

Effects of Personality Factors on Consumer Attitude Toward the Acquisitions of Counterfeit Products

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Abstract

The consumption of counterfeits products has become a major challenge across the world. Therefore, this study aims to determine how personality factors influence consumers' attitude towards acquisitions of counterfeit products. To achieve this objective the research used descriptive research design. The population of interest was 300 MBA students at Nairobi campus Africa Nazarene University. The sample size was 50 students. The researcher came up with a self-administered questionnaire which was designed using established scales and was administered through "drop and pick up later" method. The data analysis for this study was conducted through Statistical Package for Social Sciences (SPSS). The collected raw data was processed, analyzed, and presented using graphs and tables. The findings indicate that personality factors (price consciousness) have significant impact on consumers' purchase intention towards counterfeit products. In addition, the findings indicate that integrity, personal gratification and perceived risk has no influence on consumer attitude toward purchase of counterfeits products. The research findings can be used to formulate strategies to better counter counterfeiting. Further these findings contribute to the body of knowledge on consumer attitude toward purchase of counterfeits product.

Key words: *Counterfeits, Attitude, personality*

Introduction

According to McCarthy (2004), counterfeiting is “the act of producing or selling a product containing a deliberate and calculated reproduction of a genuine trademark. A ‘counterfeit mark’ is identical to or substantially indistinguishable from a genuine mark.” Further, Lim *et al* (2001), define counterfeits as reproductions that appear the same to legitimate products in appearance, including packaging, trademarks, and labeling or genuine product. According to Rath *et al* (2008), counterfeit products appeal to consumers like real product though they are not, yet cost only a fraction of the price of the original.

A counterfeit is called by many different names such as imitation, copycat, knock-off, bogus, fake and copy. These names are a little bit different in exact meaning but not different in creating similar problems to businesses (Wilke and Zaichkowsky, 1999). Products being counterfeited include pharmaceuticals, computer memory chips, biro pens, automobile parts, cloths, accessories, motorcycles, cigarettes, movies, tea, video game controllers, music, computer software and cell phones , to name just a few. According to a report prepared by the Anti-Human Trafficking and Emerging Crimes Unit of the United Nations Interregional Crime and Justice Research Institute (UNICRI) ,counterfeiting has changed dramatically and rapidly since it has become a terrible and dangerous criminal activity.

Counterfeits globally

According to Kenya Association of Manufacturers Policy Brief (2009), the supply of counterfeit products has been growing dramatically across the world. Copyright owners and governments usually find themselves in a constant conflict against counterfeiters. Although consumption patterns vary, counterfeit products are being sold in virtually all economies. For example, according to KAM Policy Brief (2009), the Middle East is an important market for automotive parts, while Africa is a major destination for counterfeit pharmaceuticals.

Various Industries world-wide lose large amounts to counterfeiters. Such losses not only affect the producers of genuine items, but also involve social costs.

According to International Anti-Counterfeiting Coalition (2008), it is estimated that counterfeiting is a \$600 billion a year problem. In addition this problem has grown over 10,000 percent in the past two decades up from \$5.5 billion in 1982. The number of counterfeit items seized at European Union borders has increased by more than 1,000%, rising to over 103 million in 2004 from 10 million in 1998 (IACC, 2008). At U.S. borders, seizures of counterfeit goods have more than doubled since 2001 (Guiterez *et al.*, 2006). According to a recent International Trade Commission study, a \$100 billion counterfeit market translates into a global loss to businesses of \$200 billion a year (Chaudhry, Cordell & Zimmerman, 2005).

In the USA economy, the cost of counterfeiting is estimated to be up to \$200 -250 billion per year (Chaudhry *et al.*, 2005). Additionally, across the countries worldwide, almost 5 percent of all products are counterfeit, (International Intellectual Property Institute (2003) and International Ant counterfeiting Coalition (2005). Further, counterfeiting is increasing globally because of high profit margins achieved through counterfeiting by manufacturers (Amine and Magnusson, 2007). European Brands Association (EBA) reports reveal that the markets where counterfeiting is most extensive are computer software with 35%, , textile and ready-to-wear with 22%, toys with 12%, perfumes with 10%, pharmaceuticals with 6%, watches with 5% and Audio-visual products with 25%.

