Attitude towards Counterfeit of Luxury Brands: A Research on Consumers in Turkey

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Abstract

Production and purchase of counterfeits are increasing in Turkey. Trade in counterfeits has reached record levels since counterfeiting is a significant economic phenomenon. Consumers mostly prefer such products mainly because of being much cheaper than their originals. Turkey, which is among the main production base of the branded goods, has competitive advantage with qualified labour and location since it is already in customs union with Europe. Although the officials work hard to combat with these illegal ventures, consumers may want to benefit from counterfeits of the branded goods by paying less for the quality and prestige. Demand is the main driver behind the supply side. The purpose of the research is to reveal the motivations that influence the demand side. The impacts of the antecedents namely fashion consciousness, perceived value, perceived risk, ethical consciousness on attitude towards counterfeits and willingness to purchase for counterfeits of luxury brands are examined on Turkish consumers. Total 207 respondents selected by convenience sampling method took part in the survey by using face to face interview carried out in Eastern Black sea region in Turkey. SPSS v.23 and SmartPLS 3 Structural Equation Modelling were both used in analysing the data. Main finding is perceived value positively and ethical consciousness negatively impact attitude towards counterfeit and willingness to purchase of counterfeit. Moreover, attitude towards counterfeit positively impacts willingness to purchase. In opposite to that, fashion consciousness and perceived risk do not have impact on attitude towards counterfeit and willingness to purchase. Practitioners taking into account the findings in their marketing communication may benefit for their branding strategy.

Keywords: Brand, Counterfeit, Consumer behaviour, Willingness to Purchase

1. INTRODUCTION

Counterfeiting has become a global economic and social problem (Furnham and Valgeirsson, 2007). IACC (2017) points out counterfeiting as Big Business, in terms of value, goods worth over $1.7 billion were seized at U.S. borders in 2013. Most counterfeit originates in developing and emerging economies; China has been recognised as the world's most well-known country for fake products where all wellsprings of counterfeits can be followed (OECD, 2016). The industry considered as a booming market and has a big impact in the business sector. While Eastern countries are in a hosting position of counterfeiters, mostly these countries are the most suffered countries from counterfeiting. Trade statistics demonstrates that counterfeits account for substantial percentage of world trade (Freedman, 1999) and every product categories are injured from the situation (Shultz II and Saporitoc, 1996).

Although extensive variety of items can be counterfeited, consumers intentionally take part in acquiring especially branded products and luxury fashion items. Successful brands attract counterfeiters with the highest level (Harvey and Ronkainen, 1985). There are several reasons behind counterfeiting luxury products. First, fast-paced technology advancements make easier to produce them (Vida, 2007). Secondly, the demand for counterfeit products is very high because of the quest for status products and the longing of being tuned into styles and trends (Eisend, 2006). All these make consumers to face with the original financial value, resulting with unique alternative to original luxury goods (Phau et al., 2009).

There are basically two sides in counterfeit practices: Supply side and demand side. While the supply side of producing fake products has gotten impressive consideration in the academic literature, examinations concentrating on the demand side are still rare (Dubinsky et al., 2005). Cordell et al. (1996) indicated that price between the genuine and fake product is a significant motivator for purchaser of counterfeits. Research points out that almost one-third of consumers purchase counterfeit goods by knowing (Phau et al., 2001). The price advantages of counterfeits may not be the only reason to consume these products. Therefore, other factors underlying this behaviour need to be understood.

The aim of this paper to reveal the driving factors for the attitude and willingness to purchase in consumer decision-making process for counterfeits of luxury brands. This study will initially focus on the antecedents such as fashion consciousness, perceived value, perceived risk, ethical consciousness. Then the effects of the antecedents on attitudes towards counterfeit of luxury brands, finally the effects of attitude on willingness to purchase are examined. Although numerous studies investigated the counterfeits, as far as we are concerned there is not much research on consumers in Turkey. This study aims also to attract attention for the topic which is very important for both counterfeiters and consumers. Legal consequences are binding for the parties and consumers are also being informed from the risks.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Luxury can be defined as an adding value of a product apart from its function. Nueno and Quelch (1998) outline luxury brands as 'those whose ratio of functionality to price is low, while the ratio of intangible and situational utility to price is high'. People tend to pay for the visual traits and functions without paying the associate quality (Grossman & Shapiro, 1988). As it is mentioned in previous studies, it may not be usually possible to distinguish the genuine and fake product. On one hand, it is a quite big advantage for consumers who consciously prefer the counterfeit products, on the other hand, for people who unintentionally buy those products, it causes to victimisation. McDonald and Roberts (1994) also claim that those who

