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Is consumer lifestyle affected by genuine or counterfeit brands? An empirical study.

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Abstract

The purpose of this study is to measure and examines the lifestyle of Pakistani users and their influence on brand preferences (genuine vs. counterfeits brands). A Scale was developed to find out the empirical impact by using three variables namely status consciousness, price consciousness, and need for uniqueness on brand preferences (genuine vs. counterfeits). The structured questionnaire was designed and distributed to collect the data from the respondents, based on convenience sampling. The survey was consisting of a sample of 150 consumers of Khairpur city. Results revealed that a very unusual lifestyle demonstrated in very different ways in the purchasing behavior of Pakistani consumers concerning counterfeits or genuine products. Most of the consumers are observed to quite dependent on using the brands to look different and counterfeits brands prefer mostly to fulfill their “Need of uniqueness”. The consumers importantly “Price consciousness” are identified to purchase counterfeits products as they look similar but are comparatively low priced and their purpose is being served. Furthermore, the user they prefer to purchase genuine products if they are status-conscious because they prefer product rather than price. The results of this research have provided for marketers to relate their brands to different lifestyle categories of Pakistani users, as a result, to enhance their efficiency and profitability in the Pakistani market.

Keywords: Status consciousness, Price consciousness, Need for uniqueness, Brand preferences, and lifestyle.

1. Introduction:

The brand role is important and necessary because it plays a crucial role in the mind of customers at the time of purchasing. Brand means comprehensive knowledge of customer who decides to purchase a specific product by letting all other competitor products. Means customer decides to purchase the product due to its brand and brand is an intangible asset of all successful organization that keeps some space in the mind of the customer. Even though this intangible asset as a brand has too much more value than tangible assets of organizations, most organizations rely on brand equity. Hence, successful organizations take serious steps for protecting their brand equity because its values look like antique asset of organization that always facing all types of risk. Risk can be internal or external, internal risk is low effective response toward customer complaints, for example; Japanese motors corp. Mitsubishi was noticed that auto car tired is dangerous (Economist, 2001), weekly English-language newspaper). Similarly, external risk means unauthorized retailer make imitate product of successful organizations brand and then sell those counterfeits products in market on their demanded prices, it will definitely build loss of customer mind because company uses that counterfeits product because of our brand and once customer dissatisfied, customer cannot be back (Robert T. G. & Smith, T, 2002). Additionally, whenever organization imitates product they did not think about safety and health risk of consumers as well as society. Counterfeits brand reduces some trust of consumers from original product. Nowadays in developing countries, so many products are counterfeits by illegal producers because of poor legal infrastructures. (Robert T. G. & Smith, T, 2002). Whenever consumers go shopping their lifestyle assists them at the time of purchasing process because consumer will definitely purchase brand which suits his/her lifestyle. The majority of consumers give preferences to those services or products that mainly depend on lifestyle of consumers. According to (Fournier, S., Antez, D., & Beaumier, G., 1992) that proves in their research that lifestyle always valuable as well as useful at the time of forecasting wants of consumers as well as it is a major issue for segmentation of consumer-related to specific services or items. Furthermore, according to (Michman, R.D & Mazze, E.M., 2009) lifestyle also assist us to create a framework which helps to position strategies in consumers mind for specific services or products and it also authorizes consumers to get desired lifestyles via utilizing services or products of specific brands. According to (Jin, L., Zou, & He, y., 2010) Top-level management can be useful life analysis as tool for organizations that assist in understanding consumers' needs as well as wants that demands are continuously influenced by cultural, social as well as changes of environment. According to (Kamakura, W.A. & Wedel, M, 1995) all marketers utilize the different lifestyle attributes of consumers in competitive & complex places related to market due to it gives better results and observable data of consumers' needs. The most important factor of counterfeits is lifestyle in modern activities of marketing. Uniqueness need has very much strong relationship with process of customer purchase (Simonson, I., & Nowlis, S.M., 2000). Numerous authors have discovered that uniqueness need has positive relationship with customer purchase which moves people to but new innovative brands more than peoples who have need of uniqueness (Amaldoss, & Jain, 2005). According to (Kim, K.H., Park, J.Y., Ki, D.Y, & Moon, H.I., 2001) the connection among brand buying intentions as well as lifestyle internet users is

significant. According to (Sudi Hamtana & Ketut Giantari, 2018) results of their research that “The attitude toward fancy branded products has a significant influence on the intention of repurchasing fancy branded merchandise products”. According to (Ling Jiang & Juan Shan, 2018) found that there is lot of difference between counterfeits and genuine products for consumers. Consumers who buy genuine products are influenced by marketing strategies; these strategies are very necessary and important for influencing the behavior of consumers. In other side, consumers who buy counterfeits products, are not influenced by different marketing strategies.

