

Determinants of Purchase Intention towards Counterfeit Apparels in Nepalese Consumers

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ABSTRACT

This study aims at examining the determinants of the purchase intention of Nepalese youth towards counterfeit apparels and accessories. A sample of 150 consumers was considered wherein 112 respondents' responded. The findings indicated that attitude of Nepalese youths has significant effect on purchase intention (in terms of annual expenditure on counterfeit) toward counterfeit apparels and accessories. The purchase intention towards counterfeit apparels and accessories is significantly determined by Personal gratification, Perceived behavior control and Subjective norms. This study has provided a clear framework to the practitioners and the policy makers to be attentive towards developing innovative and proactive approach in creating brand value and awareness.

Keywords: Counterfeit apparels and accessories; Purchase intention; personal gratification; Nepalese consumers.

BACKGROUND

The counterfeits have been defined by Lai and Zaichkowsky (1999) as illegally made products that resemble the genuine goods but are typically of lower quality in terms of performance, reliability, or durability. Counterfeit goods are illegal, low-priced, and often lower-quality replicas of products that typically possess high brand value (Lai and Zaichkowsky 1999). China, Thailand, India and Malaysia are known as the 'home for piracy' where the most counterfeit, un-recognized and un-licensed products i.e clothing, wallets, hand bags, watches, mobile devices, color Television, DVD player, Auto parts, software CDs and other computer accessories are manufactured by violating the copy rights to meet the increasing demand (Haque, Rahman, & Khatibi, 2010).

Prior researchers have linked the decision to purchase counterfeit products knowingly to many factors, wherein, Eisend and Schuchert-Guler (2006) classify into four categories. The first category, labeled "person," includes demographic and psychographic variables, as well as attitudes toward counterfeiting. Prior studies have found that consumers who purchase counterfeit products are of lower social status (Bloch, Bush, and Campbell 1993) and have more favorable attitudes toward

counterfeiting (Penz and Stottinger 2005). Research linking consumers' beliefs about counterfeits to their purchase behavior (e.g., Gentry, Putrevu, and Shultz 2006) also falls under this category. The second category focuses on aspects of the product, such as price, uniqueness, and availability. Not surprisingly, consumers' likelihood of buying a counterfeit brand is inversely related to the price of the genuine brand (Albers Miller 1999). The third and fourth categories refer to the social and cultural context in which the counterfeit purchase decision is made, ranging from cultural norms (Lai and Zaichkowsky 1999) to the shopping environment (Leisen and Nill 2001). For example, consumers are likely to purchase a counterfeit brand when they react more favorably to the shopping environment. Consumers are more influenced by the perceptions of counterfeits of luxury brands than by the ethical and legal considerations. "Integrity" and "status consumption" are the most significant factors influencing attitudes and purchase intention of consumers (Phau & Teah, 2009).

The previous literature shows various determinants of purchase intention of counterfeit apparels and accessories. The dominants are Price, Social influence, Personal gratification, Subjective norm, Perceived behavior, Brand image and

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Attitude. Price refers to the amount or cash paid while purchasing the counterfeit apparels and accessories. Social influence refers to the effect that others have on an individual consumer's behaviour (Ang et al., 2001). Personal gratification- The need for a sense of accomplishment, social recognition, and the desire to enjoy the finer things in life (Ang et al., 2001; Wang et al., 2005). Subjective norm is "the perceived social pressure to perform or not to perform the behavior" in question (Ajzen, 1991). Perceived behavior control refers to the individual's belief concerning how easy or difficult to get access to the counterfeit apparels and accessories. Brand image refers to a consumer's perceptions and feelings towards a brand shaped by direct/indirect brand experiences, which captures cognitive, sensory, and emotional aspects. (Roberts, 2004, 2006). Attitude is learned behavior that how a person respond to a situation in favorable or unfavorable way (Huang et al., 2004). Purchase intention represents "the possibility that consumers will plan or be willing to purchase a certain product or service in the future" (Wu et al. 2011).

