

Consumers' Repurchase Intention towards Counterfeit Products

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Abstract— Nowadays, it hardly recognises the differences between a genuine and counterfeit product as the imitation products have flooded the market all over the world. In recent years, information technology and e-commerce have influenced the business market to produce fake products online, and products were produced with cheaper quality. In reality, they are many individuals who look up and purchase counterfeit products. Counterfeit products have been observed to be a significant issue around the world that destroy economic exercises as well as it influences social life. Therefore, this study aims to identify the determinants that influence the repurchase intention towards counterfeit products among consumers' using the Theory of Planned Behaviour (TPB) framework. Data was collected via questionnaire from 114 consumers' based in Penang, Malaysia. The final results indicate that attitude, perceived behavioural control, product involvement and brand image are crucial determinants affecting purchase intention towards counterfeit products. Meanwhile, brand image was found significantly mediates the relationship between product involvement and repurchase intention of counterfeit products. By having a better understanding of the consumers' behavioural intentions of purchasing or repurchasing counterfeit products, the owner of the genuine brand products can produce better products and make better sales and marketing strategies to entice the customer to purchase their original products.

Keywords— Counterfeiting, Consumer Behaviour, Consumer Attitude, Repurchase Intention, Malaysia

1. Introduction

Counterfeit product is defined as illegally copying authentic goods with a trademark registered to another party and influence the rights of the holder

of the trademark [1, 2]. Counterfeiting is a big issue as counterfeit appears in a wide range of items crossing from handbags, t-shirt, computer software's, CD's, jeans, pharmaceutical, etc. The impact of fakes on economic movement is vast and pervasive [3]. In reality, they are many individuals who look up and purchase counterfeit products, and this has turned into a severe economic issue. The owners of brand names expend money with the expectation of achieving profit by planning, marketing, and manufacturing their branded products in the market. While counterfeit product makers free ride on the original brand name of the product without involving any cost on the research and design of the products or marketing cost [4].

Nevertheless, Asia is famously considered as the most exceedingly awful violator of intellectual property rights and in addition to China, India and Thailand, Malaysia among the nations that had been marked as "home of piracy" [5]. Indicators made by Havocscope Global Market uncovered that Malaysia has a counterfeit and piracy market estimated of RM464 million. Among the items being duplicated are software, CD, VCD, clothes, shoes, handbags and pharmaceutical [6].

According to Bian and Veloutsou [7], counterfeiting has had its growth since the 1970s. The rapid growth of counterfeit products is because of the willingness of consumers to purchase counterfeit products even though they know the consequences associated with a counterfeit. Demand for counterfeit is determined by its lower costs when contrasted with the costs of real products. Counterfeit products can be substituted for genuine products for consumers who do not have the money to buy genuine products. Several studies have

demonstrated that consumers will probably obtain counterfeits with lower incomes, including the individuals who are less educated or younger [3].

In this study, repurchase intention can relate to the consumers' attitude. If the consumers are interested in the product, they will purchase it for the second time. The benefits of the product make them repurchase the products. Consumers repurchase decision also can be affected by economic and environmental considerations as well [8]. If the products they purchase in the market are reasonable in price with the expected quality, it will influence them to repurchase it. Counterfeit products have emerged to be the next big thing in the modern world. This is due to technology advancement, and it has changed the way the consumer purchase the product, the way the product delivered and transported to one place another. It has impacted business and organisation as well as manufactures.

This study will investigate the determinants that influence customers repurchase intention in choosing counterfeit products. Consumers' continuous purchase towards counterfeit products influenced by attitude, perceived behavioural control, subjective norm, product involvement and the brand image would be investigated in the research. The remainder of this paper is organised as follows. First, the literature review is presented to highlight the previous literature and the research framework of the study. Second, this paper presents the hypotheses development and methods that cover in this study. The analysis and findings section that follows presents the results of the study. The discussion segment after that discusses the findings before the conclusion section that offers the summary, limitation and the recommendation for future research.

