

Chapter 10

Summary of Findings and Conclusion

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10.1 Introduction

Operations involving counterfeit goods have become alarmingly upward. Every economic and social age in the history of humanity has seen the issue of counterfeit goods. Any unlicensed production or distribution of items whose unique properties are protected by IP rights is referred to as product counterfeiting (Chaudhry et al., 2005; Philips, 2005). The sale of counterfeit goods thrived on a global scale as a result of inadequate knowledge about these products, a desire for untaxed earnings, and lax legislation to stop counterfeiting.

A few of the stakeholders who are negatively impacted by counterfeiting include customers, policymakers, economic systems, and society as a whole (Bloch et al., 1993). In addition to causing financial and business losses, counterfeiting harms companies' reputations as well as the goodwill, trust, and confidence of consumers (Wang & Song, 2013). People are influenced and stimulated to purchase fake items by a variety of factors. Any product, in any nation, is vulnerable to the risk of counterfeiting and its effects. The packaging, labelling, and outward appearance of counterfeit items are identical to those of legal products or actual brands.

India has a long history of counterfeiting, and it is not a crime that leaves any victim. The adverse effects of counterfeiting are extensive and dangerous, spreading their tentacles into every sphere of existence. Several economic sectors are facing the problem of fake goods. Today, product counterfeiting affects practically all types and grades of consumer products, and the volume of commerce created

by counterfeit items is comparable to that of legally traded goods. India does not have any laws that penalize buying counterfeit products. The incidence of counterfeiting is extensive and covers anything from bogus aerospace and automotive parts to fake luxury products. Rawat and Singh (2021) observed that the Indian economy has provided a solid foundation and opportunity for manufacturers and marketers to take advantage of registered trademarks, which parallels technical advancement, modernization and liberalization, internet penetration, and the appeal of smartphones.

Products that have a well-known brand, a solid reputation, and just moderately complex production processes end up becoming the targets of counterfeiters (Penz & Stöttinger, 2005). According to Hundal and Jasmeen (2016), when there is an imbalance between supply and demand for a product, counterfeiters would take the opportunity by offering consumers cheaper versions of the original products. The present study makes an effort to examine the perception of customers as well as customer motives towards counterfeit products in Kerala and the extent of the same in the formation of a favourable attitude and intentions to buy such products deliberately.

The study also assessed how the constructs' impacts would vary on the basis of socio-demographic, economic, and counterfeit purchase factors. The study further explored the mediating roles of customers' attitudes and perceived value of counterfeit items in between the driving forces such as cognitive drivers, affective drivers, and social drivers and purchase intentions towards counterfeit products. In addition, the study tried to extract the moderating effect of the novelty-seeking behaviour of the customers on the relation of price-quality inference on purchase intentions as well as price-quality inference on the perceived value of the customers. The summary of the study's results and conclusion are put forth in this chapter.

10.2 Summary of Findings of the Study

An overview of all the findings of the five research objectives under study are plotted below:

10.2.1 Cognitive, Affective, and Social Drivers Influencing the Customers Towards Counterfeit Products in Kerala

The first research objective, which was to investigate the cognitive, affective, and social motivations of consumers in Kerala which influence them to purchase counterfeit goods, served as the foundation for how the findings are portrayed under this subsection. To achieve the aforementioned goal of the study, descriptive statistics like the mean and standard deviation as well as inferential analytic methods like the one-sample t-test, the independent t-test, and ANOVA with Tukey's HSD Post-hoc analysis were used.

10.2.1.1 The Extent of Cognitive, Affective, and Social Drivers Influencing the Customers Towards Counterfeit Products in Kerala

The cognitive driving forces considered by the researcher included price consciousness, price-quality inference, value consciousness and perceived risk in association with counterfeit products in Kerala. The study has taken into account the factors of risk averseness, integrity, personal gratification and novelty-seeking behaviour of the customers as the sub-variables of the affective drivers. Finally, the social driving forces consisted of information susceptibility, normative susceptibility, status consumption and social influence. All these driving forces are collectively taken as customer motives with regard to the formation of favourable attitude and purchase intention towards counterfeit products in the context of Kerala. The major findings which depict the extent of cognitive, affective and social drivers are pointed out below:

- According to the average scores of the cognitive drivers in Kerala that stimulate people to buy counterfeit goods, all scores are found to be above average which shows that customers in Kerala are more likely than the norm to purchase counterfeit products due to cognitive considerations. Based on their mean ratings, the cognitive factors that lead consumers in Kerala to buy counterfeit goods have been rated. According to the findings, prospective buyers are extremely price conscious (4.25), followed by value conscious (4.22), price-quality inferred (3.52), and had perceptions regarding risks involved (3.23). Based on these results, it may be inferred that consumers who could buy counterfeit goods are more value- and price-conscious. This

is in line with the findings of other studies in the area of counterfeit products (Gallarza & Saura, 2006; Hidayat & Diwasasri, 2013; Lichtenstein et al., 1993; Nawi et al., 2017).

- It was revealed that all of the customer's affective drivers in Kerala, which prompt them to buy counterfeit goods, have mean scores above average. According to the results of the mean scores, the most significant element would influence consumers in Kerala to purchase counterfeit products is their integrity (4.43), which is followed by gratification (4.03), risk aversion (3.50), and novelty seeking (3.14). From these findings, it is possible to infer that, in addition to personal enjoyment, personal integrity may play a significant role in determining why people want to purchase counterfeit goods. This is consistent with the conclusions of earlier research on counterfeit products (Cordell et al., 1996; Hawkins et al., 1980; Huang et al., 2004; Mayasari et al., 2022; F. Wang et al., 2005).
- The findings pointed out that customers' social motivations, which affect their decision to buy counterfeit products, have mean scores that are higher than the average. According to the survey, information susceptibility (mean score of 4.06) is the main factor influencing customers in Kerala to buy counterfeit goods. Normative susceptibility comes next with a mean score of 3.27, followed by status consumption with a mean score of 3.10, and social influence with a mean score of 2.23. These results suggests that those with a propensity for buying counterfeit goods have higher levels of information receptivity and are more knowledgeable about these goods. This is in tune with the results of prior investigations on counterfeit products (Amjad & Mahmood, 2018; Borekci et al., 2015; Kasuma et al., 2020; Nunes et al., 2011; Ting et al., 2016). This could affect how they decide to buy things in the future. The study also showed that these people lack social influence, which would reduce their susceptibility to being influenced to make decisions based on consumption. This suggests that, with the exception of social influence, the social variables that lead customers in Kerala to purchase counterfeit goods are more common than usual.

Table 10.1
Summary of One Sample T-Test for Measuring the Cognitive, Affective and social Drivers of the Customers Towards Counterfeit Products in Kerala

Drivers	Sub-Variables	Mean	Standard Deviation	Mean Difference	T Value	P Value	Rank (Mean)
Cognitive Drivers	Price Consciousness	4.25	0.60	1.22	55.73	<0.001**	I
	Price-Quality Inference	3.52	0.69	0.52	20.81	<0.001**	III
	Value Consciousness	4.22	0.66	1.22	50.61	<0.001**	II
	Perceived Risk	3.23	0.58	0.23	11.05	<0.001**	IV
Affective Drivers	Risk Averseness	3.50	0.28	0.50	48.37	<0.001**	III
	Integrity	4.43	0.38	1.43	101.36	<0.001**	I
	Personal Gratification	4.03	0.70	1.03	40.23	<0.001**	II
	Novelty Seeking	3.14	1.00	0.14	4.10	<0.001**	IV
Social Drivers	Information Susceptibility	4.06	0.79	1.06	36.76	<0.001**	I
	Normative Susceptibility	3.27	1.00	0.27	7.49	<0.001**	II
	Status Consumption	3.10	0.78	0.10	3.78	<0.001**	III
	Social Influence	2.33	1.10	-0.66	-16.50	<0.001**	IV

Source: Primary Data

** denotes significant at 1% level

10.2.1.2 Customer Motives Towards Counterfeit Products Across Socio-Demographic, Economic and Counterfeit Purchase Factors

Customer motives under study were categorised into cognitive, affective and social driving forces. The findings pertaining to the aforementioned customer motives regarding counterfeit products across socio-demographic, economic and counterfeit purchase factors are portrayed below.