are deceived while buying the counterfeit item by thinking it is a genuine and those who are knowingly prefer the counterfeit are different. The first customer cannot identify the product but second customer knows that it is a fake, buying a counterfeit is illegal and criminal and still prefer it. This study only aims to concentrate to voluntary purchasers of counterfeits.

2.1. Fashion Consciousness

Fashion consciousness is related to consumer catch up with fashion styles or clothing. Fashion products of a famous brand are more subject to counterfeiting (Bloch et al., 1993). According to Sproles and Kendall (1986), novelty-fashion conscious consumers tend to pay attention and explore new things. Such consumers update themselves with new styles and being a fashionable means a lot for them. Consumer involvement in fashion is a sign of value which affects purchasing decision of counterfeited products (O'Cass, 2001). But, most consumers do not convince in paying too high prices as the fashion product life cycle is short due to rapidly changing trends. Some consumers who are fashion conscious are likely to have positive attitude towards counterfeit of luxury brands. In turn, attitude affects purchase intention of counterfeit products. The hypotheses are formulated as follows.
H1: Fashion consciousness has a positive impact on attitude towards counterfeit of luxury brands.
H2: Fashion consciousness has a positive impact on willingness to purchase for counterfeit of luxury brands.

2.2. Perceived Value

Perceived value, one of the key motivations in purchasing counterfeits, is about what consumers think a product (Keller, 1993). Consumer perceived value is defined as "consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given" (Zeithaml, 1988).The value comes from consumers' perception of brand identity and product attributes. There is a positive relation with perceived value and consumer decision making (Cho et al.,2002).Consumers buy counterfeit products (Bian and Moutinho, 2009) as they get prestige (Bloch et al., 1993) and quality (Grossman and Shapiro,1988) of branded products by paying less (Tom et al., 1998). As per value conscious consumers, a counterfeit is of poor quality compared to its original but enables savings, and counterfeits of luxury brands are labelled as "value for money" (Furnham and Valgeirsson, 2007). Value conscious customers are likely to have a positive attitude towards purchasing counterfeit (Ang et al., 2001). Consumers are likely to choose counterfeits as they have price advantage besides quality and prestige. Due to counterfeits are cheaper alternatives of the genuine products, there may not be always a noticeable difference in perceived quality for consumers (Gentry et al., 2006). Perceived value of counterfeits is high as counterfeits provide remarkable cost savings to consumers in spite of some compromise in quality (Rahman et al., 2011).The hypotheses are formulated as follows.
H3: Perceived value has a positive impact on attitude towards counterfeit of luxury brands.
H4: Perceived value has a positive impact on willingness to purchase for counterfeit of luxury brands.

2.3. Perceived Risk

While perceived value is one of the key elements that have an effect on purchasing a counterfeit product, perceived risk occurs when a person involves in a situation where the consequences of an unsuitable decision are questionable and worried (Fraedrich and Ferrell

1992; Liao et al. 2010). Consumers may perceive various kind of risks during a counterfeit purchase such as financial, performance and social. Fashion products are also thought to be very risky as a result of their characteristics. Consumers facing such a risky situation may try to lower the perceived risk by taking some actions such as shifting or postponing purchase, switching purchase with esteemed brand or seeking advice from a trusted source (Yeung and Morris, 2001). The studies state that perceived risk negatively affects behavioural attitude in a risky situation (e.g. Keil et al., 2000; Nicolaou and McKnight, 2006). Thus, it can be said that perceived risk decreases of purchasing counterfeit products (Ha & Lennon, 2006; Liao and Hsieh, 2013). The hypotheses are formulated as follows.