2. Literature Review

Repurchase intention occurs when behaviour is repeated and buying again a service or product becomes a routine. It is viewed as a mechanised cognitive procedure in which the routine becomes a practice [9]. Repurchase intention can relate to the consumer's attitude. If the consumers are interested in the product, they will purchase it for the second time. The benefits of the product make them repurchase the products. Consumers repurchase decision also can be affected by economic and

environmental considerations as well [8]. If the products they purchase in the market are reasonable in price with the expected quality, it will influence them to repurchase it.

Quality is one of the essential aspects of most of the consumers. It is determined by the royalty of consumers on the products through design and attractive images. To consumers, a high-quality product is that well satisfies their favourite and expectations. There are many characteristics considered by the consumer when they want to buy the product. Some of which contribute little or nothing to the functionality of the product but are significant in providing consumer satisfaction. There may be some reasons causing the consumers to decide on purchasing counterfeit products. If the quality of the counterfeit product is high, it can attract the consumer to repurchase the product. Even though it is a counterfeit product, the benefits obtained by using counterfeit products, which is the quality of the product is almost the same as the genuine product.

Research framework, as shown in Figure 1, was developed based on the theory of planned behaviour. The intention is affected by an individual's attitude towards the behaviour, perception to engage in the behaviour and perception of the level of control they have over the behaviour. The TPB is additionally ready to represent non-volitional practices that rely on upon different variables which are not within an individual's control, for example, time or accessibility of resources, yet at the same time individual's ability to perform a specified behaviour [10].

TPB is usually used to foresee the intention of some human activity. It likewise foresees the behaviour is the intention based on their lifestyles. Attitudes are thought to be influenced by beliefs about the disadvantages and advantages of performing a specified behaviour such as engaging in counterfeit products. Subjective norm is determined by the perceived expectations of specific individuals and groups, and perceived behaviour control is said to be a function of beliefs concerning the likelihood that specific factors would prevent or facilitate behavioural performance [11]. The TPB model has the capacity to predict intentions to repurchase counterfeit products.

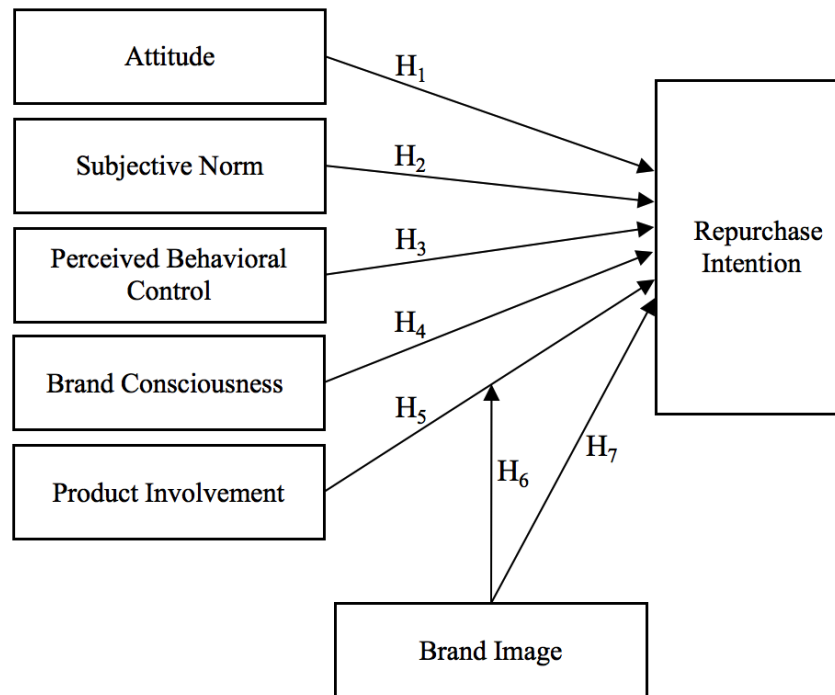


Figure 1. Research Framework

In this study, six independent variables will examine the repurchase intention, which includes attitude, subjective norm, perceived behaviour control, brand consciousness, product involvement and brand image. At the same time, the brand image will be accessed as a mediating variable to product involvement on repurchase intention towards counterfeit products.

