FACTORS EFFECT ON POSITIVE AND NEGATIVE COUNTERFEIT PURCHASE INTENTION WITH AN EMPIRICAL STUDY

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Abstract

Counterfeit products play a large role nowadays, often because of their spread or because of low prices, so the vast majority of consumers resort to buying counterfeit products that may make them feel satisfied and arrogant, but there are some consumers who prefer to buy original products or brands instead of buying counterfeit products low quality and falsified from their point of view, may think that they are immoral because of their loyalty to and trust in original products. Psychologically, they may not feel comfortable owning them. This study discusses the factors that may lead to the purchase of counterfeit products and change the intentions of consumers. In addition to the factors that negatively affected and prevent the purchase of counterfeit products, the study data collection consists of 430 respondents the research sample was determined to find out the real effects of these products (negative and positive) on consumers. Data were collected and analyzed using SPSS 22 using more than one type of analysis such as descriptive analysis, multiple regression analysis to test hypothesis suggested some hypotheses related to this study were approved (Low price, Easy to find, Unethical decisions, loyalty, and trust) and others were rejected (Vanity, Social risk, Bad quality), It also contributes to increasing consumer awareness of counterfeit products and provides a platform for creating future strategies to reduce counterfeiting.

Keywords: Counterfeit Products, Counterfeit brands, Original products, Purchase Intention.

Introduction

The counterfeit product market is one of the strongest markets whose products compete with famous products due to the low prices of counterfeit products especially by low-income consumers without regard to the quality and risk of these products Previous studies have shown that it represents 7% of world trade (Wilcox et al., 2009, p:274). Inclination to get luxury products are the most powerful motives to buy counterfeit goods, adding to personal effects on consumers by their peers to buy counterfeit products (Kambiz and Saeed, 2012, p:3320) Some consumers ignore the ethical decisions they make when buying counterfeit products, they believe, is harmless and just to meet their needs (Norum and Cuno, 2011, p:37-39). Buyers' intent to buy counterfeit products may be negative or positively affected by several factors that force them to buy counterfeit products or prevent them from purchasing these products. These factors must be examined and studied to understand the behavior of buying or refraining from buying counterfeit products.

1. Literature Review

2.1 Factors influencing consumers' behavior to purchase counterfeit brands

Despite the multiplicity of negatives associated with trademark imitation, imitation is not all evil. Experience suggests that large segments of humanity benefit from imitation processes in such a way that positive effects on the well-being levels of human beings cannot be underestimated because of imitation (Maman, 2008).

2.1.1 Low price of counterfeit products

The price is one of the most important factors affecting the purchasing process, especially for low-income consumers(Rutter and Bryce, 2008, p:8-13).The low prices of the products contributed to their spread and popularity and purchase by consumers, even if the products are counterfeit and unsuitable for use, harmful and bad(Large, 2009)

2.1.2 Vanity, show off

The vanity and show off increasing particularly in the present generation, is that rapid technological development and social media have contributed to the spread of vanity, most consumers boast of buying their products and brands in public (Chang et al., 2011). But the question is whether all the products that consumers buy are genuine products, just fake products, but with the same exterior appearance of original products, most consumers buy non-genuine and counterfeit products only to show them openly and show off (Durvasula and Lyonski 2008).

2.1.3 Easy to find counterfeit products

One of the most important factors that helped consumer purchases of counterfeit products is their widespread and everywhere, especially in remote and remote areas and local markets and on the Internet, the ease of finding counterfeit products has contributed to an increased desire to buy them by consumers and because they are low-cost products that are widely produced by counterfeit goods producers (James, et al., 2006).