According to (Tai, H.S. & Tam, L.M, 1997) that there are a large number of researches on lifestyles and brand studies but there is little research in the Asian perspective means not in the Asia continent compare to other continents. According to (Khalid Jamil, Muhammad Asghar Ali, & Naeem Akram, 2017) counterfeits play important role in boosting economy and in managers' point of view fashion makers gain factors that shifting toward counterfeiting. Researchers (Gilbreath, B. , 2017) explored that markers and brand makers understand about trusted profiles are try to ad same features in counterfeits products. “As influencers can have a real impact on followers and can be effective in developing the digital presence of a brand, B2C brands should certainly consider Social Innovation Marketing” (Gelb, P., 2017).

In Pakistan, the manufacturing sector has too much progress in increasing profits. BMI “Business Monitor International” ranked country Pakistan as the high potential growth of manufacturing luxuries items. People who live in Pakistan have different needs and wants so that is why companies should make their strategies according to the needs and wants of consumers. If companies want to understand the pattern of consumer spending or improve it then they have to seek out some effective and efficient modern techniques to analyze their lifestyle of using luxury items like watches. (Michman, R.D & Mazze, E.M., 2009).

Numerous researchers discovered the starting of watches starts from Swiss watchmakers; they use their very own name until the 19th century as a sign on watches, when they launch the first brand because of industrialization and the rise of current mechanical ventures. The move from family name to mark encapsulated another business idea and the principal watch organizations to receive a brand were the biggest and most current undertakings at the time, for example, Longines, Omega, Zenith, and Rolex watches launched in 1889, 1894, 1897 and 1908 respectively. The mass manufacturing plus worldwide watch distribution offered path to the selection of another promoting methodology. Watch organizations utilized a similar brand to sell items whose structure some of the time varied generously starting with one market then onto the next, contingent upon the necessities and tastes of neighborhood clients. However, rivalry from American watches toward the finish of the nineteenth century, at that point from Japan after the interwar years, underscored the need to legitimize the creation system. The fundamental Swiss watch organizations used particular techniques to gathered and cased in the nations in which they were sold. This training was fundamentally utilized for the biggest markets (USA, Japan, Germany, Italy, Hong Kong, and so on.). Taking an example of Omega or Longines, watch configuration, cost, and style contrasted impressively starting with one nation then onto the next. However, this was not an inconsistency as far as brand the board. Until the appearance of electronic watches during the 1970s, the aggressiveness of

firms in this business depended on the accuracy and strength of items, not their plan. Whatever its plan, a watch's image name alluded legitimately to its exactness for development quality.

The present examination fulfills the gap by adding strategies to marketing written works and ground writing. First, as noticed over, which next to no exploration has been doing in creating a nation. Second, this examination will give an advertiser of a kind point of view to complete requirements of clients (Michman, R.D & Mazze, E.M., 2009). Third, it will assist organizations with linking their speculation to different ways of consumer life, since this examination analyzes the three elements of lifestyle that are needed for uniqueness, price-conscious and status-conscious as well as their effect on utilization factors. Fourth and last, as counterfeits products are harmful to Pakistan's economy then definitely it would assist to brand advertisers to know about main motivation for purchasing fake products, after all, things companies will make efficient strategies for attracting all consumers who use counterfeits products and it will lead to increasing the genuine brands demand.

2. Literature Review

Brand preference can be viewed as a customer's propensity toward a brand that fluctuates relying upon beliefs which are silent that are enacted at a given point in time (Fishbein, M. & Ajzen, I., 1975) When a consumer is satisfied it will lead to brand loyalty it is due to brand preferences. (Punj, G.N. & Hillyer, C.L, 2004). Brand preference is the element that helps marketers to know about the need and wants of consumers and provide information during market segmentation (Grapolis, 1998). Every successful organization for retaining consumers and also retain customer, they have to build strength as well as a positive relationship with consumer. The company can decide about consumer brand preference via positioning of brand (Aaker, 1991). In addition, Perception of consumers approximately brands Assists Company managers to make effective strategies for long run connections with consumers with company (Fournier, 1998). Consumer behavior, as well as preferences, is easily and massively influenced by status or lifestyle of particular people. (Amaldoss, & Jain, 2005).

