

## Chapter 6

# Level of Perceived Value, Positive Attitude and Purchase Intentions of Counterfeit Products

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### 6.1 Introduction

The present chapter entails an investigation into the level of perceived value, positive attitude, and purchase intentions of counterfeit products among customers in Kerala. Additionally, it aims to examine the socio-demographic disparities that prevail in these factors among prospective customers. The constructs assessed in this chapter include perceived value, customers' favourable attitude towards counterfeit products, and purchase intentions. Socio-demographic and categorical factors, including gender, age, education, annual income, type of counterfeit product intended for purchase, ability to distinguish counterfeit products from the original products, and nearby availability, are subjected to cross-analysis.

### 6.2 Objective of the Chapter

**Objective II:** *To examine the level of perceived value, positive attitude and purchase intentions of counterfeit products among the customers in Kerala*

In order to attain the stated goal, statistical methods such as Quartile, Percentage Analysis, and Chi-Square tests for goodness of fit, as well as Chi-Square test for association, are utilised. Quartiles are a statistical tool used to partition a dataset into three equal parts, commonly referred to as Q1, Q2, and Q3. The technique of percentage analysis is employed to calculate the proportion of response

present in each quarter. The Chi-Square test for goodness of fit and association is employed to assess the statistical significance of data distribution within each quartile and to assess the association between constructs and categorical factors.

## Section – A

### 6.3 Level of Perceived Value, Positive Attitude and Purchase Intentions of Counterfeit Products Among Customers in Kerala

The study utilised descriptive statistics, specifically quartiles and percentage analysis, as well as inferential analysis, specifically the chi-square test for goodness of fit, to investigate the perceived value, positive attitude, and purchase intentions of counterfeit products among customers in Kerala. The hypothesis statements followed by the analysis has been plotted in the following part of the chapter.

The following three constructs are used to make the analysis:

- (1) *Perceived value*
- (2) *Positive attitude towards counterfeit products*
- (3) *Purchase intentions*

***H<sub>0</sub> 6.1: There is no significant difference among the levels of perceived value of customers with regard to counterfeit products in Kerala***

**Table 6.1**

#### **Customers' Perceived Value Regarding Counterfeit Products in Kerala**

| Attribute              | Low            | Moderate     | High         | Total         | Chi-Square Value | P value  |
|------------------------|----------------|--------------|--------------|---------------|------------------|----------|
| <b>Perceived Value</b> | 322<br>(42.9%) | 46<br>(6.1%) | 383<br>(51%) | 751<br>(100%) | 257.61           | <0.001** |

*Source: Primary Data*

*\*\* denotes 1% level of significance*

*Values within ( ) refers to row percentage*

The null hypothesis is rejected at 1% level of significance since the P value is less than 0.01. This states that, there exists a significant difference among the levels of perceived value of customers with regard to counterfeit products. 42.9 percent of respondents feel a low level of perceived value in terms of counterfeit

products. 6.1 percent of them believe a moderate level of perceived value with regard to counterfeit products. At the same time, 51 percent of customers consider a high level of perceived value with regard to counterfeit products.

The findings clearly indicated that the majority of the respondents perceive high level value towards counterfeit products. This may be due to the expensive nature of the authentic brands which are not affordable by many people in the economy and the counterfeits offering almost similar quality items at comparatively lesser rates.

***H<sub>0</sub> 6.2: There is no significant difference among the levels of positive attitude of customers with regard to counterfeit products in Kerala***

**Table 6.2**

**Customers' Positive Attitude Regarding Counterfeit Products in Kerala**

| Attribute                                             | Low            | Moderate       | High           | Total         | Chi-Square Value | P value  |
|-------------------------------------------------------|----------------|----------------|----------------|---------------|------------------|----------|
| <b>Positive Attitude Towards Counterfeit Products</b> | 200<br>(26.6%) | 313<br>(41.7%) | 238<br>(31.7%) | 751<br>(100%) | 26.41            | <0.001** |

Source: Primary Data

\*\* denotes 1% level of significance

Values within ( ) refers to row percentage

Because the P value is less than 0.01 at the 1% level of significance, the null hypothesis is rejected. It implies that there is a significant difference among the levels of positive attitude of customers with regard to counterfeit products. 26.6 percent of customers feel a low level of positive attitude in terms of counterfeit products. 41.7 percent of them have a moderate level of positive attitude with regard to counterfeit products. 31.7 percent of customers have a high level of positive attitude with regard to counterfeit products.

According to the findings, the majority of the respondents have a moderately favourable opinion towards counterfeit products. Customers take it as a good opportunity to have counterfeits of genuine brands to enjoy the facilities offered almost equal to that of the authentic products.

***H<sub>0</sub> 6.3: There is no significant difference among the levels of purchase intentions of customers with regard to counterfeit products in Kerala***

**Table 6.3**

**Customers' Purchase Intentions Regarding Counterfeit Products in Kerala**

| Attribute                  | Low            | Moderate       | High           | Total         | Chi-Square Value | P value  |
|----------------------------|----------------|----------------|----------------|---------------|------------------|----------|
| <b>Purchase Intentions</b> | 223<br>(29.7%) | 211<br>(28.1%) | 317<br>(42.2%) | 751<br>(100%) | 26.91            | <0.001** |

Source: Primary Data

\*\* denotes 1% level of significance

Values within ( ) refers to row percentage

Since the P value is less than 0.01, thus the null hypothesis is rejected. It implies that there exists a significant difference among the levels of purchase intention of customers with regard to counterfeit products. In terms of counterfeit products, 29.7% of customers have a low level of purchase intention. 28.1 percent of them have a moderate level of purchase intention with regard to counterfeit products. 42.2% of customers have a high level of purchase intention for counterfeit products. According to the data, the majority of the respondents show a high level of purchase intention towards counterfeit products.

## **Section – B**

### **6.4 Socio-Demographic, Economic and Categorical Factor Comparison on Account of Perceived Value, Positive Attitude and Purchase Intentions**

Descriptive and inferential statistical analyses were employed to examine customers' perceived value, positive attitude, and purchase intentions towards counterfeit products across various categorical factors of the customers and counterfeit products. Descriptive statistics, including quartiles (Q1, Q2, and Q3) and percentage analysis, were used. Additionally, the chi-square test for association was utilised as an inferential analysis technique.

The following socio-demographic and categorical factors are considered for the analysis:

1. Gender
2. Age

3. Educational Qualifications
4. Annual Income
5. Type of counterfeit product intended to purchase
6. Distinguishing Ability
7. Nearby availability

#### 6.4.1 Level of Perceived Value, Positive Attitude and Purchase Intentions Across Gender of the Customers

Chi-square test for association was employed for the assessment of association between gender and the levels of customers' perceived value, positive attitude and purchase intentions regarding counterfeit products in Kerala.

*H<sub>0</sub> 6.4: There is no significant association between gender and the level of perceived value of customers with regard to counterfeit products in Kerala*

**Table 6.4**  
**Association Between Gender and Customers' Perceived Value Regarding Counterfeit Products in Kerala**

| Gender       | Perceived Value              |                            |                            | Total                       | Chi-square Value | P value  |
|--------------|------------------------------|----------------------------|----------------------------|-----------------------------|------------------|----------|
|              | Low                          | Moderate                   | High                       |                             |                  |          |
| Male         | 135<br>(34.2%)<br>[41.9%]    | 18<br>(4.6%)<br>[39.1%]    | 242<br>(61.3%)<br>[63.2%]  | 395<br>[52.6%]              | 35.276           | <0.001** |
| Female       | 187<br>(52.5%)<br>[58.1%]    | 28<br>(7.9%)<br>[60.9%]    | 141<br>(39.6%)<br>[36.8%]  | 356<br>[47.4%]              |                  |          |
| <b>Total</b> | <b>322</b><br><b>(42.9%)</b> | <b>46</b><br><b>(6.1%)</b> | <b>383</b><br><b>(51%)</b> | <b>751</b><br><b>(100%)</b> |                  |          |

Source: Primary Data

Values within ( ) refers to row percentage

\*\* denotes 1% level of significance

Values within [ ] refers to column percentage

Since the P value is less than 0.01, the null hypothesis is rejected at 1% level of significance, which considers that there exists a significant association between gender and level of perceived value of customers with regard to counterfeit products. In the case of male respondents, 34.2 percent of them felt a low level of perceived value towards counterfeit products. 4.6 percent responded that counterfeit products

have a moderate amount of perceived value, while 61.3 percent believe counterfeit products have a high level of perceived value. In the case of female respondents, 52.5 percent of them felt a low level of perceived value with regard to counterfeit products. 7.9 percent of respondents have a moderate level of perceived value whereas 39.6 percent of customers feel a high level of perceived value towards counterfeit products. It can be stated that low perceived value is more prevalent among female customers while high perceived value is more prevalent among male responders. It denotes that male perceive higher value in counterfeit products than females.

