

Chapter 7

The Effects of Customer Motives on Attitude Formation and Purchase Intentions Regarding Counterfeit Products

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7.1 Introduction

This chapter focuses on the third objective of the research, which is to investigate how different factors that drive or motivate counterfeit purchases affect customers' attitudes and intentions using a model development. The purpose of the model is to create a connection between the factors that drive counterfeit purchases and their impact on attitude formation and purchase intentions. This objective attained by using Covariance Based Confirmatory Factor Analysis (CB-CFA) and Structural Equation Modeling (SEM) techniques. The current chapter consists of two distinct sections. The first section discusses the use of CB-CFA, while the second section focuses on the application of SEM techniques. This chapter presents an overview of the techniques used in SEM. The conclusion of the chapter involves presenting a summary of the process of hypotheses testing.

7.2 Research Objective of the Chapter

Objective III: *To explore the effects of customer motives on attitude formation and purchase intentions towards counterfeit products in Kerala.*

To achieve the intended objective, the researcher utilized CB-CFA and SEM techniques with the aid of IBM SPSS AMOS Graphics 21 software package. Further, chi-square test for association has been employed in order to trace the effects of each

sub-variable that belong to the major customer motives or driving forces under study.

SECTION – A

7.3 Validity and Reliability Assessment by CB-CFA - Data Validation

Confirmatory factor analysis (CFA) is a specific type of factor analysis that is commonly used in statistical research within the social sciences. This method is used to assess how well measurements of a specific concept match the researcher's understanding of the fundamental nature of that concept. CFA is a statistical technique used to assess how well the observed variables reflect the underlying constructs. The multivariate approach allows researchers to evaluate the effectiveness of their measurement models. CFA and EFA are two statistical methods that exhibit similarities. In the case of EFA, the data is analyzed in a way that offers insights into the minimum number of factors required to effectively represent the data. Exploratory factor analysis assumes that every observed variable is linked to each underlying latent variable. Confirmatory factor analysis (CFA) enables researchers to identify the appropriate number of factors in the data and establish the connection between observed variables and underlying variables. Confirmatory Factor Analysis (CFA), the statistical technique is used to assess the validity of a measurement model by either supporting or refuting the same.

7.3.1 Assessment Criteria for CB-CFA Models - Final Reliability and Validity

Establishing both construct validity (including convergent and discriminant validity) and reliability (specifically composite reliability) is imperative to ensure the robustness of CFA. Confirmatory Factor Analysis (CFA) is used to verify the factor structure of a specific set of observed variables. The use of CFA allows researchers to investigate the hypothesis that a relationship exists between observable variables and their underlying latent constructs (Suhr, 2009). The factors must exhibit sufficient validity and reliability. The measurement model is assessed using the following tools:

Composite Reliability (CR), the statistical measure is used to assess the internal consistency of a set of items or variables in a research study. Construct validity refers to the extent to which a measurement tool accurately measures the

theoretical construct or concept it is intended to measure. (a) Convergent validity and (b) Discriminant validity are two types of validity that are commonly used in research.

7.3.1.1 Composite Reliability (CR)

Composite Reliability (**CR**) is used to assess the overall reliability of a construct. The values range from 0 to 1. Hair et al. (2010) state that composite reliability values above 0.7 are considered satisfactory. Internal consistency is considered inadequate when values fall below 0.6.

7.3.1.2 Construct Validity

There are two ways to assess construct validity and they are convergent validity and discriminant validity which are explained below:

➤ Convergent Validity

Convergent validity pertains to the level of similarity or shared variance among the observed variables or indicators of a specific construct. It measures how much these variables converge with each other. According to Hair et al. (2010), if there are concerns about convergent validity during the validity assessment, it indicates that the observed variables do not adequately explain the latent factor. Malhotra and Peterson (2001) found that AVE is a more rigorous measure of convergent validity than even the conservative CR. In the current investigation, the researcher has utilized the Average Variance Extracted (AVE) to evaluate convergent validity. The AVE calculation is obtained by using standardized factor loadings. Hair et al. (2010) state that the AVE threshold value should be higher than 0.5. Additionally, factor loadings of items can be used to determine convergent validity. In this study, the criterion for determining item validity through standardized factor loading is set at a value greater than 0.5. Convergence can be considered adequate if the standardized factor loadings and AVE values are both above 0.5.

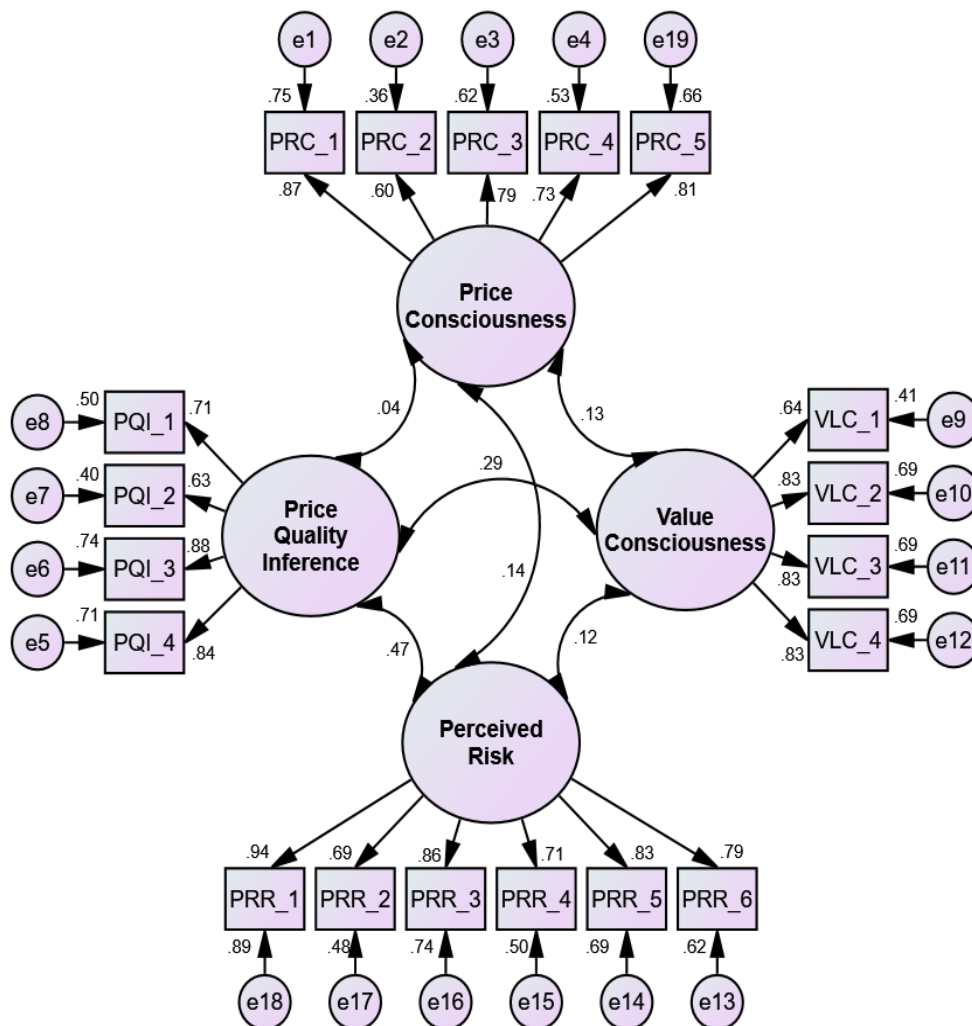
➤ Discriminant Validity

Discriminant validity refers to the extent to which a particular concept is truly distinct from the others. A construct that demonstrates high discriminant validity is considered outstanding because it includes phenomena that are not covered by other

constructs. If the examination of discriminant validity does not produce the expected results, it indicates that the variables are strongly associated with variables from other constructs. This suggests that the latent variable can be better explained by certain variables other than its own observed variables. The researcher utilized the Fornell and Larcker (1981) criterion as a rigorous method to assess discriminant validity. The analysis entails comparing the correlations of the latent variables with the square root of AVE. It is advisable that the square root of the Average Variance Extracted (AVE) for each construct should be greater than its correlation with the latent variables of any other constructs. By utilizing this approach, it is feasible to establish discriminant validity.

Figure 7.1

Confirmatory Factor Analysis (CFA) for the Factors of Cognitive Drivers Towards Counterfeit Products in Kerala



Source: Primary Data

Table 7.1
Model Fit Indices for Cognitive Drivers Towards Counterfeit Products

ATTRIBUTES	CMIN/DF	P-VALUE	GFI	AGFI	CFI	RMSEA
Study Model	3.432	0.000	0.981	0.964	0.991	0.045
Recommended Value	Acceptable fit [1-5]	Greater than 0.05	Greater than 0.9	Greater than 0.9	Greater than 0.9	Less than 0.08
Literature Support	Hair et al. (1998)	Barrett (2007)	Hair et al. (2006)	Hair et al. (2006)	Hu and Bentler (1999)	Hair et al. (2006)

Source: Primary Data

The table above displays the CFA model fit indices used to evaluate the overall fit of the model. For a model to be considered acceptable, the ratio of Chi-Square to degrees of freedom should be less than 5. The value in this case is 3.432, which falls comfortably within the suggested maximum value. The RMSEA score of 0.045 is significantly lower than the commonly accepted threshold score of 0.08. In addition, it is noteworthy that the GFI and AGFI values are both above 0.9, while the CFI is also above 0.9. A CFI value of 1.0 indicates an exact fit. Therefore, the model is a suitable match and can be taken into consideration for additional analysis.

Table 7.2
Cognitive Drivers Towards Counterfeit Products in Kerala - Final Reliability and Validity of CFA Model

Factors of Cognitive Drivers	Item Code	Factor Loading	P Value	Cronbach's Alpha Final	AVE	Composite Reliability
Price Consciousness (PRC)	PRC 1	0.87	<0.001**	0.88	0.58	0.88
	PRC 2	0.60	<0.001**			
	PRC 3	0.79	<0.001**			
	PRC 4	0.73	<0.001**			
	PRC 5	0.81	<0.001**			
Price-Quality Inference (PQI)	PQI 1	0.71	<0.001**	0.84	0.59	0.85
	PQI 2	0.63	<0.001**			
	PQI 3	0.88	<0.001**			
	PQI 4	0.84	<0.001**			
Perceived Risk (PRR)	PRR 1	0.94	<0.001**	0.91	0.65	0.92
	PRR 2	0.69	<0.001**			
	PRR 3	0.86	<0.001**			

Factors of Cognitive Drivers	Item Code	Factor Loading	P Value	Cronbach's Alpha Final	AVE	Composite Reliability
	PRR 4	0.71	<0.001**	0.85	0.62	0.86
	PRR 5	0.83	<0.001**			
	PRR 6	0.79	<0.001**			
Value Consciousness (VLC)	VLC 1	0.64	<0.001**			
	VLC 2	0.83	<0.001**			
	VLC 3	0.83	<0.001**			
	VLC 4	0.83	<0.001**			

Source: Primary Data

** indicates 1% level of significance

Based on the information provided in the table above, it can be inferred that the factor loadings are higher than the minimum threshold of 0.5. This suggests that the constructs being measured have satisfactory item validity. After collecting all the data, the researcher used the Cronbach's Alpha reliability test. The Cronbach's Alpha values obtained, which exceed 0.8, indicate that the variables used for measuring the construct are reliable. According to the study, all of the constructs demonstrate a significant level of internal consistency reliability, as evidenced by Composite Reliability values that exceed 0.8. According to the study, the AVE values exceed the recommended threshold of >0.5. Thus, we can conclude that all of the constructs demonstrate a significant level of convergence. As all parameters are within the recommended values, then the data can be considered suitable for further analysis and model building.