3. Hypotheses Development

The research framework above serves as the basis for the development of hypotheses in this research. As such, eight hypotheses tested accordingly in this study.

3.1 Attitude

Consumers who have a positive attitude towards the purchase of counterfeits are more prone to purchase counterfeit products [3]. So, the following hypothesis is proposed:

H₁ Attitude toward purchasing counterfeit products will have a positive influence on the repurchase intention of counterfeit products.

3.2 Subjective Norm

An individual is forced to purchase a counterfeit product when they are under certain social pressure [10, 11]. Chen, Pan and Pan [12] who studied the consumer's use intention of pirated software in Taiwan revealed that social influence is a positive

contributor to consumer's use intention of pirated software. The following hypothesis is proposed:

H₂ Subjective Norm will have a positive influence on the purchase behaviour of counterfeit products.

3.3 Perceived Behavioural Control

It depends on consumer, whether they have sufficient information and accessibility regarding counterfeit products. Based on Chiu, Lee and Won [13] and Prendergast, Chuen and Phau [14] when the level of accessibility is high towards counterfeit products, consumers will have higher levels of perceived behavioural control, and it will direct to intention to purchase. Accordingly, the following hypothesis is proposed:

H₃ Perceived behavioural control toward purchasing counterfeit products will have a positive influence on purchase intention.

3.4 Brand Consciousness

The use of the branded product can boost an individual's self-esteem [3]. Consumers who are high in brand consciousness are less likely to purchase counterfeits products [15]. Accordingly, the following hypothesis is proposed:

H₄ Brand consciousness will have a negative influence on the repurchase intention of counterfeit products.

3.5 Product Involvement

Product involvement has been broadly utilised as an illustrative variable in consumer behaviour [16, 17]. The consumer spends more time typically to evaluate and analyse the quality of product before deciding to purchase. Despite the fact that they knew it is counterfeit, as they are pulled in with its quality, they begin to buy the product. The quality of counterfeit products makes the purchaser repurchase counterfeit products. Therefore, the following hypothesis is proposed:

H₅ Product involvement of counterfeit product has a positive influence on repurchase intention.

3.6 Brand Image

Consumers usually look at the product brand before they decide to purchase the product. Brand image is one of the key factors which determines consumer purchasing decision. According to Plummer [18], there are three key components of the brand image, which is the product attributes, the benefits/consequences of using a brand, and brand personality. If a genuine product is popular in the market, thus the demand for the product will be higher. Purchasers of premium luxury brands concentrate on prestige, brand image and fashion. As the consumers hardly differentiate between genuine and counterfeit products, the customer will not spend much time to analyse the product feature and will make the decision. Hence, the following hypothesis is proposed:

H₆ Brand image of counterfeit product has a negative influence on repurchase intention.

3.7 Mediating Effect of Brand Image on Product Involvement

A well-communicated brand image should help to establish a brand's position, insulate the brand from the competition, enhance the brand's market performance, and therefore plays an integral role in building long-term brand equity [19, 20, 21, 30]. Since the brand of the product is popular among people, thus it makes the product famous in the market, this will eventually lead to product involvement. So, the consumer will be more attracted to this brand and repurchase the product.

H₇ Brand Image mediates the effect of product involvement on repurchase intention.

4. Methodology

This research aims to identify the factors that

influence the repurchase intention of counterfeit product among consumers' in Malaysia. In this study, a questionnaire was used as a research instrument for data collection. The construction of the questionnaire was based on an extensive review of the previous literature. There are two segments in the questionnaire. The first segment of the questionnaire will examine the demographics of the respondent, such as gender, marital status, age, and education background and income level. The following part of the questionnaire is intended to investigate the level of agreement of the dependent variable, independent variables, and mediating variable using a 5-point Likert scale. The variables were measured using established measurement scales obtain from the literature of this study.