H5: Perceived risk has a negative impact on attitude towards counterfeit of luxury brands.

H6: Perceived risk has a negative impact on willingness to purchase for counterfeit of luxury brands.

2.4. Ethical Consciousness

Consumer ethics are named as the moral rules, principles and standards guiding the behaviour of a person in selling or buying of goods (Muncy and Vitell, 1992). Ethical consciousness is defined as the value that a person keeps and endures belief (Schwartz, 1992) by meaning people's judgement about the moral rightness or wrongness of a behaviour (Ha and Lennon, 2006). While consumer ethics reduces the purchase intention of pirated software (Tan, 2002) and counterfeits (Maldonado and Hume, 2005), pirated music was not found as non ethics (Lysonki and Darvasula, 2008). Riquelme et al. (2012) also found that ethical consciousness in a Muslim society has a negative effect on attitude towards counterfeit. Higher ethical consciousness would lead to less prefer of counterfeit products. The hypotheses are formulated as follows.

H7: Ethical consciousness has a negative impact on attitude towards counterfeit of luxury brands.

H8: Ethical consciousness has a negative impact on willingness to purchase for counterfeit of luxury brands.

2.5. Attitude Towards Counterfeit

Bagozzi et al. (2002) defines attitude as an evaluation of an entity particularly with some degree of favour. Consumers have favourable attitude towards counterfeit especially when they perceive that genuine producers rip them off (Ramayah et al., 2002). Consumers justify their purchasing counterfeits by paying less with the feeling of not being ripped off. In such a situation, consumers tend to legitimate their counterfeit purchase by considering that illegal producers have lower margins than genuine producers (Penz and Stöttinger, 2005). This leads to consumer improve some attitudes and excuses to justify the behaviour. There are many factors that influence the consumer attitude towards counterfeit such as quality, economic, legal and ethical issues (Cordell et al., 1996). In consumer research, counterfeits are purchased by consumers due to their especially low prices (Phau et al., 2001; Gentry et al., 2006). Price is a more significant factor in comparison to others. Counterfeiters sell the products for much less price and consumers enjoy the same visibility with lower price. Lower price provides a lower financial risk for consumers. Economic situations affect the tolerance of questionable behaviours of consumers (Dodge et al., 1996). Counterfeit purchasers have more positive attitude towards counterfeit than non-purchasers (Wang et al., 2005)

Attitude towards some objects is often used as an antecedent of consumer intention and behaviour (Fishbein and Ajzen, 1974; Huang et al., 2004). Extensive studies (e.g., Liao and

Hsieh, 2013; Wee et al. 1995) point out that attitude towards counterfeit has a positive relation with purchase intention of a counterfeit good. Penz et al. (2009) state that consumer behaviour does not follow a certain pattern in purchasing counterfeits and behaviour can be changed by education on detrimental effects of the products. The hypothesis is formulated as follows

H9: Attitude towards counterfeit has a positive impact on willingness to purchase for counterfeit of luxury brands.

