

An Empirical Investigation of Determinants of Behavioral Intentions Toward
Counterfeit Luxury-Brand Handbags: The Case of Handbags Consumers in
Bangkok, Thailand

Ms. Wipawan Udomsant

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration
Graduate School of Business
Assumption University
Academic Year 2013

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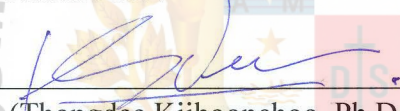
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ABSTRACT

This study attempts to deepen the understanding of non-deceptive counterfeiting by investigating consumer behavioral intentions towards counterfeit consumption and its antecedents included consumer values, consumer attitude, moral intensity, perceived risks, moral judgement, product knowledge, and product involvement, using the case of counterfeited luxury brand handbags.

The data for this study were gathered by surveying Thai female consumers who use woman handbags, selected from four shopping centers in Bangkok, Thailand. Quota sampling was applied to recruit respondents using age and region as selection variables. A self-administered questionnaires of 65 items was tested among 400 Thai women. The items were rated on six-point likert scale ranging from “strongly agree” to “strongly disagree. In analyzing data, the hypotheses were tested using Person’s correlation analysis.

The major contribution of this paper proved that consumer attitude was the most influential factor of consumer behavioral intentions towards counterfeit luxury brand handbags. Of five dimensions of consumer values, functional quality value, functional price value, and hedonic value played an important role in predicting consumer intentions. Further, research results showed that the higher degree of moral intensity, and moral judgement of consumers, the lower the likelihood consumers will intend to purchase or support counterfeit luxury-brand handbags. Additionally, from a total of five dimensions of perceived risks, psychological risk, financial risk, and social risk proved to have a significant contribution to consumer behavioral intentions. It was also found that Thai women who possessed the higher knowledge about and/or higher level of product involvement with authentic luxury brand handbags, they are less likely to have an intention to purchase or support counterfeited version.

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I am deeply indebted to my family and friends for their undying support through everything and for never passing up an opportunity to encourage and inspire me to pursue my goal.

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Wipawan Udomsant

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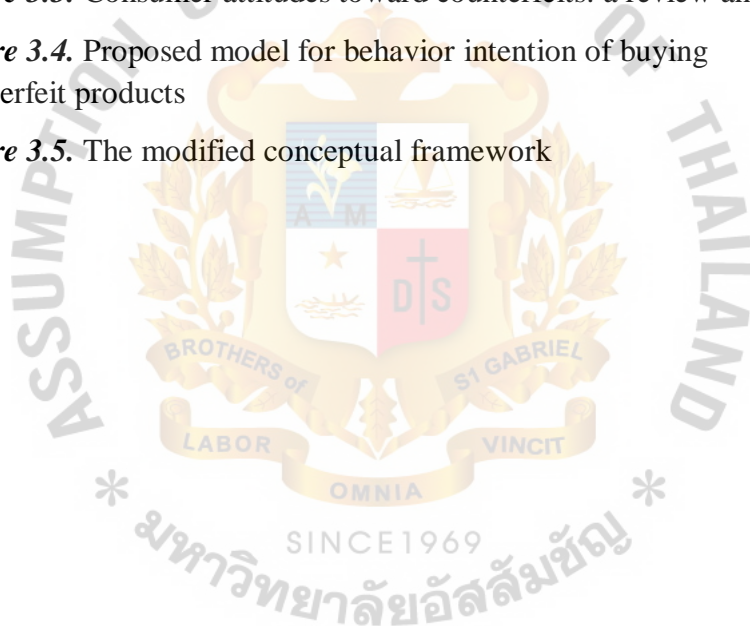
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CHAPTER 1

GENERALITIES OF THE STUDY

The main purpose of this chapter is threefold. An initial effort is to provide an introduction to the background and concept of the counterfeit problem that the researcher tries to address in this thesis. Second, the significance and scope of this current study will be stressed. Finally, the definition of research-related terms is provided.

1.1 INTRODUCTION

Counterfeiting generally means an unauthorized reproduction of genuine articles, such as packaging, labeling, and especially trademarks with an intention to imitate and sell it off as the original product (Ang *et al.*, 2001; Chow, 2000; Cordell *et al.*, 1996). Since the 1970s, this kind of illegal activity has apparently spread out and accelerated its growth (Bian and Veloutsou, 2007), and several legitimate brand owners have encountered a growing danger of counterfeiting, which is now truly considered a severe global problem. For example, the tremendous amount of counterfeit jeans of the well-known brand, Levi Strauss, was detected as it vastly entered into Western Europe (Walker, 1981). Counterfeiting immediately caused a the negative impact of revenue loss of industries, as well as job loss; for instance, in the case of The United States of America (U.S.), approximately 750,000 jobs were lost during 1993 because of counterfeit fraud (Nia and Zaichkowsky, 2000). Industries also suffered from further damages including intangible losses, such as the loss of goodwill, brand reputation, brand equity, as well as consumer confidence (Barnett, 2005; Nia and Zaichkowsky, 2000; Wilke and Zaichkowsky, 1999).

The effect of counterfeiting harms almost every product category as a consequence of the fast-rising demand which is a reflection of status consumption in modern consumers that gives great concern to fashion and self-image (Phau and Teah, 2009; Eisend and Schuchert- Güler, 2006; Chang,

1998; Wee *et al.*, 1995), as well as the unfair price advantage that counterfeit products have over authentic brands (Albers-Millers, 1999; Bloch *et al.*, 1993). In particular, those luxury brand items that can easily be imitated with low-cost manufacturing, so that counterfeiters can effortlessly out sell them (Gentry *et al.*, 2006; Shultz and Soporito, 1996). Considering the relatively short product life cycle of fashion merchandise, many consumers do not want to pay a steep price for those fashion merchandise, such as handbags, clothes, watches, etc. that could become obsolete at a later time (Ramayah *et al.*, 2002). As a result, it obviously leads to brand equity devaluation, causing damage to brand reputation (Nia and Zaichkowsky, 2000), and also diminishing consumer confidence toward brands (Bloch *et al.*, 1993; Wilke and Zaichkowsky, 1999; Nia and Zaichkowsky, 2000; Gentry *et al.*, 2006).

To date, governments, legitimate brand owners, and all other interested stakeholders put forth much effort to deal with those counterfeiters. However, because of the existing regulatory enforcement actions and penalties against counterfeiting in several countries, some countries like China, are still weak and ineffective; therefore, this illegal practice has continuously accelerated its growth (Hung, 2003). Accordingly, counterfeit merchandise being sold along the street markets or even available in online stores turned into an ordinary scene in almost every country, and this situation brought up the simple, yet serious question of whether or not it matter if consumers purchase counterfeit products rather than original ones. Surprisingly, instead of putting the main focus on deterring the counterfeit supply chain, the major driving force of this illegal business is truly on the demand side. Previous research asserts that the strong and persistent global demand directly causes the extensive supply of counterfeit products (Bian and Veloutsou, 2007; Ang *et al.*, 2001; Bamossy and Scammon, 1985). An important point to be considered is that approximately one-third of consumers have deliberately purchased counterfeit products without concerns about the negative consequence caused by counterfeiting (Bian and Veloutsou, 2007; Phau *et al.*, 2001; Tom *et al.*, 1998). In such cases where consumers willfully purchase counterfeits products (Grossman and Shapiro, 1988), it is generally known as non-deceptive

counterfeiting. On the contrary, in a different situation that could be defined as deceptive counterfeiting, consumers unintentionally purchase a fake product, as they are unaware that it wasn't an original one (Grossman and Shapiro, 1988).

In recent years, an increasing number of studies has been carried out across countries and culture context attempting to investigate the demand side of the non-deceptive counterfeiting problem. Attention has been placed on examining, for instance, the consumer behavior towards counterfeiting (Penz and Stöttinger, 2003; Gentry *et al.*, 2001; Cordell *et al.*, 1996), ethical issues (Cordell *et al.*, 1996; Wang *et al.*, 2005), economic benefits (e.g. Albers-Millers, 1999; Tom *et al.*, 1998; Bloch *et al.*, 1993), demographic factors (Singhapakdi, 2004; Kwong *et al.*, 2003), psychographic aspects (Cordell *et al.*, 1996; Wee *et al.*, 1995), and especially the influence of consumer attitudes (Phau and Teah, 2009; De Matos *et al.*, 2007; Wee *et al.* 1995; Wang *et al.*, 2005; Huang *et al.*, 2004). Regardless of the numerous studies on these aspects, it is important to start looking upstream by identifying the significant criteria that consumers value that could influence consumer choices of counterfeits, since demand became the main driver of counterfeit business as mentioned before and the set of consumer values played a significant role as a standard for judgement or evaluation, helping consumers decide what product choice is valuable and right for them (Kenny, 1994).

Therefore, in an effort to tackle counterfeiting on the demand side, the aim of this research is to take a fresh and deeper look in the area of non-deceptive counterfeiting by examining the critical determinants of consumer behavioral intentions towards counterfeit luxury brand handbags in the context of Bangkok, Thailand. The crucial reason for choosing to carry out a study on counterfeiting in Thailand is that the country is listed as one of the flourishing counterfeit markets (Fry and Wechsler, 2008). The areas of examination focus on the role of consumer values, consumer attitude, moral intensity, perceived risks, moral judgement, product involvement, and product knowledge, in

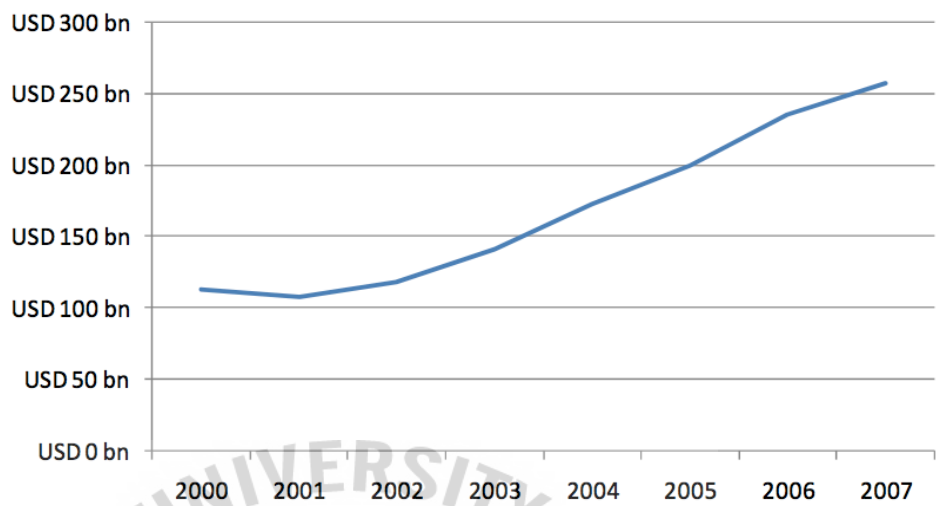
influencing consumer behavioral intentions toward non-deceptive counterfeiting.

