

Attitudes and Purchase Intention towards Counterfeiting Luxurious Fashion Products among Yemeni Students in China

Qaderi Ahmed Abdullah*, Jianliang Yu

Business School, Hunan University, Changsha, China

Abstract This paper tests nine factors that impact on the attitudes of Yemeni students in China towards counterfeits luxurious fashion products. Data were composed 300 questionnaires using self-managed questionnaires were spread out during many different channels, via the internet and via direct distribution to students at universities. The study found that brand image, social influence, Social media advertising, Television advertising, Country of origin, status consumption, novelty seeking, price-quality inference, integrity. The first seven factors have positive relations with supportive attitudes. The highest impact factor is the expression of Social media advertising; social influence factor is following, and the last one is novelty seeking. From the other side, integrity and price-quality inference factors show a negative relation to those attitudes; in details, the integrity factor appears a higher effect. Regression test result also proves that favourable attitudes strongly reinforces to the intention of buying those counterfeiting products. This study has given the significant benefaction to the researchers, managers, producer, and marketers of original branded products and a manufacturer as a whole.

Keywords Counterfeit product, Luxurious fashion product, Consumer attitudes, Intention of purchase, Social media advertisement, Television advertising, Yemen, China

1. Introduction

The counterfeit issue appeared since the 1970s, and it is still daily spreading throughout all countries as a result of globalization and reduction of trading barriers in international transactions also fast developments in technology, and also the augment in products that are worth counterfeiting consequently most countries were affected by counterfeit products and their economies faced a high squeeze. Based on the International Chamber of Commerce in 2011, the cost of international trade in counterfeit products is \$ 461 Billion in 2013 and is expectant to growing to 991 Billion dollars in 2022 [1]. Based on [2] the counterfeiting had been defined as any work of manufacturing or put up product for selling it has including the intentional and thoughtful reproduction of a genuine brand. Ordinarily, a successful brand name of products takes in the highest level of attraction for counterfeiters because there is some of the other products have not branded are less attractive and would not be highly sought after, and efforts of counterfeiting those

products are futile whereas It shows that all product groups are affected any kind of Counterfeits almost can be found, from clothes to a medicinal drug, electrical merchandise, ovary and dyestuff, books, nourishment, and the list goes on "fake". Counterfeiting is extremely abundant in Asia countries whereas counterfeiting has newly become a rising trend in China, Thailand, India and Malaysia, made them known as the 'home for piracy' because it being considered as the place world's worst lawbreaker of intellectual property legality and worst counterfeit aggressors [3]. For example, Korean Customs Service pronounced that through the 162.5 million dollars cost of fake goods that have been confiscated, those bearing Chanel's logo just have regarded as for \$ 23.5 million, far overriding any brand else [4]. The increase in the counterfeit trade can be referred to reason the growth in world commercial exchange and emerging new markets [5]. As an outcome of fast-rev technology development, luxury products are easier to use to make a fake copy, as technology is more easily available [6, 7] Luxury trademarks are not difficult targets for counterfeiters, as they are likeable with consumers [8]. From other hand china still fighting the phenomenon of counterfeiting through the enactment of anti-counterfeiting laws the Chinese government, in view of the then 2008 Olympics and membership of the World Trade Organization, also Issued down prevention laws on retailers selling or trading counterfeit products [9]. Yemen as one of the 20 Markets of the world that will give the most chances

* Corresponding author:
ahmed711508132@gmail.com (Qaderi Ahmed Abdullah)
Published online at <http://journal.sapub.org/economics>
Copyright © 2019 The Author(s). Published by Scientific & Academic Publishing
This work is licensed under the Creative Commons Attribution International License (CC BY). <http://creativecommons.org/licenses/by/4.0/>

for consumer goods firms globally. The state is one of the fastest increasing and most promising economies in the Middle East; with all this, market information is exceedingly limited in this part of the earth, and the business environment is complicated. There were Imports in Yemen 13.27 USD billion in 2013, Most of these imports are counterfeit products or goods also in 2013, authorities in Yemen seized and destroyed over 57 tons of counterfeit and expired foods, fake cosmetics and counterfeit medicines. In 2012, over 80 tons of counterfeit goods were seized and destroyed in Yemen. As far as the issue of IP law is concerned, according (Ministry of Industry and Trade of Yemen) the Trademarks Act of 1994 was amended in 2010 contain provisions for border measures prohibiting counterfeit trademark goods from being imported into the country, but The ease of getting and buying counterfeit products does not help the government to catch the sellers of counterfeit products. Because they blatantly sell the goods at shopping malls, night markets, plazas. Globalization has made it relatively easy for imitation products to flow into the local market and efficient logistics allow the counterfeit products to move fast and within a short time frame. Despite constant enforcement, curbing the flood of imitation goods in the local market is not easy. However, the Yemeni government still Combating import Counterfeit luxurious fashion products. However, the demand for it still strong in the Yemeni market. Thus, the study objective to analyze some of the important factors impacting on consumer attitudes toward counterfeiting luxurious fashion products, and attitudes' impact on the intention of purchase consumer. An online survey used to Publish 300 questionnaires for Yemeni students in China universities. This study paper highlights the attitudes that impacting on purchase intentions of Yemeni students on counterfeit goods, particularly on luxury products which have multiple regression and testing difference factors, such as brand image, social influence, Social media advertising, Television advertising, Country of origin, status consumption, novelty seeking, price-quality inference, integrity that effect on the attitudes toward counterfeiting luxurious fashion product. The residue of this paper will be arranged such as follows: The next part gives a concise literature review. Part 3 clearly the research methodology, and part 4 shows the findings. Finally, part 5 concludes the paper and gives managerial implications.

2. Literature Review

Counterfeiting has two kinds: deceptive, non-deceptive counterfeiting. Deceptive counterfeit goods are offered in the shopping shops as being original with the purpose to trick the purchaser [10]. This study concentrated on non-deceptive counterfeit products, which no intent to deceive the purchaser and their purchasing are entirely intentional—a trend is known as non-deceptive counterfeiting. In the same context based on [11], counterfeiting products are every unauthorized industrialization of merchandise whose special

attributes are protected as intellectual royalty rights (trademarks, patents, and copyrights) shapes product counterfeiting.

2.1. The Attitudes toward Counterfeiting

Attitude is an acquired predisposition to conduct in a consistently favourable or unfavourable way with relation to a given object [12]. Thus it cannot be directly observed; rather they are subjective situations that marketers must obtain the results through realized measurements of them. In the same context, the attitude is nicely connected with the intention of individuals; it is a rational factor to predict that individual's behaviour [13]. Subsequently, the attitude of consumers versus counterfeiting products is supported, then generality probable they will have the intention of purchasing it and vice versa [14]. finally, we can Summarize the Attitudes are a sensible factor to predict by a person's behaviour that means an individual attitude to any idea will impact on a person intention towards that idea.