1.2 Factors influencing consumers' behaviour to refrain from purchasing

Counterfeit

It is enough to enter a store of consumer goods to be surprised and wonder what you see your eyes from various types of goods in the very poor and fake tradition and ignore the consumer protection because these goods are not limited to, damage only on the economic side, but beyond the health damage and the occurrence of fires because of lack of certain specifications necessary for each commodity(Bloch, et al 1993), there are some factors that adversely affect the purchases of counterfeit products that are:

2.2.1Unethical Decision

Unethical behaviour plays a major role in preventing most consumers from buying counterfeit products, as most consumers may feel guilty or they believe that fake products are immoral and illegal at the same time, so consumers do not buy counterfeit products for sufficient awareness and know that these counterfeit products are detrimental to the economy, consumers and owners of original products (Tan, 2002).

2.2.2 Social risk

Counterfeit products may cause some social and psychological problems for some consumers to feel ashamed and uncomfortable about the acquisition of these counterfeit products so consumers refrain from buying them to overcome social embarrassments (Viot et al., 2014), in addition to being socially dangerous in increasing the lack of interaction and

vanity and misunderstandings people may feel Consumers are targeted by society and will be ridiculed by their families and friends if they buy counterfeit products (Bloch, et al 1993).

2.2.3 Bad quality

Counterfeit products are produced at the lowest possible cost, so they are often of poor quality and are not suitable for the use of perishable and irreparable damage. Most of the consumers do not buy counterfeit products because they are of poor quality.and fast damage so they tend to buy a genuine product of good quality regardless of their high price. They have a conviction that the original products deserve their high price (Staake et al., 2009).

2.2.4 Trust, loyalty for the original brand

Famous brands and international products work to the satisfaction of consumers so they have a broad base of trust and loyalty from consumers, rejecting consumers who have the loyalty to buy any kind of non-genuine or imitation products so consumers get their favorite products, despite their prices, or may Not only in their regions because of their love for original products, like buying apple products, most consumers are looking to buy iPhones despite high prices instead of buying any fake quality of apple products (Albert, 2002).

2. Methodology

3. 3.1 Purpose of the study

This study created to investigate (positive and negative) factors that affect the intentions of consumers to purchase counterfeit products.

3.2 Research Methodology

This study was established in Baghdad-Iraq. A quantitative research was designed, and questionnaire forms were created in Arabic and English. The questionnaire was distributed via Internet, use appropriate sampling methods it consists of four sections in the first part which is the geographic aspect of the questions(Gender, age, level of education, occupation, monthly income, social status) and the second part of the questionnaire related to the intention to buy counterfeit products (positive effects).The third part (negative effects) is related to the intentions of consumers who refrain from buying counterfeit products. The latter part is a common part among respondents about the future purchase intentions (dependent factor) of counterfeit products. 430 valid questionnaires were obtained which were used for analysis, and data were separated and divided into two models to analyze:

- The first model is for consumers who purchase counterfeit products number of responses 293.
- The second model is for consumers who refrain from purchasing counterfeit products number of responses 191.

The Likert scale, consisting of five points, was used <u>1</u> (Strongly disagree) to <u>5</u> (strongly agree) which is a series of points that help to know the views of respondents as the topic of dissertation and sample that have been targeted are users of counterfeits and opponents to use counterfeit products and have verified items that have been used to collect respondents' opinions (Saunders et al., 2009). (Table 1) shows the questionnaire questions as well as the question sources used in the questionnaire.