2.1 Counterfeits products

According to (Bian, X. & Moutinho, L., 2009) that "counterfeits products are those products, which products bearing a trademark that is indistinguishable to a trademark enrolled to another gathering, which is fundamentally the same as the real items. Fakes items are intentionally and falsely mislabels concerning personality or potentially source or these items are replicated in an unlawful manner. Fakes items do not exist without the presence of the higher esteem brand. The development of fakes has been increment since in the 1970's (Bian, X. & Veloutsou, C., Consumers' attitudes regarding non-deceptive counterfeit brands in the UK and China, 2005), When Levi's organization discovered that an extensive measure of the pants bearing its name, trademark logo was delivered in south Asia and dispersed all through Western Europe (Walker, 1981). From that point forward, fakes have been an overflow in the market and increment at the intemperate rate (Phau, I. & Teah, M., 2009). Globally the sale of counterfeits products around to US\$ 300 billion every year (Gentry,, Shultz., & Commuri,, 2001). Fakes offer value advantage over the authentic brands and that is the key determinant for the accomplishment of the fake's items (Campbell, L., Bush, R.F.,

& Bloch, P.H., 1993). Fakes items are unsafe for both the general public and monetary development (Bush et al., 1989). As indicated by the (Furnham, A & Valgeirsson, H., 2007) because of the fakes there is lost in positions, unpaid assessments and the deals decreased, this realizes misfortune US\$200 billion out of a year. The firm makes loads of uses on growing new items and fake items diminish the profits of that proprietor on huge venture all things considered budgetary returns are not coming so further developments are less inclined to happen (Grossman, Gene M, & Carl, Shapiro, 1988a).”

2.2 Authentic/Genuine Brands

Genuineness is commonly characterized as the state of being "genuine, trustworthy or genuine". In other words, genuineness means as a procedure of arrangement and physical assets utilized in development procedure or by productive qualities that are drive and subjective from consumers' perceptions of realness. Realness is a vital component for brand personality and it encourages the showcasing trough to make solid brands. Because of increment rivalry in commercial, center the advertiser's burn through a large number of dollars to ensure their trademarks by which their different items and administrations are to be perceived and which client can trust or depend on having certain dimension of value (Levy, Sidney. J. & Dennis, W. Rook, 1981). For the most part, the purchasers of genuine brands always find for esteem, distinction, value, prestige and picture profits by brand (Campbell, L., Bush, R.F., & Bloch, P.H., 1993). According to consumers that genuine products are more trustable, reliable, in comparing to counterfeits brands because counterfeits brands have risk in utilizing it. It cannot be trusted as a genuine brand. (Bian, X. & Veloutsou, C., Consumers' attitudes regarding non-deceptive counterfeit brands in the UK and China, 2005). Status buyers need to have those sorts of item that can mirror their self-personality.

2.3 Lifestyle

To get achievement in the field related to marketing it is critical for the advertiser to know or understand as well as foreseeable behavior of a consumer. Only one factor is used for analyzing the behavior of consumers that is lifestyle factors. According to the author, Solomon 2002 discovered that lifestyle factor means the pattern of consumption that usually influences the individual choice for how to spend or use each individual money as well as time. In the advertising field, way of life idea was first presented by William Lazer in 1963 and the techniques for estimating way of life of people and their association with purchasing conduct have been creating from that point forward (Plummer, 1974). Famous author Lazer defines Lifestyle design as a framework idea, it alludes to particular method of living in its total and broadest sense; it encapsulates the example that creates and rises up out of the elements of living in a public.

Following are three components of lifestyle:

2.3.1. Need for Uniqueness

The need for uniqueness means that these types of consumers won't look unique from other society members by using luxury items like watches, cars, etc. of the highest brand equity company's products. (Tian, K.T. & Mckenzie, K. , 2001). These consumers have interest to attempt new things so they have an uplifting frame of mind toward fakes of extravagance items, as fakes are less expensive than certified items so it most appropriate these client needs of interest and test of new things (Wee, C.H., Tan, S.J., & Cheok, K.H, 1995). In addition, the

development of these illegal activities has been enhancing because of the choice of a consumer for "status" items at very low costs.

