

Consumer's purchase intention towards Counterfeit Mobile Phones

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Abstract

The **purpose** of the study is to find the consumer purchase intention toward counterfeit mobile phone. Why customers preferred the counterfeit mobile phone. Different companies try to fulfill the demand of the customer but due to the some factors the demand of the counterfeit mobile phone increase time to time. **Data** was collected from 150 peoples through

questioners. We performed factor analysis and structural model to test the measurement and structural models.

The **finding** indicated that, price, previous experience and social influence and attitude are the factors those positively affects consumer purchase intention towards purchasing counterfeit mobile phone. **Limitation** of this study is that the respondents were more qualified than population. Through this research, the genuine mobile phone producers can enhance their target consumer toward their own products by focusing those all variables that influence consumer purchasing behavior towards counterfeit mobile phone. In this paper the study was focused on a single phenomena of counterfeiting, CMP. In a country where people use cell phones more than others third world countries.

Keywords: Counterfeit products, Low price, Purchase intention

1. Introduction

Counterfeiting initially started in 1970s (Bian and Veloutsou, 2005). when Levi's showing a massive quantity of counterfeit jeans by means of its trademark, which was manufactured in South East Asia and increase all over Western Europe (Walker, 1981).Afterward, counterfeit products have been distributed the market in the past hardly any eras and progressively increase at a considerable rate (Phau and Teah, 2009). Counterfeit products are those products that characteristic are alike, or indistinct from, the attributes planned to another party and that have the constitutional rights to use these attributed only. (E.g. Eisend and Schuchert - Guler, 2006; Chaudhry and Walsh, 1996;Kap ferer, 1995).

Counterfeiting trade is increasing as a hazardous difficulty for real trade over and done with the world (Bian and Veloutsou, 2007). The Organization of Economic collaboration and Development's (OECD) opinions demonstrate that the development the rate of counterfeiting and piracy business is 15% per annum. The International Anti-Counterfeiting association estimates that counterfeiting is accountable for US\$200 billion a year in lost jobs, not paid taxes and lost garage sales (Furnham and Valgeirsson, 2007). Wing to the natural history of counterfeiting, such figures are at best only irregular estimates. Counterfeiting is accountable for causing staid economic and societal harm to mutually justifiable manufacturers and to society as a entire (Bush et al., 1989). Aside from the missing revenues acquired as a result of counterfeiting, justifiable manufacturers also countenance intangible fatalities; such as failure of goodwill (Jacobs et al., 2001; Barnett, 2005; Wilke and Zaichkowsky, 1999;McDonald and Roberts, 1994; Nia and Zaichkowsky, 2000), loss of brand reputation and reduced brand equity (Nia and Zaichkowsky, 2000). In addition, various counterfeited brands knowledge missing assurance from their consumers (Gordon, 2002; Bloch et al., 1993; Barnett, 2005; Wilke and Zaichkowsky, 1999; Nia and Zaichkowsky, 2000; Gentry et al., 2006), devalued do research and progress hard work as well as considerable officially authorized fees (Thurasamy et al., 2002; Wilke and Zaichkowsky, 1999). There are also the destructive possessions that counterfeiting has on society. But most of these studies were generic in center of attention. Counterfeits are divided into 2 type – deceptive and non

deceptive (Grossman and Shapiro, 1988). Deceptive counterfeiting customers are misinformed by counterfeit manufactured goods which are comparable to the innovative, and non-deceptive counterfeiting consumers by intend to acquire fake products (Bamossy and Scammon, 1985; Bloch et al., 1993). The achievement of magnificence brand counterfeiting can be recognized first and foremost to the price advantages it proposes over the legitimate product (Bloch et al., 1993), the brand associations that set off hand-in-hand with counterfeiting impressive or status brands as well as the prospective for accumulation manufacture throughout manufacturing procedures (Nill and Shultz, 1996). Furthermore, the consumer stipulate for “status laden” products at decreased prices has given confidence the development of this illegitimate activity, as customers actively inquire about the out prestigious clothing and accessories.

2. Literature review

This study focal point on purchase intention relatively than presentation, because intention has wider allegations and will often have a optimistic impact on an individual’s achievements (Ajzen and Driver, 1992; Pierre et al., 2005; Schlosser et al., 2006). who judged social features and personal factors, preceding consumer approach. The main reason for purchasing of counterfeits is price, quality, and social influence and brand image. Consumer having encouraging approach towards counterfeits, by counterfeits products With Particular orientation to counterfeiting, Eisend and Schuchert-Guler (2006) pass on to the confirmation since Schlegelmilch and Stottinger (1999) that approach towards piracy negatively affect purchase objective if the price differentiation between counterfeit and original product is at least 40 percent. Price and purchase intention has negative correlation.

