

A Work Project, presented as part of the requirements for the Award of a Master's degree in  
Management from the Nova School of Business and Economics.

EXPLORING THE ATTITUDES AND BEHAVIORS OF THE PORTUGUESE TOWARDS  
INTELLECTUAL PROPERTY RIGHTS INFRINGEMENT AND COPIES

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## **Abstract**

Exploring the Attitudes and the Perception of the Portuguese toward Property Right Infringement and Copies

This study develops work on the Portuguese purchasing habits regarding Intellectual Property Infringement products and copies. A hybrid research approach was used: both qualitative and quantitative insights were gathered. The main conclusions reached were that while counterfeits and pirated items are treated equally, they are different from copies in the consumer's mind. This barrier lies in the legality of the matter. Being a seller of these articles is deemed more incorrect than being its purchaser. Two behaviors stand out: people who do not feel ashamed by practicing unlawful practices and showing, and decreased propensity to purchase if the intention is gifting others.

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## **Keywords:**

Counterfeit; Piracy; Consumer Behaviour; Portugal; Luxury; Fashion

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## Glossary and List of Abbreviations

Counterfeit/Count.	The product created by counterfeiting
Copy	The product created by copying
Counterfeited	The original products that were victim to being counterfeited
Copied	The original products that were victim to being copied
IP	Intellectual Property
R&D	Research and Development
St. Dev	Standard Deviation

## Chapter 1. Introduction

### 1.1 Context

Despite it being a practice blamed by moral values, religion, and legal systems, counterfeit items are still common in today's marketplaces and people's houses. Since what constitutes a counterfeit article is the infringement of intellectual property (Swami et al., 2009), many industries are victims of this phenomena: from more functional products, such as software, to more visual, such as clothing and accessories, through more life-endangering products, such as drugs and medicine. (Eisend et al., 2006).

For new products that answer consumer's needs to be commercialized, X company needs to develop them, test them, and put them in the market for consumption. To companies, the process before the market is considered an investment, implying a cost that is expected to bring a return. According to the OECD database, in Portugal, in 2017, 1 303 million US dollars were declared to be spent on this account.

Counterfeits arise as a problem when, regardless of the investment made by company X, company Y sees the product in the market, analyses its main benefits and characteristics, and delivers to the market a copy of X's product. Given the lack of costs incurred, Company Y is now able to produce with better profit margins and to sell at a lower price than X, reducing thus the sales of X. To avoid this, Intellectual Property Rights were created. Besides the business point of view, counterfeit industries are commonly linked with organized crime groups (UNODC, 2020). "Groups [...] have diversified into the illicit trafficking of counterfeit goods, while at the same time being involved in crimes varying from drug and human trafficking to extortion and money laundering." (UNODC, 2017.). Other negative externalities associated with the counterfeit market are disrespect for environmental best practices, health regulation, and labor exploitation. Nevertheless, besides being a crime and allegedly fuelling others, it

seems to be an exemption in the minds of ordinary consumers (ACG n.d.) and sometimes even justifiable. (Wajzman et al., 2016)

## **1.2 Problem Statement**

This work is intended to create more knowledge on the Portuguese's understanding and acceptability of intellectual property violations. To understand more of what they deem as acceptable and unacceptable, what are those limits they set for their attitudes, and their idea of the impact such practices have.

The scope of this project is defined as Luxury and Premium goods categories. However, since the vocabulary used in prior research is based on industries, they are to be streamlined to Clothing, Accessories, Jewelry, Cosmetics, Make-up, and Watches. It should be noted that other industries will be mentioned to be able to use them as a comparison.

## **1.3 Relevance**

It is expected to have two vital components of relevance: academic in the sense that it will allow for a better understanding of consumer behavior towards products with social risk; managerial relevance to expand knowledge to not only on how to counteract these purchases and create more effective responses but also, information on the Portuguese's receptivity to illegal products and practices on a cultural sense.

## **1.4 Structure**

As previously stated, this paper aims to further knowledge on the perception of Portuguese consumers on violations of intellectual property. Notably, as of a broad concept, some light needs to be shredded beforehand on the topic to allow for descriptive research to be made. For this reason, it has been chosen for this work to include two methods: In the first phase, exploratory research, and in the second, confirmatory research.

The first chapter includes what has been written on the topic literature wise, having a breakdown of the state-of-the-art on what is the concept of intellectual property and consumer misbehavior,

and. The following chapters present the preparation, collection, and analysis of primary data through interviews and a survey, which will allow for a draw of conclusions on the topic. To conclude, the presentation of the main insights gathered, limitations of the research, and suggestions on what should be further developed.

## **Chapter 2. Contextual Background**

### **2.1 Literature Review**

This chapter intends to contextualize what has been written on the topics further developed throughout the paper: to describe what the state-of-the-art on the matter is, what are the basis of people's information.

#### **2.1.1 Intellectual Property**

Intellectual property rights are a number of protections given to innovators over things they have created. (WTO, n.d.) Its importance was first noted at the 1883 Paris Convention for the Protection of Industrial Property.

Intellectual Property rights are split into two main branches: Copyrights and Industrial Property. To the collection of rights of a creator when (s)he produces an original literary and artistic work, we call copyrights. Copyrights, or in some languages - the author's rights (WIPO, 2012), include the rights to copy, create derivatives, and display publicly. Industrial Property takes various forms. Examples include patents for inventions, industrial designs, trademarks and service marks, commercial names and designations, geographical indications, and protections against unfair competition. (WIPO, 2012) While copyrights might or might not be registered to be granted, industrial property issues must. Moreover, it constitutes a process that carries hefty costs that have to be taken into account as it is a burdensome process.

However, this issue is not consensual as there are two opposing views on IP rights. On the one hand, Intellectual Property rights protect those who invent and create new products

and ideas from being copied. These rights are given within a specific time and scope to inventors who meet determining requirements (Lemley, 2004). The evolution of those expenses becomes important mostly to emerging economies, as a country's innovative firms capture foreign direct investment. On the other hand, to some, it is seen as an obstruction to a free market as they create monopolies over a particular market. "other nations have thought that these monopolies produce more embarrassment than advantage to society." (Jefferson, 1813). Raustiala and Springman (2012) have stated that, particularly in visual goods, copying stimulates the creation and economic viability of the stable and steady issue of new collections. The difference between pirated and counterfeit goods is that pirated are exact copies of the original product, and counterfeits are mere unauthorized imitations. (European Commission, 2010)

### **IP violation in numbers**

In the year 2013, it is estimated (databases are generally incomplete since it is data on clandestine activity) that international trade of counterfeit goods and pirated products to be as much as 461 billion US dollars (roughly 2,5% of world trade). Further, from the years 2013-2016, when there was a slowdown in international trade, these transaction's share grew significantly. In 2016, the estimated value of the international trade of counterfeit and pirated goods was as much as USD 509 billion, 3,3% of world trade (OECD/EUIPO, 2019).

