

AN ABSTRACT OF THE THESIS OF

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Counterfeits, unauthorized copies of a product presented for sale as if they were the legitimate manufacturer's product, are creating a sizeable and growing problem for the apparel and accessory industries (Olsen & Granzin, 1993). The purpose of the study was to investigate the relationship between consumers' likelihood of knowingly purchasing counterfeit products and their involvement characteristics (consumer involvement with purchasing activity, hedonic goods, brand name, fashion trend, and brand's country of origin). Relationships between their likelihood of knowingly purchasing counterfeit products and the attitude toward brand equity were also investigated.

In this study it was found that there were no significant relationships between consumers' likelihood of knowingly purchasing counterfeit products and their involvement with purchasing activity, hedonic goods, brand name, fashion trend, and brand's country of origin. Also, consumers' likelihood of knowingly purchasing counterfeit products and their attitude toward brand equity was not significantly related. So, it was thought that counterfeit product is a contradiction. The dilemma

makes consumers fall in contradiction when finding relationships between their willingness to purchase counterfeit goods and their involvement characteristics, and the attitude toward brand equity.

Determinants of Consumer Behavior toward Counterfeit Products: Involvement and
the Attitude toward Brand Equity

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Determinants of Consumer Behavior toward Counterfeit Products: Involvement and the Attitude toward Brand Equity

Chapter I Introduction

The marketing practice of branding products dates back to ancient Rome, when caps on wine amphoras revealed the maker's mark (Abalos, 1985). Branding, the process of creating a brand image that engages the hearts and minds of customers, is what separates similar products from each other (Duncan, 2005). The objective of investing in brand development is to create an identity around which customer loyalty is built (Cordell et al., 1996). A trademarked brand may be a logo, name, work or signature, which is used by a person or company having the right to use it in the market. An owner of a brand can be granted exclusive control over commercial use of the intellectual property by registering it as a trademark. In addition to benefits that accrue to the owner of a trademarked brand, the consumer gains protection in being able to identify the source of a trademarked product (Cordell, Wongtada, & Kieschnick, Jr., 1996).

Counterfeits, unauthorized copies of a product presented for sale as if they were the legitimate manufacturer's product, are creating a sizeable and growing problem for the apparel and accessory industries (Olsen & Granzin, 1993). Legitimate producers face damaged brand reputations and fear lost sales. Many of the counterfeit products can present serious health issues. For example, a pair of counterfeit sunglasses can shatter easily or fail to provide UV protection as advertised.

The consumer is considered to be the final participant in the counterfeit transaction chain, but consumer involvement may be either as victim or as willing

collaborator (Cordell et al., 1996). In the role of victim, the consumer believes s/he has purchased a genuine article and may never know otherwise. In the role of willing collaborator, the topic of this research, the consumer purchases a product known, or suspected, to be counterfeit.

Some counterfeits are knowingly purchased for their functional attributes, but many are acquired for their status appeal. By knowingly purchasing a fake with status appeal, the consumer disaggregates the quality and prestige attributes of the genuine product and acquires the product's visual attributes and functions without paying for the associated quality (Grossman & Shapiro, 1988). Under these circumstances, a reasonable consumer may expect inferior performance in that likelihood of product flaw or failure will be greater than with the genuine article. At the time, likelihood of consumer redress in the case of defect is diminished. Thus, the consumer sacrifices any implied or expressed product warranty and the perceived risk mitigation properties associated with the warranty (Bearden & Shimp, 1982; Olson, 1972).

Wee, Tan, and Cheok (1995) argued that various non-price determinants have significant impact on consumers' purchase intention towards counterfeit goods. These non-price determinants are classified as psychographic (attitude towards counterfeiting, brand status, and novelty-seeking), demographic (age, educational attainment, and household income), and product-attribute (appearance, durability, image, perceived fashion content, purpose, and quality) variables. Product-attribute variables were found to perform better in explaining purchase intention towards counterfeit products. The consumers' intention to purchase counterfeit wallets/purse and counterfeit watches, was dominated by attribute concerns of appearance, image,

purpose, and perceived quality.

Cordell et al (1996) found that consumers' knowingly purchasing counterfeit products was caused by their weak attitudes toward lawfulness and espoused attitudes toward the legality of purchasing counterfeits. Also, it was found that the better the expected performance of a counterfeit relative to its genuine counterpart, the greater the probability of consumers choosing a counterfeit product.

The consumer plays a crucial role in counterfeit trade and willing consumer participation is in evidence worldwide, especially in Asian countries. There are several reasons for this. First, Asian people are serious to their family reputation which results in people's compliance to the society. They care about others' thinking and feelings. In order to get acceptance, customers tend to buy the brand which is famous and popular in public (Liao, 1992). So, customers who cannot afford the real price transfer to buy counterfeit goods. Second, developing and newly industrialized countries are often eager to obtain western brands (Sklair, 1994). They believe that products from western countries represent high price and good quality. Since most Asian people are sensitive to social class and authority, western brand merchandise can symbolize one's social status and wealth. Third, price is a crucial factor. Since counterfeit goods offer price advantages over genuine articles, there is a continuing demand among many buyers. Fourth, Asian people are used to provide referrals to friends and relatives (Klein, 1990). For example, no matter for travel or business, when going to Shung-Young market in Shanghai, lots of Taiwanese people buy big brand counterfeit goods as souvenir for their friends and relatives. Fifth, morality and lawfulness (Cordell et al., 1996) in consumers' mind is not strong enough to push them not to buy counterfeit

goods. Sixth, weak laws offer little restriction for selling counterfeit products. For example, in countries where such knockoffs are produced, China in particular, weak or non-existent trademark laws offer little protection to the original designer (Widmer, 2001).

Consumer decision making

To understand consumer's decision process regarding counterfeits, an understanding of consumer decision making, in general, is in order. According to Runyon and Stewart (1987), and Hawkins, Best, and Coney (1989), the consumer decision making process is described as including the following stages: (1) the recognition of a problem which occurs when the consumer first begins to move toward a purchase decision; (2) a search for alternative ways of satisfying the problem's requirements, or search for information; (3) alternative evaluation which is the prelude to consumer choice because it provides the ranking of preferences necessary for choice; (4) purchase decision or choice which occurs during consumer's actual purchasing of the product or service; and (5) post purchase process whereby consumers evaluate the adequacy of the decision or the outcomes (satisfaction or dissonance) of choosing the particular product or service.

Factors that influence consumer decision process

There are several factors that influence the consumer decision process. According to Hawkins et al. (1989), the factors affecting the consumer decision process might be divided into two categories: internal and external factors. The internal factors affecting the decision process include an individual's personality motivation, involvement, memory, learning, attitudes, personal needs, and experience.

External factors include the consumer's social class, status, and culture; values of demographic and subcultural groups in which the consumer belongs; and reference group influence.

Since counterfeit goods are creating a problem for the apparel and accessory industries, as mentioned before, legitimate producers face damaged brand reputations and fear lost sales, and many of the counterfeit products also present serious health issues, it is interesting and important to study counterfeit goods. This research examined the internal factors of involvement and attitude toward brand equity of consumers who knowingly purchasing counterfeit goods within the external context of Taiwanese culture. Internal factors are thought to be stronger drivers of consumers' purchasing counterfeit goods than external factors.

Involvement

Involvement, one of the internal factors affecting the consumer decision process, is best conceived as a function of person. Involvement is activated when the object (a product, service, or promotional message) is perceived as being instrumental in meeting important needs, goals, and values. When involvement is raised, it affects the stage 2 and 3 of consumer decision process which is information searching and alternative evaluation. In this study, consumers search and evaluate the objects, and then test relationships between the objects and their likelihood of purchasing counterfeit products.

According to Zaichkowsky (1985, 1986) and Engel et al. (1989), involvement is the level of perceived personal importance and/ or interest evoked by a stimulus (or stimuli) within a specific situation. They described involvement as a function of the

following three factors: person, object/ stimulus (including products, advertising, and purchase decision), and situation.

“The starting point is always with the person – underlying motivations in the form of needs and values which are a reflection of self-concept. Involvement is activated when the object (a product or promotional message) is perceived as being instrumental in meeting important needs, goals, and values. But the perceived need-satisfying significance of the object will vary from one situation to the next. Therefore, all three factors (person, object, and situation) must be taken into account.” (Engel et al., 1989, p.258)

According to Zaichkowsky (1985, 1986), consumers can be involved with products, with advertisements, and with purchasing decisions. Product involvement (the consumer’s involvement with a particular product) was defined as “an un-observable state reflecting the amount of interest, arousal or emotional attachment evoked by the product in a particular individual” (Bloch, 1982, p.413).

Types of involvement:

According to Kassarian (1981), three types of involvement including purchasing involvement, situation involvement, and product involvement influence involvement with a consumer decision. Equally involving products and situations will produce different purchase patterns for consumers who have different levels of involvement with purchasing in general. The present study investigated purchasing involvement, and consumer involvement with hedonic goods, name brands, fashion trends, and brand’s country of origin.

Purchasing involvement. Purchasing involvement (the consumer’s involvement with the purchasing activity) is a general measure of the self-relevance of purchasing activities to the individual (Slama & Tashchian, 1985). Purchasing

products is an activity with which people can become involved. Individuals vary in their purchasing involvement. Some people are more involved with purchasing than others. It is thought that consumers' involvement with purchasing activity and their likelihood of knowingly purchasing counterfeit products are related. Consumers who are more likely to involve with purchasing activity are also more likely to purchase counterfeit goods. The study investigated the relationship between consumers' purchasing involvement and their willingness to purchase counterfeit goods.

Consumers' involvement with hedonic goods. When a consumer chooses a product, he/she is driven by utilitarian and hedonic considerations. Hedonic goods consumption is primarily characterized by an affective and sensory experience of aesthetic or sensual pleasure, fantasy, and fun (Hirschman & Holbrook, 1982). Dhar and Wertenbroch (2000) argued that consumers consider hedonic goods as a tool of enhancing the quality of life and utilitarian goods as a means of preserving benefits in day-to-day life. In this study, it is thought that consumers who are more likely to be involved with hedonic goods are also more likely to purchase counterfeit goods since they see these products for hedonic rather than utilitarian purposes.

Consumers' involvement with country of origin and brand name.

Papadopoulos, Heslop, and Bamossy (1990) contend that country-of-origin and brand name will continue to be widely used as means of evaluating products. The authors attribute this to several factors. First, the rapid rate of globalization suggests that consumers are likely to turn to product origin and brand name as a means of evaluating products. Second, the growing complexity of products and the difficulties encountered by business in establishing unique selling positions (USP's) are also

likely to lead to the greater use of these cues by markets (c.f. Morello 1993). Third, the growth of multinational production will continue to offer significant opportunities for their use in marketing strategy formulation. And finally, heightened consumer familiarity with foreign products and the differences among them as a result of media exposure promotes their application as evaluation prompts.

The image of a country of origin has a significant impact on consumers' judgments of product quality and willingness to buy a product (e.g. Bilkey & Nes, 1982; Han & Terpstra, 1988; Maheswaran, 1994). Country of origin is an important extrinsic information cue for the evaluation of consumer products (Baughn & Yaprak, 1993). Usually, a developed country has better image and many famous brands are from this kind of country. For example, Louis Vuitton is from France, Burberry is from England, and Coach is from the U.S. Consumers who are involved with a brand's country of origin are considered to have higher probability to buy brand name merchandise even though the products are fake since they know the products which are originated from high developed countries will give them added value.

Some researchers have found that a favorable brand name leads to more positive evaluations of the target product (e.g., Aaker & Keller, 1990; Jacoby et al., 1977; Peterson & Jolibert, 1976). Behling and Wilch (1988) found that the importance of brands to the consumer and the symbolism associated with particular brands of apparel accessories are important considerations in better understanding the consumer decision process. Successful brand names help customers determine what to buy. Brand name (label) influences consumers' perceptions of goods. The labels, which are familiar to consumers, influence their perceived product quality.

According to Davis (1985, 1987), apparel items carrying a designer label are perceived as being of higher quality and higher fashionability than those carrying a non-designer label. However, consumers may be affected differently by brand names depending on consumers' characteristics. For example, the influence of brand name on perceived product quality may be only evident among consumers who are familiar with the brand name (Behling & Wilch, 1988).

People look at brands as a quality statement. However, consumers who are interested in and involved with brand names are more likely to buy brand name merchandise. The more a consumer involves with brand names, the higher probability she/he is willing to buy brand name merchandise even though they are fake because she/he knows that the brand itself can give them extra value and meaning. Brand name can symbolize one person's taste or consumers can pretend that they are using good quality products.

Consumers' involvement with fashion trends. Sproles and Burns (1994) summarize the main points of fashion definitions. Fashion first involves an object. This can be a style of jacket, a style of furniture, or an item of novelty. Second, a fashion is a temporarily adopted object. Every fashion eventually comes to its end. Third, the acceptance of a fashion is based on a consumer's perceptions of its social appropriateness. Some fashions may gain popularity because they are perceived as the most acceptable objects for use in certain social situations or roles. Others might be accepted as appropriate through social conformity, "social contagion," or "collective behavior" among many people who influence one another. Finally, fashions are adopted by a particular social group or groups, or by some discernible (noticeable)

proportion of the group's members. By synthesizing these main points, Sproles and Burns (1994) offer a general definition of fashion:

A fashion is a style of consumer product or way of behaving that is temporarily adopted by a discernible proportion of members of a social group because that chosen style or behavior is perceived to be socially appropriate for the time and situation.

This definition reflects the fact that fashion is a general phenomenon that can occur in many differing classes of objects (e.g., consumer products, forms of human behavior).

This definition can be applied to a variety of fashion-oriented consumer products.

Jarnow and Dickerson (1997) define that a fashion trend is the direction in which fashion is moving. For example, skirt lengths have constantly changed from one season to the next. Since fashion trends are led by brands, consumers who are involved with or pursue fashion trends are thought to buy brand name merchandise. When consumers cannot afford the high price brand name products, they may go to buy counterfeit products. It is believed that consumers' likelihood of knowingly purchasing counterfeit products and their involvement with fashion trends are related.