<p style="text-align:center">Table 1. Measurements</p>

Positive attitudes	Factors	Item on questionnaire	Adopted From
	Low price	I buy counterfeit products if I think genuine designer products are too expensive.	Yoo and Lee (2009)
		I buy counterfeit products if I cannot afford to buy designer products.	Yoo and Lee (2009)
		I think that buying a counterfeit product is obtaining the brand at a lower cost.	Viot et. al. (2014)
		Considering price, I prefer counterfeit goods.	Tamizhnani and Saranya (2016)
	Vanity	I would buy a counterfeit of branded shoes just because it has status.	Chaudary et. al. (2014)
		I believe fake luxury brand are status symbols.	Cademan, et. al. (2012)
		I believe fake luxury brand give me prestige.	Cademan, et. al. (2012)
		Counterfeit brands make me feel that I am part of the elite class	Sondhi (2017)
	Easy to find	I buy a non-deceptive counterfeit Products if an original brand is out of my range.	Rizwan et. al. 2014
		In every corner non-deceptive counterfeit Products are available.	Chaudary et. al. (2014)
Negative attitudes	Factors	Item on questionnaire	Adopted From
	Unethical Decision	I don't like buying counterfeit products because that gives a false image of me.	Viot et. al. (2014)
		Buying counterfeit products give me a bad conscience.	Viot et. al. (2014)
		If I bought a counterfeit product, I would have scruples.	Viot et. al. (2014)
		If I bought a counterfeit product, I would feel guilty.	Viot et. al. (2014)
	Social risk	I will be ashamed to own a counterfeit item.	Ha and Lennon (2006)
		I will not feel comfortable having it in public.	Ha and Lennon (2006)
		I don't like buying counterfeit products because I'm afraid that other people will notice it.	Viot et. al. (2014)
	Bad quality	You can throw the counterfeit Products after a while.	Rizwan et. al. 2014

		The counterfeit Products may not function well.	Rizwan et. al. 2014
		I believe fake luxury Products have low quality.	Cademan, et. al. (2012)
	Trust, loyalty For the original brand	I like and trust companies which makes luxury Products.	Cademan, et. al. (2012)
		I trust the quality of luxury Products.	Cademan, et. al. (2012)
		I feel the status of owning luxury Products is decreased by the counterfeits available in the marketplace.	Cademan, et. al. (2012)
	Purchase Intentions	I have strong possibility to buy counterfeit Products.	Hung, et. al. (2011)
		I'm likely to purchase counterfeit Products.	Hung, et. al. (2011)
		I have high intention to purchase counterfeit Products.	Hung, et. al. (2011)

Data was entered by SPSS 22 descriptive statistics were generated in terms of frequency and percentage of demographic data analysis, factor analysis and regression. Quantitative data were analyzed using the Pearson correlation coefficient to establish the relationship between the variables of the study (dependent)consumers buy counterfeit products intentions and (independent) variables were determined while the regression model was used to determine the level at which the independent variable predicted the change in dependent variables.

3.3 Hypothesis and findings for the first model (Positive purchase intentions)

H_1: There is a positive relationship between the low price and the purchase intention towards counterfeit products.

H_2: There is a positive relationship between vanity and the purchase intention towards counterfeit products.

H_3: There is a positive relationship between easy to find and the purchase intention towards counterfeit products.
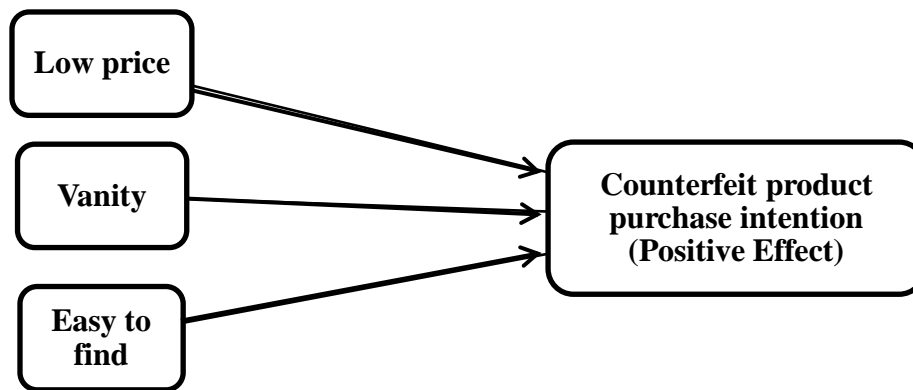
Figure 1. Factors that affect the consumers' behavior to purchase counterfeit product

The above (Figure1) shows factors (low price, vanity, easy to find) that affect the intentions of buying counterfeit products positively. Concerning the responses on the respondents on those who agree with purchasing counterfeit products. The results gender of the respondents reveals that majority of the respondents were female with 137(57.3%) of the respondents, the males were 102(42.7%) of the respondents. The results reveal that though the female dominated the study both genders provided the data, it further implies that data was collected from respondents across the gender grid.

