wee et al., 1995). Thus, the following hypotheses are presented.

H3_a: Consumers' attitude toward lawfulness of counterfeits is directly related to status consumption.

H3_b: Consumers' attitude toward the legality of purchasing counterfeits is directly related to status consumption.

Materialism

Belk (1985) defines materialism as the importance a consumer places on worldly possessions as a means to achieve happiness in life. It could be to the extent that a consumer treats this as a life goal, even to the extreme of neglecting other aspirations (Richins and Rudmin, 1994). Highly materialistic consumers are driven to consume more than other consumers, with explicit preference to consume status goods over general goods (Wong, 1997). They openly display acquired wealth and social standing to significant others (Eastman et al., 1999). In particular, branded clothing and accessories are categories that offer style and image (Fitzmaurice and

Comegys, 2006). Highly materialistic consumers without the financial capacity to achieve their aspirations are likely to turn to counterfeit luxury brands. Thus the following hypotheses are developed.

H4_a: Consumers' attitude toward lawfulness of counterfeits is directly related to materialism.

H4_b: Consumers' attitude toward the legality of purchasing counterfeits is directly related to materialism.

Buyers/ Non-Buyers of Counterfeits

Current literature has shown that buyers and non-buyers of counterfeits hold different attitudes toward counterfeiting (Ang et al., 2001; Wang et al., 2005). Often buyers of counterfeits do not consider the damage their actions are having on the economy, or that their participation in this illegal activity may fund organised crime or other illicit activities (Tom et al., 1998). There is support documented for consumer attitudes toward counterfeits negatively influencing consumer purchase intentions of counterfeit products (Cordell et al., 1996; Swinyard et al., 1990). It has been widely noted that consumers may absolve themselves of any responsibility for the counterfeit transaction by citing the seller as the unethical individual (Cordell et al., 1996; Penz and Stottinger, 2005). Therefore this hypothesis foresees buyer's moral laxity resulting in positive attitudes toward the purchase of counterfeit luxury brands.

H5: Buyers of counterfeit luxury brands have more positive attitudes toward counterfeits than non-buyers.

RESEARCH METHODOLOGY

Stimulus

Ralph Lauren polo shirt was selected as the stimulus for study. Through the focus group study, this product appeared to be one of the most counterfeited luxury brands. Polo shirts are also considered to be a good representation of a fairly low involvement purchase and of a symbolic nature.

Data Collection and Procedure

Data were collected using a convenience sampling of business students from a large Australian university. Survey forms were distributed in three large lecture settings. Prior to filling out the survey, students were briefed on the purpose of the study. The students were then given 10 minutes to complete the survey. 278 survey forms were collected in the process.

The Survey Instrument

The self administered survey form comprised of three pages. The first page depicts the coloured picture and a brief description of the genuine *Ralph Lauren* polo shirt. This information was sourced from the webpage of the authorised seller. Respondents were next asked to rate their likelihood to purchase the polo shirt on a seven-point Likert scale. Next, respondents were told that an identical counterfeit *Ralph Lauren* polo shirt in terms of style and design is available. All physical attributes are identical except that it may be of poorer quality and at a much reduced price. Respondents were again asked to rate their likelihood to purchase on a seven point Likert scale. The second page began with a screening question which asked respondents if they have ever purchased counterfeit products. This is followed by two sets of established scales namely “attitudes towards lawfulness of counterfeits” and “consumers espoused attitude toward the legality of purchasing counterfeits” (Rundquist and Sletto, 1936). The third page consisted of a

series of established scales to measure integrity (Rokeach, 1973), status consumption (Eastman et al., 1999) and materialism (Sirgy et al., 1998). The Cronbach alpha coefficients for all these scales ranged from 0.765 to 0.916 and were deemed acceptable. The last section consisted of demographic questions used to classify respondents into categories.

RESEARCH FINDINGS AND DISCUSSION

Profile of Sample

The total useable sample comprised 202 respondents, of which 48.5% were male and 65.6% of the respondents were between the ages of 18 and 21. Twenty five per cent were between the ages of 22-25 and 9.1% were above 25 years of age. Given the student population, nearly 77.7% of the respondents reported an annual income of AUD \$20,000 and less. Eighty per cent of the respondents had previously purchased counterfeits. Although males made up less than half of the sample size, they were found to be slightly higher purchasers of counterfeits than their female counterparts. 41% of the total sample was those aged 19 to 21 years, which formed the largest percentage of buyers. This is followed by 21% of the total sample, which falls between the 22-25 age bracket. Just over half of the sample size who purchased counterfeits reported having an income of less than AUD \$20,000. Past studies that support these results include (Barnett, 2005; Grossman and Shapiro, 1988). However, contradictory findings have found that the purchase of counterfeit luxury brands is not exclusive to low income earners (Prendergast et al., 2002; Cheung and Prendergast, 2006; Wee et al., 1995).

