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Purchasing Motivations Toward Counterfeit Luxury Goods on E-marketplaces

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Abstract: This research is designed to study consumers' purchasing attitudes to counterfeit luxury goods on electronic marketplaces (e-marketplaces). And two research hypotheses are proposed in this research. Based on data analysis of 243 samples, this study explores the dimensions of consumer attitudes (morality and law, accessibility, burden-bearing, function effectiveness, economical efficiency) and motivations (conspicuous psychology, rebel psychology, social identity, self-enjoying and cost performance) to luxury counterfeit goods on e-marketplaces. It is found that the major reasons for consumers to choose e-business channels to buy luxury counterfeits are convenience, information acquisition, product and service. In particular, the findings indicate that online consumers' attitudes toward luxury counterfeit products significantly impact purchasing motivation; online consumers' attitudes and motivations positively impact purchasing intention.

Keywords: e-marketplaces, counterfeit luxury goods, purchasing motivation, purchasing intention

1. INTRODUCTION

The rapid growth of information communication technology in recent years has provided a great opportunity for doing electronic business on e-marketplaces. An e-marketplace is a virtual marketplace in which sellers and buyers meet and conduct different types of transaction^[1]. E-marketplaces play a central role in the digital economical efficiency, facilitating the exchange of information, goods, services, and payments.

Survey of EnfoDesk show that the trading volume of e-business retail market reached 211.77 billion Yuan during third quarter of 2011 in China^[2]. Due to the rapid growth of e-business market, great attention has been paid to international famous brands such as GUCCI and PRADA on e-marketplaces. In China, 78% users obtain information of luxury brands via Internet^[3]. However much information of luxury counterfeits also spread through Internet. Recent years has seen a booming phenomenon of counterfeit. It is estimated that trade in counterfeits was more than US \$ 100 million per year^[4]. With consumers' increasing demands of luxury goods, the number of counterfeit luxury goods is beyond imagination^[4]. With the high-efficiency and convenience of online-shopping, the e-marketplace for counterfeit goods is booming. Though anti-counterfeiting activities never stop, due to consumers' huge demands and commercial interests toward counterfeit luxury brands such as LV, Gucci and Chanel, are still being sold on e-marketplaces publicly^[5].

The aim of the research is to find a better understanding of the motivations underlying consumers' purchasing of luxury counterfeit goods on e-marketplaces. Moreover, the relationship between online consumers' attitudes to counterfeits luxury goods and online consumers' purchasing motivations as well as their purchasing intentions to counterfeits luxury goods are also studied by collection data from 243 samples.

The remainder of this paper is organized as follows. In Section 2, we review related work. The research model and research hypotheses are presented in Section 3. Section 4 briefly introduces the research design. This is followed by a discussion of the findings of the study in section 5. Section 6 concludes this research and points out some limitations of this research.

2. LITERATURE REVIEW

2.1 Counterfeit Luxury Goods

The earliest definition of counterfeits was made by Kay (1990)^[6], he declared that counterfeits appear

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identical to legitimate products in packaging, trademarks, and labeling which make consumers easily mistake for legitimate products. Cordell et al. (1996) believed that counterfeit behavior refers to intellectual property infringements such as trademark and patent^[7]. And Lai and Zaichkowsky (1999) considered counterfeits is the same as pirated goods, they are copies of original^[8], but pirated goods are mainly related to technology categories such as software, films and music. Many scholars adopt this point of view. In this paper, counterfeits refer to products which are illegality copies of legitimate products and are produced with the same packing, trademarks and labeling. Luxury goods are usually the world famous brands which can bring the users reputation and their design and quality are superior to their same categories^[9]. Luxury goods can be the symbol of status. And counterfeit luxury goods are the copies of genuine luxury brands. Their trademark, label, color, design and packaging are exactly similar with genuine luxury brands'^[6].

2.2 Purchasing Motivation of Counterfeit Luxury Goods

In psychology studies, motivation is considered to be initiative, orientation strength and persistence of behavior which stem from specific demands. A research about consumer purchasing motivation found that products' use value and non use value can both lead consumers' consuming behavior^[10]. Analyze from supply-demand relationship, only when the products were sold can the producers make benefit and have the produce impetus. So the best way to eliminate counterfeits is to stop consumers purchasing. Table 1 lists some of the study about purchasing motivation of counterfeits.