In addition to that, counterfeiting got out of hand globally a long time ago after counterfeiters began targeting everything that is in the market from life prolonging drugs to computer programmes and food products there is nothing that has been left untouched (KAM Policy Brief, 2009).

Problem Statement

Counterfeiting is a significant and growing problem worldwide, occurring both in less and well developed countries (Chaudhry *et al.* 2005). According to the International Intellectual Property Institute (2003), and the International Anti-counterfeiting Coalition (IACC, 2005), worldwide almost five percent of all products are counterfeit. According to Kenya Association of Manufacturers Policy Brief (2009), “Globally, trade in counterfeit products has reached uncontrollable levels and has recently been described as ‘perhaps the world’s fastest growing and most profitable business’”. Further, this indicates that the problem is still growing though it is already very serious and is likely to cause much more damage in the future if the consumers continue to purchase these counterfeits products. Therefore, the issue on why consumers are still acquiring counterfeit products even though they are aware that these products are of lower quality and also very dangerous to their health remains. Therefore this research will examine if personality factors influence the attitude of the consumers towards the acquisition of counterfeits product. Since consumers are usually influenced either by internal or external factors. These factors can either make a consumer act favourably or unfavourably towards the acquisition of a product.

Objective of the study

General objectives

To determine how personality factors influence consumers’ attitude towards acquisitions of counterfeit products.

Specific objectives

- i. To examine the influence of perceived risk on consumers' attitudes toward acquisition of counterfeit products.
- ii. To examine the influence of integrity on consumers' attitude toward acquisition of counterfeit products.
- iii. To determine the influence of price consciousness on consumers' attitude towards acquisition of counterfeit products.
- iv. To examine the influence of personal gratification on consumers' attitude toward acquisition of counterfeit products.

Theoretical Framework

Theory of Planned Behaviour

According to the theory of planned behavior (TPB), purchase behaviour is determined by the purchase intention, which is in turn determined by attitudes (Ang *et al.*, 2001). According to Ajze (1988), the theory of planned behaviour suggests that a person's behaviour is determined by his/her intention to perform the behaviour and that this intention is, in turn, a function of his/her attitude toward the behaviour of purchasing counterfeit products. The greatest way to predict consumer attitude toward purchase of counterfeit products is their intention. Intention is the cognitive representation of a person's readiness to perform a given behavior. (Ajze & Fichbein, 2010).

The theory of planned behaviour holds that only specific attitudes toward the behaviour in question can be expected to predict that behaviour. In addition to measuring attitudes toward the behaviour, we also need to measure people's personal norms – their beliefs about counterfeit products. To predict someone's intentions, knowing their beliefs can be as important as knowing the person's attitudes (Ajzen, 1985). The theory of planned behaviour

allows us to foresee intentions and behaviour with reference to the purchase or use of a single brand or product as well as in relation to choice amongst different brands or products. Finally, an attitude towards counterfeiting is a significant influencer of purchase intention. It is suggested that if consumers' attitudes towards counterfeiting is favorable, the higher the chances that they will purchase the counterfeits product (Ang *et al.* 2001 and Wang *et al.* 2005)

Empirical reviews

Consumer Attitudes towards counterfeiting

Consumer attitude is one of the internal factors that usually influence the consumer either to behave in a favorable or unfavorable way towards an object. Consumer attitudes toward counterfeiting have been extensively studied in the literature and are explained by the Theory of Planned Behavior (TPB) and the Theory of Reasoned Action (TRA) (Wang *et al.*, 2005; Kwong *et al.*, 2003; Ang *et al.*, 2001). According to Blackwell *et al* (2006) attitudes are global or overall evaluation judgment. In the previous studies on consumers' attitude toward purchase intention, the researchers found that consumers in various countries differ in their attitudes toward counterfeit products (Ang *et al.*, 2001; Wang *et al.*, 2005).

Norashikin (2009) discovered that price consciousness, perceived risk and social influence are the independent variables that strongly affect consumers' attitude towards counterfeit products. Attitude towards counterfeit products was also found important in influencing purchase intention of the consumers. This brings about the mediator role of attitude in its relationship with purchase intentions. Therefore, attitude towards counterfeiting varies between buyers and non-buyers, as several studies have discovered that the way customers perceive the purchase of counterfeit products is associated with ethical judgments (Ang *et al.*, 2001).