10.2.1.2.1 Cognitive Drivers Across Socio-Demographic, Economic and Counterfeit Purchase Factors

- It was found that there were no appreciable differences between male and female customers when it comes to the cognitive drivers of risk perception

and price-quality inference that led to the purchase of counterfeit goods. In terms of cognitive factors that influence the purchase of counterfeit goods, such as price-quality inference and perceived risk, male and female buyers were categorically equivalent. The mean score suggested that male buyers would be more concerned with pricing than female buyers if they are buying counterfeit items. In addition, when it comes to purchasing fake goods, female buyers are more inclined than male customers to be value-conscious.

- In terms of price-quality inference and value consciousness, it was discovered that graduate and postgraduate customers weren't equipped with the same cognitive reasons for purchasing counterfeit goods. Additionally, the study showed that there were no appreciable differences between graduate and postgraduate buyers in terms of the cognitive elements that influence the perception of risk and price consciousness when buying counterfeit goods. In terms of cognitive factors that influence the purchase of counterfeit goods, such as price consciousness and perceived risk, graduate and postgraduate consumers were categorically identical. According to the mean score, graduate buyers would be more value conscious and would have better price-quality inferences when making purchases of counterfeit goods than postgraduate customers.
- Regarding the factors of cognitive drivers of purchasing counterfeit products, with the exception of the element of perceived risk, there was a considerable disparity between customers who can distinguish a counterfeit product from an original one and those who cannot. Customers who can recognize a counterfeit product from a legitimate one and customers who can't were found similar in terms of the perceived risk factor of purchasing counterfeit goods. The mean score indicated that the customers who can distinguish a counterfeit product from others when buying counterfeit items would exhibit greater price-quality inference and value consciousness than customers who are unable to do so.
- Consumers of different age groups displayed different levels of price consciousness, price-quality inference, value consciousness, and perception

of the risk of buying counterfeit products. The findings showed that customers under the age of 25 perceived a greater risk of acquiring counterfeit products as well as possessed higher price-quality inferences when planning to purchase counterfeit products, whereas customers over the age of 36 were likely to be more concerned about the value of counterfeit products, and customers between the ages of 26 and 35 were found to be more price conscious.

- Customers' cognitive motivations for purchasing counterfeit goods were found to change depending on their annual income. The results of the post-hoc test showed that the views of the various age groups towards the constructions of cognitive aspects varied. Customers with an annual income in between two and four lakhs were more price and value conscious and had a higher price-quality inference, whereas customers with an annual income below two lakhs perceive a greater risk of acquiring counterfeit products than those who belong to other annual income categories.
- The study's findings demonstrated that there were differences between purchasers who intend to acquire various kinds of counterfeit goods in terms of price-quality inference, value consciousness, and perceived risk of doing so. Customers who want to buy fake electronic equipment and devices showed higher price-quality inference, and perceptions of the risk factor involved, whereas those who prioritize buying counterfeit clothing and accessories were found to be more value-conscious.

10.2.1.2.2 Affective Drivers Across Socio-Demographic, Economic and Counterfeit Purchase Factors

- Male and female customers differ from each other in terms of risk aversion, integrity, and personal fulfilment, which are the affective motives for buying counterfeit goods. The mean score indicates that compared to male consumers, female customers in Kerala shows greater degrees of risk aversion, integrity, and personal gratification regarding counterfeit goods.

- The results of t-test demonstrated that there is no discernible difference between the gender of the customers and the affective aspects that influence consumers' decisions to buy counterfeit goods in terms of novelty-seeking behaviour. Male and female customers are indisputably equal in terms of the novelty-seeking aspect of the affective motives behind purchasing counterfeit items. It indicates that the novelty-seeking nature of the customers have nothing to do with their gender on account of counterfeit products' purchase.
- With regard to the elements that are drivers of acquiring counterfeit items, such as risk aversion and personal fulfilment, there is a considerable difference between graduate and postgraduate buyers. Graduate consumers are more likely to buy counterfeit goods than postgraduate customers because they are less risk-averse, whereas postgraduate customers are more likely to buy counterfeit goods for personal gratification. It indicates that the graduates exhibit lower tendencies to avoid risk leading to favourable approaches towards counterfeits.
- The null hypothesis, which stated that there is no significant difference between graduate and postgraduate customers with regard to the factors of affective drivers of purchasing counterfeit goods in terms of integrity and novelty seeking, was accepted. In terms of affective driving forces such as novelty seeking and integrity, graduate and postgraduate customers are found to be equal.
- Regarding the factors that affect drivers of purchasing counterfeit products, such as risk aversion, integrity, and novelty seeking, the findings showed that there exists a significant difference between customers who are able to distinguish a counterfeit product from original products and those who are unable to do so. According to the mean score, buyers who can tell the difference between a fake product and a real one has greater levels of risk aversion, integrity, and a need for novelty than those who are unable to do so when buying fake items. Customers are found to be equal in terms of the

personal gratification motive behind buying counterfeit goods based on their capacity to discriminate between counterfeits from the originals.

- Customers in the age group of 36 and more presented more risk aversion, stronger integrity, and a larger degree of personal contentment, according to the results of the Tukey HSD post-hoc test. Different age groups of consumers exhibit varied levels of novelty-seeking nature. Customers under the age of 25, in particular, disclosed a stronger propensity for novelty-seeking than consumers between the ages of 26 and 35. On the other hand, customers around the ages of 36 and beyond had a larger predisposition towards novelty-seeking than their younger counterparts between the ages of 25 and 35. This would indicate that the older ones are exhibiting greater tendencies towards innovative features and distinctiveness of the products they purchase.
- Customers with different yearly incomes behave differently when it comes to buying counterfeit goods in terms of integrity, self-gratification, and novelty seeking. According to the mean score, customers with annual incomes between four to six lakhs are interested in less risk-taking and have higher integrity standards than customers in other annual income categories. In comparison to those in other income brackets, people who make between six to eight lakhs per year report higher levels of personal gratification and greater interest in the novelty of items.
- The findings revealed that purchasers who want to acquire various kinds of counterfeit goods differ in terms of risk aversion and the satisfaction they derive from buying such goods. The investigation also showed that there is no discernible difference between the different kinds of counterfeit items meant for purchase in terms of the elements that determine drivers of counterfeit product purchases, such as integrity and novelty seeking. The mean scores revealed that respondents who planned to buy counterfeit copies of apparel and accessories indicated more risk aversion and higher levels of personal gratification than those who planned to buy counterfeit versions of electrical components, automotive parts, or other items.

