INFLUENCE OF CUSTOMERS' ATTITUDE ON PURCHASE OF COUNTERFEIT PRODUCTS IN HIMACHAL PRADESH, INDIA.

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ABSTRACT

This research paper studies the factors that influence the customers' attitudes towards counterfeit products of genuine brands and on the basis of Theory of Reasoned Action (TRA) it also examines the purchase intention of customers' towards counterfeit products. Data were gathered by using a structured questionnaire from 300 respondents on the basis of convenience sampling. Value-consciousness, previous-experience and subjective-norm were found to be significantly associated with customers' attitude whereas perceived-risk and integrity have unfavorable attitude towards counterfeit products of genuine items. This research paper also highlights that attitude plays the mediator role among these variables and intention to purchase. Demographic variables such as gender, age, education and income also help to demonstrate the individuals' attitude towards counterfeit products. In addition gender and education have some significant influence on customers' attitude whereas age and income were significantly associated with some aspects of customers' attitude i.e. perceived-risk and previous-experience respectively. Also, findings revealed that attitude towards counterfeits of original brands have significant influence with customers' purchase intention.

Keywords Counterfeit products, Attitude, Subjective-norm, Purchase-intention and Theory of Reasoned Action (TRA)

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INTRODUCTION

An ancient proverb, *"If you can make it, they can fake it,"* is as such true now a day as it forever was. Designers have been imitated from the beginning of the era. Many other steal their ideas to make the most of them profitably. Especially, this is the meaning of the term counterfeit which derives from the Latin word *"contrefacere"* which means *"to imitate"*. Approximately forty years before, initial cases of the brand counterfeiting was come to light. At that moment, nothing but a very few businesses of very esteemed and high priced products such as jewelry, textiles and accessories were concerned and at that time it was pretended that the indicated phenomenon would be of lesser significance. Anyhow, after all, from marketing point of view the phenomenon of counterfeiting has become comprehensive and has advanced into a commercial problem of global significance. A number of different names have been given to counterfeit word i.e. a knockoff, a pirated good, a copycat, a copy, an imitation, a reproduction, a fake, a look- alike and an illegal replica etc. It appears that a wide number of product categories are affected by counterfeiting, and within them computer software and games, computers, mobile phones, music CDs, movie DVDs, automotive parts, pharmaceuticals, tobaccos, liquor, food items, cosmetics, perfumes and fragrances, books and stationeries, coupons, chemical products, original luxury handbags, jewelries, fashion accessories and products related to security print (banknotes, bonds, passports, tickets, etc.) and furniture items and the list goes on.

In a layman's language, counterfeit products are the fake or copied things. In general, counterfeiting can be described as cheating practice by attaching trademark or an item that bears a brand name or label without the acceptance of the registered owner is counterfeit or fake product. By definition, Wikipedia (2011) *"A counterfeit is an imitation, usually one that is made with the purpose of illegally passing it off as legitimate. Counterfeit products are often produced with the intent to take benefit of the superior value of the replicated product."* Moreover, Chaudhry and Walsh (1996) defined *"Counterfeiting products as trade products that were identical with genuine products or products that were difficult to be differentiated from the registered trademark so violating the rights of the trademark's owner."* According to Grossman and Sharpiro (1998) *"Counterfeiting is defined as illegally copying authentic goods with a brand name."* It is the production of replicas that have identical packaging, trademarks and labels as the genuine products but use inferior quality materials in the process of production. Furthermore, Lai and Zaichkowsky (1999) described that