Table 1. Literature Review of Purchasing Motivation of Counterfeits

Author	Time	Study Theme
Kay	1990	The reason of consumers purchasing counterfeit luxury goods is not the product quality but the function effectiveness and symbol significance.
Bloch et al.	1993	Due to price advantage consumers choose to buy counterfeits and also tolerate the mass defect.
Wee et al.	1995	Product symbol significance plays the key role in purchasing decision process. People who want to show a higher social status and cannot afford genuine brands will neglect ethics and purchasing counterfeits.
Chow-Hou Wee et al.	1995	Non-price determinants (psychology, product attribute and demographics) have significant effect to counterfeits purchasing.
Cordell et al.	1996	Motivation of counterfeits purchasing: status symbol, product easy availability and lower price.
Goutam Chakraborty et al.	1997	There are much motivations of counterfeits luxury goods purchasing which include unrealistically compare, influence of contemporary and the symbol of wealth and status. To people who are not so wealth, social identity and sense of belonging promote them to purchase counterfeit luxury goods.
Kathrin Hamm	2004	Social behavior patterns such as relationship, present, reciprocity, mianzi and collectivism can be used to explain luxury consumption and counterfeit purchasing.
Bryce & Rutter	2005	Low price is the main reason and many respondents think their purchasing behavior is legitimate; factors impact counterfeits purchasing are: economic aspects and relatively high quality.
Martin Eisend et al.	2006	Purchasing motivation of counterfeits not only include price factors but also a series of non-price factors.
Keith Wilcox et al.	2008	Consumers' desire for luxury counterfeits comes from the social motivation such as self-expression and be accept by others.
Ian Phau et al.	2009	Products' symbol significance and reputation promote consumers intentionally purchase luxury counterfeits; consumers care much about products' reputation, brand image and fashion sense.

There are some common views of prior studies: (1) low price is the main reason for luxury counterfeits but it is not the only reason^[8]. Other reasons include conspicuous psychology, rebel psychology, social identity^[11],

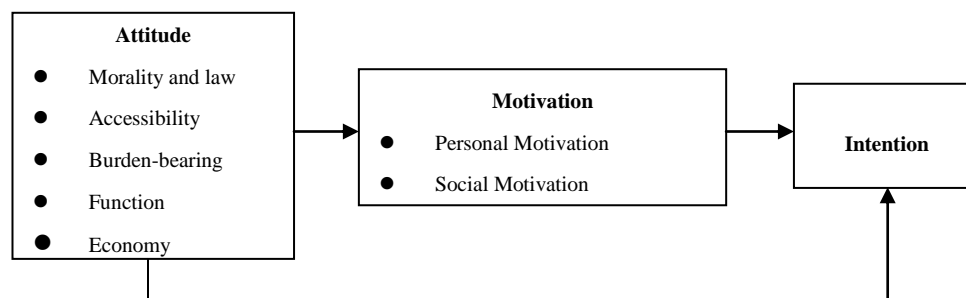
self pleasure and cost performance ^[12]. (2) Consumers' purchasing motivations include personal factors and social factors ^[13] that are personal motivation and social motivation. (3) Increasing demands of counterfeits do not motivated by single aspect but many driving forces, these motivations include factors related to products (such as price, applicability, quality) ^[14], social and environmental factors ^[13] (such as purchasing location, purchasing condition, legislation management mechanism, demography and psychological variable).

Though prior researches provide valuable information for our study there are some limitations: (1) although there are many studies about purchasing motivation of counterfeits, little of them focus on counterfeit luxury goods. There are obvious differences in product characteristics and needs between general products and luxury goods. So it is necessary to focus on purchasing motivation of counterfeit luxury goods. (2) Most prior studies place particular emphasis on price aspect but neglect other factors. Moreover, the environmental factor-purchasing channel is also a significant aspect. In our studies, quantitative research method is used to find purchasing motivation of counterfeit luxury goods on e- marketplaces.

3. RESEARCH MODEL AND HYPOTHESE

Researches about purchasing motivation of luxury goods have found that purchasing motivation of luxury include personal and social aspects ^[15]. Vigneron and Johnson (2004) ^[16] declared the reasons for luxury consumption are that luxury can please oneself and give deep impression to others. While moral competence theory ^[17] believed that consumers' attitude to luxury counterfeits can explain the immoral decisions and this attitude refers to positive or negative tendency to a specific object and many consumer behavior researchers found out that attitudes influence purchasing intentions ^[18].