As indicated by (Wilcox, K., Kim, H.M, & Sen, S., 2009) individuals who have a need for uniqueness always adjust themselves according to product or service, plus they simply devour the item to pick up the endorsement from other individuals. Individuals with a solid requirement for uniqueness having a social-adjustive mentality indicate inspirational dispositions towards fake's items. As indicated by (Wee, C.H., Tan, S.J., & Cheok, K.H, 1995) oddity chasing and hazard taking qualities of an individual are the most imperative precursors of purchasing fakes. Oddity looking for customers has interest to look for contrasts and assortments and they would likely need to attempt new items, they have inspirational mentality toward fakes since it offers low buy hazard when contrasted with authentic brands.

2.3.2. Price consciousness:

Individuals who are Consciousness of Price could be described, "The extent to which consumer focuses exclusively on paying a low price (Lichtenstein, Ridgway, N.M., & Netemeyer, R.G., 1999). To get even little thing these customers check all costs of related products (Aliawadi, K.L., Neslin, S.A., & Gedenk, K., 2001)." The consciousness of price dependably looks for the best product or most reduced cost of branded items. They simply need an incentive for the cash. Individuals purchase fake items since they are more affordable than genuine or veritable items, individuals can get these items effectively without real item (Gentry, J.W., Putrevu, S., Shultz, C., & Commuri, S., 2001).

In another research author Tom et al. in 1998 discovered that when consumers purchasing that counterfeit brand of Rolex then they did not think about a genuine or counterfeit product because they are price-conscious individuals, research has been done in starting that revealed that price is too much important factor for choosing a counterfeit product.

Author reason that value awareness purchasers indicate an inspirational frame of mind toward fake brands. Value awareness clients considered fakes as an incentive for cash since it offers somewhat unsatisfactory quality items at low costs then certified brands Spat and Alden, (1998).

2.3.3. Status consciousness:

As the people groups nowadays in the modern world they want to improve their status like they won't look superior to others that is why they choose a different product or distinctive product that can look superior to others. Brands are imperative methods through which individuals can impart aspects of individual personality and communicate with others. Status conscious individual groups express or demonstrate their status or distinction via items that they expend. Some people groups are progressively unsure and increasingly worried about their impressions because it is the only thing that can influence other society members. (Bushman, 1993)

Individuals who are status consciousness always avoid purchasing fakes due to individuals believe that it will influence our social picture as well as impression. These customers are persuaded to purchases luxury products as well as branded products due to those are only products, which meet their psychological wants via symbolizing a specific utilization design, connecting their specific social class, as well as conveying a specific significance about their mental self-portrait. Status

consciousness individuals have extremely less acknowledgment for fakes (Arghavan, N. & Judith L, Z., 2000)

3. Research Methodology:

The respondents from Karachi city were selected for the study, as there is a considerably high-level intensity of users in the city. The target population for this study is watching users of Khairpur city, different background people are living there; a convenience method of sampling was used to select the respondents for data collection. Respondents were approached with a survey questionnaire to fill and almost 200 responses were received for interpretation of results. Many brands of watches like Rolex, Rado, Tissot, Swiss Star, Gucci, Casio, Citizen, and Blancpain were identified; the dependent variable was a Brand preference to buy counterfeits or genuine brands and independent variables were need for uniqueness, price consciousness, and status consciousness. Five-point Likert scales were used to collect the responses from respondents, the respondents were also requested to indicate that ever they bought original or replica of the brands, the responses were interpreted through SPSS version 25, where quantitative techniques were applied to measure the results of the study.

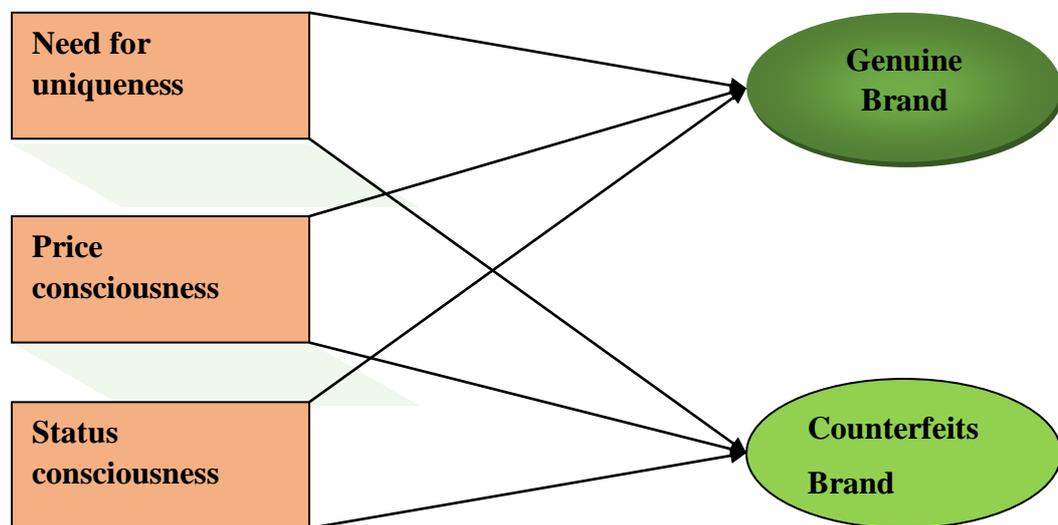
4. Research Hypothesis:

H1: price consciousness has a positive significant effect on the preferences of counterfeit products

H2: Need for uniqueness have a positive significant effect on preferences for counterfeits product.

H3: Status consciousness has a negative insignificant effect on preferences for counterfeits products.

Figure 1 Theoretical Framework



5. Results and Discussion:

The reliability of Cronbach's Alpha is .870, which means there is consistency between the items of the instrument and it is highly reliable and can be further processed for data

Table 1: Demographics of research:

Table Variable	Categories	Number of respondents	Percentage %
Gender	Male	118	59%
	Female	82	41%
Age	18-25	14	7%
	26-35	32	16%
	36-50	90	45%
	51 and above	64	32%
Education	Bachelors	90	45%
	Masters	31	11.5%
	M. Phil	22	11%
	Ph. D	5	2.5%
	Not educated	52	26%
Income	10000-30000	30	15%
	30001-50000	24	12%
	50001-100000	62	31%
	100001-150000	64	32%
	150001 and above	20	10%
Occupation	Student	30	15%
	Businessman	66	33%
	Professional	36	18%
	Manager/ Head of department	26	13%
	Not Executive	42	21%

The target population consists of the people of Khairpur city, and 200 respondents were selected. The respondents were requested to take part in a research survey, the people were also informed about the purpose of the survey and respondents were satisfied that their answers will keep anonyms. Many demographic factors were taken into account like respondents' gender, education, profession, and income level as shown in the above table. In gender factor male respondents participated more than the female respondents, while the respondents who were in-between age of 36 to 50 participate as compared to other age groups, and when respondents were requested to mention their education level, the bachelor degree holder were more in number. The respondents were also asked to show their occupation, and it observed that business is their occupation and their income is in between ten to fifteen lacks per month

5.1 Regression of genuine brands

Table 2: Model Summary for Genuine Brands				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.974 ^a	.949	.948	.23950
a. Predictors: (Constant), Status_conscious, Need_for_uniqueness, Price_conscious				

This table is part of a regression analysis. It indicates the model fitness means how much independent variable is going to predict dependent variables collectively from executed data. Status consciousness, Need for uniqueness, Price consciousness is predictors and these are predicting Genuine Brand 94.80%. Might be remaining % is error of fitness it can be determined by other variables if those will be incorporated.

The above table shows the results of the model summary of genuine brand preferences, in the column of R the value is .974 which is a simple correlation and it shows that there is high degree of correlation between genuine brand preferences and other variables. In the column of R² the value is 94.9 which shows the dependent variable total variance, the brand preferences are explained by all three independent variables, from the value it can be seen that it is very large.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	208.164	3	69.388	1209.713	.000 ^b
	Residual	11.242	196	.057		
	Total	219.406	199			
a. Dependent Variable: Genuine Brand						
b. Predictors: (Constant), Status consciousness, Need for uniqueness, Price consciousness						

The above table shows the results of ANOVA generated through the software, as the research is quantitative in nature and we have applied regression technique, so the table highlights that how independent variables keep variance with dependent variables namely this table explains either independent variables are forecasting dependent variable or not. These results follow the criteria if sig. value is less than .05 or equal o it. It will be treated significant variances here sig. value is less than .05 so it is perceived that Status consciousness, Need for uniqueness; Price consciousness is predicting Genuine Brand significantly.

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.102	.065		1.562	.120
	Need for uniqueness	-.111	-.022	.093	-5.123	.000
	Price consciousness	-.842	-.027	.824	-31.636	.000
	Status consciousness	.270	.040	.181	6.812	.000
a. Dependent Variable: Genuine_Brand						

This table describes the contribution of each independent variable separately through a beta column and a significance level of independent variable with dependent variables as shown in sig. column

Here need for uniqueness contribution is 9.30% in forecasting genuine brand, price consciousness contributes 82.40% and 18.10% is contribution of status consciousness constructs in it, so this clears that all have significance level, however, it makes sense that price consciousness variable contributes more so companies need to pay attention towards products especially maintaining genuine brand. Other constructs are also positive and significant so these also must be in consideration of companies' strategies for making genuine brands.