Brand equity

Relationships between consumers' likelihood of knowingly purchasing counterfeit goods and their attitudes toward brand equity were also investigated. Since counterfeit product is one kind of brand name product, it is thought that consumers' attitude toward brand equity and their willingness to purchase counterfeit goods are related. Brand equity is defined as "a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/ or to that firm's consumers (Aaker, 1991)".

According to Aaker, five brand equity assets are the source of the value created: brand loyalty; brand name awareness; perceived brand quality, brand associations in addition to perceived quality, and other proprietary brand assets. To study consumers' attitude toward the brands they like, in the present study the following dimensions of brand equity were examined: brand loyalty, perceived quality, brand association, and brand awareness.

It is predicted that there are positive relationships among consumers' likelihood of knowingly purchasing counterfeit goods and their attitude toward brand loyalty, brand association, and brand awareness, but negative relationship between their likelihood of knowingly purchasing counterfeit goods and the attitude toward perceived quality (use of quality as an evaluation criterion). If a consumer requires much quality, he/she is not willing to purchase counterfeit goods. Consumers who have brand loyalty or positive brand association or brand awareness toward a brand are thought to buy its brand-related products. When they cannot afford the high price, they may transfer to buy counterfeit products.

Summary

The consumer plays a crucial role in counterfeit trade. Some selected factors including consumer involvement with purchasing activity, hedonic goods, brand name, fashion trends, and brand's country of origin are thought to have relationship with a consumer's willingness to knowingly purchase counterfeit goods. The relationship between the consumer's attitude toward brand equity and his/her purchasing counterfeit products behavior is also of interest because brand is one critical factor to influence consumers to buy counterfeit products.

Purpose of the study

The consumers are considered to be the final participant in the counterfeit transaction chain, and they are also the most crucial element involving this transaction. It is important to understand factors associated with consumer decision making associated with counterfeit products in order to develop strategies to counter this decision making. Therefore, the purpose of the study was to investigate the relationship between consumers' likelihood of knowingly purchasing counterfeit goods and their consumer involvement characteristics (consumer involvement with purchasing activity, hedonic goods, brand name, fashion trend, and brand's country of origin). The influence of selected consumer involvement characteristics on a consumer's willingness to knowingly purchase counterfeit goods was examined. Also, the relationship between consumers' likelihood of knowingly buying counterfeit goods and their attitudes toward dimensions of brand equity was investigated.

Hypotheses

H1: Relationship among the likelihood of knowingly purchasing counterfeit products and purchasing involvement and consumer involvement with hedonic goods, brand name, fashion trends, and brand's country of origin.

H1a: There is positive relationship between the likelihood of knowingly purchasing counterfeit products and purchasing involvement (consumer involvement with purchasing activity)

H1b: There is positive relationship between the likelihood of knowingly purchasing counterfeit products and consumer involvement with hedonic goods.

H1c: There is positive relationship between the likelihood of knowingly purchasing counterfeit products and consumer involvement with brand name.

H1d: There is positive relationship between the likelihood of knowingly purchasing counterfeit products and consumer involvement with fashion trends.

H1e: There is positive relationship between the likelihood of knowingly purchasing counterfeit products and consumer involvement with brand's country of origin.

H2: Relationship among the likelihood of knowingly purchasing counterfeit products and the attitude toward brand loyalty, perceived quality (use of quality as an evaluation criterion), brand associations, and brand awareness.

H2a: There is positive relationship between the likelihood of knowingly purchasing counterfeit products and the attitude toward brand loyalty.

H2b: There is negative relationship between the likelihood of knowingly purchasing counterfeit products and use of quality as an evaluation criterion.

H2c: There is positive relationship between the likelihood of knowingly purchasing counterfeit products and the attitude toward brand associations.

H2d: There is positive relationship between the likelihood of knowingly purchasing counterfeit products and the attitude toward brand awareness.

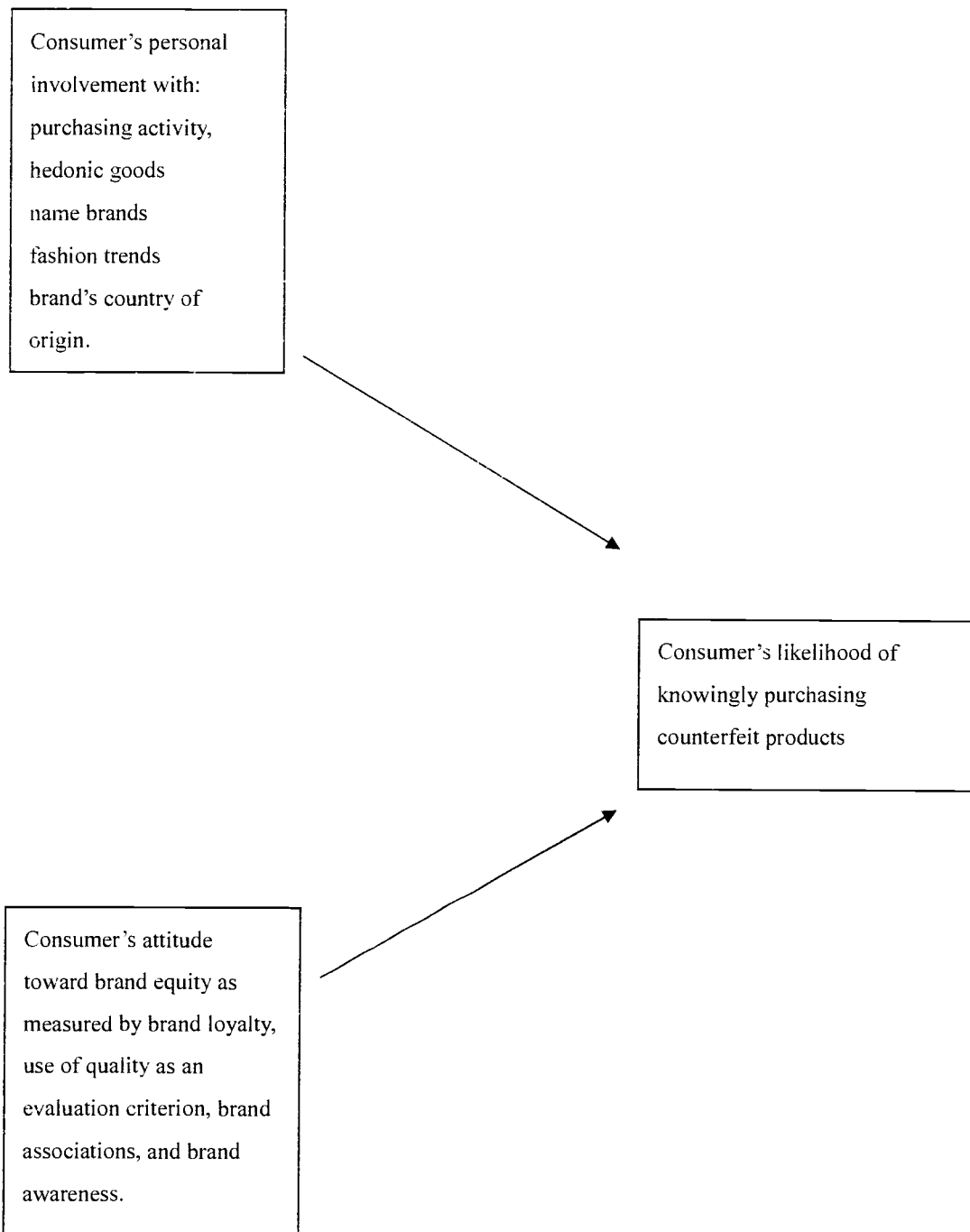
Figure of the study

Figure 1. Hypothesis Model

Characteristics that influence to consumer decision to buy counterfeit products

Operational definitions

Counterfeit products: unauthorized copies of a product presented for sale as if they were the legitimate manufacturer's product (Olsen & Granzin, 1993)

Consumer involvement with products (object): perceived personal state reflecting the amount of interest, arousal or emotional attachment by the product (object) in a particular individual (Bloch, 1982).

Consumer involvement with purchasing activity: perceived personal relevance of purchasing activities to the individual (Slama & Tashchian, 1985).

Involvement: the level of perceived personal importance and/or interest evoked by a stimulus (or stimuli) (Engel et al., 1989; Zaichkowsky, 1986).

Hedonic goods: the goods in which people consume produce an affective and sensory experience of aesthetic or sensual pleasure, fantasy, and fun (Hirschman & Holbrook, 1982).

Fashion trend: the direction in which fashions are moving (Jarnow & Dickerson, 1997)

Country of origin: the product's source country (Hooley, Shipley and Kreiger, 1988).

Brand name: a trade name or symbol that distinguishes a product as that of a particular manufacturer or distributor (Jarnow & Dickerson, 1997)

Brand loyalty: a term that reflects an attitude that ranges from the habitual buyer to the satisfied buyer to those that like the brand to the truly committed (Aaker, 1992).

Perceived quality: a performance-based customer perception which provides a reason to buy and differentiates the brand (Aaker, 1992).

Brand association: a term which includes product attributes, customer benefits, uses,

users, lifestyles, product classes, competitors, and countries (Aaker, 1992).

Brand awareness: a term that refers to the strength of a brand's presence in the customer's mind (Aaker, 1996).

Chapter II

Review of Literature

Involvement

Personal relevance (known as involvement) has been studied extensively in both psychology and marketing contexts. The concept of involvement has had a major impact on the study of consumer behavior. Kassarian (1981) has stated that involvement is undeniable and that there are differences between individuals which, regardless of the product or situation, make some people more interested, concerned or involved in the consumer decision process.

Involvement, one of the internal factors affecting the consumer decision process, is best conceived as a function of a person. The starting point always is with the person's underlying motivations in the form of needs and values. Involvement is activated when the object (a product, service, or promotional message) is perceived as being instrumental in meeting important needs, goals, and values. But the perceived need-satisfying significance of the object will vary from one situation to the next.

Depending upon the perceived linkage between the individual's motivating influences and the benefits offered by the object, involvement is a continuum ranging from low to high (Engel, Blackwell & Minard, 1993). Consumer behavior researchers have found it useful to distinguish between those purchases in which a consumer is highly involved and those in which he or she is minimally involved. High-involvement purchases are those which are very important to the consumer in terms of perceived risk and which prompt the consumer to engage in extensive problem solving. Low involvement purchases, however, are purchases which are not very important to the

consumer, hold little relevance and little perceived risk, and thus lead the consumer to engage in very limited information processing (Schiffman & Kanuk, 1987). This variation involves in a consumer's overall orientation in buying.

Depending on their levels of involvement, consumers differ in the extent of their decision process and their search for information (Figure 2) (Engel et al., 1989; Hawkins et al., 1989; Laurent & Kapferer, 1985; Runyon & Stewart, 1987). Figures 2 and 3 show the relationships between types of decision making (habitual, limited and extended) and level of involvement (low and high) (Hawkins et al., 1989).

Vaughn (1980) presented a planning model for advertising in which purchase decisions could be classified on two basic dimensions: involvement and think/feel. Park and Mittal (1985) contend that the concept of thinking/feeling and involvement are linked. The Foote, Cone & Belding (FCB) advertising agency conducted research on the classification of various products and indicated that purchase decisions are of four basic types: (1) high involvement/thinking, (2) high involvement/feeling, (3) low involvement/thinking, and (4) low involvement/feeling. Here, think implies the existence of utilitarian information processing, and feel implies ego gratification, social acceptance, or sensory pleasure motives and consequent affective information process (Ratchford, 1987). Ratchford (1987) classified product categories into quadrants; for example, insurance and household appliances were the product categories lying in the quadrant labeled "thinking" and "high involvement." Wine for dinner party, cosmetics, and dress clothing were classified as "feeling" and "high involvement." Mundane household items such bleach and paper towels were sorted as "thinking" and "low involvement." Beer, women's magazine and soft drinks were

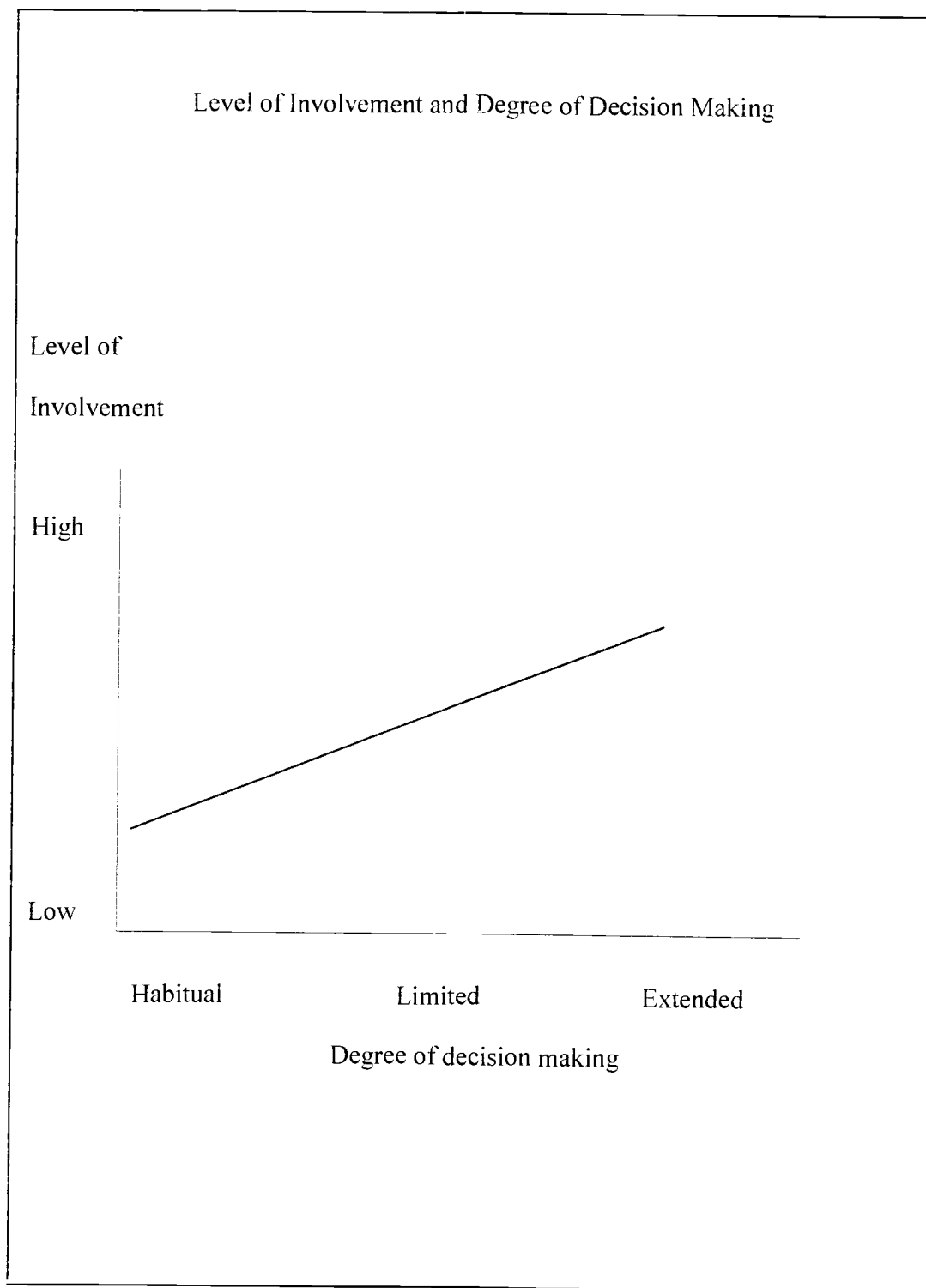


Figure 2. Level of Involvement and Degree of Decision Making
From Consumer behavior (p.31) by D. I. Hawkins, R. T. Best, and K. A. Coney, 1986.