Hypotheses Testing

The attitudinal factors were first regressed against consumer willingness to knowingly purchase counterfeit luxury brands. Neither *attitudes towards lawfulness of counterfeits* ($t = 0.126$, $\beta = -0.013$, $R^2 = -0.005$, $p > 0.05$) nor *attitudes towards legality of purchasing counterfeits* ($t = -1.245$, $\beta = -0.126$, $R^2 = -0.005$, $p > 0.05$) were found to be significant. Hypothesis 1_a is therefore rejected. This could be attributed to consumers not perceiving that buying and/or selling of counterfeit luxury brands is a serious offence. As such, attitudes of lawfulness toward counterfeit luxury brands and the legality of purchasing them do not register as illegal acts among consumers (Bian and Veloutsou, 2006). It could also mean that consumers are ill-informed about the damaging effects the counterfeit trade might have on luxury brands and society as a whole. Next, the three antecedents were regressed against consumer attitudes toward lawfulness of counterfeit luxury brands. Results from the stepwise regression revealed that only *integrity* ($t = 1.999$, $p < 0.000$, $\beta = 0.199$, $R^2 = 0.030$) appears to be a significant predictor. The same process of stepwise regression was also used to determine if the three antecedents have any influence on consumer attitudes toward legality of purchasing low involvement counterfeit luxury brands. The results again reveal that *integrity* was found to be the only significant factor ($t = 2.545$, $p < 0.013$, $\beta = 0.250$, $R^2 = 0.053$). In summary, the results reflect that consumers with high integrity are likely to have negative attitudes toward lawfulness and the legality of purchasing low involvement counterfeit luxury brands. As such, Hypothesis 2_a is supported. The overall results are shown in Table 1.

~ Insert Table 1 here ~

Consumers who consider values such as honesty, politeness and responsibility as important tend to have negative attitudes toward counterfeit luxury brands. This result is consistent with previous studies (Ang et al., 2001; Cordell et al., 1996; Kokkinaki, 1999; Matos et al., 2007). Status consumption was found to have no significant influence on consumer attitudes toward the lawfulness and the legality of purchasing low involvement counterfeit luxury brands. Hypothesis 3_a is thus rejected. It appears that consumers are indifferent in their attitudes toward the lawfulness and the legality of low involvement products (i.e. Ralph Lauren Polo Shirt) and this disparity is likely a result of consumer perceptions of research and development costs associated with manufacturing the polo shirt. The perception that manufacturers produce these luxury items with low margins but still charge premium prices may lead to attitudes of indifference toward illicit buying behaviour.

The findings revealed that materialism has no significant influence on both consumers' attitudes toward the lawfulness of counterfeits or the legality of purchasing counterfeits. Interestingly, Furnham and Valgeirsson's (2007) recent study actually identified a positive influence on attitudes toward counterfeits. Due to the lack of consensus in findings, more has to be done to understand the discrepancy, although one potential reason could be due to product specificity. The fact that the polo shirt is perceived to be a comparatively low involvement product may have contributed to the difference in findings.

Regression analysis was administered between the three antecedents and consumer willingness to knowingly purchase counterfeit luxury brands. Hypotheses 2_b , 3_b and 4_b are all rejected as the results did not identify any of the three antecedents to be significant predictors. The review of

literature has suggested that price incentives maybe a more accurate predictor of consumer willingness to knowingly purchase counterfeit luxury brands (Bloch et al., 1993; Albers-Miller, 1999; Harvey and Walls, 2003).