Data was collected online using Google form through email and also given to individual consumers at hypermarkets and shopping mall in hard copies. In this research, the unit of analysis is individual consumers in Penang, Malaysia, who have been exposed to the counterfeit product buying decision. A total of 114 samples were completed and collected at the end of the data collection period.

5. Analysis and Results

Data were analysed from questionnaires to give a summary of the results. IBM Statistical Package for Social Sciences (SPSS) Version 22 software has been used to analyse the data gathered. Through descriptive analysis, researcher able to compile demographic profile of respondents, mean and standard deviation of variables to confirm the data accuracy and also the favourable response level. Factor analysis was applied to test the validity of data, remove the duplication and redundancy from the sets of correlated variables if necessary. KMO and Bartlett's value was used to verify data validity. Next, the reliability analysis was carried out based on the most common indicator of measurement called Cronbach's Alpha model, to examine the consistency and stability of the questionnaires. Lastly, a regression analysis was performed to investigate the correlation between the independent variable and dependent variable.

The findings of this research are tabulated and described in the following order; beginning with the demographic profile of the respondents, goodness of data, reliability analysis, descriptive analysis and hypothesis testing.

5.1 Respondents Profile

This section discussed the demographic profiles of the respondents. The demographic variables discussed here include gender, marital status, and age, highest level of education and individual income level. Table 1 indicates that from 114 respondents, the majority of respondents who have participated in this research are female with 52.6 percent, while the remaining of 47.4 percent were male respondents. Besides that, the marital status of the majority of respondents is single with 59.6 percent, while the remaining are married respondent with 40.4 percent.

Table 1. Respondents Profile

Profile	Frequency	%
Gender		
Male	54	47.4
Female	60	52.6
Marital Status		
Single	68	59.6
Married	46	40.4
Age		
20 – 29	52	45.6
30 – 39	33	28.9
40 – 49	16	14.0
50 – 59	10	8.8
60 and above	3	2.6
Education		
Secondary Certificate	15	13.2
Diploma	22	19.3
Bachelor's Degree	55	48.2
Master's Degree	22	19.3
Income		
RM 1,201 – RM 2,400	23	20.2
RM 2,401 – RM 3,600	33	28.9
RM 3,601 – RM 4,800	29	25.4
RM 4,801 – RM 6,000	19	16.7
> RM 6,000	10	8.8

It is also found that the age group between 20 to 29 years old was the majority, which comprised 45.6 percent from the total. It is also noted that the highest level of education among the respondent are bachelor's degree with the highest percentage contribution of 48.2 percent. Furthermore, respondents with a monthly income in the range of RM 2,401 to RM 3,600 contributed the highest percentage at 28.9 percent.

5.2 Goodness of Data

Table 2 indicates that all independent variable dimensions and dependent variable have KMO value that greater than 0.5 and it indicates sufficient inter-correlations. Mediating variable (0.876) scored the highest KMO value, followed by independent variables (0.789) and dependent variable (0.707).

Table 2. KMO and Bartlett's Test of Sphericity

Variables	KMO	Bartlett's Test of Sphericity
Independent Variables	0.789	$\chi^2 = 2225.83$ p = 0.000
Dependent Variable	0.707	$\chi^2 = 172.02$ p = 0.000
Mediating Variable	0.876	$\chi^2 = 630.79$ p = 0.000

5.3 Reliability Analysis

In this study, regression analysis is used to see the relationship between intention and user behaviour. As shown in Table 3, independent variables, dependent and mediating variable had recorded Cronbach's Alpha value that greater than 0.5. Mediating Variable (0.928) recorded the highest Cronbach's Alpha value, followed by the dependent variable (0.857) and independent variables (0.85).