Concerning costs and impact, several points should be made:

Notably, the effects of buying counterfeit goods are significant. By buying counterfeit products, consumers are putting their health, safety, and privacy at risk. For companies with counterfeited assets, the loss of brand value (emphasis on the people who have bought counterfeits unknowingly, which may leave repercussions on consumer satisfaction levels) and loss of revenues. To governments, many sales were not declared and thus not taxed. Failure to register transactions made has damaging results for an economy (the concept of "black market") since

it is revenue not earned for the government who cannot inject it back into the economy (affecting jobs and subsequent). This also adds a burden to the government since they have to pay for the consequences the counterfeit activity leaves and to ensure compliance. To see this in practice, we can base ourselves on the Italian example. Italy, being one of the most affected economies with counterfeiting, “in 2016,(...) the foregone tax revenues from the retail and wholesale sector amounted to EUR 4.3 billion. That same year, forgone tax revenue from Italian right holders to the Italian government amounted to EUR 6 billion. Altogether, trade in counterfeit and pirated goods resulted in a reduction in Italian public revenues equal to almost EUR 10.3 billion, the equivalent of 3.2% of the taxes were collected on value-added, personal and corporate incomes as well as social security contributions, or 0.62% of Italian gross domestic product (GDP).” (OECD/EUIPO, 2019, p.17)

The distribution of the kind of products is very intricate as it is intended to be hard to trace. Nevertheless, it has been possible to identify some routes (published in an OECD-EUIPO 2017 report), where it was pointed out that The People’s Republic of China has a major role as a producer of these goods (65% share of seized value and 55% share of customs seizures).

As to detail industries, the top 5 industries most affected with counterfeiting as observed are, “Perfumery and Cosmetics”, “Articles of leather”, “Clothing (knitted or crocheted)”, “Footwear”, and “Watches”. Although the main counterfeited product categories in 2016 were “Electrical machinery and electronics”, “Jewellery”, “Optical, photographic, medical apparatus”, “Clothing (knitted or crocheted)”, and “Machinery and mechanical appliances”. This difference is estimated to be due to the value of the articles mentioned.

### **Counterfeit purchases and other aspects**

The purchase or acquisition of pirated and counterfeit purchases have been linked with different contexts.

#### *Counterfeit purchases and culture dimensions*



In some studies (Wang et al., 2005; Chaudhry, 2011), one of Hofstede's dimensions of Culture - Collectivism is observed as having a positive relationship with piracy (Husted, 2000). This is deduced to come from the fact that in collectivist cultures, there is a stronger feeling of complicity and people act as a member of the group (the practice of this crime would be more "well-received" than in otherwise individualistic cultures). "collectivist cultures embrace the concept of sharing and will favorably affect complicity" (Moore, 2008), "Consumers in a collectivist culture place more value on approval and compliance on his/her behavior with others and this overrules his/her attitude towards the behavior" (Wang et al., 2005). The same was studied by Vitell, Nwachukwu, and Barnes (1993) to apply in high uncertainty avoidance cultures.

#### *Counterfeit purchases and Perceived Quality*

Augusto de Matos et al. (2007) have discovered a positive influence between the expectation of a certain good's performance and a general higher willingness to buy. However, this suffers when there is a significant discrepancy between the price and perceived quality, which creates a negative attitude towards the counterfeit (Prendergast et al., 2002).

#### *Counterfeit purchases and Ethical Concerns*

Besides the logical step that people feel morally coerced into not buying counterfeits and to condemn complicity (Al-Rafee and Cronan, 2006), it is believed that people with a higher ethical predisposition will feel more embarrassed if their purchase is identified (Ang et al., 2001).

### **The Portuguese Law on Counterfeits**

In the eyes of the Portuguese law, according to the article 320.º published in the "Decreto de Lei 110/2018 de 10-12", it is punished with a prison sentence up until three years or a fine up to 360 days for those who, without consent from the owner of the right:

- a. To manufacture, import, acquire or keep, to himself or others, with any of the ends mentioned in the following points, any means that reproduce or mimic a registered brand, in its whole or in some characteristic parts;
- b. To use, in its products or respective packaging, counterfeited or mimicked brands;
- c. To offer or to provide services under counterfeited or mimicked brands;
- d. To import, export, distribute, place on the market or store with those ends, products with counterfeited or mimicked brands;
- e. To use reproductions or imitations of registered brands as firms or social denomination;
- f. To use, in the act of activities referred in subsections b. and e., counterfeited or mimicked brands in commercial documents or advertising;
- g. To use, counterfeit, or imitate notorious brands whose registry has already been requested in Portugal;
- h. To use, even in products or services with no identity or affinity, brands that constitute translation or are equal or similar to the mentioned brands whose registry has been requested and that are prestigious in Portugal or the European Union if they are to be brands from the European Union, anytime that the use of the brand searches, without good cause, to take improper advantage of the distinctive character or prestige of the aforementioned or that can harm them;
- i. To use, in its products, services, establishment or enterprise, packaging, badges, or any other means with registered brands legitimately placed.

### **Control of counterfeiting**

From the supply side, it has been ever challenging to control since, apart from being, as previously stated, an activity that occurs under the radar, its distributors of these goods are constantly shifting methods to remain unnoticed. As for an example, an observed trend is to ship products in smaller packages, reducing then the probability of being raided as well as looking less suspicious (OECD/IPO, 2019)

From the demand side, while there were attempts by different bodies in various organizations (e.g. The “Moments Worth Paying For” Campaign by The Industry Trust that ran from December 2011 to December 2019 for the film industry and the “Don’t F\*\*\*ake Up” by the Europol), none were especially impactful. These efforts to suppress (through policymakers and

privates) are usually not effective since traditionally they tend to be focused either on the person who sources and sells the products or on the consumer itself; however, it was found that the effort to reduce black markets should aim at both, limiting demand as well as supply (e.g., Albers-Miller, 1999; Ray, 1981; Sheley & Bailey, 1985).

### **2.1.2 Copies**

Although little literature was written on this, copies in the retail landscape are a widespread practice in visual goods industries (namely clothing and accessories). It is a recent phenomenon supported by the rapid movement of the new concept of “fast-fashion”. Fast-fashion introduced a much shorter lead time for the manufacturing of clothes and accessories. This way, they are extremely responsive to new trends appearing on the market and consumer responses, to design “inspired” pieces and deliver them to stores in just about two weeks’ time. (see Costa, 2017; Crofton and Dopico, 2007)

“The fashion market has grown more homogenous as value and fast-fashion retailers have driven changes in the market leading to a proliferation of designer copies available at low prices. There is little brand loyalty and consumers are easily able to switch between retailers; indeed consumers can buy similar designs from Zara or Primark depending on their budget and preference” (McCormick, 2014).

However, this is not something done purely by fast-fashion retailers as it is an industry-wide occurrence. The feeling of inspiration is difficult to trace. The same object might have inspired two creators and thus have similar characteristics without necessarily meaning to copy the other. This, in turn, can also serve as a shelter of copiers, who do replicate the main pieces with the thought of changing them just enough not to receive those charges.

