

CONSUMER BEHAVIOUR AND COUNTERFEIT PURCHASE IN THE TANZANIAN MAINLAND

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ABSTRACT

The primary focus of the present study is to examine the influence of moral judgement, subjective norm and self-regulatory efficacy in predicting behavioural intention to purchase counterfeit products among Tanzanian consumers. This study also aims to examine the direct relationship between self-regulatory efficacy and purchase behaviour of counterfeit products. In addition, the present study also fills the gap in the intention-actual behaviour relationship by examining the moderating effect of idolatry on the relationship between consumers' behavioural intention and purchase behaviour of counterfeit products. The present study also aims to examine to what extent intention to purchase counterfeit products contributes to the purchase behaviour of counterfeit products among Tanzanian consumers. It is an attempt to develop a conceptual framework for determining purchasing behaviour of counterfeit products in Tanzania. The aim is to provide adequate information to marketers on how to reap the expected benefits of sales as well as to facilitate prompt decision-making by the government through the execution and implementation of stringent regulations.

Keywords: consumer behaviour, counterfeit, intention, idolatry, Tanzania.

1.0 INTRODUCTION

Over the last decade, concern for ethical issues has dramatically increased. Both practitioners and academics now show a passionate interest in ethical issues. For instance, two journals came into existence in the early 1980s (the Journal of Business Ethics and the Business & Professional Ethics). Several studies undertaken on ethics and business issues have focused on marketing and marketing-related activities (Dubinsky & Loken, 1989; Ferrell & Gresham, 1985; Hunt & Vitell, 2006). Since marketing refers to all activities of bringing the goods into the market (e.g., planning, promotion, pricing and placing) in order to affect sales; or the interaction of buyer and seller to accomplish transactions; or making negotiations on the business issues, undeniably, the issue of ethics cannot be avoided. Ethical problems can arise at any time anywhere along the process. That is why past research has focused on efforts to study ethical issues related to all marketing activities (Al-khatib, Vitell, & Rawwas, 2006; Hunt & Vitell, 1986).

However, nearly all previous researchers have concentrated on the seller-side of the purchase. In general, most of the studies which have examined ethical issues relating to consumer behaviour in the marketplace have been dedicated only to very narrow and specific issues (e.g., shoplifting). This is evidenced by a broad review of literature which shows that only 20

studies have examined ethical issues in the marketplace from the consumers' perspective; however, as stated above, the scope of these studies is very limited to specific issues. With regards to the issue of counterfeiting, prior researchers have established various factors which allow readers to comprehend counterfeit activities, and one of the major factors is the consumers' demand for counterfeit products. This factor then enhances the continued existence of counterfeit activities (Jiang & Cova, 2012).

Regardless of the seriousness and worldwide outcry against counterfeiting problems, there is inadequate research on the subject in the literature, mainly in the area of understanding consumers' behaviour towards counterfeit products. Mostly, prior literature has been based only on the supply-side of the counterfeit problem, legal issues relating to counterfeiting, such as trademarks and their infringements and intellectual property rights. For example, studies have looked into ways of discouraging counterfeiting through trademark registration, protection strategies and regulatory actions (Conner & Rumelt, 1991); and enlisting the assistance of members to fight against counterfeiting (Olsen & Granzin, 1992). Fairly little attention has been given to the demand-side of the problem (Norum & Cuno, 2011). It is very obvious that in order to eradicate counterfeiting, manufacturers of genuine products must first discourage consumers from purchasing and consuming counterfeit products. Under such a scenario, understanding consumer behavior towards counterfeit purchases, as in finding answers to questions like, "how do they buy?"; "who buys?"; and "why do they buy?", is a step in the right direction (Wee, Ta, & Cheok, 1995). This research orientation is important as it has been found that a large portion of such purchase activities consists of non-deceptive counterfeiting, i.e., consumers knowingly choosing to buy a counterfeit product.