Teah *et al* (2008) suggest that attitudes towards counterfeits of luxury brands were found to affect the consumers purchase intention. Price consciousness was found to significantly affect attitudes towards counterfeits of luxury brands. According to Alexander *et al* (2008), in general there were strong attitude differences between those who have previously bought counterfeits and those that have never knowingly acquired counterfeit products. The result also showed that those who were interviewed agreed that counterfeits hurt the economy of U.S and those companies that manufacture the genuine product. They also found that those who have never acquired counterfeits indicated that people who usually buy and sell counterfeit products are criminals. Boumphrey (2007), who reported that 76% of Americans say that counterfeit products have the same quality as any genuine manufactured goods. Those that have acquired counterfeits believe that counterfeits are a way to get back at “big business” who they believe have unfair prices for an equal product.

Personality factors and counterfeiting

Personality factors have long been well-known to be important in affecting consumer decision making (Miniard and Cohen, 1983). Matos *et al.* (2007) found that consumer intentions to buy counterfeited products are dependent on the attitudes they have toward counterfeit, which in turn are more influenced by perceived risk, whether consumers have bought a counterfeit before, integrity, price consciousness, and personal gratification. Ian *et al* (2009) found that personality factors do not affect consumers' willingness to acquire products.

Perceived risk

Mitchell (1992) suggested that perceived risk influences the five stages of the consumer decision process, which are recognizing the problem, pre-purchase information search, alternative evaluation, purchase decision and post-purchase behavior. Additionally, perceived

risk is one of the main explanatory variables in consumers' behavior toward acquiring counterfeit products (Mitchell, 1999; Mitchell & Boustani, 1993; Gabbott, 1991; Brooker, 1984). Further, marketing literature has acknowledged perceived risk as an important issue during buying decisions, proposing that consumers seek to reduce uncertainty and the unfavorable consequences of purchase decisions (Mitchell, 1999; Cox, 1967; Bauer, 1960). Nordin (2009) found that perceived risk is dominant and the only factor contributing to a significant negative effect on consumers' attitude toward acquisitions of counterfeit products.

Integrity

Integrity refers to the quality of being honest and having strong moral principles; moral uprightness, as a consumer or an individual. The effect of basic values like integrity will affect the judgment towards succumbing to unethical activities (Steenhaut & van Kenhove, 2006). Integrity is determined by personal ethical standards and obedience to the law. If the consumers view integrity as critical, the chances of them viewing counterfeit products as favourable would be less, but if the consumers do not feel that integrity is important then they would be in favour of counterfeit products (Ang *et al.*, 2001; Wang *et al.*, 2005).

According to Ian *et al* (2009), Integrity was found to be the only factor influencing attitudes toward purchase of counterfeit product. The useful life of a counterfeit product showed significant effect on consumers' willingness to purchase. In addition those consumers who have higher levels of integrity are more likely to hold negative attitudes towards counterfeit products. Consumers who consider values such as politeness, honesty and responsibility as important tend to have negative attitudes toward counterfeit products.

Consumers' buying of a counterfeit is not an illegal act, but as consumers participate in a counterfeit transaction that supports criminal activity, a consumer's respect for lawfulness might explain how much engagement the consumer will have in buying counterfeit products.

In this sense, those consumers who have lower ethical standards are expected to feel less embarrassed when buying a counterfeit product (Ang *et al.*, 2001).

Price consciousness

Price consciousness refers to the degree to which the consumer focuses entirely on paying low prices for the product. Price consciousness plays an important role in affecting consumer behaviour and has been studied extensively in the literature. Price is the total bundle of disutilities given up by consumers in exchange for a product. Swee *et al.* (2001), found that consumers who were of lower income groups in Singapore had more favourable attitudes towards pirated CDs. Further, Nordin (2009) found that consumers seem to be price conscious, meaning that they acquire products based on the price that is offered, that is going after the less expensive products. Consumers who are price conscious tend to buy items that are on sale, which usually are cheap. In Huang *et al.* (2004)'s study, the price-consciousness construct was not significant. Through research, it was found that perceived price is positively associated with consumers' perceptions and therefore, has an impact on consumers' behavioral purchase intention (Oh, 2000). In addition, it was argued that unfavourable price perceptions have a direct effect on consumers' intention to switch (Varki & Colgate, 2001).

