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**PRICING AND ACCESSIBILITY IMPACT ON YOUNG CONSUMERS' ATTITUDE TOWARDS NON-DECEPTIVE COUNTERFEITS AND THEIR PURCHASE INTENTIONS: A CASE OF PAKISTANI MOBILE PHONE MARKET**

*In this study we examine the impact of low price and easy access on the young consumers' attitude towards non-deceptive counterfeit mobile phones and their purchase intentions. We find a positive association between the low price of non-deceptive counterfeit mobile phones and young consumers' attitude to them. We find that easy access does not influence young consumers' attitude towards non-deceptive counterfeit mobile phones positively. However, both low price and easy access impact the young consumers' purchase intentions regarding non-deceptive counterfeits positively.*

*Keywords: non-deceptive counterfeits, low price, easy access, young consumers*

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**ВПЛИВ ЧИННИКІВ ЦІНИ ТА ДОСТУПНОСТІ НА СТАВЛЕННЯ МОЛОДИХ СПОЖИВАЧІВ ДО ПІДРОБОК ТА НАМІР ЇХ ПРИДБАТИ (ЗА ДАНИМИ ПАКИСТАНСЬКОГО РИНКУ МОБІЛЬНИХ ТЕЛЕФОНІВ)**

*У статті проведено оцінювання впливу низької ціни та доступності товару на ставлення молодих споживачів до відвертих підробок (т.зв. лжебрендів) на ринку мобільних телефонів та наміри їх придбати. Фактор низької ціни впливає на ставлення молодих споживачів до лжебрендів позитивно. Доступність підробок майже не впливає на ставлення молоді до них. Однак, комбінація чинників низької ціни та легкого доступу суттєво і позитивно впливає на наміри молоді придбати підробку.*

*Ключові слова: відверта підробка (лжебренд), низька вартість; легкий доступ; молоді споживачі.*

*Рис. 1. Табл. 2. Літ. 32.*

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**ВЛИЯНИЕ ФАКТОРОВ ЦЕНЫ И ДОСТУПНОСТИ НА ОТНОШЕНИЕ МОЛОДЫХ ПОТРЕБИТЕЛЕЙ К ПОДДЕЛКАМ И НАМЕРЕНИЕ ИХ ПРИОБРЕСТИ (ПО ДАННЫМ ПАКИСТАНСКОГО РЫНКА МОБИЛЬНЫХ ТЕЛЕФОНОВ)**

*В статье проведена оценка влияния низкой цены и доступности товара на отношение молодых потребителей к откровенным подделкам (т.наз. лжебрендам) на рынке мобильных телефонов и намерения их приобрести. Фактор низкой цены влияет на отношение молодых потребителей к лжебрендам позитивно. Доступность подделок практически не влияет на отношение молодежи к ним. Однако, сочетание факторов низкой цены и легкого доступа существенно и позитивно влияет на намерения молодежи купить такую подделку.*

*Ключевые слова: очевидная подделка (лжебренд), низкая цена; легкий доступ; молодые потребители.*

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**Introduction.** Counterfeiting trade is emerging as a critical problem for genuine trade all over the world (Bian and Veloutsou, 2007). It accounts approximately 7% of the global trade (Ergin, 2010). The Organization of Economic Cooperation and Development's (OECD) estimations show that the growth rate of counterfeiting and piracy business is 15% annually. If it continues to grow at the same rate it will increase its value up to \$960 bln. by 2015 (Frontier Economics, Feb 2011). China is the main producer of counterfeits and pirated products in the world. After China the key sources of counterfeits are Russia, Argentina, Chile, Egypt, India, Israel, Lebanon, Thailand, Turkey, Ukraine, Venezuela, Brazil, Paraguay and Mexico. USA is the major consumer of counterfeits with little domestic production (Chaudhry and Zimmerman, 2009). Various studies analyzed the impact of several factors on the growth of counterfeits (Ergin, 2010; Yoo and Lee, 2009). But most of these studies were generic in focus. The object of our study is to examine the impact of low price and easy access on the young consumers' attitude to non-deceptive counterfeit mobile phones and the purchase intentions. Generally, counterfeits are divided into 2 categories – deceptive and non-deceptive (Grossman and Shapiro, 1988). In case of deceptive counterfeiting customers are deceived by fake products which resemble the originals, whereas in case of non-deceptive counterfeiting consumers knowingly purchase fake products (Bamossoy and Scammon, 1985; Bloch et al., 1993). Counterfeits become a serious threat to genuine industries especially when consumers knowingly buy them. The findings of this study would help mobile phone producers (Nokia, Samsung, Sony Ericsson and others) in understanding why young customers switch to illicit mobile phones at Asian markets.