Notably, the rapid increase of counterfeit activities has created serious social and economic problems. From 1988 to 1997, the Counterfeiting Intelligence Bureau (CIB) reported that there has been a loss of 120,000 jobs in the United States (US); Europe has lost 100,000 jobs each year because of counterfeit activities, though the sources do not specify which industries were affected. In the textile industry, there has been an estimated loss of 30,000 jobs due to counterfeiting of textile and textile-allied products (Ha & Lennon, 2006). Governments and states lose legitimate income due to the fact that counterfeiting activities are done in the black market economy and counterfeiters do not pay legitimate business costs or taxes. Indeed, terrorism and crime are associated with the abnormal/high profits made from counterfeiting trade (PRWeb, 2002). Specifically there is growing evidence of a link between terrorism and counterfeit products, including CDs and DVDs, clothing, computer software and cigarettes. Criminal and terrorist organisations, such as the Mafia, Al-Qaeda, the Irish Republican Army and Chinese Triad mobs, use profit from selling of counterfeit products (Ha & Lennon, 2006). So, counterfeit business has become a major threat to the security and safety of all nations.

Bearing in mind the current ethical environment in Tanzania, where ethical violations involving politicians and business professionals are mutually practiced, and the country is suffering from a number of ethical problems, such as deceptive advertising, tax fraud, importation and production of unsafe and counterfeit products. Recent research to examine ethical issues in the marketplace from the consumers' perspective is therefore well-timed. Several massive corporate scandals have been reported widely in the media. In most cases, big businesses and corporations seem to be useless to consumers as they are often portrayed as perpetrators preying on them. However, research by Al-khatib et al. (2006); and Fullerton, Taylor and Gosh (1997) has shown that consumers are both victims and victimisers. This 'criminality of the good' can be found in most countries and is on the rise (Lau, 2012). Not

considering consumers in ethics research may lead only to a partial understanding of ethical business issues because consumers are the main actors in business practices.

There is a growing interest to study consumers' unethical behaviour as pointed out by Shoham, Ruvio, & Davidow (2008). However, in Tanzania, there seems to be a dearth of information or studies concerning consumers' unethical behaviour in the context of pirated music CDs. Most studies conducted on consumers' behaviour and the related findings have been carried out in regions and countries, like the Middle East, North America, China; few studies are available on Asian countries, where culture seems to be a key factor influencing consumer ethics in previous studies (Riquelme, Abbas & Rios, 2012; Matos et al., 2007). We presume that results obtained from other countries rather than those already investigated will bring new insights into counterfeit eradication, if not complete elimination, especially in less developing countries, like Tanzania, if the new determinants or factors that stimulate counterfeit purchase are determined.

The counterfeiting phenomenon has become a global issue over the years, and has damaged the world economy, culture and social welfare (Haque, Khatibi, & Rahman, 2009). These counterfeit activities have caused an estimated loss of US\$200 billion worth of jobs, taxes and revenue, as reported by the International Intellectual Property Institute. Incidentally, with all these harmful activities, the Tanzanian government is undertaking continuous efforts to eradicate this harmful practice. Yet, the demand for pirated products is still a "welcome" trend and can clearly be found everywhere, such as at the night markets and shopping complexes. This could be a signal or an alert to the manufacturers of genuine products and the government. There is an ongoing probe on why consumers still prefer to purchase counterfeit goods even if it has a lot of negative impact. It is timely for researchers to emphasise on identifying the purchase intention behaviour for counterfeit goods, as its demand is the basic driver which has led to its continued existence and growth. Therefore, the findings of the current research can provide the government with a better understanding of consumers' intention to purchase counterfeit products and the actual purchase in Tanzania. In order to fight the battle against counterfeit purchase, the government needs to have the right strategies. Hence, this study will come up with better strategies which can help the government to eradicate counterfeiting.

To harvest what one does not sow is sinful. Manufacturers of genuine products are very upset as they are forced to share profits with counterfeiters who use their brand name illegally. Therefore, to eliminate this unfair trade or illegal activities, various counter-measures have been employed. However, there is a need first to understand the motive behind why many consumers purchase unauthentic goods and also the contributing factors which stimulate them to demand counterfeit products. In this way, we can develop effective counter-measures (San & Yee, 2012). This research can contribute to marketers, in particular, and the business industry, in general, as counterfeit activities have a very negative impact on the business as a whole; therefore, it is crucial to redesign marketing strategies.

Counterfeiting or piracy is a persistent problem which is widespread, both in range and size, as reported by the OECD Report 2007. Governments should be liable for this because: (i) of the harm caused to innovation; (ii) the risks they pose to consumers' welfare; and (iii) the rise in organized crime, theft of the government's legitimate revenue and dubious criminal dealings. From the business context, they have an impact on: (i) licensing and sales; (ii) the firm's goodwill and brand value; and (iii) the firm's breakeven point benefit when launching new products. Counterfeit products, for example, fake medical products, can harm only the

consumers who purchase it, thus adversely affecting their health and safety. Due to the increased volume of sales of counterfeit goods nowadays in the world, a deeper understanding of the factors influencing consumers' purchase of counterfeit goods will enhance the literature and help service providers and marketers to review and create more effective marketing strategies. The aim of these strategies is to make counterfeit purchases difficult and cumbersome through the registration of trademarks, education, communication, protection strategies and regulations by relevant authorities by using the right channels of distribution to detect counterfeit products.