### **2.1.3 Consumer Misbehavior**

The reasons as to why consumers misbehave have been attributed to different names and definitions through the years. Harris and Reynolds (2003, p.145) have named it “Dysfunctional

Customer Behavior” and defined it as “actions by customers who intentionally or unintentionally, overtly or covertly, act in a manner that, in some way, disrupts otherwise functional service encounters”. To describe the same set of behaviors, one could list: ‘non-normative behavior’(Grove et al.,1989; Al-Khatib et al.,1997), ‘customer misbehavior’ (Fullerton and Punj, 1997), ‘aberrant consumer behavior’ (Fullerton and Punj, 1993), ‘abnormal behavior’ (Krych et al.,1989; Atkinson et al.,1996) and ‘jaycustomers’ (Lovelock, 1994) to the clients in this behavior. Further, these behaviors can be, to exemplify: theft, vandalism, piracy, physical and verbal abuse, and financial frauds.

Most authors agree that the concept is mainly linked to consumers’ attitudes that are outside of the accepted norm. For this to happen, it means that there are some actions deemed correct and others as incorrect. “The term ‘misbehavior’ implies that there are norms by which correct, as opposed to incorrect and that conduct may be judged; norms, in turn, are tightly linked to behavioral expectations” (Fullerton and Punj, 1997,p.336).

Putting a spotlight on shoplifting, in the report on why people do, Tonglet (2001) has found the reasons for this transgression to be similar to a typical purchase: “a motivated consumer (or, in the case of customer theft, shoplifter), desirable products, and the opportunity to purchase (or steal) them” (Tonglet, 2001, p.337). Theories on this matter rely on the belief that consumers behave rationally, namely, they are apt and do evaluate risks and consequences. When people perceive the possible gains to be more valuable than possible costs, they deem as worthy of the analyzed act. Here the possible gains and costs are an evaluation of probabilities and what is at play for each.

### **Chapter 3. Methodology and Data Collection**

This chapter encapsulates and breaks down the process of research done by describing how it was collected.

For this research, a mixture of exploratory and confirmatory research was deemed the most fitting since the goal is to learn more about the topic and then investigate it. Exploratory research versus Confirmatory research stands out for being an initial approach to understand more of the subject at hand, knowledge which is, later on, to be examined. “(...) exploratory approaches to research can be used to generate hypotheses that later can be tested with confirmatory approaches” (Jaeger et al., 1998, p. S64).

### **3.1. Interviews**

#### **3.1.1 Respondents**

Initially, a recruitment questionnaire was conducted to select Portuguese consumers who had made, at the least, a counterfeit, pirate, or copy purchase in the last two years. (Appendix “Screening Questionnaire”). Following, the decision on those taken to interview was made from their ability to deliver a varied point of view.

Since sampling is not needed in qualitative research, the number of interviews was determined by reaching the point of saturation. Interviews were as well conducted to go increasingly deeper to explore the different layers of insights and reach the real answer. Thirty-five one-on-one interviews were conducted. Their length ranged from fifty minutes to two hours and respondents had a minimum age of eighteen and a maximum of eighty-two years, with a mean at forty years. The sample was sixty-three percent women and the remaining men. All respondents lived in the Lisbon metropolitan area.

#### **3.1.2. Data Collection Method**

The interview, to collect good quality qualitative data had a semi-structured design. A semi-structured interview is one where the subject is fixed initially but further developed by the interviewee. New questions and points of information may be added if the conversation does not evolve in the intended direction. (Jovic, 2010)

At the start of the interview, interviewees were informed they would be asked questions for a thesis on their behavior towards counterfeit goods and intellectual property infringement. They were informed of how they were selected and that their points of view would be anonymous. Respondents were asked if their interview could be recorded or if they would feel uncomfortable with that. To those who would refuse audio recording (86%), detailed notes were taken during the interview's length not to have a dissuasive effect.

The interviews were conducted by a bilingual researcher in Portuguese since that is the native language of the study's intended population. This point is vital as questions (namely, language and vocabulary) should be accessible and easily understood (Jovic, 2010). The interview guide in both languages is in the appendix section.

## **3.2. Questionnaire**

### **3.2.1 Respondents**

The sample size obtained was of 147 respondents with 120 valid answers, 75,8% women 23,3% men, respondent's ages ranged from 18 to 84, the mode for schooling level is to have an undergraduate degree and for annual household income of "10.000 to 39.999 euros". (The full list of the demographics collected was included in the appendix)

### **3.2.2. Data Collection Method**

Since Counterfeit or Pirate items, and Copies are two different subjects to Portuguese consumers. This survey was analyzed in a split approach. One questionnaire with two different parts was set up and applied to the same sample of the population -one regarding Copies and another regarding Counterfeit or Pirated products.

The questionnaire was distributed in a combined version of online and paper-pencil so a bigger and more heterogeneous sample of respondents could be reached. These sixty printed questionnaires were distributed near a shopping center in the center of Alverca do Ribatejo. The

localization in specific was a place of leisure for many habitants of the city where subjects would be available.

The same pre-recruitment questionnaire conducted in the interviews was applied in the survey. Next, the questionnaire asked from which categories the articles bought/considered in the last two years were from, opening multiple answers to the categories in the scope and “Others”. “Others” was added to allow the flow of the research. The final question of the first page asked the awareness of that fact when purchasing. The second page included questions regarding counterfeits or pirated objects, with an introductory text explaining what they are. A checkpoint question followed to ensure the text was read, and the respondents were informed in their future answers. Those questions regarded the value of the items (ethics, quality, value-expressive function, and social-adjustive function) adapted from Chaudhry and Stumpf (2011), Wilcox et al (2009), Grewal, Mehta, and Kardes (2004). The answers were required as measured on a Likert scale from *1=I completely disagree* to *7=I completely agree*. The third page included a scenario where the respondent faces the sale of a counterfeit watch. The following questions assess his purchasing intentions (to him(/her)self, to offer, or if he would incentivize a peer to buy it. This construct was adapted from Chaudhry and Stumpf (2011). The fourth and fifth pages of the questionnaire concerned copy goods. A text clarification and the same questions were used to avoid biases and different interpretations.

## **Chapter 4. Results and Discussion**

In this chapter, the intent is to view and review the data collected to generate insights.

### **4.1. Results of the Interviews**

Following the methodology previously stated, interviewees discussed their opinions on the subject of Intellectual Property violations and copies. The subsequent insights as to why people do purchase counterfeits, pirated goods, and copies were collected:

*Unaware*

One of the channels counterfeit or pirated products could reach the final consumer is through seemingly “official” selling points. One respondent stated that it was a practice of Resellers to buy their goods directly from the brand but also from other sources. These kinds of purchases by the end consumer have been coined the term “deceptive purchases”. Deceptive from the fact that the consumer is trusting to be buying one article yet receiving another.