*H<sub>0</sub> 6.5: There is no significant association between gender and the level of positive attitude of customers with regard to counterfeit products in Kerala*

**Table 6.5**

**Association Between Gender and Customers' Positive Attitude Regarding Counterfeit Products in Kerala**

| Gender       | Positive Attitude Towards Counterfeit Products |                              |                              | Total                       | Chi-square Value | P value  |
|--------------|------------------------------------------------|------------------------------|------------------------------|-----------------------------|------------------|----------|
|              | Low                                            | Moderate                     | High                         |                             |                  |          |
| Male         | 74<br>(18.7%)<br>[37%]                         | 179<br>(45.3%)<br>[57.2%]    | 142<br>(36%)<br>[59.7%]      | 395<br>[52.6%]              | 26.928           | <0.001** |
| Female       | 126<br>(35.4%)<br>[63%]                        | 134<br>(37.6%)<br>[42.8%]    | 96<br>(27%)<br>[40.3%]       | 356<br>[47.4%]              |                  |          |
| <b>Total</b> | <b>200</b><br><b>(26.6%)</b>                   | <b>313</b><br><b>(41.7%)</b> | <b>238</b><br><b>(31.7%)</b> | <b>751</b><br><b>(100%)</b> |                  |          |

Source: Primary Data

Values within ( ) refers to row percentage

\*\* denotes 1% level of significance

Values within [ ] refers to column percentage

Since the P value is less than 0.01, the null hypothesis is rejected at 1% significance, which denotes that there is a significant association between gender and level of positive attitude of customers with regard to counterfeit products. In the case of male respondents, 18.7 percent of them have a low level of positive attitude towards counterfeit products. 45.3 percent of respondents had a moderately positive attitude towards counterfeit products, however 36 percent of them have a highly positive attitude towards counterfeit products. In the case of female respondents, 35.4 percent of them feel a low level of positive attitude with regard to counterfeit

products. 37.6 percent of respondents have a moderate level of positive attitude whereas 27 percent of customers have a high level of positive attitude related with counterfeit products. With relation to counterfeit products, it can be said low level of positive attitude is more prominent among female customers while high level of positive attitude is more prominent among male responders. Customers of a male gender are more likely to have a favorable attitude towards counterfeit goods than customers of a female gender.

*H<sub>0</sub> 6.6: There is no significant association between gender and the level of purchase intention of customers with regard to counterfeit products in Kerala*

**Table 6.6**

**Association Between Gender and Customers' Purchase Intentions Regarding Counterfeit Products in Kerala**

| Gender        | Purchase Intentions          |                              |                              | Total                        | Chi-square Value | P value |
|---------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------|---------|
|               | Low                          | Moderate                     | High                         |                              |                  |         |
| <b>Male</b>   | 96<br>(24.3%)<br>[43.1%]     | 126<br>(31.9%)<br>[59.7%]    | 173<br>(43.8%)<br>[54.6%]    | <b>395</b><br><b>[52.6%]</b> |                  |         |
| <b>Female</b> | 127<br>(35.7%)<br>[56.9%]    | 85<br>(23.9%)<br>[40.3%]     | 144<br>(40.4%)<br>[45.4%]    | <b>356</b><br><b>[47.4%]</b> | 12.939           | 0.002** |
| <b>Total</b>  | <b>223</b><br><b>(29.7%)</b> | <b>211</b><br><b>(28.1%)</b> | <b>317</b><br><b>(42.2%)</b> | <b>751</b><br><b>(100%)</b>  |                  |         |

Source: Primary Data

Values within ( ) refers to row percentage

\*\* denotes 1% level of significance

Values within [ ] refers to column percentage

The null hypothesis is rejected at 1% significance since the P value is less than 0.01. It indicates that there is a significant association between gender and the level of purchase intentions of customers with regard to counterfeit products. When it comes to the male respondents, 24.3% of them have a poor level of purchase intentions towards counterfeit products. While 43.8% of respondents had a high level of purchase intentions towards counterfeit products, 31.9 percent of respondents had a moderate level of purchase intention towards counterfeit products. 35.7% of the respondents who are female said they have a low level of intention to purchase fake goods. 40.4 percent of buyers have a high level of interest in

purchasing counterfeit products, compared to 23.9 percent of respondents who have a moderate level of purchase intentions. In relation to counterfeit products, it can be stated that low levels of purchase intentions are more prevalent among female customers while high level of intention to purchase are more prevalent among male responders. The male customers exhibit higher purchase intentions compared to their female counterparts in relation to the counterfeit products.

#### 6.4.2 Level of Perceived Value, Positive Attitude and Purchase Intentions Across Various Age Groups of the Customers

Chi-square test for association was employed for the assessment of association between age groups and the levels of customers' perceived value, positive attitude and purchase intentions regarding counterfeit products in Kerala.

*H<sub>0</sub> 6.7: There is no significant association between age categories and the level of perceived value of customers with regard to counterfeit products in Kerala*

**Table 6.7**

#### Association Between Age Categories and Customers' Perceived Value Regarding Counterfeit Products in Kerala

| Age          | Perceived Value              |                            |                            | Total                       | Chi-square Value | P value |
|--------------|------------------------------|----------------------------|----------------------------|-----------------------------|------------------|---------|
|              | Low                          | Moderate                   | High                       |                             |                  |         |
| < 25         | 170<br>(49.7%)<br>[52.8%]    | 20<br>(5.9%)<br>[43.5%]    | 152<br>(44.4%)<br>[39.7%]  | <b>342</b><br>[45.5%]       | 15.352           | 0.004** |
| 26 - 35      | 53<br>(35.3%)<br>[16.5%]     | 6<br>(4%)<br>[13%]         | 91<br>(60.7%)<br>[23.8%]   | <b>150</b><br>[20%]         |                  |         |
| > 36         | 99<br>(38.2%)<br>[30.7%]     | 20<br>(7.7%)<br>[43.5%]    | 140<br>(54.1%)<br>[36.5%]  | <b>259</b><br>[34.5%]       |                  |         |
| <b>Total</b> | <b>322</b><br><b>(42.9%)</b> | <b>46</b><br><b>(6.1%)</b> | <b>383</b><br><b>(51%)</b> | <b>751</b><br><b>(100%)</b> |                  |         |

Source: Primary Data

Values within ( ) refers to row percentage

\*\* denotes 1% level of significance

Values within [ ] refers to column percentage

Since the p value is less than 0.01, the null hypothesis is rejected at 1% level. The study posits that a notable association exists between age and the degree of perceived value attributed by customers to counterfeit products. In the case of respondents with an age group of below 25, 49.7 percent of them feel a low level of



perceived value with regard to counterfeit products. 5.9 percent of respondents declare counterfeit products have a moderate degree of perceived value, while 44.4 percent believe counterfeit products have a high level of perceived value.

In the case of respondents in the ages of 26 to 35, 35.3 percent felt a low level of perceived value towards counterfeit products. 4 percent of respondents realize a moderate level of perceived value, whereas 60.7 percent of customers believe a high level of perceived value towards counterfeit products. While considering the respondents in the age category of 36 and above, 38.2 percent of them feel a low level of perceived value with regard to counterfeit products. 7.7 percent of customers realize a moderate level of perceived value, meanwhile 54.1 percent of respondents claim a high level of perceived value in terms of counterfeit products. In terms of counterfeit items, it can be said that low perceived value is more common among buyers under the age of 25, but high perceived value is more prominent among respondents aged 26 to 35.

***H<sub>0</sub> 6.8: There is no significant association between age categories and the level of positive attitude of customers with regard to counterfeit products in Kerala***

**Table 6.8**

**Association Between Age Categories and Customers' Positive Attitude Regarding Counterfeit Products in Kerala**

| Age          | Positive Attitude Towards Counterfeit Products |                              |                              | Total                       | Chi-square Value | P value             |
|--------------|------------------------------------------------|------------------------------|------------------------------|-----------------------------|------------------|---------------------|
|              | Low                                            | Moderate                     | High                         |                             |                  |                     |
| < 25         | 101<br>(29.5%)<br>[50.5%]                      | 138<br>(40.4%)<br>[44.1%]    | 103<br>(30.1%)<br>[43.3%]    | 342<br>[45.5%]              | 6.504            | 0.165 <sup>NS</sup> |
| 26 - 35      | 31<br>(20.7%)<br>[15.5%]                       | 61<br>(40.7%)<br>[19.5%]     | 58<br>(38.6%)<br>[24.4%]     | 150<br>[20%]                |                  |                     |
| > 36         | 68<br>(26.3%)<br>[34%]                         | 114<br>(44%)<br>[36.4%]      | 77<br>(29.7%)<br>[32.3%]     | 259<br>[34.5%]              |                  |                     |
| <b>Total</b> | <b>200</b><br><b>(26.6%)</b>                   | <b>313</b><br><b>(41.7%)</b> | <b>238</b><br><b>(31.7%)</b> | <b>751</b><br><b>(100%)</b> |                  |                     |

Source: Primary Data  
Values within ( ) refers to row percentage

<sup>NS</sup> indicates Not Significant  
Values within [ ] refers to column percentage

The chi-square test of association between the various age categories and the level of positive attitude of customers regarding counterfeit items in Kerala has been depicted in the above table. The null hypothesis is accepted since the P value is greater than 0.05. It states that there exists no significant relationship between age categories and respondents' level of positive attitude towards counterfeit products in Kerala.