Further, Staake *et al* (2008), revealed that the main reason for consumers' acquisition of counterfeit goods was their low price. Hence, many studies have addressed price advantage as a dominant reason for buying counterfeits (Albers-Miller, 1999; Bloch *et al.* 1993; Dodge *et al.* 1996; Harvey & Walls 2003; Prendergast *et al.* 2002). Matos *et al.* (2007) state that price is the most significant factor in the continuous increasing demand for counterfeit DVDs. Price is also regarded commonly in economics whereby it represents the price as a constraint when considering behavioral intention towards counterfeit goods (Lanchester, 2002). Most

of the researchers claim that price difference is an important factor when purchasing counterfeit products (Chang, 1993; Bucklin, 1993; Weigand, 1991).

Personal gratification

Perceived risk refers to the nature and amount of risk perceived by the consumer in contemplating a particular purchase decision, for example whether to acquire counterfeit products or not. According to Wang *et al.* (2005), personal gratification is the need for a sense of achievement or accomplishment, social recognition, and the desire to enjoy the better things in life. Phau and Teah (2009) found that consumers with a high sense of personal gratification would be more mindful of the appearance of products that are fashionable and are probably less prone to accept goods of lesser quality. This is because by buying a counterfeit product the consumers are seen as not thinking highly of themselves.

Bloch, *et al.*, (1993), observed that those who do not acquire counterfeit products were more confident relative to buyers, more successful and had higher perceived status. These are characteristics often associated with individuals who seek accomplishment, social recognition, and comfortable lifestyle. There are conflicting results in literature because Bloch *et al.* (1993) suggest that buyers who choose to acquire counterfeit products see themselves as less well off financially, less successful, less confident and of lower status than non-counterfeits buyers. Ang *et al.* (2001) suggest that there is no significant effect of personal gratification on consumer attitudes toward acquisition of counterfeit products.

Research methodology

A research design is a structure or is a glue that holds all of the elements in a research project (Kombo & Delno, 2006). Therefore to address the objective of this study, descriptive survey which is the method of collecting information by interviewing or administering a questionnaire to a sample of individuals, will be used (Orodho, 2003). It can further be used

when collecting information about people's attitudes, opinions, habits or any variety of education (Orodho, 2003; Kombo, 2002). The researcher used a descriptive survey to collect information from the respondents on their attitudes towards purchase of counterfeit products.

The study site was in Nairobi since it has the largest number of counterfeited products in Kenya. Africa Nazarene University, Nairobi CBD campus, MBA Students were used as the respondents. This is because the MBA students at Africa Nazarene University at Nairobi CBD campus are believed to have a considerable amount of spending power and substantial exposure and knowledge of counterfeit products. In addition, they are people who are mature and most of them are independent and are able to choose between purchasing imitated products or legitimate products. This research site was significance to this study since it has educated consumers' who can distinguish between counterfeited and genuine products. The assumption is that the MBA students at Africa Nazarene University in Nairobi CBD campus will represent the views of Kenyan consumers.

Population is defined as a group of persons, objects, or items from which samples are taken for measurement. The population of interest was 300 MBA students at Africa Nazarene University, Nairobi CBD campus. This population size was obtained from the office of the Registrar, Africa Nazarene University. A survey was conducted among MBA students at Africa Nazarene University. The respondents were both male and female students who are working professionals from various institutions and organizations or self-employed or even retirees.

A sample of 50 Masters of Business Administration students of Africa Nazarene University Nairobi CBD campus were selected. The researcher used simple random sampling technique to arrive at the desired representative number of students. Data collection refers to the gathering of information to serve or prove some facts. The researcher came up with a self-administered questionnaire which was designed using established scales and was

administered through “drop and pick up later”. This was to ensure that the questionnaires that were administered for the final study were capable of eliciting the kind of information that was required (validity). The reliability of data was tested through cronbach coefficient-alpha whereby if it's above 0.5 the information obtained from the questionnaires is reliable. The data collected was analyzed through Statistical Package for Social Sciences (SPSS). The raw data collected was processed, analyzed and presented using graphs and tables.

