



THE DETERMINANTS OF PURCHASE INTENTION TOWARDS COUNTERFEIT MOBILE PHONES IN PAKISTAN

Muhammad Rizwan¹
Muhammad Nasir Jamal
Zain-Ul-Abidin
Khadeeja Gul Zareen
Arslan Khan
Barza Farhat
Rashid Khan

ABSTRACT

The alarming emergence of global economic phenomenon of counterfeiting and the deficiency of research work in the context of consumer purchase intentions towards counterfeits makes the study more worthwhile than ever before. This study intends to examine the relationship of value consciousness, low price, past experience peer pressure and attitude on consumer purchase intentions in the context of counterfeit mobile phones in Pakistan. A sample of 329 students with the help of a questionnaire containing 22 statements related beliefs about counterfeited mobiles was taken. The data were analyzed using linear regression. The findings support the significant influence of past experience and low price on attitude towards counterfeit mobile phones, weak support for the role of value consciousness. Positive association between past experience, peer pressure and attitude towards counterfeit mobile phones were found and there is also a positive association of attitude with young consumer's purchase intentions. Strangely, low price was not significant in influencing the purchase intentions. For both practitioners and academics, the findings of this study hold important implications. The paper guides the policy makers and academics about the main predictors of consumer's attitude towards counterfeit mobile phones.

Key Words: Attitude, Counterfeits, Peer Pressure, Purchase Intentions, Value Consciousness

¹ Department Of Management Sciences, the Islamia University of Bahawalpur Bahawalpur, Pakistan.

Corresponding author's Email: rizwan.arshad@iub.edu.pk

INTRODUCTION

Counterfeits merchandises are those containing a feature that is similar to, or not capable of being distinguished from, a brand mark filed to some other party and encroach the privileges of the owner of the brand mark (Grossman and Shapiro, 1988; Kapferer, 1995; Chaudhary and Walsh, 1996; Eisend and Schuchert-Guller, 2006). Any illegal production of goods whose particular features are protected as intellectual ownership i.e. Trademark, Patents and Copy rights, comprises product counterfeiting (Cordell et al. 1996 and Chaudhary et al. 2005). Product counterfeiting and plagiarism of either sumptuous consumer goods or industrial goods is a worldwide problem of great effect and is more intense in the developing countries than in the modernized nations. Matter of apprehension is the reality that consumers, on the whole, do not recognize that their behaviors are worse to a specific industry or that it can take to a societal cost (Lysonski and Durvasula, 2008). They only take social benefits of imitated products into account. According to Trade-Related Aspects of Intellectual Property Rights (TRIPS, WTO Treaty) counterfeits are any products holding an unlawful property brand mark and in that way contravene the property of brand mark owner rendering the law of country importation. The ordinary people at times seems to get the terms piracy and counterfeits alike, or the later most comprehending than the former (Eisend and Schuchert-Guller, 2006). A broadly used definition of counterfeiting and plagiarism is presented in the TRIPS. According to this agreement, the term, “counterfeit brand mark goods” take in infraction of copyright and concerned intellectual property rights (World Trade Organization, 1994).

Counterfeiting comes along in different forms as deceptive, non-deceptive and blurs counterfeiting (Grossman and Shapiro, 1988; Bian, 2006). Through deceptive and blur counterfeiting consumers are either not conscious or uncertain of facts that he/she is purchasing counterfeits. While non-deceptive counterfeiting, in which consumers purposely purchase counterfeits (Grossman and Shapiro, 1988). Besides, as we concentrate on counterfeit physical goods, a more pulverized difference should be created with respect to buyer perceptions. Buyers may get articles on counterfeiting either by not being aware of the original intellectual property infraction (deceptive counterfeiting) or by being fully aware of illegal nature of the goods (non-deceptive counterfeiting). Around tierce of consumers would purchase counterfeit perceptively (Tom et al. 1998; Phau et al. 2001). According to the World Customs Organization, close to 7-10 percent of worldwide trade and revenues are being generated through the sales of counterfeit products. Counterfeit goods are manufactured and used almost in worldwide economies and have far-reaching effects on trade, service, foreign investment, innovation, delinquency and the surroundings. Counterfeiting keeps on growing world widely, owing to the increased margins attained through counterfeiting by producers and the demand for trade name merchandises at value-prices by buyers (Amine and Magnusson, 2007). Despite of law aimed to lessen the trade of counterfeit goods, manufacturing leaders and creators around the world have recognized it as per an arising issue, and are in work with groups such as International Anti-Counterfeiting Coalition (IACC) to defend their products from being imitated. According to the IACC (2008) estimate, 5-7

percent of the world trade comprises unlawful merchandises. Owing to increased consumer demand, the problem has arisen over 10,000 percent in the earlier 20 years. Counterfeiting prices the businesses up to \$250 billion every year, in USA.