*H<sub>0</sub> 6.9: There is no significant association between age categories and the level of purchase intentions of customers with regard to counterfeit products in Kerala*

**Table 6.9**

**Association Between Age Categories and Customers' Purchase Intentions Regarding Counterfeit Products in Kerala**

| Age          | Purchase Intentions       |                          |                           | Total                 | Chi-square Value | P value  |
|--------------|---------------------------|--------------------------|---------------------------|-----------------------|------------------|----------|
|              | Low                       | Moderate                 | High                      |                       |                  |          |
| < 25         | 110<br>(32.2%)<br>[49.3%] | 74<br>(21.6%)<br>[35.1%] | 158<br>(46.2%)<br>[49.8%] | <b>342</b><br>[45.5%] | 45.345           | <0.001** |
| 26 - 35      | 17<br>(11.3%)<br>[7.6%]   | 66<br>(44%)<br>[31.3%]   | 67<br>(44.7%)<br>[21.2%]  | <b>150</b><br>[20%]   |                  |          |
| > 36         | 96<br>(37.1%)<br>[43.1%]  | 71<br>(27.4%)<br>[33.6%] | 92<br>(35.5%)<br>[29%]    | <b>259</b><br>[34.5%] |                  |          |
| <b>Total</b> | <b>223</b><br>(29.7%)     | <b>211</b><br>(28.1%)    | <b>317</b><br>(42.2%)     | <b>751</b><br>(100%)  |                  |          |

Source: Primary Data

Values within ( ) refers to row percentage

\*\* denotes 1% level of significance

Values within [ ] refers to column percentage

Because the P value is less than 0.01, the null hypothesis is rejected at 1% level. It indicates that there is a substantial relationship between age and level of purchase intention of customers towards counterfeit products. In the case of respondents with an age group of below 25, 32.2 percent of them feel a low level of purchase intention with regard to counterfeit products. 21.6 percent of respondents have a moderate level of purchase intention, whereas 46.2 percent have a high level of intention to purchase. In the case of respondents in the ages of 26 to 35, 11.3 percent of them felt a low level of purchase intention towards counterfeit products. 44 percent of respondents realize a moderate level of purchase intention, whereas

44.7 percent of customers have a high level of purchase intention towards counterfeit products. In terms of the respondents in the age category of 36 and above, 37.1 percent of them have a low level of intention to purchase with regard to counterfeit products. In terms of counterfeit products, 27.4 percent of customers have a moderate level of purchase intentions, although 35.5 percent of respondents have a high level of purchase intentions. In the case of counterfeit items, it can be stated that customers aged 36 and up have a lower degree of purchase intention, whereas respondents aged under 25 have a higher level of purchase intentions.

#### 6.4.3 Level of Perceived Value, Positive Attitude and Purchase Intentions Across Educational Qualifications of the Customers

Chi-square test for association was employed for the assessment of association between educational status and the levels of customers' perceived value, positive attitude and purchase intentions regarding counterfeit products in Kerala.

*H<sub>0</sub> 6.10: There is no significant association between educational qualifications and the level of perceived value of customers with regard to counterfeit products in Kerala*

**Table 6.10**

#### Association Between Educational Qualifications and Customers' Perceived Value Regarding Counterfeit Products in Kerala

| Educational Qualifications | Perceived Value              |                            |                            | Total                        | Chi-square Value | P value  |
|----------------------------|------------------------------|----------------------------|----------------------------|------------------------------|------------------|----------|
|                            | Low                          | Moderate                   | High                       |                              |                  |          |
| <b>Graduates</b>           | 225<br>(46.8%)<br>[69.9%]    | 36<br>(7.5%)<br>[78.3%]    | 220<br>(45.7%)<br>[57.4%]  | <b>481</b><br><b>[64.1%]</b> | 16.045           | <0.001** |
| <b>Post Graduates</b>      | 97<br>(35.9%)<br>[30.1%]     | 10<br>(3.7%)<br>[21.7%]    | 163<br>(60.4%)<br>[42.6%]  | <b>270</b><br><b>[35.9%]</b> |                  |          |
| <b>Total</b>               | <b>322</b><br><b>(42.9%)</b> | <b>46</b><br><b>(6.1%)</b> | <b>383</b><br><b>(51%)</b> | <b>751</b><br><b>(100%)</b>  |                  |          |

Source: Primary Data

Values within ( ) refers to row percentage

\*\* denotes 1% level of significance

Values within [ ] refers to column percentage

Since the P value is less than 0.01, the null hypothesis is rejected at 1% level of significance which considers that there exists a significant association between educational qualification and level of perceived value of customers with regard to counterfeit products. In the case of respondents who are graduates, 46.8

percent of them feel a low level of perceived value in terms of counterfeit products. 7.5 percent responded that counterfeit products have a moderate amount of perceived value, while 45.7 percent believe counterfeit products have a high level of perceived value. In the case of respondents who are postgraduates, 35.9 percent of them feel a low level of perceived value with regard to counterfeit products. 3.7 percent of respondents have a moderate level of perceived value whereas, 60.4 percent of customers believe a high level of perceived value in terms of counterfeit products. It can be stated that low perceived value is more prevalent among respondents who are graduates while high perceived value is more prevalent among respondents who are postgraduates.

*H<sub>0</sub> 6.11: There is no significant association between the educational qualifications and the level of positive attitude of customers*

**Table 6.11**

**Association Between Educational Qualifications and Customers' Positive Attitude Regarding Counterfeit Products in Kerala**

| Educational Qualifications | Positive Attitude Towards Counterfeit Products |                              |                              | Total                       | Chi-square Value | P value |
|----------------------------|------------------------------------------------|------------------------------|------------------------------|-----------------------------|------------------|---------|
|                            | Low                                            | Moderate                     | High                         |                             |                  |         |
| <b>Graduates</b>           | 130<br>(27%)<br>[65%]                          | 215<br>(44.7%)<br>[68.6%]    | 136<br>(28.3%)<br>[57.1%]    | <b>481</b><br>[64.1%]       | 7.936            | 0.019*  |
| <b>Post Graduates</b>      | 70<br>(25.9%)<br>[35%]                         | 98<br>(36.3%)<br>[31.4%]     | 102<br>(37.8%)<br>[42.9%]    | <b>270</b><br>[35.9%]       |                  |         |
| <b>Total</b>               | <b>200</b><br><b>(26.6%)</b>                   | <b>313</b><br><b>(41.7%)</b> | <b>238</b><br><b>(31.7%)</b> | <b>751</b><br><b>(100%)</b> |                  |         |

Source: Primary Data

Values within ( ) refers to row percentage

\* denotes 5% level of significance

Values within [ ] refers to column percentage

Due to the fact that the P value is less than 0.05, the null hypothesis is rejected at 5% significance which considers that there exists a significant association between educational qualification and level of positive attitude of customers with regard to counterfeit products. In the case of graduate respondents, 27 percent of them have a low level of positive attitude in terms of counterfeit products. 44.7 percent of respondents have a moderately positive attitude towards counterfeit products,

however 28.3 percent of them have a highly positive attitude towards counterfeit products. In the case of postgraduate respondents, 25.9 percent of them have a low level of positive attitude with regard to counterfeit products. 36.3 percent of respondents have a moderate level of positive attitude whereas 37.8 percent of customers have a high level of positive attitude in terms of counterfeit products. With relation to counterfeit products, it can be said low level of positive attitude is more prominent among graduate customers while high level of positive attitude is more prominent among postgraduate responders.