Previous researchers have confirmed that price is definitely one of the main factors that motivates consumers to purchase counterfeit products (Bhardwaj, 2010; Wee et al., 1995). Nevertheless, in the current study, we will look far beyond the price factor when examining consumers' buying behaviour tendency of counterfeit goods. The major reason manufacturers cannot address price as an issue is because the counterfeit goods are exact reproductions of genuine products and all the variable and fixed costs are incurred to make it as original as possible in terms of quality and even sometimes additional attributes are added compared to the original one. Hence, it is not important for the manufacturer of the genuine product to fight against the counterfeiter's price only. What is important for manufacturers is to know if there are new non-price factors which attract consumers to look forward to counterfeit purchase. The manufacturers can use these non-price factors in a SWOT analysis and also use it as a marketing strategy to overcome the counterfeiters' price-based offers.

2.0 DEFINITION OF CONSUMER BEHAVIOUR AND COUNTERFEITING

The term, 'consumer behaviour, is defined as the behavior that consumers display in purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. This includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluation on future purchases, and how they dispose of it. In other words, consumer behavior can be defined as the behaviour of individuals with regards to acquiring, using and disposing of products, services, ideas or experiences (Bello, 2008).

'Counterfeiting' means to imitate something. Counterfeit products are fake replicas of the real product. Counterfeit products are often produced with the intent to take advantage of the superior value of the imitated product. The word, 'counterfeit', frequently describes both the forgery of currency and documents, as well as the imitation of clothing, handbags, shoes, pharmaceuticals, aviation and automobile parts, watches, electronics (both parts and finished products), software, works of art, toys and movies.

3.0 THEORETICAL FOUNDATION

The Theory of Planned Behaviour (TPB) is used in this study to assess a consumer's intention when buying counterfeit goods. The TPB is an extension of the Theory of Reasoned Action (TRA) of Fishbein & Ajzen (1975). The TRA indicates that one's attitude toward an act and one's subjective norm can be used to explain behaviour and intentions. Ajzen (1991) extended the TRA to the TPB by adding perceived behavioural control. Perceived behavioural control is said to help better predict intention and behaviour. Ajzen and Madden (1986) found the TPB to more accurately predict behavioural intentions than the TRA.

Therefore, the TPB is used in this study to predict behavioural intention through the examination of moral judgement, subjective norm (or personal normative beliefs) and self-regulatory efficacy.

Below is the framework of the paper showing the relationship between the independent variables (moral judgement, subjective norm, self-regulatory efficacy) and the dependent variable (actual purchase of counterfeit products):