1.1.1 Counterfeiting: a widespread phenomenon with a global impact

Counterfeit production has expanded from 10 to 30 percent annually during the last decade (Quintanilla, 2010). The growth of overseas manufacturing, global economies, and especially the advance of internet technology and communication have created a substantial combination that has developed the perfect condition in which counterfeiters can easily perform such an unethical business, and be able to reach consumers worldwide with shorter and more convenient channels. Considering the enormous profit margin that is significantly much more than other illegal practices by reaching a billion every year, counterfeiting became the most common world crime. Yet, there is another interesting question concerning where the money consumers spent on counterfeit goods is headed to. Previous investigations have come to the significant conclusion that the money from counterfeit business is a source of funding the organized crime, and also international terrorism (Quintanilla, 2010).

The existence and consequences of counterfeit products have become more obvious to governments and all business industries during the past 10 years. Over the period from 2000 to 2007, there has been a noticeable constant growth of international trade in the counterfeiting business that initially made up approximately 1.95 percent of total global trade in early years and increased to 1.95 percent in 2007. As illustrated in Figure 1.1 (p.5), particularly in 2005, the value of international trade in counterfeit and pirated merchandise was USD 200 million and continued this upward movement to reach USD 250 million, up over 25 percent in 2007. In addition, considering the percentage of total world trade, counterfeit and pirated goods accounted for 1.85 percent of the market share in 2000 and went up to 1.95 percent in 2007. This small increase in the number actually reflects the more serious threats posted by this illegal practice (Organization for Economic Co-operation and Development, 2009).

Figure 1.1. The evolution of trade in counterfeit and pirated products (upper limit) for 2000 to 2007



Source: Organization for Economic Co-operation and Development. (2009). *Magnitude of counterfeiting and piracy of tangible products: an update*. Retrieved from <http://www.oecd.org/dataoecd/57/27/44088872.pdf>

The selling of counterfeit products can be found in virtually every economy. The report on the economic impacts of counterfeiting and piracy that was developed by The Organization for Economic Co-operation and Development (OECD) revealed that during 2007, there were about 150 source economies worldwide where counterfeiting had emerged, and also included the economies which served as intermediate distribution points for counterfeiting (Organization for Economic Co-operation and Development, 2007). From the top 20 source economies, the Asia region with a total of 12 source economies took the title as the leading source of counterfeiting and piracy, and China represented the world’s largest source of counterfeit products. This is illustrated in Table 1.1 (p.6).

In spite of the global rampage of the counterfeiting business, the counterfeit consumption patterns vary across countries. For instance, counterfeit auto parts mostly came from the Middle East, while the major consumption rate was found in Europe and North America. For Latin America, Asia, and Africa, these regions obviously became the main sources

of counterfeit electronic components, household products, as well as tobacco products (Organization for Economic Co-operation and Development, 2007).

As disclosed in the 2011 annual “special 301” report of the Office of the United States Trade Representative (USTR), which globally reviewed intellectual property rights protection and enforcement, there are 29 countries that appeared on its watch list and another 12 countries suggested as a priority watch list including China, Russia, Algeria, Argentina, Canada, Chile, India, Indonesia, Israel, Pakistan, Thailand, and Venezuela. Russia and China, they are the top two worst violators of intellectual property rights. Therefore, Russia has been kept on the list for 14 years, while China also remained on the list for 3 years in a row.

Table 1.1. Seizures of imported counterfeit and pirated products from the top 20 source economies

Region of Top 20 source economies	Number of source Economies in region	Seizures (% of Total)
Asia (exclude Middle East)	12	69.7
Middle East	2	4.1
Africa	2	1.8
Europe	2	1.7
North America	1	1.1
South America	1	0.8
Top Sources	20	79.2

Note: the seizure percentages are based on trade-weighted data from 19 reporting economies.

Source: Created by author based on data derived from Organization for Economic Co-operation and Development. (2007). *The economic impact of counterfeiting and piracy*. Retrieved from <http://www.oecd.org/dataoecd/13/12/38707619.pdf>

Counterfeiting has increased its impacts, and evolved, threatening all industries, and all facets of our society. However, the problems are most serious in developing economies such as China (Organization for Economic Co-operation and Development, 2007). The counterfeiting business obviously became a concrete risk toward national security, and caused significant loss of government taxes and revenue, in which the losses were mostly found in tobacco and alcohol product categories. In 2005, in U.S. alone, there was a tax revenue loss of USD 483 million which caused a total of 100,000 job losses (Quintanilla, 2010). Furthermore, another

cost of the government is the investment in anti-counterfeiting activities that has increased in accordance with the expansion of counterfeiting business.

Legitimate brand owners have suffered from the loss of sales and market shares as a result of competing with unfair prices of counterfeiting products, in which the further damages could be the loss of brand value and company reputation. In the broader perspective, counterfeiting directly undermined the innovation process, which is the fundamental factor for economic development. In recent year, the intellectual property rights of original producers have been ineffectively protected and has been increasingly violated by counterfeit products. Consequently, the innovation process of several industries that have invested heavily in research and development of new product innovations like pharmaceutical products has been impeded, which adversely affects economic growth. Some original producers have to decrease production scale resulting from the loss of both tangible and intangible asset. Conversely for consumers, counterfeit products clearly pose a risk to consumer health, and personal safety, which ranges from mild to life threatening (Organization for Economic Co-operation and Development, 2007).

1.1.2 The luxury brand products

In 2007, the expansion of the luxury brand market on a global scale has reached more than USD 200 billion (Gumbel, 2007). Luxury products or status products are referred to as the products that do not merely offer functional benefits, as they generate the prestige or the symbolic social meaning from using or displaying a specific brand product by the owner (Nia and Zaikowsky, 2000), which is the most important reason why consumers decide to purchase luxury products (Dubois and Duquesne, 1993) although the luxury goods are priced exorbitantly. Luxury products are generally classified into four main product categories: fashion products, perfume and cosmetics, wines and spirits, watches and jewelry (Jackson, 2004). According to Chevalier and Mazzalovo (2008), more product categories of luxury automobiles, hotels, tourism, private banks, home furniture, as well as airlines

are added to luxury products. In particular, fashion luxury products include the products in the categories of apparel, accessories, handbags, shoes, watches, jewelry, and perfume (Vigneron and Johnson, 2004).

Chadha and Husband (2006) pointed out that product categories, which are mostly created within luxury markets were those products that were considered more sensitive to social influence, like for example, automobiles, living-room furniture, apparel, and especially handbags. From the study of Phau and Prendergast (2000), researchers asserted that there has been an obvious increase in the consumer need for materialism and appearances that clearly influence the demand for exclusive status goods, as well as counterfeit versions of this kind of luxury brand product.

According to the Luxury Institution of New York (2007), from a considerable number of brands in the luxury handbag industry, there are particular brands that were listed on the basis of consumers' familiarity as the top 12 luxury handbag brands in 2008, which included Coach, Louis Vuitton, Gucci, Dooney & Bourke, Prada, Kate Spade, Burberry, Fendi, Chanel, Ralph Lauren, and Dolce & Gabbana, Hermes respectively.

1.1.3 Counterfeiting luxury brands

As stated by Shultz and Soporito (1996), a luxury brand product is a product category that is most commonly subjected to counterfeiting. The U.S. Customs and Border Protection's (2011) 2010 Special 301 Report revealed that a total domestic value of counterfeit products worth more than USD 188 million were seized during the year, and by commodity, footwear for five consecutive year has maintained its leading position in the top 10 product categories that lose money since counterfeiters account for 24 percent of total counterfeit seizures value. Consumer electronics ranked second, with 18 percent, followed by wearing apparel (10 percent); handbags, wallets, Backpacks (8 percent); optical media (7 percent); computers, hardware (5 percent); cigarettes (5 percent); watches, parts (4 percent); jewelry (4 percent), and pharmaceuticals (3 percent) respectively. However, concerning

specifically the value markup, which is the difference between the Domestic Value and Manufacturer’s Suggested Retail Price (MSRP), U.S. Customs and Border Protection (CBP) pointed out that the luxury goods sector became the most profitable market for counterfeiters to reap the money. Products included in this segment are handbags, watches, wearing apparel and jewelry. Statistically, the markup value of luxury products covered a range from 300 percent to more than 3,000 percent. The domestic value of counterfeits classified by product categories and the markup percentage is illustrated in Table 1.2 (p.9).

Table 1.2. Summary of domestic value, estimated MSRP Value, and the markup percentage of counterfeit products by commodity for fiscal year 2010

FY10 Commodity	Domestic Value (USD Million)	Estimated MSRP (USD Million)	Percent Markup
1. Footwear	45.8	183.6	301%
2. Consumer Electronics	33.6	87.8	161%
3. Wearing Apparel	18.7	7.8	691%
4. Handbags/Wallets/Backpacks	15.4	537.3	3,384%
5. Optical Media	12.7	19.4	53%
6. Computers/Hardware	9.5	33.9	257%
7. Cigarettes	8.8	12.1	36%
8. Watches/Parts	7.8	181.1	2,208%
9. Jewelry	6.8	48.4	616%
10. Pharmaceuticals	5.7	6.1	9%
All other Commodities	23.4	\$ 155,956,257	567%
Total fiscal year	188.1	1,413.5	

Source: Created by author based on data derived from U.S Customs and Border Protection (2011), Intellectual Property right seizures statistics report for fiscal year 2010, retrieved from <http://www.ice.gov/doclib/news/releases/2011/110316washington.pdf>

Asian countries have a bad reputation of being listed as the world’s worst intellectual property rights violators. In the past several years, serious concerns have been raised over the situation of counterfeiting and piracy in Thailand. In 2009 alone, the Royal Thai Custom Department revealed that there were about 900 counterfeit goods seized in Thailand. Thailand has been ranked among the top 12 worst offenders in 2011 for the fourth year in a row. Country earlier is a major producer of counterfeit

goods; however, recently Thailand has mainly imported and taken the role as a regional hub for counterfeit goods. Counterfeits sold in Thailand largely originated from Southern China, and enter through Vietnam and Laos (Fry and Wechsler, 2008).

In the case of counterfeit luxury brand handbags, Korea is considered to be the major manufacturer, according to their production expertise, especially making the counterfeit designer handbags. Particularly in Thailand, the majority of counterfeit luxury brands have been imported from Korea and China for the last 10 years. This kind of high-end counterfeiting usually have tourists and upper-class locals as primary targets, accordingly, the counterfeits luxury brands are mostly found in tourist areas. Most importantly, almost every consumer has knowingly purchased counterfeit goods, and some of them have owned both genuine and counterfeit versions (Fry and Wechsler, 2008).