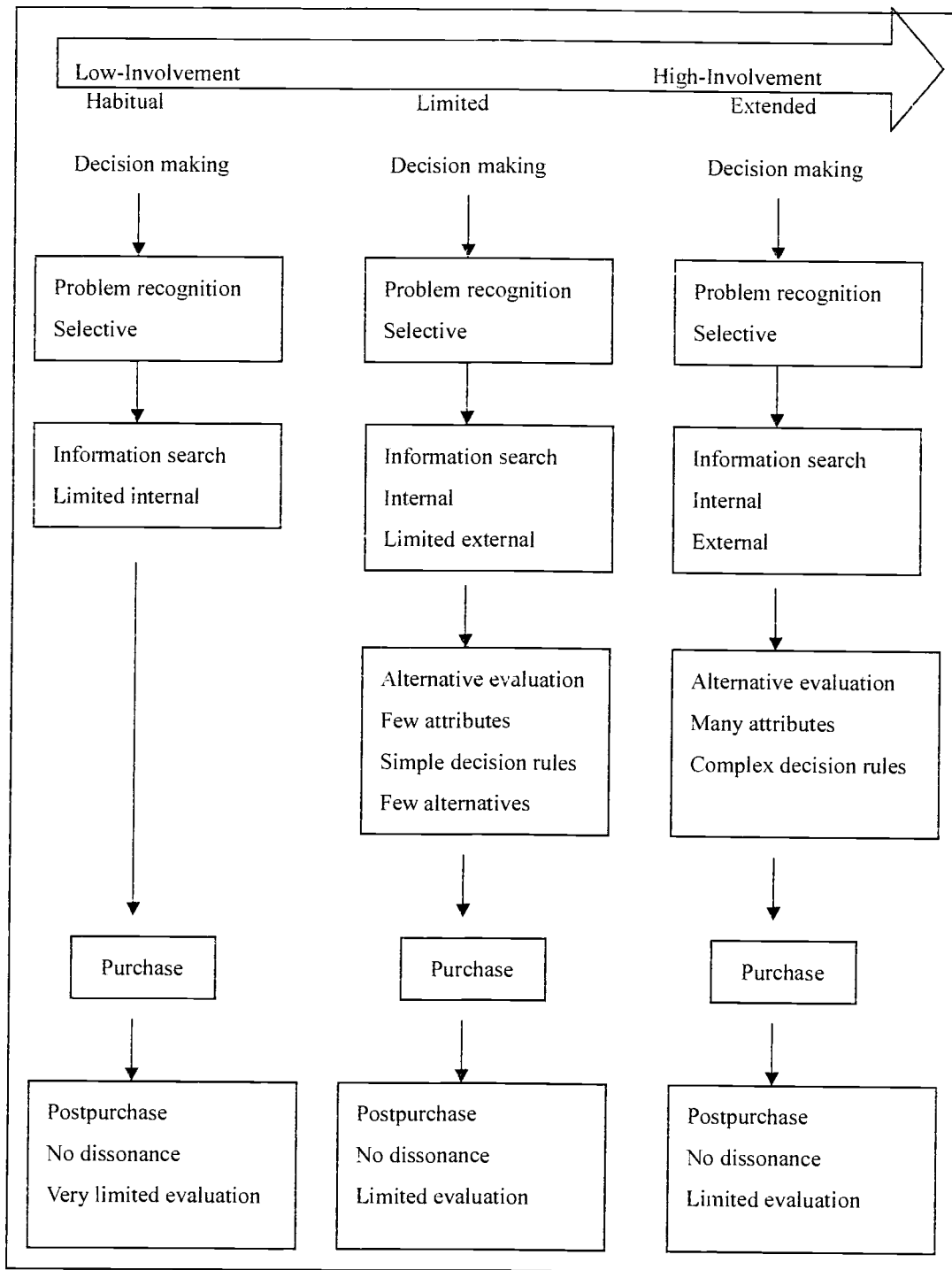


Figure 3. Involvement and Types of Decision Making

From Consumer behavior (p.532) by D. I. Hawkins, R. T. Best, and K. A. Coney, 1986

considered as “feeling” and “low involvement.” Ratchford (1987) mentioned that while the results may be informative, readers should be aware that there is considerable dispersion of individual responses around the means for some products. There may be segments of consumers who view a given purchase decision somewhat differently from the average.

Following the study of Ratchford (1987), Rossiter, Percy, and Donovan (1991) presented and discussed a newer and improved alternative advertising planning grid based on the work of Rossiter and Percy (1987), which is called Rossiter-Percy Grid. The FCB Grid dimensionalizes consumers’ attitudes (toward products) in terms of two dimensions, “involvement” and “thinking-feeling,” and Rossiter-Percy Grid dimensionalizes consumer’s attitude (toward products and brands) in terms of two dimensions, “involvement” and “type of motivation” (Rossiter, Percy, and Donovan, 1991). The authors believed that purchase decisions differ according to the consumer’s level of involvement in making the product or brand choice and that involvement is most evidently manifest in the complexity or simplicity of attitudes formed and held toward the product or brand. In Rossiter, Percy, and Donovan’s approach, a “thinking” product is purchased due to informational motives which are (negative reinforcing) purchase motivations that can be satisfied by providing information about the product and brand. On the contrary, purchasing a “feeling” product applies to “transformational” motives which are (positively reinforcing) purchase motives that promise to enhance the brand user by effecting a transformational in the brand user’s sensory, mental, or social state. When consumers purchase “feeling” products, their positive feeling will increase. Through this consumption, consumers transform their

boredom to elation and apprehension about social approval to feeling flattered.

Consumer involvement with purchasing means the self-relevance of purchasing activities to the individual (Slama & Tashchian, 1985). According to Kassarian (1981), consumers with different characteristics will have different levels of purchasing involvement which will influence their buying behavior. Especially in the low-involvement product and situation, individual differences in purchasing involvement strongly influence buying behavior.

Slama (1982) developed a scale to measure purchasing involvement. In using this scale Slama and Tashchian (1985) found that purchasing involvement relates to demographic characteristics of consumers which are sex, education, income, and stage of the family life cycle. Specifically, being female is associated with higher purchasing involvement, as are higher educational achievement and having children at home. Income exhibits curvilinear relationship to purchasing involvement, with moderate levels of income leading to the highest levels of involvement. In summary, involved consumers believe that purchasing is important to their lives and strive to attain value in their purchase decisions. According to Slama (1982),

“consumers with high purchasing involvement would be more concerned with the value of the contents of the package rather than the package itself. Point of purchase displays would have the greatest influence on moderately involved consumers. Low involved consumers might habitually purchase the same product regardless of displays and high involvement consumers would find price and quality more important than displays” (p.105).

Runyon and Stewart (1987) proposed that high involvement is characterized by a high degree of personal relevance and some personal identification with the outcome of a purchase decision. It is a reflection of the perceived importance of the purchasing

process. The level of purchasing involvement is positively related to the degree of consumer activity in each stage of the decision process (Runyon & Stewart, 1987). The higher the level of involvement in purchasing, the more motivated the consumer will be to obtain information and process that information.

Involvement with a particular product class refers to a situation in which the consumer feels that decisions associated with that product class are particularly important. Mano and Oliver (1993) defined involvement as, “the inherent need fulfillment, value expression, or interest the consumer has in a product” (p.452). Under high-involvement purchasing conditions, buyer decision processes are thought to proceed through extended decision making, a series of sequential stages involving information search and evaluation of criteria. The extent that information is processed and the importance of attributes, such as product appearance, functionality, quality, and prestige, in determining a decision is affected by the personal characteristics of the buyer (Browne & Kaldenberg, 1997). Miquel, Caplliure and Aldas-Manzano (2002) asserted that involvement is a concept that has acquired importance, due to the relationship between it and other aspects such as individual’s attitudes toward advertising, products and brands, buying behavior, information seeking, etc (p.7). Because involvement has been found to influence the consumer decision process, it is considered as a major element in defining and assessing dimensions of product evaluation (Cohen & Goldberg, 1970). Involvement also affects the pre-purchase context in terms of the level of effort expended (Clarke & Belk, 1979). Involvement with shopping heightens a consumer’s excitement with the shopping experience (Mano & Oliver, 1993). Thus, involvement is one of the most important factors in

understanding consumer attitude and setting marketing strategies (Tigert, Ring, & King, 1976).

Regarding the relationship between involvement and hedonic consumption, Cohen and Areni (1990) maintained that highly involving stimuli should call for more intense and arousing affective reactions. Hirschman and Holbrook (1982) suggested that people get involved more in hedonic consumption rather than utilitarian consumption. Conversely, Ray, Sawyer, Rothschild, Heeler, Strong, and Reed (1973) reported that consumers involved in a situation or product show more cognitive reactions; they seek and process information actively. Celsi and Olson (1988) asserted that involved consumers attend to and comprehend more information about a shopping situation and experience more elaborate meanings and inferences about it. Recently, by introducing two moderating variables, product type and product knowledge type, Park and Moon's (2003) study contribute to the knowledge accumulation regarding the relationship between involvement and product knowledge. They reported that the correlation between a consumer's product involvement and objective product knowledge is higher in a utilitarian product than in a hedonic product. On the contrary, the correlation between a consumer's product involvement and subjective product knowledge is higher in a hedonic product than in a utilitarian product.

The term consumer involvement can be defined as a state of energy (arousal) that a person experiences in regard to a consumption-related activity (Wilkie, 1986). Engel et al. (1989) and Zaichkowsky (1986) identified the antecedents of consumer involvement as person factors including self concept, needs and values; stimulus or object factors including instrumental value, differentiation of alternatives, perceived

risk and hedonic benefit; and situation factors including temporary versus stable conditions, differing usage situations and social pressures.

“The starting point always is with the person – underlying motivations in the form of needs and values which are a reflection of self-concept. Involvement is activated when the object (a product, or promotional message) is perceived as being instrumental in meeting important needs, goals, and values. But the perceived need-satisfying significance of the object will vary from one situation to the next. Therefore, all three factors (person, object, and situation) must be taken into account.” (Engel et al., 1989, p.258)

According to Zaichkowsky (1985, 1986), consumers can be involved with products, with advertisements, and with purchasing decisions. Product involvement (the consumer’s involvement with a particular product) was defined as “an un-observable state reflecting the amount of interest, arousal or emotional attachment evoked by the product in a particular individual” (Bloch, 1982, p.413).

In this research, both purchasing involvement and consumer involvement with products (objects) were focused. Purchasing involvement is perceived personal relevance of purchasing activities to the individual (Slama & Tashchian, 1985). Consumer involvement with products (object) is perceived personal state reflecting the amount of interest, arousal or emotional attachment by the product (object) in a particular individual (Bloch, 1982). The present study investigated the relationship between consumers’ likelihood of knowingly purchasing counterfeit products and the characteristics of both purchasing involvement and consumer involvement with hedonic goods, brand name, fashion trends, and brand’s country of origin.

Hedonic goods

Consumer decision making is driven by utilitarian and hedonic product

considerations. The hedonic and utilitarian value of products have been introduced as aesthetic and utilitarian (Morganosky, 1982), experiential and functional (Hirschman & Holbrook, 1982), congenial and instrumental (Havlene & Holbrook, 1986), feeling and thinking (Ratchford, 1987), transformational and informational (Rossiter, Percy & Donovan, 1991), and wants and should (Shiv & Fedorikhin, 1999). The hedonic and utilitarian value of consumption need not be (usually are not) mutually exclusive, however, these two values are not equally salient to consumers; some product categories are evaluated as more hedonic (or utilitarian) than others (Batra & Ahtola, 1990). Hedonic goods consumption is primarily characterized by an affective and sensory experience of aesthetic or sensual pleasure, fantasy, and fun (Hirschman & Holbrook, 1982). Utilitarian goods consumption is more cognitively driven, instrumental, and goal oriented and accomplishes a functional or practical task (Strahilevitz & Myers 1998). Dhar and Wertenbroch (2000) argued that consumers consider hedonic goods as a tool of enhancing the quality of life and utilitarian goods as a means of preserving benefits in day-to-day life.