***H<sub>0</sub> 6.12: There is no significant association between the educational qualifications and the level of purchase intentions of customers***

**Table 6.12**

**Association Between Educational Qualifications and Customers' Purchase Intentions Regarding Counterfeit Products in Kerala**

| Educational Qualifications | Purchase Intentions          |                              |                              | Total                        | Chi-square Value | P value |
|----------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------|---------|
|                            | Low                          | Moderate                     | High                         |                              |                  |         |
| <b>Graduates</b>           | 126<br>(26.2%)<br>[68.5%]    | 153<br>(31.8%)<br>[61.2%]    | 202<br>(42%)<br>[63.7%]      | <b>481</b><br><b>[64.1%]</b> | 12.093           | 0.002** |
| <b>Post Graduates</b>      | 58<br>(21.5%)<br>[31.5%]     | 97<br>(35.9%)<br>[38.8%]     | 115<br>(42.6%)<br>[36.3%]    | <b>270</b><br><b>[35.9%]</b> |                  |         |
| <b>Total</b>               | <b>184</b><br><b>(24.5%)</b> | <b>250</b><br><b>(33.3%)</b> | <b>317</b><br><b>(42.2%)</b> | <b>751</b><br><b>(100%)</b>  |                  |         |

Source: Primary Data

Values within ( ) refers to row percentage

\*\* denotes 1% level of significance

Values within [ ] refers to column percentage

The null hypothesis is rejected at 1% significance since the P value is less than 0.01. It means that there exists a significant association between educational qualification and level of purchase intention of customers with regard to counterfeit products. In the case of graduate respondents, 26.2 percent of them have a low level of purchase intention in terms of counterfeit products. 31.8 percent of respondents have a moderate level of purchase intention towards counterfeit products, while 42 percent have a high level of purchase intention towards counterfeit products. In the case of postgraduate respondents, 21.5 percent of them have a low level of intention

to purchase counterfeit products. 35.9 percent of respondents have a moderate level of purchase intent, whereas 42.6 percent of customers have a high level of interest in purchasing counterfeit products. In relation to counterfeit products, it can be concluded that low level of purchase intention is more prevalent among graduate customers while high level of intention to purchase is more prevalent among postgraduate respondents.

#### 6.4.4 Level of Perceived Value, Positive Attitude and Purchase Intentions Across Annual Income Categories of the Customers

Chi-square test for association was employed for the assessment of association between annual income categories and the levels of customers' perceived value, positive attitude and purchase intentions regarding the counterfeit products in Kerala.

*Ho 6.13: There is no significant association between annual income and the level of perceived value of customers with regard to counterfeit products in Kerala*

**Table 6.13**

#### Association Between Annual Income and Customers' Perceived Value Regarding Counterfeit Products in Kerala

| Annual Income       | Perceived Value              |                            |                              | Total                        | Chi-square Value | P value  |
|---------------------|------------------------------|----------------------------|------------------------------|------------------------------|------------------|----------|
|                     | Low                          | Moderate                   | High                         |                              |                  |          |
| < 2,00,000          | 172<br>(50.3%)<br>[53.4%]    | 28<br>(8.2%)<br>[50%]      | 142<br>(41.5%)<br>[38.1%]    | <b>342</b><br><b>[45.5%]</b> | 76.565           | <0.001** |
| 2,00,001 - 4,00,000 | 104<br>(45.6%)<br>[32.3%]    | 18<br>(7.9%)<br>[32.2%]    | 106<br>(46.5%)<br>[28.4%]    | <b>228</b><br><b>[30.4%]</b> |                  |          |
| 4,00,001 - 6,00,000 | 41<br>(30.6%)<br>[12.7%]     | 5<br>(3.7%)<br>[8.9%]      | 88<br>(65.7%)<br>[23.6%]     | <b>134</b><br><b>[17.8%]</b> |                  |          |
| 6,00,001 - 8,00,000 | 5<br>(10.6%)<br>[1.6%]       | 5<br>(10.6%)<br>[8.9%]     | 37<br>(78.8%)<br>[9.9%]      | <b>47</b><br><b>[6.3%]</b>   |                  |          |
| <b>Total</b>        | <b>322</b><br><b>(42.9%)</b> | <b>56</b><br><b>(7.5%)</b> | <b>373</b><br><b>(49.6%)</b> | <b>751</b><br><b>(100%)</b>  |                  |          |

Source: Primary Data

Values within ( ) refers to row percentage

\*\* denotes 1% level of significance

Values within [ ] refers to column percentage

The above table shows the association between annual income of the customers in relation to their levels of perception regarding the value of the counterfeit products. The null hypothesis is rejected at the 1% level since the P value is less than 0.01. It contends that there exists a significant relationship between annual income and perceived value of customers in the context of counterfeit products.

In the case of respondents with an annual income below 2,00,000, 50.3 percent of them have a low level of perceived value with regard to counterfeit products. 8.2 percent of respondents realize a moderate level of perceived value, whereas 41.5 percent of them have a high level of perceived value with regard to counterfeit products. In the case of respondents with an annual income of 2,00,001 to 4,00,000, 45.6 percent of them felt a low level of perceived value towards counterfeit products. 7.9 percent of respondents realize a moderate level of perceived value, while 46.5 percent of customers declare a high level of perceived value regarding counterfeit products.

In terms of the respondents with an annual income of 4,00,001 to 6,00,000, 30.6 percent of them have a low level of perceived value with regard to counterfeit products. Regarding counterfeit products, 3.7 percent of customers have a moderate level of perceived value, although 65.7 percent of respondents realize a high level of perceived value.

While considering the respondents with an annual income of 6,00,001 to 8,00,000, 10.6 percent of them realize only a low level of perceived value with respect to the counterfeit products. 10.6 percent of the customers have a moderate level of perceived value. At the same time, 78.8 percent of respondents felt a high level of perceived value towards counterfeit products.

In terms of counterfeit items, it can be stated that low level of perceived value is more frequent among respondents with an annual income below 2,00,000 and high level of perceived value is more common among respondents who have an annual income of 6,00,001 to 8,00,000. The analysis suggests that individuals belonging to higher income categories tend to place a greater value on counterfeit products compared to those in lower income groups within the society.

*H<sub>0</sub> 6.14: There is no significant association between annual income and the level of positive attitude of customers with regard to counterfeit products in Kerala*

**Table 6.14**

**Association Between Annual Income and Customers' Positive Attitude Regarding Counterfeit Products in Kerala**

| Annual Income       | Positive Attitude Towards Counterfeit Products |                            |                              | Total                        | Chi-square Value | P value  |
|---------------------|------------------------------------------------|----------------------------|------------------------------|------------------------------|------------------|----------|
|                     | Low                                            | Moderate                   | High                         |                              |                  |          |
| < 2,00,000          | 99<br>(28.9%)<br>[48.3%]                       | 150<br>(43.9%)<br>[48.7%]  | 93<br>(27.2%)<br>[39%]       | <b>342</b><br><b>[45.5%]</b> | 34.157           | <0.001** |
| 2,00,001 - 4,00,000 | 61<br>(26.8%)<br>[29.8%]                       | 85<br>(37.2%)<br>[27.6%]   | 82<br>(36%)<br>[34.5%]       | <b>228</b><br><b>[30.4%]</b> |                  |          |
| 4,00,001 - 6,00,000 | 40<br>(29.9%)<br>[19.5%]                       | 60<br>(44.8%)<br>[19.5%]   | 34<br>(25.3%)<br>[14.3%]     | <b>134</b><br><b>[17.8%]</b> |                  |          |
| 6,00,001 - 8,00,000 | 5<br>(10.6%)<br>[2.4%]                         | 13<br>(27.7%)<br>[4.2%]    | 29<br>(61.7%)<br>[12.2%]     | <b>47</b><br><b>[6.3%]</b>   |                  |          |
| <b>Total</b>        | <b>205</b><br><b>(27.3%)</b>                   | <b>308</b><br><b>(41%)</b> | <b>238</b><br><b>(31.7%)</b> | <b>751</b><br><b>(100%)</b>  |                  |          |

Source: Primary Data

Values within ( ) refers to row percentage

\*\* denotes 1% level of significance

Values within [ ] refers to column percentage

The null hypothesis is rejected at the 1% level since the P value is less than 0.01. It contends that there exists a significant relationship between annual income and positive attitude of customers with regard to counterfeit products. In the case of respondents with an annual income below 2,00,000, 28.9 percent of them have a low level of positive attitude with regard to counterfeit products. 43.9 percent of respondents declare a moderate level of positive attitude, while 27.2 percent of them have a high level of positive attitude with regard to counterfeit products. In the case of respondents with an annual income of 2,00,001 to 4,00,000, 26.8 percent of them have a low level of positive attitude towards counterfeit products. 37.2 percent of respondents express a moderate level of positive attitude, while 36 percent of customers declare a high level of positive attitude in terms of counterfeit products. In terms of the respondents with an annual income of 4,00,001 to 6,00,000, 29.9 percent of them have a low level of positive attitude with regard to counterfeit products. Regarding counterfeit products, 44.8 percent of customers have a moderate



level of positive attitude, whereas 25.3 percent of respondents realize a high level of positive attitude. While considering the respondents with an annual income of 6,00,001 to 8,00,000, 10.6 percent of them have only a low level of positive attitude with respect to the counterfeit products. 27.7 percent of the customers have a moderate level of positive attitude. At the same time, 61.7 percent of respondents have a high level of positive attitude towards counterfeit products.