#### **Literature Review**

**Attitudes and intentions regarding counterfeits.** Understanding the attitude is important as it directly influences consumer behavior. An attitude towards an object is an internal evaluation by individuals based on their beliefs (Fishbein and Ajzen, 1975). It influences individuals' intentions which in turn affect their behaviors (Ajzen and Fishbein, 1980). According to Aaker et al. (1995) attitude is the mental state individuals use to structure the ways to perceive the environment. It also guides them how to respond to their environment. It can be either positive or negative. An individual may have positive attitude towards ethically and legally unwanted products. De Matos et al. (2007) found that some buyers hold positive attitude towards counterfeits while some evaluate them negatively. Consumers' positive attitude towards counterfeits is positively associated with their purchase intentions of them, especially it is witnessed in cases of counterfeits of luxury brands. But this attitude is culture specific (Phau and Teah, 2009). For example, Lee and Workman (2011) found that Korean students are more expected to buy counterfeits than American students as they hold more positive attitude towards counterfeits. Yoo and Lee (2009) stated that consumers' positive attitude towards counterfeits can positively influence their purchase intentions of them. Various factors can influence consumers' attitude towards counterfeits. For instance, low price is a key factor motivating consumers to purchase counterfeits (Dodge et al., 1996; Albers-Miller, 1999; Prendergast et al., 2002; Harvey and Walls, 2003, Ergin, 2010). Similarly, easy access to counterfeits stimulates consumer demand for them (Penz and Stottinger, 2005; Stumpf et al., 2011).

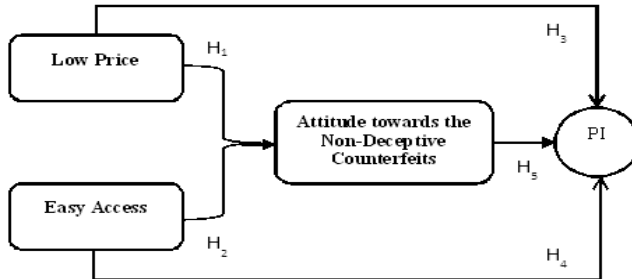
**Low Price.** Various studies found that low price is an important determinant stimulating demand for counterfeit products (Dodge et al., 1996; Albers-Miller,

1999, Prendergast et al., 2002; Harvey and Walls, 2003). Consumers want to buy genuine brands but only some of them can afford them. The premium priced original brands provide an opportunity to low priced counterfeits to meet the needs of those who cannot afford original brands (Chuchinprakarn, 2003, Chaudhry et al., 2009). Deceptive counterfeits' low price has been witnessed to stimulate demand for non-deceptive counterfeits (Staake and Fleisch, 2008). Consumers identify non-deceptive counterfeit brands by their low price and buying location (Prendergast et al., 2002). Consumers from the USA and Brazil believe that people involve in counterfeiting because of their low income level and limited education (Stumpf et al., 2011). Consumers prefer counterfeits over original brands especially when counterfeits are markedly available at lower prices (Bloch et al., 1993; Gentry, 2006; Ergin, 2010). Furthermore, some consumers desire to embrace affluent lifestyles but are not economically sound to buy original brands and are left with the choice of counterfeits (Gistri et al., 2009). Similarly, price sensitive consumers willingly buy counterfeits as these are cost effective (Haque et al., 2009; Gino, 2010).

**Easy access.** Easy availability of counterfeits and pirated products motivate consumers to buy them (Penz and Stottinger, 2005; Stumpf et al., 2011). Counterfeits, especially non-deceptive ones, are available at such places which consumers frequently visit. They are mostly sold at open markets and at street vendors (OECD, 2008). Counterfeits are usually sold through 3 distribution outlets: "established retail shops"; informal channels such as "flea markets", "side walk vendors", "clandestine shops" and Internet. Some deceptive counterfeit products may be found at supermarket shelves as retailers are mostly unaware about the illegal nature of these deceptive counterfeits (Chaudhry et al., 2009). In Turkey consumers have sufficient opportunities to buy counterfeits since they can be easily found in both local and high street shops in the most of urban cities of the country (Ergin, 2010). The large supply network enhances purchase intentions for high spenders than low spender (e.g., in case of VCDs) (Prendergast et al., 2002). The level of availability and ease of acquisition influence the demand for both counterfeits and pirated products. But this situation may vary at different markets. For instance, the chances to buy counterfeits at open markets are higher than at regulated markets (Lee and Yoo, 2009). Similarly, impact of easy access to the counterfeits on consumers in Singapore is weaker than in Hong Kong (Moores and Dhillon, 2000; Moores and Dhaliwal, 2004).