Results on the age of the respondents reveal that majority respondents were 95(47.3%) of the respondents while diploma had 88(43.8%) of the respondents, masters were 10(5.0%) of the respondents while other qualifications had 8(4.0%) of the respondents. The findings reveal that many respondents are highly educated hence has a critical understanding on the communication issues in schools.

Majority of the respondents were bachelor's degree holders with 54% followed by high school with 19.7%, those with technical schools were 11.7%, graduate degrees were 8.8% of the respondents while others had 5.9% of the respondents. The study findings indicate that the majority findings indicate that most respondents were highly educated.

The study findings indicated that majority respondents were married 56.1% while 43.9% were single, the findings indicate that majority respondents are married hence of responsibility. The data collected is relied upon for decision making.

Table 2. Demographic characteristics of respondents for positive buying intentions

Categories	Frequency	Percentages	Categories	Frequency	Percentages
Gender			Marital Status		
Male	137	57,3	Married	134	56,1
Female	102	42,7	Single	105	43,9
Age			Income per month		
18 and below	29	12.1	400-840	101	42,3
19-24	52	21,8	850-1400	75	31,4
25-34	71	29,7	1500-2400	32	13,4

35-44	45	18,8	2500-3400	20	8,4
45 and above	42	17,6	Over 3500$	11	4,6
Education			Occupation		
High school or less	47	19,7	Student	65	27,2
Technical school	28	11,7	Private sector	37	15,5
Bachelor's degree	129	54,0	Public sector	74	31,0
Graduate degree	21	8,8	Retired	19	7,9
Others	14	5,9	Unemployed	22	9,2
			Housewife	22	9,2

Concerning the income level, many respondents were in the income of 400 to 840$ with 42.3% followed by those of 850$ to 1400$ with 31.4% of the respondents while 1500-2400$ followed with 13.4%, those of 2500-3400 had 8.4% and those of above 3500$ had 4.6%. The results indicate that majority people are in the lower income groups.

Concerning the occupation of the respondents, majority of the respondents were public sector employees who were 31% of the respondents, students 27.2%, 15.5% private sector employees while retired were 7.9% while the unemployed were 9.2% and housewives were 9.2%. The results indicate that data is varied, collected from different forms of the respondents, hence can be relied upon for decision making.

Cronbach's Alpha is the most common tests and used by the researchers is the test of internal reliability and stability of questionnaire data and reliability coefficients (Hair et al., 1998) For the dependence of research and analysis performance in cases were less than (Pallant, 2007) The laboratory is checked, or the questionnaire questions are changed and reset again.

<p style="text-align:center">Table 3. Cronbach's Alpha for the first model</p>

Construct Variable	Cronbach's Alpha
Low Price	0.835
Vanity	0.855
Easy to find	0.727
Purchase Intentions	0.815
Mean	0.807

The mean of the reliability is established at 0.807, therefore, the internal consistency (Reliability) of the instrument was confirmed.

In order to make multiple regressions one of the preliminary tests to be performed was tested by plotting the linearity dependent and independent variables. the value of the regression coefficient between lowest prices, vanity and easy to find on the purchase intention towards counterfeit products and the R Square which provides data on model interpretation through independent variables, is used to test the validity of the data collected if it fits strongly with the regression line. Their range is between 0 to 1 since the value 0,501 approaching the one as shown in the table 5 is closely related. It is also shown there are factors in proportion 49,9% not explored in the study or difficult to predict may be factors that influence the positive buying intentions of consumers for counterfeit products. This figure indicates that the factors have a 50.1% effect on purchase intention towards counterfeit products.

<p style="text-align:center">Table 4. Multiple Regression Analysis ResultsFor positive buying intentions</p>

	β	t-value	p	F-value	p	R	R^2	Tolerance	VIF
(Constant)	.663	4,124		78,522	.000 b	.708	.501		
Low Price	.315	4,694	.000					.449	2,228
Vanity	.056	1,088	.278					.882	1,133
Easy to Find	.359	5,956	.000					.441	2,266

Table further shows the analysis of variance (ANOVA) explains further the relationship between the independent variable (low prices, vanity and easy to find) and the dependent variable (purchase intentions towards counterfeit products) the significance level is 0.00 implying a significant relationship between variables prices, vanity and easy to use and purchase intentions towards counterfeit products.