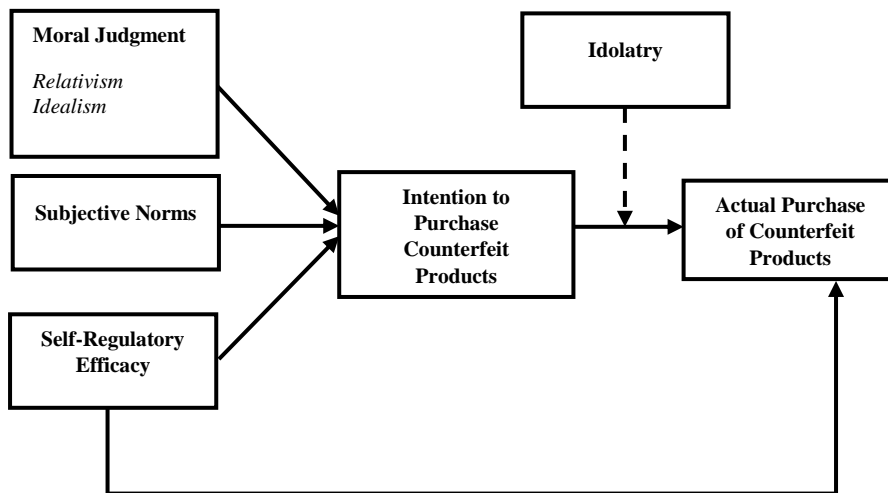


Figure 1.1. The Proposed Research Model for this Study

Since the TPB alone does not cover all dimensions of unethical behaviour (Manly, Leonard, & Riemenschneider, 2015), two additional items considered are moral judgement and self-regulatory efficacy. Moral judgement and self-regulatory efficacy have been proven as significant factors when assessing unethical behaviour. While the TPB is a start to understanding ethical behavioural intentions, research over the years has shown that additional factors must be considered. More specifically, idolatry has been validated as a significant factor that moderates the relationship between behavioural intention and behaviour (Cornwell & Coote, 2005).

Since these factors have been found to be significant ever since the TPB's initial development, they have been added in this study in order to depict a more accurate ethical behavioural model. We propose that a consumer's behavioural intention to buy counterfeit products is influenced by moral judgement, subjective norm and self-regulatory efficacy. It is postulated that the influence of behavioural intention is moderated by idolatry. The main objectives of this study are congruent with the main goals of the TPB, which are to predict and to understand human behaviour. The present study aims to investigate the antecedent factors that may influence the behavioural intention of Tanzanian consumers towards digital piracy behaviour (refers to the purchase of pirated music CDs). Therefore, the elements of the TPB, including moral judgement (attitude), subjective norm, self-regulatory efficacy (Perceived Behaviour Control), behavioural intention and the purchase of pirated music CDs are selected for the study.

4.0 HYPOTHESES DEVELOPMENT

The research questions set up form the basis of framing the hypotheses of the study. The hypotheses are also in line with the conceptual model of the study.

4.1 The relationship between self-regulatory efficacy and consumer intention

Self-regulatory efficacy has a significant relationship with consumer intention to purchase counterfeit products (Fennis et al., 2009; Larose et al., 2001; LaRose & Kim, 2007; Oaten & Cheng, 2006; Vohs & Faber, 2007). LaRose & Kim (2007), in their study, found deficient self-regulatory efficacy to have a positively significant relationship with intention. A similar contention is made by Oaten & Cheng (2006), who state that every major personal and social problem has some degree of regulatory failure. The idea that the capacity for self-regulation can be improved is therefore of vast practical importance; so, Oaten & Cheng (2006), found a positive relationship between self-regulatory efficacy and intention.

Other studies by Vohs & Faber (2007) of the same calibre have shown that self-regulatory efficacy and intention have a significantly positive relationship. Participants whose resources have been depleted, relative to participants whose resources have not been depleted, feel stronger urges to buy, are willing to spend more and actually do spend more money in unanticipated buying situations. Fennis et al. (2009) conducted a study to examine acts of benevolence and demonstrate that self-regulatory resource depletion mediates the effects of yielding to the initial requests of a foot-in-the-door technique on compliance with a charitable target request. Since the relationship between self-regulatory efficacy and intention to purchase counterfeit products has been previously determined by other studies, the hypothesis below is developed.

H1a: Self-regulatory efficacy has a positive relationship with consumers' intention to purchase counterfeit products in Tanzania.

4.2 The relationship between self-regulatory efficacy and consumers' purchase behaviour

Prior literature dedicated to self-regulatory efficacy shows a significant relationship with consumers' purchase behaviour of counterfeit products (Bandura et al., 2003; Caprara et al., 2002; LaRose et al., 2003). Self-regulatory efficacy has been found to have a negatively significant relationship with delinquent behaviour as reported by Bandura (1986); and Caprara et al. (2002), in their study on the role of affective self-regulatory efficacy in diverse spheres of psychosocial functioning. In a related study, Caprara et al. (2002) examined the impact of perceived self-regulatory efficacy on violent conduct, and found that self-regulatory efficacy is a negatively significant determinant of violent conduct. The likelihood of violent actions due to opportunities and consequences for engaging in delinquent conduct have shown that girls have more control on their behaviour compared to boys (Loeber & Stouthamer-Loeber, 1998).

In general, most of the studies conducted in various settings to examine the relationship between self-regulatory efficacy and consumers' purchasing behaviour have demonstrated a positive association between these two constructs. This indicates that people's perception of the capacity to resist temptation or pressures to perform a behaviour influences their actions. Similarly, a study to examine the unregulated usage of the internet was undertaken by LaRose et al. (2003). The findings show a positively significant relationship between deficient self-regulatory efficacy and internet usage with an emphasis on the need for more

research concerning self-regulatory efficacy in varying markets. Since the relationship between self-regulatory efficacy and intention to purchase counterfeit products has been previously determined by other studies.