In the case of counterfeit products, it is possible to state that a low level of positive attitude is more prevalent among respondents whose annual income falls between 4,00,001 and 6,00,000, while a high level of positive attitude is more common among respondents whose annual income falls between 6,00,001 and 800,000. It would also indicate that higher income groups have a more positive attitude towards the counterfeit products than lower income groups.

*H<sub>0</sub> 6.15: There is no significant association between annual income and the level of purchase intentions of customers with regard to counterfeit products in Kerala*

**Table 6.15**

**Association Between Annual Income and Customers' Purchase Intentions Regarding Counterfeit Products in Kerala**

| Annual Income       | Purchase Intentions          |                              |                              | Total                        | Chi-square Value | P value  |
|---------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------|----------|
|                     | Low                          | Moderate                     | High                         |                              |                  |          |
| < 2,00,000          | 107<br>(31.3%)<br>[46.9%]    | 81<br>(23.7%)<br>[39.3%]     | 154<br>(45%)<br>[48.6%]      | <b>342</b><br><b>[45.5%]</b> | 29.641           | <0.001** |
| 2,00,001 - 4,00,000 | 72<br>(31.6%)<br>[31.6%]     | 64<br>(28.1%)<br>[31.1%]     | 92<br>(40.3%)<br>[29%]       | <b>228</b><br><b>[30.4%]</b> |                  |          |
| 4,00,001 - 6,00,000 | 44<br>(32.8%)<br>[19.3%]     | 47<br>(35.1%)<br>[22.8%]     | 43<br>(32.1%)<br>[13.6%]     | <b>134</b><br><b>[17.8%]</b> |                  |          |
| 6,00,001 - 8,00,000 | 5<br>(10.6%)<br>[2.2%]       | 14<br>(29.8%)<br>[6.8%]      | 28<br>(59.6%)<br>[8.8%]      | <b>47</b><br><b>[6.3%]</b>   |                  |          |
| <b>Total</b>        | <b>228</b><br><b>(30.4%)</b> | <b>206</b><br><b>(27.4%)</b> | <b>317</b><br><b>(42.2%)</b> | <b>751</b><br><b>(100%)</b>  |                  |          |

Source: Primary Data

Values within ( ) refers to row percentage

\*\* denotes 1% level of significance

Values within [ ] refers to column percentage

As the P value is less than 0.01 at the 1% level, the null hypothesis is rejected. It asserts that there exists a significant relationship between annual income and purchase intentions of customers with regard to counterfeit products. In the case of respondents with an annual income below 2,00,000, 31.3 percent of them have a low level of purchase intention for counterfeit products. 23.7 percent of respondents show a moderate level of purchase intent, while 45 percent express a high level of purchase intent with regard to counterfeit products.

In the case of respondents with an annual income of 2,00,001 to 4,00,000, 31.6 percent of them have a low level of purchase intention towards counterfeit products. 28.1 percent of respondents show a moderate level of purchase intentions, while 40.3 percent of respondents declare a high level of purchase intentions in terms of counterfeit products.

While considering the respondents with an annual income of 4,00,001 to 6,00,000, 32.8 percent of them have a low level of intention to purchase with regard to counterfeit products. Regarding counterfeit products, 35.1 percent of customers have a moderate level of purchase intentions, while 32.1 percent of respondents realize a high level of purchase intentions.

While considering the respondents with an annual income of 6,00,001 to 8,00,000, 10.6 percent of them have only a low level of intention to purchase with respect to the counterfeit products. 29.8 percent of the customers have a moderate level of purchase intention. At the same time, 59.6 percent of respondents have a high level of intention to purchase counterfeit products.

Regarding counterfeit products, it can be stated that low level of purchase intention is more frequent among respondents with annual incomes ranging from 4,00,001 to 6,00,000 and high level of purchase intention is more common among respondents who have an annual income of 6,00,001 to 8,00,000.

This finding is also associated with the two findings discussed above, which state that people in the highest income categories in the society have a greater intention to make a purchase of the counterfeit products than individuals in lower socio-economic groups.

### 6.4.5 Level of Perceived Value, Positive Attitude and Purchase Intentions Across Type of Counterfeit Products Intended to Purchase by the Customers

Chi-square test for association was employed for the assessment of association between the type of counterfeit products customers intend to purchase and the levels of customers' perceived value, positive attitude and purchase intentions regarding counterfeit products in Kerala.

*H<sub>0</sub> 6.16: There is no significant association between the type of counterfeit product intended to purchase and the level of perceived value of the customers*

**Table 6.16**

**Association Between Type of Counterfeit Product Intended to Purchase and Customers' Perceived Value Regarding Counterfeit Products in Kerala**

| Type of Counterfeit Product Intended to Purchase | Perceived Value              |                            |                            | Total                       | Chi-square Value | P value  |
|--------------------------------------------------|------------------------------|----------------------------|----------------------------|-----------------------------|------------------|----------|
|                                                  | Low                          | Moderate                   | High                       |                             |                  |          |
| Automobile Components                            | 32<br>(31.1%)<br>[10%]       | 21<br>(20.4%)<br>[45.7%]   | 50<br>(48.5%)<br>[13.1%]   | <b>103</b><br>[13.7%]       | 52.057           | <0.001** |
| Electronic Devices and Equipment                 | 145<br>(40.7%)<br>[45%]      | 10<br>(2.8%)<br>[21.7%]    | 201<br>(56.5%)<br>[52.5%]  | <b>356</b><br>[47.4%]       |                  |          |
| Clothing and Accessories                         | 145<br>(49.7%)<br>[45%]      | 15<br>(5.1%)<br>[32.6%]    | 132<br>(45.2%)<br>[34.4%]  | <b>292</b><br>[38.9%]       |                  |          |
| <b>Total</b>                                     | <b>322</b><br><b>(42.9%)</b> | <b>46</b><br><b>(6.1%)</b> | <b>383</b><br><b>(51%)</b> | <b>751</b><br><b>(100%)</b> |                  |          |

Source: Primary Data

Values within ( ) refers to row percentage

\*\* denotes 1% level of significance

Values within [ ] refers to column percentage

Since the P value is less than 0.01, thus the null hypothesis is rejected at 1% significance level. It explains that there exists a significant association between the type of counterfeit products intend to purchase and the customer's perceived value of counterfeit products. In the case of respondents who intend to purchase automobile components, 31.1 percent believe counterfeit products have a low level of perceived value. 20.4 percent of customers have a moderate level of perceived value, while 48.5 percent believes a high level of perceived value with regard to counterfeit

products. In the case of respondents who have the desire to purchase electronic devices and equipment, 40.7 percent of them have a low level of perceived value towards counterfeit products. 2.8 percent of respondents have a moderate level of perceived value, whereas 56.5 percent of respondents declare a high level of perceived value regarding counterfeit products. While considering the respondents who prefer to purchase clothing and accessories, 49.7 percent of them express a low level of perceived value with regard to counterfeit products. Regarding counterfeit products, 5.1 percent of customers believes a moderate level of perceived value, while 45.2 percent of respondents realize a high level of perceived value.

According to the data, it can be expected that poor perceived value is more common among respondents who want to purchase clothing and accessories. At the same time, high levels of perceived value are more prevalent among customers who intend to purchase electronic gadgets and equipment. This would indicate that individuals place a larger value on the purchase of counterfeit goods in the category of electronic gadgets and equipment as opposed to apparel and automobile components.