Table 3. Reliability Analysis of Variables

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	No. of Items
Independent Variable	0.85	0.846	27
Dependent Variable	0.857	0.857	3
Mediating Variable	0.928	0.928	7

5.4 Descriptive Analysis

Table 4 highlights the descriptive analysis summary for the dependent variable and independent variable. The questionnaire items were measured based on a 5-point Likert scale; min & max value are within the range; hence, the data is valid and reliable. The mean value above 3.0 indicated that responses are inclined toward the agreeable side.

Table 4. Descriptive Analysis

	Mean	Standard Deviation
Dependent Variable		
-Repurchase Intention	3.11	0.989
Independent Variable		
-Attitude	2.63	0.891
-Subjective Norms	2.71	0.891
-Perceived Behavioural Control	3.95	0.692
-Brand Consciousness	3.14	0.871
-Product Involvement	3.18	1.002
-Brand Image	3.25	0.921
Mediating Variable		
-Brand Image	3.25	0.921

5.5 Hypotheses Testing

The researcher used regression analysis to examine if proposed hypotheses are having a significant impact on tested variables. Table 5 highlights the regression analysis output. Based on the result, this study found that attitude, perceived

behavioural control and product involvement positively influence customers towards purchasing counterfeit products. Meanwhile, brand image negatively influences on repurchase intention of counterfeit products. Moreover, brand image mediates product involvement in choosing to repurchase counterfeit products.

Table 5. Regression Analysis Results

Hypotheses	t-value	p-value	Remarks
H ₁ Attitude toward purchasing counterfeit products have a positive influence on repurchase intention of counterfeit products.	5.525**	0.000	ACCEPTED
H ₂ Subjective Norm have a positive influence towards the purchase behaviour of counterfeit products.	-0.155	0.877	REJECTED
H ₃ Perceived behavioural control toward purchasing counterfeit products have a positive influence on purchase intention.	2.441**	0.016	ACCEPTED
H ₄ Brand consciousness have a negative influence on repurchase intention of counterfeit products.	-0.105	0.917	REJECTED
H ₅ Product involvement of counterfeit product have a positive influence on repurchase intention.	2.683	0.008	ACCEPTED
H ₆ Brand image of counterfeit product have a negative influence on repurchase intention.	-2.880*	0.005	ACCEPTED
H ₇ Brand Image mediates the effect of product involvement on repurchase intention.	5.757**	0.000	ACCEPTED

Note: * - $p < 0.05$

6. Discussions

This section explains in detail the results and findings from the hypotheses. H₁ has suggested that attitude has significant influences on repurchase intention. Nevertheless, the results of the hypothesis testing show that the attitude was accepted with the t-value of 5.525 and the $\beta = 0.451$. Thus, H₁ has significant influences on repurchase intention. Consistent with results from past studies taking a glance at the attitude [3, 22, 23], this study has found that attitude is a significant factor that influence repurchase intention of counterfeit products. Given the way that counterfeit manufacturer and advertisers work were to change consumers' conduct and beliefs [24]. According to Thurasamy et al. [25], consumers with the attitude towards purchasing counterfeit products are not aware that it can promote higher intention to get the product together with social concern.

H₂ suggested that subjective norm have a significant influence on the purchase behaviour of counterfeit products. Nevertheless, the results of the hypothesis testing show that the subjective norm was rejected with the t-value of -0.155 and the $\beta = -0.013$. Thus, H₂ does not have a significant influence on the purchase behaviour of counterfeit products. This finding was contradicted with past studies of Fernandes [11] and Hidayat and Diwasasri [26] that buyers will probably purchase the counterfeit product with their peer influence. The possible

reason was the different product categories of counterfeit that vary. Besides, demographical different between the studies, the past study was carried out in Singapore and Taiwan while this study was focused on Penang, Malaysia.

H₃ suggested that perceived behavioural control have a significant influence on the purchase behaviour of counterfeit products. Nevertheless, the results of the hypothesis testing show that the perceived behavioural control was accepted with the t-value of 2.441 and the $\beta = 0.198$. Thus, H₃ has a significant influence on purchase behaviour of counterfeit products. The finding was in line with past studies, which indicates the intention to purchase counterfeits increases with perceived behavioural control. Hence, this research adopts time and information certainly increase the intention to purchase counterfeits [27].