Table 7.3

Discriminant Validity Among the Constructs of Cognitive Drivers Towards Counterfeit Products in Kerala

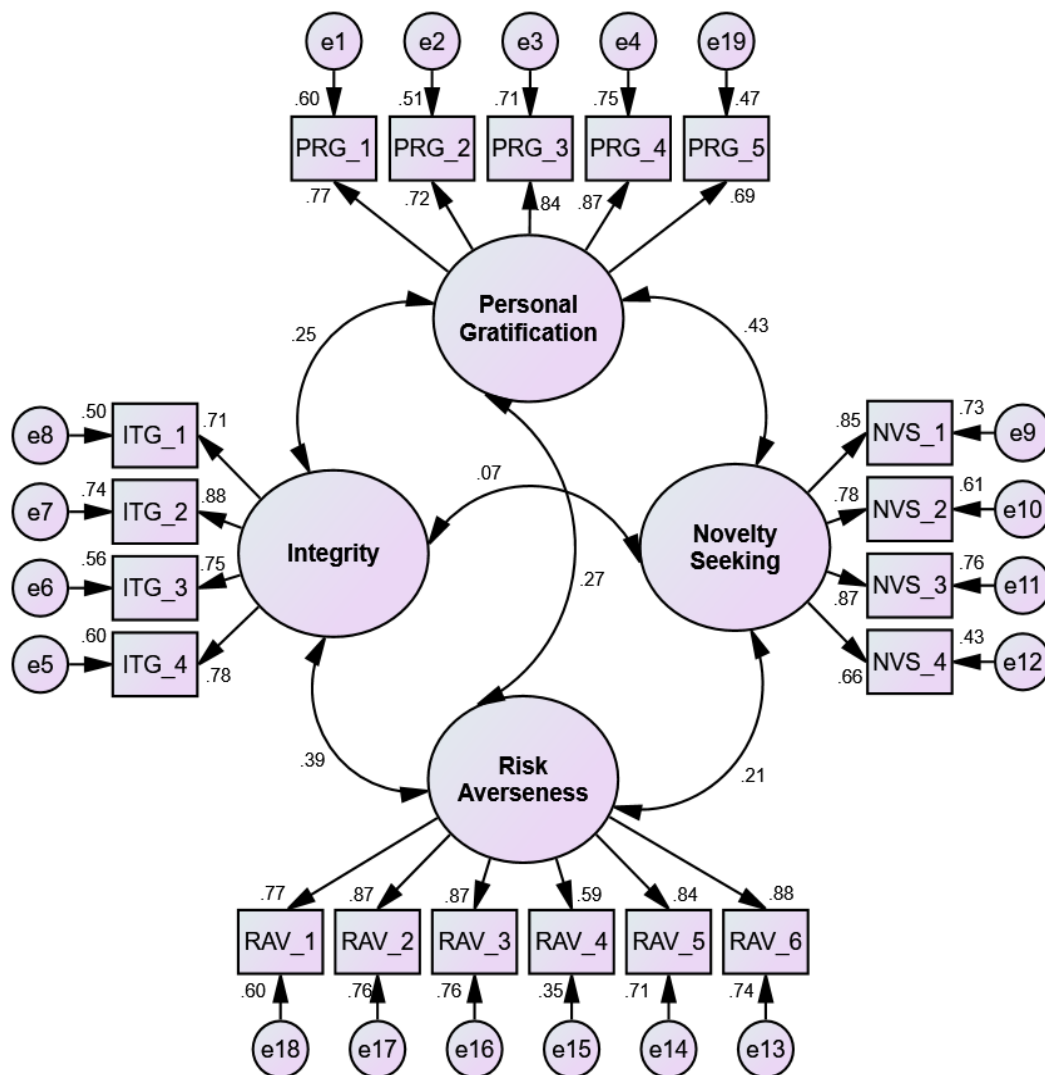
Constructs	PRC	PQI	PRR	VLC
PRC	(0.76)			
PQI	0.04	(0.77)		
PRR	0.14	0.47	(0.81)	
VLC	0.13	0.29	0.12	(0.79)

Source: Primary Data

The table above displays the square root of AVE values and the correlations between inter-construct latent variables. To confirm the absence of any relationship,

it is essential that the inter-construct latent variable correlation values are exceeded by the square root of AVE scores, which are enclosed in brackets. The square root of AVE scores regarding the constructs of price consciousness, price-quality inference, perceived risk and value consciousness of the customers are greater than the inter-construct latent variable correlation values. Based on the table above, it appears that there exists no significant correlation between the constructs. Additionally, it seems that the cognitive drivers' constructs have successfully demonstrated discriminant validity.

Figure 7.2
Confirmatory Factor Analysis (CFA) for the Factors of Affective Drivers
Towards Counterfeit Products in Kerala



Source: Primary Data

Table 7.4
Model Fit Indices for Affective Drivers Towards Counterfeit Products

ATTRIBUTES	CMIN/DF	P-VALUE	GFI	AGFI	CFI	RMSEA
Study Model	3.123	0.000	0.983	0.961	0.990	0.049
Recommended Value	Acceptable fit [1-5]	Greater than 0.05	Greater than 0.9	Greater than 0.9	Greater than 0.9	Less than 0.08
Literature Support	Hair et al. (1998)	Barrett (2007)	Hair et al. (2006)	Hair et al. (2006)	Hu and Bentler (1999)	Hair et al. (2006)

Source: Primary Data

The CFA model fit indices to evaluate the overall model fit are shown in the above table. For a model to be considered valid, the Chi-Square to degrees of freedom ratio must be smaller than 5. The value in this instance is 3.123, which is well within the recommended maximum value. The RMSEA score is 0.049, that falls much below the 0.08 criterion which is generally acceptable. Additionally, the GFI is 0.983, AGFI is 0.961, and CFI is 0.990 indicating that all values are greater than 0.9, with 1.0 denoting an exact fit. As a result, the model fits well and can be used for further analysis.

Table 7.5
Affective Drivers Towards Counterfeit Products in Kerala - Final Reliability and Validity of CFA Model

Factors of Affective Drivers	Item Code	Factor Loading	P Value	Cronbach's Alpha Final	AVE	Composite Reliability
Personal Gratification (PRG)	PRG 1	0.77	<0.001**	0.89	0.61	0.89
	PRG 2	0.72	<0.001**			
	PRG 3	0.84	<0.001**			
	PRG 4	0.87	<0.001**			
	PRG 5	0.69	<0.001**			
Integrity (ITG)	ITG 1	0.71	<0.001**	0.85	0.60	0.86
	ITG 2	0.88	<0.001**			
	ITG 3	0.75	<0.001**			
	ITG 4	0.78	<0.001**			
Risk Averseness (RAV)	RAV 1	0.77	<0.001**	0.91	0.65	0.92
	RAV 2	0.87	<0.001**			
	RAV 3	0.87	<0.001**			
	RAV 4	0.59	<0.001**			
	RAV 5	0.84	<0.001**			
	RAV 6	0.88	<0.001**			
	NVS 1	0.85	<0.001**	0.87	0.63	0.87

Factors of Affective Drivers	Item Code	Factor Loading	P Value	Cronbach's Alpha Final	AVE	Composite Reliability
Novelty Seeking (NVS)	NVS 2	0.78	<0.001**			
	NVS 3	0.87	<0.001**			
	NVS 4	0.66	<0.001**			

Source: Primary Data

** indicates 1% level of significance

According to the data in the preceding table, the factor loadings of all the constructs under affective drivers such as personal gratification, integrity, risk averseness and novelty seeking behaviour of the customers falls above the minimum threshold of 0.5, indicating that the constructs have sufficient item validity. Following the conclusion of all data gathered, the researcher used the Cronbach's Alpha reliability test. Cronbach's Alpha values of all the constructs under affective drivers such as personal gratification (0.89), integrity (0.85), risk averseness (0.91) and novelty seeking behaviour (0.87) of the customers are greater than 0.8 reflecting the reliability of the variables used for construct measurement.

According to the findings of the study, the composite reliability values exceed 0.8, showing a substantial level of internal consistency reliability for all constructs. The composite reliability values are 0.89 for personal gratification, 0.86 for integrity, 0.92 for risk averseness and 0.87 for novelty seeking behaviour of the customers. The AVE values are 0.61 for personal gratification, 0.60 for integrity, 0.65 for risk averseness and 0.63 for novelty seeking behaviour of the customers. According to the findings, the AVE values exceed the suggested threshold of >0.5. As a result, it is concluded that all of the structures demonstrate a high degree of convergence. Given that all parameters are within the specified ranges, the data is deemed suitable for further analysis and model construction.

Table 7.6
Discriminant Validity Among the Constructs of Affective Drivers Towards Counterfeit Products in Kerala

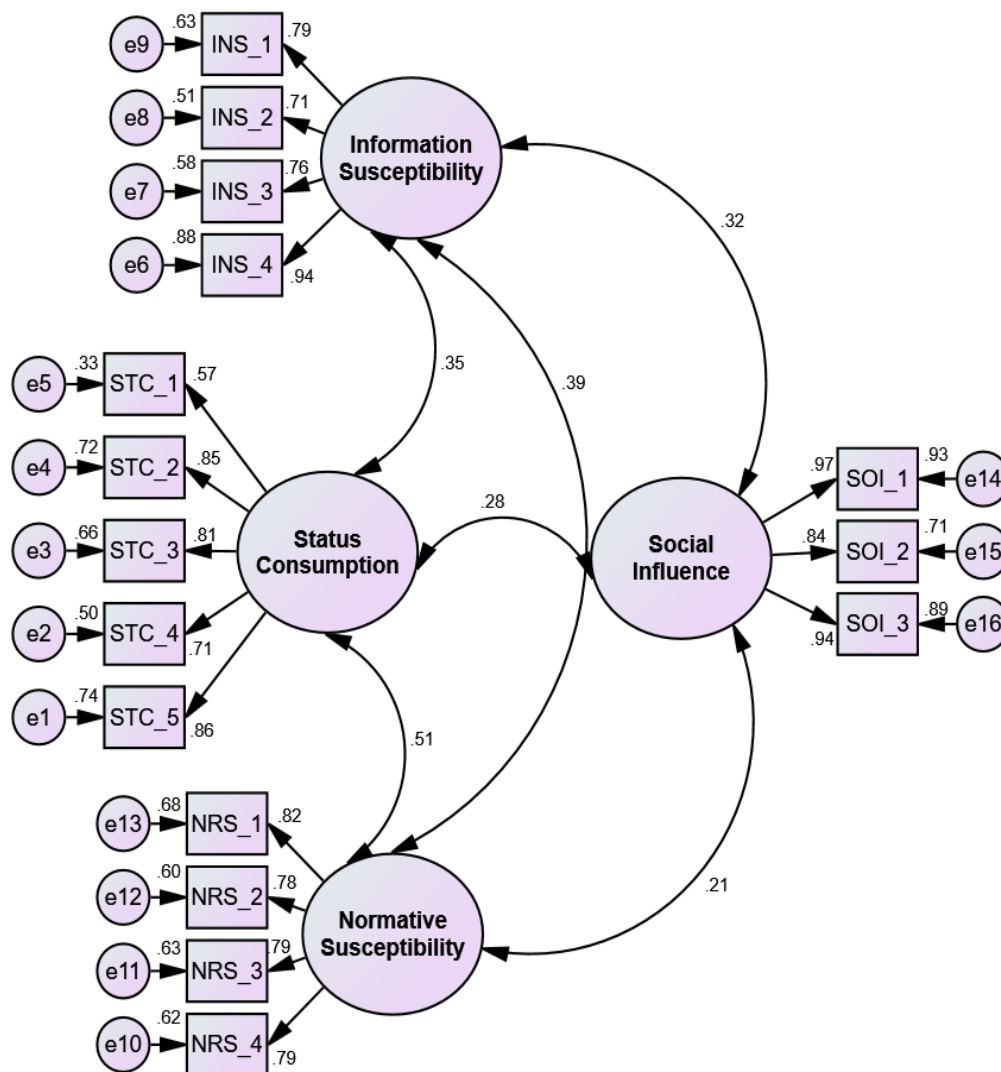
Constructs	PRG	ITG	RAV	NVS
PRG	(0.78)			
ITG	0.25	(0.77)		
RAV	0.27	0.39	(0.81)	
NVS	0.43	0.07	0.21	(0.79)

Source: Primary Data

The square root of AVE values and correlations between inter-construct latent variables are shown in the table above. To determine the lack of any association, the square root of AVE scores, displayed in brackets, must be greater than the inter-construct latent variable correlation values. The square root of AVE scores regarding the constructs of personal gratification, integrity, risk averseness and novelty seeking behaviour of the customers are greater than the inter-construct latent variable correlation values. The preceding table shows that there exists no significant relationship between the dimensions under study indicates that the constructs of affective drivers have discriminant validity.