10.2.1.2.3 Social Drivers Across Socio-Demographic, Economic and Counterfeit Purchase Factors

- The purchasing choices made by male and female clients differ in terms of information receptivity, normative susceptibility and social effect of social drivers of counterfeit goods purchases. In terms of the social factors that influence buyers' decisions to buy counterfeit goods, men and women are unequivocally on par. In comparison to male consumers, female customers are more likely to be influenced by information and normative susceptibility when considering the purchase of counterfeit goods, according to the mean score. In terms of purchasing counterfeit goods, male buyers tend to hold greater social power than female customers.
- The information susceptibility factor of social determinants on the purchase of counterfeit items differs significantly between graduate and postgraduate buyers. It shows that there are no appreciable differences between graduate and postgraduate buyers when it comes to the normative susceptibility, status consumption, and social influence of the social drivers of the purchase of counterfeit goods. In terms of normative susceptibility, status consumption, and social influence, graduate and postgraduate clients are categorically identical. According to the mean score, graduates are more information susceptible than postgraduate clients in the field of counterfeit goods.
- With regard to the social drivers of counterfeit product consumption, such as information susceptibility, normative susceptibility, and status consumption, the results showed a significant difference between consumers who were able to distinguish a fake product from an authentic one and vice versa. With regard to the social influence aspect, the study further revealed that there is no appreciable difference between consumers who were capable of distinguishing counterfeit goods from authentic ones and those who were unable to do so. Customers who are capable of recognizing a fake product from an authentic one is likely to have greater degrees of information susceptibility, normative susceptibility, and status consumption, according to the mean score.

- Customers of various age brackets behave differently in terms of information susceptibility, normative susceptibility, and status consumption. According to the Tukey HSD post-hoc test, there were significant variations between the client age groups in terms of the social variables that influence the purchase of fake goods. Customers under the age of 25 had more knowledge and normative susceptibility than customers in the other age groups, according to the mean score. Compared to other age groups, those who are 36 years or older are more likely to experience a feeling of status consumption while considering buying counterfeit goods. Regarding the social influence component, there were no discernible differences across the customer's age categories.
- Customers with different yearly incomes have been observed to behave differently when it comes to buying counterfeit goods in terms of information susceptibility, normative susceptibility, status consumption, and social influence. Customers with yearly incomes below two lakhs are more sensitive to information than those in other annual income categories, according to the mean score. Customers with yearly incomes in the range of six to eight lakhs are more normatively susceptible and status-conscious than customers in other income brackets. Compared to customers in the rest of the income groups, individuals with an annual income between two and four lakhs are found considerably more likely to have a larger social influence.
- In terms of the social factors that influence people's decision to buy counterfeit goods, such as information susceptibility, normative susceptibility, and status consumption, it was found that there were significant differences in the sorts of counterfeit goods that people plan to buy. In terms of the social influence aspect, it is stated unequivocally that there is no obvious difference between the various sorts of counterfeit items meant for purchase. The mean score indicates that respondents who intend to purchase automotive components are more information-sensitive and have a greater normative susceptibility. Customers who enjoyed purchasing

electronic tools and equipment also had a greater perception of status consumption.

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

The findings presented under the current subsection are in accordance with the second study purpose, which was to examine the degree of perceived value, positive attitude, and purchase intentions of counterfeit items among customers in Kerala.

- The results proved that there is a considerable disparity between the levels of buyers' perceived value of counterfeit goods. The results made it quite evident that most respondents place a high amount of value on counterfeit goods. This could be a result of the legitimate brands' high prices, which are out of reach for many consumers, and the knockoffs' ability to provide goods of almost a similar level of quality for substantially lower prices.
- Conforming to the results, there are considerable differences in the degrees of consumer positivity towards counterfeit products. The results further demonstrated that the majority of respondents had a fairly positive impression of counterfeit goods. Customers may see it as a good chance to purchase knockoffs of original goods in order to take advantage of the amenities supplied, which are nearly identical to those of authentic items.
- According to the test results, there is a large variation in the degrees of buyers' purchase intentions for fake goods. Customers have a low degree of buy intention when it comes to counterfeit goods, according to 29.7 percent of customers. A moderate level of purchasing intention is held by 28.1 percent of them in relation to fake goods. Customers who want to buy counterfeit goods frequently are 42.2 percent of consumers. The majority of respondents exhibited a high level of buying intention towards counterfeit products, according to the data analysis.
- The outcomes of the Chi-square test for association disclosed a strong correlation between the amount of perceived value of consumers' perceptions of counterfeit goods and gender of the customers. The male respondents

found to have a higher perceived value whereas female clients are more likely to have a low perceived value. It shows that men value counterfeit goods more than women do.

- The extent of clients' favourable attitudes towards fake goods is significantly correlated with their gender. It can be argued that when it comes to counterfeit goods, male respondents have a higher prevalence of positive attitudes compared to female consumers who have lower levels of positivity regarding counterfeit merchandise. Male customers are far more inclined than female customers to have a favourable impression regarding counterfeit goods.
- The results established a substantial relationship between gender and consumers' level of purchase intention with regard to counterfeit goods. In terms of counterfeit goods, it was observed that male respondents have higher buy intentions than female respondents, with low purchase intentions being more common among female customers. Compared to their female counterparts, male shoppers show a larger purchase intention for counterfeit merchandise.
- According to the study, there is a significant correlation between age and consumers' perceptions of the worth of counterfeit goods. When it comes to buying counterfeit products, it has been reported that respondents between the ages of 26 and 35 have a greater likelihood of high perceived value, while those under the age of 25 are more likely to have low perceived value. As the age progresses, the favourable perceptions towards counterfeits also increases.
- The results of the chi-square test for association used to examine the relationship between age groups and respondents' levels of favourable attitudes towards counterfeit goods in Kerala led to the acceptance of the null hypothesis, which states unequivocally that there is no significant association between age groups and respondents' levels of favourable attitudes towards counterfeit goods in the state of Kerala.

- Customers' level of purchase intentions towards counterfeit goods and age brackets have been proven to be significantly correlated. When it comes to counterfeit goods, it can be said that respondents under the age of 25 had greater levels of buying intentions than respondents aged 36 and older. Thus, it may be concluded that as customers grow older, their desire to acquire counterfeit goods decreases.
- The degree of perceived value of customers regarding counterfeit merchandise differs depending on their educational background. It has been observed that respondents with postgraduate degrees have higher rates of perceived value than respondents with undergraduate degrees possess. As consumers become more educated and more affluent, the degree of customer perception of counterfeit items would rise dramatically.
- The extent of customers' favourable attitudes towards counterfeit offerings is significantly correlated with their educational background. It may be claimed that graduate clients have a lower degree of favourable attitude towards counterfeit goods than do postgraduate respondents, with the latter having a higher level of positive attitude. The degree of positive attitude towards counterfeit goods would increase considerably as buyers get more educated and sophisticated.
- With regard to customers' degree of purchase intentions for counterfeit goods, there is a considerable correlation between educational attainment and such intentions. In terms of counterfeit goods, it can be deduced that postgraduate respondents have higher buy intentions than graduate clients, who are more likely to have low levels of purchase intentions. The level of purchase intentions for counterfeit products drastically increases as customers become more qualified as well as competent.
- In the context of counterfeit goods, it was contended that there is a considerable correlation between yearly income and the customer's perceived value. When it comes to counterfeit goods, it has been observed that respondents with yearly incomes of no more than two lakhs are more likely to encounter a low level of perceived value, whereas respondents with

annual incomes between six to eight lakhs are more likely to encounter a high level of perceived value. According to the data, people with higher incomes would tend to appreciate counterfeit goods more than those in lower-income groups.