Likewise, Research has identified two types of consumers of counterfeit products. The first is a victim, who unknowingly and unintentionally purchases counterfeit goods. However, the

second is a willing participant or consumer of counterfeit products, wherein they sought out counterfeit products even when they knew that the products were illegal.

This study focuses regarding the attitude and the driving forces through which the people purchase the counterfeit products have not been done in Nepal.

OBJECTIVES OF THE STUDY

The major objectives of this study is

- To explore the examiner of the purchase intention of Nepalese consumers towards the counterfeit appeals and accessories in Nepal.
- To examine the relationship of determinants of purchase intention of Nepalese consumers towards the counterfeit appeals and accessories in Nepali context.

Conceptual Framework of the Study

The conceptual framework for the study comprises of independent variables viz., Price, Social influence, Personal gratification, Subjective norm, Perceived behavior control, Brand image, and andAttitude. The dependent variable was Purchase intention towards counterfeit apparels and accessories. The conceptual framework is placed in figure 1.

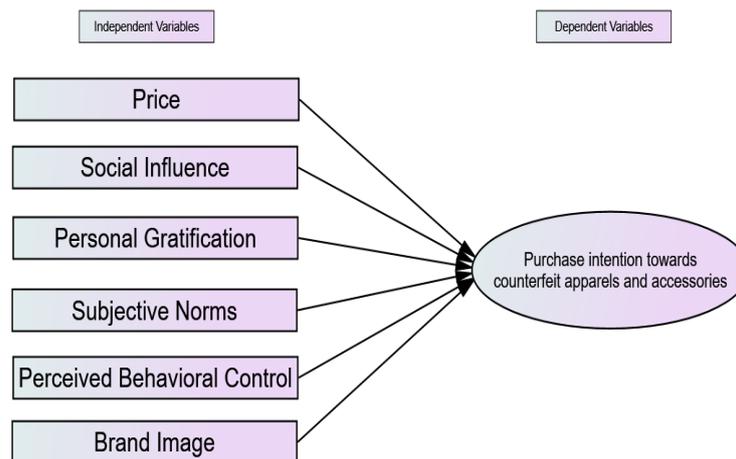


Figure1. Conceptual Framework

RESEARCH METHODOLOGY

Research Design

This research adopted the descriptive and explanatory research. This research was based on the self-administered questionnaire survey to the youths in Kathmandu valley, Nepal.

Sample and Sampling

A sample of 150 selected with judgmental sampling technique in Kathmandu valley. In

total 150 questionnaires were distributed to the respondents, out of which 112 responses were utilized for analysis.

Instrumentation

The survey instrument of this study address two major purposes: First to analyze the relationship of determinants of consumer purchase intention towards counterfeit apparels and accessories. Second, to collect information about the different characteristics of the respondents that can be used

the variations in different categories. The instrument has been developed with literature review. The scales of study were adopted from previous literature and published studies. There are total of seven variables price, social influence, personal gratification, subjective norms, perceived behavioral control, attitude towards counterfeits and the intention to purchase. The scale of price was taken from (Mir et al., 2012), scale of social influence was taken from (Ajzen, 1991), scale of personal gratification was taken from (Ang et

al., 2001), the scale of Subjective norm was taken from (Yoon, 2011), Perceived behavioral control (Yoon, 2011), Brand image (Bian, et al., 2009), the scale of attitude toward counterfeits and intention to purchase was taken from (DeMatos et al., 2007). All items were measured on a seven-point likert scale indicating 1= “strongly disagree”, 2= “disagree”, 3=“slightly disagree”, 4 = “Neutral”, 5 = “Slightly agree”, 6 = “Agree” and 7 = “strongly agree”.