Results and discussion

Descriptive statistics

The descriptive analysis was done to see the pattern and frequency of the demographic of the respondents and variables which were under study. Preliminary analysis such as normality, reliability, validity and factor analysis were assessed.

Normality tests were done to see whether the data obtained were normal, while the reliability test was done to see whether the items that make up a scale are all measuring the same underlying construct. The validity test was to see whether the item measures what it is supposed to measure, and factor analysis was to verify the dimensionalities of measured constructs.

A total of 50 questionnaires were distributed and only 49 completed questionnaires were returned and taken as the sample. The response rate was 98 percent, even though there were some missing variables, for example: in the age of the respondents, there was one missing field of a respondent who did not include the age; on the monthly income 3 fields were missing; and the reason for buying counterfeit products, 6 fields were missing thus indicating a lower return rate of 96, 92 and 86 percent respectively.

Perceived risk

Perceived risk was tested to measure the risk that consumers take when buying counterfeit products. If the risk is high most likely the consumers will not acquire counterfeit products but if its low most likely they will acquire counterfeit products.

The results were tabulated in table 4.6 below.

Table 4. 1: Perceived risk

Responses	SA%	A%	MA%	NS%	SD%	D%	MD%
The risk that I take when I buy a counterfeit product is high	44.9	42.9	8.2	0	4.1	0	0
There is high probability that the product doesn't work	38.8	38.8	6.1	12.2	2	0	2
Spending money on counterfeit products might not be wise	71.4	16.3	8.2	0	2	2	0
Buying counterfeit products makes me feel unhappy/frustrated	46.9	12.2	20.4	8.2	4.1	8.2	0

Where SA = Strongly Agree, A = Agree, MA = Moderately Agree, NS = Not sure,

SD = Strongly Disagree, D = Disagree and MD = Moderately Disagree.

Table 4.6 shows that majority of the respondents, represented by 42.9%, agreed that the risk taken when buying counterfeit products is high. Those who strongly agreed, moderately agreed and strongly disagreed were represented by 44.9%, 8.2% and 4.1% of the respondents, respectively. Those who were not sure, disagreed and moderately disagreed accounted for zero results.

In connection with the risk, 38.8% of the respondents strongly agreed and agreed that there was high probability that the counterfeit product doesn't work. Those who were not sure, or moderately agreed, accounted for 12.2% and 6.1% respectively, while those who strongly

disagreed and moderately disagreed accounted for same result of 2.0%. Those who disagreed accounted for zero results.

In addition, 71.4% of the respondents strongly agreed that spending money on counterfeit products might not be wise. Those who agreed and moderately agreed constituted 16.3% and 8.2% respectively. Those who strongly disagreed and disagreed were both at 2.0%. Those who were not sure and moderately disagreed accounted for zero results.

Finally, on the perceived risk, 46.9% of the respondents strongly agreed that buying counterfeit products makes them feel unhappy and frustrated. Those who moderately agreed and agreed comprised 20.4% and 12.2% respectively. Those who were not sure and disagreed gave same result of 8.2% and those who moderately disagreed gave zero results.

Perceived risk with (82.00%) do not affect consumers' attitude towards counterfeit products. Consumers probably will not purchase counterfeit products because they perceive the risk to be high. On the other hand, if the risk was lower, they would probably have purchased counterfeit products. This finding is supported by the research done by Nordin (2009) who found that perceived risk is one of the factors contributing to a significant negative effect on consumers' attitude toward acquisition of counterfeit products.

Integrity

Integrity and counterfeit products presented honesty, value responsibility, self-control and politeness. The results were tabulated in the table 4.7 below.

Table 4. 2: Integrity

Responses	SA%	A%	MA%	SD%
I consider honesty as an important quality for one's character	85.7	12.2	0	2

I value politeness	63.3	22.4	12.2	2
I value responsibility	77.6	14.3	6.1	2
I like people that have self-control	81.6	14.3	2	2
I value honesty	85.7	10.2	2	2

Where SA = Strongly Agree, A = Agree, MA = Moderately Agree and SD = Strongly Disagree.

Table 4.7 showed that first, majority of the respondents strongly agreed that they consider honesty as an important quality representing 85.7%. Further, those who agreed and strongly disagreed with 12.2% and 2.0% respectively. Respondents, who moderately agreed, not sure, disagreed and moderately disagreed all accounted for zero results.