1.2 STATEMENT OF THE PROBLEM

While the governments, industries, and all other interested stakeholders have invested huge efforts in getting rid of the counterfeit business, the expansion of this illegal practice has unfortunately failed. Beyond the extensive law enforcement efforts and budgets dedicated to the fight against counterfeiters, tackling at the demand side is much more significant. According to the fact that the sustained consumer demand is truly major driver of counterfeit business, understanding the demand side becomes another key aspect of an effective enforcement action. An increasing number of studies has been conducted to investigate the factors that influence the end use of counterfeiting, as well as how demands respond to various factors (Bian and Moutinho, 2011; Huang *et al.*, 2004; Penz and Stöttinger, 2003; Ang *et al.*, 2001; Albers-Miller, 1999; wee *et al.*, 1995). This research was undertaken to help identify problems by getting more insight into behavioral intentions of consumers toward counterfeit products, specifically counterfeit luxury brand handbags, from which each antecedent factor (consumer values, consumer attitude, moral intensity, perceived risks, moral judgement, product knowledge, and product involvement) may effectively involve. The research questions that will be answered from this study are:

1. Is there any relationship between the consumer values and behavioral intentions of consumers toward counterfeit luxury brand handbags?
2. Is there any relationship between the consumer attitude toward counterfeit brand products and behavioral intentions of consumers toward counterfeit luxury brand handbags?
3. Is there any relationship between the moral intensity and behavioral intentions of consumers toward counterfeit luxury brand handbags?
4. Is there any relationship between the perceived risks and behavioral intentions of consumers toward counterfeit luxury brand handbags?
5. Is there any relationship between the moral judgement and behavioral intentions of consumers toward counterfeit luxury brand handbags?
6. Is there any relationship between the product knowledge and behavioral intentions of consumers toward counterfeit luxury brand handbags?
7. Is there any relationship between the product involvement and behavioral intentions of consumers toward counterfeit luxury brand handbags?

1.3 RESEARCH OBJECTIVES

In this paper, the researcher aims to get a better understanding of the proposed factors affecting consumer behavioral intentions of counterfeit branded products, therefore, the conceptual development to fulfill the objectives are as follows:

1. To examine if customer values have a significant effect on consumer behavioral intentions toward counterfeit luxury brand handbags.
2. To clarify the relationship between attitude towards counterfeit branded products and behavioral intentions toward counterfeit luxury brand handbags.
3. To identify if moral intensity has a significant influence on behavioral intentions toward counterfeit luxury brand handbags.
4. To find out if there is a relationship between perceived risks and behavioral intentions toward counterfeit luxury brand handbags.

5. To study the relationship between moral judgement and behavioral intentions toward counterfeit luxury brand handbags.
6. To observe the relationship between product knowledge and consumer behavioral intentions toward counterfeit luxury brand handbags.
7. To investigate the relationship between product involvement and consumer behavioral intentions toward counterfeit luxury brand handbags.

1.4 SCOPE OF THE RESEARCH

This current research aims to propose and empirically test a model that involves with the proposed determinants of consumers' behavioral intentions toward counterfeit luxury brand handbags in Thailand.

The behavioral intentions of consumers toward counterfeit brand product is the dependent variable of this study, while the independent variables include consumer values, attitude, moral intensity, perceived risks moral judgement, product involvement, and product knowledge. The research's target population is Thai women residing in Bangkok, which include both users and non-users of counterfeit luxury brand handbags. The coverage of the study is limited to Bangkok because it is the capital city of Thailand that represents the center of the country's politics, culture and commerce. Additionally, Bangkok is one of the red-zone areas in Thailand for having high intellectual property rights infringement. The population who live in this largest urban area, therefore, would have adequate knowledge about counterfeit products as well as assumingly have a good understanding of the research topic. Moreover, the reason for focusing on women is in accordance with the purpose of this research, which is to examine counterfeit brand products in the case of counterfeit luxury brand women's handbags.

The research survey is methodologically conducted to analyze and examine the study. 400 self-administered questionnaires are distributed in four shopping areas; Chatuchak Market, Siam Shopping area, Chidlom-Ploenchit Shopping area, and Rachaprasong Shopping. The questionnaires cover the

topics of behavioral intentions of consumers toward counterfeit brand products, consumer values, consumer attitudes, moral intensity, moral judgement, perceived risks, product knowledge, and product involvement.

1.5 LIMITATIONS OF THE RESEARCH

As with other research, a few limitations concerning this current study should be noted. First of all, only one product category of counterfeit luxury designer handbags was investigated, so the research result may be inadequate to infer to other product categories, in which the consumer might differently response toward the different kind of counterfeit products. Secondly, the findings could not be generalized since it applied particularly in the context of non-deceptive counterfeiting. Also, because of time limitation of graduate program, this current study could not collect longitudinal data by which the result may not be generalized to the broader population. In order to maximize the reliability of this study, the researcher deliberately developed and tested questionnaires and cautiously chose the potential respondents.

1.6 SIGNIFICANCE OF THE STUDY

As aforementioned, many legitimate luxury brand owners have significantly suffered from the crime of counterfeiting. Therefore, the researcher believed that the findings of this study would be beneficial to policy makers, industries, and other stakeholders by gaining deeper understanding about the key factors that influence consumers' behavioral intentions toward the consumption of counterfeit luxury brand products. The useful information from the research findings could help guide policy makers in addressing more effective strategies to fight counterfeiting through diminishing the consumer demand. Furthermore, this study can provide the consumer related information, like consumer values toward luxury brand products, which might be useful for legitimate brand owners to develop appropriate marketing campaigns and positioning strategies for more productivity.

1.7 DEFINITION OF TERMS

Attitude: The ways individual responses toward objects are favorable or unfavorable, (Allport, 1935), or the psychological tendency which is expressed based on a personal belief towards evaluating the outcome of objects (Fishbein, 1963). Therefore, in this study, attitude refers to consumers' evaluation of counterfeit luxury brand handbags that could be expressed favorably or unfavorably.

Behavioral intentions: Oliver (1996) defined that behavioral intentions reflected an affirmed possibility that consumers will take a part in a particular behavior. Behavioral intentions refers to both favorable and unfavorable responses that consumers have toward products or services (Bush *et al.*, 2004). In this study, behavioral intentions means the possible favorable or unfavorable responses in which consumers have toward counterfeit luxury brand handbags.

Consumer values: The guidelines or basis a person used for evaluating a product or service, and making judgement of whether the given product and service is valuable for oneself or not (Kenny, 1994). Therefore, in this research, consumer value refers to an individual set of standards that consumers used for judging product choices when purchasing handbags.

Counterfeit: The products from which illegal imitation derived from unauthorized manufacturing in a way that duplicates the protected trademark of other parties (Chaudhry, and Walsh, 1996; Kapferer, 1995; Kay, 1990). This research particularly focused on counterfeit luxury brand handbags, which refers to an illegal imitation of luxury brand handbags.

Deceptive counterfeiting: Occurs when consumers do not know at the time of purchase that the product is a counterfeit version, which illegally imitated the other genuine products (Bian, 2006).

Domestic value: It is used by the U.S. Customs and Border Protection to determine the average price of counterfeit seizures, which is the sum of the cost of the seized products, amount of profit, the shipping cost and cost of importing the goods into a country (U.S Customs and Border Protection, 2011).

Intellectual property right: Intellectual property is a legal field referring to rights related to the creation of mind. Intellectual property rights are classified into 2

categories. The first is Industrial property, which includes inventions, trademarks, and patents. The second is Copyright, which includes literary and artistic works, like designs, images, musical works, and films (<http://www.wipo.int/about-ip/en/> retrieved July 13, 2011). According to U.S. law, Trademark refers to the using of a symbol, name, word, color, and device in identifying product origins and discriminating products from others that are produced by a different source of goods. And Copyrights is a form of protection that represents the intellectual property, which protects the original works of authors (U.S Customs and Border Protection, 2009).

Luxury brand: Grossman and Sharpiro (1988) defined Luxury brands or luxury goods as the product that brings users the prestige in the way they are used or displayed. This research specifically studies luxury brand handbags.

Manufacturer's Suggested Retail Price (MSRP): MSRP is used as a base price for selling the products to retailers and end consumers. Also U.S. Customs and Border Protection also use MSRP to determine the minimum pursuance and penalty for a counterfeit seizure (U.S Customs and Border Protection, 2011).

Moral intensity: The scope of moral related subjects that is perceived to be crucial in a specific circumstance, which influences all stages within the process of consumer's ethical decision making (Jones, 1991). In this study, moral intensity means the scope of moral related subjects that are perceived to be important for consumers to make a decision, which is related to counterfeit luxury brand handbags.

Moral judgement: Rest *et al.* (1986) stated that Moral judgement is the second component of an individual's ethical decision-making process. As once person recognizes the existing, different possibility of an action in a specific situation, then this is the stage where a person makes a decision to determine of the action is morally right. In this study, moral judgement refers to the process that consumers making decision based on their concern for morality about what action they should perform in the case of counterfeit luxury brand handbags.

Non-deceptive counterfeiting: The situation when consumers recognize that the good is not the original one and intentionally purchase the counterfeit version (Grossman and Shapiro, 1988).

Perceived risks: according to Dowling and Staelin (1994), perceived risks are defined as the perception that a person holds toward an uncertainty of consequences or problems that could be derived from the use of products or services. In this research, perceived risks mean the uncertainty of consequences or problems that consumer perceive could happen as a result of using counterfeit luxury brand handbags.

Product involvement: based on the previous study of Engel *et al.* (1995), Product involvement refers to the level of acknowledgement and interest of an individual toward particular products. In this study, product involvement means the level of acknowledgement and interest of consumers toward luxury brand handbags.

Product knowledge: as stated by Lin and Zhen (2005), product knowledge is based on understanding and memorizing, as well as personal confidence an individual has toward products. In this study, product knowledge reflects how consumers understand and memorize luxury brand handbags.

The U.S. Customs and Border Protection (CBP): The CBP is the largest law enforcement agency in United States. The agency is itself part of the Department of Homeland security, with their first priority being to protect America from the entry of terrorists and terrorist weapons. The agency is also responsible for enforcing U.S economic security, preventing drug trafficking, migrant smuggling, as well as protecting American businesses from intellectual property violation (<http://www.cbp.gov> retrieved June 10, 2011).

The Organization of Economic Co-operation and Development (OECD): OECD is an international organization whose primary mission is to assist several countries worldwide in addressing both domestic and international policies aimed at making an improvement on economic and social well being in United States (Organization for Economic Co-operation and Development, 2007).

The Office of the United States Trade Representative (USTR): A department is responsible for development as well as coordination of international trade and commodity, regulating negotiation with other countries, and investment policy (<http://www.ustr.gov/> retrieved June 5, 2011).