Table1. Reliability of Measurement Instrument

Scales	Number of Items	Cronbach alpha
Price	2	0.509
Social Influence	3	0.723
Personal gratification	1	Single Item
Subjective Norms	4	0.615
Perceived Behavioral Control	4	0.651
Attitude	5	0.646
Intention	1	Single Item

Note: ^aAll scales rated on a seven-point Likert scale

Reliability Analysis

Overall Cronbach’s alpha of all variables on consumer purchase intention towards counterfeit apparels and accessories are acceptable except the construct “Brand Image” and recommended value 0.50 by Nunnally (1978) and 0.60 by Moss et al (1998). The variable brand image has been dropped due to low reliability. This shows that all 5 items were reliable (as shown in the table 1) to measure the Purchase intention of Nepalese consumers towards counterfeit apparels and accessories. The remaining 2 constructs (Personal gratification and Intention) were based on single item scale. The Cronbach’s alpha value of the items in the construct “Intention” was not in acceptable range ($\alpha = 0.445$) so among two items one with relatively higher mean value is kept for analysis purpose. Another item “I am intended to purchase copycat apparels & accessories” with mean value 3.62 was removed from the item list. Similarly, the construct “Brand Image” was also eliminated due to the unacceptable range of Cronbach alpha i.e. ($\alpha = 0.438$) of the two items of this construct. Other studies have also shown that brand consciousness does not have an effect on the attitude toward counterfeit luxury goods (Phau et al., 2009). Out of four items of the construct “Price”, the two items (I buy copycat apparels & accessories if original brand is out of my range., Buying copycat apparels & accessories generally benefits the consumer) were removed to get the acceptable range of Cronbach alpha (i.e. $\alpha = 0.509$).

Data collection procedure

Data were collected by using survey instrument (questionnaire) among the respondents from different colleges in Kathmandu valley. The questionnaires were distributed among the consumers. The questionnaires were given only to them who show interest to fill it by asking them about their experience on counterfeit apparels and accessories.

Data preparation and analysis

After data collection, data were entered in SPSS with a specific coding and numbering so that to find the questionnaire with any error and to systematize the analysis process. Descriptive and inferential statistics has been applied.

Table 2 describes the demographic details of the respondents which consist of 44% male and 56% female with the age group classification of 18-23 years, 24-29 years and 30-35 years by 75%, 10% and 15% respectively. Out of the total respondents’ majority (i.e. 81%) were the students of bachelor’s level and 16% of the respondents had masters degrees and the remaining 3% had the above masters degree. Most of the respondents were students (84%) and the remaining were the professionals (16%). Among the respondents 4% had family monthly income of Rs. 20000 and below. Out of them 27% of respondents were earning Rs. 20000 to Rs. 40000 and 33% of the respondents had the family income of Rs. 40000 to Rs. 60000 and the remaining 36% of the respondents had the monthly family income above Rs. 60000. Majority of the respondents

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were single (96%) and majority had the place of origin outside valley (i.e. 66%).

Status of Determinants of Purchase Intention of the Counterfeit Apparels and Accessories, Nepalese Consumers

The mean score of all the constructs range from 3.70 to 4.65 which is not in any of the extreme of the scale (neither 1 nor 7). So, in terms of purchase intention of the counterfeit apparels and accessories, Nepalese consumers are found to be indifferent (mean values around 4). This indicates a neutral and slightly agreeableness of the respondents in the respected determinants of purchase intention of the counterfeit apparels and accessories, Nepalese consumers. Table 2 describes the demographic details of the respondents which consist of 44% male and 56% female with the age group classification of

18-23 years, 24-29 years and 30-35 years by 75%, 10% and 15% respectively. Out of the total respondents' majority (i.e. 81%) were the students of bachelor's level and 16% of the respondents had masters degrees and the remaining 3% had the above masters degree. Most of the respondents were students (84%) and the remaining were the professionals (16%). Among the respondents 4% had family monthly income of Rs. 20000 and below. Out of them 27% of respondents were earning Rs. 20000 to Rs. 40000 and 33% of the respondents had the family income of Rs. 40000 to Rs. 60000 and the remaining 36% of the respondents had the monthly family income above Rs. 60000. Majority of the respondents were single (96%) and majority had the place of origin outside valley (i.e. 66%).