Attitudes toward counterfeits

Attitude is a “learned predisposition to respond to a situation in a favourable or unfavourable way” (Huang et al., 2004). The attitude construct is frequently used as a forecaster of consumer intentions and behaviours. As attitudes cannot be observed straightforwardly, researchers should rely on determining consumer attitudes throughout research measures (Huang et al., 2004). Attitude in the direction of behaviour refers to personal assessments being favorable or unfavorable to execute the behavior. According to Ajzen (1985), and human being is more likely to agree to a certain behavior if he/she has a constructive attitude toward undertaking the behavior. According to Aaker et al. (1995) attitude is the intellectual state individuals use to structure the ways to distinguish the environment.

To date, four primary measurements namely quality, economic, ethical and legal, have been found useful in determining customer attitudes (Cordell et al., 1996; Ang et al., 2001; Gupta et al., 2004; Rizwan et al., 2013).

H1: Consumers with more favorable (unfavorable) attitude toward counterfeits will have more favorable (unfavorable) behavioral intentions toward these products.

Low price

Consumers want to purchase genuine brands but only some of them can pay for them. The quality priced original brands make available an opportunity to low priced counterfeits to meet the wants of those who cannot meet the expense of original brands (Chuchinprakarnm, 2003, Chaudhry et al., 2009).

Deceptive counterfeits' low price has been witnesses to encourage demand of counterfeits (Staake and Fleisch, 2008).

H2: Low price directly positively manipulates the consumers' intentions to purchase counterfeit mobile phones.

Previous Experience

Researchers have demonstrated that the buyer of counterfeit is different from non-buyers and knowledge with counterfeit purchase. Previous knowledge to enhances attitudes (i.e. have more positive attitude) in the direction of counterfeiting (wang et al., 2005; Tom et al., 1998). Who have previously bought and make use of the counterfeit products, have additional intention to purchase counterfeit than those who did not experienced counterfeit. Experienced purchaser views fell fewer risks to by counterfeit products stores that advertise counterfeits and not analysis this purchase as unethical (Ang et al, 2001). Previous researchers originate that previous experience was considerable and positively predicted eagerness to purchase counterfeited products. In this context it is expected that;

H3: Experienced buyers of counterfeit mobile phone have more favorable purchase intention toward counterfeit mobile phone than the non-buyers.

Social Influence

Surrounding of people can manipulate a person to purchase counterfeit or non-counterfeit products. (Ang et al, 2001) friends and relatives who are specialists on the differential benefits of genuine have over counterfeits and the unenthusiastic response of buying counterfeit will manipulate consumers on the disadvantage of counterfeits. Vulnerability is the fundamental factor that is informational and normative susceptibility. Informational susceptibility happens when consumers unintentionally acquire a product category. Normative susceptibility apprehensions purchase decisions when we knowingly buy counterfeit by the specialist opinion of others, but on the probability of what would impress others (Ang et al., 2001). Informational Susceptibility has pessimistic influence on purchase intention on the way to piracy (Ang et al, 2001).

Preliminary research disclose that the existences of friends who purchase illegitimate goods develop the willingness to purchase counterfeited products, while buying unaccompanied decreases the willingness to purchase (Albers- Miller, 1999). Delayed researches have information that pessimistic influence of normative susceptibility on approaches toward piracy (Ang et al., 2001; Wang et al., 2005).

From the above discussion, the following hypothesis has assumed.

H4: Social influence has a positive collision on customer towards the counterfeit mobile phones. Consumer receptiveness is “the need to identify with or improve one’s image in the estimation of considerable others through the acquirement of others regarding brands, the objective to conform to the probability of others concerning purchase decisions, and the predisposition to be trained about products by observing other or looking for information from others” (Bearden et al., 1989, p.474).

3. Research Methodology

The current research is descriptive in nature. Descriptive research can explained as describing something, some phenomenon or any particular situation. Descriptive researchers are those researchers that describe the existing situation instead of interpreting and making judgments (Creswell, 1994). The main objective of the descriptive research is verification of the developed hypothesis that reflects the current situation. This type of research provides information about the current scenario and focus on past or present for example quality of life in a community or customer attitudes towards any marketing activity (Kumar, 2005).