The proposed model for this research is based on Fishbein and Ajzen (1975) theory and is shown in Figure 1. The theory suggests that beliefs impact attitude and in turn attitude impacts intention.
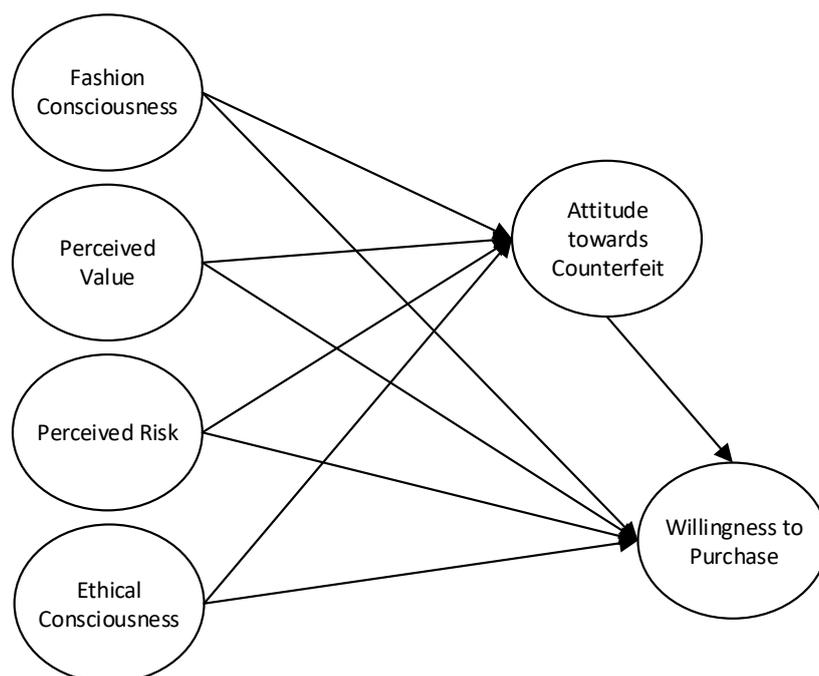

Figure 1. Proposed model of the research

3.   Methodology

The research sampling was selected from the consumers studying and working in universities. They are appropriate because Turkey has a young population. They serve a good potential for the luxury brands as the country has the record level of growing scores in the world. University students are identified as a consumer segment that knowingly purchases counterfeits (Chakraborty et al., 1997). College women are also appropriate as they are probably heavy users of counterfeits (Cordell et al., 1996). The universities have also wide range of students coming from the different regions of the country. Convenience sampling method was employed in collecting the research data. Questionnaires were applied to the consumers with face to face interview. 215 of consumers were participated in the survey during the dates of March 29 and April 5, 2017 but only 207 of them were found eligible for the analysis. Then, IBM SPSS v.23 and SmartPLS 3 (Ringle et al., 2015) structural equation modelling were used in analysing the collected data.

The scales used for variables were obtained from literature. Fashion consciousness with five items (Bruner and Hensel, 1998; Fernandes, 2013), perceived value with short 8-item scale including the factors of quality, emotional, price and social (Walsh et al., 2014), perceived risk with five items (Liao and Hsieh, 2013; Wu and Wang, 2005; De Matos et

al.,2007; Lo´pez-Nicola´s et al., 2008), ethical consciousness with four items (Lysonski and Durvasula, 2008; Riquelme et al., 2012), attitude towards counterfeit with six items (De Matos et al., 2007) and willingness to purchase with four items (Bai et al. 2008; Ramayah and Lee, 2010) were measured. 5-point Likert scale was used in measuring the variables. Scale items are classified and given in Appendix.

4. Results

Sampling size of 207 was found acceptable as it was over the minimum quantity calculated from "ten times rule" in PLS path model (Hair et al., 2014). First, descriptive statistics are summarized in Table 1.

Table 1.
Characteristics of the respondents

Gender	a. Female (51.7%), b. Male (48.3%)
Age	a. 17-20 (23.7%), b. 21-30 (48.3%), c. 31-40 (18.4%), d. 41 and over (9.7%)
Home Region	a. Mediterranean (8.7%), b. East Anatolia (11.6%), c. Aegean (5.3%), d. South East Anatolia (2.9%), e. Central Anatolia (8.7%), f. Black Sea (54.1%), g. Marmara (8.7%)
Monthly Income (TRY)	a. 1300 - 3000 (55.0%), b. 3001 - 6000 (31.9%), c. 6001 and over (12.1%)
Education	a. High School (11.1%), b. Under Graduate (40.1%), c. Graduate (48.8%)