Dhar and Wertenbroch (2000) found that consumer choice between hedonic and utilitarian goods is influenced by the nature of the decision task. The relative salience of hedonic dimensions is greater when consumers decide which of several items to give up (forfeiture choices) than when they decide which item to acquire (acquisition choices).

In this study, it is believed that there is positive relationship between consumers' likelihood of knowingly purchasing counterfeit products and their involvement with hedonic goods. Consumers who are more likely to involve with hedonic goods are also

more likely to purchase counterfeit goods since they see counterfeit products as for hedonic rather than utilitarian. This kind of consumers looks for fun and fantasy.

Brand name

A brand is a trade name or symbol that distinguishes a product as that of a particular manufacturer or distributor (Jarnow & Dickerson, 1997). Some researchers have found that a favorable brand name leads to more positive evaluations of the target product (e.g., Aaker & Keller, 1990; Jacoby et al., 1977; Peterson & Jolibert, 1976). Brand name has been used to infer and/or maintain quality perceptions and, to represent an aggregate of information of consumer quality expectations but also, consumer purchase behavior (Saunders, 1993) and price paid (Rao & Monroe, 1989). Successful brand names, put simply, help customers determine what to buy.

Fiang (2004) asserted that brand name effect is the consumer's perception of the role that brand name plays in the decision making process of choosing the most preferred product. Brand name, itself in nature, is a process of composing menus of available attributes to be represented by an "enriched attribute", the brand name. Consumers treat a brand name as a useful heuristic, or as proxy for quality determining attributes, and would think it is more important and helpful when the quality determining attributes are not available.

According to Davis (1985), the presence of a brand label affects consumer's perceptions of clothing quality. In this study, 78 women individually examined and rated the quality of one of two similarly styled skirts. For half of the subjects, the skirt was high in quality, and for half it was low in quality. In addition, the skirt had either a non-designer brand label, a designer brand label, or no brand-label attached to it. The

subjects' perceptions of quality of non-designer label ("Jazzy") skirt and designer ("Calvin Klein") skirt were higher than the unlabeled skirt. Consumers apparently used a brand label as an extrinsic cue to clothing quality.

In this study, it is believed that consumers' likelihood of knowingly purchasing counterfeit products have relationship with their involvement with brand name. Consumers who are interested in and involved with brand names are thought to be likely to buy brand name merchandise. This kind of consumers cares more about brand name itself. The more a consumer is familiar with brand names, the higher probability she/he will buy brand name merchandise even though they are fake because she/he knows that the brand itself can give them extra value and meaning. Brand name can symbolize one person's taste. When using counterfeit products, consumers can pretend that they are using good quality products.

Fashion trend

Sproles and Burns (1994) summarized the main points of fashion definitions. Fashion first involves an object. This can be a style of jacket, a style of furniture, or an item of novelty. Second, a fashion is a temporarily adopted object. Every fashion eventually comes to its end. Third, the acceptance of a fashion is based on consumer's perceptions of its social appropriateness. Some fashions may gain popularity because they are perceived as the most acceptable objects for use in certain social situations or roles. Others might be accepted as appropriate through social conformity, "social contagion," or "collective behavior" among many people who influence one another. Finally, fashions are adopted by a particular social group or groups, or by some discernible (noticeable) proportion of the group's members. By synthesizing these

main points, Sproles and Burns (1994) offer general definition of fashion:

A fashion is a style of consumer product or way of behaving that is temporarily adopted by a discernible proportion of members of a social group because that chosen style or behavior is perceived to be socially appropriate for the time and situation.

This definition reflects the fact that fashion is a general phenomenon that can occur in many differing classes of objects (e.g., consumer products, forms of human behavior).

This definition can be applied to a variety of fashion-oriented consumer products.

Fashions are not static; there is always movement, and that movement has a direction, discernible to careful observers. Jarnow and Dickerson (1997) define that fashion trend is the directions in which fashions are moving. For example, skirt lengths have constantly changed from season to the next.

Fashion trends are led by brands. Consumers who are involved with or pursue fashion trends are thought to buy brand name merchandise. When consumers cannot afford the high price brand name products, they may go to buy counterfeit products. In this study, it is believed that consumers' likelihood of knowingly purchasing counterfeit products and their involvement with fashion trends are related.

Country of origin

The country of origin effect exists when product choice is influenced by the product's source country (Holley, Shipley and Kreiger, 1988). References to countries occur all the time and in our daily life, social interaction and work. Whether positive or negative, focused or diffuse, held widely or by only a few developed deliberately or by default, and formed from education, the media, travel, immigration, product purchases, business experiences or any combination of sources, every place has an

image (Papadopoulos & Heslop, 2002). We associate them with objects, events, experiences, products and so on, in order to understand better, categorize them, symbolize them, or process new information we receive about them (Papadopoulos & Heslop, 2002).

Country of origin (COO) image is an important covariate of product or service brand image (Al-Sulaiti and Baker, 1998; Li *et al.*, 2000; Zhang, 1997). There seems to be general consensus that country image and brand image are inextricably linked (D'Astous and Ahmed, 1999; Batra *et al.*, 2000; Kim and Chung, 1997). Usually, a developed country has a better brand image and many high-end fashion brands are from this kind of country. For example, Louis Vuitton is from France, Burberry is from England, and Anna Sui is from U.S.

Papadopoulos & Heslop (2002) claimed that the formation of country of origin images relies heavily on perception, and both are intertwined with stereotyping, the process of generalizing to an entire class of objects from a limited number of observations. Stereotypes develop over time as one classifies repeated observations into schemata which are then correlated to form one's view of the world (Papadopoulos & Heslop, 2002).

The image of a COO has a significant impact on consumers' judgements of product quality and willingness to buy a product (e.g. Bilkey and Nes, 1982; Han and Terpstra, 1988; Maheswaran, 1994). Country of origin is an important extrinsic information cue for the evaluation of consumer products (Baughn & Yaprak, 1993). For example, fashion lovers around the world have over the years come to identify products bearing the Made in Italy label with quality, luxury and design. Consumer

who need to cope with information overload in complex markets use origin images to “chunk” information, reduce perceived risk and assess the social acceptability of their purchases (Papadopoulos & Heslop, 2002). Webb and Po (2002) found that country of origin influences consumer’s purchase intentions which the USA was rated most favorably followed by Australia and then Philippines.

People are able to tell others something about the product’s price, its quality, the reputation it most likely enjoys when they know the product’s country of origin (Lindstrom, 2001). Lindstrom (2001) asserted that country branding means much more than adding a “Made in...” label to a product. A product’s country of origin constitutes an important piece of branding that, in many cases, can be so influential that it overtakes the brand’s other reputation builders.

Generally, high-end fashion brands are from developed countries and products from these countries symbolize good use and great quality. In this study, consumers who are involved with brand’s country of origin are considered to have higher probability to buy brand name merchandise even though the products are fakes. Consumers know that the added value of this kind of brand names will give them more benefits (e.g., social acceptability) and less perceived risk.

Brand equity

Brand equity, a measure of the overall value of a brand (Keller, 1998), is a key concept in brand management. Much attention has been devoted to the concept of brand equity. Brand equity has been viewed from a variety of perspectives (e.g. Aaker 1992, Faircloth et al. 2001, Farquhar 1989, Keller 1993). In general, there have been two general motivations for studying brand equity. One is a financially based

motivation on estimate the value of a brand more precisely for accounting purposes or for merger, acquisition, or divestiture purposes. A second reason arises from a strategy-based motivation to improve marketing-productivity. Given higher costs, greater competition, and flattening demand in many markets, firms seek to increase the efficiency of their marketing expenses. As a consequence, marketers need a more thorough understanding of consumer behavior as a basis for making better strategic decisions about target market definition and product positioning, as well as better tactical decisions about specific marketing mix actions (Keller, 1993).

1. Financially based motivation

Brand equity is defined as the incremental cash flow which accrues to branded products over unbranded products (Shocker & Weitz, 1988). Alternatively, one can define brand equity as the capitalized expected future profits due to the association of a brand name with existing and potential products and services (Simon & Sullivan, 1990). Brasco (1988) defined brand equity, being an off-balance-sheet item, is one of the factors underlying “undervalued” or “bargain” companies.

Cook (1992) asserted that brand equity can pay high dividends to a firm by giving greater impact to their advertising dollars. Brand equity is an aspect of a business that can be evaluated, appreciated, and even sold. But there is more to brand equity that connotes a vital element of marketing and finance- transactions.

Transactions are reflections of the relationships between brands and their customers.

2. Strategy-based motivation

One of the older and simpler definitions of Brand Equity was the one coined by David Ogilvy, when he said many years ago:

A brand is the consumer's idea of a product.

This could be thought of as the first principle of brand equity- that a brand is different from a product and that the difference is something with which it is invested by the consumer. The consumer is an active participant in the creation of equity. We might even call the consumer an equity partner in the brand. To understand brand equity, it suggested an approach, an interactive process involving both the brand and the consumer; that is the brand relationship. A brand relationship is a logical extension of the idea of a brand personality. Brands are treated as if they were people. Brand relationship emphasizes on how brand personality interact with human's personality. Therefore, understanding the relationship between brands and consumers requires observation and analysis of two things. The first is covering the conventional areas of consumer's attitudes and behaviors toward the brand. The second is considering the brand's attitudes and behaviors toward the consumer. To design and engineer the brands, people must find the two independent sets of things in the consumer's mind: the brand as the object of attitudes and the subjective brand with its "own" set of attitudes (Blackston, 1992).

For Aaker (1991), brand equity is a set of brand assets and liabilities; is linked to the brand's name and symbol; can subtract from, as well as add to, the value provided by a product or service; and provides value to customers as well as to the firm. According to Aaker, five brand equity assets are the source of the value created: brand loyalty; brand name awareness; perceived brand quality, brand associations in addition to perceived quality, and other proprietary brand assets.

The figure 4 illustrates that each brand equity asset generates value for the

customer or the firm in a variety of ways. The implication is that in managing brand equity, it is important to be sensitive as to how value can be created in order to manage brand equity effectively and to make informed decisions about brand-building activities (Aaker, 1992). Table 1 summarized the definition of brand equity.

Brand loyalty which reflects a range from the habitual buyer to the satisfied buyer to those that like the brand to the truly committed is a key consideration when placing a value on a brand because loyalty translates into a profit stream. It generates value mainly by reducing marketing costs. Retaining existing customers is much less costly than attracting new ones. It is also difficult for competitors to communicate to satisfied brand users because they have little motivation to learn about alternatives. Loyal customers can also entice others by using the product or advising others to use it (Aaker, 1992).

Brand awareness, even at the recognition level, can provide the brand with a sense of the familiar and a signal of substance and commitment. Just being a known brand can dramatically affect customers' evaluations. Awareness at the recall level further affects choice by influencing what brands get considered and selected (Aaker, 1992).

Perceived quality provides value by providing a reason to buy, differentiating the brand, attracting channel member interest, being the basis for line extensions and supporting a higher price. The higher price can increase profits or provide resources to reinvest in the brand (Aaker, 1992).

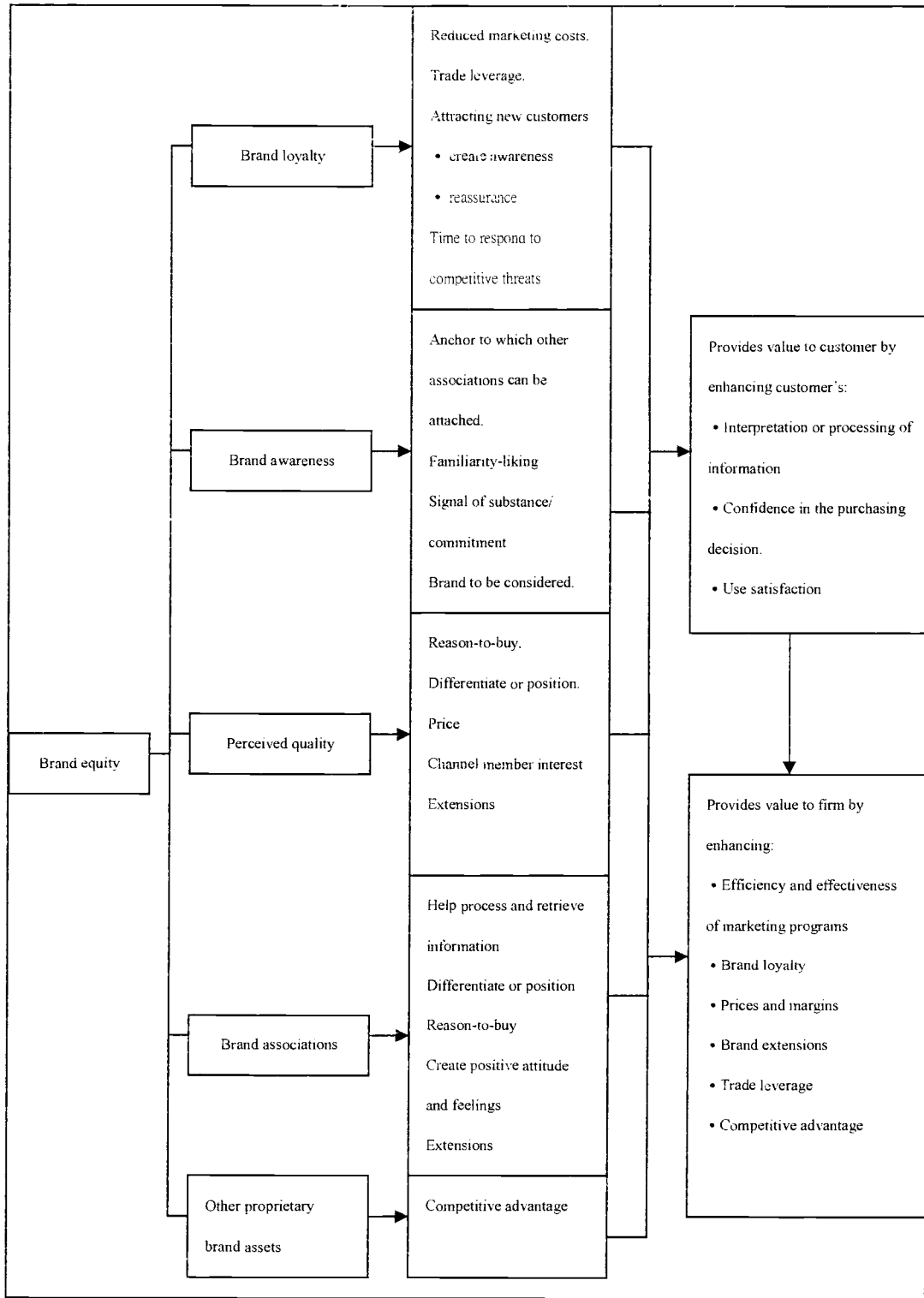


Figure 4. Source: Aaker 1992

To understand how customer-based brand equity can be built, measured, and managed, Keller (1993) described a detailed conceptualization of brand knowledge. Brand knowledge is defined in terms of two components, brand awareness and brand image. Brand awareness is the consumers' ability to identify the brand under different conditions and consists of brand recognition and brand recall. Brand image is defined as perceptions about a brand as reflected by the brand associations held in consumer's memory. Figure 5 summarizes the dimensions of brand knowledge (Keller, 1993). Table 1 summarizes definitions of brand equity.