Anterior research has revealed that consumer's moral arrogances can move the possibility of buying imitated goods (Muncy and Vitell, 1992). Profitable gains can also cause the need for imitated products (Bloch et al. 1993; Dodge et al. 1996). In reality, counterfeiting is liable for getting grievous monetary and societal impairments to both legal manufacturers and society, collectively. The anti-counterfeiting group survey discovered buyers ignore the harmful impacts, irrespective the impairment reasoned by counterfeit goods. The attainment of sumptuous brand imitation can be associated mainly to the amount of benefit it proposes above the actual merchandise (Bloch et al. 1993), the brand associations that drive along with prestige brand as well as the prospective for huge manufacture through production processes (Nill and Shultz, 1996). In developing nations, counterfeiting industries stay to attain manufacturing opportunities. It may be assumed that the short period advantages of lower manufacturing charges, industries may be missing risk management or in spite of eager to chance the penalty of scholarly goods with its possible long period impairment of loss of free-enterprise advantage for the gain of short-term advantages. Moreover, we should not oversee the detail that several successful business societies have themselves urged a plagiary scheme when establishing their technical capacity as business straggler (Germany, Japan in the 19th century, the Asian "tiger" economies after the Second World War). However, words plagiary, imitated goods, bogus, knock off, copycat, infested or generally used for counterfeits. They are dissimilar in meanings but create alike troubles to business.

LITERATURE REVIEW

Purchase Intention

A buyer's attitude and valuation and exterior components build buyer's purchase intention, and it is a vital reason to forecast buyer conduct (Fishbein and Ajzen, 1975). Purchase intention can amount the chances of a buyer to purchase a manufacture, and greater the purchase intention is, the larger a buyer's intention to purchase a merchandise (Dodds et al. 1991; Schiffman and Kanuk, 2000). Purchase intention specifies that buyers will keep up with their know-how, first choice and exterior environs to gather information, and make buying choice by assessing substitutes (Zeithaml, 1988; Dodds et al. 1991; Schiffman and Kanuk, 2000; Yang, 2009). Several researches claimed that purchase intention is a function of economic deliberations too, and not only of attitudes. Moreover, perceived affordability is an economic variable that can affect behavioral intention (perceived financial control). Thus, the purchase of that merchandise is prompted by the perceived ability to afford a product, no matter whether the buyer becomes aware of the product as pricey or low-priced. The present study intended to explore the consequences of self-assessed goods knowledge, product involvement, and buyer's perceived brand image of counterfeit goods, along with the relations among these variables on buyer's purchase intention of counterfeit goods.

Peer Pressure

Peer pressure is the price of group membership as an individual, intentionally or unintentionally complies with overriding traits of the peers in formation of his own traits as the individual belongs to certain groups adapts his or her in accordance with the peers of that group (Clasen and Brown, 1985). Generally, friends, siblings and acquaintances constitute a social circle of a person, members of which are termed as peers (Pilgrim and Lawrence, 2001). The concept of reference group is of great importance in understanding the consumer's buying behaviors as these groups exert significant impact on consumer behavior. Schiffman and Kanuk (2007) established a group of people whose attitudes and standards influence an individual's current behavior. Since peers belong to normative reference group, it provides an individual with attitudes, values and norms through direct interaction (Childers and Rao, 1992; Subramanian and Subramanian, 1995; Bristol and Mangleburg, 2005). These traits impact different habits of a person which he tries to comply with, out of these different habits, our focus is to study the individual's purchase intention.