The table 4 above illustrates the regression analysis between low prices, vanity and easy to find on purchase intentions towards counterfeit products. The regression analysis shows that the rate of purchase intentions towards counterfeit products affect factors positively, the low prices ($\beta = 0.322, t = 4.694, p = 0.000 < 0.05$),so it supports the hypothesis, vanity was ($\beta = 0.056, t = 1,088, p = 0.278 > 0.05$) so it is not supports the

hypothesis and easy to find was $(\beta = 0.359, t = 5.956, p = 0.000 < 0,05)$ so it supports the hypothesis. The results show that not all factors have an effecting on buying intentions only two factors (low price and easy to find) counterfeit products.

In testing the assumption of multicollinearity, the test used here is VIF variance inflation factors used to determine how much the independent variable are linearly related to one another. The model presented demonstrate that the variables low price had 2,228 the VIF less than 5, vanity also had value of 1,113 and ease to find has 2,266, since the variables values are less than 5 and the values of tolerance above 0.1 then the problem of multicollinearity does not exist. The diagnostic tests for the regression model show that there exist no instances of collinearity as the VIF statistics associated with each of the independent variables in the model were within the acceptable range(Gaskin, 2016). Easy to find have more influence than the low price on consumers intentions to buy counterfeit products, so intentions to buy = 0.663 + 0.395 (easy to find) +0,315 (low price).

H_1:*There is a positive relationship between the low price and the purchase intention*

towards counterfeit products.

The first hypothesis is proving a positive relationship between the low price of counterfeit products and the intention to buy counterfeit products

Show the results in the table 4 above the low price of counterfeit products has a positive relationship with the intentions of the future purchase of counterfeit products (β=0.315,p=0.000<0.05) these results were confirmed by the beta values and the levels of significance that proved a relationship Strong between the low price and the intention to buy, the hypothesis was accepted with the evidence that supports its acceptance

H_2:*There is a positive relationship between vanity and the purchase intention towards*

counterfeit products.

The second research hypothesis set to establish whether, there is a positive relationship between vanity and the purchase intention towards counterfeit products. The results attained are presented below.

The study findings in table 4 above reveal that there is a positive relationship between vanity and the purchase intention towards counterfeit products. The regression coefficient of (β= 0.056, p = 0.278>0,05). In the results provided above reveal that given the beta values and the significance levels have shown a positive relationship between vanity and purchase intention towards counterfeit products. Therefore, there is evidence to reject the hypothesis and hence hypothesis rejected.

H_3: *There is a positive relationship between easy to find and the purchase intention towards*

counterfeit products.

The third hypothesis reveals that there is a positive relationship between ease to find and the purchase intention towards counterfeit products. The data collected in this regard is presented below.

The study findings in table 4 above reveal that there is a positive relationship between easy to find and the purchase intention towards counterfeit products. The regression coefficient of (β=0.359 p = 0.000<0,05). In the results provided above reveal that given the beta values and the significance levels have shown a positive relationship between ease to

find and purchase intention towards counterfeit products. Therefore, there is evidence to support the hypothesis and accept it, hence the hypothesis accepted.

3.4 Hypothesis and findings for the second model (Negative purchase intentions)

H₄:Unethical decision has a direct effect on counterfeit negative purchase intention.

H₅: Social risks have a direct effect on counterfeit negative purchase intention.

H₆: Bad quality has a direct effect on counterfeit negative purchase intention.