2.2. Intention to Purchase Counterfeiting

According to Fishbein and Ajzen [13] intend to purchase is the decision to do or the psychic state that expresses the perception of persons participants and behaviour, based on the theory of behavior (TPB) in [15] the buying behaviour of consumers is calculated by intent to purchase, whilst the intention to purchase is measured based on the posture of consumers based on the theory of reasonable procedure [13]. even though the accomplishment of the procurement process also want other items of chances or resources like money or access to products, the intention is the principal factor in measuring the purchase behaviour of consumers [4].

2.3. Brand Image and Attitudes

Brand image is “consumer’s impression of the trademark” [16]; in other means, it is the method that brand is in consumers mind [17]. Brand image importantly participated in the decision to purchase or not to purchase that brand Specifically [18]. [4] As will indicate if luxurious products on which consumers have knowledge about that brand and reputation, they will be apt to boost its counterfeiting but the survey data hasn't shown it yet. In high-level fashion field, the best goods image is, that will more helpful to would be to support consumers’ willingness to buy its counterfeiting [17]. Thus, the hypothesis H1 is proposed: Hypothesis H1: Brand image has a positive significant influence on favourable attitudes toward counterfeiting luxurious fashion product.

2.4. Social Influence and Attitudes

Consumers oftentimes take the consulting from close groups before making their purchasing behaviour. Whereas reference categories have the ability in creating individual attitudes or behaviour toward products and its brand name [19]. Social factors too effect on the purchasing behaviour of consumers [20]. Consumer's option is impacted by others whether they admit on it or not, by another hand, consumers

are interested in impressing or impacting others [20]. Based on [4] consumers have favourable attitudes to buy counterfeit products if their friends or relatives around them are bolstering it and vice versa. [17] Have gotten a positive relation between social influence on the favourable attitudes toward counterfeiting fashion goods. H2 hypothesis is proposed: Hypothesis H2: Social influence has a positive significant influence on favourable attitudes toward counterfeiting luxurious fashion product.

2.5. Social Media Advertisements and Attitudes

According to [21] defined social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user-generated content.” [22] cite O'Reilly's (2005) definition: “social media is a broad term that describes software tools that create user-generated content that can be shared.” Nowadays social media marketing is important whether companies want to be a success in the modern business world or want to be famous. Thus managers should to uses social media programs and websites or landing pages to promote the company, product and services. Social Media Platforms include -Facebook, Whatsapp, wechat, Youtube, Instagram, and more. Thus social media seen by marketers now as a great chance to increase their market share number. Whereas marketers are only too cheerful to see the social web as a new group of channels during which they can to market their products or services. In this study, the author wants to measure extent impact of social media advertising for original products on Yemeni consumer's attitude towards purchase intention counterfeit luxurious fashion products. H3 hypothesis is proposed: Hypothesis H3: Social media advertisement has a positive significant influence on favourable attitudes toward counterfeiting luxurious fashion product.

2.6. Television Advertisements

Advertisements are one of the best strategies for a lot of brand companies for the encouragement selling of their product. The intent of widespread advertisements are to obtain heed for the product; now most of the advertisements come with that work as a reliable means of earning money. Based on [23] the idiom of ‘advertising’ it came from a Latin term “advertere”, that means get the attention towards something. An advertisement has a psychological effect on buyers and the impact on the customers' purchase intentions. From another side can definition television advertisement is a conclusive vehicle for constructing a luxury brand's image and bring out its social/cultural meaning. The author suggests that the copy employed to such luxury brand advertising could also impact on consumers' brand opinions or attitudes. Support for this affirmation brings from a study documenting the influence of advertising-based contextual primes on the salience of consumption goals [24] and, more specifically, the works performed by attitudes [25]. the present study focuses on Measure the influence of Television

advertisements on the consumer attitudes towards buying counterfeiting luxury fashion products thus in this study suggest that consumers of a luxury brand if they exposed to advertisements messages that influence on their attitudes that will create attitudes to buy the counterfeits products to the same brand. The author guesses that when consumers see an advertisement that primes social goals, they will be more likely to buy a counterfeit version of the brand when they see a similar advertisement that primes value-expressive goals.

H4 hypothesis is proposed: Hypothesis H4: Television advertisement has a positive significant influence on favourable attitudes toward counterfeiting luxurious fashion product.

2.7. Country of Origin

Country of origin in consumer research has different views about the explanation it such as [26] defined Country of Origin (COO) the impact on a purchaser through putting in mind goods or service from the different country as a result of the stamp or label of that country and its products. Researchers or authors ordinarily put them in a different speculative manner such as Country of Assembly (COA); Country of Manufacturing (COM), Country of Design (COD) as well as country of a brand (COB). According to [27] perceived to a country of manufacturing is acknowledged as the “Made in Country” and is inclusively used to symbolize country of origin in academic studies. According to Usunier in [28] said goods that emitted from developing countries considered to be perilous and also not beneficial as compared to goods from developed countries. Furthermore, [29] in his study posited a significant positive relationship between country of origin effect and attitude toward buy counterfeit products. Thus a result showed a strong positive and significant relationship and therefore supported the theorized relationship. That result underscored the role of country of origin effect on the attitude towards a counterfeit purchase, thus Country of origin influence had become one of the impacts on consumers' attitude towards products. It makes it clear that when a consumer is cognitively thinking of quality related to a specific country - that a consumer is more likely to form an accepting attitude towards the purchase of that product.

H5 hypothesis is proposed: Hypothesis H5: Country of Origin has a positive significant influence on favourable attitudes toward counterfeiting luxurious fashion product.

2.8. Price-Quality Inference and Attitudes

Price- quality inference that means a predicting by consumer behaviour, whereas the belief in price-quality inference, it is very important for some consumers because that price may be perceived as a hint to specifying the quality of a product [30]. Previous studies had shown that the price difference is a significant factor when choosing counterfeit fashion products. Inference of quality by the price scope is a current belief between consumers and a significant variable in consumers attitude and behaviour. that means when

consumers' proclivity to trust that "high (low) price means high (low) quality" will be even more significant when there is little knowledge about the goods quality or the consumer is unable to take decide product quality thus, the pricing theory has a significant function in determining consumer behaviour whereas consumers measure goods based on the prices and deduce other some information about the products such as quality [31, 32], from the other hand Phau et al. [4] shown that inference from price-quality had a strong effect and negative to favourable attitudes toward counterfeiting.

H6 hypothesis is proposed: Hypothesis H6: Price-quality inference has a negative significant influence on favourable attitudes toward counterfeiting luxurious fashion product.