The understanding of the importance of peer pressure phenomenon in the context of consumer purchase intention is clear as consumers are always influenced by the constituents of these normative reference group i.e. family, co-workers, relatives, peers and teachers. Normative reference group plays a vital role in developing awareness about a certain product while influencing their own opinions to the consumers, as a result when the consumer starts developing his or her mindset; he or she develops the opinion which is consistent with that of the group. Not only the opinion, information seeking, information processing, decision making and attitude formation even product selection is significantly influenced (Bearden et al. 1989). But despite of its importance, still there is a very limited research conducted specifically on this relationship some of them are focused upon North American consumers. Youngsters, especially teenagers are usually susceptible to Peer Pressure and have high propensity to develop behavior and make decision in compliance with peer's expectations. A study conducted in Botswana found a significant impact of peer pressure on consumers purchase intentions, the relation is more positively and significantly correlated in publically consumed products than the privately consumed products. The hypothesis is constructed as following:

H₁: Peer pressure has positive impact on purchase intention of counterfeit mobiles.

Attitude

Attitude is an "instructed tendency to retort a situation in an advantageous or disadvantageous mode" (Huang et al. 2004). Researchers trust on finding out consumer attitudes through research standards, as attitude cannot be ascertained directly (Huang et al. 2004). Realizing, Attitude is significant as it determines consumer behavior straight away. An attitude towards an article is an intimate assessment based on their opinions by persons (Fishbein and Ajzen, 1975). It determines person's intentions that affect their behaviors successively (Ajzen and Fishbein, 1980). Attitude is a

psychological condition people use to construct the behaviors to recognize the environment (Aaker et al. 1995). How to respond to their surroundings is also directed by attitude. It can either be constructive or destructive. A person may hold affirmative attitude towards illegal and unethical goods. Some consumers have encouraging attitude towards imitated goods while some consider them negative (De Matos et al. 2007). It is viewed especially in case of imitated goods of sumptuous brands that buyer's encouraging attitude towards imitated goods is positively linked with their intentions, but this is culture specific attitude (Phau and Teah, 2009). For instance, Lee and Workman (2011) determined that Korean students are more willing to purchase imitated goods than American students as they have more confirming attitude towards piracy. Yoo and Lee (2009) submitted that buyer's positive attitude for imitated goods can extremely determine their purchase intentions. Numerous components can determine buyer's attitude towards imitated goods. For example, a key component prompting buyers to buy counterfeits is low price (Dodge et al. 1996; Albers Miller, 1999; Prendergast et al. 2002; Harvey and Walls, 2003; Ergin, 2010). Similarly, easy access to counterfeits stimulates consumer demand for them (Penz and Stottinger, 2005; Stumpf et al. 2011). Attitude is a feasible predictor of behavior successively as it is thought to be mutually related with one's intention (Ajzen and Fishbein, 1980).

Up to the present time, four attributes i.e. quality, economic, legal and ethical have been discovered valuable in determining buyer attitudes (Cordell et al. 1996; Ang et al. 2001; Gupta et al. 2004). According to these, in defining attitude towards imitated goods, price as an economic component has been observed to perform a powerful role. Thus, if buyers think that they are animating "chiseled" by the actual manufacturers, they are probably to show more positive Attitude for imitated goods and successively are more probably to buy imitated goods (Ramayah et al. 2002). Further components observed to inspire buyer attitude for imitated goods or counterfeits involves gender, religion, need for personal benefit, positional components (Nill and Shultz, 1996; Gupta et al. 2004) and collectivism (Wang et al. 2005). Buyers, who have favorable Attitude for imitated goods and lock in buying action with manufacturers of these goods, often apply dual standard. Consumers justify themselves of accusation by rationalizing their activities and changing the blame over the manufacturers (Cordell et al. 1996; Ang et al. 2001; Penz and Stottinger, 2005). Contributing to the support for illicit manufacturer, these situational morals promote buying (Ang et al. 2001). By saying that unlawful manufacturers have least margins than the actual manufacturers and thus do not sense "chiseled" as consumers absolve their actions (Penz and Stottinger, 2005). Moreover illicit manufacturers is supposed to supply an approachable ambition for buyers who cannot get the original goods but who desire to attain the position, icon and fervor attached with possessing such articles (Gentry et al. 2001). Attitude is considered a necessity to consumer behavior research as it strongly affects behavior (Ajzen and Fishbein, 1980; Arcury, 1990; Bejou and Thorne, 1991; Samuelson and Biek, 1991; Follows and Jobber, 2000). The above discussion allows to construct following hypothesis:

H₂: Attitude has positive influence on the consumer's intention to purchase counterfeit mobiles.