“I bought a guitar from an online secondhand platform. It sounded odd when I first played it so I checked the serial number online and found out I had just lost nine hundred euros.” (#13, Male, 18)

”I do not think it is good that they copy designs, and I judge Inditex for that, but others also do it, we just do not realize it so much” (#12, Female, 24)

### *Budget Constraints*

The price difference between a genuine good and a fake, although not necessarily real, was mentioned by some respondents to be the biggest propeller for certain purchases. Respondents admitted that when the price is low, they attribute less significance to that item. Counterfeits here can start being perceived as “a bag for when the day is rainy and I do not want to damage my real one” or “to test if it fits my lifestyle”.

“I do not condemn people, that is all that is sold commonly. In a way, I feel empathy and feel that they should not be shamed for wanting to feel good within their budget. It is not their fault that their income is smaller than if they would live somewhere else” (#15, Female, 57)

“When I go shopping at Zara, I maybe buy those pieces because I do not know if they were designed by another brand or not, I buy them because I like them and they are cheap” (#8, Female, 32)

### *Feeling fashionable*

Relating to the previous point, people see in copies mostly a way to express their fashion style beyond basic pieces. They state that if copies did not exist and different designs were restricted to the few who could afford to pay and buy the pieces, all left for the less wealthy to use was standardized articles. Recalling Maslow’s Hierarchy of Needs (1943), one feels the necessity to be actualized and Fashion fits in that context.



“I think it is less bad for big retailers to sell legal copies from big designers because they make them accessible. I believe feeling good with fashionable clothes should not be a luxury reserved to the richest and to those who live in locations where those brands are sold.” (#15, Female, 57)

“I do not feel that that is a crime (buying copies), I buy things if I like them, especially because I get tired easily of the clothes I own.” (#22, Female, 50)

“It is in our biology to want to show we are fashionable and know how to dress. No one can get ahead in life wearing ‘basics’. For anything in life: to get a partner, to get a job, to be promoted, to be liked by anyone essentially. Clothes should show your personality. Anything that is not “basic” has been copied from some designer at the stores I can afford.” (#16, Male, 37)

### *Belief in equal Value*

A segment of consumers has shown a particular opinion that their use of genuine products could be extracted from a fake. It is possible to extract further that their customer value for some objects does not go as high as the effort to get the original one. Another way of looking at this point is simply by recognizing that what attracted the consumer to a certain item as a set of features and from the moment that there is another product on the market with said characteristics at more attainable conditions, (s)he no longer is interested in the original

“I buy stuff that I like as for the object, I do not give particular attention to Brands. I just look at the practicality of the item and the aesthetics. If it pleases me, I buy it.” (#7, Male, 33)

“The bag was perfect, even the inner lining, no one was able to spot it while I wore it or not” (#28, Female, 76)

### *Fear of being identified*

As referred to in the literature review, purchasing counterfeit or pirated goods is considered consumer misbehavior. Buyers are aware of that. If a purchase is recognized, they know they will be associated with that deemed repulsive practice by their peers and others. A big part of consumers has developed this fear of association.

“I passed by a flea market and saw the bag I was carrying being sold. I felt so ashamed! Anyone could just think I had bought a fake, and to have that feeling, I prefer not having spent that amount of money!” (#31, Female, 56)

### *No Fear nor Resent for being identified*

In an extension of the previous point, the opposite seems to happen: A state of mind where the individual is more independent of societal judgment. In digital pirated goods, this motive is more observed. Since there are no outside tell signs that someone has obtained, for example: a movie or a film illegally, the fear of association is no longer present.

“I never saw anyone being arrested for using a bag from the flea market...” (#24, Female, 56)

“I am against buying counterfeit tangible goods, but regarding digital, it is embedded in the culture of our generation. We grew up at a stage where there was nothing in action against it. I do not feel guilty, it is something everyone does and I am also used to doing,” (#27, Female, 23)

### *Political views*

Among the justifications given, Political views are the hardest to justify. However, it plays a drastic role in understanding the cultural surroundings of this practice. Individuals shelter themselves in “the views of the law” as well as use the belief that it is entities beyond themselves who decide on their purchases.

“Unless the patent has expired, I think buying something with a design a brand has stolen from another is a bit... cringy. In the end, it is about the law. I know the law does not represent the ethical standards of the individuals but (...) it is the law!” (#3, Female, 22)

“They are big brands making big profits, it is not your purchase that will hurt them if you are not their client.

They do not care about you if they did care they would make it attainable.” (#6, Male, 82)

“We invest in what we believe, as well as we only go to work in projects we believe, supposedly. Whenever we buy something, what our money is saying is: I like this, bring me more. (sarcasm)” If I buy something at Zara and Primark, I am saying that sweatshop work is something that should continue, that I want low-quality stuff and that the planet should be a landfill” (#3, Female, 22)

### *Convenience*

Some interviewees have admitted that the “experience” created around a particular act of consumption often demotes them from doing it. The most common justifications range from there not being genuine brand stores nearby them to the “ritual” around it being too troublesome.

“I used to buy counterfeits only when a man would sell them in my workplace because it was convenient. When he stopped going there, I stopped buying. It is not something I seek.” (#31, Female, 56)

“Going to the cinema is a social occasion, even if I go by myself, I end up taking a lot of time getting ready, driving, I have to feel like going, etc.... To watch online is much simpler and more practical.” (#3, Female, 22)

Overall, interviewees felt a degree of disapproval as it is a societal expectation to do so. Although, they put a divide in the concepts of Counterfeits and Pirated goods to Copies. Their barriers were, despite still negative, softer to Copies. Another divide happened when digital products were discussed (such as movies and software). From some of the interviews conducted, there was a point worthy of note: there was frequently a noticeable difference on their stand from the beginning to end of the interview. This can be explained by the fact that some consumers do not particularly think or debate the importance of Intellectual Property or how it is present in their lives. For illustration: While some people stood that buying pirated goods and counterfeit goods was not repulsive and that they did so, they still agreed that people’s attitudes influence business practices and may then send unwanted signals.

#### **4.2. Results of the Questionnaire**

Regarding the categories most considered by this sample, the rank was topped by Clothing (75 mentions), followed by Bags (57) and Shoes (38), the Cosmetics category recorded no mentions. 85,833% admitted to having made non-deceptive purchases. In other words, they knew that what they were buying was not the genuine version.

##### *Pirated goods or Counterfeits*

The level of agreement of the respondents with the statements presented was insightful. While the first section (regarding ethical correctness and illegality) was mostly agreed with, the following aspects of the characteristics of the items generally scored lower than 4 (“*I neither agree nor disagree.*”- “*I completely disagree*”). The highest variance recorded was relative to the illegality of buying counterfeit products.