Theoretically, it is expected that an individual with high integrity levels is unlikely to purchase counterfeit luxury brands. This is not found to be necessarily true. This anomaly is a result of attitudes being inadequate predictors of buying behaviour. An individual may possess high levels of integrity but can often be compromised when faced with external factors such as normative and informative susceptibility (Bearden et al., 1989; Wang et al., 2005). Status consumption was also found to be an insignificant predictor. Fashion clothing has a very high turnover. Therefore, a knit shirt becomes common when copied by generic brands and becomes easily purchased from most clothing stores. Thus the scarcity of the design is already perceived as low. Status consumers who buy counterfeit luxury brands want to own luxury branded products that are perceived as scarce. As such, when counterfeit luxury branded products are widely available, the status value of the product drops, making the counterfeit luxury brand less desirable. Contrary to the findings of Browne and Kaldenberg (1997) materialism was found to have no significant influence on consumer willingness to knowingly purchase counterfeit luxury brands. As materialism and status consumption seem to be two constructs inter-related (O’Cass and McEwen, 2002), the same theory can be applied here. Consumers desire products perceived as rare, thus when counterfeit luxury brands are widely accessible, the desire to own them decreases.

As reflected in Table 2, there is no significant difference between buyers and non-buyers in attitudes toward the lawfulness and legality of counterfeit luxury brands on five of the six

items. The only item that is significant between the two groups is “selling counterfeit products is illegal” where these reflect previous studies that consumers set different moral standards for buyers and sellers (DePaolo, 1986; Cordell et al., 1996; Penz and Stottinger, 2005). The change in trend is disturbing. In fact, there seems to be no difference in attitude between buyers and non-buyers towards counterfeit luxury brands. This also means that buyers may have negative attitudes towards lawfulness and legality towards counterfeits, but they still continue to buy counterfeits.

~ **Insert Table 2 here** ~

IMPLICATIONS AND CONCLUDING COMMENTS

There are some very interesting results from this study. First and foremost, there are some insights into the buyers and non-buyers of counterfeit luxury brands and their demographic profiles. In line with previous studies, males were found to hold more favourable attitudes toward counterfeit luxury brands. This confirms prior literature identifying females as having higher ethical/ moral standards than their male counterparts (Glover et al., 2002; Prendergast et al., 2002; Bian and Veloutsou, 2007). It is indicated in this study that buyers of counterfeit luxury brands hold themselves to lower ethical/ moral standards than the sellers of counterfeit luxury brands, again confirming prior studies (e.g. Cordell et al., 1996; Albers-Miller, 1999; Gupta et al., 2004). Advertisers and strategists should also consult the other demographic factors. As suggested by other studies (Wee et al., 1995; Tom et al., 1998; Ang et al., 2001; Wang et al., 2005), putting a more ‘human face’ on the damaging effects of counterfeiting would

evoke empathy especially when targeting the higher spending segments between 25-34 years of age (Phau and Teah, 2008; Prendergast et al., 2002).

While integrity was found to be a significant influence on consumer attitudes toward counterfeit luxury brands, it does not necessarily reflect decreased willingness to knowingly purchase counterfeit luxury brands. Consumers who strongly desire to own the product are likely to ignore personal moral values as stated in previous studies (Sivacek and Crano, 1982; Wee et al., 1995; Cordell et al., 1996) and would decide to indulge in illicit behaviour of purchasing counterfeit luxury brands. Using integrity as a cue for developing effective strategies is one way of curbing the growth of the counterfeit trade since it was found to have a significant influence on consumer attitudes toward the lawfulness of counterfeit luxury brands and the legality of purchasing counterfeit luxury brands. As suggested by prior researchers (Prendergast et al., 2002), consumers are often ill-informed about the detriments of the counterfeit trade more effort must be taken to educate these consumers about the negative effects their buying behaviours may have on the economy (Bush et al., 1993; Nia and Zaichkowsky, 2000). These educational programs should not only be limited to schools, but also include employees of multinational companies, tourism related businesses and other domestic businesses (Phau and Teah, 2008; Simone, 2006). If educational efforts are to have any benefit, it is important to start educating consumers from a young age. By doing this, it ensures that the consumers of the future are instilled with high moral values.

Status consumption and materialism are surprisingly not significant predictors of attitudes and purchase intention towards counterfeit luxury brand. This can be attributed to status consumers

fearing rejection by reference groups if they were to find out that the product was a fake (Penz and Stottinger, 2005). In a similar vein, highly materialistic consumers are unlikely to accept counterfeit variants of luxury brands (Furnham and Valgeirsson, 2007). Consumers often purchase counterfeit luxury brands to attain the status benefits associated with use of the product. Hence brand extensions of luxury brands (downward extensions with lower pricing strategies) may offer greater affordability to consumers who otherwise would be more inclined to purchase the counterfeit variant (Wee et al., 1995). The image from the parent brand is transferred to the extension diffusion brand so as to retain its status image. This makes it more affordable for consumers to attain the status image without doing the brand a disservice by purchasing the counterfeit alternative. A number of success stories have been found in the market place, for instance Armani Exchange as an alternative to the original Giorgio Armani.

