ABSTRACT

Currently, many businesses and industries have faced the counterfeiting problem whether it is in form of an apparel, drugs, software, watches or other luxury branded products. Product counterfeiting caused the business owners a revenue losses, ruin the brand reputation and it is becoming a big business in the international. Therefore, as a researcher’s consideration, this study aims to investigate factors influencing consumers' attitude towards counterfeit products. The factors chosen to examine are value consciousness, ethical consciousness, social status, subjective norms, perceived risk, integrity and materialism.

The theoretical frameworks of Matos, Ituassu and Rossi (2007), Riquelme, Abbas, and Rios (2012) and Phau, Sequeira and Dix (2009) were used to develop a conceptual frameworks of this study. The researcher decided to collect the data from 450 Thai shoppers at Pantip plaza Pratunam, Chatuchak weekend market and MBK center as a target respondents. Those target respondent must know, familiar or have experiences using counterfeit products before. The Pearson correlation coefficient were used to test the hypotheses.

From the results, all the seven independent variables which are value consciousness, ethical consciousness, social status, subjective norms, perceived risk, integrity and materialism have a significant relationship with consumers’ attitude towards counterfeit products (dependent variable). Among the independent variables, value consciousness has the strongest influence on consumers’ attitude whereas perceived risk has lowest effects.

It can be briefly concluded from the findings that among seven tested factors, value consciousness has the strongest influence on consumers’ attitude towards counterfeit products. Consumers are most concern about the value they get when buying a certain products. Whereas, perceived risk has the lowest influence on consumers’ attitude towards counterfeit products. Consumers believe that there is a low chance that possible risks might occur when using counterfeit products. This study would provide valuable implication for marketers, business owners, policy makers and individuals in eliminating counterfeiting problems and creating effective strategies in the future.