Respondents are classified by gender, age, home region, monthly income and education. 51.7% of the respondents are female and 48.3% are male. Majority is 21-30 years old with 48.3%, followed by 17-20 years old with 23.7%, 31-40 years old with 18.4%, 41 years old and over with 9.7%. Home regions of the respondents are 8.7% from Mediterranean, 11.6% from East Anatolia, 5.3% from Aegean, 2.9% from South East Anatolia, 8.7% from Central Anatolia, 54.1% from Black Sea and 8.7% from Marmara region. Turkey has 7 geographic regions and all of them were represented by respondents, majority of them are from Black Sea region. Monthly income in TRY (Turkish Currency) is classified in three categories, majority from 1300 -3000 with 55%, followed by 3001 – 6000 with 31.9% and 6001 and over with 12.1%. Education is another statistics; major respondents have graduate degree with 48.8%, followed by under graduate degree with 40.1% and high school degree with 11.1%. Shortly, sampling characteristics can be summarized as follows. Gender almost represents Turkey's population. Mostly young generation took part in the survey and East Black sea region is the major home city. Although they are highly educated, most of them belong to low income family. They have a good potential for higher income in the near future.

Second, the measurement model and the coefficients of the structural model are evaluated (Hair et al., 2014) by using SmartPLS 3.

4.1. The Measurement Model

The model includes six variables, namely fashion consciousness, perceived value, perceived risk, ethical consciousness, attitude towards counterfeit and willingness to purchase. First of all, reliability and validity of the latent variables were checked for the structural model. The results of item reliability and composite reliability were found in satisfactory levels as shown

below. In addition, convergent validity and discriminant validity were also investigated in the structural model.

Item loadings with less than 0.60 values were eliminated from the model. Item reliabilities were calculated with the square of each outer loading. While the values of over 0.70 are mostly preferred, Hulland (1999) accepts 0.40 as the minimum value for exploratory research. In our model, item reliabilities have acceptable values except FC5 and PV5. These two items were not eliminated as the other reliabilities are satisfactory. According to the results, the model was confirmed as reliable.

Cronbach's Alpha is basically used to measure the reliability of internal consistency. Literature suggests the use of the composite reliability instead of Cronbach's Alpha (Bagozza and Yi, 1988; Hair et al., 2012). But, Cronbach's Alpha is also evidence for composite reliability and the values over 0.60 are satisfactory. In our model, Cronbach's Alfa ranges from 0.756 to 0.903 and composite reliabilities range from 0.812 to 0.928 which are over the advised limit of 0.70 value. According to the results, the composite reliabilities were confirmed as strong and healthy in terms of internal consistency.

Convergent and discriminant validities must be checked for the validity of the model. Average Variance Extracted (AVE) value is used for convergent validity and should be higher than 0.5 (Bagozzi and Yi, 1998). The AVE values for each variable range from 0.546 to 0.731 which are over the advised limit value of 0.50 values. Table 2 shows the values of loading, reliability, Cronbach's Alpha, composite reliability and AVE of the model.

Table 2.
The assessment of measurement model

Latent Variable	Items	Loading	Item Reliability	Cronbach's Alpha	Composite Reliability	AVE
Fashion Consciousness (FC)	FC1	0.958	0.918	0.756	0.812	0.599
	FC3	0.700	0.490			
	FC5	0.622	0.387			
Perceived Value (PV)	PV1	0.736	0.542	0.883	0.905	0.546
	PV2	0.813	0.661			
	PV3	0.853	0.728			
	PV4	0.806	0.650			
	PV5	0.613	0.376			
	PV6	0.715	0.511			
	PV7	0.655	0.429			
	PV8	0.689	0.475			
Perceived Risk (PR)	PR1	0.854	0.729	0.903	0.928	0.723
	PR2	0.904	0.817			
	PR3	0.924	0.854			
	PR4	0.721	0.520			
	PR5	0.833	0.694			
Ethical Consciousness (EC)	EC1	0.811	0.658	0.868	0.910	0.717
	EC2	0.882	0.778			
	EC3	0.887	0.787			
	EC4	0.804	0.646			

Attitude towards Counterfeit (AC)	AC1	0.769	0.591	0.867	0.904	0.653
	AC2	0.824	0.679			
	AC3	0.840	0.706			
	AC4	0.804	0.646			
	AC5	0.802	0.643			
Willingness to Purchase (WP)	WP1	0.873	0.762	0.877	0.916	0.731
	WP2	0.875	0.766			
	WP3	0.878	0.771			
	WP4	0.792	0.627			

Table 3 demonstrates Fornell-Larcker (1981) criterion analysis for discriminant validity of the model. The each value in bold showing the AVE's square root in the diagonal is greater than the off-diagonal values in its corresponding row and column. The result confirmes the discriminant validity of the scales.