Figure 7.3

Confirmatory Factor Analysis (CFA) for the Factors of Social Drivers Towards Counterfeit Products in Kerala



Source: Primary Data

Table 7.7
Model Fit Indices for Social Drivers Towards Counterfeit Products

ATTRIBUTES	CMIN/DF	P-VALUE	GFI	AGFI	CFI	RMSEA
Study Model	3.598	0.000	0.977	0.960	0.989	0.051
Recommended Value	Acceptable fit [1-5]	Greater than 0.05	Greater than 0.9	Greater than 0.9	Greater than 0.9	Less than 0.08
Literature Support	Hair et al. (1998)	Barrett (2007)	Hair et al. (2006)	Hair et al. (2006)	Hu and Bentler (1999)	Hair et al. (2006)

Source: Primary Data

CFA model fit indices are shown above. An acceptable model has a Chi-Square to degrees of freedom ratio less than 5. 3.598 is significantly within the specified maximum value. RMSEA is 0.051, far below the cutoff level of 0.08. GFI, AGFI, and CFI are above 0.9, which implies exact fit. Thus, the model is suitable for further analysis.

Table 7.8
Social Drivers - Final Reliability and Validity of CFA Model

Factors of Social Drivers	Item Code	Factor Loading	P Value	Cronbach's Alpha Final	AVE	Composite Reliability
Information Susceptibility (INS)	INS 1	0.79	<0.001**	0.89	0.65	0.90
	INS 2	0.71	<0.001**			
	INS 3	0.76	<0.001**			
	INS 4	0.94	<0.001**			
Status Consumption (STC)	STC 1	0.57	<0.001**	0.87	0.59	0.87
	STC 2	0.85	<0.001**			
	STC 3	0.81	<0.001**			
	STC 4	0.71	<0.001**			
	STC 5	0.86	<0.001**			
Normative Susceptibility (NRS)	NRS 1	0.82	<0.001**	0.86	0.63	0.87
	NRS 2	0.78	<0.001**			
	NRS 3	0.79	<0.001**			
	NRS 4	0.79	<0.001**			
Social Influence (SOI)	SOI 1	0.97	<0.001**	0.93	0.84	0.94
	SOI 2	0.84	<0.001**			
	SOI 3	0.94	<0.001**			

Source: Primary Data

** indicates 1% level of significance

The above table shows that the factor loadings surpass 0.5, indicating strong item validity. Cronbach's Alpha scores are above 0.8 indicating that the constructs have a good level of reliability. The Composite Reliability scores for all constructions surpass 0.8, suggesting high internal consistency reliability. The investigation found values of Average Variance Extracted as greater than 0.5. All constructs under the social driving forces such as information susceptibility, status consumption, normative susceptibility, and social influence shows significant convergence and thus the data is suitable for modelling and analysis as the all parameters are within the specified range.

Table 7.9
Discriminant Validity - Social Drivers Towards Counterfeit Products

Constructs	INS	STC	NRS	SOI
INS	(0.81)			
STC	0.35	(0.77)		
NRS	0.39	0.51	(0.79)	
SOI	0.32	0.28	0.21	(0.92)

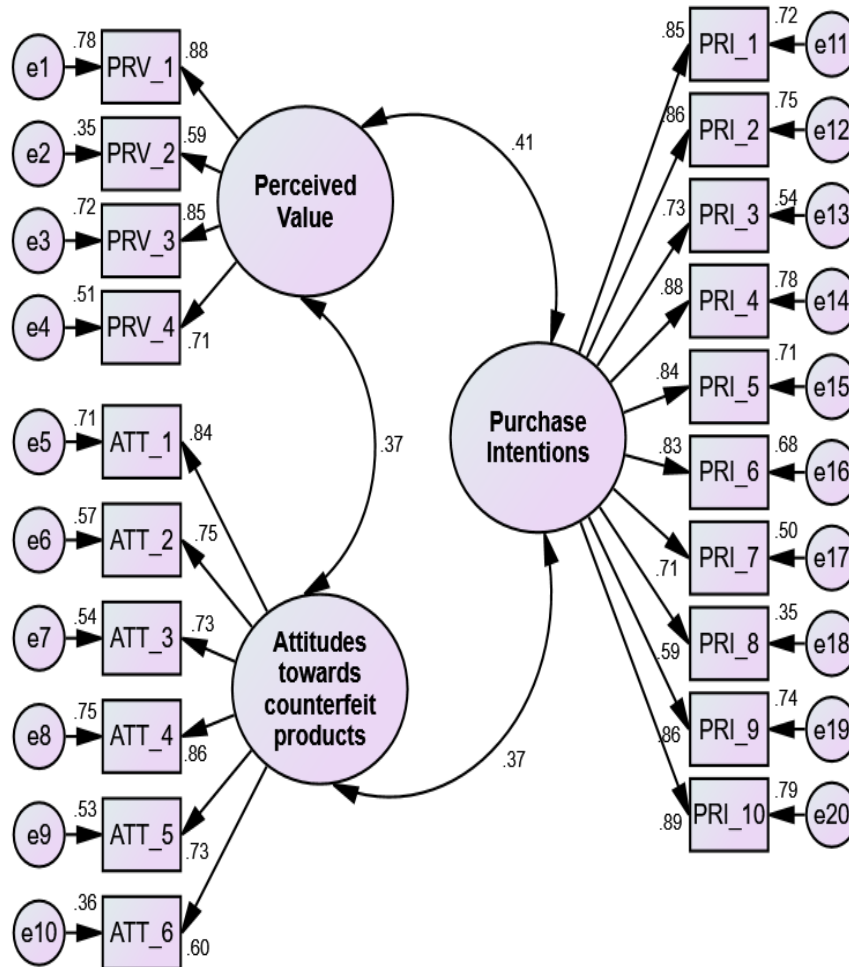
Source: Primary Data

The above table shows AVE square roots and inter-construct latent construct relationships. The square root of AVE scores must exceed inter-construct latent variable correlation values to rule out an association. The above table shows that the social constructs have discriminant validity and there is no significant relationship between the constructs of information susceptibility, status consumption, normative susceptibility, and social influence which falls under the category of social drivers or motives regarding the counterfeit products.

The robustness and validity of the results are revealed by constructs with high discriminant validity indicating that all the constructs are different from one another.

Figure 7.4

Confirmatory Factor Analysis (CFA) for the Factors of Perceived Value, Positive Attitude, and Purchase Intentions



Source: Primary Data

Table 7.10

Model Fit Indices for Perceived Value, Positive Attitude, and Purchase Intentions

ATTRIBUTES	CMIN/DF	P-VALUE	GFI	AGFI	CFI	RMSEA
Study Model	2.987	0.000	0.988	0.967	0.992	0.040
Recommended Value	Acceptable fit [1-5]	Greater than 0.05	Greater than 0.9	Greater than 0.9	Greater than 0.9	Less than 0.08
Literature Support	Hair et al. (1998)	Barrett (2007)	Hair et al. (2006)	Hair et al. (2006)	Hu and Bentler (1999)	Hair et al. (2006)

Source: Primary Data

In this case, the number is 2.987, which is very close to the maximum value that was suggested. The RMSEA score is 0.040, which is much lower than the accepted minimum number of 0.08. Also, both GFI and AGFI are above 0.9, and CFI is also above 0.9. A number of 1.0 means an exact fit. So, the model fits well and can be used as a basis for further analysis.

Table 7.11

Perceived Value, Positive Attitude, and Purchase Intentions - Final Reliability and Validity of CFA Model

Outcome Factors of Counterfeit Products	Item Code	Factor Loading	P Value	Cronbach's Alpha Final	AVE	Composite Reliability
Perceived Value (PRV)	PRV 1	0.88	<0.001**	0.84	0.59	0.85
	PRV 2	0.59	<0.001**			
	PRV 3	0.85	<0.001**			
	PRV 4	0.71	<0.001**			
Attitude Towards Counterfeit Products (ATT)	ATT 1	0.84	<0.001**	0.88	0.58	0.89
	ATT 2	0.75	<0.001**			
	ATT 3	0.73	<0.001**			
	ATT 4	0.86	<0.001**			
	ATT 5	0.73	<0.001**			
	ATT 6	0.60	<0.001**			
Purchase Intentions (PRI)	PRI 1	0.85	<0.001**	0.95	0.66	0.95
	PRI 2	0.86	<0.001**			
	PRI 3	0.73	<0.001**			
	PRI 4	0.88	<0.001**			
	PRI 5	0.84	<0.001**			
	PRI 6	0.83	<0.001**			
	PRI 7	0.71	<0.001**			
	PRI 8	0.59	<0.001**			
	PRI 9	0.86	<0.001**			
	PRI 10	0.89	<0.001**			

Source: Primary Data

** indicates 1% level of significance

The above table shows that the factor loadings are higher than the minimum level of 0.5, which means that the constructs have good item validity. Cronbach's Alpha numbers that are greater than 0.8 show that the variables used to measure the construct are reliable. The study shows that the Composite Reliability values are higher than 0.8, which means that all the models have a high level of internal consistency reliability.

According to the study, the AVE values are higher than the proposed limit of >0.5. So, we can say that there is a large degree of convergence between all of the constructs. Since all of the parameters are within the recommended range, the data can be used to build models and do further analysis.

Table 7.12

Discriminant Validity Among the Constructs of Perceived Value, Positive Attitude, and Purchase Intentions Towards Counterfeit Products in Kerala

Constructs	PRV	ATT	PRI
PRV	(0.77)		
ATT	0.37	(0.76)	
PRI	0.41	0.37	(0.81)

Source: Primary Data

For there not to be a connection, the square root of the AVE scores (shown in brackets) must be higher than the inter-construct latent variable correlation values. The square root of AVE scores regarding the constructs of perceived value, positive attitude and purchase intentions of the customers about counterfeit products are greater than the inter-construct latent variable correlation values.

The above table shows that there is no significant link between the constructs plotted in the table and thus the perceived value, positive attitude, and purchase desires of counterfeit products indicates that the constructs have achieved discriminant validity.

SECTION – B

7.4 Co-Variance Based Structural Equation Modeling for Counterfeit Product Segments in Kerala

7.4.1 Co-Variance Based Structural Equation Modeling Techniques

Structural Equation Modeling (SEM) is a statistical analysis technique that is used to investigate structural relationships among variables. This approach integrates both factor analysis and multiple regression analysis. This method has been favoured by many researchers because it allows for the estimation of multiple interconnected dependencies in a single analysis. This approach mainly utilizes two types of variables: endogenous variables, which are dependent variables, and exogenous variables, which are independent variables. Covariance-Based Structural Equation Modeling (CB-SEM) is a confirmatory approach commonly used for hypothesis testing and examining a structural theory related to a particular phenomenon. The investigation's SEM was conducted using the IBM SPSS AMOS 21 software package.

This section focuses on the creation of a SEM (Structural Equation Model) for counterfeit product marketing segments in Kerala. The model establishes a connection between the different factors that drive the purchase of counterfeit products and the development of a positive attitude towards the counterfeits and the intention to buy them. Seven hypotheses are to be tested for the same.

7.4.2 Hypotheses Formulation for the Research Model

The various customer motives under the categories of cognitive, affective and social driving forces played a significant role in the formulation of attitude and intention to buy the counterfeits. The relationship between the sub-variables under each category was found to be proved from the literature. Price advantage has a significant impact on customers' attitudes and intentions towards counterfeits since people buy counterfeits in order to have a benefit without having to pay a high price for it (De Matos et al., 2007). Value consciousness was discovered to measure favourable internal individual traits for attitude and purchase intention (Phau & Ng, 2010). Another significant contribution to the research was the finding that customers' perceptions regarding the financial advantages of buying counterfeits are

directly and favourably influenced by the price-quality inference of such items (Chuchu et al., 2016). Hanzae and Jalalian (2012) found that perceived risk had a bigger influence on attitudes towards fake goods than it did on purchase intention.

Affective drivers or personality characteristics of the individual augment the tendency to occupy counterfeits of branded products. Integrity and self-gratification were discovered to be major human attributes that influenced attitudes towards counterfeits and purchasing intentions (Phau & Ng, 2010). According to a study by Ali and Farhat (2017), risk aversion has a significant impact on how attitudes towards counterfeits evolve. Novelty seeking is positively connected with attitudes towards premium goods counterfeits (N. M. Ha & Tam, 2015).

Social factors including societal norms and values have an impact on purchasing decisions (Khare et al., 2011). Social variables are a group of people with the ability to influence how other people act and deviate from behavioural trends. Consumers may be more informationally susceptible than normatively susceptible when making choices when they are uninformed of the product category, such as when they are more concerned about seeming sophisticated to others than when making decisions based on information (De Matos et al., 2007). Status consumption also had a favourable impact on attitude (Rahpeima et al., 2014a) and a favourable correlation was found between the social impact component and consumers' perceptions of counterfeit items (Bhatia, 2018). Similar findings were made by Bagozzi et al. (2002) who noted a favourable correlation between social influence and attitude as well as intention in relation to counterfeits.