H₇: Trust and loyalty to original products has a direct effect on counterfeit negative purchase intention.
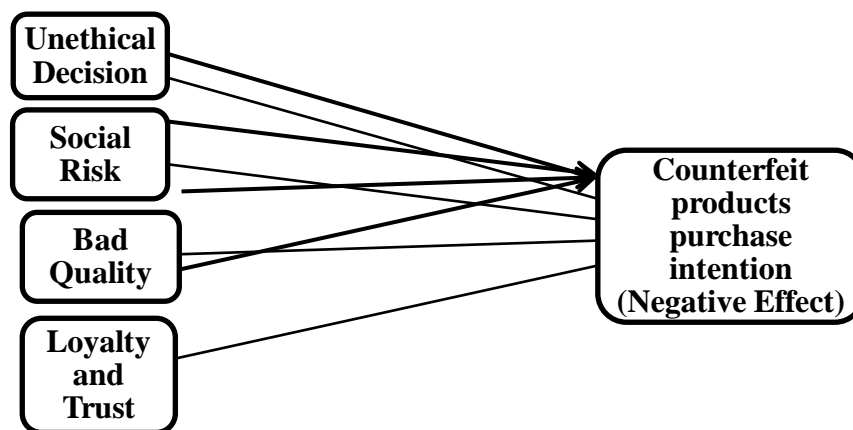

Figure 2: Factors that affect the consumers' behavior to refrain from purchasing counterfeit

The (Figure2) shows factors (Unethical decision, social risk, bad quality, trust and loyalty) that negatively affect consumer intentions to buy counterfeit products.

Table 5. Demographic characteristics of respondents for negative buying intentions

Categories	Frequency	Percentages	Categories	Frequency	Percentages
Gender			Marital Status		
Male	82	42,9	Married	101	52,9
Female	109	57,1	Single	90	47,1
Age			Income per month		
18 and below	23	12,0	400-840	57	29,8
19-24	43	22,5	850-1400	53	27,7
25-34	48	25,1	1500-2400	44	23,0
35-44	26	13,6	2500-3400	21	11,0
45 and above	51	26,7	Over 3500$	16	8,4
Education			Occupation		
High school or less	38	19,9	Student	42	22,0
Technical school	10	5,2	Private sector	38	19,9
Bachelor's degree	113	59,2	Public sector	42	22,0
Graduate degree	17	8,9	Retired	20	10,5
Others	13	6,8	Unemployed	35	18,3
			Housewife	14	7,3

The study results indicate that majority respondents were female 42.9% while male were minority were male 42.9%. The results indicate that data was collected from across the gender. It was further found that respondents in terms of age, 25.1% were of 35-44 years of age, 19-24 were for 22.5%, above 45 years were 26.7% while 18 and below were 12%. The data was collected from across all the ages, with the young though being majority.

Concerning the education of respondents, most of the respondents were degree bachelor's holder 59.2%, 19.9% of the respondents were of high school or less while graduates were 8.9% and others were 6.8% and then finally 5.2% technical schools. The respondents were of high education. Concerning the marital status, majority respondents were married, 52.9% while single were 47.1% of the respondents.

The income of the respondents was that of the income of 400-840$ with 29.8% while 850-1400$ had 27.7%, those of 1500-2400$ were 23% while 2500-3400 were 11% while those of over 3500$ were 8.4% of the respondents. The majority respondents were of the low income earning with few earning more than 300$.

The study results on the occupation of the respondents reveal that majority respondents were public sector employees 22% while minority were house wives 7.3%, private sector employees were 19.9%, retired were 10.5% while unemployed were 18.3%. The students were 22% of the respondents. The results indicate that majority respondents were employed. Cronbach's Alpha is for consumers who refrain from purchasing counterfeit products.

Table 6. Cronbach's Alpha for the second model

Construct Variable	Cronbach's Alpha
Unethical Decision	0.892
Social risk	0.881
Bad quality	0.895
Loyalty and Trust	0.893
Purchase intentions	0.744
Mean	0.861

The mean of the reliability is established at 0.861, therefore, the internal consistency (Reliability) of the instrument was confirmed.