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"Counterfeiting goods are illegal low priced and often lower replicas of products that typically possess high brand value." The Allen Consulting Group (2003) defined counterfeiting as *"The unauthorized duplication of a product protected by one or more intellectual property rights."* Further, Olsen and Granzin (1993) have described counterfeit products as *"Unauthorized copies of a product presented for sale if they were the legitimate manufacturer's product."* Then, Nellis (2011) added *"With products often being referred to as fakes, copies, knockoffs and replicas."* Moreover, Counterfeiting consisted of packaging, labeling and trademarks of genuine brands copied in such a way that it look like authentic to the customers but not real *"original article"* (Kay, 1990; Ang *et al.,* 2001; Chow, 2000; *Cordell et al.,* 1996). Also, Counterfeiting is a cautious experiment to deceive customers by marketing and imitating of high exclusive brands and providing them at lower price (McCluskey, 2001; Kotler and Keller, 2007). Even though counterfeit products are affordable, cheaper and easily available but they may be harmful to the consumers because of the inferior quality of material used in its manufacturing. Counterfeiting appears to be a major problem for brand name, luxurious and high priced consumer products. Trade in counterfeit goods has been reached in six hundred billion dollars on a global basis. According to Frontier Economics (2011) if it grows steadily at the same pace the value of this could rise up to nine hundred sixty billion dollars by 2015. The organization for Economic Cooperation (OECD) projected in 2008 that more than two hundred fifty billion dollars in physical form of counterfeit products move across borders every year, not along with in-country activities, internet violation, and unintended activity and costs. Together, the approximated international impact of these actions could add up to a overwhelming 1.77 trillion dollars each year by 2015. Considering these features present study has following objective

- To know the influence of customers' attitude regarding purchase intention towards counterfeit products.

LITERATURE REVIEW

Customers' attitude towards counterfeit products

This research focuses on theoretical framework of attitude towards counterfeit products in terms of difference generations. Attitude means a learned predisposition to responds to an object in a consistently favorable or unfavorable manner. From marketing

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point of view, attitude is one of the most significant concept for marketers use to understand customers. In marketing term, an attitude is defined as a general valuation of a product or service made over time. Customer's attitude is the customer likes, desire for product attributes, which concludes the criteria that customers use to make decisions regarding what products to purchase. In another words, Xiao and He (2011) stated that *"Consumer's attitude explains how people's beliefs and knowledge lead to attitudes and how their information integration process form attitudes toward actions and influence people's intentions to perform behaviors."* Thus, attitudes can be defined as evaluations of ideas, events, people or objects. Attitudes are generally positive and negative but they can also be uncertain at times. For instance, sometimes we have mixed feelings about a particular person or issue. In this research paper, attitude towards counterfeit products is conceptualized as a construct of the four variables given below:-

Value consciousness

Perceived value has been considered as very important in many of works in the past years and distinct definitions have been for this, for instance: - perceived benefits associated with what missing, value and quality and cost of mental, customer utility (Yoo and Lee 2009). As counterfeit products generally provide similar functions to the branded products, but for a lower price, value conscious customers may perhaps choose counterfeit products over the original products. Value consciousness is defined as a *"concern for paying lower prices but with acceptable standard of quality."* (Lichtenstein et al., 1990; Ang *et al.,* 2001). Value consciousness defines that customers are price conscious, thus it is assumed that they are more likely to buy fake products because of their lesser price as compared to the luxury items. Therefore, the following hypothesis has been constructed:-

H_{01}: There is no significant association between value consciousness and customers' attitude towards counterfeit products.

Perceived risk

From marketing point of view, marketing literature has recognized perceived risk as an significant issue during purchasing decision, signifying that customers tend to reduce insecurity and the unfavorable consequences of purchase decisions (Mitchell, 1999; Bauer, 1960). Moreover, perceived risk is the degree to which the consumer touches the uncertainty

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and significances linked with their behavior and play a important role in customer decision making (Stone and Gronhaug, 1993; Pavlou, 2003; *Liao et al.,* 2010). In reality, perceived risk appears when a person is concerned with the circumstances where the results are uncertain and are concerned about the significances of an improper choice (Fraedrich and Ferrel, 1992; Liao *et al.,* 2010). Therefore, the greater the perceived risk, the lower is the chances of customers' consideration regarding counterfeit product.