The most important factor influencing people's willingness to purchase counterfeit items was their perception of such things. According to Phau and Teah (2009), attitude is also revealed to be a highly significant predictor of intentions to acquire luxury products that are fake. Customers that have a favourable tendency towards buying counterfeit items are more likely to do so (Chiu et al., 2014). According to multiple studies, attitude towards counterfeit items and purchase intentions are found to be positively correlated (Carpenter & Lear, 2011; De Matos et al., 2007; Phau & Teah, 2009).

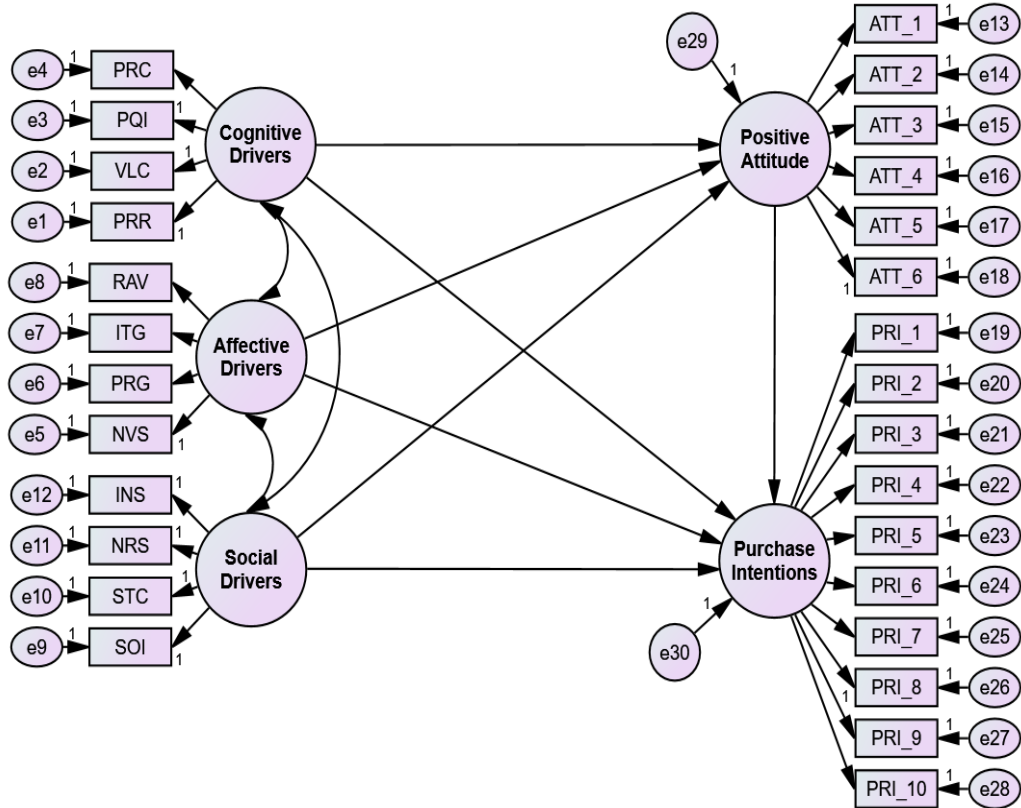
Seven hypotheses were developed on the basis of the literature analysis, and a model was developed to examine the relationships between cognitive drivers, affective drivers, social drivers, consumer attitude, and purchase intention in the context of counterfeit products. These hypotheses facilitated the development of a hypothesized conceptual model for testing the relationships. The following table exhibits the seven hypotheses for the research model development indicating the effect of cognitive, affective and social drivers on positive attitude formation as well as the effect of customer motives along with positive attitude on purchase intentions of the customers towards counterfeit products in the context of Kerala state.

Table 7.13
Hypotheses for the Research Model Development

SI. No.	Hypotheses Statements for the Research Model
<i>SM.H1</i>	<i>Cognitive drivers have a positive effect on positive attitude towards counterfeit products</i>
<i>SM.H2</i>	<i>Affective drivers have a positive effect on positive attitude towards counterfeit products</i>
<i>SM.H3</i>	<i>Social drivers have a positive effect on positive attitude towards counterfeit products</i>
<i>SM.H4</i>	<i>Cognitive drivers have a positive effect on intention to purchase counterfeit products</i>
<i>SM.H5</i>	<i>Affective drivers have a positive effect on intention to purchase counterfeit products</i>
<i>SM.H6</i>	<i>Social drivers have a positive effect on intention to purchase counterfeit products</i>
<i>SM.H7</i>	<i>Positive attitude towards counterfeit product has a positive effect on intention to purchase counterfeit products</i>

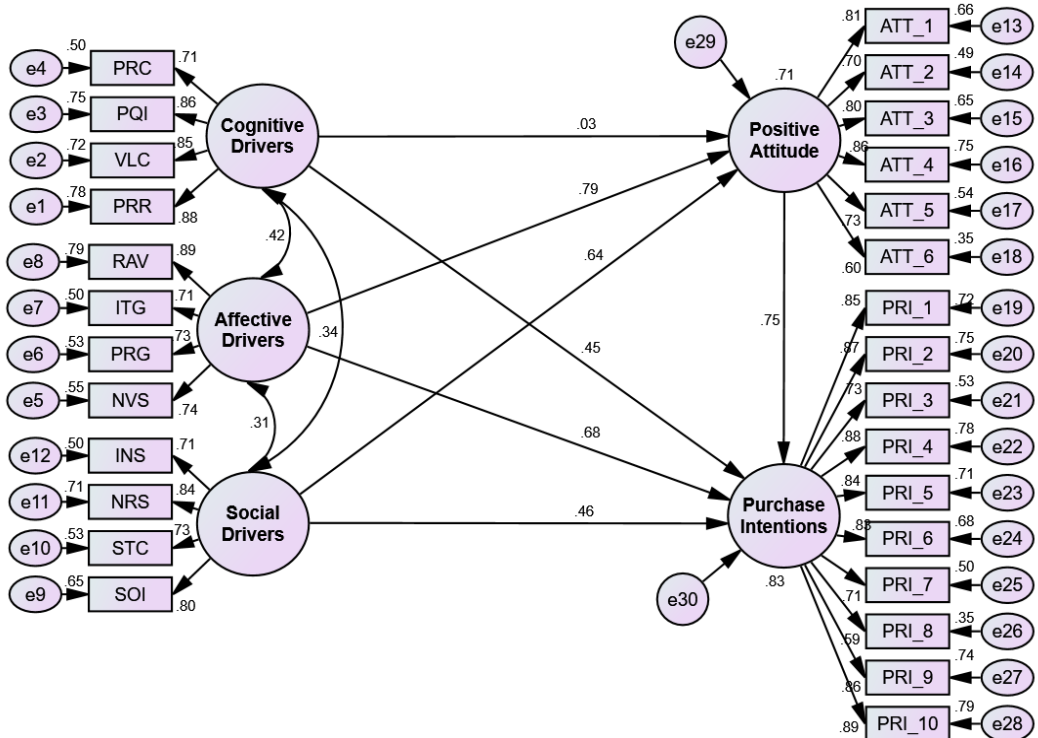
The abbreviations SM.H1 to SM.H7 represent the Structural Model Hypotheses.

Figure 7.5
Hypothesized Conceptual Model for Counterfeit Product Segments in Kerala



Source: Primary Data

Figure 7.6
Structural Equation Model for Counterfeit Product Segments in Kerala



Source: Primary Data

Table 7.14
Model Fit Indices for Structural Equation Model

MODEL	CMIN/DF	P-VALUE	GFI	AGFI	CFI	RMSEA
Study Model	4.178	0.000	0.930	0.909	0.950	0.069
Recommended Value	Acceptable fit [1-5]	Greater than 0.05	Greater than 0.9	Greater than 0.9	Greater than 0.9	Less than 0.08
Literature Support	Hair et al. (1998)	Barrett (2007)	Hair et al. (2006)	Hair et al. (2006)	Hu and Bentler (1999)	Hair et al. (2006)

Source: Primary Data

The fit indices determine whether the model is generally considered to be acceptable in structural equation modeling. According to the table above, a model can be considered acceptable if its Chi-Square to degrees of freedom ratio is less than 5. The value of 4.178 is within the prescribed threshold. The Root Mean Square Error of Approximation (RMSEA) has been calculated to be 0.069, which is lower than the accepted threshold of 0.08. The values of Goodness of Fit Index (GFI) which is at 0.930, Adjusted Goodness of Fit Index (AGFI) which is at 0.909, and Comparative Fit Index (CFI) which is at 0.950 indicate a precise fit as they exceed 0.9. Thus, employing SEM seems to be a good fit for the study.

7.5 Path Analysis

Path analysis refers to a statistical method employed in research in social sciences to examine how variables are related to one another and to elucidate the direct and indirect impacts of variables on outcome metrics. The intricate interactions between the variables are examined using a series of successive regression analysis applications, which would help to validate theoretical models and gives them information about the factors influencing the results. Nodes and arrows in a path analysis demonstrate the direction of the relationship between the parameters.

The present study employs path analysis that relates the driving forces, positive attitude and purchase intentions regarding counterfeit products.

Table 7.15
Values of Path Analysis and R² of the SEM that Relates the Driving Factors Towards Counterfeit Products, Formation of Positive Attitude and Intention to Purchase Counterfeit Products

Constructs	Path Index	Standardized Co-efficient (Beta)	R ² Value	Critical Ratio	P Value
Positive Attitude Towards Counterfeit Products	← Cognitive Drivers	0.03		1.054	0.197 ^{NS}
Positive Attitude Towards Counterfeit Products	← Affective Drivers	0.79	0.71	15.08	<0.001**
Positive Attitude Towards Counterfeit Products	← Social Drivers	0.64		9.76	<0.001**
Purchase Intentions	← Cognitive Drivers	0.45		7.23	<0.001**
Purchase Intentions	← Affective Drivers	0.68		10.72	<0.001**
Purchase Intentions	← Social Drivers	0.46	0.83	7.54	<0.001**
Purchase Intentions	← Positive Attitude Towards Counterfeit Products	0.75		13.86	<0.001**

Source: Primary Data

** indicates significant at 1% level

7.5.1 Results of Path Analysis and Hypotheses Testing

The results of testing the hypotheses in the model indicate that all hypotheses are statistically significant, with the exception of the hypothesis that cognitive

drivers have a positive effect on a positive attitude towards counterfeit products. The following lines depict the results of hypothesis testing. The cognitive drivers do not have a positive impact on the attitude towards counterfeit products, as indicated by the beta value of 0.03 and p-value of 0.197. The study found that affective drivers have a significant positive effect on attitudes towards counterfeit products, with a beta value of 0.79 and a p-value of 0.001. It means that customers' positive attitude towards counterfeits rise by 0.79 for every unit of standard deviation enhanced by the affective drivers. Further, the study found that social drivers have a significant positive impact on attitudes towards counterfeit products, with a beta value of 0.64 and a p-value of 0.001. It means that customers' positive attitude towards counterfeits rise by 0.64 for every unit of standard deviation enhanced by the social drivers.

The cognitive drivers exhibit a positive effect on the inclination to procure counterfeit products, as evidenced by a beta value of 0.45 and a p-value of 0.001 which implies that for every unit of increase in cognitive drivers, the purchase intentions towards counterfeit products rise by 0.45. The study also found that affective drivers have a statistically significant positive effect on the intention to purchase counterfeit products, with a beta value of 0.68 and a p-value of 0.001 which indicates that for every unit of increase in affective drivers, the purchase intentions towards counterfeit products would rise by 0.68.

Further, it was found that there is a statistically significant positive relationship between social drivers and the intention to purchase counterfeit products, with a beta value of 0.46 and a p-value of 0.001. It implies that for every unit of increase in social drivers, the purchase intentions towards counterfeit products would rise by 0.46. A favourable attitude towards counterfeit products is associated with an increased likelihood of intending to purchase counterfeit products, as evidenced by a beta value of 0.75 and a statistically significant p-value of 0.001 which implies that for every unit of increase in favourable attitude, the purchase intentions towards counterfeit products would rise by 0.75. The subsequent section provides an overview of the additional particulars pertaining to hypothesis testing.