Aaker (1993) is based on his earlier study, and explains how to measure brand equity in detail. Aaker described the Brand Equity Ten, a set of ten brand equity measures that could be applied across markets and products. Table 2 shows the Brand Equity Ten, which are grouped into five categories (Aaker, 1996).

1. Loyalty Measures

- a. Price premium: The amount a customer will pay for the brand in comparison with another brand. A brand's price premium can be determined by simply asking consumers how much more they would be willing to pay for the brand, called "dollar metric". Or a well-developed market research approach called "dollar metric" can be

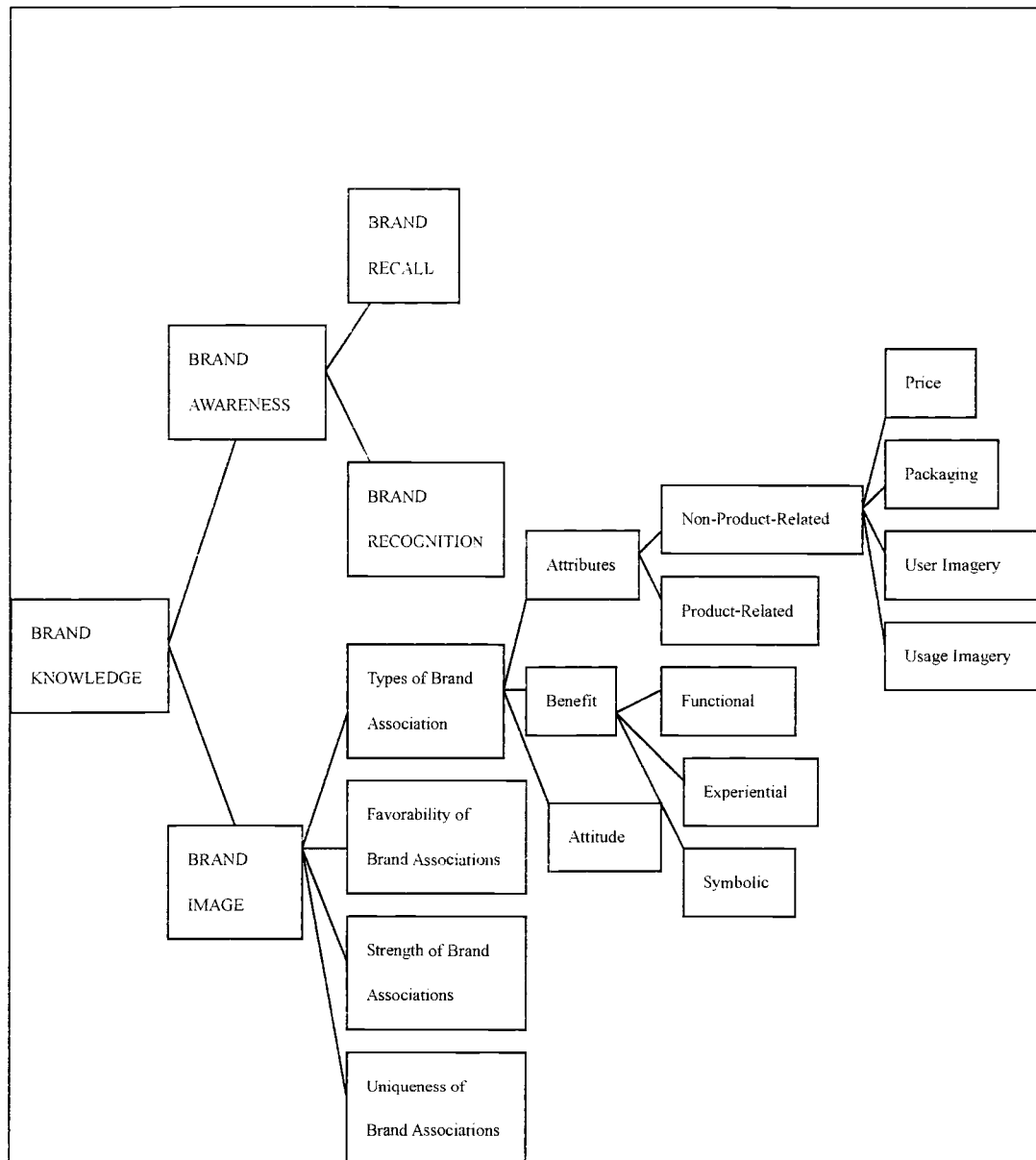


Figure 5. Source: Dimensions of Brand Knowledge (Keller, 1993), p. 3.

Researcher	Description
Shocker & Weitz (1988)	The incremental cash flow which accrues to branded products over unbranded products
Brasco (1988)	An off-balance-sheet item. One of the factors underlying “undervalued” or “bargain” companies.
Farquhar (1989)	Brand equity is the added value endowed by the brand to the product. This added value could be viewed from the perspective of the firm, the trade, or the consumer.
Simon & Sullivan (1990)	The capitalized expected future profits due to the association of a brand name with existing and potential products and service.
Aaker (1991)	Brand equity: is a set of brand assets and liabilities; is linked to the brand’s name and symbol; can subtract from, as well as add to, the value provided by a product or service; and provides value to customers as well as to the firm.
Blackston (1992)	An interactive process involving both the brand and the consumer: the Brand Relationship. To design and engineer the brands, it is important to understand consumer’s attitude and

	behavior toward the brand.
Keller (1993)	The differential effect of brand knowledge on consumer response to the marketing of the brand. Brand knowledge is composed of brand awareness and brand image.

Table 1. Summary of definitions of brand equity

Category	Measure
Loyalty Measures	Price Premium Satisfaction/Loyalty
Perceived Quality/ Leadership Measures	Perceived Quality Leadership
Brand Associations/ Differentiation Measures	Perceived Value Brand Personality Organizational associations
Awareness Measures	Brand awareness
Market Behavior Measures	Market share Marketing price/ distribution indices

Table2. Source: Aaker 1996, p.105

used. Conjoint analysis presents consumers with a series of simple choices.

All choices are then analyzed together in order to determine the importance of different dimensions.

- b. Satisfaction/ loyalty: This can be measured direct by existing customers. The focus can be the last use experience or simply the use experience from the customer's view. Another opportunity is intend-to-buy questions or asking respondents to identify those brands that are acceptable (Aaker, 1996).

2. Perceived Quality/ Leadership Measures

- a. Perceived quality: This could be measured with scales in comparison to alternative brands. But Aaker (1996) underlined that perceived quality may not be a key driver in some contexts. In particular, it may not be responsive to relevant events. It is that concern that leads to the consideration of the leadership variable.
- b. Leadership: It has three dimensions. First, it reflects in part the No. 1 syndrome. The logic is that if enough customers are buying into the brand concept to make it the sales leader, it must have merit. Second, leadership can also tap innovation within a product class- that is, whether a brand is moving ahead technologically. Third, leadership taps the dynamics of customer acceptance, reflecting the fact that people want to be on the bandwagon and are uneasy going against the flow (Aaker, 1996).

3. Associations/ Differentiation Measures

- a. Value: It images the brand-as-product perspective, which involves the functional benefit.

- b. Brand personality: It is based on the brand-as-person perspective. It involves the brands emotional and self-expressive benefits.
 - c. Organizational associations: It images the brand-as-organization perspective, which considers the organization (people, values, and programs) that lies behind the brand.
4. Awareness Measures
- a. Brand awareness: On this measure, Aaker (1996) named brand awareness itself only. Aaker (1996) distinguished different levels of awareness: recognition; recall; top-of-mind; brand dominance; brand knowledge; and brand opinion (Aaker, 1996).
5. Market Behavior Measures
- a. Market share: It often provides a valid and sensitive reflection of the brand's standing with customers and has the advantage of being both available and accurate. But market share can be a particularly deceptive brand equity measure when it increases as a result of reduced prices or price promotions. Thus, it is important to measure the relative market price at which the brand is being sold.
 - b. Marketing price/distribution coverage: Market shares are extremely sensitive to distribution coverage. Sales may be dramatically affected when a brand gains or loses a major market or expand into another geographic region. A measure of distribution coverage is thus a second logical companion measure to market share (Aaker, 1996).

In the present study, measures of brand equity consist of the four dimensions of

brand equity, brand loyalty, brand awareness, perceived quality, and brand associations. Loyalty is the core dimension of brand equity (Aaker, 1996). If customers are not satisfied with a brand, they will not be loyal to the brand, but search for another. Perceived quality is a performance-based customer perception which provides a reason to buy and differentiates the brand (Aaker, 1992). Brand awareness, another component of brand equity, refers to the strength of a brand's presence in the customer's mind (Aaker, 1996). Brand associations usually involve image dimensions that are unique to a product class or to a brand. The research will investigate the relationship between consumers' likelihood of knowingly purchasing counterfeit products and the attitudes toward brand equity- brand loyalty, perceived quality, brand awareness, and brand associations.

Chapter III Method

The purpose of the present study was to investigate the relationship between consumers' likelihood of knowingly purchasing counterfeit products and their consumer involvement characteristics (consumer involvement with purchasing activity, hedonic goods, brand name, fashion trend, and brand's country of origin). Relationships between likelihood of knowingly purchasing counterfeit products and their attitude toward brand equity were also investigated. The sample used for this study, the questionnaires used for measuring consumers' purchase behavior, their involvement characteristics and their attitude toward brand equity, and statistical methods used to analyze the data collected are discussed in this chapter.

In this study, a non-probability sampling technique was used. The sample for this study was males and females living in Taiwan. The respondents were selected from the city of Taipei because many counterfeit products are sold in Taipei and the probability of consumers buying counterfeit products there is large. The data were collected through a self-administered questionnaire distributed to office workers in 15 companies. Companies were selected based on personal contacts with employees and/or department supervisors. Office workers were asked to voluntarily participate in the study. Respondents were approached and informed about the purpose of the study in advance of being given the questionnaire. Those who agreed to participate were given a self-administered questionnaire. When participants had completed the questionnaires, they were asked to place the completed surveys in a return box. The return box was placed in a centralized location within each department (e.g.,

conference room). To ensure confidentiality, the return box was similar to a ballot box in that individuals were able to return their questionnaire but others were not be able to look at or take questionnaires. At the end of the work day, the return boxes with the returned questionnaires were picked up by the researcher.

Sample

The subjects included in this sample were 235 office workers who work in the city of Taipei. Most of participants were in business area. The subjects' ages ranged from 20 to 63 years with mean age being 34.2 years. In the office, each subject voluntarily completed questionnaires about consumers' likelihood of knowingly purchasing counterfeit product, consumer involvement with purchasing activity, hedonic goods, brand name, fashion trend, and brand's country of origin, and consumers' attitude toward brand equity.

Questionnaire

Questionnaires included scales measuring consumers' likelihood of knowingly purchasing counterfeit products (appendix a), purchasing involvement (appendix b), consumer involvement with the following objects: hedonic goods, brand name, fashion trend, and brand's country of origin (appendix c), and the attitude toward brand equity (appendix d).

Scale to measure consumers' likelihood of knowingly purchasing counterfeit products: Cordell, Wongtada, and Kieschnick, Jr. (1996) developed a scale to measure a consumer's willingness-to-purchase counterfeit products. This measure was originally a seven-point scale response item. In order to be consistent with later questions, it was changed to a six-point scale with 1 for "strongly disagree"

and 6 for “strongly agree”. Possible scores on this scale could range from 1 to 6.

Scale to measure consumer involvement with purchasing activity: Consumer involvement with purchasing relates to self-relevance of purchasing activities to the individual (Slama & Tashchian, 1985). Slama (1982) developed a scale designed to measure individual differences in consumer’s involvement with purchasing. Choi (1993) used this scale consisting of 33 items. To prevent cultural differences which some questions may be not suitable to Taiwanese consumers and to make the measure simpler and not include too many questions, the scale was reduced to 17 items. The measure was a six-point scale with 1 for “strongly disagree” and 6 for “strongly agree”. Possible scores on this purchasing involvement scale could range from 17-102. It showed acceptable reliability (*alpha* values = 0.74). Possible scores on this purchasing involvement scale could range from 17-102.

Scale to measure consumer involvement with products (hedonic goods, brand name, fashion trend, and brand’s country of origin): Zaichkowsky (1985) designed the Personal Involvement Inventory (PII) which measures how highly involved the consumer is with a particular objective. Choi (1993) used the PII which had 20 scale items. Also, in order to prevent cultural differences which some questions may make Taiwanese consumers feel confused or too abstract and to make the measure simple, the study reduced the scale items from 20 to 10. The measure was a six-point scale. Possible scores on the PII could range from 10-60. For the present study, this scale had acceptable reliability and was used to measure consumer involvement with hedonic goods (*alpha* values = 0.89), brand name (*alpha* values = 0.93), fashion trend (*alpha* values = 0.91), and brand’s country of origin (*alpha* values = 0.96).