Moreover, majority of the respondents strongly agreed that they value politeness accounting for 63.3%, followed by those agreed, moderately agreed and strongly disagreed with 22.4%, 12.2% and 2% respectively. Respondents who were, not sure, disagreed and moderately disagreed all accounted for zero results.

In addition, majority of the respondents strongly agreed they value responsibility, accounting for 77.6%. Also, those who agreed, moderately agreed and strongly disagreed accounted for 14.3%, 6.1% and 2% respectively. Respondents who were not sure, disagreed and moderately disagreed all accounted for zero results.

Thirdly, majority of the respondents strongly agreed they like people that have self-control, who were represented by 81.6%. Those who agreed scored 14.3%. Those who rated moderately agreed and strongly agreed accounted for the same result of 2.0%. Respondents who were not sure, disagreed and moderately disagreed all accounted for zero results.

Fourthly, majority of the respondents strongly agreed that they value honesty which was represented by 85.7%, those who agreed scored 10.2%. Those who rated moderately agreed

and strongly agreed accounted for the same result of 2.0%. Respondents who were not sure, disagreed and moderately disagreed all accounted for zero results.

Finally, 90.00% thought that integrity does not affect the consumers' attitude towards counterfeit products, because the higher the percentage the lower the influence. In addition, the result indicates that the consumers have a higher level of integrity and are more likely to hold a negative attitude towards counterfeit products. The findings also indicate that consumers value politeness, honesty and responsibility. This is supported by the findings of Ang *et al.*, (200); and Wang *et al* (2005) who found that consumers view integrity as critical since they view counterfeit products as less favorable. This contradicts Ian *et al* (2009) who found that integrity was the only factor affecting attitude toward acquisition of counterfeit products.

Price consciousness

Price conscious and counterfeit products presented how the consumers were aware about the products they are buying. The results were given in the table 4.8 below

Table 4. 3: Price conscious

Responses	SA%	A%	MA%	NS%	SD%	D%	MD%
I would never shop at more than one store to find lower price	10.2	32.7	26.5	2	18.4	8.2	2
I am not willing to go the extra mile to find lower price	6.1	34.7	22.4	4.1	20.4	10.2	2
The time it takes to find lower prices is not worth the effort	32.7	22.4	12.2	8.2	16.3	8.2	0
The money saved by searching for lower prices is usually not worth the time and effort	36.7	22.4	12.2	14.3	12.2	2	0

Where SA = Strongly Agree, A = Agree, MA = Moderately Agree, NS = Not sure,
SD = Strongly Disagree, D = Disagree and MD = Moderately Disagree.

It can be deduced from table 4.8 that majority of the respondents agreed that they would never shop at more than one store to find a lower price accounting for 32.7%. Further, those moderately agreed, strongly disagreed and strongly agreed with 26.5%, 18.4% respectively. Those who rated not sure and moderately disagree scored the same value of 2.0%.

Additionally, 34.7% of the respondents agreed that they are not willing to go an extra mile to find lower price scoring. Also, those who moderately agree, strongly disagree, disagree, strongly agree, not sure and moderately disagree who were represented by 22.4%, 20.4%, 10.2%, 6.1%, 4.1% and 2.0% respectively.

In addition to that, majority of the respondents strongly agreed that the time it takes to find lower prices is not worth the effort scoring 32.7%, followed by those who agreed, strongly disagreed, and moderately agreed scored 22.4%, 16.3% and 12.2% respectively. Those who rated not sure and disagree accounted for the same result of 8.2%. Respondents who moderately disagreed accounted for zero results.

Further, majority of the respondents, strongly agreed that the money saved by searching for lower prices is usually not worth the time and effort scoring 36.7%, followed by those who agreed with 22.4%, those that moderately agreed and strongly disagreed yielding the same result of 12.2% and those that disagreed yielding 2.0%. Respondents who moderately disagreed accounted for zero results.

Finally, Price consciousness with 42.00% was one of the dominating factors that affects consumers' attitude towards purchase of counterfeits product. This is supported by the findings of Teah *et al* (2008). Further, this is supported by Matos *et al* (2007), who found that price is the most significant factor in the continuous increase demand for counterfeits.