2.9. Integrity and Attitudes

Purchasing behaviour and consumer attitudes and consumer decision-making processes have the effects from some of the personality factors. Thus, an examination of consumer personality factors give a better understanding of their proclivities to buy counterfeit luxury brands. In view that Yemeni consumers attitudes towards counterfeits luxury brands can be impacted by a number of factors in these study, integrity will be examined the related to consumers' attitudes and behavioural intentions towards counterfeiting luxury brands. Integrity is determined via personal moral standards and obedience to the law. There are some of past studies proved Integrity has a strong impacted on purchase intention [20, 33, 7]. In the same context, integrity showed to be a significant predictor of consumers', the willingness to pay more for purchase genuine goods. [14]. [20] Have gotten a negative impact of integrity on favourable attitudes toward counterfeits. [33] also have shown the invert effect of integrity on favourable attitudes toward counterfeits of consumers in Brazil. Consumers had a high level of integrity when they had favourable attitudes toward counterfeits [7].

H7 hypothesis is proposed: Hypothesis H7: Integrity has a negative significant influence on favourable attitudes toward counterfeiting luxurious fashion product.

2.10. Status Consumption

Status consumption is defined as some of the people showing their style and prestige to others by wearing definite brands. Whereas consumers purchase products that have a high fashion to show their class and personal images. It looks like being shown "how others see me" [34]. In another meaning according to [7] have the present status of a consumer is defined as a group of people to express their prestige, and to influence others by using certain brands. When a person has a status, which means that people have a certain position in society, and maybe jealous of someone else. That mean consumer who has a lower status, he has a plan to purchase the counterfeit products to present him to others by a higher position [35]. Furthermore, [7] had shown a positive impact of the status of consumers to attitudes and intention to purchase toward counterfeiting product of consumers.

H8 hypothesis is proposed: Hypothesis H8: Status of consumers has a positive significant influence on favourable attitudes toward counterfeiting luxurious fashion product.

2.11. Novelty Seeking and Attitudes

Novelty seeking is the wish of persons to seek diversity and difference when buying a product [36]. that means the novelty of individual to obtain a new down product will drive them to buy by repeatedly way as this kind of consumer seek variety and differences [37]. also, consumers seek novelty (try to get a modern goods) is the following potent impact factor after cost (because of genuine goods is high-priced) [38]. about the fashion goods, there are some of the factors impacting purchasing behaviour of consumers, in specific to trend or change, consumers after short time forget the goods and want novelty the new one [34]. For modernized fashion consumers, when they like that a new trend, they will have a higher supporting to counterfeit products [39]. From the other side, the [40] have gotten a positive relation between a new favourite of consumers and their attitudes toward counterfeit goods.

H9 hypothesis is proposed: Hypothesis H9: Novelty seeking has a positive significant influence on favourable attitudes toward counterfeiting luxurious fashion product.

2.12. Attitudes on Intention of Purchase toward Counterfeiting Luxurious Fashion Products

Attitudes are a reasonable factor to predict by person's behaviour that means an individual attitude to any idea will impact on a person intention towards that idea, In addition, it functions a pivotal role on consumer intention to purchase a counterfeit or original brand product. According to [13] [15] said attitude is a factor to predict intentions and behaviour of consumers. Whilst attitudes toward behaviour are acknowledged as a foreteller of consumer behaviour better than attitudes toward the product. However, the attitudes toward counterfeit products are also visible as a factor has a significant impact on the idea of purchasing counterfeit goods [4]. Counterfeit is a commercial risk, but, if it gives them the fulfil that needs of consumers, it can give them feeling and satisfied when using. consequently the attitude toward counterfeit products is an essential factor to foretell the intention of purchasing counterfeit products, specifically for luxurious fashion trademarks [14]. There is a positive relation between favourable attitudes and intention to purchase toward counterfeiting products [20, 41, 33, 4, 17, 42].

H9 hypothesis is proposed: Hypothesis H9: Favorable attitudes have a positive significant influence on the intention of purchase counterfeiting luxurious fashion product.

3. Methodology

3.1. Methodology

This study was destined to examine, the attitudes influencing on Purchase Intention towards Counterfeiting Luxurious Fashion Products among Yemeni students in China Universities. Consequently, this study depended on a quantitative data was conducted through a process of collecting 341 self-administered questionnaires were spread out during many different channels, via the internet by Chinese programs and via direct distribution to students at universities. Data collection was completed over a three-week period on both weekdays and weekends. Sweets were given out to the respondents of direct distribution, as a token of thankfulness. The researcher felt like it was necessary, as some were hesitant to spend their time answering the questionnaires. Some universities were visited to collect responses to the occupation category of students. For respondents that were approached via the internet, constant reminders had to be given, as some would forget to reply. This study focused on determining if students' purchase intention of luxury counterfeit goods is affected by their ethical and materialistic values. The questionnaire has 2 parts. Part I required a respondent to fill up their personal profile and part II required respondent to measure their purchase intention towards the counterfeiting luxurious fashion products. Five-point Likert scale "1-Totally disagree", "2-Disagree", "3-Neutral", "4-Agree", "5. Totally agree" is used to measure observed variables in each factor.

3.2. Research Model

This research will study factors that influence attitudes toward counterfeit luxury goods. This study will examine the effect of factors for two groups: factors that influence from outside and inside of consumer.

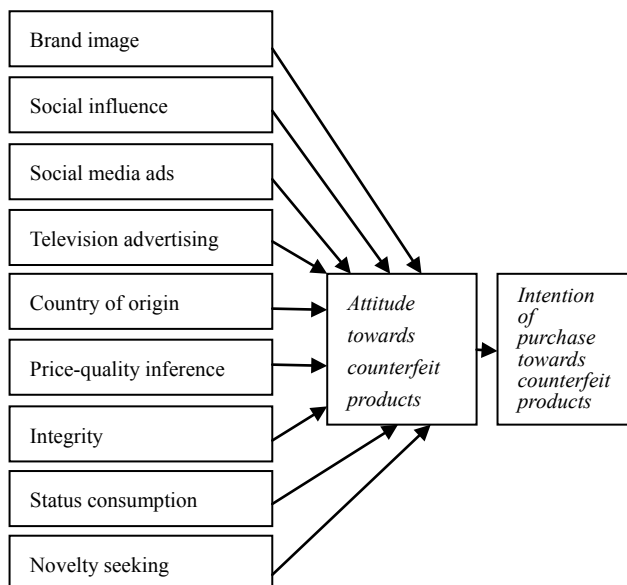


Figure 1. Research Gap Proposed Research Model

Outside individual factors: Brand image; Social influence; Social media Ads; Television advertising; Country of Origin.

Inside individual factors: Price-quality inference; Integrity; Status consumption; Novelty seeking.

The research is going to investigate the degree of influence of these factors on the attitude toward counterfeiting luxurious fashion products, then explore the influence of attitudes on intentions to purchase luxurious fashion products of consumers between the Yemeni students in China. The proposed model is as follows:

4. Findings

There are 341 questionnaires generated and collected, after sorting out unsatisfied forms due to lack of information, the remaining 300 valid questionnaire forms (87.9%) used to analyze this data.