H1b: Self-regulatory efficacy has a positive relationship with actual purchase of counterfeit products in Tanzania

4.3 The relationship between subjective norm and intention to purchase

Studies on counterfeiting have pointed out the importance of subjective norm on purchasing of counterfeit products in shaping the behaviour of counterfeiters (Chiu, Lee, & Won, 2014; Jackman & Lorde, 2014; Phau & Ng, 2010). Many researchers have investigated the influence of subjective norm on counterfeiting (Ang et al., 2001; Penz and Stöttinger, 2005; De Matos et al., 2007; Penz et al., 2009). Results are mixed depending on the context in which the research was undertaken. Likewise, the study conducted in Taiwan by Chiu et al. (2014) found that subjective norm has a positive influence on intention to purchase counterfeit sporting goods. This is consistent with the findings in recent counterfeit studies (e.g., Alfadl et al., 2012; Jirotmontree, 2013; Phau et al., 2009; Yoon, 2011).

Similarly, another study conducted in Northern Taiwan by Wilks (1986) discovered that subjective norm is significantly and positively related to intention to illegally download music. Another study conducted by Fernandes (2013) on counterfeit fashion in the UAE discovered that subjective norm is positively related to purchase of counterfeit goods. D'Astous et al. (2005), in their study on music piracy in Canada, discovered that what important others want has positive relationship with actual behaviour. Chen et al.'s (2009) study in Taiwan reveals that the social influence of subjective norm is positively related to consumers' intention to use pirated software. In a similar vein, Hidayati and Diwasasri (2013) found that social factors have a positive effect on the intention to buy luxury counterfeit handbags. A study by Kwong & Lee (2002) in Hong Kong exposes that subjective norm positively affects an individual's behavioural intentions to exchange music on the internet.

However, Lu (2013) reveals that subjective norm is negatively related to counterfeit consumption. This is also consistent with LaRose and Kim's study (2007) that subjective norm is negatively related to teenagers' intention to illegally download music. Similarly, Cronan & Al-Rafee (2008) discovered that subjective norm is negatively related to an individual's intention to pirate digital materials in the US. The study of Millar & Shevlin (2003) conducted in Ireland reveals that subjective norm has a negative relationship with career exploratory behavior in adolescents. In a study conducted in Australia by Phau & Ng (2010) to examine predictors of usage intentions of pirated software, the findings reveal that both normative and informative susceptibility are negatively related to software piracy. The same finding was obtained by Ang et al. (2001) in Singapore when they examined consumers' responses towards counterfeit goods. Since social norms influence people's behaviour, it is possible that influencing the perception that buyers of counterfeits have about what others think may also create an impact (Riquelme, Abbas, & Rios, 2012). Ang et al. (2001); and Albers-Miller (1999) found that normative pressure is positively related to purchase behaviour.

Since the direct relationship between subjective norm and counterfeit behaviour has been previously tested, in accordance with the above discussion, the hypothesis below is formulated.

H2: Subjective norm has a positive relationship with intention to purchase counterfeit products in Tanzania

4.4 The relationship between moral judgement and intention to purchase

Empirical evidence has shown the relationship between moral judgement and counterfeit behaviour to have mixed results. The study of Mclean et al. (2014) reveals that consumers' morality is negatively related to counterfeit purchase behaviour. The study of Fernandes (2013) indicates that immoral beliefs are positively related to purchase of counterfeit goods. Kim & Johnson (2014) found that guilt is positively related to the purchase of counterfeit goods.

Tan (2002) found that moral judgement is positively and significantly related to purchase intention of consumers; he claims when consumers are confronted with an ethical dilemma, they rely on cognitive judgment to make an ethical decision. Ratnasingam (2008) found that moral judgment, which involves cognitive judgment and moral reasoning, are positively significant predictors of consumers' purchase intention. Cesareo & Pastore (2014) found moral judgment to be a negative predictor of attitude toward online piracy, and indirectly, a positive predictor of willingness to try subscription-based services.

Phau & Ng (2010) found that moral judgment is negatively significant for predicting the propensity to shoplift. Chiou et al. (2005) found that moral judgment is negatively and significantly related to attitude towards music piracy. Religiosity increases idealism and decreases relativism; that means that people with high idealism have a negatively significant intention to piracy compared to people with high relativism who perceive piracy positively (Vitell & Paolillo, 2003).