Selling counterfeit products is ethically incorrect	Selling counterfeit products is illegal	Buying counterfeit products is ethically incorrect	Buying counterfeit products is illegal	Counterfeits have acceptable quality	Counterfeits are worth the money	Counterfeits satisfy my needs
5,5±1,6	6,2±1,3	5±1,8	4,9±2,1	3,9±1,7	3,9±1,8	3,7±1,9

Counterfeits meet my expectations	Counterfeits help me express my taste	Counterfeits help express my self-identity	Counterfeits help me in Important Social Situations	I like to be seen in counterfeits	I like it when people know I am wearing counterfeits
3,7±1,8	3,3±1,9	2,7±1,7	2,4±1,7	2,1±1,3	2,3±1,6

Table 1- Deviation range of agreement to the statements for counterfeit products Source: Own elaboration

Along with this, a linear regression was computed to try and assess whether the purchase intention could be explained by some of the measures collected from the interviews.

Being Purchase Intention “I would purchase a counterfeit watch”= PURCHASE, “Buying counterfeit products is ethically incorrect”=INCORRECT, “Counterfeit Products satisfy my needs”=SATISFACTION, “Counterfeit Products help me express my taste”=TASTE, “Counterfeit Products help me integrate in important social situations”= INTEGRATE. Then  $Purchase = 3,318 - 0,385INCORRECT - 0,027SATISFACTION + 0,586TASTE - 0,044INTEGRATE$ . This model attempts to predict the purchase intention of an individual. Having said that there is an issue with the coefficients for the SATISFACTION and INTEGRATE variables as it shows a relationship inverse to what is expected, having said that, it is the only not significant. The remaining ones were proven to be correct and understandable. This regression has an explained variance ( $R^2$ ) of 51,55% and a significant power ( $p < ,001$ ).

### Copies

Concerning these items, opinions were more positive. The results’ from product characteristics averaged often near 4 (“I neither agree nor disagree.”) or upwards. Regarding correctness, consumers have been less oppressive of these products.

Selling copy products is ethically incorrect	Selling copy products is illegal	Buying copy products is ethically incorrect	Buying copy products is illegal	Copy products have acceptable quality	Copy products are worth the money	Copy products satisfy my needs
5,4±1,6	4,3±2,3	5,0±1,6	3,7±2,3	4,5±1,6	4,3±1,5	4,4±1,9

Copy products meet my expectations	Copy products help me express my taste	Copy products help me express my self-identity	Copy products help in Important Social Situations	I like to be seen in copy products	I like it when people know I am wearing copy products
4,2±1,7	3,9±2	3,7±1,9	3,1±1,8	3,2±1,9	3,1±1,9

Table 2-Deviation range of agreement to the statements for copy products

As for counterfeits, a linear regression was computed to try and assess whether the purchase intention could be explained by some of the measures collected from the interviews. Having the same statements as variables for the regression. Then Purchase''=-1,029-0,205INCORRECT''+0,566SATISFACTION''+0,22TASTE''+0,261INTEGRATE''. This model shows all coefficients to be statistically significant apart from the intercept, it was possible to establish with an R<sup>2</sup> of 75,6% and a high overall significance level (p<,001).

### 4.3. Discussion

In these results, it was found that the Portuguese regard IP violation products and copies with the same positioning in their minds, however, treat them differently. This difference may occur due to many rationales. Mainly because of the perceived illegality of them (they gathered an average of 6,2 (counterfeits) against 4,3 (copies) or maybe because of the conditions they buy them in – a common place for the Portuguese to buy counterfeits is at flea markets. In contrast, while they usually buy copies in stores (insights from interviews). This legality issue has an impact on how they regard their behavior. The sample disapproved of buying copies and counterfeits, however, interestingly enough, the central score of the approximate normal of their opinion do not differ much – 5(counterfeits) to 4,6(copies). Attention is also due in the fact that, as seen in the literature review, the sale, purchase, and use of intellectual property violations is illegal in Portugal. Not having a score of 7 (meaning they completely agree with the illegality

statements leaves us questioning the awareness of that fact). Still in this topic, consumers believe their purchase not to be correct, however, they consider the vendor’s act of selling to be “more illegal” than their act of buying.

Regarding the following statements, it is common in all quality and expressive measures that people expect better features from a copy than a counterfeit. Counterfeits underperform (under the score of 4) in all the presented quality comparisons while copies show indifferent results.

	Have acceptable quality	Are worth the money	Satisfy my needs	Meet my expectations	Help express my taste	Help express my self
<b>Counterfeit Average</b>	<b>3,9</b>	<b>3,9</b>	<b>3,7</b>	<b>3,7</b>	<b>3,3</b>	<b>2,7</b>
Counterfeit St. Dev.	1,7	1,8	1,9	1,8	1,9	1,7
<b>Copy Average</b>	<b>4,5</b>	<b>4,3</b>	<b>4,4</b>	<b>4,2</b>	<b>3,9</b>	<b>3,7</b>
Copy St. Dev.	1,6	1,5	1,9	1,7	2,0	1,9

Table 3- Side-by-side Comparisons of Average and St. Deviations of Quality, Value Expression Source: Own elaboration

Counterfeits equally fall behind concerning their help in social situations. However, when wearing a counterfeit, people show less remorse if others recognize them; the reverse applies to copies. This showcases one of the interview insights: there is such thing as no fear of association with these practices while still reproving them.

	Help in Important Social Situations	I like to be seen in these products	I like it when people know
<b>Counterfeit Average</b>	<b>2,4</b>	<b>2,1</b>	<b>2,3</b>
Counterfeit St. Dev	1,7	1,3	1,6
<b>Copy Average</b>	<b>3,1</b>	<b>3,2</b>	<b>3,1</b>
Copy St. Dev.	1,8	1,9	1,9

Table 4 - Side-by-side Comparisons of Average and St. Dev. of Social Function aspects Source: Own elaboration

In the regressions conducted, we were able to gather two significant explaining methods for seeing counterfeits. In the counterfeit or pirated goods one, we understand that the more people understand counterfeits to be ethically incorrect, the less they buy them. The other statistically

significant coefficient shows a logical relation. SATISFACTION and INTEGRATE showed to be not statistically significant. The copies one shows a normal regression with an interesting and unexpected insight: the variable that represents ethical correctness and if they express individuals' taste are not statistically significant.

In a correlation analysis (full matrixes in the appendix), it is evident a particular point: there is a relationship between buying a good, incentivizing a peer to do so, or gifting said good under the conditions of violating intellectual property.

<b>Counterfeits</b>	Buy	Incentivize	Gift	<b>Copies</b>	Buy	Incentivize	Gift
Buy	1			Buy	1		
Incentivize	0,716983	1		Incentivize	0,788744	1	
Gift	0,435789	0,515388	1	Gift	0,773315	0,79413	1

Table 5 - Correlation Matrix Extraction Source: Own elaboration

While in Counterfeits, the correlation between someone that would buy and gift is weaker (0,515), in Copies, the correlation is much stronger (0,773). Simultaneously, measuring Buying and Incentivizing, the correlation is strong and never weak (0,757 for counterfeits and 0,78 for copies). Here, the tense of the difference in legality returns. Consumers follow an unspoken etiquette for gifting and, although they would buy (thus, see value) in said objects, they are less likely to purchase them as a gift.