Table 7.16
Outline of Hypotheses Testing and its Key Findings

Hypothesized Relationships		Tenability of Hypotheses	Key Results from Hypothesis Testing
Dependent Factor	PD Independent Factor		
Positive attitude towards counterfeit products	← Cognitive drivers	<i>Not Supported</i>	The study indicates that the cognitive factors that influence customers' decision to purchase counterfeit products do not result in a positive attitude among customers in Kerala. Instead, affective and social factors play a significant role in shaping their positive attitudes towards such products. It indicates that if customers think logically and intelligently, they can understand the problems associated with counterfeit products. This is the reason why they are not holding a positive attitude towards this product. whereas, the customers' emotional and social motivations can lead to the development of a positive attitude towards counterfeit products. This suggests that customers' emotions and social conditioning influence their decision to purchase this
Positive attitude towards counterfeit products	← Affective drivers	<i>Supported</i>	
Positive attitude towards counterfeit products	← Social drivers	<i>Supported</i>	

Hypothesized Relationships			Tenability of Hypotheses	Key Results from Hypothesis Testing
Dependent Factor	PD	Independent Factor		
Purchase intentions	←	Cognitive drivers	Supported	product, which is why they have a positive attitude towards it.
Purchase intentions	←	Affective drivers	Supported	The findings of the study suggest that cognitive, affective, and social factors have positive effects on customers' tendency to buy counterfeit products. This suggests that consumers may still be willing to buy counterfeit products despite not holding a positive attitude towards the counterfeit product. The rationale behind consumers' perception of this product is that, despite its potential drawbacks and associated risks, it offers a price-quality ratio benefit compared to other products. Besides this, by purchasing this product, consumers derive personal satisfaction from owning a novel item and may also use it to enhance their social status.
Purchase intentions	←	Social drivers	Supported	
Purchase intentions	←	Positive attitude towards counterfeit products	Supported	

PD denotes Path Direction

7.5.2 Explanations of R² Values

The R² values of the variables under assessment are used to gauge the structural equation model's capacity to explain observations. The amount of total variance that can be explained by the model developed and tested by the researcher

is calculated using the R-squared coefficient. R^2 in the present study represents the coefficient of determination for a positive attitude as well as purchase intentions towards counterfeit products in Kerala.

R^2 value for positive attitude is 0.71 which suggests that approximately 71 percent of the variation in positive attitude towards counterfeit products can be explained by cognitive, affective, and social driving factors of the consumers that result in the purchase of counterfeit products. This value leads to the conclusion that additional independent variables, in addition to cognitive, affective, and social driving factors, are required to predict positive attitudes towards counterfeit products. These independent constructs do not account for the remaining 29% of the variance in positive attitude towards counterfeit products. In other words, the additional independent factors that are not explored in the research can predict the remaining 29 percent of the variance in the formation of a positive attitude towards counterfeit products.

Similarly, the R^2 value for purchase intention is 0.83, which suggests that approximately 83 percent of the variation in purchase intentions can be explained by a positive attitude towards counterfeit products and cognitive, affective, and social driving factors. This value leads to the conclusion that additional independent variables, in addition to cognitive, affective, and social driving factors, as well as positive attitude are required to predict customers' purchase intentions towards counterfeit products. These independent constructs do not account for the remaining 17 percent of the variance in purchase intentions towards counterfeit products. In other words, the additional independent factors that are not explored in the research can predict the remaining 17 percent of the variance in the purchase intentions towards counterfeit products.

Compared to a positive attitude towards counterfeit products, the purchase intention variable has the highest predictive power in this model.

7.6 Discussion of the Model

The inter-relations among the customer motives, especially cognitive drivers, affective drivers, social drivers and the positive attitude formation as well as purchase intentions towards counterfeit products in the context of Kerala were

examined in the chapter's first half with the help of Structural equation Modeling. The model was developed on the basis of seven hypotheses highlighting the relationships of various driving forces with the positive attitude formation and inclinations to buy counterfeits.

The findings revealed that the cognitive drivers failed to establish a significant effect on the formation of positive attitude towards counterfeit products as indicated by the beta value of 0.03 and p-value of 0.197 (Ali & Farhat, 2017; Chaudary et al., 2014; Hanzae & Jalalian, 2012; Phau et al., 2009). This is in contrast to the findings of other research works (N. Ahmad et al., 2014; Bhatia, 2018; Chuchu et al., 2016; De Matos et al., 2007; Phau & Ng, 2010) that clearly showcased a relation of cognitive elements towards the favourable attitude. The affective drivers found to have a significant positive relation towards the formation of favourable attitude regarding counterfeit products (Bloch et al., 1993; Kim et al., 2009; Mustafa & Salindo, 2021).

It was found that the customers' positive attitude towards counterfeits would shoot up by 0.79 for every unit of standard deviation enhanced by the affective drivers. The constructs under social drivers are information and normative susceptibility along with status consumption and social influence. The results clearly highlighted the significant relation of social drivers to that of the favourable attitude towards counterfeits (Eastman et al., 1997; Khare et al., 2011; Kim & Karpova, 2010; Nunes et al., 2011; O'Cass & McEwen, 2004; Yaqub et al., 2015). It was found that the customers' positive attitude towards counterfeits would rise by 0.64 for every unit of standard deviation enhanced by the social drivers. The society, the people customers value as significant in their lives, the peer groups all had an influence in their attitude formation about the counterfeits.

The positive attitude's R^2 value is 0.71, which indicates that the cognitive, affective, and social elements that lead customers to acquire counterfeit goods account for around 71 percent of the variation in positive attitude towards such things. This value suggests that in order to predict favourable attitudes towards counterfeit goods, more independent variables are needed in addition to cognitive, emotional, and social driving factors. The remaining 29 percent of the variance in

favourable attitude towards counterfeit items are not explainable by these independent factors.

The cognitive driving forces established a positive relation with the purchase intentions concerning counterfeits as evidenced by a beta value of 0.45 and a p-value of 0.001. The presence of cognitive forces boosts the inclination to buy counterfeit products (Alsaid & Saleh, 2019; Bedi & Chopra, 2021; Gallarza & Saura, 2006; Kei et al., 2017; Lichtenstein & Burton, 1989). The findings showed a significant relationship of affective drivers with the purchase intentions (Ozer & Benet-Martínez, 2006; Rahpeima et al., 2014a; Wee et al., 1995). The results indicated that for every unit of increase in affective drivers, the purchase intentions towards counterfeit products would rise by 0.68.

The findings further revealed that the constructs under social driving forces boosts the inclination to purchase the counterfeit version of branded original products (Amjad & Mahmood, 2018; Eastman et al., 1997; Hamelin et al., 2013; Jaiyeoba et al., 2015; Kasuma et al., 2020; Sahin & Nasir, 2021). The results highlighted that for every unit of increase in social drivers, the purchase intentions towards counterfeit products would rise by 0.46. The customers under study give much significance to the people in the society they belong to.

Finally, the model also revealed that the customers' attitude also exhibits a significant positive effect on the intentions to purchase counterfeit products (Ang et al., 2001; Bupalan et al., 2019; Carpenter & Lear, 2011; Cordell et al., 1996; De Matos et al., 2007; Huang et al., 2004; Pham & Nasir, 2016). The results indicated that for every unit of increase in favourable attitude, the purchase intentions towards counterfeit products would rise by 0.75. Increase in favourable attitude would lead to increase in favourable purchase decisions about counterfeits.

The R^2 value of purchase intention is 0.83, which indicates that around 83 percent of the variance in purchasing intentions can be explained by cognitive, affective, and social driving variables. This result suggests that in order to predict buyers' purchase intentions for counterfeit goods, more independent variables are needed in addition to positive attitude and cognitive, emotional, and social driving

factors. The remaining 17 percent of the variation in purchase intentions towards counterfeit goods are not explainable by these separate constructs.

Table 7.17

Result Summary of Structural Model Hypotheses Testing

Hypotheses No.	Hypotheses of the Model Developed	Result of Hypotheses Testing
<i>SM.H1</i>	<i>Cognitive drivers have a positive effect on positive attitude towards counterfeit products</i>	<i>Not Supported</i>
<i>SM.H2</i>	<i>Affective drivers have a positive effect on positive attitude towards counterfeit products</i>	<i>Supported</i>
<i>SM.H3</i>	<i>Social drivers have a positive effect on positive attitude towards counterfeit products</i>	<i>Supported</i>
<i>SM.H4</i>	<i>Cognitive drivers have a positive effect on intention to purchase counterfeit products</i>	<i>Supported</i>
<i>SM.H5</i>	<i>Affective drivers have a positive effect on intention to purchase counterfeit products</i>	<i>Supported</i>
<i>SM.H6</i>	<i>Social drivers have a positive effect on intention to purchase counterfeit products</i>	<i>Supported</i>
<i>SM.H7</i>	<i>Positive attitude towards counterfeit products has a positive effect on intention to purchase counterfeit products</i>	<i>Supported</i>

SM.H1 to SM.H7 indicates Structural Model Hypotheses

SECTION – C

7.7 The Degree of Driving Factors and the Levels of Positive Attitude and Purchase Intentions Towards Counterfeit Products

This section of the chapter examines the association between consumers having high and low levels of driving factors which influence their purchases of counterfeit products, as well as their level of positive attitude towards counterfeit products and their intentions to make a purchase in the future in the context of Kerala.

H₀ 7.1: There is no significant association between customers' price consciousness and the level of positive attitude towards counterfeit products

Table 7.18

Chi-Square Test for Association Between Customers' Price Consciousness and the Level of Positive Attitude Towards Counterfeit Products

Price Consciousness	Level of Positive Attitude			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	98 (29.3%) [59.4%]	174 (52.1%) [49.4%]	62 (18.6%) [26.5%]	334 [44.5%]	49.005	<0.001**
High Level	67 (16.1%) [40.6%]	178 (42.7%) [50.6%]	172 (41.2%) [73.5%]	417 [55.5%]		
Total	165 (22%)	352 (46.9%)	234 (31.1%)	751 (100%)		

Source: Primary Data

** indicates significant at 1% level

Values within () refers to row percentage

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 states that there exists a significant difference between the degree of price consciousness and customers' positive attitude towards counterfeit products. According to the row percentage, among the respondents who are low price conscious, 29.3 percent of them have an unfavorable attitude towards counterfeit products. 52.1 percent of respondents had a moderately favorable attitude towards counterfeit products, while 18.6 percent have a very positive attitude towards counterfeit products. In the case of respondents who are high price conscious, 16.1 percent of respondents have a low level of positive attitude, 42.7 percent have a moderate level of positive attitude and 41.2 percent of respondents have a high level of positive attitude.

According to the statistics, respondents with a low degree of positive attitude are more likely to be less price conscious, whereas respondents with a high level of positive attitude are more likely to be highly price conscious. As a result, when it comes to counterfeit products, those who are more price conscious would have a more positive attitude than those who are less price conscious.

H₀ 7.2: There is no significant association between customers' price consciousness and the level of purchase intentions towards counterfeit products

Table 7.19

Chi-Square Test for Association Between Customers' Price Consciousness and the Level of Purchase Intentions Towards Counterfeit Products

Price Consciousness	Level of Purchase Intentions			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	142 (42.5%) [63.7%]	86 (25.8%) [40.8%]	106 (31.7%) [33.4%]	334 [44.5%]	50.113	<0.001**
High Level	81 (19.4%) [36.3%]	125 (30%) [59.2%]	211 (50.6%) [66.6%]	417 [55.5%]		
Total	223 (29.7%)	211 (28.1%)	317 (42.2%)	751 (100%)		

Source: Primary Data

Values within () refers to row percentage

** indicates significant at 1% level

Values within [] refers to column percentage

At the 1% significance level, the null hypothesis is rejected since the P value is less than 0.01. It claims that there exists a significant difference between customer's degree of price consciousness and their level of purchase intentions for counterfeit products. In terms of row percentages, among the respondents who are low conscious of price, 42.5 percent have a low intention of purchasing counterfeit products. 25.8 percent of respondents have a moderate level of purchase intention, while 31.7 percent have a high level of desire to acquire counterfeit products. In the case of respondents who are highly conscious of price, 19.4 percent of respondents have a low level of purchase intention, 30 percent have moderate level of purchase intention and 50.6 percent of respondents have a high level of purchase intention towards counterfeit products.

It is clear from the data that, low level purchase intention is higher in case of respondents who are low conscious to price while high level of purchase intention is higher in case of respondents who are high conscious to price. Consequently, individuals who are more price conscious have a higher intention to acquire counterfeit products than those who are less price conscious.