- There are differing views on how financial stability affects how people perceive fake goods. It was contended that there is a strong correlation between annual earnings and customers' favourable attitudes in the direction of counterfeit merchandise. Regarding the phenomenon of counterfeit goods, it seems appropriate to say that respondents with annual incomes between four to six lakhs are more likely to have low levels of positivity, while respondents with annual incomes between six to eight lakhs are more likely to have high levels of a positive disposition. Additionally, evidence suggests that groups with greater incomes are more inclined to approve counterfeit products than groups with lower incomes. This is in contrast to many studies which claimed that low income earners proved to have a more positive attitude about the counterfeit merchandise than high income earners (Ang et al., 2001; Hamelin et al., 2013; Stravinskiene et al., 2013).
- According to the results, there is a strong correlation between a customer's propensity to buy counterfeit goods and their yearly income. Regarding counterfeit goods, it has been discovered that respondents with annual incomes between four to six lakhs are more likely to have a modest level of purchase intention while respondents with yearly incomes between six to eight lakhs are more likely to demonstrate a substantial level of purchase intention. This conclusion corresponds to the two findings previously mentioned, which demonstrated that those in the higher socio-economic categories are more likely to intend to purchase counterfeit goods than those in lower socio-economic groups.
- It was discovered that there is a strong correlation between the kind of counterfeit goods a buyer intends to buy and the value they think such goods are worth. It is logical to infer from the statistics that respondents who desire to buy counterfeit apparel and accessories have a worse perception of value than other respondents. Customers who plan to buy counterfeit electronic

devices and equipment, on the other hand, tend to have high levels of perceived value. It additionally implies that, compared to clothing and automotive components, people place a higher value on the purchase of counterfeit items in the area of electronic equipment and gadgets.

- Customers' preferences for particular counterfeit items and their favourable attitudes towards them were found to be significantly correlated. The study found that those with low levels of positivity are more likely to have the urge to buy electronic devices and equipment. Further, respondents with a strong positive attitude are more likely to feel inclined to purchase automotive components. When compared to the apparel and electronic goods industries, the automotive component industry exhibits a significantly higher level of customer favourability towards counterfeit items.
- Customers' desires for particular counterfeit items and their intention to purchase those products were found to be significantly correlated. The study found that those with low levels of purchasing intent are more likely to have an interest in purchasing automotive components. In addition, individuals with a high purchase intention are more likely to be interested in buying electronic equipment and gadgets. This suggests that people are more likely to purchase counterfeit electronic items than bogus apparel or automotive products.
- The chi-square test for association between customers' perceptions regarding the value of counterfeit goods and their ability to tell them apart from genuine or original products in Kerala demonstrated that there is no significant correlation between these two variables. In simpler terms, it has been observed that there is no discernible relationship between people's perceptions of the value of counterfeit items and their capacity to tell whether a product is legitimate or not.
- The capacity to detect a counterfeit product from a genuine product and the degree of favourable attitude of consumers towards counterfeit items were shown to be significantly correlated. According to the study, those with the capacity to spot fake goods are more likely to have a low degree of

positive disposition. Respondents with a strong optimistic attitude are more likely to be unable to tell fake items apart from real ones. According to the research, customers who can differentiate between genuine and counterfeit goods have a lower degree of favourable attitudes towards them than customers who are unable to make the distinction.

- The capacity to tell a counterfeit product apart from others and the degree of client purchase intent with regard to counterfeit items were shown to be significantly correlated. The study found that those who can spot counterfeit merchandise are more likely to have low levels of purchase intention. On the other hand, respondents who are unable to differentiate a fake product from a real one is more likely to have a high purchase intention towards counterfeit products.
- From the research investigation's results, it was concluded that there was a strong correlation between nearby availability and consumers' perceptions of the worth of counterfeit goods. It is evident from the statistics that respondents who have access to counterfeit goods have lower levels of perceived value than respondents who claim to have little access to these goods. It implies that people who have access to counterfeit goods are aware of their subpar quality, whilst those who do not have as much access can mistakenly perceive these goods are valued.
- It was claimed that there is a sizable correlation between nearby accessibility and the degree of favourable attitude of consumers towards counterfeit merchandise. It was revealed by the survey results that respondents who have access to counterfeit goods have a lower level of positive attitude than respondents who claim to have little access to such goods. This would indicate that those who have access to counterfeit goods have a negative opinion towards them, whilst people who don't have as much access may wrongly think the reverse.
- It was asserted that there is a strong correlation between nearby accessibility and customers' intentions to acquire counterfeit goods. It is evident from the data that respondents who reported finding counterfeit goods difficult to

obtain have lower levels of buy intention than respondents who reported finding counterfeit goods readily available, who have higher levels of purchase intention. It means that those who find it harder to get counterfeit goods have a lower intention to buy them, whereas people who have less access to them have a higher propensity to indulge in making counterfeit purchases. In simpler terms, the individuals with difficulties in accessing counterfeit products would end up with low intent to purchase the same whereas others who do not have much availability exhibit more inclination to purchase such counterfeits.

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

The structure for how the results are conveyed under this subsection was the third research objective, which explored the impact of customer motives on attitude development and purchase intentions towards counterfeit items in Kerala.

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

The present section's main goal was to build a model for Kerala's market for counterfeit goods using seven hypotheses that emerged from the reviews. For the same, a structural equation modeling approach was used. A satisfactory level for carrying out SEM was supplied by the CFA for the variables of cognitive drivers, affective drivers, social drivers, perceived value, positive attitude, and purchase intentions towards counterfeit goods. For the successful model creation, all of the model fit indices demonstrated fitness for the study, and all of the constructs were shown to have discriminant validity and reliability.

- With the exception of the hypothesis that cognitive drivers have a favourable impact on a favourable attitude towards counterfeit goods, the results of testing the model's hypotheses show that every one of them is statistically significant. The beta value of 0.03 and p-value of 0.197 show that the cognitive drivers do not have a beneficial effect on the attitude towards counterfeit goods. In short, it can be concluded that the cognitive drivers failed to establish a significant effect on the formation of a positive attitude

towards counterfeit products (Ali & Farhat, 2017; Chaudary et al., 2014; Hanzaee & Jalalian, 2012; Phau et al., 2009).

- The findings of the study discovered that affective factors significantly improve attitudes towards counterfeit merchandise, with a beta value of 0.79 and a p-value of 0.001 (Babamiri et al., 2020; Bloch et al., 1993; Kala & Chaubey, 2017; Liao & Hsieh, 2013; Mustafa & Salindo, 2021; Phau & Ng, 2010). It indicates that for every unit of standard deviation that the emotional drivers increase, the buyers' favourable perception of counterfeits increases by 0.79. Affective driving factors were discovered to be one of the main reasons people were inclined to buy counterfeit goods.
- The study also discovered that social drivers, with a beta value of 0.64 and a p-value of 0.001, significantly positively influence attitudes towards counterfeit goods (Ansah, 2017; Khare et al., 2011; Nunes et al., 2011; Sahin & Nasir, 2021; Titus & Ethiraj, 2012; Vigneron & Johnson, 1999). It suggests that for every unit of standard deviation that the social drivers increase, the buyers' favourable perception of counterfeits increases by 0.64.
- According to a beta value of 0.45 and a p-value of 0.001, which indicates that for every unit increase in cognitive drivers, the purchase intentions for counterfeit goods rise by 0.45, the cognitive drivers have a positive influence on the propensity to acquire counterfeit goods. Similar findings on the positive effects of cognitive drivers on purchase intentions towards counterfeits were made by some of the previous investigators (Alsaid & Saleh, 2019; Bhatia, 2018; Chuchu et al., 2016; Kei et al., 2017; Lichtenstein & Burton, 1989; Ndofirepi et al., 2022).
- With a beta value of 0.68 and a p-value of 0.001, the study also revealed that affective drivers have a statistically significant positive impact on the intention to buy counterfeit goods. This finding means that for every unit increase in affective drivers, the intention to buy counterfeit goods would increase by 0.68. Some of the earlier researchers came to similar conclusions on the beneficial impact of affective drivers on purchase intentions for

counterfeit goods (Adhikari & Biswakarma, 2017; Bang & Kim, 2021; Blythe, 2008; Kim et al., 2009; Mustafa & Salindo, 2021).