Perceived risk is the uncertainty in the buying surroundings where customers can assume that structure and its severe aftereffect can be wrong or false decision. Perceived risk may strongly influence customers' behavior. Thus, the subsequent hypothesis has been projected:-

H_{02}: There is no significant association between perceived risk and customers' attitude towards counterfeit products.

Integrity

It is a concept of steadiness of values, actions, measures, methods, principles, outcomes and expectations. In ethics, integrity is regarded as the honesty, faithfulness or accuracy of one's action. Integrity shows that how much a person respect law. A consumer who buys a counterfeit product is not committing a crime. But, participating in such kind of transaction supports an illegal movement i.e. selling counterfeits, a customers' value for the act may explain the extent to which he or she will employ in the purchase of counterfeit products. Moreover, it represents person's elemental thinking about ethics and honesty (Mayer *et al.,* 1995; Wang *et al.,* 2005).   According to Ang *et al.,* (2001) integrity presents the level of customers' moral standards and conformity to the law. Integrity entails that people are responsive and driven by moral norms and they are statutory intellect. On this basis, following hypothesis has been proposed:-

H_{03}: There is no significant association between integrity and customers' attitude towards counterfeit products.

Previous experience

Based on the supposition that customer behavior is the consequence of learning (Bentler and Speckart, 1979), there is argument among the authors that customers' past behavior can offer better predictions of behavioral intentions (Conner and Armitage, 1998). Also, many authors have confirmed that the buyer of counterfeit is dissimilar from non buyers and

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awareness with counterfeit purchase. Past knowledge have favorable attitude towards counterfeit products (Wang *et al.,* 2005; Tom *et al.,* 1998). Different authors have found that past experience was significant and positively predicted keenness to buy counterfeit products. Nevertheless, once consumers tried spurious and price information was provided, the preference for the original products decreased and persons expressed a stronger intention to purchase fakes. Based on this, following hypothesis has been constructed:-

H_{04}: There is no significant association between previous experience and customers' attitude towards counterfeit products.

Subjective norm

Subjective norm is a social aspect which indicates the social pressure that an individual feels to accomplish or not to accomplish the given behavior. A customer may be informational susceptible or normative susceptible, in case of informational susceptible customers purchase decisions is influenced by expert opinions of others i.e. when the individual does not have enough knowledge about the product category whereas in case of normative susceptible customers make their purchase decisions about making an impression on others. So, based on this rationale, following hypothesis can be proposed:-

H_{05}: There is no significant influence of subjective norms on customers' attitude towards counterfeit products.

H_{05A}: There is no significant influence of subjective norms on customers' purchase intention towards counterfeit products.

Purchase intention

The link between attitude and behavioral intention has been widely examined in the marketing literature. Moreover, According to the Theory of Reasoned Action (TRA), attitude is significantly correlated with behavioral intentions, which in turn is an ancestor of the real behavior. In fact research has found significant support on this relationship (Matos *et al.,* 2007). The more favorable customers' attitudes towards the counterfeit products, there are higher the chances those customers will purchase counterfeit products. Thus, in the framework of counterfeit products, following hypothesis has been proposed:-

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H_{06}: There is no significant influence of customers' attitude towards purchase intention of counterfeit products.

RESEARCH METHODOLOGY

Need and scope

There is a ruthless competition in the market these days where a plenty of substitutes are feasible in the marketplace. Numerous marketing confronts are faced by marketers and amid them there are menace of substitutes is fake products. Fake products devastate the market share and brand reputation also. It may be viewed in the marketplace that a bit of products which are duplicated/ copied by the firms are also available in the marketplace.

Customers attitude give both complexity and the encouragement to the businesses. The present research spotlights on the factors which influence the purchasing decision of the customers. The objective of this study is to get suitable and consistent outcomes which assists to the businesses for mapping their upcoming actions and marketing tactics.

