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**THE INFLUENCE OF CONSUMERS' LAWFULNESS ATTITUDE  
AND MORALITY TOWARDS WILLINGNESS TO PURCHASE  
COUNTERFEIT FASHION PRODUCTS**

**By  
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**Thesis Submitted to  
Othman Yeop Abdullah Graduate School of Business,  
Universiti Utara Malaysia,  
in Partial Fulfillment of the Requirement for the Doctor of Business  
Administration**



OTHMAN YEOP ABDULLAH GRADUATE SCHOOL OF BUSINESS  
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Towards Willingness To Purchase Counterfeit Fashion Products

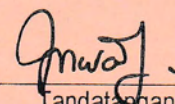
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Program Pengajian  
(Programme of Study) : Doctor of Business Administration

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## ABSTRACT

The seriousness and global magnanimity of counterfeit has been a consistent thief of companies' intellectual property rights, robbing countries of income and societies of their jobs. Countless efforts have been taken by the World Customs Organization (WCO), Organization of Economic Cooperation and Development (OECD), and locally by the Domestic Trade and Consumer Affairs (KPDNHEP) to combat the growth of counterfeiting. However, the growth of this illicit trade is still proudly blossoming despite all the efforts to control it. The focus of this study would be on fashion brands, which proudly sits at the top of counterfeited products ranking worldwide. The purpose of this research was to investigate the significance of the relationship between moral intensity, recognition of moral issue, moral judgment and willingness of consumers to purchase counterfeit fashion products. This research also evaluated the moderating effects of lawfulness attitude as an individual moderator between moral judgment and predicting the outcome variable. This study was underpinned by Jones 1991 Issue-Contingent Model to gauge the influence of lawfulness attitude and morality particularly on Generation-Y consumers. This study involved 266 respondents from Penang. Out of the six hypotheses tested, two were supported while the other four were not supported. The analysis revealed a positive relationship between recognition of moral issue and moral judgment towards respondents' willingness to purchase counterfeit fashion products. On the other hand, lawfulness attitude did not moderate the relationship between moral judgment and willingness to purchase. This study also highlighted implications of the study, limitations as well as recommendations for future research.

**Keywords:** counterfeit products, morality, lawfulness, consumer misbehaviour, and issue-contingent theory.

## ABSTRAK

Keseriusan dan lambakan penciplakan secara global telah menjadi perompak konsisten hak harta intelek syarikat, merompak pendapatan negara dan pekerjaan rakyat. Pelbagai usaha telah dijalankan oleh Pertubuhan Kastam Dunia (WCO), Pertubuhan Kerjasama Ekonomi dan Pembangunan (OECD), dan pihak berkuasa tempatan iaitu Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna (KPDNHEP) untuk mengatasi pertumbuhan penciplakan. Namun, pertumbuhan perdagangan haram ini masih berleluasa walaupun pelbagai usaha telah dijalankan untuk mengawalinya. Kajian ini memberi tumpuan kepada jenama fesyen terkemuka yang kini menjadi produk ciplak yang menduduki tangga teratas yang tersenarai di seluruh dunia. Kajian ini bertujuan menyiasat kepentingan hubungan antara intensiti moral, pengiktirafan isu moral, penilaian moral dan keinginan pengguna untuk membeli produk fesyen ciplak. Kajian ini juga menilai kesan penyederhanaan sikap kewajaran moral sebagai penyederhana bagi penilaian moral dan meramalkan pemboleh ubah yang dihasilkan. Kajian ini disokong oleh Model Isu Kontigen Jones 1991 untuk mengukur pengaruh sikap kewajaran dan moral pembeli Generasi-Y. Generasi pembeli ini dikaji memandangkan kepentingan mereka sebagai golongan pembeli yang paling besar di dunia, termasuk di Malaysia. Kajian ini melibatkan sebanyak 266 responden dari Pulau Pinang. Dua daripada enam hipotesis yang diuji disokong, manakala empat hipotesis yang lain tidak. Analisis kuantitatif telah dijalankan dengan menggunakan perisian SMART-PLS telah menunjukkan hubungan positif antara pengiktirafan isu moral dan penilaian moral terhadap keinginan responden untuk membeli produk fesyen ciplak. Selain itu, keputusan analisis menunjukkan sikap kewajaran tidak menyederhanakan hubungan antara penilaian moral dan keinginan untuk membeli. Kajian ini juga memberi penekanan terhadap implikasi kajian kepada syarikat, batasan kajian dan cadangan untuk kajian akan datang.