3.1 Sample/Data

In order to collect the data for understanding the situation about consumer attitude towards counterfeits mobile phones, a sample of 150 respondents were ask to participate in self-administered questionnaire. The population for current research is mobile phone consumers in Pakistan. The current study utilizes a non- probability sampling technique that is convenience sampling. Convenience sampling is a sampling technique that obtains and collects relevant information from sample or the unit of study that are conveniently available (Zikmund, 1997). Convenience sampling is normally use for collecting a large number of completed surveys speedily and with economy (Lym et al, 2010).

3.2 Instrument and Measures

The survey instrument of the current study address two major purposes: First is to analyze the relationship of different variables in consumer purchase intention towards counterfeit mobile phones. Second, to collect information about the different characteristics of the respondents that can be used the variations in different categories.

The survey instrument contains two sections. Section 1 includes different personal and demographic variables. This section will obtain the respondent’s information about gender, age, income, education and status.

Section 2 includes the latent variables that are important in current study these variables include price, social influence, and personal gratification, attitude towards counterfeits, intention to purchase and previous experience. This section of study is developing based on past literature and already used questioners (Table 1). The scales of study were adopting from previous literature and published studies. There are total of four variables price, social influence, attitude toward counterfeits, intention to purchase, previous experience. The scale of price was taken from (Mir et al, 2012), scale of social influence was taken from (Janzen, 1991), the scale of attitude toward counterfeits and intention to purchase was taken from (De

Matos et al, 2007), and the scale of previous experience was taken from (Oliver, 1980).

Scales of the study

No.	Variable	Item	Reference
1.	Price	<ol style="list-style-type: none"> 1. I usually purchase the least expensive counterfeit mobiles. 2. I often find myself checking prices. 3. I am always attracted towards low price mobile phones. 4. The low price of counterfeit mobiles is appealing to me. 5. I buy counterfeit mobiles because the prices of genuine brands are unfair.. 	(Mir et al., 2012)
2.	Social Influence	<ol style="list-style-type: none"> 1. My friends and relatives approve my decision to buy counterfeit mobile phones. 2. My family members approve my decision to buy counterfeit mobile phone. 3. My colleagues approve my decision to buy counterfeit mobile phone. 	(Ajzen, 1991)
3.	Attitude toward counterfeits	<ol style="list-style-type: none"> 1. I recommended to friends and relatives that they buy counterfeit mobile phones 2. Buying counterfeit mobile phone generally benefit consumers. 3. I prefer counterfeit mobile phone. 4. There is nothing wrong with purchasing counterfeit mobile phone. 5. Generally speaking buying counterfeit mobile phone is a better choice. 	(De Matos et al, 2007)
4.	Intention to Purchase	<ol style="list-style-type: none"> 1. I am intended to purchase counterfeit mobile. 2. I consider counterfeit mobile phone as a choice when buying mobile phone. 	(De Matos et al, 2007)

5.	Previous Experience	1. Have you ever knowingly purchase counterfeit Mobile phones in the past? 2. I am intended to buy counterfeit mobile in the future as well. 3. I found counterfeit mobile phones a better choice to have in the past	(De Matos et al, 2007)
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3.3 Procedure

The questionnaires were distributed among 200 respondents in Bahawalpur and Rahim Yar Khan. The respondents were select based on the criteria above mentioned. Before giving questionnaire, the purpose of study and questions were, explain to the respondents so they can easily fill the questionnaire with relevant responses. A total of 150 questionnaires were selected and rest of the questionnaires was not included in the further analysis due to incomplete or invalid responses. After collecting the completed questionnaires, these questionnaires were entering into SPSS sheet for further regression analysis.

3.4 Reliability Analysis

Overall Cranach's alphas of all variables on consumer purchase intention towards counterfeit mobile phones are acceptable and recommended value 0.50 by Nunnery (1970) and 0.60 by Moss et al. (1998). This shows that all 18 items were reliable and valid to measure to opinions of consumers towards purchase intention of counterfeit mobile phones.