4.1. Statistic Results

Genders: In the sample, the majority of the respondents are female, accounting for 51.3%. Male accounting for 48.7%. Age: Respondents, who aged from 18-30 years old, account for 69.7%; from 31 to 40 years old account for 27%; from 41-50 years old account for 3%; and 51 years old and more account for 0.3%.

Educational qualification: in the education segment in a questionnaire, the sample has 69 secondary school Certificate holders, 8 diploma holders, 93 bachelor degree holders, and 130 postgraduates with their percentages of 23%, 2.7%, 31%, and 43.3% respectively. Thus, it can be concluded that 77% of the respondents are of people with higher education.

Table 1. Descriptive statistics

		Frequency	%
Genders	Male	146	48.7
	Female	154	51.3
Total		300	100%
Age	18 – 30 years old	209	69.7
	31 – 40 years old	81	27
	41 – 50 years old	9	3
	>51 years old	1	0.3
Total		300	100%
Educational qualification	High school or less	69	23
	Diploma	8	2.7
	Bachelor	93	31
	Post graduate	130	43.3
Total		300	100%
Monthly income	<YER60,000	105	35
	YER61000 – 100000	84	28
	YER101000–200000	61	20
	>YER201000	50	17
Total		95	100%

Monthly Income: The demographic summary the respondents were also looked into with a majority having below YER60, 000 contributing 35%, followed by respondents having YER61, 000-YER100, 000 with 28% and those having YER101,000-YER200,000 with 20.3% and those having YER201,000 and more with 16.7%. A total of 105 respondents have an income of below YER60, 000 because they are students and those having an income of YER60000-YER100000 is due to the respondent's age which falls in the range of 18-30 years old and has only started building a career. It can be concluded that the majority of these samples are Yemeni respondents, falling in the range of 18-30 years old, has a Postgraduate, with an income of YER60, 000-YER100, 000 and below.

4.2. Structure Validity of the Questionnaire

Table 2. Correlation of each field of the questionnaire fields

Questionnaire fields	Pearson Correlation	P-Value
Brand image	0.727	0.000
Social Influence	0.782	0.000
social media ads	0.887	0.000
Television advertising	0.811	0.000
Country of origin	0.766	0.000
Price-quality inference	0.891	0.003
Integrity	0.751	0.000
Status Consumption	0.797	0.000
Novelty Seeking	0.786	0.000
Attitudes	0.801	0.000
purchase Intention	0.775	0.000
All paragraphs of the questionnaire	0.863	0.000

Table 3. Cronbach's Alpha coefficients of variables in the model

Variable	Corrected Item-Total Correlation	Cronbach's Alpha
Brand Image		
BI_1	0.719	0.738
BI_2	0.738	
BI_3	0.785	
BI_4	0.774	
BI_5	0.706	
Social influence		
SI_1	0.696	0.717
SI_2	0.758	
SI_3	0.714	
social media ads		
SM_1	0.707	0.720
SM_2	0.741	
SM_3	0.691	
SM_4	0.735	
SM_5	0.747	
Television advertising		
TAD_1	0.646	0.729
TAD_2	0.765	
TAD_3	0.725	
TAD_4	0.758	

Country of origin		
COO_1	0.722	0.737
COO_2	0.755	
COO_3	0.690	
Price-quality inference		
PQ_1	0.703	0.806
PQ_2	0.785	
PQ_3	0.914	
Integrity		
I_1	0.646	0.745
I_2	0.781	
I_3	0.810	
I_4	0.751	
Status Consumption		
SC_1	0.862	0.826
SC_2	0.824	
SC_3	0.819	
SC_4	0.812	
SC_5	0.838	
Novelty Seeking		
NOVS_1	0.668	0.739
NOVS_2	0.773	
NOVC_3	0.791	
NOVS_4	0.673	
NOVS_5	0.750	
Attitude toward counterfeit luxurious fashion product		
ATT_1	0.840	0.845
ATT_2	0.821	
ATT_3	0.847	
ATT_4	0.857	
ATT_5	0.853	
ATT_6	0.851	
ATT_7	0.850	
The intention of purchase counterfeiting luxurious fashion product		
PI_1	0.781	0.880
PI_2	0.723	
PI_3	0.835	
PI_4	0.875	
PI_5	0.778	
PI_6	0.804	
PI_7	0.786	

Structure validity is the statistical test used to test the validity of the questionnaire structure by testing the validity of each field and the validity of the whole questionnaire. It measures the correlation coefficient between one scope and whole the scopes of the questionnaire that have the same level of Likert scale. Table.2 shows Correlation of each field of the questionnaire fields with a total degree of questionnaire paragraphs. Which shows that the correlation coefficients shown at the significance level 0.05. where calculated r value is greater than critical r-value at the significance level 0.05 and the DF 48 which is equal to 0.304 ($r_{48,0.05} = 0.304$), so it can be said that each field paragraphs is considered valid for the intended measure. On the other hand, the author used Cronbach's Alpha as a method to

measure the reliability of the questionnaire between each field, and the mean of the whole fields of the questionnaire as a whole was calculated by SPSS program. The author chosen 50 questionnaires as a preliminary random sample to do reliability tested is done to confirm the interior consistency of all deliberate items in the questionnaire. In another meaning, it is to make sure whether the items that make up a scale are all measuring the same underlying construct. To check whether or not the items are measuring the same underlying construct, by referring at the Cronbach's alpha coefficient scale, the commonly accepted alpha is 0.7 and above. Whereas the validity test comes to value whether the item measures what it is assumed to measure thus examine if the item is measuring what it is assumed to measure, refer to the Corrected Item-Total Correlation. The number in this column gives an indication of the degree to which each item correlated with the total score. Low values (less than 0.3) indicate that the item is measuring something different from the scale as a whole.

According to the reliability test, all the scale has a Cronbach's alpha coefficient of above 0.7. that mean the items in each scale are all measuring the same underlying construct also It is clear from the above Table 3. that Cronbach's alpha coefficients wavering between 0.717 and 0.880 and the overall stability coefficient is (0.891), this refers to that the questionnaire contains a high degree of reliability. Thereby, it can be said that the researcher proved that the questionnaire was valid, reliable, and ready for distribution to the population sample.

4.3. Regression Analysis and Results of Testing the Hypotheses

Table 4. Attitudes toward counterfeit luxurious fashion product model

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	β		
Constant	0.886		6.783	0.000
Brand Image	0.228**	0.239	6.386	0.000
Social influence	0.240**	0.264	6.602	0.000
social media ads	0.272**	0.298	7.488	0.000
Television advertising	0.207**	0.221	5.659	0.000
Country of origin	0.187**	0.198	3.843	0.001
Price-quality inference	-0.070*	-0.089	-2.124	0.031
Integrity	-0.097**	-0.124	-3.056	0.002
Status Consumption	0.201**	0.213	4.353	0.000
Novelty Seeking	0.152**	0.173	3.353	0.000
R		0.806		
R ²		0.651		
Adjusted R ²		0.629		
F (Anova)		38.457		
Sig. (Anova)		0.000		

Dependent Variable: Attitudes toward counterfeit luxurious fashion product.