**Kata kunci:** produk ciplak, moral, kewajaran, kelakuan tidak baik pengguna, isu teori kontinjen.

## ACKNOWLEDGMENT

The journey of my DBA studies was made possible by a few people that I would like to say a million thanks to them, in which without them, I would not be able to finish this journey.

The first person I would like to sincerely thank is my supervisor, Professor Dr. Nor Azila Mohd Noor. Prof. Azila was my supervisor in during my consultation and also in my thesis research journey. Her guidance and experience in doing research, insights into making this journey possible was amazing. I would like to thank my internal examiner, the chair person and my external examiner during my proposal defense and during my viva-voce for their constructive feedback.

In addition, my heartfelt gratitude to my family for their continuous understanding and motivation, which enabled me to finish my studies. Additionally, I am very appreciative of my course-mates and their constant motivation, including being on stand-by during odd hours of the day to answer my doubts. Finally, I would like to thank all the respondents who willingly participated in this research.



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## LIST OF ABBREVIATIONS

ASEAN	Association of South East Asian Nations
AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
CR	Composite Reliability
$f^2$	Effect Size
FV	Functional Value
KPDNHEP	Kementerian Perdagangan Dalam Negeri dan Hal Ehwal Pengguna
MYR	Malaysian Ringgit
OECD	Organisation for Economic Co-operation and Development
PLS	Partial Least Square
$R^2$	R-Square
SEM	Structural Equation Modeling
Sig.	Significant
SPSS	Statistical Package for Social Sciences
Std.	Standard
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
US	United States
VIF	Variance Inflation Factor

# CHAPTER 1

## INTRODUCTION

### 1.1 Chapter Overview

The first chapter presents the broad description of counterfeiting and the magnitude of the counterfeit fashion industry. This chapter also detailed out the research objectives of this study, the problem statement, the research aims and the research questions that governed this study. Subsequently, this chapter will then discuss the significance of this study from academic and practical perspectives followed by outlining the scope and limitations, which are no exception to any research. The list of key terms definition governing this research will then be presented, and finally, the chapter with the organization of this dissertation.

### 1.2 Background of the Study

The act of counterfeiting is the world's second oldest profession and the industry was claimed to be as old as money itself. Counterfeiting has a long history of 2000 years with its origin being traceable all the way back to ancient times years when money was first introduced (Chaudhry & Zimmerman, 2013). Today, counterfeiting is a global phenomenon fuelled by global demand and supply for it. It is now also a major on-going challenge for global marketers of genuine fashion brands.



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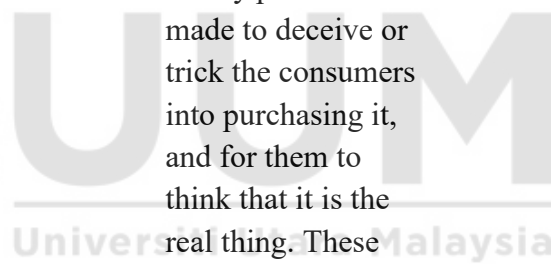
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Appendix 1  
*Definition of counterfeit*

<b>Cited by</b>	<b>Terminology</b>	<b>Definition</b>	<b>Original Source</b>
Budiman (2012)	Counterfeiting product	Products that were identical to the genuine (original) products that were difficult to be differentiated from the registered trademark, hence, violating the copyrights of the trademark's owners.	Bian and Veloutsou (2007)
Wang & Song (2013)	Counterfeit products	A 100% replicated piece of a genuine luxury product made to deceive or trick the consumers into purchasing it, and for them to think that it is the real thing. These high-quality, high-priced counterfeit products are often mixed with authentic products, and distributed through traditional channels, and legal export-import procedures.	