- It has been revealed that social drivers and the desire to buy counterfeit goods had a statistically significant positive link, with a standardized coefficient beta value of 0.46 and a p-value of 0.001. It suggests that purchasing intentions for fake goods would increase by 0.46 for every unit increase in social drivers. The comparable findings on the favourable influence of social drivers on purchase intentions for counterfeit goods were drawn by a number of previous investigators (Amjad & Mahmood, 2018; Eastman et al., 1997; Kasuma et al., 2020; Le Roux et al., 2016; Purwanto et al., 2019; Rod et al., 2015; Sahin & Nasir, 2021; Turkyilmaz & Uslu, 2014).
- A beta value of 0.75 and a statistically significant p-value of 0.001 indicate that a favourable attitude towards counterfeit goods is linked to a higher likelihood of intending to buy them, meaning that for every unit increase in a favourable attitude, the likelihood of intending to buy counterfeit goods increases by 0.75. Positive consumer perceptions of counterfeits of well-known brands were discovered to be one of the main drivers of desire to purchase counterfeit goods. This finding is explained by the fact that consumers with positive attitudes towards counterfeit goods have stronger intent to purchase them. Positive correlations have been found between favourable opinions and the chance of buying counterfeit items in the earlier studies also (Bian & Veloutsou, 2007; De Matos et al., 2007; Ha & Tam, 2015; Huang et al., 2004; Junejo et al., 2020; Liao & Hsieh, 2013; Malik et al., 2020; Nguyen & Tran, 2013; Toklu & Baran, 2017).
- The positive attitude's R^2 value is 0.71, which indicates that the cognitive, affective, and social driving elements of the customers that lead to the purchase of counterfeit items are responsible for nearly 71% of the variation in positive attitude towards such products. The remaining 29% of the variance in favourable attitudes towards counterfeit goods cannot be explained by these independent variables. 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. In other words, the extra independent variables that are not examined in the study are capable of predicting the remaining 29% of the variation in the development of a favourable attitude towards counterfeit goods.

- The R^2 value for 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 along with favourable attitudes towards counterfeit merchandise. This result suggested that in order to predict buyers' purchase intentions for counterfeit goods, more independent variables have to be considered in addition to a positive attitude and cognitive, affective, and social driving factors. The remaining 17 percent of the variation in purchase intentions towards counterfeit goods was found unable to be explained by these separate constructs. In other words, the remaining 17 percent of the variance in the purchase intentions for counterfeit goods may be predicted by the extra independent characteristics that are not examined in the current study.

Table 10.2
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>	Not Supported
<i>SM.H2</i>	<i>Affective drivers have a positive effect on positive attitude towards counterfeit products</i>	Supported
<i>SM.H3</i>	<i>Social drivers have a positive effect on positive attitude towards counterfeit products</i>	Supported
<i>SM.H4</i>	<i>Cognitive drivers have a positive effect on intention to purchase counterfeit products</i>	Supported
<i>SM.H5</i>	<i>Affective drivers have a positive effect on intention to purchase counterfeit products</i>	Supported
<i>SM.H6</i>	<i>Social drivers have a positive effect on intention to purchase counterfeit products</i>	Supported
<i>SM.H7</i>	<i>Positive attitude towards counterfeit products has a positive effect on intention to purchase counterfeit products</i>	Supported

SM.H1 to SM.H7 indicates Structural Model Hypotheses

10.2.3.2 Association Between the Degree of Driving Factors and the Level of Positive Attitude Towards Counterfeit Products

- Customers' attitudes towards counterfeit goods were shown to fluctuate significantly depending on how price-conscious they were (Agwu et al., 2015; Cheung & Prendergast, 2006; Tom et al., 1998). According to the data, respondents who have a low level of positivity are more likely to be less price-conscious, whereas respondents who have a high level of positivity are more likely to be extremely price-conscious. As an outcome, people who are more price concerned compared with those who are not, exhibited a more favourable attitude towards counterfeit goods (Bhanot, 2019; Justin et al., 2021). The results revealed that buyers' intent to purchase counterfeit goods were significantly positively correlated with price consciousness or pricing concerns (Yunos & Abdul Lasi, 2020).
- The outcomes asserted that there is a fundamental difference between the degree of price-quality inference and the customer's favourable attitude towards counterfeit goods (Yunos & Abdul Lasi, 2020). According to the statistics, respondents who draw fewer conclusions about price and quality are more likely to have low levels of optimism, whereas respondents who draw significant conclusions regarding price and quality are more likely to have high levels of positivity (Alsaid & Saleh, 2019; Herstein et al., 2015; Ndofirepi et al., 2022). In summary, those with higher price-quality inferences have a more favourable attitude towards counterfeit goods than do people with weaker inferences.
- The degree of perceived risk and the customer's favourable views towards counterfeit goods were shown to be significantly different (Mitchell, 1999; Shrivastava, 2023). The findings established that respondents who perceive risk as low are more likely to have high levels of positive outlook whereas respondents who perceive risk as high are more likely to have low levels of positivity towards counterfeits (Faisal et al., 2021; Kamranfard, 2018). Respondents who perceive a higher danger are less receptive to counterfeit goods than those who sense a lower risk. The perception of risk in numerous

studies exhibited an unfavourable approach towards counterfeit copies of genuine items (Kumar et al., 2016).

- Customers' favourable attitudes towards counterfeit goods and their level of value consciousness differ significantly (Phau et al., 2009; Yoo & Lee, 2009). The outcomes indicated that respondents with low levels of value consciousness are more likely to have high levels of positive attitude while respondents with high value consciousness are more likely to have low levels of positive attitude.
- Customers with varying levels of personal gratification have drastically diverse attitudes towards counterfeit items. Analysis shows that respondents with low levels of personal pleasure are more likely to have less favourable attitudes, whereas respondents with high levels of personal fulfilment are more likely to have positive attitudes towards counterfeit goods. In conclusion, individuals with high levels of personal pleasure are those who are demonstrated to have a highly favourable attitude towards counterfeit goods (Rahpeima et al., 2014a). Personal gratification was identified by Kala and Chaubey (2017) as the emotional motive that had the greatest impact on the purchasing of counterfeit items. Musnaini and Yacob (2015) had the same conclusion regarding the importance of personal gratification in influencing buyers' favourable perceptions of counterfeit goods.
- The notion of integrity was thought to have a substantial impact on how consumers felt about counterfeit items (Mayasari et al., 2022). The findings indicated a considerable disparity between the level of integrity and buyers' favourable attitudes towards counterfeit goods. The customers who value sincerity, honesty, and politeness have a tendency to view counterfeit goods negatively. The test results clearly demonstrated that respondents with high levels of integrity are more likely to have low levels of positive attitude towards counterfeit goods. According to Ha and Tam (2015), the integrity aspect had a more detrimental impact on perceptions towards high-end fashion item counterfeits. It is plausible to infer that respondents with less integrity have more favourable opinions about counterfeit goods than those

with a high level of integrity. The consumers are less likely to have counterfeit goods if they think that integrity is vital, but more likely to support them if they don't (Ang et al., 2001). Similarly, Liao and Hsieh (2013) discovered that integrity was negatively correlated with how customers felt about counterfeit products.