**Conceptual Model.** In this section of the article we conceptualize the impact of low price and easy access on the consumers' attitude towards non-deceptive counterfeit mobile phones and the intentions to purchase them. Low price is an important determinant stimulating demand for counterfeit products (Dodge et al., 1996; Albers-Miller, 1999; Prendergast et al., 2002; Harvey and Walls, 2003). On the basis of the existing literature we postulate that low price affects young consumers' attitude towards non-deceptive counterfeit mobile phones positively. But at the same time we propose that low price for non-deceptive counterfeits mobile phones directly positively influence purchase intentions of young consumers. Consumers prefer counterfeits over original brands especially when counterfeits are markedly available at lower prices (Bloch et al., 1993; Gentry, 2006; Ergin, 2010). Similarly, we theorize that easy access positively influences both young consumers' attitude towards non-deceptive counterfeit mobile phones and the intentions to purchase them. Easy availability of

counterfeits and pirated products motivate consumers to buy them (Penz and Stottinger, 2005; Stumpf et al., 2011). Counterfeits, especially non-deceptive ones, are available at such places which consumers frequently visit. They are mostly sold at open markets and at street vendors (OECD, 2008).



**Figure 1. Impact of low price and easy access on young consumers' attitude towards non-deceptive counterfeit mobile phones and their purchase intentions**

Furthermore, we assume that young consumers' overall positive attitudes towards non-deceptive counterfeit mobile phones positively influence their purchase intentions. Various previous studies support this assumption. Consumers' positive attitude towards counterfeits is positively associated with the purchase intentions, especially it is witnessed in cases of luxury brands counterfeits. But this attitude is culture specific (Phau and Teah, 2009; Yoo and Lee, 2009). For example, Lee and Workman (2011) found that Korean students are more expected to buy counterfeits than American students as they hold more positive attitude towards counterfeits. The complete conceptualization of impact of low price and easy access on young consumers' attitude towards non-deceptive counterfeits and their purchase intentions is shown in figure 1.

**Hypotheses**

**H1.** Low price positively affects the consumers' attitude towards non-deceptive counterfeit mobile phones.

**H2.** Easy access positively affects the consumers' attitude towards non-deceptive counterfeit mobile phones.

**H3.** Low price directly positively influences the consumers' intentions to purchase non-deceptive counterfeit mobile phones.

**H4.** Easy access directly positively influences the consumers' intentions to purchase non-deceptive counterfeit mobile phones.

**H5.** Consumers' positive attitude towards non-deceptive counterfeit mobile phones is positively associated with their purchase intentions.

**Method.** Two-phase survey was conducted to collect the data from the students of Iqra University, Islamabad. In phase 1 the data was collected from 170 randomly chosen students to assess the validity and reliability of the adapted and newly developed measures. To measure the attitude items were adapted from the studies by Yoo and Lee (2009), de Matos et al. (2007). To measure purchase intentions the scales were adapted from the study of de Matos et al. (2007). To measure the effect of low price and easy access the items were adapted from the studies of Lee and Workman

(2011), Yoo and Lee (2009), de Matos et al. (2007). The exploratory factor analysis in phase 1 revealed the following results. The KMO index was .642 which is enough for a good analysis. Bartlett's test presented a significance of .000 which is a preferable index for factor analysis (Tabachnick and Fidell, 2007). Only those items were chosen for phase 2 of the survey whose loadings were more than .60. Eigen value, percentage of variance and reliability and validity values of the measured items are shown in Table 1. In phase 2 500 questionnaires were distributed among randomly chosen students. Only 433 were received back completely filled. The response rate was 87%. Intensity of the responses for all variables was measured on the 5-point Likert scale except the respondents' purchase intentions which were measured on the three point comparative scale.

**Results.** 433 students (59.8 % male and 40.2% females) were chosen for the final analysis.

The maximum respondents' (37.2%) age was under 21. The second highest age score ranged between 21 and 27 and so on. 55.2% respondents were undergraduates, 31.4% were graduates and 12.4% were postgraduates. Maximum respondents (35.0%) had less than (Pak Rupees) Rs. 10000 income per month and 28.5% had between the Rs. 10000-20000 and so on.