Table 7. Multiple Regression Analysis ResultsFor negative buying intentions

	β	t- value	p	F-value	p	R	R^2	Tolerance	VIF
(Constant)	1,971	9.622		6447	.000	.349	.122		
Unethical decision	-.194	-2,018	.045					.346	2,887
Social Risk	-.031	-0,350	.726					.401	2,494
Bad quality	-.163	-1,571	.118					.239	4,193
Trust, Loyalty	-.116	-2,218	.000					.264	3,789

From table above the value of the regression coefficient between ethical behavior, social risk, bad quality, loyalty trust has a direct effect on counterfeit negative purchase

intention; the R-Squared coefficient was computed to be at 0.122 figure indicates that the factors have a 12.2% effect on negative purchase intention towards counterfeit products.

Table above shows the analysis of variance (ANOVA) explains further the relationship between the independent variable (unethical decision, social risk, bad quality, loyalty and trust) and the dependent variable (negative purchase intentions towards counterfeit products) the significance level is 0.000<0.05 implying a significant relationship between unethical decision, social risk, bad quality, loyalty and trust has a direct effect on counterfeit negative purchase intention.

The table above illustrates the regression analysis between unethical decision, social risk, bad quality, loyalty trust on negative purchase intentions towards counterfeit products. The regression analysis shows that the rate of purchase intentions towards counterfeit products, unethical decision was ($\beta=-0.194, t=-2.018, p=0.045<0.05$) it has a direct effect on counterfeit negative purchase intention, so the hypothesis is supported. Social risk was ($\beta=-0.031, t=-0.350, p=0.726>0.05$) so it is not support the hypothesis, Bad quality was ($\beta=-0.163, t=-1.571, p=0.118>0.05$) so it is not support the hypothesis, trust and Loyalty to original products was ($\beta=-0.116, t=-2.218, p=0.000<0,05$) it has a direct effect on counterfeit negative purchase intention so the hypothesis is supported. And determine how much the independent variable is linearly related to one another. The model presented demonstrates that the variables unethical behavior had the VIF less than 5, 2.887, social risk had value of 2,498 and bad quality had 4,193, and trust had 3,789. The diagnostic tests for the regression model show that there exist no instances of collinearity as the VIF statistics associated with each of the independent variables in the model were within the acceptable range. In this case therefore given the values of significant presented ethical behavior and trust and loyalty explain the negative intention to purchase counterfeit goods, it implies that the factors that constitute the mode are ethical behavior and trust which have a negative effect on purchase intention of counterfeit products as presented in the table (Gaskin, 2016). The unethical decision has a stronger influence than loyalty and trust on consumer intentions to buy counterfeit goods, purchase intention= 1,971-0,194 (Unethical decision) - 0,116 (Trust, loyalty).

H_4: *Unethical behavior has a direct effect on counterfeit negative purchase intention.*

The fourth objective of the study was to investigate whether unethical behavior has a direct effect on counterfeit negative purchase intention. The result on the data collected from the findings is presented below.

The study findings in table 7 above reveal that unethical behavior has a direct effect on counterfeit negative purchase intention. The regression coefficient of ($\beta= -0.194$, p = $0.045<0,05$). In the results provided above reveal that given the beta values and the significance levels have shown that unethical behavior has a direct effect on counterfeit negative purchase intention. Therefore, there is evidence to support the hypothesis and accept it hence hypothesis accepted.

H_5: *social risks have a direct effect on counterfeit negative purchase.*

The study results indicated based on the hypothesis that social risks have a direct effect on counterfeit negative purchase

The study findings in table 7 above reveal that social risks have a direct effect on counterfeit negative purchase intention. The regression coefficient of ($\beta= -0.031$, p=

0.726>0,05). In the results provided above reveal that given the beta values and the significance levels have shown that social risks have a direct effect on counterfeit negative purchase intention. Therefore, there is evidence to reject the hypothesis and hence the hypothesis rejected.

H_6: *Bad quality has a direct effect on counterfeit negative purchase intention.*

The sixty hypotheses of the study based on the results on whether bad quality has a direct effect on counterfeit negative purchase intention, the study results based on the findings provided below.