According to prior literature, four dimensions-qualities, economic, morality and law are usually used to measure consumers' attitude. As the main reason for consumer's choosing counterfeits, price impacts consumers' attitude to luxury counterfeits. Other factors which influence attitude include gender, religious beliefs, interest motivation, environment ^[19] and collectivism ^[20], etc. This study focused on purchasing motivation and explored factors impact purchasing intention and dimensions of attitude to luxury counterfeits. Research model is showed in picture 1.



Picture 1: Motivation of Luxury Counterfeits on E-marketplaces

According to online consumers' sampling statistics, this study aimed to deduce: 1) impacts of online consumers' attitude to luxury counterfeits on purchasing motivation and intention; 2) impact of online consumers' purchasing motivation on intention. Based on prior studies, we propose our study hypotheses:

H1: Online consumers' attitude to counterfeit luxury goods significantly impacts purchasing motivation.

H2: Online consumers' attitude and motivation to counterfeit luxury goods positively impact purchasing intention.

4. RESEARCH DESIGN

Main research methods of this paper are: literature analysis, focus group discussion, questionnaire and data

analysis via SPSS 16.0. All options of questionnaire are borrowed ideas from results of prior studies and focus group interviews. In the design process, in order to avoid language misunderstanding, related scholars and professional suggestions were consulted. Languages in questionnaire were modified several times and some testees were asked to read the questionnaire before formal investigation in order to make sure that questionnaire is easy to be understood.

First part of questionnaire was about consumers' attitude to luxury counterfeits. This scale design included 18 items which mainly referred to studies of Churchill(1979),Greenberg et al.(1983),Belk(1985),Tay(1991),Wee et al.(1995),Tom et al.(1998),Ang et al.(2001),Tan(2002),Wang et al.(2005). Second part was about purchasing motivation of luxury counterfeits. This scale included 23 items which was based on researches of Grossman and Shapiro(1988),Tharp & Scott(1990),Sheth & Gross(1991a),Eastman et al.(1999),Zhu(2006). Third part was about motivation of purchasing counterfeit luxury goods on e-marketplaces. This scale included 10 items which referred to studies of Babin et al.(1994),Holbrook(1998),Bhatnagar et al.(2000),Childers et al.(2001),Joies et al.(2004),Kim and Park(2005),Bridges(2008). Fourth part was about consumption habit which referred to scales of Kalwani and Silk(1982),Ang et al.(2001),Lee(2004),Wang et al.(2005),Phau and Teah(2009). This scale was about purchasing intention and behavior.

Random sampling was adopted and we chose an investigation website www.my3q.com to make the formal questionnaire. Questionnaires were distributed via several online channels such as BBS, blog, QQ group, network community. Respondents were asked to log in the website and fulfill the questionnaires. Restrict program of this website automatically refused the submitting of invalid questionnaire. SO only fulfilled questionnaires can be submitted and respondents IP were recorded in order to avoid repeated questionnaires. Formal investigation time was from 1st September 2011to 15th November 2011 and 248 questionnaires were received which included 243 effective responses and recovery efficiency was 98%. Among 243 samples, 138 subjects were male (56.8%) and 105 subjects were female (43.2%). Most of them lived in provincial capitals (37.4%) and medium-sized city (30.0%) which meant they can easily find luxury goods. As for education background, 47.7% of them owned bachelor degree and 35% owned associate degree. Purchasing behavior of these people was complicated and had significant research value.

5. DATA ANALYSIS AND DISCUSSION

There were mainly 48 items in our questionnaires and reliability was 0.867. Table 2 shows the Cronbach's Alpha values of sub-scales. All the Cronbach's Alpha values reach to acceptable range.

Table 2. Reliability Analysis of Sub-scales

Sub-scales	Number of Item	Cronbach's Alpha
Attitude toward Luxury Counterfeits	15	0.608
Purchasing Motivation of Luxury Counterfeits	22	0.822
Motivation of Online Shopping	11	0.818

5.1 Consumers' Attitude to Counterfeit Luxury Goods

KMO and Bartlett's test of sphericity were adopted to test sample data. Test results showed that KMO value was 0.675 (>0.6), Chi-Square was 1823.626, degree of freedom was 105 and significance level was 0.000, suggesting that the data was suitable for factor analysis. Sub-scales of "purchasing attitude" was analyzed via confirmatory factor analysis. Through principal components analysis and varimax rotation, factors which loading was higher than 0.5 were reserved and other unsuitable items were wiped out. Thus, 5 purchasing attitudes—"morality and law", "accessibility", "burden-bearing", "function effectiveness" and "economical efficiency" were picked out (table 3). Results of factor analysis showed that most factors' score are higher than

0.7. The percentage of cumulative variance of 5 factors was 57.877% which illustrated the scale had a good convergent validity.

