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An Empirical study on the Consumer intention to Purchase Original vs. Counterfeit products among Delhi Consumers

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Abstract: This research paper examines the consumer intention to buy original brands and their corresponding counterfeit products in context to the Indian Market. The research focuses on mainly examining the previous experience of purchase effect of price sensitivity (price and non-price benefits provided by the counterfeit products) and the impact of personal characteristics (i.e. Materialism, Perception of Future Social Status and Self Image) on the purchase intention of Indian Consumers. Based on the previous studies and taking into consideration the Indian market five different fashion brands of five different luxury fashion products were selected for the present study namely Tag Heuer Watches, MAC Cosmetics, Louis Vuitton Handbags, Vero Moda Apparels, CK Perfumes. Data of 120 Indian female aged 18 to 40 years living in Delhi were selected and the results obtained from the data depicts that the economic benefits provided by the counterfeit products were a major threat to original brands and they ruled the purchase intention of the consumers in Indian market. Also, as determined by the analysis that the individual characteristics like Self Image and Materialism does not pose significant impact on the purchase of original products while perception of future social status significantly impact the purchase of original brands by Indian Consumers.

Keywords: Consumer intention, Consumer Buying Behavior, Counterfeit products, Original Brands

I. INTRODUCTION

As India is the second most populated country in the world with a population of 1.2 billion as of July 1 2014 which is equivalent to 17.5% of the total world population thus, India seems to be a rational option for studying the original and counterfeit brand choice. Also India is one of the fastest growing economies with an economic growth rate of 5.8% (approximate), thus India seems to be a lucrative market to the manufacturers and distributors of counterfeit and original products. Counterfeiting i.e. supplying of copied or imitated products is speedily increasing and has become one of the threatening economic crimes worldwide. The widespread sale of counterfeit products across various sectors such as electronics, automotive parts, herbal medicine, pharmaceuticals, consumer durables & cosmetic has become so large that it captured a market size of Rs. 55,000 crore through illegitimate channels by 2013, as estimated by the Associated Chambers of Commerce and Industry of India (ASSOCHAM). and according to A new report published by the International Chamber of Commerce (ICC) indicates that globally economic and social effects of counterfeiting and piracy will reach US\$1.7 trillion by 2015 and it will set 2.5 million jobs at threat each Year.

Counterfeiting is shaping into a huge global threat for almost all industries due to its dramatic growth. Thus, counterfeiting has become a global issue which needs to be tackled immediately. Counterfeiters are only focused on earning illegal profit by providing consumers with an imitated product that is exact replica of original goods but produced at a very low cost and low quality. The selling of pirated products is completely unlawful and illicit trade that has been increasing swiftly in the world posing a big challenge to industries to cope up with and to save from loss in revenues, which is in billions, and to protect from damaging the brand value and name of company's brands (Business Action to Stop Counterfeiting and Piracy BASCAP, 2011). Today Counterfeiting is a grown industry and millions of people are earning through this illegal industry. According to International Chamber of Commerce (ICC 2011) Counterfeits worth \$ 750 billion per year globally and accounts to more than 7 to 10 %.

II. LITERATURE REVIEW

According to Webster's New World Dictionary, Original has been defined as initial, earliest and something which has never existed before and something which is never copied, while Counterfeits has been defined as the products that are imitation of the original products that has a significant brand value and has a large market share. Counterfeiting includes packaging, labelling, and trademarks of original brands copied in such a way that it seem like original to consumers but are not actually original. (Cordell et al., 1996).

It is posing a serious threat to the world economy whether it be of developed or developing countries, destroys new assets, and progressively harms health and safety of public. Today, with the advancement of technologies the counterfeiters are able to produce exact replica which are nearly similar in size, shape and packaging thus it has become difficult for the consumers to differentiate between the Original product and the copied version. One

could see counterfeiting in almost every industry with copied version of a large number of products including clothing, jewellery, cosmetics, movies, pharmaceuticals, car parts, perfumes, agrochemicals, accessories like watches, sunglasses etc..

