

UNVEILING THE DYNAMICS OF COUNTERFEIT PURCHASE INTENTIONS: INSIGHTS FROM PAKISTAN

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ABSTRACT

The purpose of this paper is to find out the impact of different factors on the customer's purchase intentions of counterfeit in Pakistan. Counterfeit products (CFP) are the copied product that involves production and selling of IP protected products. Impact of five factors namely fashion consciousness, subjective norm, ethical judgment, value consciousness, and SA have been studied with the relationship to the customer's purchase intentions of CFP. Data was collected from customers in Pakistan. Survey technique was adopted for data collection. Results demonstrated that fashion consciousness and subjective norm have no effect on customer's purchase intentions of CFP. However, both of these variables are highly correlated with each other. Ethical judgment negatively affects the customer's purchase intentions of CFP in more likely to purchase group whereas it has no impact on less likely to purchase group's intentions. Value consciousness and self-ambiguity are found to have positive impact on purchase intentions of CFP. This study has significant implications for branded product manufacturer, customers as well as for policy makers.

Keywords: Fashion consciousness; subjective norm; ethical judgment; value consciousness; self-ambiguity; purchase intentions of counterfeit; Pakistan

1. INTRODUCTION

Counterfeit is a global issue and it has effected Pakistani economy as well. It is estimated that on global level, CFP sized about \$770-\$960 in 2015 and it is estimated that it was \$4.2 trillion in 2023. This shows that the problem of counterfeiting is continuously growing around the world (Cesareo, 2016) and it is estimated to be 5-7% of world trade (Chaudhry, Cesareo, & Stumpf, 2016). Situation in Pakistan is worst and 65% of the products are CFP (Ghauri, 2014). 80% of electronic goods, 65% of consumer goods and 55% of drugs available in Pakistani markets are CFP and it puts the lives and health of consumers at risk. This growing white-collar crime is becoming a serious problem for government, brand owners as well as consumers. Worldwide laws are being constituted but the lack of knowledge of implementing agencies exists which is a barrier in implementing those laws. According to Ahmad, Shamsi, and Hussain (2016), "CFP are also known as knock offs, replicas, copy or fake products" (p-126). Lower price of CFP is

the major factors for CFP purchasing (Kasber, El-Bassiouny, & Hamed, 2023). In Pakistani context, no such studies have been conducted for fashion products although 65% of overall products available in Pakistan are CFP. In existing literature, there are numerous studies on the topic purchasing of CFP across the globe. Fernandes (2013) conducted study on CFP in UAE, Bian and Moutinho (2009) conducted a study on CFP in UK, Penz and Teah (2009) studied consumer purchase behavior towards CFP in Australia, Commuri (2009) conducted a study on CFP in India and Thailand. Wilcox, Kim, and Sen (2009) studied the factors which motivates the customer to buy CFP in USA. Kim and Karpova (2010) studied the CFP behavior in the light of theory of planned behavior (Ajzen, 1991), Gani (2019) studied CFP product in Bangladeshi setting, Sharma et al., (2022) in China. However, no such studies are conducted in Pakistan. This gap will be filled by the current study.

Different studies have evaluated the purchase intentions of CFPs. The far most important variable that is being evaluated by different researchers with purchase intentions of CFP is fashion consciousness (FC). When a person is more fashion oriented but not have sufficient information or resources to purchase branded products, CFPs are purchased. Similarly, subjective norms (SN), ethical judgment (EJ), value consciousness (VC) and self-ambiguity (SA) are important factors considered in existing studies for the purchasing CFP. Based on the recommendations of Fernandes (2013), this empirical study is to identify and to test the relevant importance of different factors that influence the purchase intentions of CFP in Pakistan. The research separated the participants into two groups; all the respondents' data with Purchase intentions mean score of less than or equal to 3.5 was considered as less likely to purchase CFPs (LLPC) group whereas with mean score of more than 3.5 was considered as more likely to purchase CFP (MLPC). All the factors were also analyzed with respect to fore said two categories. This study will be helpful for brand owners, policy makers and for consumers.