Table 3. Eigenvalue, Variance and Cumulative Variance of Attitude Factors

Labels	Eigenvalue	Variance (%)	Cumulative variance (%)
Morality and law	2.012	13.414	13.414
Accessibility	1.894	12.628	26.042
Burden-bearing	1.811	12.071	38.113
Function effectiveness	1.504	10.027	48.140
Economical efficiency	1.461	9.737	57.877

Morality and law factor explains consumers' judgment toward luxury counterfeits' morality and legality. Accessibility factor explains how easy to obtain luxury counterfeits (compared with genuine luxury brands). Burden-bearing factor means the costs and mental pressure which consumers considered to bear when they buying luxury counterfeits. Function effectiveness factor explains consumers' perception of difference between luxury counterfeits and genuine luxury. Economical efficiency factor explains economical content brought by counterfeits (compared with genuine luxury brands).

Correlation analysis of these 5 factors and attitude toward purchasing luxury counterfeits showed: 1) Morality and law and economical efficiency factors negatively impact attitudes; 2) Accessibility, burden-bearing and function effectiveness factors positively impact attitudes.

Table 4. Influencing Factors of Attitude toward Luxury Counterfeits Purchasing

	Morality and law	Accessibility	Burden-bearing	Function effectiveness	Economical efficiency
Attitude	-0.139*	0.001	-0.490**	0.063	-0.127*

** $p < 0.01$; * $p < 0.05$

It is illustrated from table 4 that: Regard to the consumers,

(1) The bigger their morality and law awareness is, the stronger their negative attitude to the luxury counterfeits will be. (2) The easier the luxury counterfeits can be got, the stronger their positive attitude to the luxury counterfeits will be. (3) The lighter of the burden they bear when purchasing luxury counterfeits, the stronger their positive attitude to the luxury counterfeits will be. (4) The more powerful of function effectiveness is, the stronger their positive attitude to the luxury counterfeits will be. (5) The more expensive of the price is, the stronger their negative attitude to the luxury counterfeits will be.

5.2 Purchasing Motivation of Luxury Counterfeits

KMO and Bartlett's test of sphericity were adopted to test sample data. Test results showed that KMO value was 0.81 (> 0.6), Chi-Square was 1711.129, degree of freedom was 210 and significance level was 0.000, suggesting that the data was suitable for factor analysis. Sub-scales of "purchasing motivation" was analyzed via confirmatory factor analysis. Through principal components analysis and varimax rotation, factors which loading was higher than 0.5 were reserved and other unsuitable items were wiped out. Thus, 5 purchasing motivation of counterfeits luxury goods—"conspicuous psychology", "rebel psychology", "social identity", "self-enjoying" and "cost performance" were picked out (table 5). Results of factor analysis showed that most factors' score are higher than 0.7. The percentage of cumulative variance of 5 factors was 57.308% and illustrated the scale had a good convergent validity.

Table 5. Eigenvalue, Variance and Cumulative Variance of Motivation Factors

Labels	Eigenvalue	Variance (%)	Cumulative variance (%)
Conspicuous Psychology	2.927	13.939	13.939
Rebel Psychology	2.791	13.292	27.231
Social Identity	2.626	12.504	39.735
Self-enjoying	2.525	10.724	50.459
Cost Performance	1.438	6.849	57.308

Conspicuous psychology explains that consumers take the luxury counterfeits as premium brands to play the peacock. Rebel psychology explains consumers' blind worship to luxury brands. Social identity refers to people's need to assimilate into social groups and gain others people's agreement. Self-enjoying explains that people purchase luxury counterfeits in order to meet self-demands. Cost performance explains consumers' rational consumption psychology and they would like to buy the products with high quality and low price.