Table 2. Demographic profile of the respondents

Variables	Demographics	Frequency	Percentage
Gender	Male	49	44
	Female	63	56
	Total	112	100
Age	18-23 years	10	75
	24-29 years	65	10
	30-35 years	41	15
	Total	112	100
Education	Bachelors	91	81
	Masters	18	16
	Above Masters	3	3
	Total	112	100
Occupation	Students	94	84
	Professionals	18	16
	Total	112	100
Monthly Income level	Below Rs. 20000	5	4
	Rs. 20000 – Rs.40000	30	27
	Rs. 40000 – Rs. 60000	37	33
	Above Rs. 60000	40	36
	Total	112	100
Family Mix	Single	108	96
	Married	4	4
	Total	112	100
Place of Origin	Inside valley	46	41
	Outside valley	66	59
	Total	112	100

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the respondents in the respected determinants of purchase intention of the counterfeit apparels and accessories, Nepalese consumers.

Likewise, the correlation analysis shows that the purchase intention is significantly correlated with all the independent variables i.e. price, social influence, personal gratification, social norms, perceived behavioral control and attitude in the 1% and 5% level of significance. Out of which the purchase intention is highly correlated

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with personal gratification (i.e. $r = 0.387$ at 1% level of significance), Perceived behavioral control ($r = 0.348$ at 1% level of significance) and social norms (i.e. $r = 0.335$ at 1% level of significance). Similarly, the purchase intention has significant but less correlation with the price

($r = 0.201$ at 5% level of significance) and social influence ($r = 0.268$ at 1% level of significance). The purchase intention is significantly correlated with attitude ($r = 0.320$ at 1% level of significance).

Table3. Correlation Analysis

	Constructs	Mean	1	2	3	4	5	6	7
1	Price	3.70	1						
2	Social Influence	3.98	.438**	1					
3	Personal Gratification	4.21	0.174	.372**	1				
4	Subjective Norms	4.60	0.118	.414**	.284**	1			
5	Perceived Behavior Control	4.65	0.138	0.106	.198*	0.115	1		
6	Attitude	3.95	.388**	.504**	.220*	.317**	.214*	1	
7	Intention	4.43	.201*	.268**	.387**	.335**	.348**	.320**	1

** $p < 0.01$, * $p < 0.05$, $n = 112$

Impact of determinants of Purchase Intention on Purchase Intention of the Counterfeit Apparels and Accessories in Nepalese Consumers

The regression analysis was done by developing two models taking two variables as dependent i.e. annual amount spent for counterfeit apparels and accessories and the purchase intention. The ANOVA test shows that the model 1 with “annual amount of counterfeit apparels and

accessories” as the dependent variable was significantly fit (F-value = 2.367 and $p = 0.035$). The model 2 with “Purchase Intention” as a dependent variable was also significantly fit (F-value = 7.373 and $p = 0.035$). In the both the models Attitude, Perceived Behavior Control, Personal Gratification, Subjective Norms, Price and Social Influence were the independent variables.

Table4. Regression results on factors influencing two Intention variables

Model 1	Annual amount for counterfeit	B-values	Std. Error	B	t-value	Significance	R ²
F = 2.367 P = .035 ^b	Price	-104.783	929.429	-0.012	-0.113	0.910	0.119
	Social Influence	-1037.822	1185.604	-0.107	-0.875	0.383	
	Personal Gratification	425.445	819.26	0.053	0.519	0.605	
	Subjective Norms	1155.848	1159.128	0.103	0.997	0.321	
	Perceived Behavior Control	-1586.056	994.077	-0.152	-1.596	0.114	
	Attitude	4285.689	1407.255	0.339	3.045	0.003	
Model2	Intention						
F = 7.373 P = .000 ^b	Price	0.066	0.106	0.058	0.622	0.535	0.296
	Social Influence	-0.039	0.136	-0.031	-0.285	0.776	
	Personal Gratification	0.263	0.094	0.254	2.806	0.006	
	Subjective Norms	0.281	0.133	0.196	2.117	0.037	
	Perceived Behavior Control	0.32	0.114	0.239	2.809	0.006	
	Attitude	0.232	0.161	0.144	1.443	0.152	