An article released by ICC “Impacts of counterfeiting and piracy to reach US\$1.7 trillion by 2015” Says that on the basis of 2008 data, that globally counterfeits will have an impact of annual loss of US\$ 775, socially and economically. The number is estimated to more than double to US\$1.7 trillion by 2015, due to rapid rise and increase in global access to fast internet and mobile technologies. The report also statuses that International Trade in pirated product accounts for more than half of counterfeiting, and could increase to as much as US\$960 billion by 2015. The figure will be between US\$370 billion and US\$570 billion for domestic production and consumption of counterfeits, and for industries such as Movies, Music and Entertainment and Software the figure will be US\$240 billion in 2015.

According to a study by Yoo and Lee (2005), where they studied 500 students from Korea, suggested that Respondents demonstrated a preference for genuine products regardless of their previous shopping experience. Price information reduces the demand for original products. Consumers who previously purchased counterfeits are more likely to do so again. The intention to buy counterfeits does differ among buyers and non-buyers of genuine products.

According to Yoo and Lee (2009), past purchase involvements and experiences is a positive predictor of purchase intention of consumer towards luxury counterfeit products. Both economic and hedonic benefits showed to have a positive effect on readiness to buy counterfeits. The purchase intention of consumers to buy original products was positive for consumers who previously purchased original product and also for those who score high on self-image, perceived future social status and materialism but negative for those who has positive attitudes towards counterfeits. According to the research work done by Yoo and Lee(2009) the buying intent of counterfeits has a positive impact on buying intent of original products, but buying intent of originals has a negative impact on buying intent of counterfeits.

According to Ang et al (2001), there is a positive correlation between attitude and purchase intention and a positive relation between value-consciousness and attitude towards piracy was found.

A study by Tom et al (1998) suggested that Previous counterfeit shopping experiences positively influence attitudes towards counterfeiting thus past purchases have a significant impact on purchase intention of consumers.

Huang et al (2002) studied Consumer attitude towards and purchase intention of gray-market goods. A consumer who places great importance on the price–quality inference tends to have a negative attitude towards gray-market goods. Consumer attitudes towards counterfeit products and Self Image positively influence the purchase behaviour, particularly at low price levels according to Penz and Stöttinger (2005)

III. OBJECTIVE OF THE STUDY

1. To know the demographic profile of the customers and its impact if any on the consumer intention towards buying original and counterfeit brands.
2. To determine the antecedents affecting the consumer intention towards buying original and counterfeit brands.

IV. RESEARCH MODEL

In this research work, the research framework followed was to determine the factors affecting consumer intent towards purchase of original and counterfeit brands which is based on a number of research studies conducted in this field across the world. Following Triandevi & Tjiptono (2013) and Yoo and Lee(2009), the research framework was established and it is summarized in the figures below:

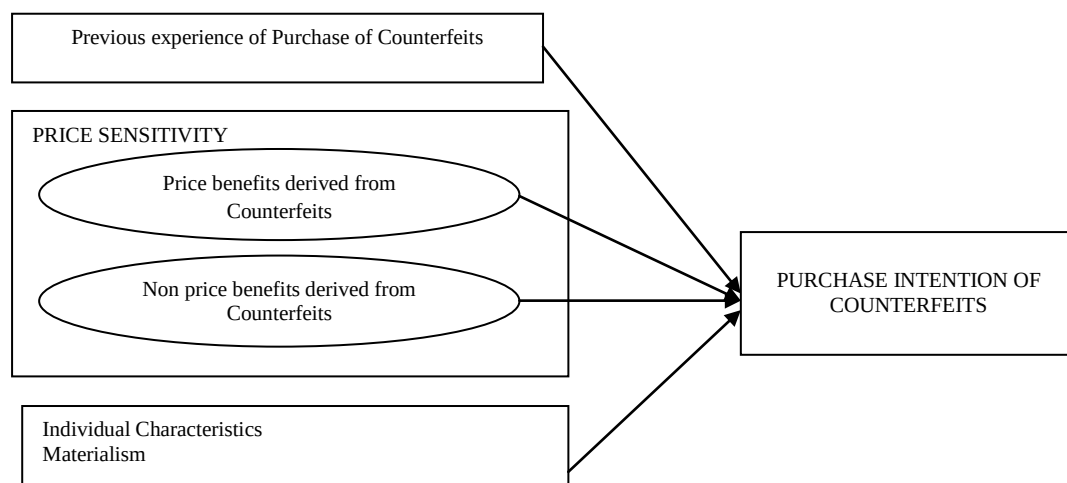


FIGURE1: PROPOSED RESEARCH MODEL FOR COUNTERFEITS

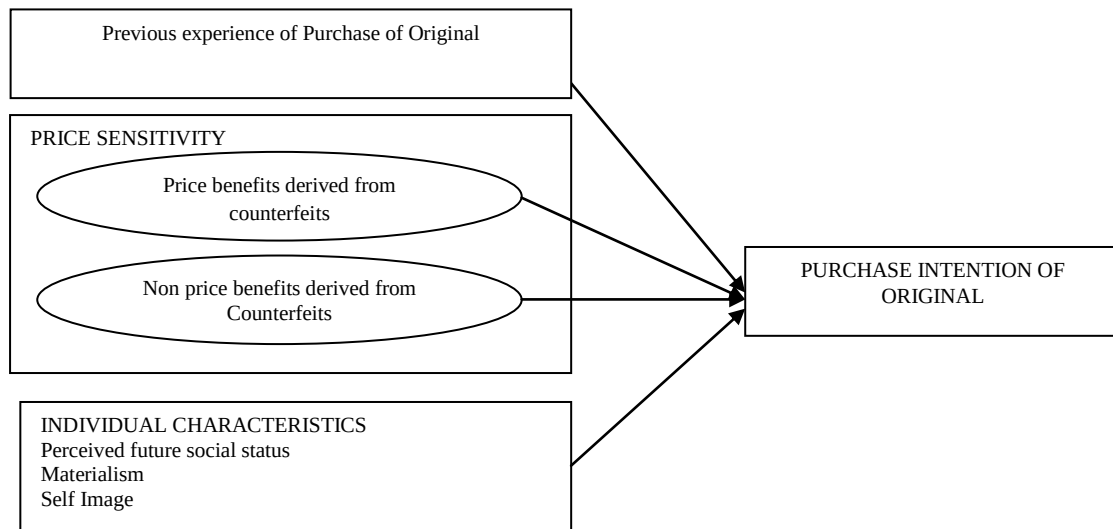


FIGURE 2: PROPOSED RESEARCH MODEL FOR ORIGINAL

The schematic diagram of the research model above in Figure 1 and Figure 2 shows the relationship between the dependent and independent variables. Purchase intention of originals and counterfeits is the dependent variable in this research. The analysis of dependent variable is done to identify the solution to the research problem. Past purchase behaviour and experience, Price consciousness of consumers and personal traits like materialism, Self Image and perceived future social status is the independent variables of this research study. The independent variables : Past purchase behaviour and experience, price sensitivity of consumers and personal traits like materialism, self image and perceived future social status is assumed to effect the dependent variable i.e. Purchase intention of originals and counterfeits either positively or negatively.

V. HYPOTHESIS

The below mentioned hypotheses were developed from the proposed research model:

Hypothesis 1: Previous experience of purchase of counterfeits is positively associated with the consumer intention to buy counterfeits.

Hypothesis 2: Previous experience of purchase of originals is positively associated with consumer intention to buy originals.

Hypothesis 3: Price benefits derived from purchase of counterfeits is positively associated with consumer intention to buy counterfeits

Hypothesis 4: Non price benefits derived from purchase of counterfeits is positively associated with consumer intention to buy counterfeits

Hypothesis 5: Non price benefits derived from purchase of counterfeits is negatively associated with consumer intention to buy originals.

Hypothesis 6: Materialism is positively associated with consumer intention to buy originals.

Hypothesis 7: Materialism is positively associated with consumer intention to buy counterfeits.

Hypothesis 8: Perceived future social status is positively associated with consumer intention to buy originals

Hypothesis 9: Self Image is positively associated with consumer intention to buy originals.

VI. RESEARCH METHODOLOGY

A. Research Context

India is being chosen for the study as India is one of the fastest growing economy with a rise in per capita income India has a huge market for both original products and their counterfeits. Since we chose Triandevi & Tjiptono (2013) and Yoo and Lee(2009) to develop the research base and framework of our study and thus we decided upon the sample size and products taken up for this study, accordingly. A convenience sample of 120 females aged between 16 to 55 years was taken from Delhi NCR as the sample respondents for the current survey.