5.3 Purchasing Motivation of Luxury Counterfeits on E-marketplaces

KMO and Bartlett's test of sphericity were adopted to test sample data. Test results showed that KMO value was 0.767(>0.6), Chi-Square was 797.426, degree of freedom was 45 and significance level was 0.000, suggesting that the data was suitable for factor analysis. Sub-scales of "purchasing motivation" was analyzed via confirmatory factor analysis. Through principal components analysis and varimax rotation, factors which loading was higher than 0.5 were reserved and other unsuitable items were wiped out. Thus, 3 purchasing motivation on e-marketplaces - "convenience, "information acquisition" and "product and service" were picked out (table 6). Results of factor analysis showed that most factors' score are higher than 0.7. The percentage of cumulative variance of 3 factors was 63.621% and illustrated the scale had a good convergent validity.

Table 6 Eigenvalue, Variance and Cumulative Variance of Motivation Factors on E-marketplaces

Labels	Eigenvalue	Variance (%)	Cumulative variance (%)
Convenience	2.290	22.897	22.897
Information acquisition	2.127	21.269	44.166
Product and service	1.946	19.456	63.621

Convenience explains that compared with traditional shopping, e-business shopping has incomparable superiority. Information acquisition factor explains consumers' demands of purchasing elusiveness and quickly obtain useful information. Product and service factor explains consumers' perception of product and service on e-market.

5.3 Relationship between Purchasing Motivation and Attitude to Luxury Counterfeits

Relationship between purchasing motivation and attitude to luxury counterfeits was investigated by Pearson correlation analysis. The result was showed in table 7.

(1) Regard to consumers who have strong morality and law conscious they will have strong conspicuous motivation, strong demand of social identity and weak rebel psychology. (2) Consumers who think it is easy to obtain luxury counterfeits have strong rebel psychology and care more about cost performance and convenience. (3) Consumers who consider there is little burden to bear when purchasing luxury counterfeits will have strong rebel psychology, strong social identity and care more about self-enjoying, information acquisition and purchasing convenience. (4) Consumers who hold stronger positive attitude to product function effectiveness will be more satisfied with products and service; they mainly impacted by cost performance and rebel psychology. (5) Consumers who think counterfeits have more benefits than genuine products will not care social identity, and they have weak rebel psychology and will be more impacted by conspicuous motivation. These

results have proved H1 that online consumers' attitudes to luxury counterfeits significantly impacts purchasing motivation.

Table 7 Relationship between Purchasing Motivation and Attitude to Luxury Counterfeits

	Morality and law	Accessibility	Burden-bearing	Function effectiveness	Economical efficiency
Conspicuous Psychology	0.219**				0.195**
Rebel Psychology	-0.174**	0.171**	0.276**	0.171*	-0.198**
Social Identity	0.184**		0.151*		-0.205**
Self-enjoying			0.163*		
Cost Performance		0.346**		0.185*	
Convenience		0.182**	0.132*		
Information acquisition			0.199*		
Product and Service				0.188**	-0.242**

** p<0.01; * p<0.05

Correlation analysis showed that all the motivation factors positively impact purchasing intention. 3 attitude factors (morality and law, burden-bearing and economical efficiency) negatively impact purchasing intention. Among these factors, burden-bearing and rebel psychology are the most significant contributing factors. Moreover, correlation coefficient of attitudes to luxury counterfeits and purchasing motivation was 0.324; correlation coefficient of attitude to purchasing intention was 0.234. Correlation coefficient shows that consumers' attitude positively impact purchasing motivation and intention and this has supported H2.

6. RESEARCH CONCLUSION AND LIMITATION

6.1 Research Conclusion

This research systematically reviewed of the previous literature, based on the online interviews, constructed the theoretical model, expanded small-scale pilot study, eventually developed the questionnaire and collected effective 243 samples. Through confirmatory factor, we found the 5 dimensions of purchasing attitude of luxury counterfeits-morality and law, accessibility, burden-bearing, function effectiveness, economical efficiency; 5 dimensions of purchasing motivation conspicuous psychology, rebel psychology, social identity, self-enjoying and cost performance. The reasons for consumers choose e-marketplaces to buy luxury counterfeits are convenience, information acquisition and produce and service. What's more, we found that 8 dimensions of purchasing motivation for luxury counterfeits on e-marketplaces all positively or negatively influence attitudes. And both purchasing attitudes and motivations positively impact purchasing intention.

6.2 Research Limitations

Object of this study is relatively new and there is no available scale to utilize. So Study reliability and validity need to be further tested. Moreover, according to Wilcox et al. (2008) ^[15], given today's geographical mobility, the same consumer may have different luxury counterfeits attitudes depending on the culture they are in. All the samples were collected from China and may limited by culture and region.

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