- The study revealed that buyers' levels of risk aversion are unrelated to the extent of their favourable attitudes concerning counterfeit goods. This contradicts the findings of Ali and Farhat (2017), who discovered that risk aversion had a significant impact on the development of attitudes towards counterfeit merchandise.
- The outcomes of the research highlighted a clear contrast between customers' levels of novelty seeking and their favourable attitudes towards fake goods. The findings indicated that respondents with lower levels of novelty interest are more likely to have negative attitudes towards counterfeit items, whereas respondents with higher levels of novelty interest are more likely to have favourable views towards counterfeit goods. Therefore, the conclusion can be drawn that those who value novelty have a greater acceptance associated with counterfeit products. Novelty seeking was found to be positively associated with attitudes towards counterfeits of high-end products in the previous researches (Ha & Tam, 2015). Liao and Hsieh (2013) hold similar views, claiming that novelty seeking is positively associated with attitudes towards counterfeit commodities. Thus, numerous studies have found a strong, positive, and substantial link between customer perceptions of counterfeit items and thirst for novelty (Abdullah & Yu, 2019; N. M. Ha & Tam, 2015; Hidayat & Diwasasri, 2013).
- A substantial disparity was found between the degree of information susceptibility and the amount of favourable attitude of customers towards counterfeit items. The findings indicated that respondents with high information susceptibility would be more likely to have negative views towards counterfeit items, whereas respondents with low information susceptibility are more likely to have positive opinions. Individuals with

reduced receptivity to information are more likely to have a favourable perspective of counterfeit items than those with higher susceptibility to information (Ting et al., 2016). To put it another way, customers who expressed a high dependence on the expert opinion of others before making a purchase decision would develop a low favourable attitude towards counterfeit products, whereas customers who expressed a low dependence on the expert opinion of others before making a purchase decision develop a high favourable attitude towards counterfeit products because they are not receiving the information pertaining to the repercussions of counterfeits from others (Phau & Ng, 2010).

- According to the research results, there exists a considerable difference between consumers' level of status consumption and their favourable perceptions of counterfeit items. It was noted that respondents with lower levels of status consumption are more likely to have a negative attitude towards counterfeit items, whereas respondents with greater levels of status consumption are more likely to have a favourable attitude towards counterfeit goods. It can be concluded that status consumers have a more positive opinion of counterfeit items as a result (Perez et al., 2010). Similar findings have been pointed out by Mustafa and Salindo (2021) stating that the component of social status or prestige consumption had a favourable, significant impact on attitudes towards counterfeit goods. Status consumption factors have a substantial influence on people's attitudes towards counterfeit products, according to Mayasari et al. (2022).
- The degree of normative susceptibility and the amount of client positivity towards counterfeit goods were shown to differ significantly from one another. It means that respondents with low normative susceptibility are more likely to have an unfavourable attitude towards counterfeit items, whereas respondents with high normative susceptibility are more likely to have an extremely favourable view (De Matos et al., 2007). When compared to those who demonstrated low normative sensitivity, people with high normative susceptibility tend to have more positive views towards

counterfeit products (Phau & Ng, 2010). As a result, consumers who exhibited a low interest in captivating others had a low favourable attitude towards counterfeit goods, whereas customers who revealed an intense desire to impress others had a highly exciting attitude towards them (Kim & Karpova, 2010).

- The results showed a significant disparity between the extent of social influence and buyers' favourable attitudes towards counterfeit goods. The data analysis makes it abundantly evident that respondents with little social influence have lower positive attitudes towards counterfeit goods than respondents with strong social influence possess. People having significant social influence, in comparison to those without, disclosed more upbeat attitudes. Bhatia (2018) reported a favourable correlation between the social influence component and consumers' perceptions of counterfeit fashion items. Similar findings were made by Ahmad et al. (2012) and Nawi et al. (2017) who both noted a favourable correlation between social influence and attitude in relation to counterfeits.

10.2.3.3 Association Between the Degree of Driving Factors and the Level of Purchase Intentions Towards Counterfeit Products

- According to the research, there is a big disparity between how price-conscious customers are and how likely they are to buy counterfeit goods. The statistics clearly showed that respondents with low price consciousness have greater buy intentions, whereas respondents with strong price consciousness have lower levels of purchasing intentions. As a result, those who are more price concerned are more likely than less price-conscious people to be interested in purchasing counterfeit goods (Ahmad et al., 2014; Kei et al., 2017; Mustafa & Salindo, 2021).
- A significant difference between a customer's desire to buy counterfeit items and their level of price-quality inference was found. The findings demonstrated that whereas respondents with strong inferences about price and quality are more likely to have high levels of buy intention, respondents with weaker inferences regarding price and quality are more likely to have

low levels of buy intention (Albarq, 2015; Chuchu et al., 2016). In conclusion, persons who formed more firm inferences about the link between price and quality showed a larger propensity to buy counterfeit items compared to those who made fewer firm conclusions about the relationship.

- There exists a significant difference between the level of perceived risk and consumer intentions to buy counterfeit goods. According to the test results, the respondents who perceive risk as low are more likely to have high levels of purchase intention, whereas respondents who perceive risk as high are more likely to have low levels of purchase intention. In contrast to respondents who indicated a lower perceived danger, it may be concluded that respondents who indicated a higher perceived risk have a reduced propensity to purchase counterfeit goods. The outcomes revealed an inverse relationship between the propensity to buy counterfeit goods and perceived risk (Khalid & Rahman, 2015; Veloutsou & Bian, 2008). Customers' unfavourable perception of risk and their propensity to acquire counterfeit goods may be caused by fears of financial loss, health risks, or security concerns.
- A significant disparity was found between consumers' intent to buy counterfeit items and their level of value consciousness. The findings indicated that respondents with a low level of value consciousness are more likely to have high levels of purchase intention whereas respondents with high value consciousness are more likely to have low levels of inclinations to procure counterfeit merchandise. In short, the construct of value consciousness significantly negatively correlated with the propensity to buy counterfeit goods as in line with the previous findings of Nawi et al. (2017).
- The results showed that there exists no significant correlation between consumers' desire to buy counterfeit items and their level of personal gratification. This is in contrast with the findings of numerous earlier researches which found that purchase intention was significantly correlated with all the independent variables regarding affective drivers, out of which

the high correlation was found out to be with personal gratification (Adhikari & Biswakarma, 2017).

- According to the findings, buyers' desire to purchase counterfeit items varies greatly depending on the customers' level of transparency. It is evident from the data that respondents with high levels of integrity tend to have lower levels of purchase intentions when it comes to buying counterfeit items, whilst respondents with low levels of integrity tend to have greater levels of purchase intentions. The concept of integrity had a negative relationship with the propensity to buy counterfeit goods (Nawi et al., 2017). It was discovered that persons who think it is unethical to buy counterfeit items were considerably less inclined to fall for counterfeit merchandise (Ahmad et al., 2012).
- A substantial disparity was found between consumers' intentions to buy counterfeit items and their level of risk aversion. According to the results, respondents with low levels of risk aversion are more likely to have high levels of buy intention, whereas respondents with high levels of risk aversion are more likely to have low levels of intention. In summary, those who state a lower intention to acquire counterfeit goods than those who declare a higher intention may be regarded to have a lower risk aversion (Mitchell, 1999).
- Customers' intentions to buy counterfeit goods differ significantly depending on how much uniqueness or distinctiveness they are looking for. The research showed that respondents with higher novelty interests are more likely to have higher purchase intentions towards counterfeit products, whereas respondents with lower novelty interests are more likely to have lower purchase intentions towards counterfeit goods. Thus, it can be concluded that those who are drawn to novelty are more prone to purchase counterfeit commodities. Customers buy counterfeit items more frequently because they probably want to follow the newest craze at a lower cost because it is less popular, but they also do so because they enjoy novelty and want to differentiate themselves apart from the rest of the pack (Harun et al., 2012).