Table 3.
Fornell-Larcker results for discriminant validity

| Latent Variable Correlations (LVC) | | | | | Is discriminant validity met? (Square root of AVE > LVC?) | | |
	AT	EC	FC	PR	PV	WP	↓
AT	**0.808**						Yes
EC	-0.382	**0.847**					Yes
FC	-0.055	0.279	**0.774**				Yes
PR	-0.348	0.551	0.204	**0.850**			Yes
PV	0.366	-0.119	0.079	-0.233	**0.739**		Yes
WP	0.755	-0.460	-0.089	-0.362	0.422	**0.855**	Yes

4.2. The Structural Model

Path coefficients represent the strength of direct relationships between constructs. Bootstrapping also estimates the precision of the PLS estimates and causal order between constructs. Five out of nine path coefficients were found to be significant in the proposed model.

Table 4 summarizes the results of T statistics revealing the effects. Perceived value impacts ($\beta = 0.301$, $p < 0.01$) attitude towards counterfeit. Perceived value impacts ($\beta = 0.176$, $p < 0.01$) willingness to purchase. Ethical Consciousness impacts ($\beta = -0.283$, $p < 0.01$) attitude towards counterfeit. Ethical consciousness impacts ($\beta = -0.205$, $p < 0.01$) willingness to purchase. Attitude towards counterfeit impacts ($\beta = 0.614$, $p < 0.01$) willingness to purchase.

Table 4.
T-statistics for path coefficients

	Stdβ	Sample Mean	Standard Deviation	T Statistics	p values
FC → AC	0.026	0.028	0.082	0.320	0.749
FC → WP	-0.014	-0.014	0.059	0.231	0.818
PV → AC	0.301	0.315	0.078	3.842	0.000
PV → WP	0.176	0.175	0.049	3.555	0.000
PR → AC	-0.127	-0.127	0.078	1.622	0.106

PR → WP	0.007	0.006	0.067	0.110	0.912
EC → AC	-0.283	-0.278	0.075	3.802	0.000
EC → WP	-0.205	-0.198	0.070	2.928	0.004
AC → WP	0.614	0.619	0.046	13.294	0.000