2.Literature Review

CFP are those having a trademark that is indistinguishable to a trademark registered to another party and infringing upon the trademark holders right (Sparkman & Berman, 2023). Although counterfeiting is an age-old practice, however, it spread vastly after 1990s (Tunçel, 2022). The value of CFPs in the global market was estimated to grow by 1,100 per cent between 1984 and 1994 (Leisen, & Nill 2001), making it difficult for actual products to flourish.

The literal meaning of word 'counterfeiting' precisely pertains to instances of trademark infringement. In practice however, this term is used for manufacturing and selling a product that closely resembles any protected product and consumers are misled. Hence, it may also include the production and distribution of a product that is unauthorized and that is protected by IP rights. This is similar to the German term "Produktpiraterie" and the French term "contrefaçon", both cover a wide range of intellectual IP rights infringement (Corre, 2007).

While most of the countries have some trade in CFP goods, a few countries have become disreputable for the production and export of large quantities of fakes (Mangalasserri et al., 2021). The information from the EU member states and the customs services of the United States provides detail information about the countries who are the biggest exporters of the products that are CFPs and fake. China, Korea, Chinese Taipei, Hong Kong (China) and the Philippines were the top five suppliers of CFP goods to the United States in 1997. The most common products that are CFPs are media (CDs, videos, computer games, etc.), wearing apparel and lighting/power goods (OECD, 1998). It is estimated that more than 5 percent of world business is trade in CFP. This increased level to CFP trade is credited to a number of factors: the first one is advancement in technology; second increase in international trade and emerging markets; and third the increased share of the products that are attractive to copy, that include branded clothing and software (OECD, 1998).

The piracy of the branded products started with counterfeiting extends to luxury consumer goods, such as accessories and clothing (Amaral, 2020). Much of the existing literature about these products has been done in the non-eastern countries, therefore the Asian market needs to explored more regarding CFP purchase. One-third of the counterfeits produced in eastern countries because in these countries there is no check on such activities. The United States has estimated an annual loss of approximately US\$5.53 billion due to the piracy of copyrighted products in Asia (Hoon Ang, et al., 2001).

2.1 Defining Counterfeiting

Individual's possessions contribute to an important part of their identity; human needs, desires, and practices are the base for consumption of different brands and products (Rosenberg et al., 2023). Counterfeiting, or otherwise called as piracy, has turned out to be a profitable business (Antonopoulos et al., 2020). Piracy is defined as copying and selling out products without the permission of the legal manufacturer. A CFPs are those which are similar in appearance and make customers believe that they are purchasing actual branded products (Samaddar & Menon, 2021). Kay (1990) cited in Hoon Ang et.al (2001) reported that CFP are similar to actual products in terms of

labeling, appearance, and packaging and they have logo as that of original product.

Counterfeiting is a global phenomenon (Europol, 2015). A number of studies have attempted to provide information about the consumer who buy CFPs. This paper uses the theory of planned behavior (TPB) proposed by Ajzen (1991) as the theoretical framework to explain the purchase of CFPs which has also been used in a recent study of Fernandes (2013). According to the findings of Ajzen and Fishbein, (1980) there is a high connection between attitude and intention which can help in forecaster CFP purchase behavior. Along with attitude, the perceived subjective norms (SNs) (Ajzen, 1991) and self-identity (Shaw et al., 2000) of an individual can have an impact on the purchase behavior of CFPs.

Different studies have been conducted with different variables to understand that why consumers purchase CFP. According to the study of (Eisend & Schuchert-Güler, 2006), these reasons include psychographic characteristics of an individual that susceptibility to misinformation, heightened value consciousness, compromised integrity, altered status perceptions, and increased materialism. Studies have also covered the demographic variable such as gender, income, age, employment, education and ethnicity. The features of a product such as type of product, brand image, product involvement and knowledge have also been scrutinized to explain the purchase of CFPs (Fernandes, 2013). Based on the variables that are recognized in existing literature, the variables chosen for the current research are FC (Lee & Workman, 2020; Fernandes 2013), SN (Fiza et al., 2021; Fernandes, 2013), EJ (Garas, Mahran, & Mohamed, 2023), VC (Roslina & Mahrinasari, 2023) and SI (Fernandes 2013; Samaddar & Menon, 2021).