1.8 ABBREVIATIONS

Abbreviation is the short form of a word, phrase or name. Table 1.3 (p.17), shows the abbreviations that appear in this current study

Table 1.3. List of abbreviations used in this research

Abbreviations	Description
CBP	The U.S. Customs and Border Protection
MSRP	Manufacturer’s Suggested Retail Price
OECD	The Organization of Economic Co-operation and Development
USTR	The Office of the United States Trade Representative
U.S.	The United States of America
USD	United States Dollar



CHAPTER 2

REVIEW OF RELATED LITERATURE AND STUDIES

The first section in this chapter concisely reviews the general concepts and theoretical background of the consumer behavioral intentions and main antecedents of this research which include consumer values, consumer attitude, moral intensity, moral judgement, perceived risks, product knowledge, and product involvement, at the beginning. In the next section the related and important theoretical models in constructing the conceptual framework are also examined. Then the relationship between independent variables and predictors is presented in the related literature review. The last section deals with discussion of some findings of the previous studies that are related to and supported this research topic.

2.1 THEORY

2.1.1 Behavioral Intentions Theory

Numerous marketing scholars have recognized the importance of studying consumer behavioral intentions since they are significantly related to company growth (Reichheld, 2003), by helping predict firm profitability (Slater and Narver, 1995; Anderson *et al.*, 1994). In early studies, the concept of “intention to act” has been mostly applied in the theory of consumer behavior and attitude. For instance, Howard and Shelth (1969) stated that intention is an uncompleted part of a process where individuals decide to put an effort on a particular behavior, and in the attitude model, Fishbein and Ajzen (1975) posited that behavioral intentions are the subjective motivations which to the greatest extent possible, with an appropriated measure, behavioral intentions could predict the actual behavior of consumer.

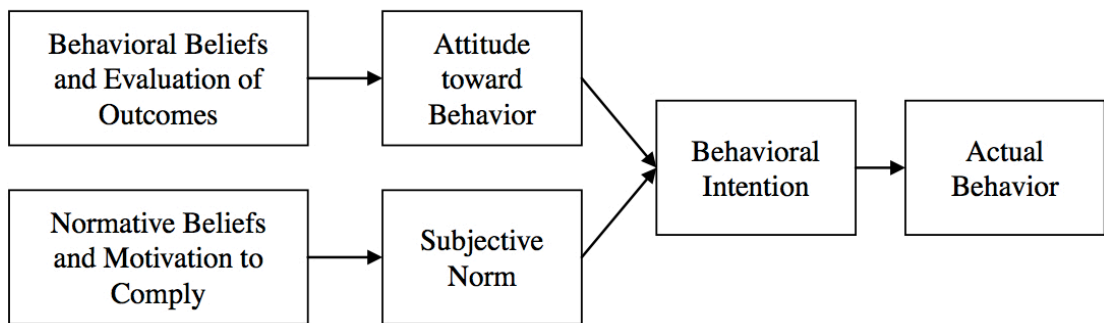
The Theory of Reasoned Action (TRA)

Fishbein and Ajzen (1975) proposed their behavioral intentions model or TRA with the purpose of examining the discrepancy between attitude and behavior. The theory is comprised of four general concepts: attitude toward the act or behavior, subjective norm, behavioral intentions, and actual behavior as illustrated in Figure 2.1 (p.20). The TRA suggested that consumer actual behavior is driven by behavioral intentions, while behavioral intentions is influenced by attitude and subjective norm.

Attitude of an individual referred to the personal feeling that an individual hold towards engaging in particular behavior, which is influenced by a behavioral belief that reflected favorable or unfavorable belief that the individual holds toward a particular behavior. The concept of subjective norm is defined as the social influence, which is represented in the form of individual perception that examines how other people who are important to him/her think about whether he/she should or should not behave in a certain way. Normative belief determines the subjective norm as it represents how an individual perceives an action is approved or disapproved by those people who are important to the individual. A number of scholars has adopted the TRA model to study consumer behavior in several different contexts (Kim and hunter, 1993; Sheppard *et al.*, 1988; Farley *et al.*, 1981; Ryan and Bonfield, 1980). However, Fishbein and Ajzen, as well as other researchers found that the TRA model has some limitations (Godid and Kok, 1996). The important limitations are that this theory aims at explaining the impact that the influential factors have on individual behavior without volitional control. In TRA model, Fishbein and Ajzen assume that an individual would perform an action without limitations. But practically, every individual has a different limitation towards a particular behavior such as limitations in time, ability, and environmental support.

There are also other different interpretations over the concept of behavioral intentions. Warshaw and Davis (1985) make an argument on this concept of Fishbein and Ajzen as it is further explained as a behavioral expectation and that the general concept of behavioral intentions would rather be defined as the conscious plan of an individual which decides whether to put an effort towards a certain behavior or not. According to Warshaw and Davis's (1985) concept, an individual with an extreme level of behavioral intentions means that the person decides to engage in an action, and in turn, the low level of intentions reflect the situation where the individual made the decision against that particular behavior. Accordingly, Ajzen (1985) states that Warshaw and Davis's behavioral intentions concept reflect a subset of behavioral intentions and also subjective behavioral control. Subsequently in 1991, Ajzen proposed the theory of planned behavior and defined the behavioral intentions as the factor that determines the degree of an individual's willingness toward performing a specific behavior, and how much effort he/she decides to exert.

Figure 2.1. Theory of Reasoned Action (TRA)



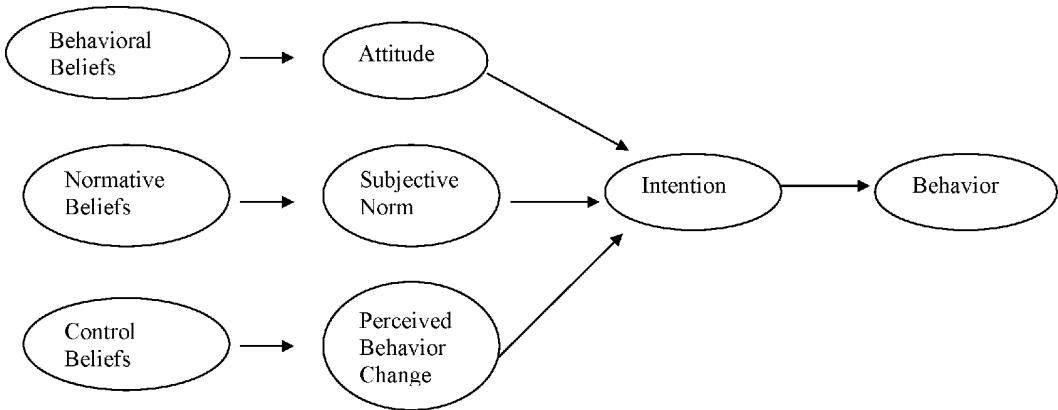
Source: Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: an introduction to theory and research*. Reading, MA: Addison-Wesley, 16.

The Theory of Planned Behavior (TPB)

According to the limitations of the TRA model, Ajzen (1991) developed the TPB model by extending from the existing model of TRA. TPB includes an addition element, which is the concept of perceived behavioral control as illustrated in Figure 2.2 (pp. 21). The general idea of TPB is that the influence of attitude and subjective norms toward behavioral intentions are explained with the original concept developed in TRA. This model describes behavioral intentions as a function of attitude, subjective norms, and perceived behavioral control, where perceived behavioral control refers to the degree of volitional control of an individual which occurs in situation where individual does not totally have control over performing a particular action.

Additionally, by the concept of perceived behavioral control, an individual could be directly influenced by the ability to have control over the behavior or determine the actual behavior indirectly via behavioral intentions. Control belief is defined as the individual’s perception of how easy or difficult it is to engage in behavior, and it is the belief that underlies the perceived behavior control.

Figure2.2. Theory of Planned Behavior (TPB)



Source: Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 182.

Multi-dimensional model of behavioral intentions

Behavioral intentions is initially recognized as a simple one-dimensional concept. To examine behavioral intentions of the family toward using birth control pills, Jaccard and Davidson (1972) used a one item scale that directly questioned the probability of a person’s intent to use a product. Likewise, Cronin and Taylor (1992) concentrated on purchase intention and utilized a single-item instrument to examine the construct. Boulding and colleagues (1993) studied behavioral intentions by examining only through repurchase intention and willingness to recommend. Subsequently, Zeithaml *et al.* (1996) stated that the single-dimensional scale does not effectively examine the overall range of behavioral intentions since consumers’ behavioral intentions is better explained by a multidimensional concept, therefore the researchers proposed a 13-item battery that measured behavioral intentions in a broader scope. The scale examined the four main dimensions of behavioral intentions: word-of-mouth communications, purchase intentions, price sensitivity, and complaining behavior. Zeithaml *et al.* (1996) further posit that behavioral intentions represent as indication of whether the consumer still attaches to or abandons from company, by reflecting the favorable and unfavorable behavior of consumers. The favorable behavioral intentions indicate that a consumer is still attached to a company by revealing through, for example, positive word of mouth and recommendations of consumers about company services or products, consumers’ willingness to pay the premium price, an increase in buying behavior, as well as

customer loyalty. Adversely, customer complaining, intention to leave a company, and a decrease in spending with a company are possible outcomes in the case of unfavorable behavioral intentions. The 13-item scale of behavioral intentions was created by Zeithaml *et al.* (1996) and has been broadly adapted by several studies. For instance, the study of Bush *et al.* (2004) examined three aspects of behavioral intentions positive product switching and complaining behavior, word of mouth, and brand loyalty, and Kumar *et al.* (2009) used 11 items to examine one element representing purchase intentions. This present study examined two aspects of behavioral intentions, consisting of word of mouth communications, and purchase intention.

Table 2.1 (p.23) summarizes the significant behavioral intentions theories applied in this current study, which have been developed since 1975 by Fishbein and Ajzen, until Zeithaml *et al.* created the multidimensional concept of behavioral intentions in 1996. The concept of behavioral intentions that was explained in TRA and TPB has also been applied in studies related to counterfeit products. For instance, De Matos, *et al.* (2007) adapted the theory of reasoned action (TRA) in studying consumer behavioral intentions to buy counterfeit products and how consumer intentions were influenced by attitude and subjective norms. In accordance to the theory of planned behavior (TPB), Phau and Teah (2009) examined the consumer intentions to purchase counterfeit goods and found that attitude has an influence on consumer behavioral intentions. Similarly, through investigating behavioral intentions of consumers, researchers could also predict the possible actual behavior (Fishbein and Ajzen, 1975; Ajzen, 1991), as well as define what the significant factor(s) are that influence consumer behavioral intentions toward counterfeit products. In the context of this current study, the researcher applied the multi-dimensional model of Zeithaml *et al.* (1996) in order to exam the behavioral intentions of Thai woman toward counterfeit luxury brand handbags.