Both personal and social factors have significant impact on individuals' purchase intention towards counterfeit products as elucidated by Theory of Reasoned Action (TRA). According to Ang et al. (2001), these aspects are those which accumulate an individual attitude towards the purchase intention, and in this framework are value- consciousness, perceived- risk, integrity, previous- experience and subjective- norm.

Sample size

Hamirpur town in Himachal Pradesh has been selected for the study. Sample size for the present study was 300 which were selected conveniently from Hamirpur. Out of 300 respondents 177 were female and 123 were male respondents. Hamirpur city has been divided into 11 wards and 30 questionnaires were randomly disseminated among each ward. From 330 questionnaires 30 were found inappropriate for further analysis. Thus, the sample size for the present study was comprised of 300 respondents.

Collection of data

Primary data has been used for the current study objective and gathered through questionnaire method. Though previous studies demonstrate that reliability over 0.60 is still

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sufficient (Nunally, 1978; Bagozzi and Yi, 1988 and *Hair et al.,* 1998). Also, Table 1 depicts that the value of KMO test and Bartlett's test of sphericity for the scale. This can be viewed from the table that KMO measure of sampling adequacy was more than 0.50 and Bartlett's test of sphericity was significant which signified that factor analysis was suitable for the present research.

Instruments for data collection

For the purpose of data collection a structured questionnaire was used in this study. The statements in the variables were adjusted from the past studies to better reveal the situation regarding to the study. Likert's five point scale (Strongly Agree, Agree, Can't Say, Disagree and Strongly Disagree) was used in this questionnaire to recognize the general attitude and purchase intention of customers' towards counterfeit products. Further, in the personal characteristic of customers', questionnaire comprise of independent variables such as gender, age, education and income. To analyze the collected data, SPSS 20.0 software was utilized to gain the appropriate information from data.

Reliability and Factor Analysis Results (Table- 1)

Underlying Variables	Observed Measured Items	Kaiser-Meyer-Olkin Measure and (Bartlett's test)	α-value
Value Consciousness	VC1		
	VC2	0.656 (0.000)	0.686
	VC3		
Perceived- Risk	PR1		
	PR2	0.689 (0.000)	0.780
	PR3		
Integrity	I1		
	I2	0.670 (0.000)	0.704
	I3		
Previous- Experience	PE1		
	PE2	0.687 (0.000)	0.763
	PE3		
	PE4		
	PE5		
Subjective Norm	SN 1		
	SN 2		
	SN 3	0.722 (0.000)	0.643

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	SN 4		
	SN5		
Attitude	AT1		
	AT2	0.750 (0.000)	0.778
	AT3		
	AT4		
Purchase Intention	PI1		
	PI2	0.662 (0.000)	0.602
	PI3		
	PI4		

Extraction Method- Principal Component analysis. Rotation Method- Promax with Kaiser Normalization.

DATA ANALYSIS

Chi- square table (Table- 2)

Chi-Square table 2 depicts the association of demographic variables with respect to the dimensions of the customers' attitude which is given below:-

Variable	Gender	Age	Education	Income
Value- consciousness				
VC 1	**0.013***	**0.671****	**0.008***	**0.070****
VC2	**0.012***	**0.420****	**0.010***	**0.483****
VC3	**0.932****	**0.939****	**0.230****	**0.396****
Perceived- risk				
PR 1	**0.728****	**0.016***	**0.201****	**0.170****
PR 2	**0.030***	**0.705****	**0.202****	**0.137****
PR 3	**0.007***	**0.011***	**0.028***	**0.045***
Integrity				
IN 1	**0.513****	**0.914****	**0.744****	**0.980****
IN 2	**0.499****	**0.012***	**0.466****	**0.639****
IN 3	**0.799****	**0.401****	**0.749****	**0.321****
Previous- experience				
PE 1	**0.100****	**0.242****	**0.060****	**0.070****
PE 2	**0.008***	**0.832****	**0.018***	**0.048***
PE 3	**0.293****	**0.865****	**0.394****	**0.050***