- The degree of information receptivity and the amount of consumer purchase intent with regard to counterfeit items were found to differ significantly. In contrast, respondents with high information susceptibility are more likely to have high buy intentions (Ting et al., 2016). It indicated that respondents with low information susceptibility are more likely to have a low intention to purchase counterfeit items. Likewise, it can be inferred that those who are more susceptible to information are more likely to buy fake goods. In other words, customers who show a strong reliance on the advice of others before making a purchase choice also show a high inclination to buy counterfeit products (Kasuma et al., 2020).
- It was revealed that there is a sizable gap between consumers' level of status consumption and their inclination to buy fake goods. The results show that respondents with a lower status consumption are more likely to have low levels of purchase intention towards counterfeit goods, whereas respondents with higher status consumption are more likely to have higher levels of purchase intention towards counterfeit goods. Customers who consume more at higher status levels are more inclined to buy counterfeit goods. Elsantil and Bedair (2022) stated that the factor of social standing had a beneficial effect on their propensity to purchase counterfeit items. Hashim et al. (2020) also noted a large impact of social impact variables on the inclination to buy counterfeit goods.
- Customers' levels of normative susceptibility and their level of purchase intention in relation to counterfeit goods were found to differ significantly. According to the data analysis, respondents with low normative susceptibility are more likely to have low-level purchase intentions, whereas respondents with high normative susceptibility are more likely to have high-level purchase intentions (Kasuma et al., 2020; Ting et al., 2016). Comparatively to individuals who have lower levels of normative susceptibility, people who have higher levels of normative susceptibility are more likely to purchase counterfeit items. That is to say, customers who exhibited a low inclination to impress others reported a low purchase

intention for counterfeit goods, and vice versa for customers who expressed a strong tendency to impress others.

- The degree of social influence and the customers' buying intentions towards counterfeit goods were shown to differ significantly. The results disclosed that respondents who have limited social influence are less likely to buy counterfeit goods, whereas those who have a great deal of social influence are more likely to indulge in purchasing counterfeits. Higher purchase intentions are reported by respondents with strong social influence than by respondents with low social influence (Titus & Ethiraj, 2012). A consumer's propensity to buy a knockoff was influenced by social influence (Rizwan et al., 2014b). Phau et al. (2009) also found that social influence had a significant impact on people's purchase intentions regarding luxury brand knockoffs.

10.2.4 Drivers of Counterfeit Products and Purchase Intentions: The Parallel Mediating Roles of Positive Attitude and Perceived Value

The fourth research objective, which explored the mediating effects of positive attitude and perceived value on the association between drivers of buying counterfeits and purchase intentions in the context of Kerala state, provided the framework for how the results are organized under the current subsection.

10.2.4.1 Findings Based on the Direct Effects

The findings implied that the intentions to buy counterfeit goods are significantly and favourably influenced by the motives for buying them. Additionally, the incentives for buying counterfeit goods were found to have a notable and favourable influence on people's positive attitudes. Similar views have been shared by Hien and Trang (2015) stating that one of the primary determinants of a consumer's desire to acquire counterfeit goods is their attitude towards them. Furthermore, it is evident that having a positive perspective has a significant, beneficial impact on one's desire to make a purchase. It has been found that the motivating elements behind counterfeit goods would significantly enhance perceived value.

People are considerably more inclined to contemplate acquiring counterfeit goods if they have a favourable view and positive attitudes towards them, according to numerous prior studies (Ang et al., 2001; De Matos et al., 2007; Huang et al., 2004; F. Wang et al., 2005). This conclusion is explained by the fact that buyers who have favourable sentiments towards counterfeit items are more likely to buy them. Purchase intentions are significantly positively impacted by the variable of perceived value. The standardised regression coefficients, which are linked to the pathways, showed how much an adjustment to the independent variable of one standard deviation would affect the dependent variable. Dodds et al. (1991) also discovered a positive link between perceived worth and proclivity to buy counterfeit items.

The direct effects made it abundantly evident that the drivers of counterfeit consumption are strongly tied to purchase intentions and perceived value, but not to consumer attitude. Because of the presence of any of the sub-variables within the driving forces of cognitive, affective, and social, the influence of drivers on consumer attitude appears to be unimportant. It may arise as a result of the non-significance of any of the sub-variables on the formulation of customer attitudes towards counterfeits. Furthermore, the constructs of consumer attitude and perceived value had a substantial positive influence on the dependent variable of counterfeit product purchase intentions.

Table 10.3
Summary of the Direct Effects in the Mediation Model

Construct	Path	Construct	Hypotheses	Result
Purchase Intentions	←	Drivers of counterfeit product buying	Drivers of counterfeit products have a positive and direct effect on purchase intentions.	Supported
Positive Attitude	←	Drivers of counterfeit product buying	Drivers of counterfeit products have a positive and direct effect on positive attitude	Not Supported
Perceived Value	←	Drivers of counterfeit product buying	Drivers of counterfeit products have a positive and direct effect on perceived value	Supported
Purchase Intentions	←	Positive Attitude	Positive attitude has a positive and direct effect on purchase intention	Supported
Purchase Intentions	←	Perceived Value	Perceived value has a positive and direct effect on purchase intention	Supported

10.2.4.2 Mediating Roles of Positive attitude and Perceived Value

The findings revealed the presence of an indirect influence, known as a mediating effect, of driving variables on purchase intent. The impact of this phenomenon is determined by customers' perceptions of value with respect to counterfeit goods. This implies that buyers will be driven to get counterfeit items because they feel these products provide good value for money and are worthy of purchasing. As a result of this, the customers would be more likely to purchase counterfeit products. In this case, it can be suggested that the mediation has a partial effect on perceived value since the direct effects, specifically, the elements that drive counterfeit products and purchase intention, remain significant.

In contrast, it is suggested that a positive attitude does not operate as a mediator in the relationship between driving variables and buying intent. This shows that buyers' positive evaluations of counterfeit items are not the primary motivators for purchasing them. It also indicates that buyers have an unfavourable perspective towards counterfeit products, despite their readiness to purchase such items to meet their needs. Furthermore, this data implies that buyers recognize that counterfeit items are illegal and do not follow societal norms. This may explain why they have an unfavourable mindset and point of view towards counterfeit items.

Table 10.4
Result Summary of Parallel Mediation Effect

Construct	Mediator	Construct	Hypotheses	Result
Purchase Intentions	Positive Attitude	Drivers of counterfeit product buying	Positive attitude mediates the relationship between drivers of counterfeit products and purchase intention	Not Supported
Purchase Intentions	Perceived Value	Drivers of counterfeit product buying	Perceived value mediates the relationship between drivers of counterfeit products and purchase intention	Supported

Despite the absence of legal compliance and social acceptance, people are nevertheless tempted to acquire this product owing to its price and superior quality in its category. This relates to the underlying process that exists in the link between

counterfeit goods purchasing motives, favourable views towards counterfeit items, and purchase intents. Some investigations found no evidence of an attitude mediation effect (Harun et al., 2012). In contrast, Bentler and Speckart (1979) explored mediation effects by examining models of the relationship between attitude and behaviour. According to De Matos et al. (2007), attitude serves as a bridge between the various factors that influence purchase intent. Thurasamy et al. (2003) discovered that one's attitude towards counterfeit products acted as a partial mediator in the association between personality traits and propensity to buy counterfeit items. But the current research marked an absence of a mediating role for the customers' attitude towards the counterfeit items in Kerala.