From the result of a pilot study done by taking focused interview of 20 females and from the research study being followed to develop framework of this study ,we decided five products of five different fashion brands to carry on with our research study. The products we decided to take on the basis of preliminary study conducted are Tag Heuer Watches, MAC Cosmetics, Louis Vuitton Handbags, Vero Moda Apparels, CK Perfumes. The choice

criteria are availability of both original and their counterfeits and awareness of potential respondents about these products.

B. Development of the Instrument

All measures were adapted from Yoo and Lee (2009). The questionnaire was pre tested on 20 female respondents and accordingly few changes were made in the final questionnaire to be used in the final survey of our research work. The dependent variables of the research are Consumer intent to purchase counterfeits and consumer intent to purchase originals. The predictors for consumer intent to purchase counterfeits (4 items) are past purchases experience of counterfeit products (5 items), the price benefits gained with the purchase of counterfeit products (6 items), the non- price benefits involved with the counterfeit purchase (5 items) and materialism (8 items).

The precursors for consumer intent to purchase originals (5 items) are past purchases of originals (5 items), the non- price benefits involved with counterfeit purchase (6 items), materialism (8 items), perceived future social status (5 item) and self-image (5 items).

A 5 point likert scale was developed for measurement of all the factors, except past purchases experience of counterfeits products and past purchases experience of original products. Respondents were questioned to specify whether they had ever purchased original or counterfeit products of each of the five brands used for our research study i.e. Tag Heuer Watches, MAC Cosmetics, Louis Vuitton Handbags, Vero Moda Apparels, CK Perfumes.

Past purchase experience of pirated and genuine products were measured by counting yes answers (0 = never purchased any of the five brands; 5 = had experience of purchase of all the five brands). This research work found that past purchase experiences for pirated and genuine were 28.25% and 20.01% for Tag Heuer Watches respectively; 21.11% and 21.16% for Vero Moda apparel; 26.28% and 30.71% for MAC Cosmetics; 36.44% and 21.32% for Louis Vuitton handbags; and 26.59% and 18.56% for CK perfumes.

DATA ANALYSIS

Variables and Categories	F(N=120)	%
GENDER		
Female	120	100%
AGE		
16-25Years	8	7%
26-35Years	52	43%
36-45Years	48	40%
46-55 Years	12	10%
MARITAL STATUS		
Married	109	91%
Unmarried	11	9%
INCOME		
No Income	7	5.8%
Less than 2 lacs	28	23.3%
2 lacs-5 lacs	47	39.1%
5 lacs and above	38	31.6%
EDUCATIONAL QUALIFICATIONS		
GRADUATION	47	39.1%
POST GRADUATION	38	31.6%
PROFESSIONAL	23	19.16%
OTHERS(SPECIFY)	12	10%
Source: Primary Data		

Table 1: Demographic Profile of the Respondents

C. Demographic Characteristics

Table 1 demonstrates the demographic traits linked with the respondents taken up to conduct this research work. As indicated from the table above only female respondents are being asked to fill the questionnaire. Frequency distribution profiles of all respondents showed that majority of the respondents (appx. 83%) fall in the age group between 26-35 and 36-45 years. A majority of respondents (appx. 91%) were married and only 5.8% of the respondents had no income. Majority of respondents (appx. 60%) were either graduates or post graduates.

VII. RESULTS

Consumer intent to purchase original brands and counterfeit products in context to the Indian Market were examined in terms of past purchase behavior, price and non- price benefits derived from counterfeit purchase, perceived future social status, materialism and Self- Image. Factor analysis using SPSS 17.0 for windows was done to analyze and identify the factors that impact the consumer intent to buy original brands and their corresponding counterfeit products in context to the Indian Market. Factors were identified and extracted using the Eigen value principles, Principal Component analysis and Varimax Rotation Method which suggests that the Factors with an Eigen value greater than 1.0 should be extracted.