Ong, Ahmad Kamarul Arrifin, Bulathsinalage & Seneviratne (2013)	Counterfeiting	Classified as deceptive and non-deceptive. Deceptive counterfeit was referred to as counterfeiting that consumption happens when the consumer is unaware of the product being a copy rather than an original. Non-deceptive refers to when the consumer intentionally purchase a product which they are aware of as a copy.	Phau and Prendergast (1998)
Franses & Lede (2015)	Counterfeit, Fake, Imitation, illicit, pirated goods	Products or goods that are associated with the original goods that are being copied without the authorization from the owner of the intellectual property.	
Wilson (2015)	Counterfeit products	Any good or packaging containing a trademark that is indistinguishable from the one registered to an authorized trademark owner.	

Appendix 2  
*Questionnaire*

Dear Respondent,

I am Lum Li Sean, and I am currently pursuing my Doctor of Business Administration (DBA) at Universiti Utara Malaysia. As part of the requirement in fulfilment of the degree, I am conducting a research in the area of consumer behaviour.

Please help to answer this questionnaire. This survey should not take more than 10 minutes. The topic of this survey is on consumers' willingness to purchase counterfeit fashion products. **Fashion products here refers to apparel, shoes, bags and accessories worn by a person to look good.**

**Counterfeit products refers to products that are manufactured and sold without the authorization of the original owners.**

This survey is totally anonymous and cannot be tracked back to you. It will be used solely for educational purpose. Thank you in advance for your assistance.

Thank you in advance of your participation.

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Yours sincerely,

*Lum Li Sean*

Matric No: 94833

Email: [s94833@student.uum.edu.my](mailto:s94833@student.uum.edu.my)



Dear respondent,

**Kindly tick on the box that strongly represents your feelings.**

SD – Strongly Disagree,  
D – Disagree,  
N-Neither Disagree or Agree,  
A- Agree,  
SA-Strongly Agree

*Part 1: Willingness to purchase counterfeit fashion products*

	Item	SD 1	D 2	N 3	A 4	SA 5
1	Buying counterfeit fashion products makes me feel good.					
2	I feel excited when buying counterfeit fashion products.					
3	When I buy counterfeit fashion products, I feel that I am getting a good deal.					
4	I enjoy buying counterfeit fashion products, regardless of the amount I save.					
5	Many of the branded fashion products that I have are counterfeit products.					
6	Counterfeit fashion products make it possible for me to own brands that I normally would not buy.					



*Part 2: Moral Intensity*

	Item	SD 1	D 2	N 3	A 4	SA 5
1	The overall harm done as a result of the purchase of counterfeit fashion products will be significant.					
2	Most people would agree that the purchase of counterfeit fashion products is wrong.					
3	There is very small chance that the purchase of counterfeit fashion products will actually cause harm to others.					
4	The purchase of counterfeit fashion products will cause harm in an immediate future.					
5	The harmful effects of purchasing counterfeit fashion products will affect people that are close to me.					
6	The purchase of counterfeit fashion product will harm many people.					

*Part 3: Moral Issue*

	Item	SD 1	D 2	N 3	A 4	SA 5
1	I think that there are important ethical aspects to the purchase of counterfeit fashion products.					
2	I think that the purchase of counterfeit fashion products could be described as a moral issue.					
3	I am aware that the purchase of counterfeit fashion products will cause losses to the original brand manufacturer.					
4	I am aware that the purchase of counterfeit fashion products could indirectly support organized criminal activities.					
5	I am aware that the production and distribution of counterfeits products often neglect labor and environmental standards.					

Part 4: Moral Judgment

	Item	SD 1	D 2	N 3	A 4	SA 5
1	I consider the purchase of counterfeit fashion products to be morally acceptable.					
2	I think it is morally wrong to buy counterfeit fashion products.					
3	It is acceptable for my family to purchase counterfeit fashion products.					
4	It is traditionally acceptable to purchase counterfeit fashion products.  <i>(Tradition = long-established custom or belief that has been passed on from one generation to another.)</i>					
5	It is culturally acceptable to purchase counterfeit fashion products.  <i>(Culture = the ideas, customs, and social behaviour of a particular people or society)</i>					
6	It is acceptable to purchase counterfeit fashion products in today's business environment.					