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PE 4	0.181**	0.106**	0.017*	0.000*
PE 5	0.138**	0.372**	0.034*	0,028*
Subjective- norm				
SN 1	0.028*	0.126**	0.015*	0.053**
SN 2	0.033*	0.636**	0.024*	0.079**
SN 3	0.001*	0.016*	0.192**	0.027*
SN 4	0.336**	0.301**	0.118**	0.152**
SN 5	0.036*	0.493**	0.035*	0.069**
Attitude				
Attd 1	0.043*	0.737**	0.380**	0.125**
Attd 2	0.498*	0.258**	0.037*	0.196**
Attd 3	0.344**	0.194**	0.203**	0.065**
Attd 4	0.313**	0.812**	0.003*	0.252**
Purchase- Intention				
PI 1	0.096**	0.113**	0.000*	0.144**
PI 2	0.071**	0.123**	0.438**	0.259**
PI 3	0.779**	0.498**	0.363**	0.000**
PI 4	0.547**	0.057**	0.014*	0.083**

(* represents significant at $(p \leq 0.05)$ and ** represents non-significant at $(p > 0.05)$

Chi-square Table-2 highlights that regarding the four demographic variables, it was found that variable gender was significantly associated with some aspects of customers' attitude i.e. value- consciousness, perceived- risk and subjective- norm. Findings revealed that (85.36%) of male respondents and (87.56%) of female respondents have admitted that they are value conscious while purchasing counterfeit products. This signifies that they are more concerned about price and product quality of these products. Similarly, (66.25%) of male respondents and (66.37%) of female respondents have agreed that there is high probability that fake products doesn't work and spending money upon them might not be worth and it was also found that (78.37%) of female respondents and (72.14%) of male respondents admitted that they tend to buy counterfeit products in influence of friends, family and peer pressures.

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Results also explained that there is some significant association between age and perceived risk. Majority of respondents between age group 21- 30 years (71.84%) and 31- 40 years (66.16%) have agreed that there is high amount of risk while purchasing counterfeit products whether it works or not and maximum respondents between age group 51-60 years (80%) and 41- 50 years (71.42%) have admitted that spending money with counterfeit products might not be wise.

It can be concluded from the above table that variable education has significant positive influence towards value- consciousness, previous- experience and subjective- norm. (91.20%) of post- graduate respondents and (85.86%) of graduate respondents have agreed that they are concerned about product quality, price and compare price for the best value for money. Furthermore, 54.16% of matriculate respondents and 55.43% of graduate respondents have concurred that they have found fake products a better choice previously and their favoritism for authentic items becomes less and they have significant positive attitude towards unauthorized items. Moreover, 83.32% of graduate respondents have admitted that before purchasing a fake product they observe what others are buying and using and if they have a little bit experience with a fake product they ask around whereas majority of matriculate respondents, 72.45% of graduate respondents have agreed that they would like to know that what products and brands will make a fine impression on others.

From the above table we have found that 48.21% of respondents who have family monthly income in between Rs. 40,001- 60,000 and 42.84% of respondents who have their family monthly income less than Rs. 20,000 have agreed that they have found counterfeit products a better choice in the past whereas 47.04% of respondents having their monthly family income more than Rs. 80,000 have denied about that. Also, majority of the respondents having their monthly family income between Rs. 40,001- Rs. 60,000 (61.60%) and Rs. 20,001- Rs. 40,000 (57.06%) have admitted that their favoritism for original products becomes less and have more favorable attitude towards counterfeit products of genuine items whereas 67.79% of respondents having their monthly family income more than Rs. 80,000 don't agree with this.