Analysis for Counterfeits

Table 2: KMO and Barlett's Test

Kaiser – Mayer- Olkin Measure of Sampling Adequacy	.551
Barlett's test of Approx. Chi- Square Sphericity	283.074
Df	55
Sig.	.000

Rotation was measured for finding a component matrix. To confirm the acceptability and sphericity of the data, Kaiser–Meyer–Olkin (KMO) and Bartlett's test values were also found in Table 2. As seen from Table 2 above, the KMO MEASURE of sampling adequacy is .551, which is well above the recommended level of 0.5. Further, Bartlett's Test of sphericity showed significance value of less than 0.05(.000), thereby confirming the suitability and correctness of use of factor analysis for this study.

Table 3 shows the four factors extracted by factor analysis. Each factor has been well-defined by number of variables and all the extracted communalities after rotation are more than 0.5, ensuring the appropriateness and correctness of use of factor analysis for this research work.

Principal component analysis was used to extract factors and the standard of extraction used was Eigen value of more than 1. Varimax Rotation method has been used to achieve factor rotation. Reserve factors after extraction are well enough when the total described variance of reserved factors is above 60%. Eventually, all the four factors were extracted, whose eigenvalue were all above 1 as shown in Table3 . The total explained variance of the 4 factors reached 65.054%, which was more than the critical value of 50%. This meant the result of reserved factors after extraction was acceptable.

Table 3: Total Variance Explained

Components	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotations Sums of Squared Loadings		
	Total	% of Variance	Cumulative%	Total	% of Variance	Cumulative%	Total	% of Variance	Cumulative%
1	2.540	23.090	23.090	2.540	23.090	23.090	2.361	21.465	21.465
2	2.151	19.553	42.643	2.151	19.553	42.643	1.808	16.434	37.899
3	1.320	11.998	54.641	1.320	11.998	54.641	1.617	14.696	52.595
4	1.145	10.413	65.054	1.145	10.413	65.054	1.370	12.459	65.054

Table 4: Exploratory Factor Analysis

	FACTORS				
	1	2	3	4	5
Past 1	.665				
Past2	.656				
Past3	.663				
Past4	.645				
Past5	.652				
price 1		.719			
price 2		.688			
price 3		.612			
price4		.659			
price5		.635			
price6		.702			
Nonprice 1			.753		
Nonprice2			.562		
Nonprice3			.760		
Nonprice4			.676		
Nonprice5			.684		
Materialism 1				.505	
Materialism 2				.576	
Materialism3				.659	
Materialism4				.534	
Materialism5				.527	
Materialism6				.648	
Materialism7				.626	
Materialism8				.642	

Extraction Method: Principal Component Analysis.

Table 5: Descriptive Analysis for Counterfeits

Variables	DESCRIPTIVE STATISTICS		
	Mean	Std. Deviation	Analysis N
Past 1	4.2250	.76326	120
Past2	4.2833	.62421	120
Past3	4.2246	.66451	120
Past4	4.2765	.75643	120
Past5	4.2334	.67854	120
Price 1	4.5167	.72162	120
Price 2	4.4667	.80891	120
Price 3	4.2167	.77982	120
Price4	4.4262	.76892	120
Price5	4.6767	.79845	120
Price6	4.3354	.80564	120
Nonprice 1	2.2333	.98504	120
Nonprice 2	2.5417	.99491	120
Nonprice 3	2.5917	1.12165	120
Materialism 1	4.2500	.78054	120
Materialism 2	4.1833	.77982	120
Materialism3	4.2917	.67855	120

Firstly the Price factor has the highest mean score (4.36) then the overall mean score of 3.78 , the factor past purchase of counterfeits received the second highest mean score that is 4.2 and the materialism stand at the third important factor with a mean score of 4.16 which is slightly lower than the second factor . Lastly the non- price benefits involved with the purchase of counterfeits got the least mean score of 2.4.

VIII. ANALYSIS FOR ORIGINAL

Table 6: KMO & Bartlett's Test

Kaiser-Meyer-Olkin measure of sampling adequacy	.587
Bartlett's Test of Sphericity Approx Chi-Square	370.786
df	200
Sig.	.000

Table 7: Total Variance Explained

Component	Initial Eigen Values			Extraction sums of square loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	1.941	24.265	24.265	1.941	24.265	24.265	1.936	24.198	24.198
2	1.629	20.357	44.622	1.629	20.357	44.622	1.501	18.757	42.955
3	1.129	14.108	58.731	1.129	14.108	58.731	1.262	15.776	58.731
4	1.069	10.862	69.592	1.069	10.862	69.592	1.060	10.702	69.592
5	1.016	20.198	79.790	1.016	10.198	79.790	1.040	10.221	79.790