Scale to measure consumers' attitude toward brand equity: Measure of brand equity consisted of brand loyalty, perceived quality, brand association and brand awareness. Brand loyalty, a component of consumer-based brand equity, comes from the importance of customer satisfaction in developing a brand (Aaker, 1991). If a customer is loyal to one brand, they will buy this brand again and again. Perceived quality, another component of brand equity, focuses only on customer perception rather than considering customer expectation. Brand association is the image which is a customer's thinking to a specific brand. Brand awareness refers a customer's opinion, knowledge, recognition and recall to a brand (Aaker, 1996). All of these dimensions were measured on a six-point scale with 1 for "strongly disagree" and 6 for "strongly agree". It showed acceptable reliability (*alpha* value = 0.87, 0.86, 0.86, and 0.85 for brand loyalty, perceived quality, brand association, and brand awareness respectively). Since the original questions were used to measure different group and direction, some questions were reduced and modified to 21 questions. The possible score could range from 21 to 126.

Analysis

Spearman's rank-order correlation statistic was used to examine the relationship between consumers' likelihood of knowingly purchasing counterfeit product and purchasing involvement, consumer involvement with products (hedonic goods, brand name, fashion trend, and brand's country of origin), and the attitude toward brand equity. Spearman measures the consistency of a non-linear relationship between two variables, X and Y. It is used when the original data are ordinal- that is, when the X and Y values are ranks. In this study, the Spearman's rank-order correlation also

showed us the direction and degree of the relationships.

Chapter IV Results

The purpose of this study was to investigate relationships between Taipei office workers' likelihood of knowingly purchasing counterfeit products and purchasing involvement (consumer involvement with purchasing activity), consumer involvement with hedonic goods, brand name, fashion trend, and brand's country of origin, and the attitude toward brand equity. This chapter includes presentation and discussion of the results of the data analysis.

The sample for this study consisted of 235 office workers located in the city of Taipei. All subjects answered the questionnaire which included measurements of likelihood of knowingly purchasing counterfeit products, purchasing involvement (consumer involvement with purchasing activity), consumer involvement with hedonic goods, brand name, fashion trend, and brand's country of origin, and the attitude toward brand equity.

The Spearman rank-order correlation statistics was conducted to determine the significance of the relationship between consumer likelihood of knowingly purchasing counterfeit products, and purchasing involvement (consumer involvement with purchasing activity), consumer involvement with hedonic goods, brand name, fashion trend, and brand's country of origin, and the attitude toward brand equity. Table 3 reports the descriptive statistics of valid sample. Table 4 shows the descriptive statistics for each measure. Table 5 shows the correlations among consumer likelihood of knowingly purchasing counterfeit products and consumer involvement with purchasing activity (purchasing involvement), hedonic goods, brand name, fashion

trend, and brand's country of origin. Table 6 shows the correlations among consumer likelihood of knowingly purchasing counterfeit products and the attitude toward brand equity.

Table 3 Descriptive statistics of valid sample

	Valid Number	Valid Percent
<u>Gender</u>		
Male	63	26.9 (%)
Female	171	73.1
<u>Marital Status</u>		
Single, never married	138	58.7
Married	92	39.1
Separated	1	0.4
Divorced	3	1.3
Widowed	1	0.4
<u>Education</u>		
High school graduate equivalent	32	13.7
Technical trade school beyond high school	37	15.8
College or university degree (bachelors)	137	58.5
Graduate degree	28	12.0
<u>Monthly Income</u>		
Under NTD 16,000	17	7.4
NTD 16,001-NTD 25,000	4	1.7
NTD 25,001-NTD 35,000	60	26

NTD 35,001-NTD 45,000	64	27.7
NTD 45,001 or more	86	37.2
<u>Frequency to go shopping</u>		
More than once a week	25	10.6
Once a week	54	23.0
Once every two weeks	53	22.6
Once every three weeks	18	7.7
Once a month	64	27.2
Once a year	4	1.7
Twice a year	12	5.1
Less than once a year	5	2.1
<u>Money spent for apparel and accessory per month</u>		
NTD 500 to NTD 1,500	69	29.4
NTD 1,501 to NTD 3,000	86	36.6
NTD 3,001 to NTD 5,000	53	22.6
NTD 5,000 or more	27	11.5
<u>Ever purchased counterfeit products?</u>		
Yes	158	67.2
No	77	32.8

<u>If yes, how many times?</u>		
One time	24	15.0
Two times	48	30.0
Three times	26	16.3
Four times	5	3.1
Five times or more	57	35.6

Table 4 Descriptive statistics for each measure

	Mean	Standard Deviation	Range	Minimum	Maximum
Likelihood of Purchasing Counterfeit Goods	3.5	1.6	5	1	6
Purchasing Involvement	72.8	8.2	46	47	93
Consumer Involvement with Hedonic Goods	41.3	9.1	46	14	60
Consumer Involvement with Brand Name	32.1	10.9	50	10	60
Consumer Involvement with Fashion Trend	36.7	9.5	50	10	60
Consumer					

Involvement Brand's Country of Origin	35.4	13.1	50	10	60
Attitude toward Brand Loyalty	23.9	5.5	30	6	36
Perceived Quality	18.0	3.5	20	4	24
Attitude toward Brand Association	30.0	5.5	35	7	42
Attitude toward Brand Awareness	15.1	3.7	20	4	24

Finding Related to Hypotheses

Table 5 and Table 6 show the correlation coefficients and significance levels to determine the acceptance or rejection of hypothesis 1a through hypothesis 2d.

Hypothesis 1a. Hypothesis 1a which stated that there is positive relationship between the likelihood of knowingly purchasing counterfeit goods and purchasing involvement (consumer involvement with purchasing activity) was not accepted. Table 5 shows that there is no significant relationship between the likelihood of knowingly purchasing counterfeit goods and purchasing involvement.

Hypothesis 1b. Hypothesis 1b which stated that there is positive relationship between the likelihood of knowingly purchasing counterfeit goods and consumer involvement with hedonic goods was not accepted. Table 5 shows that there is no significant relationship between the likelihood of knowingly purchasing counterfeit goods and consumer involvement with hedonic goods.

Hypothesis 1c. Hypothesis 1c which stated that there is positive relationship between the likelihood of knowingly purchasing counterfeit goods and consumer involvement with brand name was not accepted. Table 5 shows that there is no significant relationship between the likelihood of knowing purchasing counterfeit goods and consumer involvement with brand name.

Hypothesis 1d. Hypothesis 1d which stated that there is positive relationship between the likelihood of knowingly purchasing counterfeit goods and consumer involvement with fashion trend was not accepted. Table 5 shows that there is no significant relationship between the likelihood of knowingly purchasing counterfeit goods and consumer involvement with fashion trend.

Hypothesis 1e. Hypothesis 1e which stated that there is positive relationship between the likelihood of knowingly purchasing counterfeit goods and consumer involvement with brand's country of origin was not accepted. Table 5 shows that there is no significant relationship between the likelihood of knowingly purchasing counterfeit goods and consumer involvement with brand's country of origin.

Hypothesis 2a. Hypothesis 2a which stated that there is positive relationship between the likelihood of knowingly purchasing counterfeit goods and the attitude toward brand loyalty was not accepted. Table 6 shows that there is no significant relationship between the likelihood of knowingly purchasing counterfeit goods and the attitude toward brand loyalty.

Hypothesis 2b. Hypothesis 2b which stated that there is negative relationship between the likelihood of knowingly purchasing counterfeit goods and use of quality as an evaluation criterion was not accepted. Table 6 shows that there is no significant relationship between the likelihood of knowingly purchasing counterfeit goods and use of quality as an evaluation criterion.

Hypothesis 2c. Hypothesis 2c which stated that there is positive relationship between the likelihood of knowingly purchasing counterfeit goods and the attitude toward brand association was not accepted. Table 6 shows that there is no significant relationship between the likelihood of knowingly purchasing counterfeit goods and the attitude toward brand associations.

Hypothesis 2d. Hypothesis 2d which stated that there is positive relationship between the likelihood of knowingly purchasing counterfeit goods and the attitude toward brand awareness was not accepted. Table 6 shows that there is no significant

relationship between the likelihood of knowingly purchasing counterfeit goods and the attitude toward brand awareness.

Table 5
Spearman Rank Order Correlation Between the Likelihood of Knowingly Purchasing Counterfeit Products and Consumer Involvement with Purchasing Activity, Hedonic Goods, Brand Name, Fashion Trend, and Brand's Country of Origin.

	Likelihood of Knowingly Purchasing Counterfeit Products	Purchasing Involvement	Consumer Involvement with Hedonic Goods	Consumer Involvement with Brand Name	Consumer Involvement with Fashion Trend
Likelihood of Knowingly Purchasing Counterfeit Products	Correlation Coefficient Sig. (2-tailed) N				
Purchasing Involvement	.104 .123 219				
Consumer Involvement with Hedonic Goods	.071 .278	.309(**) .000			

	234	218			
Consumer Involvement with Brand Name	-.042	.122	.112		
	.522	.073	.089		
	234	218	233		
Consumer Involvement with Fashion Trend	-.047	.046	.235(**)	.325(**)	
	.477	.501	.000	.000	
	235	219	234	234	
Consumer Involvement with Brand's Country of Origin	-.116	.237(**)	.102	.367(**)	.220(**)
	.077	.000	.122	.000	.001
	234	218	233	233	234

** Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Table 6
Spearman Rank Order Correlation Between the Likelihood of Knowingly Purchasing Counterfeit Products and the Attitude toward Brand Equity.

	Likelihood of Knowingly Purchasing Counterfeit Products	Attitude toward Brand Loyalty	Attitude toward Perceived Quality	Attitude toward Brand Associations
Likelihood of Knowingly Purchasing Counterfeit Products	Correlation Coefficient Sig.(2-tailed) N.			
Attitude toward Brand Loyalty	-.067 .313 230			
Attitude toward Perceived Quality	.036 .584 235	.525(**) .000 230		
Attitude toward	.033	.482(**)	.657(**)	

Brand Associations	.627	.000	.000	
	218	214	218	
Attitude toward Brand Awareness	.055	.607(**)	.384(**)	.560(**)
	.414	.000	.000	.000
	224	220	224	211

** Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Additional Findings

As Table 5 shown, there were some other significantly positive relationships among consumer involvement characteristics. It was found that purchasing involvement was significantly positively related to consumer involvement with hedonic goods ($r_s=.309$ and $p<.01$) and brand's country of origin ($r_s=.237$ and $p<.01$), respectively. Respondents who were more likely to be involved with purchasing activity were also more likely to be involved with hedonic goods and brand's country of origin. Consumers' involvement with hedonic goods was significantly positively related to their involvement with fashion trend ($r_s=.235$ and $p<.01$). Respondents who were more likely to be involved with hedonic goods were also more likely to be involved with fashion trend. Consumers' involvement with brand name was significantly positively related to consumers' involvement with fashion trend ($r_s=.325$ and $p<.01$) and brand's country of origin ($r_s=.367$ and $p<.01$), respectively. Respondents who were more likely to be involved with brand name were also more likely to be involved with fashion trend and brand's country of origin. It was also found that consumer involvement with fashion trend was significantly positively related to brand's country of origin ($r_s=.220$ and $p=.001$). So, respondents who were more likely to be involved with fashion trend were also more likely to be involved with brand's country of origin.

Table 6 shows that there were some significantly positive relationships among the attitude toward dimensions of brand equity. The attitude toward brand loyalty was significantly positively related to the attitude toward perceived quality ($r_s=.525$ and $p<.01$), brand association ($r_s=.482$ and $p<.01$), and brand awareness ($r_s=.607$ and

$p < .01$), respectively. So, the greater the perceived quality, brand association and brand awareness the respondent had to the brand, the more loyalty a respondent had to the brand. The attitude toward perceived quality was significantly positively related to the attitude toward brand association ($r_s = .657$ and $p < .01$) and brand awareness ($r_s = .384$ and $p < .01$), respectively. The greater brand association and brand awareness the respondent had toward the brand, the greater the perceived quality the respondent had toward the brand. It was also found that there was significantly positive relationship between the attitude toward brand association and brand awareness ($r_s = .560$ and $p < .01$). The greater brand awareness the respondent had toward the brand, the greater brand association the respondent had toward the brand.

Table 7 shows that there were also some significantly positive relationships among consumer involvement characteristics and the attitude toward dimensions of brand equity. It was found that consumer involvement with purchasing activity had significantly positive relationships with the attitude toward brand loyalty ($r_s = .209$ and $p = .002$), perceived quality (use of quality as an evaluation criterion) ($r_s = .164$ and $p = .015$), brand association ($r_s = .231$ and $p = .001$), and brand awareness ($r_s = .278$ and $p < .01$). Respondents who were more likely to be involved with purchasing activity were also more likely to have their personal belief in the four dimensions of brand equity (brand loyalty, perceived quality, brand association, and brand awareness). Consumer involvement with hedonic goods also had significantly positive relationships with the attitude toward brand loyalty ($r_s = .216$ and $p = .001$), perceived quality (use of quality as an evaluation criterion) ($r_s = .176$ and $p = .007$), brand associations ($r_s = .147$ and $p = .031$) and brand awareness ($r_s = .215$ and $p = .001$).

Respondents who were more likely to involve with hedonic goods were also more likely to have their personal belief in all dimensions of brand equity. Consumer involvement with brand name also had significantly positive relationships with the attitude toward brand loyalty ($r_s=.302$ and $p<.01$), perceived quality (use of quality as an evaluation criterion) ($r_s=.296$ and $p<.01$), brand association ($r_s=.364$ and $p<.01$) and brand awareness ($r_s=.240$ and $p<.01$). Respondents who were more likely to involve with brand name were also more likely to have their personal belief in the four dimensions of brand equity. Consumer involvement with fashion trend had significantly positive relationships only with the attitude toward brand loyalty ($r_s=.224$ and $p=.001$) and perceived quality (use of quality as an evaluation criterion) ($r_s=.137$ and $p=.036$). Respondents who were more likely to involve with fashion trend were also more likely to have their personal belief in brand loyalty and perceived quality. Finally, consumer involvement with brand's country of origin also had significantly positive relationships with the attitude toward brand loyalty ($r_s=.458$ and $p<.01$), perceived quality (use of quality as an evaluation criterion) ($r_s=.313$ and $p<.01$), brand association ($r_s=.331$ and $p<.01$) and brand awareness ($r_s=.300$ and $p<.01$). Respondents who were more likely to involve with brand's country of origin were also more likely to have their personal belief in all dimensions of brand equity.