H₀ 7.3: There is no significant association between customers' price-quality inference and the level of positive attitude towards counterfeit products

Table 7.20

Chi-Square Test for Association Between Customers' Price-Quality Inference and the Level of Positive Attitude Towards Counterfeit Products

Price-Quality Inference	Level of Positive Attitude			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	87 (21.5%) [55.4%]	217 (53.6%) [60.3%]	101 (24.9%) [43.2%]	405 [53.9%]	19.454	<0.001**
High Level	70 (20.2%) [44.6%]	143 (41.3%) [39.7%]	133 (38.5%) [56.8%]	346 [46.1%]		
Total	157 (20.9%)	360 (47.9%)	234 (31.2%)	751 (100%)		

Source: Primary Data

** indicates significant at 1% level

Values within () refers to row percentage

Values within [] refers to column percentage

The null hypothesis is disproved since the P value is less than 0.01 at the 1% level of significance. It claims that there is a fundamental distinction between degree of price-quality inference and positive attitude of the customer towards counterfeit products. In terms of row percentage, among the respondents who have low price-quality inference, 21.5 percent of them have an unfavorable attitude towards counterfeit products. 53.6 percent of respondents had a moderately favorable attitude towards counterfeit products, while 24.9 percent have a very positive attitude towards counterfeit products. In the case of respondents who have high price-quality inference, 20.2 percent of respondents have a low level of positive attitude, 41.3 percent have a moderate level of positive attitude and 38.5 percent of respondents have a high level of positive attitude.

According to the statistics, a low positive attitude is more prevalent among respondents who make fewer inferences about price and quality, and respondents with strong price and quality inferences are more likely to have high levels of positivity. To conclude, individuals who hold stronger price-quality inferences exhibit a more positive attitude towards counterfeit products compared to those with weaker price-quality inferences.

H₀ 7.4: There is no significant association between customers' price-quality inference and the level of purchase intentions towards counterfeit products

Table 7.21

Chi-Square Test for Association Between Customers' Price-Quality Inference and The Level of Purchase Intentions Towards Counterfeit Products

Price-Quality Inference	Level of Purchase Intentions			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	147 (36.3%) [65.9%]	99 (24.4%) [46.9%]	159 (39.3%) [50.2%]	405 [53.9%]	18.891	<0.001**
High Level	76 (22%) [34.1%]	112 (32.3%) [53.1%]	158 (45.7%) [49.8%]	346 [46.1%]		
Total	223 (29.7%)	211 (28.1%)	317 (42.2%)	751 (100%)		

Source: Primary Data

** indicates significant at 1% level

Values within () refers to row percentage

Values within [] refers to column percentage

Because the P value is less than 0.01 at the 1% level of significance, the null hypothesis is refuted. It indicates that there exists a significant difference between degree of price-quality inference and a customer's purchase intention towards counterfeit goods. Regarding row percentage, among the respondents who have low price-quality inference, 36.3 percent have little inclination to buy counterfeit goods. A moderate degree of purchase intention towards counterfeit goods was reported by 24.4 percent of respondents, but a high level of purchase intention towards such goods was reported by 39.3 percent of respondents. In the case of respondents who have high price-quality inference, 45.7 percent of respondents had a high degree of purchase intention towards counterfeit goods, compared to 32.3 percent who have a moderate level and 22 percent who have a low level of intention to buy.

The results show that respondents with lesser inferences about price and quality are more likely to have low levels of purchase intentions, while respondents with strong inferences about price and quality are more likely to have high levels of purchase intentions. To summarize, individuals who drew more robust inferences regarding the relationship between price and quality exhibited a greater inclination to purchase counterfeit goods compared to those who made less definitive inferences about the connection between price and quality.

H₀ 7.5: There is no significant association between customers' perceived risk and the level of positive attitude towards counterfeit products

Table 7.22

Chi-Square Test for Association Between Customers' Perceived Risk and The Level of Positive Attitude Towards Counterfeit Products

Perceived Risk	Level of Positive Attitude			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	101 (22.2%) [59.1%]	192 (42.2%) [55.5%]	162 (35.6%) [69.2%]	455 [60.6%]	12.729	0.002**
High Level	70 (23.6%) [40.9%]	154 (52.1%) [44.5%]	72 (24.3%) [30.8%]	296 [39.4%]		
Total	171 (22.8%)	346 (46.1%)	234 (31.1%)	751 (100%)		

Source: Primary Data

** indicates significant at 1% level

Values within () refers to row percentage

Values within [] refers to column percentage

Since the P value is below the 1% level of significance, the null hypothesis is invalidated. It implies that there exists a considerable distinction between the degree of perceived risk and customers' positive attitudes towards counterfeit items. Regarding the respondents who have low level of perceived risk, a high degree of favourable attitude towards counterfeit products is shown by 35.6 percent of them, a moderate level of positive attitude by 42.2 percent of them, and a low level of positive attitude by 22.2 percent of them. Considering row percentage, among the respondents who have high perceived risk, a low level of positive attitude towards counterfeit goods is shared by 23.6 percent of people. A moderate level of positive attitude towards counterfeit goods was expressed by 52.1 percent of respondents, and an extremely positive attitude towards such goods was professed by 24.3 percent of respondents.

The results reveals that high levels of positive attitude are more common among respondents who perceive risk as being low, whereas low levels of positivity are more common among those who perceive risk as being high. Respondents with a high perceived risk are more unfavourable about counterfeit products than those with a low perceived risk.

H₀ 7.6: There is no significant association between customers' perceived risk and the level of purchase intentions towards counterfeit products

Table 7.23

Chi-Square Test for Association Between Customers' Perceived Risk and The Level of Purchase Intentions Towards Counterfeit Products

Perceived Risk	Level of Purchase Intentions			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	118 (25.9%) [52.9%]	85 (18.7%) [40.3%]	252 (55.4%) [79.5%]	455 [60.6%]	89.380	<0.001**
High Level	105 (35.4%) [47.1%]	126 (42.6%) [59.7%]	65 (22%) [20.5%]	296 [39.4%]		
Total	223 (29.7%)	211 (28.1%)	317 (42.2%)	751 (100%)		

Source: Primary Data

** indicates significant at 1% level

Values within () refers to row percentage

Values within [] refers to column percentage

The null hypothesis is disregarded at the 1% level of significance since the P value is less than 0.01. It shows that there exists a significant difference between the degree of perceived risk and customers' purchase intentions for counterfeit products. Regarding the respondents who have low perceived risk, 25.9 percent of them shows low level of purchase intention, 18.7 percent of respondents express moderate level of purchase intention whereas 55.4 percent of them shows high level of purchase intention towards counterfeit products. Considering row percentage, among the respondents who have high perceived risk, 35.4 percent of consumers said they have little intention of buying counterfeit goods. 42.6 percent of respondents reported having a moderate degree of buy intention for counterfeit items, while 22 percent of respondents reported having a high level of purchase intention.

The table makes it evident that respondents with low levels of perceived risk are more likely to have high levels of buy intention, whilst respondents with high levels of perceived risk are more likely to have low levels of purchase intention. One can draw the conclusion that respondents who indicated a higher perceived risk have a lower tendency to buy counterfeit items, in comparison to respondents who indicated a lower perceived risk.

H₀ 7.7: There is no significant association between customers' value consciousness and the level of positive attitude towards counterfeit products

Table 7.24

Chi-Square Test for Association Between Customers' Value Consciousness and The Level of Positive Attitude Towards Counterfeit Products

Value Consciousness	Level of Positive Attitude			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	26 (7.3%) [15.8%]	190 (53.2%) [54%]	141 (39.5%) [60.3%]	357 [47.5%]	87.852	<0.001**
High Level	139 (35.3%) [84.2%]	162 (41.1%) [46%]	93 (23.6%) [39.7%]	394 [52.5%]		
Total	165 (22%)	352 (46.9%)	234 (31.1%)	751 (100%)		

Source: Primary Data

** indicates significant at 1% level

Values within () refers to row percentage

Values within [] refers to column percentage

The null hypothesis is disproved given that the P value is less than 0.01 at the 1% level of significance. It contends that there exists a considerable distinction between degree of value consciousness and customers' positive attitudes towards counterfeit items. Considering row percentage, among the respondents who are less value conscious 7.3 percent of people have a negative view towards counterfeit items. 53.2 percent of respondents expressed a moderately positive attitude towards counterfeit items, and 39.5 percent of respondents claimed having a highly positive attitude towards such goods.

Regarding the respondents who have high value consciousness, in comparison to 41.1 percent who have a moderate level of positive attitude and 35.3 percent who have a low level of positive attitude, 23.6 percent of respondents expressed a high degree of positive attitude towards counterfeit goods.

The findings demonstrate that respondents with high value consciousness are more likely to have low levels of positive attitude, whereas respondents with low value consciousness are more likely to have high levels of positive attitude.

H₀ 7.8: There is no significant association between customers' value consciousness and the level of purchase intentions towards counterfeit products

Table 7.25

Chi-Square Test for Association Between Customers' Value Consciousness and The Level of Purchase Intentions Towards Counterfeit Products

Value Consciousness	Level of Purchase Intentions			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	44 (12.3%) [19.7%]	104 (29.1%) [49.3%]	209 (58.6%) [65.9%]	357 [47.5%]	112.399	<0.001**
High Level	179 (45.4%) [80.3%]	107 (27.2%) [50.7%]	108 (27.4%) [34.1%]	394 [52.5%]		
Total	223 (29.7%)	211 (28.1%)	317 (42.2%)	751 (100%)		

Source: Primary Data

Values within () refers to row percentage

** indicates significant at 1% level

Values within [] refers to column percentage

Given that the P value is less than 0.01 at the 1% level of significance, the null hypothesis is contradicted. It indicates there exists a significant difference between customers' purchasing intentions for counterfeit goods and their degree of value consciousness. Considering row percentage, among the respondents who are less value conscious 12.3 percent of people have little interest in purchasing counterfeit goods. 58.6 percent of respondents reported having a high level of buy intention towards counterfeit goods, compared to 29.1 percent of respondents who exhibited a moderate level of interest.

Regarding the respondents who have high value consciousness, in comparison to 27.2 percent who have a moderate level of purchase intention and 45.4 percent who have a low level of purchase intention, 27.4 percent of respondents expressed a high degree of purchase intention towards counterfeit goods.

According to the results, respondents with high value consciousness are more likely to have low levels of buy intention while respondents with low value consciousness are more likely to have high levels of purchase intention.

H₀ 7.9: There is no significant association between customers' personal gratification and the level of positive attitude towards counterfeit products

Table 7.26

Chi-Square Test for Association Between Customers' Personal Gratification and The Level of Positive Attitude Towards Counterfeit Products

Personal Gratification	Level of Positive Attitude			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	105 (23.8%) [60%]	235 (53.3%) [68.7%]	101 (22.9%) [43.2%]	441 [58.7%]	40.652	<0.001**
High Level	70 (22.6%) [40%]	107 (34.5%) [31.3%]	133 (42.9%) [56.8%]	310 [41.3%]		
Total	175 (23.3%)	342 (45.5%)	234 (31.2%)	751 (100%)		

Source: Primary Data

Values within () refers to row percentage

** indicates significant at 1% level

Values within [] refers to column percentage

At a 1% level of significance, the null hypothesis is invalidated since the P value is less than 0.01. It shows that the positive attitude of customers towards counterfeit goods differs significantly between those with different degrees of personal gratification. According to row percentage, among the respondents who have less personal gratification, 23.8 percent of people have a low level of positive attitude towards counterfeit items. 53.3 percent of respondents have a moderate level of positive attitude and 22.9 percent of respondents have a high positive attitude towards counterfeit goods. Considering the respondents who have high personal gratification, a low level of positive attitude towards counterfeit goods is expressed by 22.6 percent of respondents, a moderate level of positive attitude is demonstrated by 34.5 percent of respondents, and a high level of positive attitude is demonstrated by 42.9 percent of respondents.

It can be analyzed that, low level positive attitude is more frequent among those respondents who have less personal gratification, and high-level positive attitude is more prevalent among those respondents who have high personal gratification in terms of counterfeit products. In short, those respondents are shown a high positive attitude towards counterfeit products who have high personal gratification.

H₀ 7.10: There is no significant association between customers' personal gratification and the level of purchase intentions towards counterfeit products

Table 7.27

Chi-Square Test for Association Between Customers' Personal Gratification and The Level of Purchase Intentions Towards Counterfeit Products

Personal Gratification	Level of Purchase Intentions			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	124 (28.1%) [55.6%]	121 (27.5%) [57.3%]	196 (44.4%) [61.8%]	441 [58.7%]	2.321	0.313 ^{NS}
High Level	99 (31.9%) [44.4%]	90 (29%) [42.7%]	121 (39.1%) [38.2%]	310 [41.3%]		
Total	223 (29.7%)	211 (28.1%)	317 (42.2%)	751 (100%)		

Source: Primary Data

^{NS} denotes not significant

Values within () refers to row percentage

Values within [] refers to column percentage

As a result of the P value being greater than 0.05, the null hypothesis is accepted. Thus, it would suggest that there is no significant relationship between customers' level of purchase intentions for counterfeit goods and their degree of personal gratification or fulfillment.