** : significant at the 0.01 level; * : significant at the 0.05 level.

Attitudes toward counterfeit luxurious fashion product model: based on the result in Table 4. Found R²get value 65.1%. That means 65.1% of "Attitudes toward counterfeit luxurious fashion" can be explained by independents variable in this model.

4.4. Results Discussions

Table.4 shows the results of ANOVA analysis which explain the impact of the Brand image, Social influence, Social media, Television advertising, Country of origin, Price-quality inference, Integrity, Status consumption, Novelty seeking on Attitudes toward counterfeit luxurious fashion products.

The significance value is. 000 which is less than 0.05; thus the model is statistically significant in predicting by Attitudes toward counterfeit luxurious fashion. The F critical at 5% level of significance is equal to 1.93. Since F calculated is greater than the F critical (value = 38.457), F calculated > F critical, this shows that the overall model was significant.

The author observed from the results Table above brand image has affected the attitudes toward luxurious fashion product. Whereas —Brand image ||, which has a sig. = 0.000 (at 1% level); and β_1 value is 0.239>0, proving that theory H1 is accepted.

That means there is a strong positive and important relationship between brand image factor and consumer attitudes toward counterfeits luxurious fashion products. Brand image is the consumer's understanding of the brand" [16]in another way, brand how is it be present in consumers brains [17]. The results of this study are similar to the research's results of [17] and [43], [42] whilst each of the results of regression analysis shown the positive influence of the "brand image" on consumers, to support the counterfeit luxury fashion products This consequence could be explained as follows: Yemen is a developing country; consumer intermediate income is not high sufficient to expand on luxurious fashion products. Based on the research, when those goods have more renown, consumers will have a higher willingness to purchase them. That habit and desire of buying luxurious brand products whereas income is not enough that will create a trend to have the intention to buy counterfeits. In addition, the presence of well-known brand goods will increase the impression and attention of others, further strengthening that trend.

Social influence factor in Table 4. Has an impact on attitudes toward counterfeit luxurious fashion products. —Social influence || statistical meaning is at 1% (sig. = 0.000); and β_2 value is 0.264>0, proving that theory H2 is accepted. That means there is a strong positive and significant relationship between Social influence and consumer attitudes toward counterfeits luxurious fashion products. Social influence is extrinsic impacts such as community influence, friends, families, and surrounding people on consumers. Formerly, [20, 14, 4, 42, 43] studies showed the positive effecting from social influence factor to

the favourable attitudes toward counterfeits goods. In Viet Nam, [17] study also got out a comparable outcome. The same results also apply to this study. While most of the products are appearing in the Yemenis market is a counterfeits luxurious fashion products. Consumers enable see many counterfeits from different trademarks with comparable logos and designs to original goods. Whereas the government still improving its legislation and regulations to ward off circulation counterfeit products, but there is still no penalization for consumption that goods. Buyers have impacted from the relatives, kindred's, friends, and colleagues. The time they view others utilize counterfeits products or get counsel from them are offered options, or utilize counterfeits; they listen to them also will keep on support counterfeit luxurious fashion goods.

Social media advertisement factor in Table 4. Has an impact on the attitudes toward counterfeiting luxurious fashion product. —Social media advertisement || statistical meaning is at 1% (sig. = 0.000); and β_3 value is $0.298 > 0$, proving that theory H3 is accepted. That means there is a strong positive and significant relationship between Social media advertisement and consumer attitudes toward counterfeits luxurious fashion products. This factor shows the most positive relation in most of the Yemeni consumer's opinions. According to [44] Cite O'Reilly's (2005) definition: —social media is a broad term that describes software tools that create user-generated content that can be shared. || These days Social Media advertising is very important marketing if you want to be a success in the modern business world. It should to uses social media platforms and websites or landing pages to promote the company, product and services. Social Media Platforms include -Facebook, Whatsapp, wechat, YouTube, Instagram, and more. In Yemen, the social media filed is seen now as a great opportunity to increase the market share number. Marketers are only too cheerful to see the social web as a new set of channels during which to market their products or services. In this research, the author wanted to measure extent impact of social media advertising of genuine products on Yemeni consumers attitude towards purchase intention counterfeit luxurious fashion products. Accordingly, research results showed there was a strong influence on Yemeni consumer's attitude from that advertising to support counterfeit products. This result will be the first research result cover this side. Whereas some of past studies discussed how does social media impact on consumer behaviour toward genuine products as [45].

Television advertising factor in Table 4. has an impact on the attitudes toward counterfeiting luxurious fashion product. —Television advertising || statistical meaning is at 1% (sig. = 0.000); and β_4 value is $0.221 > 0$, proving that theory H4 is accepted. That means there is a strong positive and significant relationship between Television advertising and consumer attitudes toward counterfeits luxurious fashion products. According to [23] the idiom of advertising' it came from a Latin term —advertere ||, that means get the attention towards something. An advertisement has a psychological

effect on buyers and the impact on customers' purchase intentions. From another side can definition television advertisement is a conclusive vehicle for constructing a luxury brand's image and bring out its social/cultural meaning. the present study focuses on the measure the influence of Television advertisements on the consumer attitudes towards buying counterfeiting luxury fashion products thus in this study suggest that consumers of a luxury brand if they exposed to advertisements messages that influence on their attitudes that will create attitudes to buy the counterfeits products to the same brand. The author supposes that when consumers see an advertisement that primes social goals, they will be more likely to buy a counterfeit version of the brand when they see same primes value-expressive goals that come from that advertisement. thus this research result found the Yemeni consumers have affected from Television advertising the genuine products to support counterfeit luxurious fashion products also this result will be the first research result cover this side. Whereas some of past studies discussed how does Television advertising impact on consumer behaviour as [46].

Country of Origin factor in Table 4. Has an impact on the attitudes toward counterfeiting luxurious fashion product. —Country of Origin || statistical meaning is at 1% (sig. = 0.001); and β_5 value is $0.198 > 0$, proving that theory H5 is accepted. That means there is a strong positive and important relation between Country of Origin and consumer attitudes toward counterfeits luxurious fashion products. According to [27] perceived to a country of manufacturing is acknowledged as the —Made in Country || and is inclusively used to symbolize country of origin in academic studies. The results of this research are similar to the study results [29] a result has shown a strong positive and significant relationship and thus supported the theorized relationship. This result underscored the role of country of origin effect on the attitudes towards purchase counterfeit; thus Country of origin influence has become one of the impacts on consumers' attitude towards fake products. It makes it clear that when a consumer is cognitively thinking of quality related to a specific country - that a consumer is more likely to form an accepting attitude towards the purchase of that product. Thus that result means consumers will support the counterfeit products according to the rank of the country that produces the counterfeiting brand there, whereas that fake brand produces in a developed country that consumers will have positive effecting to support it.