*H<sub>0</sub> 6.17: There is no significant association between the type of counterfeit product intended to purchase and the level of positive attitude of the customers*

**Table 6.17**

**Association Between Type of Counterfeit Product Intended to Purchase and Customers' Positive Attitude Regarding Counterfeit Products in Kerala**

| Type of Counterfeit Product Intended to Purchase | Positive Attitude Towards Counterfeit Products |                              |                              | Total                        | Chi-square Value | P value  |
|--------------------------------------------------|------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------|----------|
|                                                  | Low                                            | Moderate                     | High                         |                              |                  |          |
| Automobile Components                            | 17<br>(16.5%)<br>[8.5%]                        | 23<br>(22.3%)<br>[7.4%]      | 63<br>(61.2%)<br>[26.5%]     | <b>103</b><br><b>[13.7%]</b> | 107.108          | <0.001** |
| Electronic Devices and Equipment                 | 112<br>(31.5%)<br>[56%]                        | 113<br>(31.7%)<br>[36.1%]    | 131<br>(36.8%)<br>[55%]      | <b>356</b><br><b>[47.4%]</b> |                  |          |
| Clothing and Accessories                         | 71<br>(24.3%)<br>[35.5%]                       | 177<br>(60.6%)<br>[56.5%]    | 44<br>(15.1%)<br>[18.5%]     | <b>292</b><br><b>[38.9%]</b> |                  |          |
| <b>Total</b>                                     | <b>200</b><br><b>(26.6%)</b>                   | <b>313</b><br><b>(41.7%)</b> | <b>238</b><br><b>(31.7%)</b> | <b>751</b><br><b>(100%)</b>  |                  |          |

Source: Primary Data

Values within ( ) refers to row percentage

\*\* denotes 1% level of significance

Values within [ ] refers to column percentage

The above table shows the association between the type of counterfeit versions of original branded products customers intended to procure if they get an opportunity in relation to their levels of favourable attitude regarding the counterfeit products. The null hypothesis is rejected at the 1% significance level since the P value is less than 0.01. It indicates that there exists a significant relationship between the type of counterfeit products that customers want to acquire and their positive attitude regarding counterfeit products.

Considering the respondents who intend to purchase automobile components, 16.5 percent have a low level of positive attitude about counterfeit products. 22.3 percent of customers show a moderate level of positive attitude, and 61.2 percent express a high level of positive attitude with regard to counterfeit products.

In the case of respondents who want to purchase electronic devices and equipment, 31.5 percent of them have a low level of positive attitude towards counterfeit products. 31.7 percent of respondents show a moderate level of positive attitude, whereas 36.8 percent of respondents declare a high level of positive attitude in terms of counterfeit products.

While considering the respondents who prefer to purchase clothing and accessories, 24.3 percent of them express a low level of positive attitude with regard to counterfeit products. Regarding counterfeit products, 60.6 percent of customers have a moderate level of positive attitude, while 15.1 percent of respondents have a high level of positive attitude.

According to the research, individuals who want to purchase electronic goods and equipment are more likely to have a low level of positive attitude. At the same time, respondents who want to acquire automobile components are more likely to have a high positive attitude. The level of favourable attitude exhibited by the consumers towards counterfeit products is comparatively greater in the automobile component sector when compared to the industries of clothing and accessories as well as electronic goods.

*H<sub>0</sub> 6.18: There is no significant association between the type of counterfeit product intended to purchase and the level of purchase intentions of customers*

**Table 6.18**

**Association Between Type of Counterfeit Product Intended to Purchase and Customers' Purchase Intentions Regarding Counterfeit Products in Kerala**

| Type of Counterfeit Product Intended to Purchase | Purchase Intentions          |                              |                              | Total                       | Chi-square Value | P value  |
|--------------------------------------------------|------------------------------|------------------------------|------------------------------|-----------------------------|------------------|----------|
|                                                  | Low                          | Moderate                     | High                         |                             |                  |          |
| Automobile Components                            | 55<br>(53.4%)<br>[24.7%]     | 6<br>(5.8%)<br>[2.9%]        | 42<br>(40.8%)<br>[13.3%]     | 103<br>[13.7%]              | 72.323           | <0.001** |
| Electronic Devices and Equipment                 | 98<br>(27.5%)<br>[44%]       | 83<br>(23.3%)<br>[39.3%]     | 175<br>(49.2%)<br>[55.2%]    | 356<br>[47.4%]              |                  |          |
| Clothing and Accessories                         | 70<br>(24%)<br>[31.3%]       | 122<br>(41.8%)<br>[57.8%]    | 100<br>(34.2%)<br>[31.5%]    | 292<br>[38.9%]              |                  |          |
| <b>Total</b>                                     | <b>223</b><br><b>(29.7%)</b> | <b>211</b><br><b>(28.1%)</b> | <b>317</b><br><b>(42.2%)</b> | <b>751</b><br><b>(100%)</b> |                  |          |

Source: Primary Data

Values within ( ) refers to row percentage

\*\* denotes 1% level of significance

Values within [ ] refers to column percentage

The null hypothesis is rejected at the 1% significance level since the P value is less than 0.01. It indicates that there exists a significant relationship between the type of counterfeit products that customers want to acquire and their purchase intentions regarding counterfeit products. Considering the respondents who intend to purchase automobile components, 53.4 percent have a low level of purchase intention about counterfeit products. 5.8 percent of customers show a moderate level of purchase intention, and 40.8 percent express a high level of intention to purchase with regard to counterfeit products. In the case of respondents who intend to purchase electronic devices and equipment, 27.5 percent of them have a low level of purchase intention towards counterfeit products. 23.3 percent of respondents express a moderate level of intention to purchase, whereas 49.2 percent of respondents declare a high level of purchase intention towards counterfeit products. While considering the respondents who intend to purchase clothing and accessories, 24 percent of them express a low level of purchase intention with regard to counterfeit products. Regarding counterfeit products, 41.8 percent of customers have a moderate

level of purchase intention, while 34.2 percent of respondents have a high level of purchase intention.

Individuals who desire to purchase automobile components are more likely to have a low level of purchase intent, according to the study. At the same time, respondents who desire to purchase electronic gadgets and equipment are more likely to have a high purchase intention. This denotes that consumers are more inclined to buy counterfeit electronics products compared to clothing and automotive items.

#### 6.4.6 Level of Perceived Value, Positive Attitude and Purchase Intentions Across Customers' Ability to Distinguish Counterfeit Products from Genuine Products

Chi-square test for association was employed for the assessment of association between customers' distinguishing abilities and the levels of perceived value, positive attitude and purchase intentions regarding counterfeit products in Kerala.

*H<sub>0</sub> 6.19: There is no significant association between customers' distinguishing ability and the level of perceived value with regard to counterfeit products in Kerala*

**Table 6.19**

#### Association Between Distinguishing Ability and Customers' Perceived Value Regarding Counterfeit Products in Kerala

| Distinguishing Ability | Perceived Value              |                            |                            | Total                       | Chi-square Value | P value             |
|------------------------|------------------------------|----------------------------|----------------------------|-----------------------------|------------------|---------------------|
|                        | Low                          | Moderate                   | High                       |                             |                  |                     |
| Yes                    | 306<br>(42.2%)<br>[95%]      | 46<br>(6.4%)<br>[100%]     | 372<br>(51.4%)<br>[97.1%]  | 724<br>[96.4%]              | 4.047            | 0.132 <sup>NS</sup> |
| No                     | 16<br>(59.3%)<br>[5%]        | 0<br>(0%)<br>[0%]          | 11<br>(40.7%)<br>[2.9%]    | 27<br>[3.6%]                |                  |                     |
| <b>Total</b>           | <b>322</b><br><b>(42.9%)</b> | <b>46</b><br><b>(6.1%)</b> | <b>383</b><br><b>(51%)</b> | <b>751</b><br><b>(100%)</b> |                  |                     |

Source: Primary Data  
Values within ( ) refers to row percentage

<sup>NS</sup> indicates Not Significant  
Values within [ ] refers to column percentage

The chi-square test of association between the customers' ability to distinguish counterfeits from the authentic or original products and the level of perceived value of customers regarding counterfeit items in Kerala has been depicted in the above table. The table clearly shows that the P value is greater than 0.05, implying that the null hypothesis is accepted. As a result, it reveals that there exists no significant relationship between the ability to recognize a counterfeit product from others and customers' perceived value of counterfeit products.

***H<sub>0</sub> 6.20: There is no significant association between customers' distinguishing ability and the level of positive attitude with regard to counterfeit products in Kerala***

**Table 6.20**

**Association Between Distinguishing Ability and Customers' Positive Attitude Regarding Counterfeit Products in Kerala**

| Distinguishing Ability | Positive Attitude Towards Counterfeit Products |                              |                              | Total                        | Chi-square Value | P value  |
|------------------------|------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------|----------|
|                        | Low                                            | Moderate                     | High                         |                              |                  |          |
| <b>Yes</b>             | 184<br>(25.4%)<br>[97.4%]                      | 313<br>(43.2%)<br>[96.6%]    | 227<br>(31.4%)<br>[95.4%]    | <b>724</b><br><b>[96.4%]</b> |                  |          |
| <b>No</b>              | 5<br>(18.6%)<br>[2.6%]                         | 11<br>(40.7%)<br>[3.4%]      | 11<br>(40.7%)<br>[4.6%]      | <b>27</b><br><b>[3.6%]</b>   | 23.592           | <0.001** |
| <b>Total</b>           | <b>189</b><br><b>(25.2%)</b>                   | <b>324</b><br><b>(43.1%)</b> | <b>238</b><br><b>(31.7%)</b> | <b>751</b><br><b>(100%)</b>  |                  |          |

Source: Primary Data

Values within ( ) refers to row percentage

\*\* denotes 1% level of significance

Values within [ ] refers to column percentage

Because the P value is less than 0.01 at the 1% significance level, the null hypothesis is rejected. It indicates that there exists a significant relationship between the ability to distinguish a counterfeit product from others and the level of positive attitude of customers with regard to counterfeit products. Considering the respondents who are able to distinguish the counterfeit products, 25.4 percent have a low level of positive attitude about counterfeit products. 43.2 percent of customers show a moderate level of positive attitude, and 31.4 percent express a high level of positive attitude with regard to counterfeit products. In the case of respondents who are unable to distinguish counterfeit products, 18.6 percent of them have a low level of positive attitude towards counterfeit products. 40.7 percent of respondents express



a moderate level of positive attitude, whereas 40.7 percent of respondents declare a high level of positive attitude in terms of counterfeit products.