Table 2.1. Related Theory of Behavioral intentions

Author(s)	Year	Variables	Description
Fishbein and Ajzen	1975	Behavior, Behavioral intentions Attitude, and Subjective norm	Fishbein and Ajzen developed the theory of reasoned action (TRA) with the main purpose of explaining how consumer behavior is constructed by attitude and subjective norm. In addition, the research proposed that behavioral intentions is influenced by both attitude and subjective norm and serves itself as an indicator of consumer actual behavior.
Ajzen	1991	Behavior, Behavioral intentions, Attitude, Subjective norm, and Perceived behavioral control	Ajzen developed the Theory of planned behavior (TPB) as an extension of the previous theory of TRA, by adding the concept of perceived behavioral control to the TRA model. Perceived behavioral control (PBC), helped in determining consumer behavior in the situation where behavior was not totally under consumer volitional control. The researcher further stated that the influence of perceived behavioral control toward consumer behavior is expected to change depending on the strength of attitude and subjective norm.
Zeithaml <i>et al.</i>	1996	Word-of-mouth, Purchase intention, Price sensitivity, and Complaining behavior	Researchers utilized the Multi-dimension model of behavioral intentions and the revised model of SERVQUAL to study the impact of service quality toward consumer behavioral intentions. Researchers collected the data by sending mail surveys to business consumers, and a group of end consumers. The results showed that the service quality has a positive relationship with favorable behavioral intentions, while negatively related with unfavorable behavioral intentions.

Source: Created by the author

2.1.2 Consumer Values Theory

Since consumer value is viewed as a critical strategic factor for a company to develop an effective long-range plan (LeBlanc and Nguyen, 2001; Burns and Woodruff, 1992), and being as a significant driver of encouraging an organization's competitive advantage (Parasuraman, 1997), the concept of consumer value has been studied in numerous research fields. For instance, Ko *et al.* (2010) studied the concept of consumer value in the fashion industry, Rintamäki (2006) examined consumer value in the context of the retailing industry, and Heinonen (2004) conducted research on consumer values in internet banking service.

However, there has been a spate of controversy over the definition, and the concept of consumer value. Regarding the general nature of consumer value, the singular value and the plural values carried different meanings (Solomon, 1999a; Woo, 1992). In the singular form, value refers to the consequences from a consumer's preferential judgement (Holbrook 1994, 1999), while values (plurals) represent the standards, rules, or criterion of a consumer's evaluation and judgement (Schwartz, 1992; Kahle, 1983; Mitchell, 1983). Similarly, Woodruff (1997) described consumer values as the evaluative standard of consumer development based on their preference towards using the product to attain personal goals. In the context of this current study, consumer value refers to the set of personal standards a consumer use as a basis in evaluating the product choice at the time of purchasing woman handbags (Woodruff, 1997; Kenny, 1994). Initially, early studies examined consumer values based on the utility theory. By the explanation of Von Neumann and Morgenstern (2004), perceived value is reflected as the price of a product or service, and consumers make purchase decisions in order to obtain the maximum value. Some researcher argues that the utility theory of value narrowly perceives the price as merely the purchasing cost, while overlooking the complex structures of price (Monroe, 2003). There were many studies that analyzed several meanings of price (Naylor and Frank, 2001; Jacoby and Olson, 1997; Chang and Wildt, 1994). For instance, price or monetary sacrifice is divided into acquisition cost and transaction cost in the study of Thaler (1985), and represented as a composition of transitional cost or (purchasing cost) and relational cost (maintenance cost) in Zeithaml's (1988) study.

With respect to the concept of benefits and sacrifice, which is fundamentally based on the equity theory, although price is the most crucial factor of consumers' cost, the overall perceived sacrifices consist of both monetary and non-monetary

costs evaluation, (Dodds *et al.*, 1991; Monroe, 1990; Zeithaml, 1988). Thus, consumer value has been given the general definition as the difference between total benefits received from and overall sacrifices that are made to obtain a given product or service (Kotler, 2000; Patterson and Spreng, 1997; Bolton and Drew, 1991; Monroe, 1990). However, subsequent consumer behavior research proves that the uni-dimensional approach is significant, *yet also* invalid (Woodruff and Gardial, 1998). Accordingly, multidimensional approaches have been dominantly developed from the behavioral perspective that consumer values are more intensively interpreted. Table 2.2-2.3 (p.27-28) provides some of the significant conceptualizations of perceived values that have been developed by the aforementioned researchers and other important authors in explaining consumer value as a multidimensional construct composed of more than one meaning dimension. Started in 1988, as stated in the means-end theory of Zeithaml, a consumer perceived values comprised of three dimensions: perceived quality, price, and value, which represent what a consumer gains from their cost and what the consumer expects from the product that he/she purchases.

Sheth *et al.* (1991) explain that consumers' choices are the outcome of five consumption values: functional value, social value, emotional value, epistemic value, and conditional value. Functional value is defined as the perceived utilitarian or physical attribute of an alternative, such as reliability, durability and price. Social value is the perceived utility related to the symbolic or conspicuous consumption attributes that are associated with a specific group valued by consumer. Emotional value is feeling and affective-related attributes associated with a product or service. Epistemic value refers to the perceived utility that stimulates consumer curiosity, generates novelty, as well as fulfills desire for knowledge. Finally, conditional value is the perceived utility of an alternative that provides physical or social contingencies in a particular situation. Furthermore, the study of Babin *et al.* (1994) contributes important results as the research confirms the existence of the hedonic or emotional dimension of value, as by its nature, hedonic value is more subjective and personal more than the utilitarian dimension. Holbrook (1994, 1999) suggested the typology of value that classifies perceived value into 8 main types and generally defines value as an abstract construct resulting from consumer experience with a product or service.

Among the extensive empirical studies, Sweeney and Soutar (2001) and Petrick (2002) developed well-known measurements to explain multiple value

perception. Sweeney and Soutar (2001) proposed the PERVAL scale that is constructed based on Sheth *et al.*'s (1991) consumption value theory that can be applied to examine consumer value in an area of tangible goods at brand level. With an intention to combine the measurements of both the utilitarian and hedonic value, the PERVAL scale assessed four dimensions of consumer value: emotional value (emotional and affective utility of a product), social value (the social self-concept enhancing utility of a product), quality performance (the perceived quality and performance of a product), and price/value for money (the result from the ability of a product in reducing cost). Petrick (2002) realized the need to develop the measurement for perceived value particular in a service field, and consequently he proposed a value structure of five dimensions: Quality, emotional response, monetary price, behavioral price, and reputation that is called the SERV-PERVAL model. As stated by Patterson and Spreng (1997), behavioral intentions are the major consequence of consumer perceived value. This current research, therefore, aims at determining the significant perceived value that consumers use as a standard in making a decision on the purchase of handbags, as it can be postulated that these value perceptions would help in explaining consumer behavioral intentions toward counterfeit luxury brand handbags.

From the above discussion of consumer value concepts in Table 2.2-2.3 (p. 27-28), this study utilized and adapted the multi-dimensional approach of previous studies in examining consumer value, which included the concepts of emotional value (hedonic), social value, functional value (quality), functional value (price) from Sweeney and Soutar's (2001) PERVAL model, and the concept of Epistemic value of Sheth *et al.* (1991).

Table 2.2. Conceptualization of consumer value

Author(s)	Year	Conceptualization of Consumer Value	Brief description
Zeithaml	1988	<ul style="list-style-type: none"> • Perceived price • Perceived quality • Perceived value 	Zeithaml applied a means-end chain model in explaining the concepts of price, quality and value. Value is the evaluative outcome a consumer derives from comparing what they get and what they give. The model tested in the fruit beverage industry through in-depth interviews. The results show that nonmonetary factors such as time and effort are important for a consumer in determining value.
Sheth <i>et al.</i>	1991	<ul style="list-style-type: none"> • Functional value • Social value • Emotional value • Epistemic value • Conditional value 	The researchers proposed that there are five independent values, which influence a consumer's consumption behavior. The study concluded that the proposed theory of consumer value is reliable and valid in predicting consumer behavior and could further be applied in studies of any product and situation.
Babin <i>et al.</i>	1994	<ul style="list-style-type: none"> • Utilitarian value • Hedonic value 	The researcher examined the consumer shopping value through a 2 dimensional scale of utilitarian and hedonic values. The result supported that there are two different value of utilitarian and hedonic results from several consumer consumption behavior. The emotional-related aspects of behavior directly affected the hedonic value, while functional or physical related aspects reflected the utilitarian value.

Source: Created by author

Table 2.3. Conceptualization of consumer value (continued 1)

Author(s)	Year	Conceptualization of Consumer Value	Brief description
Holbrook	1994	<ul style="list-style-type: none"> •Efficiency •Excellence •Politics •Esteem •Play •Aesthetics •Morality •Spirituality 	The researcher suggested that consumer value can be classified into 8 types, which is perceived as a preference a consumer made over a particular product, which the comparative judgement varies across people and situations. The consumer value does indeed result from the experience the consumer has through using the product, rather than residing in the product or brand itself.
Sweeney and Soutar	2001	PERVAL <ul style="list-style-type: none"> •Emotional value •Social value •Functional value/ quality •Functional value/ price 	The researcher measured consumer value in the context of durable products, at a brand level through a 19-items scale, PERVAL model that consisted of four independent consumer values. The results proved that all perceive value dimensions significantly determine consumer behavior and attitude. The scale also proved to be applicable in both pre-purchase and post-purchase situation.
Petrick	2002	SERV-PERVAL <ul style="list-style-type: none"> •Quality • Emotional response • Monetary price • Behavioral price • Reputation 	The SERV-PERVAL scale of Patrick consisted of 25 items that measure the 5 value dimensions. The researcher tested the scale by distributing the questionnaire. The result confirmed that this 25 item measurement is reliable and valid in measuring consumer perceived value of service.

Source: Created by author

2.1.3 Consumer Attitude Theory

In early studies, similar to other psychological factors, Attitude is more abstract or latent than concrete and an observable variable, which does not represent a particular action of a person, but instead is made up of a large index of acts and responses that are related (Green, 1954). One of the classic definitions is attitude formed through experience, represented as a mental and neural state of readiness and influences a person to make a response to all related objects and situations (Allport, 1954). Janis and King (1954) also asserted that individuals form attitudes based on their prior intentions to perform a particular behavior. Subsequently, a number of scholars has discussed the different definitions and concepts of attitude (Eagly and Chaiken, 1993; Katz and Stotland, 1959; Rhin, 1958; Festinger, 1957). Some previous studies pointed out that behavior also contributes to and influences a rationalization of attitude. For instance, the cognitive dissonance theory suggested by Festinger (1957) explains that an individual searches for consistency and attempts to reduce the dissonance between their behavior and attitude by changing their beliefs and attitudes to support their action. Furthermore, the concept of evaluation originated by Rhin (1958) has formed an important basis for attitude studies. Rhin (1958) asserts that attitude is a concept with an evaluative dimension, by serving itself as an internal event that mediates between the stimuli and the response. According to this view, evaluative responses result from the basic process of learning, where an individual considers the overall evaluation of an object that is involved with knowledge, experience, or an emotional condition.