Relativism has a positively significant relationship with piracy intention and the antecedents of willingness to pirate is to a lesser extent for idealism (Jackman & Lorde, 2014). According to Chaudhry & Stumpf (2011), found that a positive significant on idealism and relativism and counterfeit purchase behaviour. Also Riquelme et al. (2012) found that idealism has a positive relationship with counterfeit products.

The relationship between a counterfeiter's moral judgement and his or her counterfeit behaviour may however, be significant due to the effects of intentions of the counterfeiter. As the direct relationship between moral judgement and intentions has been previously determined, the following hypotheses are presented to account for the relationship effects

H3: Moral judgement has a positive relationship with intention to purchase counterfeit products in Tanzania.

H3a: Relativism has a positive relationship with intention to purchase counterfeit products in Tanzania

H3b: Idealism has a positive relationship with intention to purchase counterfeit products in Tanzania

4.5 The relationship between intention to purchase counterfeit products and consumer behaviour

Intention to behave ethically/unethically is an individual's intention to perform or not perform a specific behaviour. This study aims to measure consumers' behaviour to purchase counterfeit products. One's intention is thought to capture the motivational factors that affect

behaviour. Ajzen (1985) found intention to be a very accurate variable when it comes to predicting behaviour. This construct is a central factor. In this context, it refers to an individual's intention to pirate (or not to pirate). Ajzen postulates that intentions are determined by attitude, subjective norm and perceived behaviour control. Intentions are indicators of the degree to which an individual is willing to try and how much effort he/she is willing to make in order to perform a behaviour. Intentions are viewed as an antecedent of actual behaviour of the actual act of purchasing counterfeit products. Since previous studies have tested the direct relationship that exists between intention and counterfeiter's purchasing behaviour, therefore, the following hypothesis is proposed.

H4: The intention to purchase counterfeit products is positively related to consumers' purchase of counterfeit products in Tanzania.

4.6 The relationship between intentions, consumers' purchase behaviour and idolatry

Even though behavioural intentions are good predictors of behaviour, there are insufficient studies that have revealed a considerable gap between behavioural intention and behaviour; in fact, very few empirical studies have observed factors that may clarify and help to bridge the gap between behavioural intention and behaviour (Ajzen & Madden, 1986; Anwar et al., 2015; Arli et al., 2015; Belle et al., 2007; Chatterjee, 2005; Isada & Isada, 2014; Kim, Cho, & Johnson, 2009; LaRose & Kim, 2007; Limayem et al., 2004; Lu, 2013; Penz & Stöttinger, 2005; Ramayah et al., 2009; Shoham et al., 2008).

A meta-analytical review has shown that behavioural intention represents 20 to 40 percent of the clarified variance of behaviour (Downs & Hausenblas, 2005; Godin & Kok, 1996; Hagger, Chatzisarantis, & Biddle, 2002). Also, in his analysis on consumer behaviour, Sheeran (2002) specified that 47 percent of consumers with greater intention, failed to accomplish their intended behaviour. An examination of consumer behaviour by Young et al. (1998) also states that intention to purchase among consumers is converted into action in less than 62 percent of situations. In their meta-analysis, Sheeran & Orbell (1998) state that on average, intention explains 28 percent of the variance in behaviour. This means that another 72 percent of variance is still unexplained. Throughout the transition between purchase intention and actual buying behaviour, the individual interrelates with a physical and social environment (Phillips, 1993). This interaction with environmental factors affects their decision-making. Without considering social or environmental settings, cognitive approaches overgeneralising the complex conversion of purchase intentions into actual buying behaviour (Fukukawa, 2003).

As stated by Sheeran and Abraham (2003), there is a gap between behavioural intention and behaviour. In their study on 185 undergraduates at two universities in the United Kingdom, the gap is triggered by those who show a positive behavioural intention to implement but do not perform the behaviour. "The gap between an independent variable, which is behavioural intention, and a dependent variable, which is the behaviour, shows evidence that a third variable may influence the direction and/or the strength of the relationship between intention and behaviour (Baron and Kenny, 1986)". This third variable is known as a moderator. Certainly, to understand the gap between behavioural intention and behaviour is to study the moderator(s) that might upsurge the predictive power of behavioural intention-behaviour link.