Price-quality inference factor in Table 4. Has an impact on attitudes toward counterfeiting luxurious fashion product.—Price-quality statistical meaning is at 5% (sig. = 0.031); and β_6 value is $-0.089 < 0$, proving that theory H6 is accepted. That result shows there is a negative relationship between Price-quality inference and consumer attitudes toward counterfeits luxurious fashion products. Price-quality inference: predicting of consumer behaviour, whereas the price-quality inference for some consumers the cost may be perceived as a hint to specifying the quality of a product. Similarly to many past studies as [41, 33, 4, 42, 43]

in their researches, they found the negative impact of this inference to the attitudes toward counterfeiting luxurious fashion products also this research has gotten the same result. However, according to the result, this impact is rather low. Of all the above some consumers believe that high-quality products usually have a higher price. Thus, they can choose the products with quality appropriate to their income. That stratifies to original fashion products and counterfeits as well: consumers are conscious that original products by high quality will definitely have a much higher price and that the low price counterfeits constantly have lower quality. That means they will not support those counterfeits products because it will be cheaper than genuine products.

Integrity factor in Table 4. Has an impact on the attitudes toward counterfeiting luxurious fashion product. —Integrity statistical meaning is at 1% (sig. = 0.002); and β_7 value is $-0.124 < 0$, proving that theory H7 is accepted. That result means there is a negative relationship between Integrity and consumer attitudes toward counterfeits luxurious fashion products. Integrity had been clarified by [47] as —one's self-defined ability to maintain authenticity and moral autonomy while preserving one's sense of membership and loyalty to the team or organization || whereas integrity appears the degree of customers' the ethical criterions in accordance with the law. Integrity has other virtues, such as honesty, loyalty responsibility, etiquette, and self-esteem. Past studies in different countries, including those of [20, 33, 7] or [14, 42, 43] when proved that the higher integrity, will be the less probability of the consumers will support counterfeiting products. This study as well found the same negative effect in the Yemeni market. Thus this factor has the strongest negative relation between the factors in this research. People who live and work responsibly try to fulfil their responsibility in their job, cultural and social economic development. In their view, supporting counterfeiting products is considered irresponsible to national development. furthermore, people with high politeness level and self-esteem considered using that counterfeits products as bad habit whilst the whole world are criticizing this particular industry, mostly in luxurious fashion products, is unaccep Table. Feeling lack of politeness and self-esteem purchasing them, those consumers will less likely to support this type of product. That explains why people who are have those virtues, as known as integrity, express negative attitudes toward counterfeiting luxurious fashion products.

Status consumption factor in Table 4. Has an impact on the attitudes toward counterfeit luxurious fashion. —Status consumption statistical meaning is at 1% (sig. = 0.000); and β_8 value is $0.213 > 0$, from that result, mean is proving that theory H8 is accepted. Status consumption is that wish to show the rank of social consumer status. Phau and Teah in their study [7] had found a positive influence of that factor to the attitudes toward fashion counterfeits. This research also shares this similarity found in consumers —behaviours in Vietnam and Malaysia in [42, 43] their studies result. From this point there are some of the consumers who have the desire to a higher status; counterfeits are very engaging to

them. Thus, support of consumption status contributes to the positive attitudes toward counterfeiting products in Yemen. In addition, since lower-income consumers, whose status is considerably lower than those of target market of luxurious brand products, have great desire to increase their status, this factor influences the most to the support of the trend. Of all the above, consumers who have high monthly income will not support counterfeit products whereas consumers have a low monthly income that one will support those products. That result has found from [43].

Novelty seeking factor in Table 4. Has an impact on the attitudes toward counterfeiting luxurious fashion product. —Novelty seeking || statistical meaning is at 1% (sig. = 0.000); and β_9 value is $0.173 > 0$, proving that theory H9 is accepted. That means there is a strong positive and significant relationship between Novelty seeking and consumer attitudes toward counterfeits luxurious fashion products. In the same context according to [36, 37] novelty seeking is the desire of persons to seek diversity and difference when buying a product. That means there are some the consumers prefer to seeking for the newest goods when they want to buy any products. this research result is similar to [43] because they already examined this factor impact on consumers attitudes toward counterfeiting products and found the positive impact of this factor in Malaysia and Vietnam market whereas Wee [5] in his study found a low cost of counterfeit products will be favourable to satisfactory their inquisitiveness and the want for the experiment. Of all the above the author finds counterfeit products give to that consumer's interesting to state their inner desire to discover the creative goods and find the new through low cost. That kind of consumer will support counterfeiting luxurious fashion product.

Table 5. The intention of purchase counterfeiting luxurious fashion product model

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	β		
Constant	1.078		10.1040.000	
Attitudes toward counterfeit luxurious fashion product	0.698**	0.704	19.9540.000	
R		0.721		
R ²		0.521		
Adjusted R ²		0.518		
F (Anova)		46.915		
Sig. (Anova)		0.000		

Dependent Variable: Intention of purchase counterfeiting luxurious fashion product.

** : significant at the 0.01 level; * : significant at the 0.05 level

Table 5. shows the results of ANOVA analysis which explain the impact of Attitudes toward counterfeit luxurious fashion products on the Intention of purchase counterfeiting luxurious fashion product.

The Coefficient of determination illustrates the extent to which changes in the dependent variable can be explained by the change in the independent variable (Intention of purchase counterfeiting luxurious fashion product) that is explained by the independent variable (Attitudes toward counterfeit luxurious fashion products). The independent variable that was studied just explained only 52.1% as represented by the R^2 . This means —Intention of purchase counterfeiting luxurious fashion product || can be explained by independents variable in this model. In the same context, the correlation result below indicates the existence of a strong positive relationship between dependent variable and independent variables with a value of 0.721. This is due to some of the factors contribute significantly to impacted on consumers attitudes to buy counterfeit luxurious fashion products. Table 5 shows this finding. Also, Table 5 shows the significance value is .000 which is less than 0.05; thus the model is statistically significant in predicting the Intention of purchase counterfeiting luxurious fashion product. The F critical at 5% level of significance is equal to 3.89. Since F calculated is greater than the F critical (value = 46.915), F calculated > F critical, this shows that the overall model was significant. Thus that means the attitudes factor in Table 5. Has an impact on the intention of purchase toward counterfeit luxurious fashion. The —attitudes toward counterfeit luxurious fashion products || statistical meaning is at 1% (sig. = 0.000); and β_{10} value is $0.704 > 0$, proving that theory H_{10} is accepted. That means there is a strong positive and significant relationship between attitudes and consumer intention of purchase toward counterfeit luxurious fashion. finally, the study aims to measures the impact of attitudes on the intention of purchase counterfeit products and to know the consumer accepts or not accept to support counterfeit products. whereas there some of past studies as [20, 41, 33, 7, 4, 17, 48, 42, 43] appeared the positive influence of the favourable attitude to the purchase intention. This research also boosts the accuracy of past models and researches and explains the highly strong positive relationship between the two factors in Yemen markets. In the same context, attitudes may be utilized to forecast the intentions and behaviours of the consumer [13, 15]. That means whether more supportive attitudes, that will lead the more likely consumers will buy counterfeiting luxurious fashion products in Yemen.