10.2.5 Price-Quality Inference on Perceived Value and Purchase Intentions: The Moderating Effect of Novelty-Seeking Behaviour

- Before integrating novelty-seeking behaviour as a moderator into the model, it is critical to confirm the presence and amount of the independent variable price-quality inference's effect on the dependent variables such as perceived value and purchase intentions for counterfeits. It was found that the price-quality inference has a strong and favourable influence on both perceived value (path value of 0.48) and purchase intentions (path value of 0.31). Thus, the first criterion of moderation testing is met by a direct significant effect of price-quality inference on customers' perceived value and purchase intentions regarding counterfeit items. Customer contentment is heavily impacted by a product's perceived value, which is based on a price-quality comparison. Several research has found that price-quality inference has a considerable influence on perceived value (Alsaid & Saleh, 2019; Chapman & Wahlers, 1999).
- The price-quality inference factor, according to the interaction moderation model, has substantial impacts not just on perceived value but also on the likelihood of future purchase intentions (Lichtenstein et al., 1993; Ndofirepi et al., 2022). A buyer's novelty-seeking behaviour while purchasing a counterfeit goods has a major impact on both the buyer's assessment of the product's worth and the buyer's willingness to acquire the product (Nordin,

2009). The combination between price-quality inference and novelty-seeking behaviour has a significant impact on consumers' perceptions of the worth of the counterfeit goods, and as a result of these interactions, these customers express a willingness to purchase this product. According to various studies, the need for novelty and consumers' perceptions of counterfeit commodities are substantially, positively, and significantly associated with each other (Abdullah & Yu, 2019; N. M. Ha & Tam, 2015; Hidayat & Diwasasri, 2013). The quality and affordability of counterfeit products have both increased dramatically as a result of the outsourcing of manufacturing processes and the introduction of new technology (L. Jiang & Shan, 2016).

- The findings demonstrated that novelty-seeking behaviour significantly moderates the strength of the link between price-quality inference and perceived value. The price-quality inference has a direct significant positive influence on perceived value, with a regression coefficient of 0.48, while the consumers' novelty-seeking character has a direct significant positive effect on perceived value, with a regression coefficient of 0.25. This association is augmented by the interaction moderation effect, which has a regression coefficient value of 0.18. As a result, novelty-seeking behaviour, as a moderator, improves the favourable connection between price-quality inference and perceived value.
- The two-way interaction impact of unstandardized variables for the moderating effect to predict perceived value was investigated using the simple slope test. The interaction of novelty-seeking behaviour improves the positive association between price-quality inference and customers' judgements of the worth of counterfeit items, according to the simple slope test plot. In Kerala, the combined effect of novelty-seeking behaviour and price-quality inference has a higher impact on the establishment of good opinions among potential consumers of counterfeit items.
- The price-quality inference has a direct significant positive effect on customer purchase intentions, with a regression coefficient value of 0.31, and

the novelty-seeking nature of the customers has a direct significant positive effect on perceived value, with a regression coefficient value of 0.37. The interaction moderation effect augments this link with a regression coefficient value of 0.12, which is significant at the 5% level. As a result, when the potential customers' novelty-seeking nature is considered as a moderator in the study, the correlation between the price-quality inference and purchase intentions is strengthened.

- The simple slope test was used to evaluate the two-way interaction impact of unstandardized factors for the moderating effect in predicting customers' purchase inclinations towards counterfeits. Customers' proclivity for seeking novelty enhances the favourable relationship between their price-quality inference evaluations and purchase inclinations. The addition of novelty-seeking behaviour among customers in the evaluation of price-quality inference leads to a stronger influence of price-quality inference on purchase intention. The existence of novelty-seeking behaviour would reinforce customers' willingness to acquire counterfeit items, as they perceive the quality of those products equivalent to their monetary worth.

Table 10.5
Summary of Hypotheses Testing of Moderation Analysis

Hypotheses No.	Hypotheses Statements for Moderation Analysis	Result
<i>MOH.1</i>	<i>Price-quality inference has a positive effect on perceived value</i>	<i>Supported</i>
<i>MOH.2</i>	<i>Price-quality inference has a positive effect on purchase intentions</i>	<i>Supported</i>
<i>MOH.3</i>	<i>Novelty-seeking behaviour has a positive effect on perceived value</i>	<i>Supported</i>
<i>MOH.4</i>	<i>Novelty-seeking behaviour has a positive effect on purchase intentions</i>	<i>Supported</i>
<i>MOH.5</i>	<i>Novelty-seeking behaviour has a moderating effect on the strength of the relationship between price-quality inferences and perceived value</i>	<i>Supported</i>
<i>MOH.6</i>	<i>Novelty-seeking behaviour has a moderating effect on the strength of the relationship between price-quality inferences and purchase intentions</i>	<i>Supported</i>

10.3 Conclusion

The menace of counterfeiting has affected every single business worldwide. The lives and economies of Indian people have also been damaged, and the number of counterfeiting incidents has been increasing dramatically in recent years. Products that are counterfeit breach the trademark holder's intellectual property rights because they bear a trademark that is similar to or nearly identical to one registered to a different party. The creation and illegal trading of counterfeit products endangers consumers' health and safety. It also has an impact on customers' and businesses' capacity to expand economically due to decreased sales, downtime, and replacement costs. The current study aimed at investigating customer perception and motives towards counterfeit items in Kerala, as well as the extent to which these factors influence the establishment of a favourable attitude and intentions to purchase such products on purpose. The study also looked at how the effects of the variables differed based on socio-demographic, economic, and counterfeit buying determinants. The study also looked at the roles of customers' views and perceived value of counterfeit items in mediating the relationship between driving factors such as cognitive, affective, and social drivers and purchase intentions for counterfeit products. Furthermore, the study attempted to extract the moderating influence of consumers' novelty-seeking behaviour on the relationship of price-quality inference on perceived value and purchase intentions.

Potential customers were found more concerned about the price and value of the counterfeit products. The elements of integrity and personal gratification were revealed to be the most powerful affective drivers, whereas the factors of information susceptibility and normative susceptibility proved to have a greater impact on the analysis of social drivers. The level of perceived value and purchase intentions towards counterfeit merchandise were found to have a high level of attainment whereas the level of positive attitude towards counterfeits was found to have a moderate level of attainment only. Male customers were revealed to have high levels of perceived value, favourable attitude and purchase intention towards counterfeit merchandise. With respect to educational background and annual income of the customers, the higher it gets, the higher were the favourableness concerning counterfeit items. Further, customers expressed a high favourableness and

inclination towards counterfeit versions of electronic devices and equipment. All the driving forces except cognitive drivers found to have a direct positive effect on the formation of attitude as well as all the drivers along with customer attitude exhibited a direct positive effect on the purchase intentions when it comes to counterfeit versions of branded products.

Customers will be happy and interested in purchasing the items again if they receive benefits that are comparable to the amount they spent. In the absence of an attitude-mediated function, perceived value clearly mediates the relationship between consumer reasons and intent to purchase counterfeits. It was indicated that people buy the goods not because they have a positive attitude towards them, but because they have a superior sense of their worth. According to the findings of the mediation research, buyers in Kerala are unlikely to buy more counterfeit items unless they believe these products give a specific degree of value in relation to the money they are paying. The present study revealed that when customers' price-quality inferences about counterfeit products are combined with their desire to use a novel product, they consider counterfeit products to be the best alternative available to them because it provides them with better value in terms of price, quality, and novelty products. They intend to purchase these things in the end to meet their needs. As a result of the moderation effect, the results suggested that if the counterfeit products have the best price-quality parity and satisfy the customers' desires to use novel products, it will ultimately boost the value perception of the customers and purchase intentions regarding the counterfeit products.

The results can be treated as important to public policymakers and the management of premium brands that battle counterfeiting. Operations aimed at preventing the creation and distribution of counterfeit goods contribute to the safety and security of the community and the nation by restricting the introduction of hazardous and dangerous counterfeit items into the market and maintaining the integrity of lawful trade systems.