H₀ 7.11: There is no significant association between customers' integrity and the level of positive attitude towards counterfeit products

Table 7.28

Chi-Square Test for Association Between Customers' Integrity and The Level of Positive Attitude Towards Counterfeit Products

Integrity	Level of Positive Attitude			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	55 (17.6%) [33.3%]	120 (38.5%) [34.1%]	137 (43.9%) [58.6%]	312 [41.5%]	40.488	<0.001**
High Level	110 (25.1%) [66.7%]	232 (52.8%) [65.9%]	97 (22.1%) [41.4%]	439 [58.5%]		
Total	165 (22%)	352 (46.9%)	234 (31.1%)	751 (100%)		

Source: Primary Data

** indicates significant at 1% level

Values within () refers to row percentage

Values within [] refers to column percentage

Given that the P value is below the 1% level of significance, the null hypothesis is discarded. It signifies that there is a significant difference between the degree of integrity and customers' positive attitude for counterfeit products. Based on row percentage, among the respondents who have less integrity 17.6 percent of people have a low level of positive attitude towards counterfeit items. A high level of positive attitude towards counterfeit items was professed by 43.9 percent of respondents, while 38.5 percent of respondents had a moderate level of positive attitudes towards them. Regarding the respondents who have high integrity, a low degree of positive attitude is shown by 25.1 percent of respondents, a moderate level of positive attitude is expressed by 52.8 percent of respondents, and a high level of positive attitude is shown by 22.1 percent of respondents towards fake goods.

It is clear from the table that, low level of positive attitude is more common among the respondents who have high level of integrity while, high level of positive attitude is more prevalent among respondents who have low level of integrity with regard to counterfeit products. It is possible to draw the conclusion that respondents whose integrity is poor have a higher level of positive views towards counterfeit items than respondents whose integrity is strong.

H₀ 7.12: There is no significant association between customers' integrity and the level of purchase intentions towards counterfeit products

Table 7.29

Chi-Square Test for Association Between Customers' Integrity and The Level of Purchase Intentions Towards Counterfeit Products

Integrity	Level of Purchase Intentions			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	79 (25.3%) [35.4%]	75 (24.1%) [35.5%]	158 (50.6%) [49.8%]	312 [41.5%]	15.552	<0.001**
High Level	144 (32.8%) [64.6%]	136 (31%) [64.5%]	159 (36.2%) [50.2%]	439 [58.5%]		
Total	223 (29.7%)	211 (28.1%)	317 (42.2%)	751 (100%)		

Source: Primary Data

Values within () refers to row percentage

** indicates significant at 1% level

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. It shows that the intention of customers to buy counterfeit goods differs significantly between those with the degree of integrity. Based on row percentages, among the respondents who have less integrity, 25.3 percent of people have a low level of purchase intention towards counterfeit items. In contrast to the 24.1 percent of respondents who have a moderate level of purchasing intention, 50.6 percent of respondents have a high intention to purchase counterfeit goods. Regarding the respondents who have high integrity, a low degree of purchasing intention is shown by 32.8 percent of respondents, a moderate level of purchase intention is expressed by 31 percent of respondents, and a high level of purchase intention is shown by 36.2 percent of respondents towards counterfeit products.

When it comes to purchasing counterfeit goods, it is clear from the table that respondents who have high levels of integrity tend to have lower levels of purchase intention, whereas respondents who have low levels of integrity tend to have higher levels of purchase intention.

H₀ 7.13: There is no significant association between customers' risk averseness and the level of positive attitude towards counterfeit products

Table 7.30

Chi-Square Test for Association Between Customers' Risk Averseness and The Level of Positive Attitude Towards Counterfeit Products

Risk Averseness	Level of Positive Attitude			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	63 (19.9%) [38.2%]	139 (43.9%) [42.6%]	115 (36.2%) [44.2%]	317 [42.2%]	5.911	0.052 ^{NS}
High Level	102 (23.5%) [61.8%]	187 (43.1%) [57.4%]	145 (33.4%) [55.8%]	434 [57.8%]		
Total	165 (22%)	326 (43.4%)	260 (34.6%)	751 (100%)		

Source: Primary Data

Values within () refers to row percentage

^{NS} denotes not significant

Values within [] refers to column percentage

The table shows that the null hypothesis holds good as the P value is found greater than 0.05. The extent of customers' positive attitudes towards counterfeit products is found to be unrelated to their degree of risk aversion, according to the analysis.

H₀ 7.14: There is no significant association between customers' risk averseness and the level of purchase intentions towards counterfeit products

Table 7.31

Chi-Square Test for Association Between Customers' Risk Averseness and The Level of Purchase Intentions Towards Counterfeit Products

Risk Averseness	Level of Purchase Intentions			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	80 (25.2%) [35.9%]	100 (31.6%) [47.4%]	137 (43.2%) [43.2%]	317 [42.2%]	6.125	0.047*
High Level	143 (32.9%) [64.1%]	111 (25.6%) [52.6%]	180 (41.5%) [56.8%]	434 [57.8%]		
Total	223 (29.7%)	211 (28.1%)	317 (42.2%)	751 (100%)		

Source: Primary Data

Values within () refers to row percentage

* indicates significant at 5% level

Values within [] refers to column percentage

The P value is less than 0.05 at the 5% level of significance, proving the null hypothesis to be invalid. It suggests there exists a significant difference between customers' purchasing intentions for counterfeit goods and their degree of risk averseness. Regarding the respondents who have less risk averseness, a low degree of buy intention is demonstrated by 25.2 percent of respondents, a moderate level by 31.6 percent of respondents, and a high level by 43.2 percent of respondents when it comes to purchasing counterfeit goods. Considering row percentage, among the respondents who are high risk averse, 32.9 percent of respondents show little interest in buying counterfeit goods. In comparison to 25.6 percent of respondents who showed a moderate degree of interest, 41.5 percent of respondents claimed to have a high level of buy intention towards counterfeit items.

The findings show that respondents with low levels of risk aversion are more likely to have high levels of purchase intention, whereas respondents with high levels of risk aversion are more likely to have low levels of purchase intention. In short, it can be reported that the respondents with low risk aversion reveals a greater intention to purchase counterfeit products than respondents with high risk aversion.

H₀ 7.15: There is no significant association between customers' novelty seeking behaviour and the level of positive attitude towards counterfeit products

Table 7.32

Chi-Square Test for Association Between Customers' Novelty Seeking Behaviour and The Level of Positive Attitude Towards Counterfeit Products

Novelty Seeking Behaviour	Level of Positive Attitude			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	74 (22.4%) [44.9%]	195 (58.9%) [55.4%]	62 (18.7%) [26.5%]	331 [44.1%]	47.686	<0.001**
High Level	91 (21.7%) [55.1%]	157 (37.3%) [44.6%]	172 (41%) [73.5%]	420 [55.9%]		
Total	165 (22%)	352 (46.9%)	234 (31.1%)	751 (100%)		

Source: Primary Data

Values within () refers to row percentage

** indicates significant at 1% level

Values within [] refers to column percentage

The null hypothesis is disproved given that the P value is less than 0.01 at the 1% level of significance. It signifies that there exists a considerable distinction between degree of novelty seeking and positive attitude of customers towards counterfeit items. Considering row percentage, among the respondents who have less novelty seeking, 22.4 percent of people have a low-level of positive attitude towards counterfeit items. 58.9 percent of respondents expressed a moderately positive attitude towards counterfeit items, and 18.7 percent of respondents claimed having a highly positive attitude towards such goods. Regarding the respondents who have high novelty seeking, 21.7 percent showed a low level of positive attitude, 37.4 percent of respondents expressed a moderate level, and 41 percent have a high level of positive attitude towards counterfeit products.

The results show that respondents who are less interested in novelty are more likely to have a lack of positive attitudes towards counterfeit goods, whereas respondents who are more interested in novelty are more likely to have favourable attitudes towards counterfeit goods. As a result, it can be concluded that the individuals who value novelty exhibit more acceptance regarding counterfeit products.

H₀ 7.16: There is no significant association between customers' novelty seeking behaviour and the level of purchase intentions towards counterfeit products

Table 7.33

Chi-Square Test for Association Between Customers' Novelty Seeking Behaviour and The Level of Purchase Intentions

Novelty Seeking Behaviour	Level of Purchase Intentions			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	125 (37.8%) [56.1%]	144 (43.5%) [68.3%]	62 (18.7%) [19.6%]	331 [44.1%]	140.296	<0.001**
High Level	98 (23.3%) [43.9%]	67 (16%) [31.7%]	255 (60.7%) [80.4%]	420 [55.9%]		
Total	223 (29.7%)	211 (28.1%)	317 (42.2%)	751 (100%)		

Source: Primary Data

Values within () refers to row percentage

** indicates significant at 1% level

Values within [] refers to column percentage

The fact that the P value is less than 0.01 at the 1% level of significance refutes the null hypothesis. It shows that there is a considerable distinction between the degree of novelty seeking and purchase intention of customers towards counterfeit items. Considering row percentage, among the respondents who have less novelty seeking, a low level of purchase intention for counterfeit goods is held by 37.8 percent of consumers. Compared to the 43.5 percent of respondents who showed a moderate level of willingness to purchase, 18.7 percent of respondents opined that they had a high level of intent. When it comes to respondents who have a high level of novelty seeking, 23.3 percent have low level buy intentions, 16 percent have moderate level, and 60.7 percent have high level purchase intentions for counterfeit goods.

The findings reveal that respondents with less interest in novelty are more likely to have less purchase intention towards counterfeit items, whereas respondents with greater interest in novelty are more likely to have greater purchase intention towards counterfeit goods. Thus, it can be claimed that as a result, people who are interested in novelty would be more likely to buy counterfeit goods.

H₀ 7.17: There is no significant association between customers' information susceptibility and the level of positive attitude towards counterfeit products

Table 7.34

Chi-Square Test for Association Between Customers' Information Susceptibility and The Level of Positive Attitude

Information Susceptibility	Level of Positive Attitude			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	14 (8.8%) [8.5%]	91 (56.9%) [25.9%]	55 (34.3%) [23.5%]	160 [21.3%]	21.191	<0.001**
High Level	151 (25.5%) [91.5%]	261 (44.2%) [74.1%]	179 (30.3%) [76.5%]	591 [78.7%]		
Total	165 (22%)	352 (46.9%)	234 (31.1%)	751 (100%)		

Source: Primary Data

Values within () refers to row percentage

** indicates significant at 1% level

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. It asserts that there exists a significant difference between the degree of information susceptibility and the level of positive attitude of customers with regard to counterfeit products. According to row percentage, among the respondents who have low level of information susceptibility, 8.8 percent of them have a slightly favourable view towards counterfeit goods. 34.3 percent of respondents had a high level of positive attitude towards counterfeit products, compared to 56.9 percent of respondents who have a moderate level of positive attitude. In the case of respondents who have high level of information susceptibility, 30.3 percent of respondents have a high level of positive attitude, compared to 44.2 percent who have a moderate level and 25.5 percent who have a low level of positive attitude towards the counterfeit products.

This would mean that respondents with high information susceptibility are more likely to have low favourable attitudes towards counterfeit goods, whereas respondents with low information susceptibility are more likely to have high positive attitudes. Therefore, it can be concluded that individuals with lower susceptibility to information would be more likely to hold a favourable view of counterfeit products compared to those with higher susceptibility to information. In other words, customers who expressed a high dependence on the expert opinion of the others before making a purchase decision develops a low favourable attitude towards counterfeit products whereas customers who expressed a low dependence on the expert opinion of the others before making a purchase decision would develop a high favourable attitude towards counterfeit products since they are not receiving the information regarding consequences of counterfeits from others.