### Chapter 5. Conclusion

As a means of completing the research, this last chapter presents the main understanding gathered and gives a retrospective on possible constraints to the realization of this research and what avenues could be explored in the future.

From the knowledge gained in this piece, the most critical output to withdraw is for the Portuguese, what is illegal is not necessarily not to be done. They are aware that the counterfeit market is illegal and has doubtful origins (mentioned in the introduction). Some state and agree that the purchases they make give power and support to what is behind them. Yet, for reasons

of budget constraints, belief in equal value, convenience, and doing a statement, they continuously perpetuate the demand in this market.

Concerning copies, the same principles apply. Consumers do not see the theft of intellectual property as a direct issue (some stated that to be fully aware of what is a copy and what is not, they would need to keep up with the latest launches, which is something they do not do). Some others put their budget constraints over morality (insight from the interviews).

Here, we observed all types of consumers. People bought these products unknowingly; and knowingly, with pride, and without pride over their purchase. Deceptive purchases (those made unknowingly) occur mainly in fake “resellers” of a certain brand. Purchases with no resentment are the most curious ones because they are proud of being seen with proof of an unethical (for most) practice. This is backed up as previously stated by (Vitell, Nwachukwu, and Barnes, 1993) who linked the high uncertainty-avoidance aspect that the Portuguese culture is known for with complicity in this sense. Not-proud counterfeit purchasers deserve more research and are the most universal group, their motives seem to show dissonance between what they do and believe. From a creator point of view, from the insights taken, recommendations that might prove effective to slow down this practice might be mainly a move against standardizing their products, by creating obstacles or features in their products so they are harder to imitate or replicate so that they cannot be found elsewhere.

It is additionally very important to empower and support authorities against this issue as they are important to attack the perception of equal quality, promote awareness of the externalities and damages it has, as well as intensify the perception of punishment in incurring in these issues (socially and legally). Above all, it is important to come across to creative enterprises that they should continue to invest in Research and Development activities as it is a vital component for progress in their environments.



Whilst the most hurt countries are France, Germany, Switzerland, Italy, Japan, South Korea, the UK, and the US. A growing number of companies suffering from this threat are registered in Hong-Kong and Singapore and emerging countries, such as China and Brazil. (EUIPO/OECD,2019) Portuguese authorities should look more into the importance of innovation to help boost its economy. This work helps draft a fuller picture of Intellectual Property in this country and how much its population respects it. Much more research should be done on this subject. Focusing on both goods, more could be assessed in the propensity to buy counterfeit goods (if or how it differs according to different conditions). This would become especially helpful for creators.

This research was designed to minimize the possibility of occurring biases, however, the bias that can be present are: Firstly, by using the method of asking the respondents directly to report their purchasing behavior and not by observation, as it is commonly done in issues affected by social desirability. The veracity of findings tends to be compromised by an understatement of complicity. Secondly, the convenience sample collected was mainly of respondents living in the metropolitan area of Lisbon and may not be replicable to other regions (danger of generalizing). Regarding biases that typically affect interviews, there might be interference of the fact that it was a series of Semi-structured interviews as opposed to fully structured. The fact that respondents could divert the conversation and not have the conditions be the same for all respondents can allow for biases to get settled, both on the interviewee's side and on the interviewer's. Recall bias could also affect interviews as the matter at hand and further conclusions were drawn from memory.

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## **Appendices**

Appendix 1 – The era of technology and the case for Digital Piracy

Appendix 2 – Attitude Correctness

Appendix 3 – Screening Questionnaire

Appendix 4 – Interview Guide

Appendix 5 – Interview’s Visual Aid

Appendix 6 – Questionnaire

Appendix 7 – Demographics- Sample characteristics

Appendix 8 – Counterfeit Regression Output

Appendix 9 – Copies Regression Output

Appendix 10 – Counterfeit Correlation Matrix

Appendix 11 – Copies Correlation Matrix

## **Appendix 1 – The era of technology and the case for Digital Piracy**

“Individuals do not give the same value to music, words or ideas that they confer to physical objects.” (Harris and Dumas, 2009, p.383). As it happens, people have demonstrably shown that they feel differently about what is online versus physical.

Furthermore, Generation Y was introduced to technology at an early age, and generation Z was born into an era where computer knowledge is considered mainstream. Owing to this, the younger generations have an added ease of engaging around such means. Adding characteristics of the internet, such as its impersonal character and faceless persona, creates the ideal conditions for the origin of a new way of being able to replicate or hack content were met. “The Internet offers the "advantages" of anonymity, a reduced chance of being detected owing to the difficulty of procuring damning tangible evidence, and convenience to perpetrators, allowing aberrant behavior to remain somewhat 'faceless" and perpetrators to remain in their home” (Freestone and Mitchel, 2004, p.122)

## **Appendix 2 – Attitude Correctness**

Attitude Correctness is an aspect of attitude certainty among others, such as clarity. It is stated by Rios et al. (2014) to be the perception that one’s attitude is the “right” attitude to have. The concept was developed further by Petrocelli et al. (2007), explaining that for one to believe the action is correct, the underlying values have been subject to evaluation and confirmation and that beyond, those who believe their attitude to be correct also believe others should have the same (Petrocelli et al., 2007). When others do or show approval of one’s attitude, it consolidates said feeling of correctness.

## **Appendix 3– Screening Questionnaire**

*First page*

PT:

Este questionário serve como um elemento de pre-seleção para entrevistas com o fim de escrever a minha tese de mestrado. A minha tese é desenvolvida para a Faculdade de Economia e Gestão da Universidade Nova de Lisboa e tem a finalidade de perceber melhor a compreensão que os consumidores portugueses têm sobre direitos de propriedade intelectual e produtos de contrafação.

EN:

This questionnaire acts as a screening element for the interviewing stage of my thesis. My thesis is being developed for Nova School of Business and Economics and has the objective of better understanding what the Portuguese people perceive of Intellectual Property rights and counterfeits.

Second page

PT:

1. Vive em Portugal, pelo menos há 5 anos? Sim/Não
2. Fez nos últimos 6 meses alguma das seguintes atividades?:
  - a. Downloaded de um software pirateado;
  - b. Comprou uma peça de roupa/acessorio falsificada;
  - c. Viu um filme online de uma fonte não autorizada;
  - d. Nenhuma das opções

EN:

3. Do you live in Portugal for, at least, the past 5 years? Yes/No
4. Have you made in the last six months at the least one of the following activities:
  - a. Downloaded a pirate software;
  - b. Purchased a knockoff handbag/accessory/clothing piece
  - c. Streamed a movie online from an unauthorized source;



- d. None of the previous options.

## **Appendix 4 – Interview Guide**

### **Introducing question**

- > Could you tell me about the last time you bought a counterfeit?
- > Could you tell me about the last time you downloaded something unauthorized?

### **Direct questions**

- > Do you think it is “less bad” to buy a counterfeit product if it is made of good materials and claims to have higher security/quality?
- > If you saw these pieces (show appendix “Interview’s visual aid”) on a big retailer, would you think of buying them or what would you think?
- > Who do you think loses by the purchase/existence of counterfeit items?