First, multiple regression was conducted to examine the impact of low price and easy access on the consumers' attitude towards non-deceptive counterfeit mobile phones. The overall model explained 19.6% ( $R^2 = .196$ ) variance in the consumers' attitude towards non-deceptive counterfeit mobile phones, which is statistically significant as  $F_{(2, 430)} = 52.427$ ,  $p < .05$ . An inspection of individual predictors revealed that low price of non-deceptive counterfeit mobile phones ( $\beta = .449$ ,  $p < .05$ ) is a significant predictor of the consumers' attitude toward non-deceptive counterfeit mobile phones and these results support the hypothesis H1 that low price positively affects the consumers' attitude towards the non-deceptive counterfeit mobile phones. Similarly, easy access to non-deceptive counterfeit mobile phones ( $\beta = -.024$ ,  $p > .05$ ) is not a significant predictor of the consumers' attitude towards non-deceptive counterfeit mobile phones and thus, rejects the hypothesis easy that H2 access positively affects the consumers' attitude towards non-deceptive counterfeit mobile phones.

Second, multiple regression was conducted to examine the direct impact of low price and easy access on the consumers' purchase intentions of non-deceptive counterfeit mobile phones. The overall model explained 10.9% ( $R^2 = .109$ ) variance in the consumers' purchase intentions of non-deceptive counterfeit mobile phones, which is statistically significant as  $F_{(2, 430)} = 26.286$ ,  $p < .05$ . The low price ( $\beta = .335$ ,  $p < .05$ ) is a significant predictor of the consumers' purchase intentions of non-deceptive counterfeit mobile phones and these results support the hypothesis low that H3 price directly positively influences the consumers' intentions to purchase non-deceptive counterfeit mobile phones. Similarly, easy access ( $\beta = -.170$ ,  $p < .05$ ) is a significant predictor of the consumers' purchase intentions of non-deceptive counterfeit mobile phones and these results support the hypothesis easy that H4 access directly positively influences the consumers' intentions to purchase non-deceptive counterfeit mobile phones.

Table 1. Measurement items of study constructs

| Construct   | Measurement   | Factor Loadings | Cronbach's Alpha ( $\alpha$ ) |
|---|---|-----------------|-------------------------------|
| <b>Attitude towards non-deceptive counterfeit mobile sets</b> | 1. I buy non-deceptive counterfeit mobile phones if I cannot afford to buy genuine mobile phones.                     | .748            | .810                          |
|   | 2. Buying non-deceptive counterfeit mobile phones generally benefits a consumer.                                      | .837            |                               |
|   | 3. I prefer to buy non-deceptive counterfeit mobile phones because of their easy availability.                        | .732            |                               |
|   |   | .874            |                               |
| <b>Purchase Intentions</b>                                    |   |                 |                               |
|   | 1. I think about a non-deceptive counterfeit mobile phone as a choice when buying a mobile set.                       | .815            | .773                          |
| <b>Low Price</b>  | 1. I buy non-deceptive counterfeit mobile phones because the prices of branded mobile sets are unfair and overpriced. | .824            | .839                          |
|   | 2. Without non-deceptive counterfeit mobiles phones, many people will not be able to enjoy mobile communications.     | .815            |                               |
|   | 3. I buy non-deceptive counterfeit mobile phones if original brands are out of my range.                              | .828            |                               |
|   | 4. Buying non-deceptive counterfeit mobile phones generally benefits the consumers.                                   | .702            |                               |
| <b>Easy Access</b>  | 1. I don't need to make much effort to buy a non-deceptive counterfeit mobile phone.                                  | .817            | .731                          |
|   | 2. Non-deceptive counterfeit mobile phones are available in my local area.  | .802            |                               |
|   | 3. In every electronic shop non-deceptive counterfeit mobile phones are available.                                    | .756            |                               |
|   | 4. There is no legal problem in obtaining non-deceptive counterfeit mobile phones.                                    | .788            |                               |
| Percentage of variance  | 18.047  |                 |                               |
| Eigenvalue  | 5.775   |                 |                               |
| KMO   | .642  |                 |                               |
| Barlett's test of sphericity                                  | 0.000   |                 |                               |

Furthermore, multiple regression was conducted to examine the relationship between consumers' attitude towards non-deceptive counterfeit mobile phones and their purchase intentions. The overall model explained 40.9% ( $R^2 = .409$ ) variance in the consumers' purchase intentions of non-deceptive counterfeit mobile phones, which is statistically significant as  $F_{(1, 431)} = 297.390, p < .05$ . Consumers attitude ( $\beta = .639, p < .05$ ) is a significant predictor of the consumers purchase intentions of non-deceptive counterfeit mobile phones and these results support the hypothesis H5 that consumers' positive attitude towards non-deceptive counterfeit mobile phones is positively associated with their purchase intentions. Impact of low price and easy access on young consumers' attitude towards non-deceptive counterfeit mobile phones and their purchase intentions is shown in Table 2.