Katz and Stotland (1959) have suggested the tripartite classification as attitude includes the cognitive, affective, and behavioral components. Thoroughly, cognitive component is a part of the attitude related to individual opinions, beliefs, and general knowledge about an object. Affective component is said to consist of personal feelings, sensations, emotional responses to a particular object, situations, or a person, and a behavioral component reflects an individual's intentions to behave in a certain manner toward particular objects or persons. Fishbein and Ajzen (1975) described the

concept of attitude in the theory of reasoned action as the primary antecedent of behavioral intentions and it reflects the positive or negative beliefs of a person about the consequence of performing particular action, and the person would perform a behavior if he/she has a positive belief toward it. Subsequently, the most popular concept was made by Eagly and Chaiken (1993) who combined several ideas together and viewed attitude as a psychological disposition of an individual that can be perceived as a kind of bias, which is manifested by evaluating the overall related aspects of a certain object with some degree of favor or disfavor. In addition, attitude can be developed only through the learning process as an individual takes evaluative actions toward the entity and is capable to form a psychological disposition based on the grounds of cognitive, affective, or behavioral responses to an object, in which will subsequently influence behavior (Eagly and Chaiken, 1993).

In the context of this current research, consumer attitude is perceived as one of the important factors that helps predict consumer behavioral intentions toward counterfeit luxury brand handbags. The study expects to determine the attitude consumers have about counterfeit luxury brand handbags and how it contributes an effect on behavioral intentions.

2.1.4 Moral Judgement and Moral Intensity Theory

Moral Judgement

Moral judgement refers to an individual's consideration or evaluation of actions in order to determine whether it is ethical or unethical (Reidenbach and Robin, 1990; Gifford and Norris, 1987). Rest (1986) points out that when an individual encounters an ethical dilemma, moral judgement explains how he or she forms an opinion, and considers the situation by focusing on finding out what action should be performed. Similarly, Trevino states that moral judgement represents an individual making a judgement toward particular actions by considering ethical and corrective aspects. In 1932, Piaget

explained that there are two main stages of moral development that consists of heteronomous and autonomous morality. Heteronomous is reflected in the early childhood stage at the ages of four to ten, when an individual makes a moral judgement based on the consequence of behavior and people have to follow justice and rules without any control. At the age of ten years and older, an individual becomes a moral autonomist, meaning that they consider both the consequence and the intention to perform an action since they know that the rule is developed by people and subject to change.

Subsequently, later studies in the fields of moral psychology have been given intention and worked in the tradition of Lawrence Kohlberg. The significant contribution of Kohlberg is his theory of moral development (Kohlberg, 1986). Kohlberg's theory suggests that the development of moral judgement is separated into three main levels of Pre-conventional, Conventional, and Post conventional. Within the Pre-conventional level, an individual primarily follows the cultural rules of good and bad, and the moral decisions are made with the purpose of preventing one-self from punishment or receiving a reward. At the Conventional level, moral judgement of an individual is shaped by the social convention, which is represented as the mutual principles that all social members respect and conform to. Finally, at the Post-conventional level, there is an obvious change of individual perception toward moral judgement. At this level, an individual personally develops moral values and principles based on own personal judgement and standards, which may be unrelated to the social principles or agreement. Additionally, each level consisted of two stages, and each stage is developed in sequence at a time (Kohlberg, 1986).

However, Rest and his colleagues (1986) argued that the moral stage theory of Kohlberg focus only on the moral judgement, which is a single part of moral psychology. Rest, *et al.* (1986) proposed the four components model which describes the process of ethical decision-making. The four components model includes the stages that an individual recognizes moral issues, make moral judgement, establishes moral intent, and engage in moral behavior. The first component of psychological process is moral sensitivity, which includes

the stage that an individual recognizes the moral-related aspects in the particular circumstance, and then identifies the available action and its consequences that could happen as a result from his/her decision (Rest *et al.*, 1986). Secondly, moral judgement represents the stage that a person determines which action is ethical or unethical. During the moral judgement process, individuals determine the possible moral responses towards the situation by relying on the opinion about a sense of fairness. Each person expects to carry a different sense of fairness, stored inside his or her memory and retrieved in situations that involve social related issues and moral consideration (Rest *et al.*, 1986). The third component is moral motivation. At this stage, a person will establish an intention to choose and perform moral action. The last component is moral character, which is composed of the implementing of moral action, dealing with the obstacles, and accomplishing the intended purpose (Rest *et al.*, 1986).

Moral Intensity

Jones (1991) proposed the issue-contingent model of an ethical decision-making process, which significantly relies on the previous four-component model (Rest, 1979; Rest *et al.*, 1986). Moral intensity is a construct of variables related to moral imperative in a circumstance that influences an individual to make an ethical decision and response. Moral intensity has been examined by various scholars, as emphasized on its association with ethical decision-making process (Glover *et al.*, 1997; Singer, 1996; Morris and McDonald, 1995). In other words, moral intensity has an influence on how individuals respond toward an ethical dilemma, or an situation related to ethical issues or involved with conflict between contradictory values (Kitchener, 1984). As shown in Figure 2.3 (p.34), Jones (1991) states that moral intensity is a multidimensional variable consisting of six main components as follows:

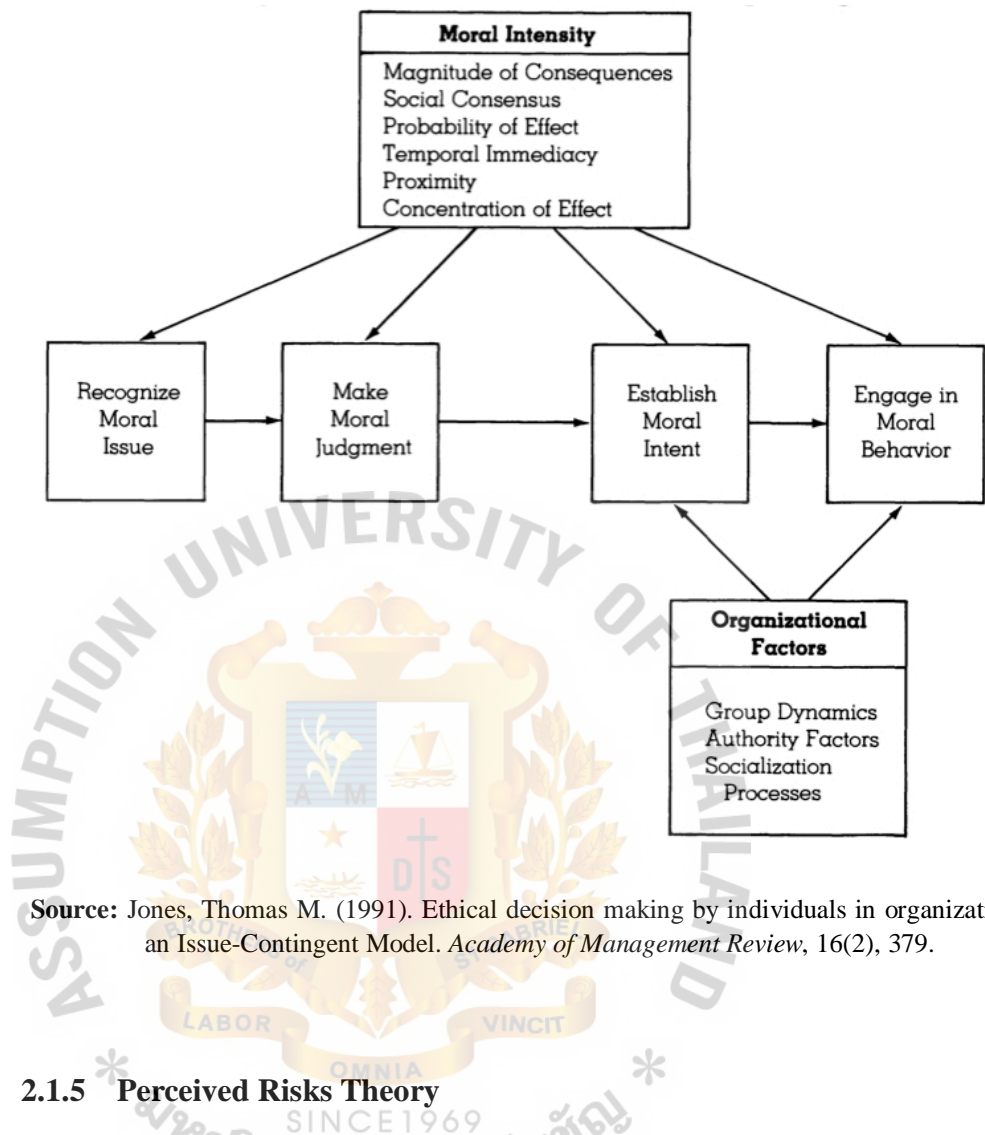
1. Magnitude of consequences: the victim's aggregated damages or benefits, which result from the moral act in question.
2. Social consensus: the degree of social agreement toward whether moral behavior is good or bad.

3. Probability of effect: the probability of both the acts in question will happen and the predicted harmful consequence will really occur.
4. Temporal immediacy: the length of time for consequence to occur after the act in question has been performed. The shorter time the consequence assumed to be appeared the greater immediacy.
5. Proximity: defines the feeling of nearness within the social, cultural, psychological, and physical basis that individuals have toward the victims based on the moral behavior in question.
6. Concentration: the degree of damages (benefits) caused by a behavior applies to a number of people.

Jones (1991) posits that all six dimensions of moral intensity are associated with and have an impact all four stages of the ethical decision-making process: recognizing moral issue, making a moral judgement, establishing moral intent, and engaging in moral action. Jones (1991) further suggests that since moral intention of person reflects behavior, moral intensity, therefore, also influences engagement of subsequent behavior. According to Rest's theory, moral judgement directly influences intention of an individual to perform moral-related behaviors. Moral judgement is a preceding stage of evaluating possible actions based on personal moral development, and then a person must develop an intention to perform the right behavior.

Jones (1991) asserts that moral intensity affects the founding of moral behavioral intentions. Accordingly, the degree of moral intensity involved in particular situation positively influences the moral intention of an individual. In accordance with the main purpose of this current study in investigating consumer behavioral intentions in the context of counterfeit products, unlike other general situations, with ordinary genuine branded products or store merchandises, counterfeiting trade leads consumers to get involved in a moral-related situation. Therefore, the researcher applied an issue-contingent model to examine the influence of two key variables: moral judgement and moral intensity toward consumer behavioral intentions in the context of counterfeit luxury brand handbags.

Figure 2.3. An Issue-Contingent Model of Ethical Decision Making in Organization



Source: Jones, Thomas M. (1991). Ethical decision making by individuals in organizations: an Issue-Contingent Model. *Academy of Management Review*, 16(2), 379.