Value Consciousness

Value consciousness has been defined as an interest for yielding lower prices, depending on some quality shortcoming (Ang et al. 2001) and has been determined to have a confirming impact on attitude towards imitated goods (Bloch et al. 1993, Ang et al. 2001, Wang et al. 2005). It is reasoned that distinctive pirated goods buyers are more value conscious, and possess lower ordinary income associated to those who do not buy pirated objects (Ang et al. 2001). Likewise, Bloch et al. (1993) determined that pirated goods buyers are less prosperous financially and are thus repelled by the price/value insight. Later on, imitated goods of sumptuous brands commonly offer alike working gains as the actual, but at a portion of the price of actual goods, they are supposed positively. Hence, “good feature” of counterfeits contribute to the appeal of buying, for buyers who are value conscious (Eisend and Schuchert-Guller, 2006). According to an observation, under price pressure, buyers get into illegal buying behaviors. Economic effects determine the margin of doubtful behavior by buyers, reported by Dodge et al. 1996. Perceived value is in height, as imitated goods allow enormous cost savings to buyers, while with certain settlement in quality. Pirated goods have a trenchant price benefit over the original goods, buyers will opt for the counterfeits, and it is presented by the evidence (Bloch et al. 1993). Thus, we believe that buyer with additional value consciousness will have a more advantageous attitude towards imitated goods than less value conscious buyers. The above discussion allows us in constructing following hypothesis:

H₃: Consumer’s value consciousness positively affects consumer’s attitude towards counterfeit mobiles.

Past Experience

Based on the assumption that consumer behavior is the result of learning (Bentlar and Speckart, 1979), there is an argument among the researchers that consumer’s past behavior can provide improved predictions of behavioral intentions (Corner and Armitage, 1998). Delgado-Ballester and Munuera-Aleman (2005) established that the trust developed through past experience becomes a vital part of current purchase and name the customer as loyal moreover serves as brand equity in future. Ang et al. (2001) found counterfeit buyers different from non-buyers, the former take such purchases less risky, not viewing this purchase as unethical and trusting the stores for prior counterfeit purchase. Research has found counterfeit buyers poles apart from non buyers and past experience to enhance attitudes (i.e. have more positive attitude) towards counterfeit products (Tom et al. 1998; Wang et al. 2005). Majority of consumers who had never bought counterfeit product did not choose counterfeit items, they also did not express any positive intention to buy counterfeit product in future when they were offered the opportunity to purchase the counterfeits. The above discussion allows us in constructing following hypotheses:

H₄: Past Experience positively influences the consumer's attitude towards counterfeit mobiles.

H₅: Past Experience positively influences the consumer’s purchase intention of counterfeit mobiles.

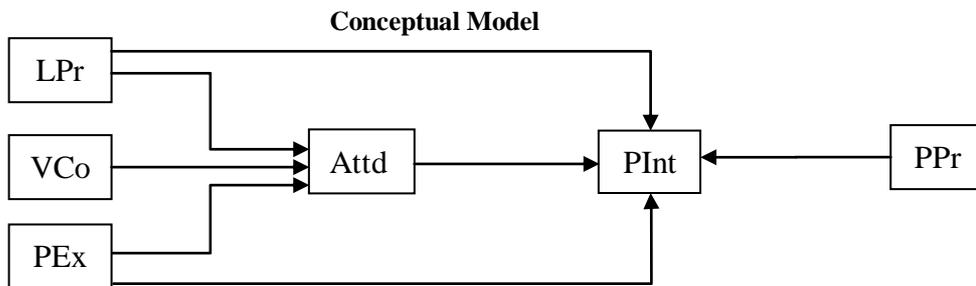
Low Price

Numerous studies encountered that low price is a vital causal factor influencing demand for imitated goods (Dodge et al. 1996; Albers Miller, 1999; Prendergast et al. 2002; Harvey and Walls, 2003). Buyers wish to purchase original goods but just few of them can get them. Those who cannot buy genuine brands, the superior priced actual brands provide a chance to low priced counterfeits to fulfill their demand (Chuchinprakarnm, 2003; Chaudhry et al. 2009). Deceptive counterfeit’s low price has been found to cause demand for non-deceptive counterfeits (Staake and Fleisch, 2008). By the purchase side and low price, consumers recognize non-deceptive counterfeits (Prendergast et al. 2002). Buyers demand counterfeits because of their low financial gain and limited education; it is supposed by the buyers from USA and Brazil (Stumpf et al. 2011). When counterfeits are accessible notably at lower prices, buyers opt for counterfeits over genuine brands (Bloch et al. 1993; Gentry, 2006; Ergin, 2010). In addition, more or less buyers urge to adopt luxurious manner of living but are not economically good enough to purchase genuine brands and are led with the option of imitated goods (Gistri et al. 2009). Likely, price conscious buyers intentionally purchase imitated goods as these are cost-efficient (Haque et al. 2009; Gino, 2010). The above discussion allows us in constructing following hypotheses:

H₆: Low price has positive influence on the consumer’s attitude towards counterfeit mobiles.