H₀ 7.18: There is no significant association between customers' information susceptibility and the level of purchase intentions towards counterfeit products

Table 7.35

Chi-Square Test for Association Between Customers' Information Susceptibility and The Level of Purchase Intentions

Information Susceptibility	Level of Purchase Intentions			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	50 (31.3%) [21.6%]	72 (45%) [35.6%]	38 (23.7%) [12%]	160 [21.3%]		
High Level	182 (30.8%) [78.4%]	130 (22%) [64.4%]	279 (47.2%) [88%]	591 [78.7%]	54.278	<0.001**
Total	232 (30.9%)	202 (26.9%)	317 (42.2%)	751 (100%)		

Source: Primary Data

Values within () refers to row percentage

** indicates significant at 1% level

Values within [] refers to column percentage

Considering that the P value is less than 0.01 at 1% significance, the null hypothesis is rejected. It indicates that there exists a significant difference between the degree of information susceptibility and the level of purchase intention of customers with regard to counterfeit products. Considering row percentage, among the respondents who have low level of information susceptibility, 31.3 percent of

them have a low level of intention to purchase towards counterfeit goods. 45 percent of respondents had a moderate level of purchase intention towards counterfeit products, and 23.7 percent of respondents who have a high level of purchase intention. In the case of respondents who have high level of information susceptibility, 30.8 percent of respondents have a low level of purchase intention, 22 percent who have a moderate level and 47.2 percent who have a high level of purchase intention towards the counterfeit products.

This would indicate that respondents with low information susceptibility are more likely to have low intention to purchase towards counterfeit goods, whereas respondents with high information susceptibility are more likely to have high purchase intention. It can be concluded that those individuals with high information susceptibility have a greater willingness to purchase counterfeit products. In short, customers who express a high dependence on the expert opinion of others before making a purchase decision would develop a high purchase intention towards counterfeit products and vice versa.

H₀ 7.19: There is no significant association between customers' status consumption and the level of positive attitude towards counterfeit products

Table 7.36

Chi-Square Test for Association Between Customers' Status Consumption and The Level of Positive Attitude Towards Counterfeit Products

Status Consumption	Level of Positive Attitude			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	89 (24.6%) [53.9%]	187 (51.7%) [53.1%]	86 (23.7%) [36.8%]	362 [48.2%]	17.879	<0.001**
High Level	76 (19.5%) [46.1%]	165 (42.4%) [46.9%]	148 (38.1%) [63.2%]	389 [51.8%]		
Total	165 (22%)	352 (46.9%)	234 (31.1%)	751 (100%)		

Source: Primary Data

Values within () refers to row percentage

** indicates significant at 1% level

Values within [] refers to column percentage

The null hypothesis is disproved by the fact that the P value is less than 0.01 at the 1% level of significance. It indicates that there exists a significant difference

between the degree of status consumption and positive attitude of customers towards counterfeit items. Considering row percentage, among the respondents who have less status consumption, a low level of favourability towards counterfeits goods are shown by 24.6 percent of customers. In contrast to the 51.7 percent of respondents who showed a moderate level of positivity, 23.7 percent of respondents showed a high level of positivity towards fake products. When it comes to respondents who have a high level of status consumption, 38.1 percent have a high level of positive attitude towards counterfeit items, 42.4 percent have a moderate level, and 19.5 percent have a poor level.

The results show that respondents with lower levels of status consumption would be more likely to lack positive attitude towards counterfeit goods, whereas respondents with higher levels of status consumption are more likely to have favourable attitude towards counterfeit goods. Therefore, people who are engaged in status consumption would find counterfeit goods more favourable for them.

H₀ 7.20: There is no significant association between customers' status consumption and the level of purchase intentions towards counterfeit products

Table 7.37

Chi-Square Test for Association Between Customers' Status Consumption and The Level of Purchase Intentions Towards Counterfeit Products

Status Consumption	Level of Purchase Intentions			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	145 (40.1%) [65%]	122 (33.7%) [57.8%]	95 (26.2%) [30%]	362 [48.2%]		
High Level	78 (20%) [35%]	89 (22.9%) [42.2%]	222 (57.1%) [70%]	389 [51.8%]	75.298	<0.001**
Total	223 (29.7%)	211 (28.1%)	317 (42.2%)	751 (100%)		

Source: Primary Data

Values within () refers to row percentage

** indicates significant at 1% level

Values within [] refers to column percentage

The P value is less than 0.01 at the 1% level of significance, hence the null hypothesis cannot be accepted. It indicates that there is a significant difference between the degree of status consumption and purchase intention of customers

towards counterfeit items. Considering the row percentage, among the respondents who have less status consumption, a low level of purchasing intent for counterfeit items exists among 40.1 percent of customers. In comparison to the 33.7 percent of respondents who showed a moderate degree of purchase desire, 26.2 percent of respondents expressed a high level of buy intention for counterfeit items. When it comes to respondents who have a high level of status consumption, 20 percent have a low level of purchase intention towards counterfeit items, 22.9 percent have a moderate level, and 57.1 percent have a high level of purchase intention.

According to the findings, respondents with lower levels of status consumption are more likely to have low levels of buy intention towards counterfeit items, whereas respondents with greater levels of status consumption are more likely to have higher levels of purchase intention towards counterfeit goods. Customers with higher status consumption are more likely to acquire counterfeit products.

H₀ 7.21: There is no significant association between customers' normative susceptibility and the level of positive attitude towards counterfeit products

Table 7.38

Chi-Square Test for Association Between Customers' Normative Susceptibility and The Level of Positive Attitude

Normative Susceptibility	Level of Positive Attitude			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	114 (33.6%) [69.1%]	136 (40.1%) [38.6%]	89 (26.3%) [38%]	339 [45.1%]	49.005	<0.001**
High Level	51 (12.4%) [30.9%]	216 (52.4%) [61.4%]	145 (35.2%) [62%]	412 [54.9%]		
Total	165 (22%)	352 (46.9%)	234 (31.1%)	751 (100%)		

Source: Primary Data

** indicates significant at 1% level

Values within () refers to row percentage

Values within [] refers to column percentage

As the P value is less than 0.01, the null hypothesis is rejected at 1% significance level. It implies that there exists a significant difference between the degree of normative susceptibility and the level of positive attitude of customers with regard to counterfeit products. Considering row percentage, among the respondents who have low level of normative susceptibility, 33.6 percent of them have a low level of positive attitude towards counterfeit goods. 40.1 percent of

respondents had a moderate level of positive attitude towards counterfeit products, and 26.3 percent of respondents who had a moderate level of positive attitude towards counterfeit products. In the case of respondents who have high level of normative susceptibility, 12.4 percent of respondents have a low level of positive attitude, 52.4 percent who have a moderate level and 35.2 percent who have a high level of positive attitude towards the counterfeit products.

This reveals that respondents with low normative susceptibility would be more likely to have a low positive attitude towards counterfeit goods, whereas respondents with high normative susceptibility would be more likely to have a high positive attitude. Individuals exhibiting high normative susceptibility tend to hold more favourable attitudes towards counterfeit products compared to their low normative susceptibility counterparts. To sum up, the customers who expressed a low tendency to impress others would lead to a low favourable attitude towards counterfeit products whereas the customers who expressed a high tendency to impress others would lead to a high favourable attitude towards counterfeit products.

H₀ 7.22: There is no significant association between customers' normative susceptibility and the level of purchase intentions towards counterfeit products

Table 7.39

Chi-Square Test for Association Between Customers' Normative Susceptibility and The Level of Purchase Intentions

Normative Susceptibility	Level of Purchase Intentions			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	113 (33.3%) [50.7%]	132 (38.9%) [62.6%]	94 (27.8%) [29.7%]	339 [45.1%]		
High Level	110 (26.7%) [49.3%]	79 (19.2%) [37.4%]	223 (54.1%) [70.3%]	412 [54.9%]	59.313	<0.001**
Total	223 (29.7%)	211 (28.1%)	317 (42.2%)	751 (100%)		

Source: Primary Data

Values within () refers to row percentage

** indicates significant at 1% level

Values within [] refers to column percentage

Since the P value is less than 0.01, the null hypothesis is rejected at 1% level significance. It suggests that there exists a significant difference between the

customers with degree of normative susceptibility and the level of purchase intention with regard to counterfeit products. Based on row percentage, among the respondents who have low level of normative susceptibility, 33.3 percent of them have a low level of intention to purchase towards counterfeit goods. 38.9 percent of respondents had a moderate level of purchase intention towards counterfeit products, and 27.8 percent of respondents who have a high level of purchase intention. In the case of respondents who have high level of normative susceptibility, 26.7 percent of respondents have a low level of purchase intention, 19.2 percent who have a moderate level and 54.1 percent who have a high level of purchase intention towards the counterfeit products. The data analysis shows that low level purchase intention is more common among respondents who have low normative susceptibility while high level of purchase intention is more frequent among respondents who have high normative susceptibility. Individuals exhibiting high levels of normative susceptibility are more prone to the acquisition of counterfeit goods compared to those with lower levels of normative susceptibility. In other words, customers who expressed a low tendency to impress others leads to a low purchase intention towards counterfeit products and customers who expressed a high tendency to impress others leads to a high purchase intention towards counterfeit products.

H₀ 7.23: There is no significant association between customers' social influence and the level of positive attitude towards counterfeit products

Table 7.40

Chi-Square Test for Association Between Customers' Social Influence and The Level of Positive Attitude Towards Counterfeit Products

Social Influence	Level of Positive Attitude			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	122 (26.6%) [73.9%]	222 (48.5%) [63.1%]	114 (24.9%) [48.7%]	458 [61%]	27.079	<0.001**
High Level	43 (14.7%) [26.1%]	130 (44.3%) [36.9%]	120 (41%) [51.3%]	293 [39%]		
Total	165 (22%)	352 (46.9%)	234 (31.1%)	751 (100%)		

Source: Primary Data

Values within () refers to row percentage

** indicates significant at 1% level

Values within [] refers to column percentage

The P value at the 1% level of significance is less than 0.01 and prevents the null hypothesis from being accepted. It indicates that there exists a significant difference between degree of social influence and positive attitude of customers towards counterfeit items. Based on the row percentage, among the respondents who have less social influence, a low level of purchasing intent for counterfeit items exists among 26.6 percent of customers. 48.5 percent of them showed a moderate level of positive attitude, and 24.9 percent of respondents have a high level of positive attitude towards counterfeit items. In the case of respondents who have a high level of social influence, 14.7 percent have a low level of positive attitude towards counterfeit items, 44.3 percent have a moderate level, and 41 percent have a high-level positive attitude towards counterfeit items.

The table clearly states that, low positive attitude is more among respondents who have low social influence, and high positive attitude is greater among respondents who have high social influence about counterfeit products. Respondents with high social influence have comparatively greater positive attitudes than who haven't.

H₀ 7.24: There is no significant association between customers' social influence and the level of purchase intentions towards counterfeit products

Table 7.41

Chi-Square Test for Association Between Customers' Social Influence and The Level of Purchase Intentions Towards Counterfeit Products

Social Influence	Level of Purchase Intentions			Total	Chi-square Value	P Value
	Low Level	Moderate Level	High Level			
Low Level	152 (33.2%) [68.2%]	137 (29.9%) [64.9%]	169 (36.9%) [53.3%]	458 [61%]	14.050	0.001**
High Level	71 (24.2%) [31.8%]	74 (25.3%) [35.1%]	148 (50.5%) [46.7%]	293 [39%]		
Total	223 (29.7%)	211 (28.1%)	317 (42.2%)	751 (100%)		

Source: Primary Data

Values within () refers to row percentage

** indicates significant at 1% level

Values within [] refers to column percentage

Since the P value is less than 0.01, the null hypothesis is rejected. It indicates that there exists a significant difference between the degree of social influence and purchase intention of customers towards counterfeit items. Based on the row percentage, among the respondents who have less social influence, a low level of purchasing intent for counterfeit items exists among 33.2 percent of customers. 29.9 percent of them showed a moderate level of purchase intention, and 36.9 percent of respondents have a high level of purchase intention towards counterfeit items. In the case of respondents who have a high level of social influence, 24.2 percent have a low level of purchase intention towards counterfeit items, 25.3 percent have a moderate level, and 50.5 percent have a high-level purchase intention towards counterfeit items. According to the table, respondents with little social influence are less likely to purchase counterfeit products, whereas respondents with high social influence are more likely to acquire counterfeit products. Respondents with high social influence have higher purchase intentions than those with low social influence.

7.8 Conclusion

The present chapter examined the seven hypotheses and developed a model for the counterfeit products' motives and their effect on the formation of positive attitude and purchase intentions in the state of Kerala. The aforementioned hypotheses testing outcomes were utilized to develop the model. The examined model provides validation for all hypotheses with the exception of a single one. The fit indices indicate that the Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) models exhibit a satisfactory level of fit. This chapter also addressed the association between the degree of customers' driving factors or motives that influence their purchases of counterfeit products and their level of positive attitude towards counterfeit products and purchase intentions. The results demonstrated that the degree of all constructs except the factor of risk averseness showed significant differences regarding the formation of positive attitude whereas the degree of all constructs except the factor of personal gratification expressed significant differences regarding purchase intentions of the customers towards counterfeit products in Kerala.