The study findings in table 7 above reveal that bad quality has a direct effect on counterfeit negative purchase intention. The regression coefficient of (β= -0.163, p = 0.118>0,05). In the results provided above reveal that given the beta values and the significance levels have shown that bad quality has a direct effect on counterfeit negative purchase intention. Therefore, there is evidence to reject the hypothesis and hence the hypothesis rejected.

H_7: *Trust and loyalty to original products has a direct effect on counterfeit negative purchase intention.*

The seven hypotheses were to establish whether loyalty to original products has a direct effect on counterfeit negative purchase intention. The study results provided are as below.

The study findings in table 7 above reveal that loyalty to original products has a direct effect on counterfeit negative purchase intention. The regression coefficient of (β= -0.116, p = 0.000<0,05). In the results provided above reveal that given the beta values and the significance levels have shown that loyalty to original product has a direct effect on counterfeit negative purchase intention. Therefore, there is evidence to support the hypothesis and accept it, hence the hypothesis accepted.

4. Discussion and Conclusion

The results of the study revealed a relationship between the low price and the positive intentions of purchasing counterfeit products; on the same trackAng et al, (2001) that hunger and poverty forced consumers to buy counterfeit products and those original products are a dream and imagination for low-income consumers.The study also showed that there is no relationship between vanity and intentions to buy counterfeit products. There are many consumers who do not keep up with luxury products so they do not need to buy counterfeit productsand away from vanity and boast(Hawkes and Bliege, 2002).The results showed that there are a relationship between easy to find and intentions to buy counterfeit products, as counterfeit products are highly distributed, unlike the original products, which are expensive to obtain from everywhere. Most consumers have to buy products similar to the original products in addition to technological development contributed to the spread of counterfeit products through the Internet is easy to buy and easily (Jean and Valette, 2016).Unethical behavior has a negative impact on consumer purchases of counterfeit products, some consumers may refrain from buying counterfeit products because they will feel guilty, as well

as the fact that they are considered a crime and buy counterfeit products, is fraud and theft of the original product effort (Penz and Stöttinger, 2005).The study also showed that social risks and poor quality had no negative impact on intentions to buy counterfeit products most consumers are unaware of the risks of counterfeit products they seek to meet their needs even if they are dangerous and harmful to health and physical problems some consumers may not be ashamed from owning counterfeit products (Sejin and Sharron, 2006). Poor quality of counterfeit products may not affect the intentions of consumers to buy counterfeit products even if they are unsecured and quickly damaged (Lewi, 2009). The study showed that trust and loyalty play a major role in preventing consumers from buying a counterfeit product, often the consumer has a special loyalty to the brand or preferred product; therefore, consumers refrains from buying any counterfeit product similar to the original product (Goldberg, 1982).

To meet the purpose of this study: "Investigate the factors (positive and negative) that affect the intentions of consumers to buy counterfeit products." The following conclusion has been reached.

The phenomenon of counterfeit is an ancient phenomenon where it dates back to the era of Greek and Egyptian civilization. However, in the past it was not as dangerous as it is today, as it was causing the loss of market shares for institutions whose products were subjected to imitation without harming the economy due to its small size, but the phenomenon of Counterfeit, which is known as a great and rapid development, affecting all countries of the world very negatively, not only for institutions but also for the global economy, consumer safety, and security.

Counterfeiters aim to imitate products to profit at the lowest possible cost, following a range of strategies, most notably the low price strategy to motivate consumers to purchase counterfeit products, whether or not they are inherently aware.It was found that the consumer was able to distinguish between original products and counterfeit products, taking into account the low price as a basic criterion for differentiation and then the place of sale. The most important factor that leads the consumer to buy counterfeit products, despite being able to differentiate between them and the original products is the consumer's purchasing power in the first place and the high prices that characterize it original products are second place. Although consumer knowledge of the dangers caused by the phenomenon of counterfeit, the consumer still buying counterfeit products and therefore the consumers may not be is not aware of the seriousness of this dangerous matter.

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