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Variables of attitudes towards counterfeit products (Table- 3)

Independent variables	p- value
Value- consciousness	0.005*
Perceived- risk	0.071**
Integrity	0.409**
Previous- experience	0.000*
Subjective- norm	0.000*

Dependent variable: - Attitude towards counterfeit products. (* represents significant at$(p \leq 0.05$ and ** represents non-significant at $p > 0.05$)

Regression from aspects of customers' attitudes towards counterfeit products onto purchase intention (Table-4)

Independent- variable	p- value
Attitude towards counterfeit products	0.000*
Subjective-norm	0.006*

Dependent variable: - Purchase intention towards counterfeit products. (*represents significant$(p \leq 0.05)$

In order to evaluate/ investigate the hypotheses from H_{01} to H_{06} multiple regression were used to determine the influence of independent variables on customers' attitudes towards counterfeit products. Outcomes accomplished are shown in Table no. 3. The independent variables i.e. value consciousness; previous experience and subjective norm have significant positive relationship whereas perceived risk and integrity have negative significant association with respect to customers' attitudes towards counterfeit products. Therefore, only three independent variables i.e. value consciousness, previous experience and subjective norm are found to be major predictors of customers' attitudes. In brief, there is adequate statistical interpretation to support the hypotheses which are rejected.

Therefore, on the basis of these findings, customers with more favorable attitude towards counterfeit products are intending to purchase counterfeit products.

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RESULTS AND DISCUSSION

The drivers of customers' attitude towards counterfeit products. **(Table-5)**

Independent variables	Dependent variable	Hypothesis	Results
Value-consciousness	Attitude	H_{01}	Significant
Perceived –risk	Attitude	H_{02}	Non-Significant
Integrity	Attitude	H_{03}	Non-Significant
Previous-experience	Attitude	H_{04}	Significant
Subjective-norm	Attitude	H_{05}	Significant
Subjective-norm	Purchase-intention	H_{05A}	Significant
Attitude	Purchase-intention	H_{06}	Significant

With the help of theory of reasoned action (TRA) as a theoretical basis, attitude and purchase intention association has been validated. Customers with more favorable attitudes towards counterfeits of genuine items will also have stronger intentions' to purchase counterfeit version of genuine brands.

Value-consciousness influence on the customers' attitude towards counterfeit products (H₀₁):-

Findings illustrate that value-consciousness positively influence attitudes towards counterfeit products. Customers' who are value conscious who look for value for price have a significant positive attitudes towards counterfeit products because customers' point of view counterfeit goods are adequate substitutes to the original products and hence they want to pay lesser prices for them.

Perceived-risk influence on the customers' attitude towards counterfeit products (H₀₂):-

Results demonstrate that perceived- risk negatively influence customers' attitude towards counterfeit products. Customers' who see a higher amount of risk in buying counterfeit products supposed to have unfavorable attitude towards fake products. Also, perceived-risk influences the customers' attitude towards counterfeit products directly. This may be because of the poor concert of such kind of products as compared to the genuine products. In essence customers who observe more risk are less prone to purchase such kind of products.

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Integrity influence on the customers' attitude towards counterfeit products (H_{03}):-

Customers' who believed values such as self-control, responsibility and honesty to be significant likely to have a unfavorable attitudes towards counterfeit products. This signifies that higher the integrity, the less liable customers' will support these counterfeit products. This aspect has the more unfavorable relation. For e.g. an honest person consider that counterfeit products are deceiving original manufacturer and also them. From their perspective backing these kinds of products is believed as irresponsible phenomenon.

Previous-experience influence on the customers' attitude towards counterfeit products (H_{04}):-

Customers' who have acquired fake products have positive attitudes towards such kind of products as compare to those who have not purchased previously. This has become a real risk for the genuine brands because customers' exercise counterfeit products once likely to have a positive attitude and purchase intention respectively.