2.2 Fashion Consciousness (FC)

FC is generally referred to as the degree to which a customer need latest fashion products (Kaur & Anand, 2021). Style items that are associated with a renowned brand are more likely to be counterfeited (Song et al., 2021). Most consumers who purchase genuine luxury brands seek value for brand, esteem and image benefits, but they may not be willing to pay a high price for it (Bloch, Bush, & Campbell, 1993; Wilcox, Kim, & Sen, 2009). A consumer's engagement with fashion lays the

foundation for the significance they attach to fashion clothing, which consequently influences their purchasing decisions in the realm of fashion CFPs (Moon et al., 2018). CFPs are still considered to give value-for-money because it cost less however its quality is also low (Bloch et al., 1993; Lichtenstein et al., 1990; Hoon Ang et al., 2001; Ofori-Parku & Park, 2022; Wang et al., 2005). CFPs are perceived favorably as they generally provide the same functional benefits as the original luxury brands, but at a fraction of the price of the original product (Wang, Jin, & Yang, 2020). Because of relatively short-life-cycle of fashion products, most customers do not consider to anchor spend much on them due to changing trends. Thus, it is expected that fashion CFP are probably to be purchased by people who are fashion conscious (Mayasari et al., 2022).

2.3 Subjective Norm (SN)

La Barbera and Ajzen (2020) defined SN as social normative pressures experienced by individuals. SN also refers to the apparent social pressure to perform a behavior or not to perform a behavior (Ajzen, 1991). Social influence refers to the affect of others on behavior of an individual consumer (Sharma & Klein, 2020). With reference to the TPB, the social pressures imposed by others on an individual also play a vital role in CFPs purchase as they help the individuals to maintain certain relationships with others (Iyer et al., 2022). As a point of reference the opinions of others play an important role most importantly it is true for the situations in which consumers have brief knowledge or no knowledge of the product category (Shi, Li, & Chumnumpan, 2020). The adverse consequences of being apparent to purchase CFPs will be there if the peers or the reference groups have an expert knowledge on the difference between the CFPs or luxury brands (Phau & Teah, 2009). The social pressure on consumers forces them to behave in certain way in order to gain approval in different social situations; SN explains a consumer's deep understanding of the social pressures put forward to him or her with reference to the purchase of CFPs (Fernandes, 2013). Social pressure exerted on people can make them make or break the rules, in other words it means that support from other people can either inspire participation in purchase or not (Kahan, 2019). Therefore, the greater the NP from other

people to consider purchase a CFP or not, the more likely he or she is to purchase CFP.

2.4 Ethical Judgement (EJ)

EJ is defined as the process that encompasses an assessment of a person to evaluator what is correct or not (Sholihin et al. 2020). The behavioral intentions of a consumer are linked to ethical judgement in such a way that if a consumer agrees that an action is right or ethical then he or she will perform such action (Alsaad, 2021). What is right and what is wrong plays an important part in the purchase and consumption pattern of an individual, therefore if a consumer believes that there is nothing wrong with the purchase of CFPs then definitely he or she will purchase CFPs on routine basis (Fernandes, 2013). Buying CFPs is not considered as criminal act but when consumers do so; they take part in CFP transaction and support the illegal activities. The respect a consumer gives to laws and regulations shows their involvement in purchase of illicit goods (Cordell, Wongtada, & Kieschnick 1996; Tunçel, 2022). At times, purchase decisions are influenced by the anticipation of impressing others (Hoon Ang et al., 2001; Sun & Ly, 2023). It has been unveiled in literature that self-image has a great importance the purchase of CFPs does not puts a good impression on others (Mayasari et al., 2022). Thus, customer attitudes towards CFPs of luxury brands would be unfavorable (Tunçel, 2022). The ethical point of view of an individual has a great impact on embarrassment element in a way that if an individual has high view of ethics then he or she will be more ashamed if the people get to know that their possessions are CFPs, the more a customer trusts to purchase CFP is immoral the less they are likely to purchase CFPs (Fernandes, 2013).