R^2 values were used for explanatory power of the model. According to the results of the structural model, fashion consciousness, perceived value, perceived risk and ethical consciousness explain 26.1% of the variation in attitude towards counterfeit. In addition, fashion consciousness, perceived value, perceived risk, ethical consciousness and attitude towards counterfeit explain 63% of the variation in willingness to purchase. Figure 2 schematically shows the structural model results.
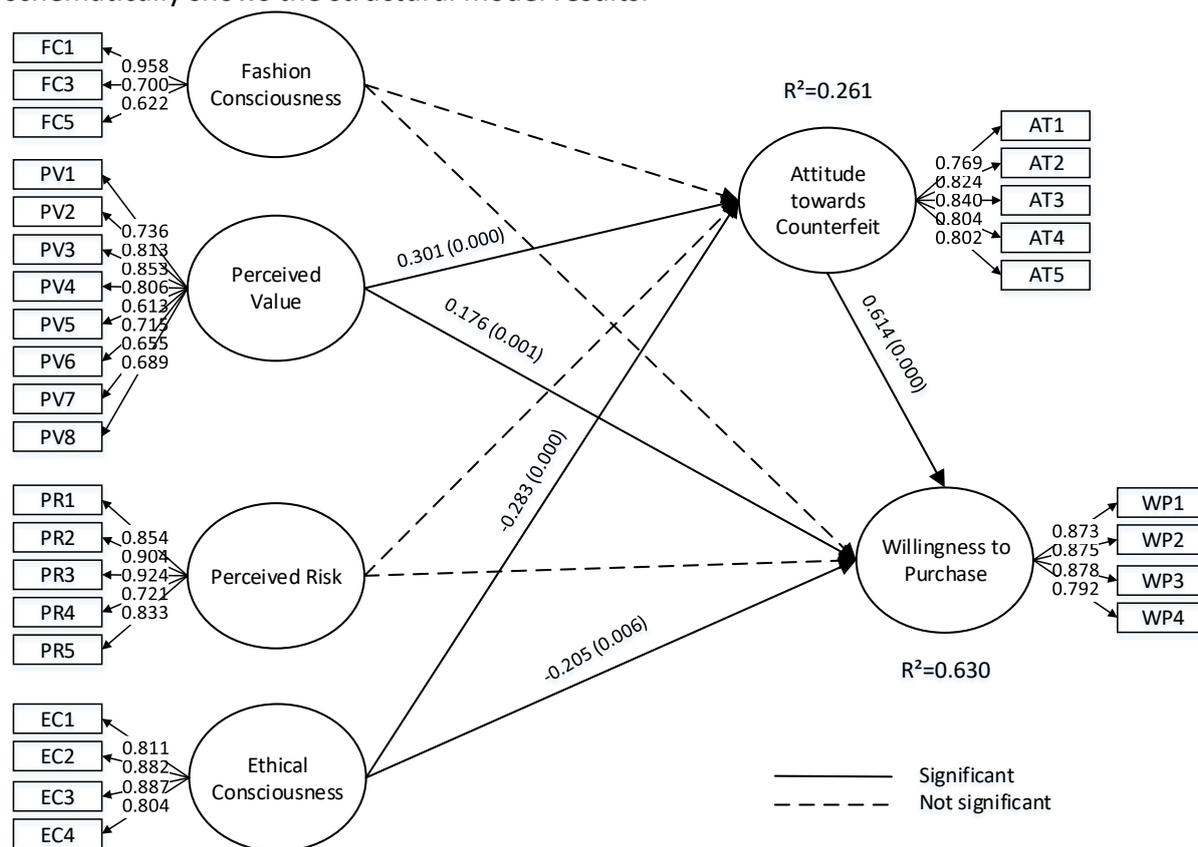

Figure 2. The results of structural model

5. DISCUSSIONS

Table 5 summarizes the hypotheses and the results of the revised model, whether hypothesis was supported or not. Five out of nine hypotheses were supported in the model.

Table 5. Hypotheses conclusions

Hypothesis	Finding	Conclusion
H1: Fashion consciousness has a positive impact on attitude towards counterfeit of luxury brands.	t=0.320; p=0.749	Not Supported
H2: Fashion consciousness has a positive impact on willingness to purchase for counterfeit of luxury brands.	t=0.231; p=0.818	Not Supported
H3: Perceived value has a positive impact on attitude towards counterfeit of luxury brands.	t=3.842; p=0.000	Supported

H4: Perceived value has a positive impact on willingness to purchase for counterfeit of luxury brands.	t=3.555; p=0.000	Supported
H5: Perceived risk has a negative impact on attitude towards counterfeit of luxury brands.	t=1.622; p=0.106	Not Supported
H6: Perceived risk has a negative impact on willingness to purchase for counterfeit of luxury brands.	t=0.110; p=0.912	Not Supported
H7: Ethical consciousness has a negative impact on attitude towards counterfeit of luxury brands.	t=3.802; p=0.000	Supported
H8: Ethical consciousness has a negative impact on willingness to purchase for counterfeit of luxury brands.	t=2.928; p=0.004	Supported
H9: Attitude towards counterfeit has a positive impact on willingness to purchase for counterfeit of luxury brands.	t=13.294; p=0.000	Supported

5.1. Findings

Counterfeiting is big business which has two sides namely supply side and demand side. Demand is the key motivator for the business. Consumer response for the phenomena is essential as it affects both sides. This research investigated the antecedents of the attitude towards counterfeits and willingness to purchase for counterfeit of luxury brands. Antecedents used for the research are fashion consciousness, perceived value, perceived risk and ethical consciousness. Research findings reveal that Fashion consciousness has not a positive impact on attitude towards counterfeit of luxury brands and willingness to purchase. Fashion probably is not a variable in shaping the consumer behaviour, whereas fashion consciousness is among the top priorities in choosing branded products.