Attitudes toward counterfeit luxury brands were found to have no bearing on consumer willingness to purchase counterfeit luxury brands. This finding also comes as a surprise as this is in contrast to previous studies (e.g. Phau and Teah, 2008). Many reasons can be speculated. For example, consumers do not perceive the counterfeit trade to be illegal. Therefore, the consumer possesses attitudes of indifference toward the lawfulness and legality of the trade (Bian and Veloutsou, 2007). This is attributable to the lack of consumer knowledge on the detrimental effects counterfeiting has on brand equity and society as a whole. More so, quality counterfeit luxury brands have become so sought-after that commonly used grading systems exist within the trade as a quality indicator for buyers of counterfeits (Gentry et al., 2001).

Other managerial implications can be elicited from the study. For instance, it is important to note that the counterfeiting problem does not only lie with manufacturers alone but also with the buyers of counterfeits (Bloch et al., 1993; Phau and Prendergast, 2002). Consumer attitudes of integrity toward counterfeit luxury brands are negatively influenced by perceptions that authorised luxury brand manufacturers profit excessively by charging exorbitant prices (Penz and Stottinger, 2005). Subsequently consumers justify their buying behaviour through the belief that they are doing no wrong and the blame should rest on the sellers of counterfeits. To combat this mentality, luxury brand companies should engage in more socially responsible acts so as to equalize consumer perceptions of being exploited (Phau and Teah, 2008). Furthermore, this is a cue for the government to enforce regulations to prosecute both sellers and buyers of counterfeits. This would ensure that both parties understand that they are fuelling the counterfeit industry and both parties will be held accountable for their actions.

There are a number of limitations in this study worthy of improvement and leads for future studies. Due to the subject and nature of the study, convenience sampling has its shortcomings. A more random sampling method can be used to capture the broader population. While it is argued that the product chosen is well suited and within the price range for many university students, it may not reflect the general public. As such other modes of data collection such as intercepts and mail survey may be considered in future to compare the results. The research should also be compared with a variety of other product categories and services as well to ensure generalisability. Sampling from different geographic locations is also a very important future research. Some countries may have a wide availability of counterfeit products and this facilitates

the adoption and purchase of such counterfeits. The moral and ethical issues may seem to be less prominent if there are widespread counterfeiting activities going on.

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TABLE 1
Regression of Personality Factors to Attitudes toward Counterfeit Luxury Brands

Dependent variable: Attitudes toward lawfulness of counterfeit luxury brands						
	B- Values	Standard Error	Beta	Adjusted R²	t-value	Sig.
Integrity	0.116	0.058	0.199	0.030	1.999	0.048
Status Consumption	-	-	-0.003	0.030	-0.027	0.978
Materialism	-	-	0.014	0.030	0.142	0.888
Dependent variable: Attitudes toward legality of purchasing counterfeit luxury brands						
	B- Values	Standard Error	Beta	Adjusted R²	t-value	Sig.
Integrity	0.311	0.122	0.250	0.053	2.545	0.013
Status Consumption	-	-	0.060	0.053	0.601	0.550
Materialism	-	-	-0.038	0.053	-0.378	0.706

* Sig at p<0.05

TABLE 2
Buyers/ Non-buyers Attitudes toward Low Involvement Counterfeit Luxury Brands

Items	Buyers	Non-buyers	t- value
Attitudes toward lawfulness of counterfeit luxury brands			
A person should obey the laws no matter how much they interfere with personal ambitions.	4.0130	4.0909	-0.194
A person should tell the truth in court, regardless of the consequences.	5.8831	5.2273	1.881
A person is justified in giving a false testimony to protect a friend on trial.(r)	3.0519	2.5000	1.460
It is all right for a person to break the law if he or she doesn't get caught.(r)	2.5714	2.5000	0.203
Attitudes toward legality of purchasing counterfeit luxury brands			
Buying counterfeit products is illegal.	4.2078	5.2727	-2.526
Selling counterfeit products is illegal.	4.9221	5.5909	-1.587**

* Items with an 'r' are reverse scaled items.

* Sig. at $p < 0.05$