Table 2: Reliability of Measurement Instrument

Scales	Items	Cranach Alpha
Price	5	0.513
Social Influence	3	0.524
Attitude toward counterfeits	5	0.562
Intention to purchase	2	0.602
Previous Experience	3	0.564

4. Result and analysis

	Category	Frequency	Percentage
Variable			
Gender	Male	67	44.7%
	Female	83	55.3%
Age	15-20 years	33	22.0%
	20-25 years	71	47.3%
	25-30 years	25	16.7%
	30-35 years	16	10.7%
	35-40 years	4	2.7%
	above 40 years	1	.7%
Income	Below-15000	66	44.0%
	15000-20000	16	10.7%
	25000-35000	31	20.7%
	35000-45000	25	16.7%
	45000-55000	6	4.0%
	Above 55000	6	4.0%
Education	Matriculation	15	10.0%
	Intermediate	18	12.0%
	Bachelor	51	34.0%
	Master	49	32.7%
	MS/M Phil	14	9.3%
	PHD	3	2.0%

Status	Student	62	41.3%
	Employed	39	26.0%
	Businessman	26	17.3%
	Unemployed	11	7.3%
	Housewife	12	8.0%

4.1 Hypothesis Testing

Attitude toward purchase intention

According to the Results of the study the variable attitude have significance relationship with purchase intention towards counterfeit mobile phones. Specifically, the attitude has a significant positive relationship with (Beta=.325) and (p=.001). This means that attitude contribute more than 32% purchase intention towards counterfeit mobile phone. These results of the study of H1

Low price to Purchase intention

According to the Results of the study the variable price have a significance relationship with purchase intention towards counterfeit mobile phones. Specifically, the price has a significant positive relationship with (Beta=.227) and (p=.008). This means that price contribute more than 22% purchase intention towards counterfeit mobile phone. These results of the study of H2

Previous Experience to Purchase intention

The regression analysis of the counterfeit mobile phone model shows that there is a significant positive relationship of previous experience with (Beta = .190) and (p = .016) . This means that the previous experience contribute more than 19 %. These results of the study validate for H3.