^b**Predictors:** (Constant), Attitude, Perceived Behavior Control, Personal Gratification, Subjective Norms, Price, Social Influence

Based on the regression analysis the six independent variables i.e. price, social influence, personal gratification, subjective norms, perceived behavior control and attitude explained the dependent variable (i.e. the annual amount on counterfeit apparels and accessories) by 11.9% i.e. $R^2 = 0.119$. Out of the specified independent variables only attitude has a significant positive relationship with annual amount spent on

counterfeit apparels and accessories (Beta = 0.339) and ($p = 0.003$). Whereas, the same independent variables explained the dependent variable (i.e. Intention) by 29.6% i.e. $R^2 = 0.296$. The purchase intention towards counterfeit apparels and accessories is more significantly dependent on Personal gratification (beta = 0.254 & $p = 0.006$) and Perceived behavior control (beta = 0.239 & $p = 0.006$) followed by

the Subjective norms ($\beta = 0.196$ & $p = 0.037$). The remaining independent variables are not significantly effective to create the purchase intention towards counterfeit apparels and accessories.

DISCUSSION

The findings of the study indicates that the Nepalese consumers are found to be indifferent while responding to varies psychographic aspects of counterfeit apparels and accessories (Mean values of independent variables ranges from 3.70 to 4.65). The purchase intention is significantly correlated with all the independent variables (i.e. attitude, perceived behavior control, personal gratification, social norms, price and social influence).

Among various psychographic factors, only attitude has a significant positive relationship with annual amount spent on counterfeit apparels and accessories. This indicates that only the positive attitude towards the counterfeit accessories can influence the spending of Nepalese consumers on such products. It is also supported by Yoo and Lee (2009) who found that the consumers' positive attitude towards counterfeits influence their purchase intentions positively. The purchase intention towards counterfeit apparels and accessories is more significantly dependent on Personal gratification, Perceived behavior control and the Subjective norms in Nepalese consumers. Similar findings have been drawn by the previous studies: Subjective norm has been reported to have a relationship with attitudes towards counterfeit goods (De Matos et al., 2007; Kim and Karpova, 2010; Rahman et al., 2011; Cheng et al., 2011; Ang et al., 2001). Supporting the findings, the research by Chiu and Leng (2016) concluded that perceived behavioral control and subjective norms significantly affects Taiwanese students in their intention to purchase counterfeit sporting goods. Matos et al., (2007) examined and found that willingness of consumers to purchase counterfeit products depends on the personal gratification toward counterfeit

products. These results indicate that Nepalese consumers accept the counterfeit apparels and accessories as a source of personal gratification due to the socially established/accepted norms regarding the counterfeit products. Also the easy access and availability (perceived behavioral control) of such products in Nepalese markets has become the source of encouragement to create purchase intention towards counterfeit products.

FUTURE IMPLICATION

This research paper limited in covering all the factors and areas of research that affects consumer purchase intention toward Counterfeit apparels and accessories, there are so many other variables, on the base of those variables further research can be conducted to understand more briefly about counterfeit phenomenon. Such as personality factors, environmental factors and so many other factors those influence consumer attitude can be used as constructs. This study was conducted with majority sample of students studying in Kathmandu which can be further elaborated with different varieties of samples from different parts of Nepal with the proper representation of Nepalese consumers. The sample size of this study can be increased to enrich the reliability and validity of the responses for the better calculation of the results. Regarding its managerial implication, it indicates the branding challenges to the Nepalese companies which must be proactive to face the consequences that are being created by the preference of counterfeit products in Nepal.

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