2.5 Value consciousness (VC)

According to Angkouw and Rumokoy (2016) “VC is consumer awareness of a product or services, that received by the consumer” (p-1128). According to Zhang, Xiao, & Zhou, (2020), VC is the readiness if the customer to sacrifice quality for cost. Research shows that price is considered as an important variable when consumers choose CFPs (Khan, Fazili, & Bashir, 2021; Mayasari et al., 2022; Yunus & Lasi, 2020). While buying genuine luxury brands, the majority of consumers seek value in terms of brand, prestige, and image

benefits (Rachbini et al., 2023), but they may be reluctant to pay a high price (Lim et al., 2023). For the lower price and a slightly substandard quality the CFPs have; they are still considering value for money (Bloch et al., 1993; Lichtenstein et al., 1990; Hoon Ang et al., 2001; Wang et al., 2005). CFPs are perceived favorably as they usually provide the same functional benefits as the original luxury brands but at a small portion of price of the original brand, value conscious consumers would have positive attitudes towards CFPs (Phau & Teah, 2009). VC plays a significant role in the purchase of CFPs is directly associated with the perceived price-value relationship and how consumers assess the product's worth relative to the cost they incur (Fernandes, 2013). Purchasers of CFPs firmly believe that the CFPs may be of inferior quality compared to the original brands however, it is balanced by the savings consumers get because of the low cost, therefore CFPs of luxury brands are labeled as ‘cost-effectiveness’ (Mangalasserri et al., 2021). CFPs are bought by people because by doing so they get status deprived of paying (Khan et al., 2023). Value-conscious customers apt to have a favorable attitude towards the purchase of CFPs than the consumers who are less value conscious (Ali & Dahana, 2023; Hoon Ang et al., 2001).

2.6 Self-ambiguity (SA)

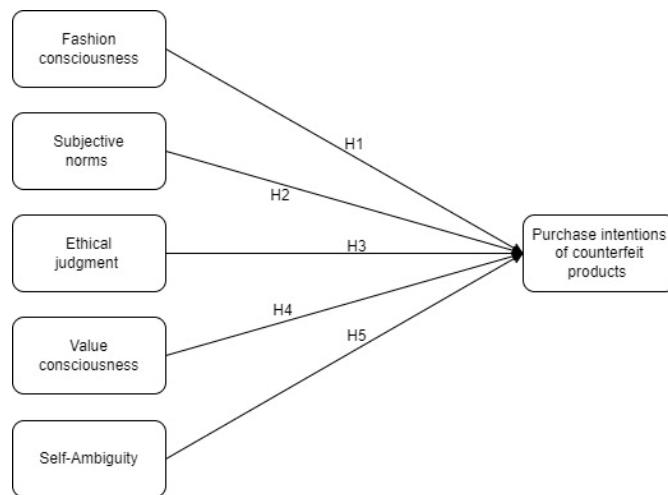
SA has its foundation on the notion of self-identity which is the widespread opinion of ‘who one is’ (Chung & Saini, 2022). SA is defined as the person self-opinion about him/her-self. Consumers with low self esteem usually have an undecided and inconsequential self concept. As a result of low self-esteem consumers consider themselves not as per expectations of other people around (Fan et al., 2021). It is defined as purchase, display and use of goods to gain status in front of others (Phau & Teah, 2009). Customers attempt to develop a constructive viewpoint regarding things that determine their social and personal character in order to correct this ambiguity about themselves (Dings & de Bruin, 2022). Fashion brands help in modelling and refining one’s personality in order to gain recognition of the people around (Fernandes, 2013). Customers who are vague regarding their self-identity buying branded luxury things to indicate an added privileged social position order to create and secure their distinct

identity and self image (Hallila, 2023). The results of Augusto de Matos and Birks, (2007) argued that

customers who pursue to have a sense of achievement have a helpful attitude to CFPs.

3 Conceptual Model

From literature review, the model formulated is as under:
Figure 1, Model of the study



Hypotheses for the study are as under:

H₁: FC and purchase intentions of CFP are positively connected.

H₂: There is a positive connection of SN and purchase intentions of CFP.