### **Development questions**

- > Could you develop that?
- > What do you mean?
- > What made you feel that way?

### **Projection technique**

- > What kind of person would you imagine buys good quality replicas?
- > And what kind of person do you imagine buys the products shown in the visual aid?

## **Appendix 5 – Interview’s visual aid**



Figure 1- Copy by Vince Camuto of Vetements ankle boots

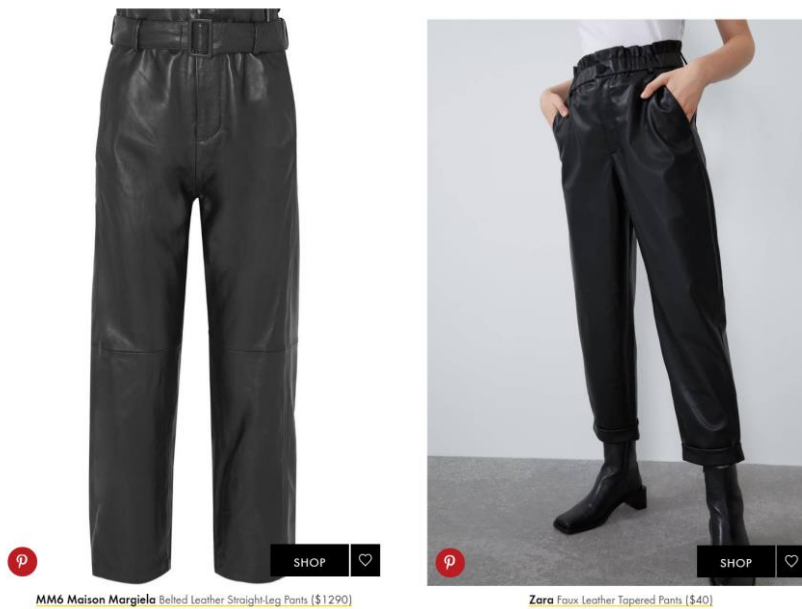


Figure 2 - Copy by Zara of MM6 Maison Margiela leather trousers

Source: [whowhatwear.co.uk](http://whowhatwear.co.uk) (Eshaghpour, 2019)

## Appendix 6 -Questionnaire

This survey's purpose is to study the attitude of the Portuguese consumers towards the purchase of counterfeit goods and copies. It is intended to be of contribution to my thesis of Master's degree at Nova School of Business and Economics.

Filling out this survey will take approximately five minutes and your answers are anonymous.

Thank you for taking the time to participate, in case you have questions or comments or are interested in the results of this research, please reach me (Joana Dias) at [40524@novasbe.pt](mailto:40524@novasbe.pt)

**Do you live in Portugal since more than 5 years?**

Yes

No

**Have you bought a pirated/counterfeit goods or a copy in the past two years?**

Yes

No

**If yes, in which categories?** (Format: multiple answer)

- Clothing
- Bags
- Shoes
- Jewellery
- Watches
- Cosmetics
- Make-up
- Other=\_\_\_\_\_

In the process of buying, were you aware it was not genuine?

- Yes
- No

**Considering the fake products you have purchased, how much do you agree with the following statements?** (Format: 1= I completely disagree; 7= I completely agree)

Note: For clarification, when in the questionnaire “copy products” are mentioned, what is intended is products that are made to the image of others from a different creator, however sold by others. Such practices are common in big retailers.

**Did you read the text clarifying the expression “copy goods”?**

- Yes
- No

Selling counterfeit bags is illegal

Selling counterfeit bags is unethical.

Buying counterfeit bags is illegal

Buying counterfeit bags is unethical.

Counterfeit products have an acceptable quality

Counterfeit products are worth the money I paid for them

Counterfeit products satisfy my needs

Counterfeit products help me fit into important social situations;

I like to be seen wearing counterfeit products;

I enjoy it when people know I am wearing a counterfeit product.

**Imagine you are passing by a flea market with a friend of yours. You notice a watch he is selling. Based on that watch, please say how much you agree with the following statements from 1 to 7.**

“I would encourage friends to buy a counterfeit watch”

“I would consider giving a counterfeit watch to a friend”

“I would buy a counterfeit watch”

**Considering the fake products you have purchased, how much do you agree with the following statements?** (Format: 1= I completely disagree; 7= I completely agree)

Note: For clarification, when in the questionnaire counterfeit products are mentioned, what is intended is products that are duplicates of others from a different creator.

Did you read the text clarifying the expression “copy goods”?

- Yes
- No

Selling copy products is illegal.

Selling copy products is unethical.

Buying copy products is illegal.

Buying copy products is unethical.

Copy products have an acceptable quality.

Copy products are worth the money I paid for them.

Copy products satisfy my needs.

Copy products help me communicate my self-identity.

Copy products help me express my taste.

Copy products help me fit into important social situations.

I like to be seen wearing copy products.

I enjoy it when people know I am wearing a copy product.

**Imagine you are passing by a store with a friend of yours. You notice a watch on sale.**

**Based on that watch, please say how much you agree with the following statements from**

**1 to 7.**

“I would encourage friends to buy a copy watch”

“I would consider giving a copy watch to a friend”

“I would buy a copy watch”

Demographics

**Please choose your gender:** (Format: One choice)

- Female
- Male

- Other/Not willing to say

**Age** (Format: Numerical answer)

–

**Level of Education** (Format: One choice)

- Primary School
- High School
- Undergraduate degree
- Post Graduate degree

**Annual Household Income** (Format: One choice)

- Less than 10.000 €
- 10.000-39.999€
- 40.000-69.999€
- 69.999-99.999€
- Over €100.000

**Appendix 7 – Demographics- Sample characteristics of the survey**

Gender	Female	91(75,8%)
	Male	28(23,3%)
	Other/Not willing to say	1(0,8%)
Age	Minimum	18
	Maximum	84
	Average	46

	Standard Deviation	19
Nationality	Portuguese	120(100%)
Education Level	Primary School	13 (10,8%)
	High School	43(35,8%)
	Undergraduate degree	48(40%)
	Post Graduate degree	16(13,3%)
Household Annual Income	Less than 10.000 €	14(11,7%)
	10.000-39.999€	72(60%)
	40.000-69.999€	28(23,3%)
	70.000-99.999€	5(4,2%)
	Over €100.000	2(1,7%)
Total number of respondents		120

## Appendix 8 – Counterfeit Regression output

### SUMMARY OUTPUT

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<i>Regression Statistics</i>	
Multiple R	0,71805
R Square	0,515595
Adjusted R Square	0,498746
Standard Error	1,488486
Observations	120

---

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	4	271,1989	67,79971	30,60121	2,43E-17
Residual	115	254,7928	2,21559		
Total	119	525,9917			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	3,317592	0,737985	4,495473	1,67E-05	1,855785	4,779398
INCORRECT	-0,38483	0,094145	-4,08759	8,1E-05	-0,57131	-0,19834
SATISFACTION	-0,02679	0,114096	-0,2348	0,814782	-0,25279	0,199212
TASTE	0,585802	0,111228	5,266652	6,55E-07	0,365479	0,806124
INTEGRATE	-0,00437	0,126506	-0,03455	0,972498	-0,25495	0,246213