H₇: Low price positively affects the consumer’s intention to purchase counterfeit mobiles.

(Figure-1 for Conceptual Model of the Student)



Note: LPr- Low Price; VCo- Value Consciousness; PEx- Past Experience; Attd- Attitude; PInt- Purchase Intention; PPr- Peer Pressure.

METHODOLOGY

Sample Data

A survey was conducted among the young generation of Pakistan in Bahawalpur city. As the study investigates counterfeit mobiles, the method of sampling was random convenient sampling. The

survey was conducted mainly in 3 campuses of The Islamia University, Bahawalpur, i.e. Abbasia, Railway and Baghdad Campus. The questionnaire was based on 5 point Likert scale. Total of 350 questionnaires for self-administered completion were distributed among the respondents out of which 329 completed in all aspects and usable for further statistical analysis were received back that shows a response rate of 94%. Student sample for this particular study was considered to be fit, given the type of our research design. Firstly, the majority of university students lie into age group of 18-25 years. This trend is consistent with our respondents as well. A consistent tendency has been found to purchase counterfeits among the individuals of this age group (Gentry et al. 2001; Gupta et al. 2004; Bian and Veloutsou, 2005). Furthermore, students are always found lacking in income required to buy expensive luxury mobiles. Thus their tendency to resort towards low cost counterfeits to gain benefits associated with same kind of branded mobiles is quiet obvious. Thus they resort to gain the benefits linked with use of branded mobiles. Students are considered relatively homogeneous in their behaviors and attitudes (Calder et al. 1981; Stayman and Brown, 1992). These characteristics of students make them a suitable population for our study, as they are supposed to consume counterfeit mobiles and are more likely to possess more favorable attitudes towards counterfeits.

Instrument and Measures

A two page self-administered questionnaire was developed. It mainly comprised of two sections; 1st section was designed to collect the respondent's different demographic characteristics. On the other side, section B was designed carefully to seek the respondent's responses about the past experience of counterfeit mobiles; value consciousness, low price, attitude toward counterfeit mobiles and purchase intention towards counterfeit mobiles. Scale items of value consciousness were adopted from Lichtenstein et al. (1993), a total of 3 scales were adopted. Scale items for low price and past experience were adopted from Tom et al. (1998). Peer pressure was measured using scale items adopted from Wiedmann et al. (2009). Measurement scale items for attitude were consistent with De Matos et al. (2007) and finally purchase intention was measured with the employment of item scales consistent with Schlosser et al. (2006). All these scale items were adopted from past established studies and the respondents were eventually asked to give their responses on 5 point Likert scale (1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree, 5 = Strongly Disagree)

Reliability Analysis

The cronbach alphas of all the variables included in the study are more than the acceptable and recommended level of 0.5 by Nunnally, (1970) and Moss et al. (2007).

The cronbach alphas of all variables are given at Table-1.

Table-1. Reliability Analysis

No.	Item	Frequency	Alpha
1	Value Consciousness	3	0.631
2	Past Experience	3	0.757

3	Low Price	5	0.729
4	Peer Pressure	4	0.63
5	Attitude	3	0.656
6	Purchase Intention	4	0.757
	Overall	22	0.722

RESULTS AND ANALYSIS

Profile of Respondents

Out of total usable sample of 329, a total of 64.4% of respondents were male and 35.6% were female while 91.2% were students and majority of the rest were part time students, 91.8% were of less than 25 years age. Given the student population 78.7% of respondents reported an annual income PKR-25000 (Table-2)