Table 7 Spearman Rank Order Correlation Among Consumer Involvement Characteristics and the Attitude toward Brand Equity

Correlation Coefficient Sig. (2-tailed) N	Consumer involvement with purchasing activity	Consumer involvement with hedonic goods	Consumer involvement with brand name	Consumer involvement with fashion trend	Consumer involvement with brand's country of origin
Attitude toward Brand Loyalty	.209** .002 214	.216** .001 229	.302** .000 230	.224** .001 230	.458** .000 229
Attitude toward Perceived Quality	.164* .015 219	.176** .007 234	.296** .000 234	.137* .036 235	.313* .000 234
Attitude toward Brand Associations	.231** .001 204	.147* .031 217	.364** .000 217	.085 .209 218	.331** .000 217
Attitude toward Brand Awareness	.278** .000 210	.215** .001 223	.240** .000 223	.114 .088 224	.300** .000 223

**Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Also, t-test statistics was used to test if there is relationship between consumers' experience of purchasing counterfeit goods and the likelihood of knowingly purchasing counterfeit goods, purchasing involvement (consumer involvement with purchasing activity), consumer involvement with the following objects: hedonic goods, brand name, fashion trend, brand's country of origin, and the attitude toward four dimensions of brand equity (brand loyalty, perceived quality, brand association, and brand awareness), respectively.

As seen in Table 8, among the variables, there was significant difference only between consumers' experience of purchasing counterfeit and their attitude toward perceived quality. Consumers who have ever purchased counterfeits goods use different quality criterion than those who have never purchased counterfeit goods.

Table 8 Relationships between consumers' experience on purchasing counterfeit goods and each measure.

	<u>Consumers who have</u> <u>ever purchased</u> <u>counterfeit goods</u>			<u>Consumer who have</u> <u>never purchased</u> <u>counterfeit goods</u>			p-value
	Mean	SD	N	Mean	SD	N	
<u>Likelihood of</u> <u>knowingly</u> <u>purchasing</u> <u>counterfeit</u> <u>goods</u>	3.99	1.39	158	2.61	1.49	77	.198
<u>Consumer</u> <u>involvement</u> <u>with</u> <u>purchasing</u> <u>activity</u>	73.79	8.03	149	70.79	8.16	70	.952
<u>Consumer</u> <u>involvement</u> <u>with hedonic</u> <u>goods</u>	42.01	8.85	157	39.88	9.56	77	.189

<u>Consumer involvement with brand name</u>	32.55	10.91	157	31.05	11.00	77	.930
<u>Consumer involvement with fashion trend</u>	36.61	10.01	158	37.04	8.46	77	.318
<u>Consumer involvement with brand's country of origin</u>	35.98	13.41	157	34.34	12.36	77	.279
<u>Brand loyalty</u>	24.03	5.15	153	23.68	6.20	77	.084
<u>Perceived quality</u>	18.06	3.21	158	17.91	4.13	77	.038*
<u>Brand association</u>	30.19	5.38	149	29.45	5.70	69	.672

Brand

<u>awareness</u>	15.34	3.63	151	14.75	3.78	73	.575
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Chapter V

Summary, Implications and Recommendations

Summary

Counterfeits, unauthorized copies of a product presented for sale as if they were the legitimate manufacturer's product, are creating a sizeable and growing problem for the apparel and accessory industries (Olsen & Granzin, 1993). The consumer is considered to be the final participant in the counterfeit transaction chain (Cordell, Wongtada, & Kieschnick, Jr., 1996). In the role of willing collaborator, the topic of this research, the consumer purchases a product known or suspected to be counterfeit.

The purpose of the study was to investigate the relationship between consumers' likelihood of knowingly purchasing counterfeit products and their involvement characteristics (consumer involvement with purchasing activity, hedonic goods, brand name, fashion trend, and brand's country of origin). Relationships between their likelihood of knowingly purchasing counterfeit products and the attitude toward brand equity were also investigated. In this study, a non-probability sampling technique was used.

The sample for this study was male and female Taiwanese office workers. In order to measure involvement characteristics and the attitude toward brand equity, the respondents were selected from the city of Taipei, because many counterfeit products are sold in Taipei and the probability for consumers to buy counterfeit products there is large.

In this study it was found that there were no significant relationships between consumers' likelihood of knowingly purchasing counterfeit products and their

involvement with purchasing activity, hedonic goods, brand name, fashion trend, and brand's country of origin. Also, consumers' likelihood of knowingly purchasing counterfeit products and their attitude toward brand equity was not significantly related.

Also, there was no significant difference between consumers' experience of purchasing counterfeit goods and their likelihood of knowingly purchasing counterfeit goods. This finding showed that consumers who have never purchased counterfeit goods were not unwilling to purchase counterfeit goods. It may be just that they had no chance to buy, especially for those older respondents who rarely go shopping, or even they did not know what they bought was a hot brand name counterfeit goods. And for those who have ever purchased counterfeit goods, they may be not willing to purchase it again. It may be that consumers were not satisfied with what they expected on counterfeit goods. Or since the respondents were all office workers, after they graduated from school, they get paid every month, or when time goes by, they have higher social status and higher salary. This will transfer them to buy the real one and no counterfeit goods anymore.

However, among the variables, there was significant difference only between consumers' experience of purchasing counterfeit products and their involvement with perceived quality. This finding suggests that consumers who have ever purchased counterfeit goods use different quality criteria than those who have never purchase counterfeit goods.

Implication

In this study, counterfeit product was used to investigate consumers' purchasing behavior. It was found that price determinants and consideration of legality of counterfeit goods were related to their purchasing behavior of counterfeit products. However, counterfeit product is a contradiction. It is a product with noble spirit (brand name), but fake body. The dilemma makes consumers fall in contradiction when finding relationships between their willingness to purchase counterfeit goods and their involvement with purchasing activity, hedonic goods, brand name, fashion trend, and brand's country of origin, and the attitude toward four dimensions of brand equity. When consumers had high involvement with one of any objects (purchasing activity, hedonic goods, brand name, fashion trend, and brand's country of origin), positive attitude toward three dimensions of brand equity (brand loyalty, brand association and brand awareness) or negative attitude toward perceived quality, they may or may not go to purchase counterfeit products. So, it was thought that internal factor, involvement, may be a less powerful driver to influence consumers' willingness to purchase counterfeit products.

Recommendations

1. Because a convenience non-probability sample was used in this sample, future investigation should use a random and larger sample. This would increase the validity and generalized ability of the research.
2. In this study, consumers' internal factor, involvement, was investigated and was thought to be a less powerful driver to influence consumers' intention to purchase counterfeit products. For future study, the researcher can investigate consumers'

external factor such as consideration of the legality of products, moral attitude toward counterfeit products, price determinant, and so on.

3. In this study, the sample only consisted of Taipei office workers. Sample for future research should include other groups of consumers such as consumers outside Taipei, or students who may be more likely to purchase counterfeit goods since they usually are not able to afford the real one at this age.
4. Future researchers may consider comparative studies across other nationalities in order to provide more information to consumer scientists and international marketers to develop market strategy.
5. Consumers usually buy what retailers sell and supply. So, setting up strict laws to restrict manufacturing and selling counterfeit goods is important. In addition, educating consumers to respect the original design is another way to minimize the problem. It can start from both moral and lawful aspects. Even though it is not easy, every success starts from everyone's a little effort.

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APPENDICES

APPENDIX A
Questionnaire in English

Hello,

This is for a study on consumers' shopping behavior being conducted as part of requirement for Master's degree at Oregon State University. Your opinions regarding counterfeit products shopping behavior are important to manufactures and retailers in their efforts to address consumer behavior and concerns. We would appreciate it if you would take about 20 minutes to respond to the questionnaire. Your responses, together with others, will be combined and used for statistical summaries only. If the results of this project are published, your identity will not be made public. Your participation in this study is voluntary and you may refuse to answer any question(s) for any reason.

All your responses are strictly confidential and special precautions have been established to protect the confidentiality of your responses. The questionnaire is anonymous. Under no circumstances will names and responses be connected. When you have completed the questionnaires, you can place the completed survey in the return box. Your questionnaire will be destroyed once your responses have been tallied. The process of this survey will be reviewed by Institutional Review Board of Oregon State University and major advisor, Dr. Leslie Davis Burns.

In order that the results truly represent the attitudes of consumers, it is important that each question be read carefully and completed. If you have any questions about this survey, please contact Yu-Chi Cheng at chengyu@onid.orst.edu (or major advisor, Leslie Davis Burns, leslie.burns@oregonstate.edu). If you have questions about your

rights as a participant in this research project, please contact the Oregon State University Institutional Review Board (IRB) Human Protections Administrator at (541) 737-3437 or by email at IRB@oregonstate.edu.

Thank you for your help. We appreciate your cooperation.

Yu-Chi Cheng

Graduate Student, Oregon State University

Leslie Davis Burns

Ph. D., Major Advisor, Oregon State University

Imagine you are at a flea market. You have been told by a friend that the products with the designer brand names being sold at the flea market are, in fact, counterfeit products. In your opinion these products look like the real thing but are being sold at a fraction of the price of the real products. The brand names are those that you like. How likely is it that you would purchase one of these products?

Please circle one of the numbers below to indicate how likely it would be for you to purchase one of these products.

Very Likely

6

5

4

3

2

Very Unlikely

1

The following are some questions about your purchase behavior. READ EACH ITEM CAREFULLY AND CIRCLE QUICKLY ONE OF THE NUMBERS WHICH BEST DESCRIBES YOUR FEELING ABOUT THE STATEMENT.

STRONGLY AGREE = 6

AGREE = 5

SLIGHTLY AGREE = 4

SLIGHTLY DISAGREE = 3

DISAGREE = 2

STRONGLY DISAGREE = 1

	Strongly Agree			Strongly Disagree		
1 I have little or no interest in shopping.....	6	5	4	3	2	1
2 I am not interested in bargain seeking.....	6	5	4	3	2	1
3 I am not interested in sales.....	6	5	4	3	2	1
4 Because of my personal values I feel that “smart purchasing” ought to be important to me for example: lower price with same quality...	6	5	4	3	2	1
5 Being a smart shopper who spends less money to buy the same quality products is worth the extra time it takes.....	6	5	4	3	2	1
6 Even with inexpensive products like shampoo, I will often evaluate a recent purchase and become annoyed if the product doesn't						

	adequately meet my needs.....	6	5	4	3	2	1
7	For expensive items I spend a lot of time and effort making my purchase decision since it is important to get the best deal.....	6	5	4	3	2	1
8	I am willing to spend extra time shopping in order to get the cheapest price on goods of like quality.....	6	5	4	3	2	1
9	I pay attention to advertisements for products that I am interested in.....	6	5	4	3	2	1
10	Shopping wisely is a rather petty issue compared to thinking about how to make more money.....	6	5	4	3	2	1
11	I don't like to waste a lot of time trying to get good deals on groceries.....	6	5	4	3	2	1
12	It is important to me to keep up with special deals being offered by the grocery stores in my area.....	6	5	4	3	2	1
13	It is part of my value systems to shop around for the best buy (good quality and good price)	6	5	4	3	2	1
14	The brands of goods I buy make very little difference to me.....	6	5	4	3	2	1
15	If I were buying a major appliance, visual						

- appeal is one of my main concerns. 6 5 4 3 2 1
- 16 Being a smart shopper should not only spend
less money to buy the same quality products,
but also concern about product attributes
including appearance, durability, image,
perceived fashion content, purpose, and
quality. 6 5 4 3 2 1
- 17 Usually the legality of the product influences
me to make the purchase decision. 6 5 4 3 2 1

INSTRUCTIONS

The purpose of this study is to measure a person's involvement or interest in selected factors of products. To complete this section, we need you to judge various items against a series of descriptive scales according to how you perceive the item. Here is how you are to use these scales:

If you feel that the description that appears at top of the page is very closely related to one end of the scale, you should place your check mark as follows:

Unimportant Important

OR

Unimportant Important

If you feel that the item is quite closely related to one or the other end of the scale (but not extremely,) you should place your check mark as follows:

Appealing Unappealing

OR

Appealing Unappealing

If you feel that the item seems only slightly related (but not really neutral) to one end of the scale, you should place your check mark as follows:

Uninterested Interested

OR

Uninterested Interested

Important

1. Be sure that you check every scale for every item; do not omit any.
2. Never put more than one check mark on a single scale.

Make each item a separate and independent judgment. Work at a fairly high speed through this questionnaire. Do not worry or puzzle over individual items. It is your first impressions, the immediate feelings about the items that we want. On the other hand, please do not be careless, because we want your true impressions.

Thank you.

The following are some questions about your purchase behavior. READ EACH ITEM CAREFULLY AND CIRCLE QUICKLY ONE OF THE NUMBERS WHICH BEST DESCRIBES YOUR FEELING ABOUT THE STATEMENT.

STRONGLY AGREE = 1

AGREE = 2

SLIGHTLY AGREE = 3

SLIGHTLY DISAGREE = 4

DISAGREE = 5

STRONGLY DISAGREE = 6

Now, pick one fashion brand you like in your mind. And according to this brand, answer the following statements.