**Table 2. Impact of low price and easy access on young consumers' attitude towards non-deceptive counterfeit mobile phones and their purchase intentions**

| Results                    | $\beta$ | t      | R <sup>2</sup> | F       | P    |
|----------------------------|---------|--------|----------------|---------|------|
| <b>Model 1</b>             |         |        |                |         |      |
| <i>Attitude</i>            | 1.225   | 8.450  | .196           | 52.427  | .000 |
| <i>Low price</i>           | .449    | 9.962  |                |         | .000 |
| <i>Easy Access</i>         | -.024   | -.522  |                |         | .602 |
| <b>Model 2</b>             |         |        |                |         |      |
| <i>Purchase intentions</i> | 1.174   | 11.616 | .109           | 26.286  | .000 |
| <i>Low price</i>           | .335    | 7.053  |                |         | .000 |
| <i>Easy Access</i>         | -.170   | -3.575 |                |         | .000 |
| <b>Model 3</b>             |         |        |                |         |      |
| <i>Purchase intentions</i> | .491    | 8.017  | .409           | 297.390 | .000 |
| <i>Attitude</i>            | .639    | 17.245 |                |         | .000 |

**Discussion.** Despite the legal actions taken and bans imposed on counterfeiting trade, it continues to grow rapidly worldwide (Ergin, 2010). Estimates of the OECD show that even if counterfeiting and piracy continues to grow at the rate of 15% per year its value could grow up to \$960 bln. by 2015 (Frontier Economics, Feb 2011). In this study we examine the impact of low price and easy access on the young consumers' attitude towards non-deceptive counterfeit mobile phones and their purchase intentions. We found that low price positively affects both young consumers' attitude towards non-deceptive counterfeit mobile phones and their purchase intentions of them. This finding is consistent with the previous findings. Low price motivates consumers to buy non-deceptive counterfeits (Staake and Fleisch, 2008) because counterfeits are substitutes for these consumers who cannot afford genuine brands (Chuchinprakarn, 2003). Consumers prefer counterfeits over original brands especially when counterfeits are markedly available at lower prices (Bloch et al., 1993; Gentry et al., 2006; Ergin, 2010). We found that easy access to non-deceptive counterfeit mobile phones does not affect the young consumers' attitude positively. This finding is consistent with the previous studies which found weaker impact of easy access of counterfeits in some context. For instance, the impact of easy access to counterfeits on consumers in Singapore is weaker than in Hong Kong (Moore and Dhillon, 2000; Moore and Dhaliwal, 2004). However, easy access to non-deceptive counterfeit mobile phones positively influences the consumers' purchase intentions of them as also witnessed by previous studies. Easy availability of counterfeits and pirated products motivate consumers to buy them (Penz and Stottinger, 2005; Stumpf et al., 2011). Similarly, we found that the young consumers' positive attitude towards non-deceptive counterfeit mobile phones have positive influence on the purchase intentions. It is supported by Yoo and Lee (2009) who found that the consumers' positive attitude towards counterfeits influence their purchase intentions positively.

**Conclusion.** In this study we examine the impact of low price and easy access to non-deceptive counterfeit mobile phones on young consumers' attitude and purchase intentions. We found a positive association between low price for non-deceptive counterfeit mobile phones and young consumers' attitude. But we found that easy access does not influence young consumers' attitude towards non-deceptive counterfeit mobile phones positively. However, both low price and easy access have direct positive impact on young consumers' purchase intentions of non-deceptive counter-

feit mobile phones. We also found the overall positive relationship between the young consumers' positive attitude towards non-deceptive counterfeit mobile phones and their purchase intentions. The findings imply that mobile phone producers should sell their mobile phones on reasonable prices so that maximum of young consumers could buy them. This study is focused at non-deceptive counterfeit mobile phones only. Future research should examine the impact of low prices and easy access to non-deceptive counterfeits on the young consumers' attitude and purchase intentions for other products such as clothes, sunglasses, wrist watches etc.

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