Other finding is that perceived value has a positive impact on attitude towards counterfeit and willingness to purchase for counterfeit of luxury brands. The finding is in consistent with the literature (i.e. Rahman et al., 2011; Furnham and Valgeirsson, 2007; Cho et al., 2002; Ang et al., 2001). Counterfeits offer benefits to consumers. In opposite to that, perceived risk has not a negative effect on attitude and willingness to purchase. The finding is not consistent with the literature. Consumers probably perceive benefit not a risk in their purchasing decision of counterfeits.

Ethical consciousness has a negative impact on attitude and willingness to purchase for counterfeit of luxury brands. The finding is in consistent with the literature (i.e. Fernandes, 2013; Riquelme et al. 2012; Tan, 2002). The result is important especially for the marketing communication of the brands, official organizations and NGOs such as IACC (International Anti Counterfeiting Coalition). According to Penz et al. (2009) consumer behaviour does not follow a certain pattern in purchasing counterfeits and behaviour can be changed by education on detrimental effects of the products. Customers should be educated that purchasing a counterfeit is illegal, criminal and having essential potential risks.

Branding is a hot topic for years and governments offer many subsidies for the producers. Counterfeiters should focus on these opportunities to defeat the threats by investing their own registered brands.

5.2. Limitations and Further Research

The research investigates only limited number of independent variables on attitude and willingness to pay. More variables can be taken into account in further researches. The study covers only consumers with having limited purchasing power. A research on adults with different demographics may result in substantial findings. The study examined counterfeit branded products in general without specifying any luxury brand name.

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Appendix

Fashion Consciousness (FC)	FC1. An important part of my life is to dress smartly FC2. While choosing between fashion and comfort, I usually dress for fashion as compared to comfort FC3. It is important to me that my clothes represent the latest trends FC4. I usually have more than one outfit of the latest fashion style FC5. It is important for people to dress in the latest styles	Bruner and Hensel, 1998; Fernandes, 2013
Perceived Value (PV)	PV1. It has consistent quality (in its own standard) PV2. Well done PV3. A product I will take out PV4. A product that will make me feel good PV5. Provides a value for the money paid PV6. It's a good product for the price PV7. Develops perception level in humans PV8. Makes a good impression on others	Walsh et al., 2014
Perceived Risk (PR)	PR1. The potential risk while using counterfeit endangers my health PR2. The potential risk while using counterfeit causes my unexpected financial loss PR3. The potential risk while using counterfeit causes my unexpected troubles PR4. There is high probability that counterfeit don't work PR5. Counterfeits are not reliable	Liao and Hsieh, 2013; Wu and Wang, 2005; De Matos et al., 2007; Ló pez-Nicolá s et al., 2008
Ethical Consciousness (EC)	EC1. I would feel guilty if I bought counterfeits EC2. Counterfeit goes against my principles EC3. It would be morally wrong for me to buy counterfeit	Lysonski and Durvasula, 2008;

	EC4. Counterfeiting is unethical behaviour	Riquelme et al., 2012
Attitude towards Counterfeit (AC)	AC1. I recommend to friends and relatives that they buy a counterfeited product AC2. I say favourable things about counterfeited products AC3. I prefer counterfeit market goods AC4. Buying counterfeit market goods generally benefits the consumer AC5. There's nothing wrong with purchasing counterfeit market goods AC6. Generally speaking, buying counterfeit market goods is a better choice	De Matos et al., 2007
Willingness to Purchase (WP)	WP1. It is likely I will purchase counterfeits within the next 6 month WP2. It is likely I will purchase counterfeits within the next 2 years WP3. I intend to continue to purchase and use counterfeits in the future WP4. I recommend my family and friends to purchase counterfeits	Bai et al., 2008; Ramayah and Lee, 2010