5. Conclusions and Recommendations

This research was conducted by a quantitative method, and the research data was collected through a survey of 341 Yemeni students in China. All data was being cleaned and evaluated to 300 questionnaires, and already treated and analysed using SPSS 19. The results appear nine factors have an effect on attitudes toward counterfeiting luxurious fashion products: brand image, social influence, Social media advertising, Television advertising, Country of origin, status consumption, novelty seeking, price-quality inference, integrity. The first seven factors have positive relations

with supportive attitudes. The highest impact factor is the expression of Social media advertising; social influence factor is following, and the last one is novelty seeking. From the other side, integrity and price-quality inference factors show a negative relation to those attitudes; in details, the integrity factor appears a higher effect. Regression test result also proves that favourable attitudes strongly reinforces to the intention of purchasing those counterfeiting goods. From outside individual factor group, including social media advertising and social influence and brand image, both have a strong impact to support to counterfeiting luxurious fashion products.

Concerning inside individual factor group, based on this study, managers should need to take steps to change consumers' awareness, thus adjust to more appropriate consumption following regulations, society, and their own income. Based on past others experience, business person-patent owners-play a significant part in implementation.

Collaboration among entrepreneurs- enterprisers, business owners, government, and distribution delegates of luxurious fashion goods particularly-wants to be stronger in fighting against faking. This research from the academic perspective, it is an addition of the science of consumers concerning counterfeit products. Thus, for the managers and producers of original branded goods, the results can avail as a reference to developing better marketing strategies to attract consumers to buy genuine goods and not the counterfeit kind. Minutely, firstly the brand leaders could act more social activities, more social responsibility projects, like in order to magnetize more new consumers. Nowadays, they can disseminate more info about punishment cases to get more support from society against counterfeit goods. Secondly, spreading more advertisements on how to differentiate genuine and counterfeiting products also they can make some note during ads to explain the damage to use those counterfeiting goods. Third, Avert loose management, monitor goods consumed, providing clear agency information to consumers. Fourth, manufacturers should propose to lawmakers represented by the government to penalize both suppliers and consumers of counterfeiting products, thus prevent that type of product from flowing in the market.

Fifth, a manufacturer of origin branded products should design products containing rare and high-quality materials, associated with value and brand, thus making it more difficult to counterfeit them. Recalculate the price base on adjusting their cost and profit, so the customer will not feel that they are buying too expensive goods. sixth, Conduct awareness seminars for consumers to advise them is not any counterfeit products manufactured in developed countries is be purchased or used because products materials have low quality and the consumer may suffer from chronic diseases after they used. Seventh, conducting customer service which is impossible for counterfeit manufacturers to copy, such as lifetime guarantee, exchanging new products with old products, preference membership, etc. eighth, the

manufacturers, managers have to create competitive advantages by focusing on style, design, quality, and unique appearance. Product creativity makes consumers too eager to wait for counterfeits to be made and sold. Besides, manufacturing a limited quantity might increase the product's value in consumers' view.

REFERENCES

- [1] F. Economics, "The economic impacts of counterfeiting and piracy," *Front. Econ. Melb.*, 2017.
- [2] M. Ali and K. Farhat, "Antecedents of Attitude Toward Counterfeit Wrist Watches," 2017.
- [3] A. Haque, A. Khatibi, and S. Rahman, "Factors influencing buying behavior of piracy products and its impact to Malaysian market," *Int. Rev. Bus. Res. Pap.*, vol. 5, no. 2, pp. 383–401, 2009.
- [4] I. Phau, M. Teah, and A. Lee, "Targeting buyers of counterfeits of luxury brands: A study on attitudes of Singaporean consumers," *J. Targeting, Meas. Anal. Mark.*, vol. 17, no. 1, pp. 3–15, 2009.
- [5] C.-H. Wee, S.-J. Ta, and K.-H. Cheok, "Non-price determinants of intention to purchase counterfeit goods: An exploratory study," *Int. Mark. Rev.*, vol. 12, no. 6, pp. 19–46, 1995.
- [6] P. H. Bloch, R. F. Bush, and L. Campbell, "Consumer 'accomplices' in product counterfeiting: a demand side investigation," *J. Consum. Mark.*, vol. 10, no. 4, pp. 27–36, 1993.
- [7] I. Phau and M. Teah, "Devil wears (counterfeit) Prada: a study of antecedents and outcomes of attitudes towards counterfeits of luxury brands," *J. Consum. Mark.*, vol. 26, no. 1, pp. 15–27, 2009.
- [8] C. J. Shultz II and B. Saporito, "Protecting intellectual property: strategies and recommendations to deter counterfeiting and brand piracy in global markets," *Columbia J. World Bus.*, vol. 31, no. 1, pp. 18–28, 1996.
- [9] T. Plafker, "A leader in counterfeit goods, China starts to crack down: The knockoff industry is no fake," *Int. Her. Trib.*, vol. 2, 2004.
- [10] E. Penz and B. Stottinger, "Forget the Areal@ thingbtake the copy! An explanatory model for the volitional purchase of counterfeit products," *ACR North Am. Adv.*, 2005.
- [11] V. V. Cordell, N. Wongtada, and R. L. Kieschnick Jr, "Counterfeit purchase intentions: role of lawfulness attitudes and product traits as determinants," *J. Bus. Res.*, vol. 35, no. 1, pp. 41–53, 1996.
- [12] L. G. Schiffman, L. L. Kanuk, Á. C. G. Ruiz, and I. R. Arcante, *Comportamiento del consumidor*, no. 339.4 S2Y 1994. Prentice-Hall Hispanoamericana México, 1997.
- [13] M. Fishbein and I. Ajzen, "Intention and Behavior: An introduction to theory and research." Addison-Wesley, Reading, MA, 1975.
- [14] N. Nordin, "A study on consumers' attitude towards counterfeit products in Malaysia." University Malaya, 2009.
- [15] I. Ajzen, "The theory of planned behavior," *Organ. Behav. Hum. Decis. Process.*, vol. 50, no. 2, pp. 179–211, 1991.
- [16] D. A. Aaker, "Measuring brand equity across products and markets," *Calif. Manage. Rev.*, vol. 38, no. 3, 1996.
- [17] V. P. Nguyen and T. T. Tran, "Modeling of Determinants Influence in Consumer Behavior towards Counterfeit Fashion Products," *Bus. Manag. Dyn.*, vol. 2, no. 12, pp. 12–23, 2013.
- [18] X. Bian and L. Moutinho, "The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits: Direct and indirect effects," *Eur. J. Mark.*, vol. 45, no. 1/2, pp. 191–216, 2011.
- [19] W. O. Bearden and M. J. Etzel, "Reference group influence on product and brand purchase decisions," *J. Consum. Res.*, vol. 9, no. 2, pp. 183–194, 1982.
- [20] S. Hoon Ang, P. Sim Cheng, E. A. C. Lim, and S. Kuan Tambyah, "Spot the difference: consumer responses towards counterfeits," *J. Consum. Mark.*, vol. 18, no. 3, pp. 219–235, 2001.
- [21] A. M. Kaplan and M. Haenlein, "Users of the world, unite! The challenges and opportunities of Social Media," *Bus. Horiz.*, vol. 53, no. 1, pp. 59–68, 2010.
- [22] J. K. Sinclair and C. E. Vogus, "Adoption of social networking sites: an exploratory adaptive structuration perspective for global organizations," *Inf. Technol. Manag.*, vol. 12, no. 4, pp. 293–314, 2011.
- [23] P. Kotler and G. Armstrong, *Principles of marketing*. Pearson education, 2010.
- [24] A. A. Labroo and A. Y. Lee, "Between two brands: A goal fluency account of brand evaluation," *J. Mark. Res.*, vol. 43, no. 3, pp. 374–385, 2006.
- [25] S. Shavitt and R. H. Fazio, "Effects of attribute salience on the consistency between attitudes and behavior predictions," *Personal. Soc. Psychol. Bull.*, vol. 17, no. 5, pp. 507–516, 1991.
- [26] Y. Suh, J. Hur, and G. Davies, "Cultural appropriation and the country of origin effect," *J. Bus. Res.*, vol. 69, no. 8, pp. 2721–2730, 2016.
- [27] J.-C. Usunier and G. Cestre, "Product ethnicity: Revisiting the match between products and countries," *J. Int. Mark.*, vol. 15, no. 3, pp. 32–72, 2007.
- [28] J.-C. Usunier, "Atomistic versus Organic approaches: An illustration through cross-national differences in market research," *Int. Stud. Manag. Organ.*, vol. 26, no. 4, pp. 90–112, 1996.
- [29] M. O. Ansah, "A Comparison of Price Effect and Country of Origin Effect on Consumer Counterfeit Products Purchase," 2017.
- [30] L. G. Schiffman and L. L. Kanuk, "Consumer Behavior Edisi 10." New Jersey: Pearson International Edition, 2010.
- [31] R. Sjolander, "Cross-cultural effects of price on perceived product quality," *Eur. J. Mark.*, vol. 26, no. 7, pp. 34–44, 1992.