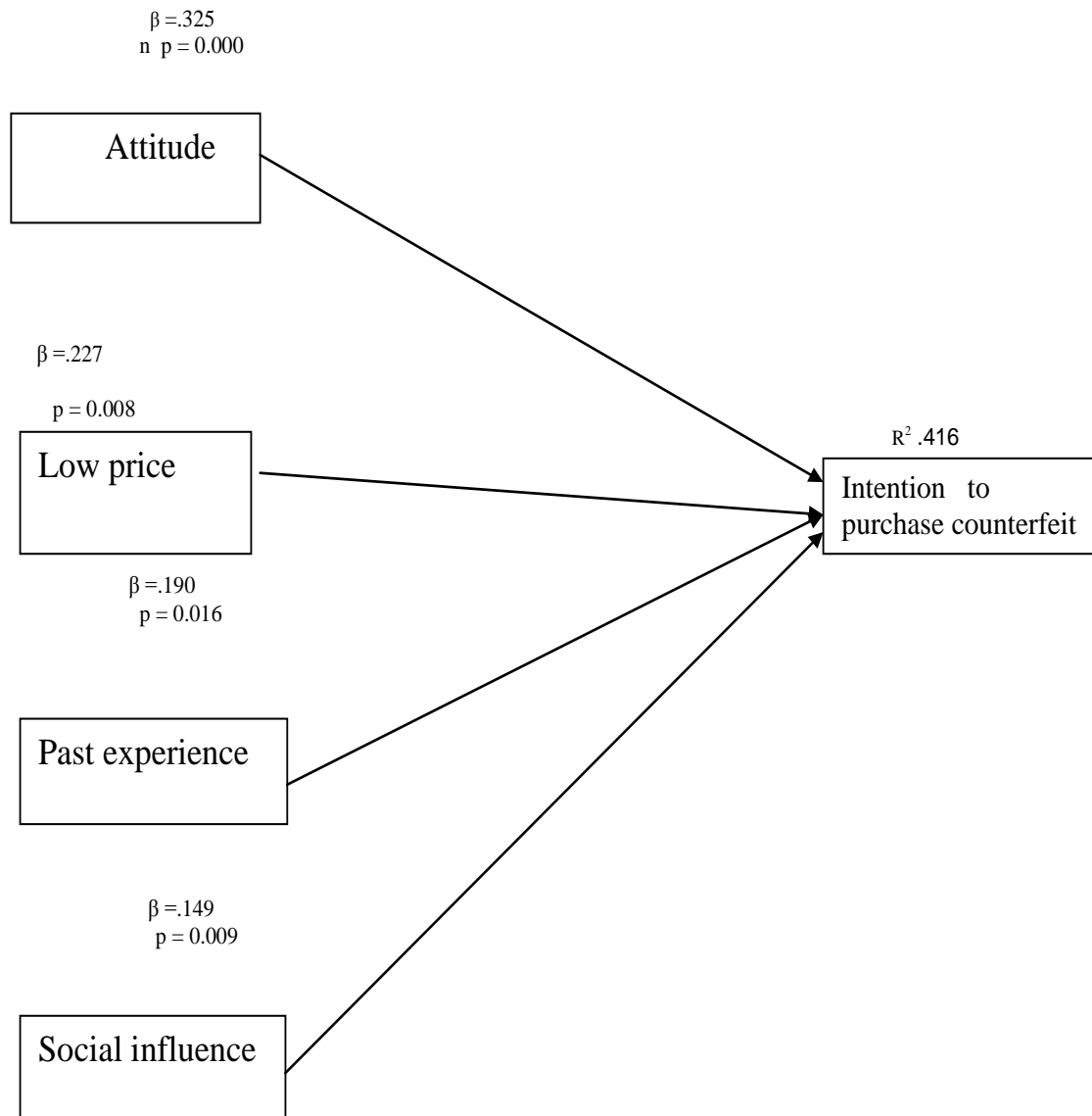
Social Influence to Purchase intention

Regression analysis of counterfeit mobile model shows' that there is a significant positive relationship between Social influence and purchase intention toward counterfeit mobile phone with (Beta=.149) and (p=.009). This means that Social influence contribute more than 14% to attitude towards counterfeit mobile phone. This result of the study supports H4.

4.2 Regression result

Hypothesis	Model variables	beta	Std. Error	t	Sig.	Results
H1	Intention → Attitude	.325	.133	3.705	.000	Supported
H2	Intention → low price	.227	.154	2.672	.008	Supported
H3	Intention → Previous Experience	.190	.072	2.433	.016	Supported
H4	Intention → Social Influence	.149	.053	2.743	.009	Supported

4.3 Research model



5. Discussion

The reason of this research is to find the consumers purchase intention toward the counterfeits and what are the factors that influence consumer towards purchasing counterfeits mobile phones. Data was collect from the sample of 150 people from BWP and R.Y.K. The respondent's result showed that;

Price has significant influence on consumer attitude towards purchase intention of counterfeits mobile phones because the most respondents showed their positive attitude toward purchasing counterfeits mobile phones. Preceding studies has also carried the result about price. Low price encourage consumers to buy counterfeit mobile phones (Stack and

Fleisch, 2008). Because counterfeit mobile phones are replacement by the genuine mobiles phones, which price is very high (Chuchinprakarn, 2003). Consumer like to purchase counterfeits mobile phone rather than genuine brand particularly when counterfeits are noticeably available at less price (Bloch et al., 1993; Gentry et al., 2006; Ergin , 2010). The outcome of this study showed that there is a positive impact of social influence on the consumer purchase intention toward counterfeits mobile. Outcomes shows by this study show a positive connection between purchase intention and consumer attitude toward counterfeit mobile phone. it shows that there is favorable attitude of consumers to purchase the counterfeits mobile phones.

The study also shows that previous experience has a positive connection with consumer purchase intention towards purchasing counterfeits mobile phones, because most the respondents who purchase counterfeits mobile phones in past showed positive attitude towards purchasing counterfeits mobile . Past studies support this result, that the buyers of counterfeit have favorable response toward it (de Matos et al., 2007). Above talk about predictors has a positive relationship with consumer purchase intention toward counterfeits mobile. Results of this paper show that the relationship b/w the purchase intention and its independent variables have positive and significant. Who found that the consumers positive attitude towards counterfeits influence their purchase intention positively.

By conceding this study, we define why people move toward counterfeits mobile phones. The managers of actual products' companies can make better assessment and approach to fulfill the demands of the customers. In addition, attract customers toward genuine brands.

6. Limitations

this research paper do not covered all those factors and areas of research that affects consumer attitude toward CMP, there are so many other variables, on the base of those variables further research can be conduct to understand more briefly about counterfeit phenomenon. As personality factors, environmental factors and so many other factors those influence consumer attitude and the data was collected from one country so there is a huge area of research in future about this particular phenomenon.

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