Individuals who have the ability to recognize counterfeit products are more likely to have a low level of positive attitude, according to the study. At the same time, respondents who are unable to distinguish counterfeit products from others are more likely to have a high positive attitude. The findings show that customers who possess the ability to differentiate between counterfeit and authentic products exhibit a low level of positive attitude towards counterfeit products in comparison to those who lack the ability to distinguish between the two.

***H<sub>0</sub> 6.21: There is no significant association between customers' distinguishing ability and the level of purchase intentions with regard to counterfeit products in Kerala***

**Table 6.21**

**Association Between Distinguishing Ability and Customers' Purchase Intentions Regarding Counterfeit Products in Kerala**

| Distinguishing Ability | Purchase Intentions          |                              |                              | Total                        | Chi-square Value | P value  |
|------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------|----------|
|                        | Low                          | Moderate                     | High                         |                              |                  |          |
| Yes                    | 219<br>(30.3%)<br>[98.2%]    | 211<br>(29.1%)<br>[100%]     | 294<br>(40.6%)<br>[92.7%]    | <b>724</b><br><b>[96.4%]</b> | 22.211           | <0.001** |
| No                     | 4<br>(14.8%)<br>[1.8%]       | 0<br>(0%)<br>[0%]            | 23<br>(85.2%)<br>[7.3%]      | <b>27</b><br><b>[3.6%]</b>   |                  |          |
| <b>Total</b>           | <b>223</b><br><b>(29.7%)</b> | <b>211</b><br><b>(28.1%)</b> | <b>317</b><br><b>(42.2%)</b> | <b>751</b><br><b>(100%)</b>  |                  |          |

Source: Primary Data

Values within ( ) refers to row percentage

\*\* denotes 1% level of significance

Values within [ ] refers to column percentage

The null hypothesis is rejected since the P value is less than 0.01 at the 1% significance level. It indicates that there exists a significant relationship between the ability to distinguish a counterfeit product from others and the level of purchase intention of customers with regard to counterfeit products. Considering the respondents who are able to distinguish the counterfeit products, 30.3 percent have a low level of purchase intention about counterfeit products. 29.1 percent of customers show a moderate level of intention to purchase, and 40.6 percent express a high level of purchase intention with regard to counterfeit products. In the case of respondents who are unable to distinguish the counterfeit products, 14.8 percent of

them have a low level of purchase intention towards counterfeit products whereas the remaining 85.2 percent of respondents declare a high level of purchase intention.

According to the study, people who can identify counterfeit products are more likely to have a low level of purchase intentions. Respondents who are unable to distinguish counterfeit products from original products, on the other hand, are more likely to have a high purchase intention. It highlights the fact that those who purchase counterfeit products are unable to distinguish the difference between the imitated or fake products and the genuine products.

#### 6.4.7 Level of Perceived Value, Positive Attitude and Purchase Intentions Across Nearby Availability of the Counterfeit Products

Chi-square test for association was employed for the assessment of association between nearby availability and the levels of customers' perceived value, positive attitude and purchase intentions regarding counterfeit products in Kerala.

*H<sub>0</sub> 6.22: There is no significant association between nearby availability and the level of perceived value of customers with regard to counterfeit products in Kerala*

**Table 6.22**

#### Association Between Nearby Availability and Customers' Perceived Value Regarding Counterfeit Products in Kerala

| Nearby Availability       | Perceived Value              |                            |                              | Total                        | Chi-square Value | P value  |
|---------------------------|------------------------------|----------------------------|------------------------------|------------------------------|------------------|----------|
|                           | Low                          | Moderate                   | High                         |                              |                  |          |
| <b>Easy availability</b>  | 121<br>(42.2%)<br>[37.6%]    | 5<br>(1.7%)<br>[8.9%]      | 161<br>(56.1%)<br>[43.2%]    | <b>287</b><br><b>[38.2%]</b> | 110.21           | <0.001** |
| <b>Available</b>          | 175<br>(54%)<br>[54.3%]      | 28<br>(8.6%)<br>[50%]      | 121<br>(37.4%)<br>[32.4%]    | <b>324</b><br><b>[43.1%]</b> |                  |          |
| <b>Not much available</b> | 6<br>(10.7%)<br>[1.9%]       | 8<br>(14.3%)<br>[14.3%]    | 42<br>(75%)<br>[11.3%]       | <b>56</b><br><b>[7.5%]</b>   |                  |          |
| <b>Difficult to get</b>   | 3<br>(7%)<br>[0.9%]          | 10<br>(23.2%)<br>[17.9%]   | 30<br>(69.8%)<br>[8%]        | <b>43</b><br><b>[5.7%]</b>   |                  |          |
| <b>Not available</b>      | 17<br>(41.5%)<br>[5.3%]      | 5<br>(12.2%)<br>[8.9%]     | 19<br>(46.3%)<br>[5.1%]      | <b>41</b><br><b>[5.5%]</b>   |                  |          |
| <b>Total</b>              | <b>322</b><br><b>(42.9%)</b> | <b>56</b><br><b>(7.4%)</b> | <b>373</b><br><b>(49.7%)</b> | <b>751</b><br><b>(100%)</b>  |                  |          |

Source: Primary Data

Values within ( ) refers to row percentage

\*\* denotes 1% level of significance

Values within [ ] refers to column percentage

Since the P value is less than 0.01, therefore the null hypothesis is rejected at 1% level of significance. It asserts that there exists a significant association between nearby availability and the level of perceived value of customers with regard to counterfeit products. In the case of respondents to whom the counterfeit products are easily available, 42.2 percent of them have that counterfeit products have only a low-level of perceived value. 1.7 percent of respondents have a moderate level of perceived value, while 56.1 percent of them have a high- level perceived value towards counterfeit products.

In the case of respondents to whom the counterfeit products are available, 54 percent of them declare that the counterfeit products have only a low level of perceived value. 8.6 percent of customers believe that a moderate level of perceived value for counterfeit products and at the same time, 37.4 percent of them have a high level of perceived value with regard to counterfeit products.

Considering the respondents who claimed the counterfeit products are not much available, 10.7 percent of them think that counterfeit products have only a low level of perceived value. 14.3 percent of them have a moderate level of perceived value, whereas 75 percent of respondents have counterfeit products have a high level of perceived value.

Regarding the respondents to whom counterfeit products are difficult to get, 7 percent of them have only a low level of perceived value with respect to counterfeit products. 23.2 percent of respondents think that counterfeit products have a moderate level of perceived value and 69.8 percent of respondents feels that counterfeit products have a high level of perceived value.

In the case of respondents to whom the counterfeit products are not available, 41.5 percent of them think that counterfeit products have a low level of perceived value, 12.2 percent of them have a moderate level of perceived value and 46.3 percent of respondents have a high level of perceived value towards counterfeit products.

From the data provided, it is clear that low level of perceived value is greater among the respondents to whom the counterfeit products are available and high level of perceived value would be greater among the respondents who claimed to have not

much availability regarding the counterfeit products. It means that individuals who have access to counterfeit products are aware of their inferior quality, while those who do not have much accessibility may mistakenly believe that these products are valuable.