H₃: EJ and purchase intentions of CFP are negatively interrelated.

H₄: VC and purchase intentions of CFP are positively interrelated.

H₅: SA and purchase intentions of CFP are positively associated.

4 Research Methodology

The study is based on positivistic paradigm. This is a quantitative study based on data collected through standardized questionnaire adapted from Fernandes (2013). Questionnaire was divided into two sections. First section was about demographic variables. There were 4 questions in this section which focus on the background and demographic details of the respondent. The respondents were asked about gender, age, income and education. The respondent needs to choose from the options provided on a define scale. Second section of the questionnaires was about variable of this study. Overall second section has 26 item, five-point Likert scale measure (1=strongly disagree to 5=strongly agree). FC was measured using five

item scale. It consists of questions which measures person's involvement in fashion. It consists of questions like 'I wear cloths as per new trends' and 'I wear dress smartly'. SN was measured using four questions. These questions measure the strength of importance which one gives to people's opinion about his or her self. Questions like 'For me, it is important to present myself to others' and 'I give importance to others people's views about me'. Ethical Judgement was measured using three questions. These questions measured the ethical consideration of individual towards purchasing of CFP. Questions like 'it is immoral to purchase CFP' and 'CFPs negatively impact our economy' were asked from the respondents. Four items, five-point Likert scale was adapted to measure the VC. Questions like 'I always try to maximize value for self' and 'I usually create a balance between price and quality of product'. SA was measured with six questions. Questions like 'I spend lot of time to know about my personality' and 'I have contradictory believes about myself' were used to measure an individual's self-esteem and confidence. Two questions were used in the instrument to measure the purchase intentions. Question used were 'I am planning to purchase CFP' and 'if CFP are available, I will not miss a chance to purchase fashion CFPs'.

Data was collected from different stores in Islamabad, Lahore, Peshawar, and Abbottabad where counterfeiting products were also available. A sample of 400 respondents was selected randomly. Out of 400 questionnaires, 317 questionnaires were returned complete in all respects. So the response rate was 79.2%. For sample selection, simple random technique was employed. Unit of analysis for this research was the individual. Data was collected from May, 2023 to November, 2023.

To measure the internal consistency of the instrument, Cronbach's alpha was calculated using SPSS v23. For the whole instrument, value of Cronbach's alpha was 0.856 which is acceptable and satisfactory as it is above 0.7 (Malhotra & Birks, 2007). So it can be concluded that questionnaire used was reliable. Variable wise results of reliability analysis are shown in the table below:

Table 1, Reliability Analysis

Variables	Items	Cronbach's alpha
Fashion Consciousness	5	0.781
Subjective Norm	4	0.776
Ethical Judgment	5	0.798
Value Consciousness	4	0.812
Self-Ambiguity	6	0.751
Purchase Intention	2	0.912

Before actual study, scale was tested using 25 customers. The results helped us in correcting sequence of questions as well as some questions were rephrased. Furthermore, for establishing face validity, scale was evaluated and approved by three research experts. All the ethical standards were ensured. Respondents were requested to fill the forms. They were not forced to do so. Furthermore, the data they provided was kept anonymous and they were assured that gathered data will not be shared with anyone else.

In terms of demographic description of respondents, majority of respondents were males = 141 (44%), female 176 (56%) male participants. There were a large number of female respondents and it is as due to the fact that data was collected

by females and stores from where data was collected, have most of the product line for female and children. Most of the respondents were of the age of under 30 years (49%). 34.66% respondents were aged 31-40 years and only 16% were older than 40 years. Motherly income of most of respondents (47%) was between 20 thousand Pakistani Rupees (PRS) and 40 thousands PRS. 36% respondent's income was below than 20 thousands PRS. 26% respondents have the income more than 40 thousand PRS. In terms of education, most of the respondents were graduates (81%) and only few were post-graduated (13%) or having higher school degree (6%). Table below shows the demographic composition of sample.