Price gratification

Table 4. 4 : Price gratification

Responses	SA%	A%	MA%	NS%	SD%	D%	MD%
A sense of accomplishment is important to me	69.4	22.4	8.2	0	0	0	0
A comfortable life is important to me	77.6	12.2	10.2	0	0	0	0
An exciting life is important to me	73.5	20.4	0	2	2	2	0
I value pleasure	61.2	20.4	8.2	4.1	4.1	2	0
I value social recognition	53.1	22.4	18.4	0	2	2	2

Where SA = Strongly Agree, A = Agree, MA = Moderately Agree, NS = Not sure, SD = Strongly Disagree, D = Disagree and MD = Moderately Disagree.

From the table 4.9, majority of the respondents strongly agree that a sense of accomplishment is important to them scoring 69.4%, followed by those who agreed and moderately disagreed scoring 22.4% and 8.2% respectively. Those who rate not sure, strongly disagree, disagree and moderately disagree accounted for zero results.

Secondly, majority of the respondents strongly agree that a comfortable life is important to them scoring 77.6%, followed by those who agreed and moderately disagreed scoring 12.2% and 10.2% respectively. Those who rate not sure, strongly disagree, disagree and moderately disagree accounted for zero results.

Thirdly, majority of the respondents strongly agree that an exciting life is important to them scoring 73.5, followed by those who agreed scoring 20.4%. Respondents who rated not sure, strongly disagree and disagree yielded same result of 2.0% and those who rated moderately agreed and moderately disagreed scored zero results.

Fourthly, majority of the respondents strongly agree that they value pleasure accounting for 61.2%, followed by those who agreed, moderately agreed and disagree accounting for 20.4% 8.2% and 2.0% respectively. Those who were not sure and strongly disagree scored same results of 4.15 and those who moderately disagreed scored zero results.

Finally, majority of the respondents strongly agree that they value social recognition scoring 53.1%, followed by those who agreed and moderately disagree accounting for 22.4% and 18.4% respectively. Those that rated strongly disagree, disagree and moderately disagree scored same results of 2.0%. Respondents who were not sure scored zero.

Personal gratification with (86.00%) do not affect the consumers' attitude towards counterfeit products this is because the higher the percentage the lower the influence. Further, the result indicates that the consumers had high sense of personal gratification this means that consumers will be more mindful of the appearance of the product and they will probably be less prone to accept goods of lesser quality. This findings concur with Wang *et al* (2005).

Conclusions

Firstly, most of the consumers have bought counterfeit products and one of the dominating factors that lead to buying of counterfeits is low price. Secondly, consumer attitude toward counterfeits is strongly influenced by price consciousness. Integrity is one of the dominating factors that does not influence consumer's attitude to acquisition of counterfeit product. Thirdly personality factors influence the consumer attitude toward counterfeit products. Price consciousness is the leading factor.

This study will make a significant contribution to the marketers, academicians and manufacturers of branded genuine products and the industry as a whole. It has found that price consciousness is one of the dominating personal factors that influence consumers to

purchase counterfeit products through the mediation of attitude. Further, consumers value integrity which is then followed by personal gratification and the perceived risk. From the theoretical viewpoint, it is an extension of knowledge of consumers concerning counterfeit products.

Recommendations

It was found that the personality factor (price consciousness) has significant impact on consumers' attitude towards counterfeit products. Marketers and manufacturers should formulate the following strategies to better counter counterfeiting.

Since the consumers are concerned about what other people think of them, the marketers should directly address the counterfeit issue in advertising programs, by emphasizing the importance of buying the genuine product and that if they buy the counterfeit version, it means that they don't think highly of themselves. The marketers and manufacturer should try to consider lowering their price through lowering their production cost and other cost associated with the production of the product, but they should make sure that they maintain the quality of the product. The marketer and manufacturers can also encourage consumers to purchase products which are genuine by introducing a membership card that awards the consumers' privileges such as huge discounts after a number of purchases. The manufacturer can also lower their cost by producing goods in large quantities at low cost per unit. But mass production, although allowing lower prices, does not have to mean low-quality production, but mass-produced goods which are standardized. When manufacturers produce their products through mass production, they allow the marketers to sell the product at a low price, this will encourage consumers to buy the genuine product instead of counterfeits.

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