*H<sub>0</sub> 6.23: There is no significant association between nearby availability and the level of positive attitude of customers with regard to counterfeit products in Kerala*

**Table 6.23**

**Association Between Nearby Availability and Customers' Positive Attitude Regarding Counterfeit Products in Kerala**

| Nearby Availability       | Positive Attitude Towards Counterfeit Products |                              |                              | Total                        | Chi-square Value | P value  |
|---------------------------|------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------|----------|
|                           | Low                                            | Moderate                     | High                         |                              |                  |          |
| <b>Easy availability</b>  | 78<br>(27.2%)<br>[37.1%]                       | 134<br>(46.7%)<br>[44.2%]    | 75<br>(26.1%)<br>[31.5%]     | <b>287</b><br><b>[38.2%]</b> | 111.010          | <0.001** |
| <b>Available</b>          | 119<br>(36.7%)<br>[56.7%]                      | 96<br>(29.7%)<br>[31.7%]     | 109<br>(33.6%)<br>[45.8%]    | <b>324</b><br><b>[43.1%]</b> |                  |          |
| <b>Not much available</b> | 5<br>(8.9%)<br>[2.4%]                          | 14<br>(25%)<br>[4.6%]        | 37<br>(66.1%)<br>[15.6%]     | <b>56</b><br><b>[7.5%]</b>   |                  |          |
| <b>Difficult to get</b>   | 3<br>(7%)<br>[1.4%]                            | 30<br>(69.8%)<br>[9.9%]      | 10<br>(23.2%)<br>[4.2%]      | <b>43</b><br><b>[5.7%]</b>   |                  |          |
| <b>Not available</b>      | 5<br>(12.2%)<br>[2.4%]                         | 29<br>(70.7%)<br>[9.6%]      | 7<br>(17.1%)<br>[2.9%]       | <b>41</b><br><b>[5.5%]</b>   |                  |          |
| <b>Total</b>              | <b>210</b><br><b>(28%)</b>                     | <b>303</b><br><b>(40.3%)</b> | <b>238</b><br><b>(31.7%)</b> | <b>751</b><br><b>(100%)</b>  |                  |          |

Source: Primary Data

\*\* denotes 1% level of significance

Values within ( ) refers to row percentage

Values within [ ] refers to column percentage

The data depicted in the above table shows the association between the nearby availability of counterfeit products and the favourable attitude of the customers towards the same. Since the P value is less than 0.01, therefore the null

hypothesis is rejected at 1% level of significance. It asserts that there is a significant association between nearby availability and the level of positive attitude of customers with regard to counterfeit products. In the case of respondents to whom the counterfeit products are easily available, 27.2 percent of them have a low-level of positive attitude about counterfeit products. 46.7 percent of respondents have a moderate level of positive attitude, while 26.1 percent of them have a high-level positive attitude towards counterfeit products.

In terms of respondents to whom the counterfeit products are available, 36.7 percent of them have only a low level of positive attitude, 29.7 percent of customers express a moderate level of positive attitude and at the same time, 33.6 percent of them have a high level of positive attitude with regard to counterfeit products.

Considering the respondents who claimed that the CPs are not much available, 8.9 percent of them have only a low level of positive attitude. 25 percent of them declare a moderate level of positive attitude, whereas 66.1 percent of respondents show a high level of positive attitude towards counterfeit products. Regarding the respondents to whom counterfeit products are difficult to get, 7 percent of them have only a low level of positive attitude with respect to counterfeit products. 69.8 percent of respondents have a moderate level of positive attitude and 23.2 percent of respondents feels that a high level of positive attitude with respect to counterfeit products.

In the case of respondents to whom counterfeit products are not available, 12.2 percent of them show a low level of positive attitude, 70.7 percent of them have a moderate level of positive attitude and 17.1 percent of respondents have a high level of positive attitude towards counterfeit products.

From the data provided, it is clear that the low level of positive attitude is greater among the respondents to whom the counterfeit products are available and the high level of positive attitude is greater among the respondents who claimed to have not much availability regarding the counterfeit products. It denotes that the individuals with access to counterfeit products are having a low level of attitude towards it, whereas others without much access may mistakenly feel a positive attitude towards it.

*H<sub>0</sub> 6.24: There is no significant association between nearby availability and the level of purchase intentions of customers with regard to counterfeit products in Kerala*

**Table 6.24**

**Association Between Nearby Availability and Customers' Purchase Intentions Regarding Counterfeit Products in Kerala**

| Nearby Availability       | Purchase Intentions          |                              |                              | Total                        | Chi-square Value | P value  |
|---------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------|----------|
|                           | Low                          | Moderate                     | High                         |                              |                  |          |
| <b>Easy availability</b>  | 85<br>(29.6%)<br>[38.1%]     | 83<br>(28.9%)<br>[38.4%]     | 119<br>(41.5%)<br>[38.1%]    | <b>287</b><br><b>[38.2%]</b> | 50.355           | <0.001** |
| <b>Available</b>          | 101<br>(31.2%)<br>[45.3%]    | 105<br>(32.4%)<br>[48.6%]    | 118<br>(36.4%)<br>[37.8%]    | <b>324</b><br><b>[43.1%]</b> |                  |          |
| <b>Not much available</b> | 9<br>(16.1%)<br>[4.1%]       | 6<br>(10.7%)<br>[2.8%]       | 41<br>(73.2%)<br>[13.1%]     | <b>56</b><br><b>[7.5%]</b>   |                  |          |
| <b>Difficult to get</b>   | 21<br>(48.9%)<br>[9.4%]      | 5<br>(11.6%)<br>[2.3%]       | 17<br>(39.5%)<br>[5.5%]      | <b>43</b><br><b>[5.7%]</b>   |                  |          |
| <b>Not available</b>      | 7<br>(17%)<br>[3.1%]         | 17<br>(41.5%)<br>[7.9%]      | 17<br>(41.5%)<br>[5.5%]      | <b>41</b><br><b>[5.5%]</b>   |                  |          |
| <b>Total</b>              | <b>223</b><br><b>(29.7%)</b> | <b>216</b><br><b>(28.8%)</b> | <b>312</b><br><b>(41.5%)</b> | <b>751</b><br><b>(100%)</b>  |                  |          |

Source: Primary Data

Values within ( ) refers to row percentage

\*\* denotes 1% level of significance

Values within [ ] refers to column percentage

The null hypothesis is rejected at the 1% level of significance since the P value is less than 0.01. It claims that there exists a significant relationship between nearby availability and the purchase intention of customers intent for counterfeit products. In the case of respondents to whom the counterfeit products are easily available, 29.6 percent of them have a low-level of purchase intention about counterfeit products. 28.9 percent of respondents have a moderate level of intention to purchase, while 41.5 percent of them have a high- level purchase intention towards counterfeit products. In terms of respondents to whom the counterfeit products are available, 31.2 percent of them have only a low level of purchase intention, 32.4 percent of customers express a moderate level of purchase intention and at the same time, 36.4 percent of them have a high level of purchase intention with regard to counterfeit products. Considering the respondents who claimed that

the CPs are not much available, 16.1 percent of them have only a low level of intention to purchase. 10.7 percent of them declare a moderate level of purchase intention, whereas 73.2 percent of respondents show a high level of purchase intention towards counterfeit products. Regarding the respondents to whom counterfeit products are difficult to get, 48.9 percent of them have only a low level of purchase intention with respect to counterfeit products. 11.6 percent of respondents have a moderate level of purchase intention and 39.5 percent of respondents feels that a high level of purchase intention with respect to counterfeit products. In the case of respondents to whom the counterfeit products are not available, 17 percent of them show a low level of purchase intention 41.5 percent of them have a moderate level of purchase intention and 41.5 percent of respondents have a high level of purchase intention towards counterfeit products.

From the data provided, it is clear that low level of purchase intention is greater among the respondents to whom the counterfeit products are difficult to get and high level of purchase intention is greater among the respondents who claimed to have not much availability of counterfeit products. It would mean that individuals with difficulties in accessing counterfeit products end up in low intent to purchase the same whereas others who do not have much availability exhibit more inclination to purchase such counterfeits.

## **6.5 Conclusion**

The purpose of this chapter was to conduct an inquiry on the level to which customers in Kerala perceive the value of counterfeit items, have a positive attitude towards them, and want to buy them. In addition, the purpose of this research is to investigate the socio-demographic differences that exist in these aspects among potential customers. This chapter examined three dependent constructs, including buyers' perceptions of the value of a product, their positive attitudes towards counterfeit goods, and their intentions to make a purchase of counterfeit products. Cross-analysis is performed on socio-demographic and categorical parameters such as gender, age, educational qualification, yearly income, kind of counterfeit goods intended to buy, ability to distinguish counterfeit products, and the nearby availability of counterfeit merchandise. The customers exhibited a high level of perceived value regarding the counterfeit products, a moderately favourable opinion

and attitude and a high level of purchase intention towards counterfeit products. The results demonstrated that the annual income of the respondents is not significantly associated with their attitude towards counterfeits as well as the distinguishing ability of the customers is not significantly related with the perceived value in the context of counterfeits. All other socio-demographic and categorical parameters are shown to have a significant relationship with the elements of perceived value, customers attitude and purchase intentions regarding counterfeit products.