Part 5: Lawfulness

	Item	SD 1	D 2	N 3	A 4	SA 5
1	A person should obey the law no matter how much they interfere with personal ambitions.					
2	A person should tell truth in court, regardless of the consequences.					
3	Buying counterfeit products is illegal.					
4	Selling counterfeit products is illegal.					

Please provide some information about yourself:-

Your age (years old) (please tick one)

20-24	
25-29	
30-34	
35-37	
38 above	

Gender (please tick)

Male	
Female	

Your ethnicity (please tick)

Malay	
Chinese	
Indian	
Others (please specify)	

Your religion (please tick)

Islam	
Christian	
Buddhist	
Hindu	
Others (please specify)	

If you are currently working, what is your occupation?

Non-Executive	
Executive	
Managerial	
Others	

Level of educational attainment.

You have **completed** (please tick the last qualification you have achieved)

SPM	
STPM, PRE-U (A-LEVELS)	
CERTIFICATE	
DIPLOMA	
DEGREE	
MASTER'S DEGREE	
PHD/ Doctorate	

*Thank you for your participation*

Appendix 3

*Factor Loadings During Pilot Study*

	Willingness to Purchase	Moral Intensity	Moral Issue	Moral Judgment	Lawfulness
Buying counterfeit fashion products makes me feel good.	.899				
I feel excited when buying counterfeit fashion products.	.848				
When I buy counterfeit fashion products, I feel that I am getting a good deal.	.810				
I enjoy buying counterfeit fashion products, regardless of the amount I save.	.835				
Many of the branded products that I have are counterfeit products.	.453				
Counterfeit fashion products make it possible for me to own brands that I normally would not buy.	.740				

Appendix 3  
*Factor Loadings continued*

	Willingness to Purchase	Moral Intensity	Moral Issue	Moral Judgment	Lawfulness
The overall harm done as a result of the purchase of counterfeit fashion products will be significant.		.616			
Most people would agree that the purchase of counterfeit fashion products is wrong.		.522			
There is very small possibility that the purchase of counterfeit fashion products will actually cause any harm to others.		.820			
The purchase of counterfeit fashion products will cause harm in an immediate future.		.674			
The harmful effects of purchasing counterfeit fashion products will affect people that are close to me.		.760			

Appendix 3  
*Factor Loadings continued*

	Willingness to Purchase	Moral Intensity	Moral Issue	Moral Judgment	Lawfulness
I am aware that there are important moral aspects to the purchase of counterfeit fashion products.			.426		
I am aware that the purchase of counterfeit fashion products clearly does not involve moral issues.			.326		
I am aware that the purchase of counterfeit fashion products would be described as a moral issue.			.797		
I am aware that the purchase of counterfeit fashion products could harm the original manufacturer.			.829		
I am aware that the purchase of the counterfeit products could indirectly support organized criminal activities.			.829		
I am aware that the production and distribution of counterfeit fashion products often neglect labour and environmental standards.			.915		



Appendix 3  
*Factor Loadings continued*

	Willingness to Purchase	Moral Intensity	Moral Issue	Moral Judgment	Lawfulness
I consider the purchase of counterfeit fashion products to be morally acceptable.				.819	
I think the act of buying the counterfeit fashion product and not the original product is wrong.				.735	
I think it is morally wrong to buy counterfeit fashion products.				.366	
A person should obey the laws no matter how much they interfere with personal ambitions.					.795
A person should tell the truth in court, regardless of the situations.					.748
It is not justifiable for a person to give a false testimony to protect another person on trial.					.735
It is not acceptable for a person to break the law.					.449

Appendix 4  
*KMO and Bartlett Test*

KMO and Bartlett's Test - Perceived Moral Intensity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.781
Bartlett's Test of Sphericity	Approx. Chi-Square	381.158
	df	15
	Sig.	.000

KMO and Bartlett's Test - Recognition of Moral Issue

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.745
Bartlett's Test of Sphericity	Approx. Chi-Square	334.532
	df	10
	Sig.	.000

KMO and Bartlett's Test - Moral Judgment

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.801
Bartlett's Test of Sphericity	Approx. Chi-Square	579.609
	df	15
	Sig.	.000

KMO and Bartlett's Test - Lawfulness Attitude

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.659
Bartlett's Test of Sphericity	Approx. Chi-Square	366.334
	df	6
	Sig.	.000