Subjective-norm influence on the customers' attitudes and purchase intention towards counterfeit products (H_{05} and H_{05A}):-

Subjective norm is a social factor which includes- friends, family, relatives, peers, and people neighboring customers'. Customers' can find numerous counterfeit products from various brands which have identical name, identical packaging at lesser price with respect to the original products. Customers' decisions to purchase counterfeit products are influenced to a great deal from social pressures such as classmates, peers, family members and friends. When they perceive others using counterfeit products, collect information from others, they pay attention to them and starts supporting counterfeit products of genuine items. Customers' whose relatives and friends support their decision to buy counterfeit products had favorable attitude towards them. Customers also would like to know that what kind of products make good impression on others and it is important that others like the counterfeit products that they purchase. Therefore our interpretation is that, at a very little concession the monetary risk of making the incorrect decision by purchasing a counterfeit product is slightly high. The individual ask for assurance of others. Subsequently, if the price discount is high the monetary risk is reduced whereas the social risk increases. A fake copy of a genuine brand increases the chance to be revealed from the others as someone who does not have the genuine.

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The findings demonstrate that there is significant influence of subjective norm on attitudes. Hence, person's attitude towards purchasing fake products could be affected by their opinion of social pressure to complete or not to complete the actions.

Influence of the attitude on the purchase intention towards counterfeit products (H$_{06}$):-

The more favorable attitude that the individuals' have towards counterfeit products more likely they tend to purchase these products. Because from customers' point of view buying counterfeit products generally benefit them and there is nothing wrong in purchasing counterfeit products.

The findings of the research show that all the attitude and subjective-norm are the major predictors of purchase intention. Therefore, one's intention to purchase counterfeit products likely to be influenced by the approval of others significantly. This research is used to understand the customers' attitude and their intention to purchase counterfeit products. Further research supposed to have factors such as value-consciousness, perceived-risk, integrity, previous-experience on the basis of previous studies. These factors were found to be significant in affecting customers' attitudes. To evaluate the attitudinal construction of the customers' towards counterfeit products, this study carried out an explanatory factor analysis. Various aspects of customers' attitudes' towards counterfeit products were instituted. Attitude toward counterfeit products concerns' the customers' overall assessment of fake products as compared to the genuine products. And in the present study customers' attitude were found to be significant toward counterfeit products as according to the previous studies. Customers' who have purchased counterfeit products previously has a significant positive influence of them and they do not think them as a inferior products and attitude toward social effects concern the customer assessment of the pros or cons of those products.

By applying those attitudinal factors to evaluate analysis of the data we have concluded that attitude and social effects were found to be essential to determine customers' upcoming purchase intention.

CONCLUSION

In present study we consider four aspects of attitude which influence individual's attitude towards counterfeit products on the basis of studies conducted by various authors

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previously. We have found that value-consciousness and past-experiences are the major factors which influence one's attitude towards counterfeit products. Customers' who are value conscious i.e. want to maximize the quality for the money spent i.e. high quality products at less price have significant positive attitude towards counterfeit products and the customers' who had purchased counterfeit products previously also have more positive image towards counterfeit products because they have found these sort of products a better choice in the past and after using several times customers' tend to have more positive approach towards counterfeit products. But this is not beneficial for the manufacturers' of the original brands' because once the customer try the counterfeit products their favoritism for the genuine items become less because of the less price and same function of the former. Normative susceptibility also has strong influence on person's attitude. Customers' seek to know what kind of brands and products will make good impression on others. By applying Theory of Reasoned Action we have revealed that some aspects of attitudes and subjective norm have favorable sight towards counterfeit products. Thus, they have strong behavioral intention towards counterfeit products.

SUGGESTIONS

Manufacturers' of the original brands should adopt innovative strategies regularly to avoid counterfeiting of their products. They should change products' packaging, appearance and design from time to time. Price and the genuineness are their strongest points so they have to think closely upon them. Also they should impose hologram on the products which is authorized by government and the other legal bodies that couldn't be copied by others' easily.

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