The variables that have already been considered as a moderator between behavioural intention and behaviour relationship are: ego strength (Lin, Tang, Chiu, & Hsiao, 2005); self-efficacy (Ajzen, 2002; McAuley & Courneya, 1994; Webb & Sheeran, 2008); age (Sheeran & Orbell, 1998); self-schema (Estabrooks & Courneya, 1997; Kendzierski & Whitaker, 1997; Sheeran & Orbell, 2000); and habit (Limayem & Hirt, 2003; Triandis, 1979). The current study concerns the examination of consumers' behavioural intention to purchase counterfeit products, in the category of purchases that are deemed to be unethical. Therefore, the decision-making process towards such products will involve risk, ethical dilemma and moral judgment.

Earlier, researchers, such as Huang et al. (2015); Hyman and Sierra (2010); Wilks (1986); and Yue et al. (2010) tested the moderating effects of certain variables such as: idol worship (Wang et al., 2009); effects of group norms on idol worship (Huang et al., 2015; Yue, Cheung, and Wong, 2010; Brown and Bakken, 2011); a young adult's attachment to an idol (Adams-Price and Greene, 1990); and impulse buying and effect of idolatry (Yang et al., 2008) on the relationship between counterfeit purchase behaviour and its determinants. Although some studies have tested different variables as a moderator between counterfeit products and its determinants, consideration has not yet been given to idolatry as a moderator between intention and consumers' piracy behaviour. However, evidence from other behavioural studies has suggested that idolatry stimulates people to buy music CDs and interferes with an individual's behaviour and commitment (Hyman & Sierra, 2010; Yue et al., 2010). Although purchase of counterfeit products reduces the sale of genuine products, there are still reasons that encourage people to purchase authentic products. That is why in this study, we introduce idolatry as a moderator.

Several studies have found that in the identity model, identification/idolatry significantly influences both intention and future behaviour (Cornwell & Coote, 2005; Gwinner & Swanson, 2003). Likewise, Wann et al. (2000) suggest that there is a positive relationship between intention to become fans of a sports team and attempt to associate themselves with the team because of the sense of identification. Their findings show that identification has been shown to be helpful in forming favourable usefulness perceptions of their sports team. Cornwell & Coote (2005) indicate that organisational identification positively and significantly influences future behaviour and also shows customers' identification with an organisation would lead to purchase intention. Yue et al. (2010) found that identification has a positive relationship with teenagers' achievement. Kwon & Armstrong (2002) report that identification with a sports team has a positively significant relationship with students' intention to buy team-licensed merchandise. Gwinner & Swanson (2003), in their study on a model of fan identification, indicate that identification to the sponsor is positively significant to purchase intention.

Correspondingly, identification has been found to be a positively significant predictor of teenagers' intention and usage of internet (Joiner et al., 2005). In addition, Ouellet (2007) reports that identifying with an artist has a positive relationship with purchase intention since performers are the reason that consumers prefer to buy licensed CDs rather than illegally downloading. A similar study conducted in Taiwan by Wang et al. (2009) has found that idolatry has a positive relationship with the intention to purchase original CDs. However, contradictory findings have also been reported on the impact of identification/idolatry on the relationship between behavioural intention and behaviour. For example, McCutcheon et al. (2002) found a negative relationship between identification and actual behaviour. The same effect is found in the studies of Conner & McMillan (1999); and Fekadu & Kraft (2001), in

which the relationship between self-identity and intention would be higher, if individuals performed the behaviour less frequently; hence, identification has a negative relationship with consumer behaviour. Proposed hypothesis is shown below.

H5: Idolatry moderates intention behaviour of counterfeit products in Tanzania.

5.0 CONCLUSION

This paper proposes the examination of the influence of moral judgement, subjective norm and self-regulatory efficacy on purchase behaviour. In the course of doing that, a conceptual discussion on the impact of moral judgement, subjective norm and self-regulatory efficacy is presented, in which the Theory of Planned Behaviour is adopted as the underpinning theory that supports the conceptual framework. The framework is developed after reviewing existing relevant literature. The variables will be tested empirically in the future in order to validate these factors. It can be concluded that the findings of this study would assist marketers to understand the determinants of purchase behaviour of counterfeit products, thereby enhancing their strategic marketing and decision-making. It will also help the consumers to be aware of counterfeit products and its consequences, besides assisting the government to develop policies which can reduce piracy behaviour in Tanzania.

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