	Strongly Agree			Strongly Disagree		
1 If I have money, I will regularly buy this brand.....	6	5	4	3	2	1
2 If I have money, I intend to buy this brand again....	6	5	4	3	2	1
3 This brand is my first choice compared to other brands.....	6	5	4	3	2	1
4 If I have money to buy this brand, I will be satisfied with buying this brand.....	6	5	4	3	2	1
5 I would recommend this brand to others.....	6	5	4	3	2	1

6	I would not switch to another brand the next time.···	6	5	4	3	2	1
7	The brand has up-to-date products.··········	6	5	4	3	2	1
8	The appearance of the brand's product makes me feel it's a high-quality product.··········	6	5	4	3	2	1
9	The brand is attractive.··········	6	5	4	3	2	1
10	The quality of the brand is good.··········	6	5	4	3	2	1
11	It is comfortable.··········	6	5	4	3	2	1
12	It is luxurious.··········	6	5	4	3	2	1
13	It is expensive.··········	6	5	4	3	2	1
14	I feel special when using this brand. ·········	6	5	4	3	2	1
15	It has a long history.··········	6	5	4	3	2	1
16	It has a different image from other brands. ·······	6	5	4	3	2	1
17	The brand is familiar to me.··········	6	5	4	3	2	1
18	I always have opinion of this brand.··········	6	5	4	3	2	1
19	This brand is on the top of my mind.··········	6	5	4	3	2	1
20	When seeing or hearing something, I always recall that this brand also has these characteristics.········	6	5	4	3	2	1
21	I have enough knowledge about this brand.········	6	5	4	3	2	1

The next series of questions is designed to help us interpret our results more accurately.

We would very much appreciate your answers to these important questions about you.

Your name will not be associated with your responses.

1. What is your age? _____
2. You are (Please circle one number)
 1. Male
 2. Female
3. What is your current marital status? (Please circle one number)
 1. SINGLE, NEVER MARRIED
 2. MARRIED
 3. SEPARATED
 4. DIVORCED
 5. WIDOWED
4. Which of the following best describes the highest grade you have completed in school? (Please circle one number)
 1. HIGH SCHOOL GRADUATE EQUIVALENT
 2. TECHNICAL TRADE SCHOOL BEYOND HIGH SCHOOL
 3. COLLEGE OR UNIVERSITY DEGREE (BACHELORS)
 4. GRADUATE DEGREE
 5. OTHER _____
5. How much is your monthly income ? (Please circle one number)
 1. UNDER NTD 16,000
 2. NTD 16,001 TO NTD 25,000

3. NTD 25,001 TO NTD 35,000
 4. NTD 35,001 TO NTD 45,000
 5. NTD 45,001 OR MORE
6. How often do you go shopping for apparel and accessories? (Please circle one number)
1. MORE THAN ONCE A WEEK
 2. ONCE A WEEK
 3. ONCE EVERY TWO WEEKS
 4. ONCE EVERY THREE WEEKS
 5. ONCE A MONTH
 6. ONCE A YEAR
 7. TWICE A YEAR
 8. LESS THAN ONCE A YEAR
7. How much do you usually spend for your clothing and accessory per month?
(Please circle one number)
1. NTD 500 TO NTD 1,500
 2. NTD 1501 TO NTD 3,000
 3. NTD 3,001 TO NTD 5,000
 4. NTD 5,000 OR MORE
8. Have you ever purchased counterfeit products? (Please circle one number)
1. YES (If your answer is yes, please continue to answer question 9, 10 and, 11.)
 2. NO (If your answer is no, please stop here. Thank you very much.)

9. So far, how many times did you knowingly purchase counterfeit products? (Please circle one number)

1. ONE TIME
2. TWO TIMES
3. THREE TIMES
4. FOUR TIMES
5. FIVE TIMES OR MORE

10. Please briefly explain why you purchase counterfeit products?

11. Usually, where do you purchase the counterfeit products?

THANK YOU VERY MUCH !!!

Please return this questionnaire to the person handing them out.

APPENDIX B
Questionnaire in Chinese

敬啓者 您好，

此份問卷是來自奧勒崗州立大學服飾商品行銷研究所學生對消費者購物行為的調查。您對購買仿冒品的意見和態度將能幫助我們對消費者行為的瞭解並對相關產業的製造商和零售商有一定的幫助。我們會非常的感謝您，如果您願意撥冗約15分鐘的時間來回答此份問卷。這是一份不具名的問卷，您的回答將只會被使用於研究用途。問卷內容將不會侵犯您個人權益與隱私。問卷調查過程將不會違反您的人權，並將受到奧勒崗州立大學人權單位(Institutional Review Board of Oregon State University)及本研究指導教授(Dr. Leslie Davis Burns) 的監督。

爲了使這份問卷有效，請您仔細的閱讀問題並回答。如果您有任何相關的問題，請聯絡研究生鄭宇琦。(chengyu@onid.orst.edu)

非常謝謝您的幫忙。謹祝

事事如意

研究生 鄭宇琦 奧勒崗州立大學

Leslie Davis Burns, Ph. D. Major Advisor, Oregon State University

(一)

想像自己現在在一個市場，您秘密地被一個你信賴的人告知旁邊賣的物品是知名品牌的仿冒品。這仿冒品看起來跟真的一樣，但價錢確比真品便宜好幾倍，而且這個品牌又是您所喜愛的，所以，請問您有多少的可能性買這產品。

請圈選以下數字來代表您會買這仿冒品的程度。

非常可能

非常不可能

6

5

4

3

2

1

(二)

下列的問題是有關於您的購買行爲，請仔細的閱讀題目並圈選最能表達自己感覺的答案。

非常同意 = 6

同意 = 5

有點同意 = 4

有點不同意 = 3

不同意 = 2

非常不同意 = 1

	非 常 同 意	同 意	有 點 同 意	有 點 不 同 意	非 常 不 同 意	
1 我對購物沒有什麼興趣·····	6	5	4	3	2	1
2 我對尋求便宜的物品沒興趣·····	6	5	4	3	2	1
3 我對折扣活動沒有興趣·····	6	5	4	3	2	1
4 依我個人的價值觀，我覺得「聰明的購物」 是重要的，例如：較低的價錢買到相同品質 的物品·····	6	5	4	3	2	1
5 做一個聰明的消費者(花較少的錢買品質相 同的東西)，花時間在比價或尋求折扣的商品						

- | | | | | | | | |
|----|---|---|---|---|---|---|---|
| | 是值得的..... | 6 | 5 | 4 | 3 | 2 | 1 |
| 6 | 即使是購買不是很貴的商品，例如：洗髮精，如果這洗髮精最後不符合我的需求，我會覺得很生氣..... | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 在購買貴重物品時，因為尋求到好價錢是重要的，所以我會花很多時間跟心力做決策..... | 6 | 5 | 4 | 3 | 2 | 1 |
| 8 | 我會願意花時間去尋求品質相同，但價格是最合理的商品..... | 6 | 5 | 4 | 3 | 2 | 1 |
| 9 | 對於我有興趣的商品，我會去注意它的廣告..... | 6 | 5 | 4 | 3 | 2 | 1 |
| 10 | 跟思考如何去賺錢相比，思考如何「聰明的購物」反而沒那麼有意義..... | 6 | 5 | 4 | 3 | 2 | 1 |
| 11 | 平時到普通商店，例如：全家便利商店買東西時，我不喜歡爲了要得到合理或是較便宜的價錢而花太多時間在比價上面..... | 6 | 5 | 4 | 3 | 2 | 1 |
| 12 | 對我而言，保持知道家裡附近商店的折扣消息是重要的..... | 6 | 5 | 4 | 3 | 2 | 1 |
| 13 | 依照我的價值觀，購物應該要買最划算的東西..... | 6 | 5 | 4 | 3 | 2 | 1 |
| 14 | 購物時，品牌對我來說沒有很大的差異..... | 6 | 5 | 4 | 3 | 2 | 1 |
| 15 | 當我在購買東西時，商品的包裝也是我考慮購買的因素之一..... | 6 | 5 | 4 | 3 | 2 | 1 |
| 16 | 做一個聰明的消費者除了花較少的錢買品質 | | | | | | |

相同的東西外，還要考慮商品的外觀、耐用 性和流行性等等.....	6	5	4	3	2	1
17 產品的合法性也是我考量購買的因素之一...	6	5	4	3	2	1

(三)

導引

下列的問題是要測量您的涉入特徵。爲了測量此特徵，我們需要您先了解四種不同項目的定義，然後依照各描述來回答問題。請看以下的例子：

在回答的過程中，請依照自己感覺的強弱程度於問卷上做記號。

如果您覺得這項目對您極度不重要，請標示：

不重要的 重要的
或 極度重要

不重要的 重要的

如果您覺得這項目對您有意義(但不是極度有意義)，請標示：

有意義的 沒意義的
或 沒有意義(但不是極度沒意義)

有意義的 沒意義的

如果您覺得這項目是一點點有用的(偏於中性/中間的態度)，請標示：

有用的 沒用的

或 一點點沒有用的(偏於中性/中間的態度)

有用的 沒用的

注意：

1. 請確定您正確的配合每一個項目的定義並回答每一個問題，請勿略過。
2. 每一個問題只能有一個答案。

每一個問題都是獨立的。請不要太執著於題目，依照自己當下的感覺回答。但是，也請小心的回答題目，因為我們需要您真實的想法。

謝謝!

流行趨勢: 目前流行的東西。

- 不重要 重要的
- 有意義的 沒意義的
- 有用的 沒用的
- 有益的 無益的
- 沒有興趣的 有興趣的
- 必要的 多餘的
- 無聊的 有趣的
- 庸俗的 吸引人的
- 基本的 不是基本的
- 不被需要的 被需要的

品牌來源國: 指此品牌的出生國家，例如: Coach 此品牌是美國的品牌。

- 不重要 重要的
- 有意義的 沒意義的
- 有用的 沒用的
- 有益的 無益的
- 沒有興趣的 有興趣的
- 必要的 多餘的
- 無聊的 有趣的
- 庸俗的 吸引人的
- 基本的 不是基本的
- 不被需要的 被需要的

(四)

下列的問題是有關於您的購買行為，請仔細的閱讀題目並圈選最能表達自己感覺的答案。

非常同意 = 6

同意 = 5

有點同意 = 4

有點不同意 = 3

不同意 = 2

非常不同意 = 1

現在，請自行選擇一個您喜歡的流行品牌，並且依照這品牌給您的感覺回答以下的問題。

	非 常 同 意	有 點 同 意	有 點 不 同 意	非 常 不 同 意		
1 如果我有錢，我會定期地買這個品牌的東西	6	5	4	3	2	1
2 如果我有錢，我會想再買這個品牌的東西.....	6	5	4	3	2	1
3 跟別的牌子比較，這個牌子常常是我的第一選擇.....	6	5	4	3	2	1

4	如果我有錢買這個牌子，購買這品牌的東西 會讓我有滿意的感覺·····	6	5	4	3	2	1
5	我會建議其他人也購買此牌子·····	6	5	4	3	2	1
6	我不會轉變去買別牌子的東西·····	6	5	4	3	2	1
7	這品牌都會出最新的產品·····	6	5	4	3	2	1
8	這品牌的產品外觀會讓人覺得是高品質的產 品·····	6	5	4	3	2	1
9	這品牌很吸引人·····	6	5	4	3	2	1
10	這品牌的東西品質很好·····	6	5	4	3	2	1
11	這品牌讓人感覺很舒服·····	6	5	4	3	2	1
12	這品牌讓人感覺精美且豪華的·····	6	5	4	3	2	1
13	這品牌讓人感覺昂貴的·····	6	5	4	3	2	1
14	使用此品牌讓我覺得自己變得很特別·····	6	5	4	3	2	1
15	這品牌有很長的歷史·····	6	5	4	3	2	1
16	這品牌讓我覺得它有不同於其他牌子的感覺 和印象·····	6	5	4	3	2	1
17	我對這個品牌很熟悉·····	6	5	4	3	2	1
18	我常常會對這品牌產生個人的意見·····	6	5	4	3	2	1
19	這品牌在我心中總是第一位·····	6	5	4	3	2	1
20	當聽到或看到一些事情，我總是會回想到這個品 牌也有類似的相同特徵·····	6	5	4	3	2	1
21	我對這個品牌有足夠的認識·····	6	5	4	3	2	1

(五)

以下的問題將幫助我們詳確的解釋此問卷中所獲得的各種資料。我們感謝您以下的回答。

1. 您的年齡_____歲

2. 您的性別是: (請圈選一項)
 - (1) 男性
 - (2) 女性

3. 您的婚姻狀況? (請圈選一項)
 - (1) 單身 (從未結過婚)
 - (2) 已婚
 - (3) 分居
 - (4) 離婚
 - (5) 寡婦/鰥夫
 - (6) 其他 (請說明) _____

4. 您的教育程度是? (請圈選一項)
 - (1) 高中/高職
 - (2) 技術學院
 - (3) 大學(學士)
 - (4) 研究所(含博/碩士)

5. 您的月薪大約是多少? (請圈選一項)

- (1) NTD 16,000 以下
- (2) NTD 16,001- NTD 25,000
- (3) NTD 25,001- NTD 35,000
- (4) NTD 35,001- NTD 45,000
- (5) NTD 45,001 以上

6. 請問您多久逛街一次? (請圈選一項)

- 5. 一週數次
- 6. 一週一次
- 7. 兩週一次
- 8. 三週一次
- 9. 一個月一次
- 10. 一年一次
- 11. 一年兩次
- 12. 一年不到一次

7. 您每個月支付的製裝費平均約為多少? (請圈選一項)

- (1) NTD 500 - NTD 1,500
- (2) NTD 1501 - NTD 3,000

(3) NTD 3,001 - NTD 5,000

(4) NTD 5,000 以上

8. 請問您有買過仿冒品嗎? (請圈選一項)

(1) 有 (如果有, 請繼續回答第 9、10 和 11 題)

(2) 沒有 (如果沒有, 問題就回答到此, 謝謝您的合作)

9. 到目前為止, 請問您購買多少次仿冒品? (請圈選一項)

(1) 一次

(2) 兩次

(3) 三次

(4) 四次

(5) 五次以上

10. 請簡略解釋您為什麼購買仿冒品?

11. 您在哪裡購買仿冒品的?

非常感謝您! 請把問卷交回給負責發此問卷調查的人。