As seen from table, the KMO MEASURE of sampling adequacy score is .587, which is above the recommended level of 0.5. Further, Bartlett's Test of sphericity shows significance value of less than 0.05(.000), thereby confirming the correctness and appropriateness of factor analysis for this research work. Table 7 has exhibited the five factors extracted by factor analysis. Each factor has been defined by number of variables, and all the extracted communalities after rotation are more than 0.5, conforming the correctness and adequacy of factor analysis for this research study. Five factors were extracted whose Eigen value were all above 1 as shown in Table. The total explained variance of the 5 factors reached 79.790%, which was more than the critical value of 50%. This meant the result of reserved factors after extraction was acceptable.

TABLE 8: EXPLORATORY FACTOR ANALYSIS

	FACTORS				
	1	2	3	4	5
Past 1	.775				
Past2	.654				
Past3	.897				
Past4	.665				
Past5	.786				
Nonprice 1		.564			
Nonprice 2		.598			
Nonprice 3		.643			

Nonprice4		.876			
Nonprice5		.734			
Nonprice6		.665			
Futuresocial status1			.887		
Future social status2			.512		
Future social status3			.543		
Future social status4			.634		
Future social status5			.789		
Materialism 1				.976	
Materialism 2				.654	
Materialism3				.776	
Materialism4				.644	
Materialism5				.548	
Materialism6				.786	
Materialism7				.567	
Materialism8				.559	
Self image 1					.667
Self image2					.736
Self image3					.887
Self image4					.690
Self image5					.727

Extraction Method: Principal Component

variables	DESCRIPTIVE STATISTICS		
	Mean	Std. Deviation	Analysis N
Past 1	3.94	1.225	120
Past2	3.56	1.317	120
Past3	3.72	1.135	120
Past4	4.01	1.112	120
Past5	3.27	1.064	120
Nonprice 1	3.31	1.274	120
Nonprice 2	3.23	1.297	120
Nonprice 3	2.89	1.133	120
Nonprice4	3.46	1.238	120
Nonprice5	3.43	1.121	120
Nonprice6	3.50	1.24	120
Futuresocial status1	4.20	1.161	120
Future social status2	3.46	1.087	120
Future social status3	2.91	1.112	120
Future social status4	3.73	1.091	120
Future social status5	4.01	1.112	120
Materialism 1	3.59	1.048	120
Materialism 2	3.72	1.093	120
Materialism3	3.31	1.274	120
Materialism4	3.19	1.192	120
Materialism5	3.73	1.136	120
Materialism6	3.73	1.136	120
Materialism7	4.09	1.135	120
Materialism8	4.09	1.135	120
Self image 1	2.80	1.202	120
Self image2	3.08	1.085	120
Self image3	3.73	1.136	120
Self image4	3.19	1.192	120
Self image5	3.72	1.093	120

Table 9: Descriptive statistics for Original

IX. CONCLUSION

The significant contribution of this study is the identification of the factors which affects consumer intention while purchasing original and counterfeits. It is further analysed that the consumer intent to purchase originals are prejudiced by past experience of Purchase of original (H2), Materialism(H6), Perceived Social Status (H8),and Self Image(H9) .Consumer intention to buy original brands are not influenced by non- price benefits derived from buying counterfeit products(H5).THE RESULTS ALSO REVEALED THAT PREDICTORS for consumer intention to buy counterfeits products are past experience of purchase of counterfeits(H1), price benefits gained from purchase of counterfeits(H3),non- price benefits gained from purchase of counterfeit products(H4) and materialism(H7).Hence all the hypothesis has been accepted.

X. LIMITATIONS

Although the objective of the study is well achieved in the research study, but still the study have some limitations:

1. The major limitation of the study is that respondents' bias cannot be judged, as interpretation was made on the basis of data taken up from the internet sources. The analysis concluded is based only on Primary Data.
2. Sample size of the study is small and besides convenience sampling method was used.
3. The questionnaire was emailed to the respondents and the data were not collected on an individual basis.
4. The study is conducted on limited consumers of Delhi.

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