Table-2. Profile of Respondents

Variables	Category	Frequency	Percentage
Gender	Male	212	64.4
	Female	117	35.6
Age	Below 20 Years	96	29.2
	20-25 Years	206	62.6
	25-30 Years	13	4.0
	30-40 Years	6	1.8
	Above 40 Years	8	2.4
Income	Below 15000	154	46.8
	15000-25000	105	31.9
	25000-35000	24	7.3
	35000-45000	9	2.7
	45000-50000	10	3.0
	Above 50000	27	8.2
Education	Matriculation	5	1.5
	Intermediate	36	10.9
	Bachelors	149	45.3
	Masters	102	31.0
	MS/ M. Phil	36	10.9
Status	Ph. D	1	0.3
	Student	300	91.2
	Unemployed	4	1.2
	Employed	18	5.5
	Businessman	6	1.8
	Housewife	1	.63

Hypothesis Testing

The linear regression conducted to examine the impact of past experience, low price and consumer's value consciousness on attitude towards counterfeit mobile phones resulted that overall model explained 30% (Adj. $R^2 = 0.30$) variance in consumer's attitude towards counterfeit mobile phones, which is statistically significant as $F = 46.935$, $p < 0.001$. Whereas the results of same statistical analysis revealed that overall 59.5% (Adj. $R^2 = 0.595$) variance in purchase intention

towards counterfeit mobiles was due to low price, past experience, peer pressure and attitude being statistically significant as $F = 119.496, p < 0.001$. Further statistical findings are appeared in Table-3.

Peer Pressure on Purchase Intention

Standard linear regression was conducted with the help of SPSS 17.0 to determine whether peer pressure have positive influence on consumer’s purchase intention regarding counterfeit mobiles. peer pressure was found to have a positive impact on purchase intention with ($\beta = 0.193, p < 0.001$).

Attitude towards Purchase Intention

The results showed that attitude was significantly positively co related to purchase intention with ($\beta = 0.366, p < 0.001$).

Value Consciousness towards Attitude

The consumer’s value consciousness had a very minor part in creating variance in consumer’s attitude towards counterfeit mobile phones at a significant level of 0.03 with ($\beta = 0.109, p < 0.05$).

Past Experience towards Attitude

Same sort of results were found in relation of past experience of counterfeit mobile phones in developing consumer’s attitude towards counterfeit mobile phones being responsible for variance in attitude towards counterfeits with ($\beta = 0.272, p < 0.001$).

Past Experience towards Purchase Intention

Past Experience was proved positively co-related with purchase intention with ($\beta = 0.344, p < 0.001$) supporting significantly H_5 .

Low Price towards Attitude

Linear regression to examine the impact of low price on consumer attitude towards counterfeit mobile phones was conducted. Which revealed that variance in consumer’s attitude towards counterfeit mobiles was due to low price having ($\beta = 0.30, p < 0.001$).

Low Price towards Purchase Intention

Low price was failed to be proved being responsible as a significant determinant of counterfeit mobile phones with ($\beta = 0.063, p = 0.181$).

Table-3. Regression Table

Hyp.	Model Variables	Estimate	S.E.	C.R.	Significance	Results
H1	PPr → PInt	0.193	0.051	4.371	0.000	Supported

H2	Attd	→	PInt	0.366	0.047	8.404	0.000	Supported
H3	Vco	→	Attd	0.109	0.057	2.185	0.030	Supported
H4	PEX	→	Attd	0.272	0.047	4.809	0.000	Supported
H5	PEX	→	PInt	0.344	0.40	7.597	0.000	Supported
H6	LPr	→	Attd	0.300	0.060	5.108	0.000	Supported
H7	LPr	→	PInt	0.063	0.052	1.342	0.181	Not Supported

DISCUSSION

The first model of our study resulted in acceptance of all three hypothesis regarding attitude towards counterfeits in respect of low price, past experience and value consciousness. Since past experience is proved to have the positive relationship with attitude towards counterfeits, this finding is consistent with Ang et al. (2001) and De Matos et al. (2007). It is established now that consumers who had already bought some counterfeit in past have more favorable attitude towards counterfeits. Low price is also found to have a significant positive relationship with consumer's attitude towards counterfeit mobile phones. This finding is consistent with previous findings as (Staake and Fleisch, 2008) established "low price motivates consumers to buy non-deceptive counterfeits". Chuchinprakarn (2003) concluded counterfeits are substitutes for these consumers who cannot afford genuine brands. Consumers prefer counterfeits over branded products especially when they are available markedly at lower prices (Bloch et al. 1993; Gentry et al. 2006; Ergin, 2010). As expected value consciousness of young Pakistani consumers is also found significant in regards of consumer attitude towards counterfeit mobile phones. Bian and Moutinho (2009) found that the more value people perceive in counterfeit, the more than they tend to purchase the product backed by their positive attitude towards counterfeits.