H₄ suggested that brand consciousness have a negative influence on the purchase behaviour of counterfeit products. Nevertheless, the results of the hypothesis testing show that the brand consciousness was rejected with the t-value of -0.105 and the $\beta = -0.010$. Thus, H₄ has a positive influence on purchase behaviour of counterfeit products. This finding is contradicted to a past study by Chui and Leng [3], which found that brand conscious consumers are less likely to influence the purchase of counterfeit products specifically for sports apparels. Consumers' less purchase

counterfeit products because most of them are aware of and recognized sports brands. The probable reason of past studies is the difference in the aspect of demographic data such as the location of the study conducted, which is Singapore and Taiwan. Consumers' in both countries are brand conscious compared to Malaysian consumers. Subsequently, the types of counterfeit products also play a crucial role in influencing the intention to purchase.

H₅ suggested that product involvement have a significant influence on the repurchase intention of counterfeit products. Nevertheless, the results of the hypothesis testing show that the product involvement was accepted with the t-value of 2.683 and the $\beta = 0.252$. Thus, H₅ has a significant influence on the repurchase intention of counterfeit products. This finding was consistent with previous studies by Bian & Moutinho [28] where high level of product involvement will also purchase counterfeit product eagerly and can vary in line with different usage levels.

H₆ suggested that brand image have a significant negative influence on the repurchase intention of counterfeit products. Nevertheless, the results of the hypothesis testing show that the brand image was accepted with the t-value of -2.880 and the $\beta = -0.299$. Thus, brand image has a negative correlation with the repurchase intention of counterfeit products. In line with the past studies by Bian and Moutinho [29], consumers with product knowledge consider counterfeit products as less quality in the view of the overall product attribute. This could lead to quality of counterfeit products that were produced are next to the genuine products at this time. So, those brand savvy will not get attracted to counterfeit products since the value they perceived from the original branded product is much higher than the counterfeit product.

H₇ proposed that brand image has a significant mediating effect on the relationship between product involvement and repurchase intention. Statistical results from hypothesis testing showed that the mediating effect was accepted with the t-value of 5.757 and the $\beta=0.478$. Hence, H₇ does not significantly mediate the effect on the relationship between product involvement and repurchase intention.

7. Conclusion

The outcome of this study revealed all the variables have significantly influenced consumers in repurchasing counterfeit products except for subjective norms, brand consciousness and brand image, which is negatively related to repurchasing

intention of counterfeit products. Thus, counterfeiting has cost billions of ringgit losses to the country's economy by a reduction in the collection of tax paid to the country by the genuine products that were import and export. Counterfeit is also damaging the effort and ideas of a manufacturer who is producing products on a larger scale. In the viewpoint of society, it will reduce the innovation of new idea and thought as well as the development.

Marketing campaigns should be conducted in order to stop customers from purchasing or repurchasing counterfeit products. Bian and Moutinho [28] suggested that marketing campaigns probably can educate the public if they took the approach of emphasising the negative personality of the users, brand endorsers and companies of counterfeit products. The government also should integrate environmental protection and anti-counterfeiting campaigns with non-government agencies in order to educate the public. There must be stricter penalties to manufactures and consumers of counterfeit product in order to avoid them from producing and purchasing it.

There are a few limitations of this study that should take into account and addressed in future research. Firstly, this study was employed convenience sampling, which is just focused on the consumers' in Penang, Malaysia. Thus, generalising the findings to the whole population may be limited and probably cannot be extrapolated to other consumers' in the other part of the world. Secondly, the study only refers to TPB to develop its research framework. Future research may refer to other various theories and frameworks to contribute to the richness of knowledge in this area. There are also other methods of the study that can be integrated to investigate a better understanding of consumer's behaviour on the purchase or to repurchase the counterfeit product in the future.

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