2.1.5 Perceived Risks Theory

Risk perceived as dilemma, the complex situation where a consumer handles the demand for particular product and the possible negative consequence from the purchase (Assael, 1955). Bauer (1960) was the first to introduce the concept of perceived risk in the marketing field. Bauer viewed risk as consumer’s subjectively determined uncertainty and expected negative consequence of certain alternative options, brands or product categories in order to make a decision. From the study of Rettig and Rawson (1963), risk is a significant variable in demonstrating consumers’ unethical behavior. Based on the same idea, Zimmerman and Kraus (1971) found the significant impact of moral blame or public censure has toward individual, family, friend or

society that proved the relationship between ethical behavior and perceived risk. The most broadly discussed is the classification of perceived risk developed by Jacoby and Kaplan (1972). Jacoby and Kaplan (1972) posit that overall risk is the sum of possible uncertainty an individual could be affected through the consumption of a product or service and could be predicted from five main components shown below.

1. Financial risk: the volatility of monetary loss as a result from a certain decision.
2. Performance risk: the probability that the product being considered to purchase will not perform as it is expected to.
3. Physical risk: the possible uncertainty of harmful or injurious consequence as a result of using a product or service.
4. Psychological risk: the probability of loss of self-esteem or self-concept according to the consumption of a product or service.
5. Social risk: the probability that the consumption of a product or service that influence the negative perception others have toward an individual.

In the study of Tan (2002), the concept of moral judgement, moral intensity, and perceived risks has been applied in an examination of behavioral intentions of consumers. More importantly, Tan proposed the concept of prosecution risk that refers to the chance that consumers could be subjected to legal prosecution from using pirated software piracy in his study, and the research finding pointed out that prosecution risk significantly influences the consumer behavioral intentions to use the pirated software.

Therefore, in the context of this study, the researcher expects that the five relevant risk components of Jacoby and Kaplan (1972) and the concept of prosecution risk of Tan (2002) may have an influence on consumer behavioral intentions.

2.1.6 Product Knowledge Theory

Bettman and Park (1980) pointed out that consumer product knowledge is an attribute that has considerable impact on every state of

consumer's decision-making process. Product knowledge is based on information stored in each consumer's memories (Brucks, 1985) and a different consumer's perceptions of a product is the reflection of the varied level of knowledge a consumer has about a product category (Laroche *et al.*, 2003; Baker *et al.*, 2002; Blair and Innis, 1996). Alba and Hutchinson (1987) asserts that expertise and familiarity with given products are the two main components of product knowledge. Familiarity is the degree of accumulated experience an individual has with the product, while Expertise refers to the skill and ability of a consumer to carry out the tasks related to a product. Some scholars stated that product knowledge is measured by consumer purchasing and using experience (Marks and Olson, 1981).

In addition, product knowledge is also determined by how a consumer understands and feels certain about the product information (Lin and Zhen, 2005), as well as how much information a consumer knows about a product (Park and Lessig, 1981). From the definition defined by Brucks (1985), product knowledge is classified into three different types of subjective knowledge or perceived knowledge, objective knowledge, and experiences-based knowledge. In addition, the finding of Kempf and Smith's (1998) studies shows that in the case of a consumer who possesses a higher level of product knowledge, they are more acknowledged about the product and better in product evaluation. Berger *et al.*, (1994) conducted a study in the scope of consumer durable products and found that self-perceived knowledge is the direct determinant of consumer behavioral intentions. Among the empirical studies conducted in the counterfeit area, Bian and Moutinho (2011) proposed the concept of product knowledge in explaining consumer behavioral intentions and suggested that a consumer with different degrees of product knowledge, would differently evaluate the counterfeit brand products. The higher the knowledge consumers have toward a specific product, the higher product evaluation accuracy the consumers have in comparing counterfeit products against original versions.

2.1.7 Product Involvement Theory

Involvement initially appeared in area of social psychology. The primitive notion of involvement was introduced and examined in the research field of marketing by Krugman (1965), who explained that there is an influence of low involvement concepts have on television advertisements, and particularly consumer behavior. By this finding, involvement was found to be highly involved in following consumer behavior research. In general, product involvement represented individual relevance of the product as resulting from personal demands, values, and interests (Zaichkowsky, 1985). Likewise, Traylor (1981) states that involvement expressed in two different levels of high and low define consumer understanding of a given product, while Engel *et al.* (1995) assert that in specific circumstances, with the increasing interest or recognition of consumer in given product, the level of involvement becomes higher, and adversely, the lower the level of consumer interest, the lower involvement. A number of scholars pointed out that product involvement substantially impacts the decision-making process, as well as regularly affects attitude, preference and perception of consumer (e.g. Suh and Yi, 2006; Warrington and Shim, 2000; Phelps and Thorson, 1991).

From the discussion above, this current study applied the concept of product involvement in examining its influence on consumer behavioral intentions in the context of non-deceptive counterfeit products.

2.2 Related literature review

2.2.1 Consumer value influences behavioral intentions

According to Solomon (1999b), values guide consumer behavior. For example, individuals basically purchase several products and services in which perceived to help consumers achieve value-related goals. A number of research finding in previous studies have proved that consumer value is a reliable determinant of consumers' behavioral intentions (Sweeney *et al.*, 1999; Sirohi *et al.*, 1998; Wakefield and Barnes, 1996). For instance, Petrick (2004) revealed that perceived

value could explain passengers' behavioral intentions. Hartline and Jones (1996) found value positively related with behavioral intentions within a hotel service environment, and Durvasula *et al.* (2004) also found that behavioral outcomes can be predicted by consumer value within life the insurance industry. Essentially, Sweeney and Soutar (2001) is one of a few studies that adopt a multi-dimensional measurement in examining consumer value. Researchers found that the quality, emotional, price, and social aspects of value affected consumers' behavioral intentions in the context of retail durable goods. Likewise, in the study of a cruise line industry, Petrick (2004) concludes that there is an influence of quality, emotion, monetary price and behavioral price dimensions of value on passengers' behavioral intentions.

2.2.2 Consumer attitudes influence behavioral intentions

Attitude is an individual feeling element that predisposed one express manner towards an object in either favorable or unfavorable way (Schiffman and Kanuk, 1997). Based on Ajzen's (1991) Theories of planned behavior, among the three components within the model attitude is the most important predictor of individual intentions to engage particular behavior. For instance, if consumer has a positive attitude towards given brand or retail store, consumer perceived to have strong intention to purchase the brand or choose to shop at the store.

There are several empirical studies that examine the concept of consumer attitude in the context of counterfeit products (Ang *et al.*, 2001; Muncy and Vitell, 1992). For instance, the findings from the study of Muncy and Vitell (1992) point out that consumer attitude toward the ethical-related aspects have an effect on consumer intentions to buy counterfeit products. Similarly, Ang *et al.* (2001) asserted that there is a strong association between attitude and consumer intention to purchase counterfeit products, where counterfeit buyers show more favorable attitude toward counterfeit products than the consumers who did not use counterfeit product. In addition, Phau and Teah (2009) adapted 10 attitude measures developed by Wang *et al.* (2005) in examining consumer attitude towards counterfeit luxury brands. In their study, Phau and Teah (2009) categorized attitude into two main dimensions: the perceptions of counterfeits and social consequence. The research results found that these two dimensions of attitude are important predictors of consumer behavioral intentions toward counterfeit brand products.

2.2.3 Product knowledge and product involvement influence on behavioral intentions

Product knowledge is a significant factor for research to understand consumers. Since consumers face a number of related questions during the decision making process, consumers must to search for product-related information (Solomon, 1997). Accordingly, product knowledge plays an important role in the consumer information processing stage (Larkin *et al.*, 1980). In the study of Zhu (2004), the research results show that product knowledge is use as a basis for the consumer information searching process, as well as product evaluation. Moreover, product knowledge also has an impact on consumer attitude, the quantity of information needs, the information search procedure, and it determines consumer purchase intention.

Product involvement has been broadly used in predicting consumer behavior (Dholakia, 1998). Previous studies have stated that while a consumer makes product choices, product involvement helps determine the degree of how deep, and extensive the cognitive and behavioral process is (Kokkinaki, 1999; Kleiser and Wangner, 1999; Laurent and Kapferer, 1985; Houston and Rothschild, 1978). Goldsmith and Emmert (1991) assert that product involvement provides a great influence on consumer behavioral intentions, as consumers with high degree of product involvement will put more effort to find for more information. Similarly, Neese and Taylor (1994), found that consumers with a high level of product involvement, will have a greater purchasing intention, as well as positively hold advertising attitude, brand attitudes and brand recognitions.

2.2.4 Moral intensity, moral judgement, and perceived risks influence on behavioral intentions

Regarding moral psychology, in order to understand individual ethical-decision making, Rest *et al.* (1986) posit that moral judgement is one of four components that work together in an interactive process to produce moral behavior in a specific situation. In particular, moral judgement is critical process that help individuals judge what is morally right or wrong, then decide to perform ethical behavior, which his/her judgement may vary on depending on the sense of fairness of

an individual. Generally, several previous studies have pointed out the connection between the consumers making a judgement on a particular behavior and intent to engage in that behavior ethically (Robin *et al.*, 1996; Akaah, 1989; Hunt and Vitell, 1986).

Furthermore, Jones (1991) proposed the issue-contingent model, which posits that moral intensity does not hold the same in different situations and it affects all stages of ethical decision-making, as well as behavior process. Numerous scholars have conducted studies based on Jones's model by studying the influence of moral intensity towards moral recognition, evaluation, and intention of consumer to behave ethically (May and Pauli, 2002; Singhapakdi *et al.*, 1996; Wasieleski and Hayibor, 2008). Especially, moral and ethical concepts has been adopted in empirical studies of consumer behavioral intentions and actual action related to purchasing of counterfeit product, pirated products, and other ethical-related situations (Cordell *et al.*, 1996; Babin and Griffin, 1995; Simpson *et al.*, 1994; Swinyard *et al.*, 1990).

Perceived risk is another crucial variable related to the process of ethical decision-making. The research finding from the study of Retting and Rawson (1963) points out that there is a significant influence of risk toward unethical behavior. Previous studies have suggested that perceived risk is a crucial factor in examining consumer behavior because in general consumer attempted to maximize utility in purchasing; therefore, consumers are usually motivated to avoid risk and uncertainty consequences resulting from an action (Bauer, 1960). In 1992, Fraedrich and Ferrell examined the impact of perceived risk and moral philosophy toward the ethical decision-making process within the context of software piracy. Fraedrich and Ferrell (1992) found that performance, social, and financial risk apparently affects consumer intention to purchase pirated software.

2.3 Previous studies

Tom *et al.* (1998) focused on investigating the factors that influence consumer demand in the context of counterfeit products. Researchers applied multidimensional measurements to assess attitudes in several dimensions, including consumer attitudes about economic aspects, legal, anti-business, and

quality aspects of counterfeit products. Researchers conducted the study at flea markets and malls, comprising three sub-studies: investigating factors in the pre-purchase, factors associated during the purchasing process, and post-purchase related factors. The results reveal that almost 40 percent of respondents represented consumers who engaged in non-deceptive counterfeit. Moreover, respondents did not believe counterfeiting could negatively affect the economy of the United States of America, while holding the strong anti-big business attitude. In addition, respondents showed a favorable attitude toward the quality of counterfeit products which they thought were as good as the original version.