## Appendix 9 – Copies Regression output

### SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0,724422
R Square	0,524788
Adjusted R Square	0,508258
Standard Error	1,516857
Observations	120

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	4	292,2017	73,05042	31,74925	8,22E-18
Residual	115	264,5983	2,300855		
Total	119	556,8			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	-1,0291	0,86432	-1,19065	0,236244	-2,74115	0,682951



INCORRECT''	0,204636	0,110842	1,84619	0,067436	-0,01492	0,424194
SATISFACTION''	0,565697	0,102668	5,509957	2,22E-07	0,362331	0,769062
TASTE''	0,219825	0,124617	1,763999	0,080388	-0,02702	0,466668
INTEGRATE''	0,260982	0,119136	2,19063	0,030496	0,024997	0,496967

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## Appendix 10 – Counterfeit correlation matrix

	Selling counterfeit products is ethically incorrect	Selling counterfeit products is illegal	Buying counterfeit products is ethically incorrect	Buying counterfeit products is illegal	Counterfeit products have acceptable quality	Counterfeit products are worth their price	Count. products satisfy my needs	Counterfeit products meet my quality expectations	Count. products help me express my taste	Count. products help me express my self-identity	Count. products help me integrate in important social occasions	I like to be seen wearing counterfeit products	I like it when people know I am wearing counterfeits	I would buy a counterfeit watch	I would encourage friend to buy a counterfeit watch	I would gift a counterfeit watch
Selling counterfeit products is ethically incorrect	1															
Selling counterfeit products is illegal	0,65789	1														
Buying counterfeit products is ethically incorrect	0,70032	0,53855	1													
Buying counterfeit products is illegal	0,6452	0,59061	0,65512	1												
Counterfeit products have an acceptable quality	-0,2835	-0,2363	-0,3371	-0,2015	1											
Counterfeit products are worth their price	-0,5349	-0,3629	-0,5244	-0,3356	0,68376	1										
Counterfeit products satisfy my needs	-0,4952	-0,2507	-0,5556	-0,4316	0,56838	0,76342	1									
Counterfeit products meet my quality expectations	-0,1710	-0,0212	-0,2772	-0,1304	0,40278	0,52091	0,69479	1								
Counterfeit products help me express my taste	-0,4223	-0,1977	-0,3964	-0,3797	0,29058	0,44878	0,63734	0,4439	1							
Counterfeit products help me express my self-identity	-0,1824	0,03179	-0,1977	-0,1856	0,37631	0,42422	0,62399	0,55441	0,83182	1						
Counterfeit products help me integrate in important social occasions	-0,2170	-0,1033	-0,1788	-0,0708	0,4629	0,50274	0,60585	0,47242	0,70665	0,75711	1					
I like to be seen wearing counterfeit products	-0,1528	0,03565	-0,0402	-0,0376	0,4676	0,42252	0,57608	0,48457	0,65151	0,71371	0,71663			1		

I like it when people know I am wearing counterfeit products	-0,4088	-0,2968	-0,2859	-0,3309	0,21377	0,32034	0,42191	0,20017	0,68364	0,56548	0,39178		0,682225	1	
I would buy a counterfeit watch	-0,5146	-0,5096	-0,535	-0,4179	0,3229	0,4006	0,50251	0,42647	0,65097	0,44723	0,42035		0,492152	0,57504	
I would encourage a friend to buy a counterfeit watch	-0,327	-0,4144	-0,3911	-0,2907	0,31119	0,41992	0,47526	0,22266	0,46736	0,33299	0,38981		0,423156	0,430053	0,71698
I would consider offering a counterfeit watch	-0,2868	-0,2638	-0,19651	-0,2344	0,31471	0,34111	0,48468	0,37427	0,23405	0,23858	0,25091		0,343058	0,13941	0,43578

### Appendix 11 – Copies correlation matrix

	Selling copy products is ethically incorrect	Selling copy products is illegal	Buying copy products is ethically incorrect	Buying copy products is illegal	Copy products have an acceptable quality	Copy products are worth their price	Copy products meet my quality expectations	Copy products help me express my taste	Copy products help me express my self-identity	Copy products help me integrate in social occasions	I like to wear copy products	I like it when people know I am wearing copy products	I would buy a copy watch	I would encourage a friend to buy a copy watch	I would consider offering a copy watch
Selling copy products is ethically incorrect	1														
Selling copy products is illegal	0,53471	1													
Buying copy products is ethically incorrect	0,71101	0,68305	1												
Buying copy products is illegal	0,42231	0,79156	0,5448	1											

EXPLORING THE ATTITUDES AND BEHAVIORS OF THE PORTUGUESE TOWARDS INTELLECTUAL PROPERTY RIGHTS INFRINGEMENT AND COPIES

Copy products have an acceptable quality	-0,2858	-0,4994	-0,4562	-0,4958	1										
Copy products are worth their price	-0,1191	-0,3492	-0,2807	-0,4004	0,75183	1									
Copy products satisfy my needs	-0,3164	-0,5372	-0,5221	-0,5483	0,82902	0,75553	1								
Copy products meet my quality expectations	-0,2425	-0,5126	-0,3247	-0,4726	0,69555	0,7487	0,7574	1							
Copy products help me express my taste	-0,4706	-0,6021	-0,548	-0,5709	0,66153	0,54739	0,66361	0,61004	1						
Copy products help me express my self-identity	-0,354	-0,5459	-0,4661	-0,5863	0,59688	0,5309	0,52341	0,54619	0,85926	1					
Copy products help me integrate in important social occasions	-0,4273	-0,5307	-0,4646	-0,5681	0,6195	0,44959	0,5332	0,46983	0,76109	0,81625	1				
I like to be seen wearing copy products	-0,5165	-0,5886	-0,5458	-0,5494	0,61441	0,45897	0,5451	0,52947	0,8245	0,83488	0,88011	1			
I like it when people know I am wearing copy products	-0,5187	-0,4698	-0,5101	-0,4981	0,55206	0,37888	0,48187	0,4868	0,76835	0,75884	0,87764	0,90167	1		
I would buy a copy watch	-0,2992	-0,4638	-0,3208	-0,5556	0,60498	0,58009	0,66344	0,72315	0,61256	0,48927	0,56482	0,61215	0,5713	1	
I would encourage a friend to buy a copy watch	-0,3735	-0,6936	-0,4431	-0,6451	0,5717	0,38897	0,59195	0,63212	0,7101	0,58886	0,69106	0,77353	0,72797	0,78874	1

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I would consider offering a copy watch	-0,3443	-0,5333	-0,4459	-0,4924	0,5485	0,49675	0,67058	0,63995	0,58909	0,58394	0,66836	0,71023	0,63888	0,77331	0,7941	1
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