Further, this table also supports recognizing the acceptance and rejection level of hypotheses. This table also shows the relation of separating contributing variables.

H1: Need for uniqueness is negatively related to genuine brand preferences .it is rejected because its results are positive and significant. Whereas, H2: Price consciousness is negatively related to genuine brand preferences so it is also rejected but the last hypothesis. H3: Status consciousness is positively related to genuine brand preferences is supported namely accepted because it is positive in beta column and sig. value is also less than .05.

5.2 Regression of counterfeits brands

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.846 ^a	.715	.711	.47244

a. Predictors: (Constant), Status consciousness, Need for uniqueness, Price consciousness

The above table shows the results of the model summary of counterfeits brand preferences with all same independent variables, in the column of R the value is .846 which is simple correlation and it shows that there is a high degree of correlation between counterfeits brand preferences and other variables. In the column of R² the value is 71.5 which show the dependent variables total variance, the brand preferences are explained by all three independent variables, from the value it can be seen that it is large but comparatively less than counterfeits brand preferences. The next column is adjusted R² and it shows the model fitness and it is 71.1 % which means the model is fitted the research.

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	110.000	3	36.667	164.280	.000 ^b
Residual	43.747	196	.223		
Total	153.747	199			

a. Dependent Variable: counterfeit Brand
b. Predictors: (Constant), Status consciousness, Need for uniqueness, Price consciousness

The above table shows the results of ANOVA (Analysis of variance), it determines the outcomes of independent variables with dependent variables in the regression equation. From the table it can be seen that dependent variable counterfeits brands are significantly predicting the predictors which are Status consciousness, Price consciousness, and need for uniqueness at a significant level of .000 as shown in the table

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.339	.128		2.636	.009
	Need for uniqueness	.801	.043	.798	18.672	.000
	Price conscious	.074	.052	.087	1.411	.004
	Status conscious	-.189	-.078	.151	-2.412	.017

a. Dependent Variable: counterfeit Brand Preferences

Above table is coefficient table which has taken by using the regression technique, through coefficient table researcher can be able to identify that either hypotheses of the research are accepted or rejected by taking into account the significant value of the column, so if the significance level fall in between .000 to .05 this means hypotheses are accepted otherwise are rejected, but it also depends upon the construction of the hypotheses

This is coefficient table and treated another step of regression analysis, it helps researchers either hypotheses are accepted or rejected but all hypotheses are not tested through this technique. If the result lies in .000 to .05 then it will be treated a significant relationship if it is more then.05 then it will be insignificant relation in this way both variables have significant relation. So for the counterfeits brand first two hypotheses are accepted, while the third hypothesis is rejected

6. Discussion and conclusion:

By keeping in view the “Impact of lifestyle on brand preferences” three independent and two dependent variables were studied, study results revealed that the consumers who are price conscious and try to find uniqueness in the product, they mostly prefer to purchase counterfeit brands as these brand are not too much costly to purchase, the users who are “status-conscious” they prefer to buy genuine brand because it influences consumers attitude to buying genuine brand and they fell more comfortable with genuine brand rather than counterfeits. Furthermore, the study confirms that the users with strong need for self-respect or “status consciousness in the country believe in original brands because of their quality and exposure in their social status. These users also believe in innovative features of watches, the brand most fits their social status and these products are socially acceptable. Counterfeits users choose these brands because of price consciousness as they feel that counterfeits products work same as genuine products and look like same as original brands, but despite having almost same feature there is difference in quality and functionality between both brands

(genuine vs. counterfeits). The study also demonstrates consumer's desire for counterfeit luxury brands hinges on the social motivations (i.e. to express them and to fit-in) underlying their brand preferences. The more a person believes that a commodity is a means of self-representation and status, the more is he likely not to buy a counterfeit. Furthermore, study reveals that users express their individuality with people to show their exceptional means, the consumers also get expert opinion before purchase decision because of their strong need for uniqueness, the people have strong need for unique product does not care for the brand, therefore, they avail counterfeit option. But "The higher the ideology and integrity quotient in a person, the lesser will he be prone to buy a counterfeit. Consequently, ethics have a negative effect on attitude and behavioral intention towards counterfeits".

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