5 Results

For testing hypotheses, different tests were used. Before that, it was necessary to establish validity, model fitness and check for multicollinearity and common method biasness. Validity was ensured using the method proposed by Fornell and Larcker (1981). For all the variables, AVE and CR were calculated from factor loading. For all the variables, AVE=>0.5 and CR=>0.7 and CR>AVE, that confirmed discriminant validity. CFI, GFI, and RMSEA were used to establish model fitness. All the indexes generated satisfactory results for five-

factor model. Tolerance and VIF were also calculated to evaluate potential multicollinearity issue. Values of both variables was in satisfactory range (VIF<10; Tolerance>0.2). Harman test was used to fix the issue of self-reported questionnaire. All the results were found satisfactory. Correlation among FC, SN, EJ, VC, SA, and purchase intentions was computed using SPSS v.23. Results demonstrated that SN and FC were highly correlated as fashion is acceptable style at certain time and it's the observation of others

persons. EJ, VC, and SA are found correlated with purchase decisions of CFP. Results of correlation analysis are shown in the table below:

Table 3, Correlation Matrix

	FC	SN	EJ	VC	SA	PI
FC	1	.379**	.261**	.401**	.209**	.151*
SN		1	.264**	.301**	.262**	.177
EJ			1	.201*	.351**	.171*
VC				1	.412**	.205*
SA					1	.305**
Purchase Intention of CFP (PI)						1

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

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

Before testing hypotheses, respondent’s data was divided into two groups on the basis of mean score of purchase intentions. All the respondents’ data with mean score of less than or equal to 3.5 was considered as less likely to purchase CFPs (LLPC) group whereas with mean score of more than 3.5

was considered as more likely to purchase CFP (MLPC). 103 respondents were in LLPC group whereas remaining 214 respondents were in MLCP group. Group wise descriptive statistics for different variables are shown below:

Table 4, Group wise Descriptive Statistics

Variables	MLCP(n=103)	LLCP(n=214)
Fashion Consciousness	3.51	3.21
Subjective Norm	3.89	3.49
Ethical Judgment	3.25	3.12
Value Consciousness	3.79	3.26
Self-Ambiguity	3.52	3.41
Purchase Intention	4.01	2.98

To test the hypotheses, two regression analyses were performed for each of two groups with FC, SN, ethical judgement, VC and SA as the independent variables and purchase intentions as dependent variable. First regression test was estimated for LLPC group and second regression test was estimated for MLPC group.

Table 5, Model Summaries of Regression Analyses

Group Type	R	R Square	F	n
LLPC (Regression model 1)	.512	.262	6.423	103
MLCP(Regression model 2)	.645	.416	4.712	214

As table 5 shows, the value of R-square for regression model-1 i.e. LLPC is 0.262 or 26.2% variation in dependent variable i.e. purchase intention is due to the independent variables i.e.

FC, SN, ethical judgement, VC and SA. For model-2 (MLCP), 41.6% variation in purchase intention is due to FC, SN, ethical judgement, VC and SA.

Table 6, Regression Analysis for LLCP and MLCP

Group Type	Independent Variables	β (Unstandardized Coefficients)	β (Standardized Coefficients)	t-Value	P-value.
LLCP (Regression 1)	Fashion Consciousness	.147	.361	1.693	.223
	Subjective Norm	.018	.018	.161	.873
	Ethical Judgment	-.056	-.105	-.646	.522
	Value Consciousness	.265	.039	.364	.000
	Self-Ambiguity	.329	.048	.346	.001
MLCP (Regression 2)	Fashion Consciousness	.141	.362	2.043	.147
	Subjective Norm	-.006	-.013	-.085	.932
	Ethical Judgment	-.355	-.330	-3.390	.001
	Value Consciousness	.084	.015	.284	.002
	Self-Ambiguity	.293	.274	3.234	.000

Dependent Variable: Purchase Intention of CFP

Table 6 shows coefficients of regression analysis for both the models. FC and SN are found to be insignificant for both of groups. EJ is insignificant for LLCP but found to be highly significant for MPCP. For each unit increase in EJ for MLCP, there will be a decrease of 0.33 units in purchase intentions. This is due to the fact that when person

is becoming more ethical, he/she stops purchasing CFP. VC and SA are both found to be significant and with increase of both of these variables, purchase intentions towards CFPs is enhanced. Conclusion of results on the basis of regression analyses are shown below:

Table 7, Results

Hypothesis	Result	
	LLCP	MLCP
H ₁ : FC and purchase intentions of CFP are positively connected.	Rejected	Rejected
H ₂ : There is a positive connection of SN and purchase intentions of CFP.	Rejected	Rejected
H ₃ : EJ and purchase intentions of CFP are negatively interrelated.	Rejected	Accepted
H ₄ : VC and purchase intentions of CFP are positively interrelated.	Accepted	Accepted
H ₅ : SA and purchase intentions of CFP are positively associated.	Accepted	Accepted

6 Conclusions and Discussion

This study examined the factors which affect the purchase intentions of CFP in Pakistan. Study found that FC and SN are found to be insignificant and it does not affect the purchase intentions CFP. However, these two variables are found significantly and positively correlated with each other as fashion is acceptable style at certain time

and it is the observation of other people that how you look and are you up-to-dated or not? Fernandes (2013) also found similar results in his research on CFP in UAE. These variables can moderate or mediate the relationship of other variable of study. EJ is insignificant for LLCP and has no effect on purchase intention of CFPs but it is found to be highly significant for MPCP. However, its

direction is negative which means that when a person becomes more moral, he or she stops purchasing CFPs. Similar results are reported by Kim and Karpova (2010) who proposed to educate consumers to not purchase CFP. Organizations have to communicate the customers about the negative impact of CFP on the economy of the country. Awareness campaigns for general public stating 'you are supporting child labor by purchasing CFP' or 'you are supporting organized crimes by purchasing CFPs' can have impact on CFPs purchasing. Government has to implement intellectual property rights rules in true spirit. Fernandes (2013) also found similar results.

VC and SA are found to be positive for both of the groups. With each unit increase VC, there will be an increase of 0.15 units in purchase intentions of CFP. And with a single unit increase in SA, the customer purchase intention is enhanced by 0.274 units. Result demonstrated that VC and SA are the two most important and key factors in customers decision making in purchasing the CFPs. To enhance the sales of branded products, organizations have to provide branded products with right value for the customers. They have to maintain a balance between benefits and cost. Organizations manufacturing branded products should add extra features in the branded products and also improve the quality of products so that a customer thinks thousand times before purchasing low-cost low-quality, CFPs. And they should also use intensive marketing campaigns to enhance the customer's knowledge about the branded products as on the basis of product knowledge, customers are in better position to make rational decisions (Javed & Hasnu, 2013). Customer's ethnocentrism can also be used to negate the negative effects of CFPs. Writing country-of-origin on the product and also communicating to customers can also be used to enhance the sales of branded products (Javed et al., 2015).

7 Implication

The study at hand has many theoretical implications. Firstly, the study adds to TPB and evaluates the impact of EJ, VC, and SA on CFP purchase intentions. Secondly, the study helped in understanding the consumer behavior in Pakistani context. Thirdly, the helped in understanding ethical purchasing for the counterfeiters. Lastly,

the study tested a model that was not tested on Pakistanis consumers.

Along with these theoretical implications, the study also has multiple managerial implications. Firstly, the study can be utilized for devising anti-counterfeit measures. Secondly, markets can use this the findings for formulating a better marketing strategy that can better promote actual products. Thirdly, the study can be used for educating consumers for avoiding CFPs and regulatory measures for promoting actual products. Lastly, using the findings of this paper, managers can protect their brands.

8 Limitations and directions for future research

The study has several notable contributions to literature and practice, at the same time this study also has some limitations. Firstly, data was collected from single city of Pakistan (Islamabad) and in future studies with more heterogeneous can be conducted. Secondly, for better estimation, a larger sampled based study can be design to overcome the problem of relevantly medium sample size. Thirdly, the study was conducted using small number of variables (both DV and IVs) and in future, study with added DVs and IVs can also be conducted which will capture more information. Majority of the respondents of the study were females and the sample was not according to the male to female ration of the country. In future, studies with equal propotion of male to female in population can be conducted to overcome this drawback.

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