- [32] G. J. Tellis and G. J. Gaeth, "Best value, price-seeking, and price aversion: The impact of information and learning on consumer choices," *J. Mark.*, pp. 34–45, 1990.
- [33] C. Augusto de Matos, C. Trindade Ituassu, and C. A. Vargas Rossi, "Consumer attitudes toward counterfeits: a review and extension," *J. Consum. Mark.*, vol. 24, no. 1, pp. 36–47, 2007.
- [34] B. Yoo and S.-H. Lee, "Buy genuine luxury fashion products or counterfeits?," *ACR North Am. Adv.*, 2009.
- [35] S. Budiman, "Analysis of Consumer Attitudes to Purchase Intentions of Counterfeiting Bag Product in Indonesia," *Int. J. Manag. Econ. Soc. Sci.*, vol. 1, no. 1, pp. 1–12, 2012.
- [36] I. Phau, M. Sequeira, and S. Dix, "Consumers' willingness to knowingly purchase counterfeit products," *Direct Mark. An Int. J.*, vol. 3, no. 4, pp. 262–281, 2009.
- [37] F. Wang, H. Zhang, H. Zang, and M. Ouyang, "Purchasing pirated software: an initial examination of Chinese consumers," *J. Consum. Mark.*, vol. 22, no. 6, pp. 340–351, 2005.
- [38] C.-L. Wang, Z.-X. Chen, A. K. K. Chan, and Z.-C. Zheng, "The influence of hedonic values on consumer behaviors: an empirical investigation in China," *J. Glob. Mark.*, vol. 14, no. 1–2, pp. 169–186, 2000.
- [39] A. Harun, N. Bledram, N. M. Suki, and Z. Hussein, "Why customers do not buy counterfeit luxury brands? Understanding the effects of personality, perceived quality and attitude on unwillingness to purchase," *Labu. e-Journal Muamalat Soc.*, vol. 6, pp. 14–29, 2012.
- [40] A. Hidayat and A. H. A. Diwasasri, "Factors influencing attitudes and intention to purchase counterfeit luxury brands among Indonesian consumers," *Int. J. Mark. Stud.*, vol. 5, no. 4, p. 143, 2013.
- [41] J.-H. Huang, B. C. Y. Lee, and S. Hsun Ho, "Consumer attitude toward gray market goods," *Int. Mark. Rev.*, vol. 21, no. 6, pp. 598–614, 2004.
- [42] S. Krishnan, F. Hisyam, S. Ramlan, N. Diyana, N. Salihah, and Z. Atiqah, "Purchase Intention towards Counterfeiting Luxuries Fashion Product among Undergraduate Student in UniKL," *Am. J. Econ.*, vol. 7, no. 1, pp. 29–40, 2017.
- [43] N. M. Ha and H. L. Tam, "Attitudes and purchase intention towards counterfeiting luxurious fashion products in Vietnam," *Int. J. Econ. Financ.*, vol. 7, no. 11, p. 207, 2015.
- [44] H. Paquette, "Social media as a marketing tool: A literature review," 2013.
- [45] D. Voramontri and L. Klieb, "Impact of social media on consumer behaviour," *Int. J.*, vol. 462, pp. 1–24, 2018.
- [46] L. P. Mengko, S. S. Pangemanan, and W. J. F. A. Tumbuan, "THE IMPACT OF TV ADVERTISING TOWARDS CONSUMER BUYING BEHAVIOR IN MANADO," *J. EMBA J. Ris. Ekon. Manajemen, Bisnis dan Akunt.*, vol. 6, no. 1, 2018.
- [47] B. Ferguson, "Creativity and integrity: Marketing the 'in development' screenplay," *Psychol. Mark.*, vol. 26, no. 5, pp. 421–444, 2009.
- [48] V. D. Trinh, "Materialism and happiness as predictors of willingness to buy counterfeit luxury brands." Curtin University, 2014.