In second model, purchase intention regarding counterfeits was studied and peer pressure was also found significant determinant in this particular context. This result is also consistent with previous studies. The positive relation of peer pressure and purchase intention is in compliance with previous studies conducted by other researchers (Makgosa and Mohube, 2007; Fatima, 2012). Similarly, we found that the young consumers' positive attitude towards non-deceptive counterfeit mobile phones have significant positive influence on the purchase intentions. It is supported by Yoo and Lee (2009) who found that the consumers' positive attitude towards counterfeits influence their purchase intentions positively. Past experience is proved to have the positive relationship with attitude towards counterfeits; this finding is consistent with Ang et al. (2001) and De Matos et al. (2007). It is established now that consumers who have already bought some counterfeit in past have more favorable attitude towards counterfeits. Strangely the young generation of Bahawalpur showed a unique attitude for low price towards purchase intention of counterfeit mobile phones. Surprisingly, by rejecting the general past trend they showed that low price is no more a significant factor regarding purchase intention towards counterfeit mobiles.

CONCLUSION

The impact of different factors on consumer's overall attitude and purchase intention towards counterfeit mobiles along with multiple factors like low price, past experience, consumer's value consciousness, and social influence referred to as peer pressure in this particular study was examined. As an attempt to study the relationship among these factors in the context of Pakistan Youth in Bahawalpur city, we found a positive significant relationship between the peer pressure and purchase intention of young consumers, Positive association between attitude and purchase intention of consumer of Pakistan. Past experience was also found with significant positive association with purchase intention of youth of Pakistan in Bahawalpur whereas low price was not proved with any significant impact on purchase intention of young people in Bahawalpur of Pakistan. But consumer's value consciousness, past experience of counterfeit mobile phones and low price, all these three factors were found with significant impact on young consumer's attitude towards counterfeit mobile phones. All of the findings are consistent with relevant past research's findings except the impact of low price on consumer's purchase intention which may show the young consumer's unique attitude in this part of the country. The findings imply that mobile phone producer now, should focus on value added features of their products on reasonable prices so that they can attract maximum young consumers.

Managerial Implications

Given the alarming increment in the overall business of counterfeit products worldwide, this study provides an insight for the business managers to understand the factors affecting consumer's purchase decisions regarding counterfeit mobile phones (CMPs) in specific with their relevant importance in this particular context, as established in the past studies low price plays a vital role in developing the young consumer's attitude towards CMPs. But it does not play any significant role in igniting the consumer's purchase intentions. The branded mobile companies in order to counter the developed attitude should offer more value added products with attractive features while following the universal practice of competitive prices. Attracting CMP consumers become more difficult when the consumers have positive past experience of such products. CMPs should be considered a separate competitor brand and all stake holders of genuine branded mobile phones industry should play their respective role in order to distract the experienced CMPs users from purchasing them again. As the business gone in the basket counterfeit producers is the loss of genuine practitioners as a whole. Marketing campaigns should be carefully designed in a sense that promotes strong peer relations along with a clear message recommending the use of genuine mobiles in a socially accepted manner. Most influential reference groups should be identified through comprehensive marketing research before introducing the products in market and designing the promotional campaigns. These identified reference groups should be promoted in the ads accordingly.

Limitations and Future Research

Since, there is always a space for improvement. The study is also not free from limitations, worthy of improvement. This study was restricted to the examination of limited factors that had showed some kind of significant influence on the consumer's purchase intentions in past studies. Students were taken as the sample for this study. While a number of past studies have favored this data collection method (Cordell et al. 1996; Albers- Miller, 1999; Wang et al. 2005) more demographic segments should be touched. Mobile phone deemed to be an article of high product involvement among the youth some other product categories may show different findings. Finally, ethical and moral values influenced by culture, nationality and social factors. New insights may be explored though a cross sectional, cross national and cross cultural study. This study is focused on counterfeit mobile phones. Future research should examine purchase intention and attitude of consumers in regards of non-counterfeit mobile phones, or other luxury items. A study should also be done to study the reasons of this strange behavior of young consumers of Pakistan with reference to low price of counterfeit mobile phones which is generally assumed to be an important determinant of purchase intention of counterfeit mobile phones and is also supported with several past studies.

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