Tan (2002) used the issue risk judgement model of ethical decision-making in examining consumer intentions towards purchasing pirated software. Three main factors included in the model are consumer moral intensity, perceived risk, and moral judgement. A sample of 400 respondents joined the research. The researcher asserted that within the case of pirated software, the results showed that consumers with a higher level of moral intensity, they had a higher chance of ignoring to perform such an unethical decision. Furthermore, the result supported the relationship between moral judgement and consumers' ethical decision. The researcher tested moral judgement in terms of cognitive judgement and moral reasoning, and viewed it as the significant predictor of consumer intention toward purchasing of pirated software. Additionally, the results suggested that all four aspects of perceived risks including financial risk, performance risk, prosecution risk, and social risk contributed a significant impact on consumers' purchase intention.

Huang *et al.* (2004) proposed a multidimensional construct of attitude and studied the influence of each attitude aspect towards consumers' behavioral intentions within the area of gray market products. The proposed model was tested in three product types including beverages, watches, and mobile phones. There were 210 respondents who participated in the survey, in which 176 valid questionnaires had been completed. The results confirmed that there is a strong relationship between consumer attitude and behavioral

intentions within watches and mobile phone categories. Additionally, the mediated effect of involvement on the linkage between attitude and intention is supported by the research results as it revealed that in the situation that consumers have higher involvement, consumer attitude is expected to positively influence intention in purchasing gray market goods.

Wu and Wang (2005) examine “What drive mobile commerce: An empirical evaluation of the revised technology acceptance model”. The research model constructed based on TAM2 and IDT theories and further integrated two external factors perceived risk and cost into a model. Wu and Wang aimed at examining the determinants of consumer acceptance of mobile commerce. A statistical analysis has been done based on the data of 310 samples that were gathered from a B2B mobile commerce context. The research found that behavioral intention to use mobile commerce is directly and strongly influenced by perceived risk. In addition, perceived risk similarly has positive indirect influence toward consumer actual use.

Gill *et al.*'s (2007) research examined “Customer perceived value in a cellar door visit: the impact on behavioral intentions”. The study investigated how behavioral intention in a cellar door context is influenced by consumer perception of value and satisfaction. The data was gathered in Western Australia and the sample is 374 winery visitors drawn from two famous wine regions, the Swan Valley and Margaret River. The results reveal that price, social value, technical quality, and service quality dimensions of perceived value are strongly influence behavioral intentions. In addition, the researcher asserts that customer satisfaction partially mediates the linkage between perceived value and behavioral intentions.

Ryu *et al.* (2010) conducted an empirical study on the relationship among the concept of value, consumer satisfaction, and behavioral intentions. The research focuses on the area of the fast-causal restaurant industry and data was gathered through 400 survey questionnaires that were distributed to students in a mid-western university. The researcher adopted Babin *et al.*'s

(1994) concept of value that divides value into two dimensions of utilitarian and hedonic value. The study results show that both aspects of value significantly affect consumer satisfaction and behavioral intentions. The researcher suggests that in order to influence consumers' positive behavior, restaurants should focus on enhancing consumer value and this can also led to an increase in consumer satisfaction.

Yang's (2010) research focused on "Determinants of US consumer mobile shopping service adoption: implications for designing mobile shopping services". The study aimed at defining the critical predictors of behavioral intentions to use mobile shopping services. The unified theory of acceptance and use of technology (UTAUT) model was applied in the study by adding attitude into the research model as another determinant of behavioral intentions. A sample of 400 mobile services users took part in the study. The results pointed out that behavioral intention to use mobile shopping service is significantly influenced by consumer attitude.

Bian and Moutinho (2011) studied the importance of brand image, product involvement, and knowledge in determining consumer purchasing intention of counterfeit products. Researchers mainly examined non-deceptive counterfeiting by using a stimulus-based approach, in which the researchers showed a sample of counterfeit brand products to respondents before examination. A total of 321 valid questionnaires have been collected. In their study, Bian and Moutinho (2011) found that brand personality made the most significant impact on consumer purchase intention. Similarly, benefit and product attributes also positively affected consumer purchase intention. The researcher proposed that product involvement is a good predictor of consumer behavior, while product knowledge also positive influence the evaluative process of consumer. Conversely, the resulted revealed that both product involvement and knowledge did not significantly predict consumer purchase intention. However, the researchers discussed that the results was limited only to a single product category of watches, which is found relatively less in counterfeiting versions than other product types, for instance handbags,

clothes, or sunglasses. Additionally, the researcher stated that product knowledge could be interpreted in other possible ways that the knowledgeable consumer considered technological advancements and may believe that the counterfeit version of brand watches has been produced as well as the genuine ones and possibly function comparably to the original technology.

Table 2.4-2.6 (p.45-47), summarizes the aforementioned previous studies, which similarly focused on investigating the influence of proposed independent variables: consumer value, consumer attitude, moral intensity, perceived risk, moral judgement, product involvement, and product knowledge toward consumer behavioral intentions. The objective, methodology, and major finding of each research have been concluded.



Table: 2.4. Summary of previous studies

Author(s)	Year	Objective	Methodology	Major findings
Tom <i>et al.</i>	1998	To investigate factors affecting the demand of counterfeit	The data were collected through street-intercept survey method that was conducted at flea markets. The surveys have been done at three stages of the buying process: before, during, and after consumer purchase the products.	Researchers found that in the case of non-deceptive counterfeit product, consumer hold a favorable attitude toward anti-big business and the quality of counterfeit and less likely perceived that counterfeit could contribute a negative consequence to country economy. In addition, around 40 percent of respondents were knowingly purchase counterfeit products and were significantly influenced by economical concern such as price, as well as the desire to show their consumer shrewdness.
Tan	2002	To study the influence that Moral intensity, Perceived risks, and Moral judgement have on consumer intention to purchase pirated software	The framework and proposed factors were tested with data gathered using a scenario-based questionnaire.	The outcome of ethical making process shows that intention to purchase pirated software is influenced by proposed aspects of moral intensity and moral judgement. Financial, prosecution, and social aspects of perceived risk significantly affect consumer intention.
Huang <i>et al.</i>	2004	To study the impact of attitude toward consumer intention to purchase grey market goods.	The data were collected by questionnaires, using a seven-point likert scale.	The researcher found that the multidimensional construct of consumer attitude significantly influences the behavioral intentions to buy grey market products.

Source: Created by author

Table: 2.5. Summary of previous studies (continued 1)

Author(s)	Year	Objective	Methodology	Major findings
Wu and Wang	2005	To examine the determinant of consumer's behavioral intentions to use mobile commerce, and actual behavior.	The survey questionnaires were distributed to gather data using a five-point likert-type scale.	From conducting the study on 310 respondents, the research findings indicate that there is a direct and strong influence of perceived risk toward consumer behavioral intentions to use mobile commerce.
Gill <i>et al.</i>	2007	To Study the effect of perceived value on behavioral intentions of consumers in the context of a cellar door.	Perceived value was tested by multi-dimensional scale, and multiple regression was used for hypotheses testing	The four dimensions of perceived value (price, social value, technical quality, service quality) are crucial predictors of behavioral intentions, which can be classified as purchase intention and word-of-mouth.
Ryu <i>et al.</i>	2010	Researchers aimed to investigate relationship between consumer value, satisfaction and behavioral intentions in the context of fast-casual restaurants.	The multi-dimensional instrument was used for measuring consumer value, and behavioral intentions.	The result of the study revealed that consumer hedonic and utilitarian values affect consumer satisfaction and behavioral intentions. Moreover, satisfaction partially mediates the relationship between value and behavioral intentions.

Source: Created by author

Table: 2.6. Summary of previous studies (continued 2)

Author(s)	Year	Objective	Methodology	Major findings
Yang	2010	The main purpose of study was to examine factors that have an influence on consumers' intention to use mobile shopping services.	The Researcher used online survey in gathering data from a sample of 400 mobile service users. The unified theory of acceptance and use of technology (UTAUT) was adapted	The results revealed that attitude, utilitarian and hedonic performance expectancy, social influence, and facilitating conditions strongly affected behavioral intentions to use mobile shopping services.
Bian and Moutinho	2011	To investigate the impact of brand image, product involvement, and product knowledge on consumer purchase intention of Counterfeit branded products.	The data were gathered from 321 consumers in the UK through questionnaires. Hierarchical regression analyses was utilized for testing conceptual framework and proposed hypotheses.	From the hypotheses results, brand image was the most important predictor of behavioral intentions to purchase counterfeit brand watches. Product involvement and product knowledge didn't have a significant influence on consumer intention to buy counterfeit branded products.

Source: Created by author

2.4 Pilot study – interview result of counterfeit luxury brand handbags

As part of the main study, the researcher performed a preliminary pilot study with the purpose of refining data collection procedure and assessing the reliability and validity of the instrument developed for this current study, in order to obtain all appropriate and necessary data needed for answering research questions. This pilot study selected participants based on a research population who of a group of Thai women residing in Bangkok by using the convenience sampling method. Accordingly, there was a total of ten Thai female ranging in age from 18 to 61 years who participated in this pilot study. The researcher conducted phone interviews lasting about 15-30 minutes during the period of August 6 to August 14, 2011 by describing the purpose of the interview to the participants as “the counterfeit luxury brand handbags”. Participants were asked a series of open-ended questions related to the proposed factors: consumer value, consumer attitudes, moral intensity, perceived risks, moral judgement, product knowledge, and product involvement that influence behavioral intentions in the context of counterfeit luxury brand handbags.

The summary of the data acquired from interviewing participants is shown in Table 2.7-2.11 (p.50-54). For better understanding the consumer consumption value, participants were asked to define the attributes that the perceived to be important and value for them when purchasing handbags. Consequently, it was found that many attributes could be classified into five specific value dimensions based on Sweeney and Soutar’s (2001) PERVAL model: hedonic (emotional) value, functional value (quality), functional value (price), and Social value. In spite of these attributes, participants mentioned the importance of unique fashion designs, as well as the new arrival fashion which can be classified as epistemic value based on Sheth *et al.*’s (1991). When asked about counterfeit luxury brand handbags, interviewees showed different attitude towards using counterfeit luxury brand handbags, and how it generated the consequences. Interestingly, participants in the same age group revealed similar attitudes and shared some common ideas regarding the

counterfeit products. Yet, different attitudes among each age group also obviously recognized. Furthermore, participants were asked about their perception toward the risks associated with using counterfeit luxury brand handbag. The results showed that participants were concerned with different kinds of risks, like for instance, financial risk, performance risk, social risk, and psychological risk. Concerning the ethical issues, it was found that participants could be separated into two main groups as a group of women who perceived purchasing and using counterfeit luxury brand handbag is morally wrong and the other group who believed it is not wrong to buy and use counterfeit ones. In addition, the results of the pilot study showed that participants have different levels of knowledge and involvement with handbag product categories.

The results of this pilot study reveal that the items are properly constructed and are appropriate, reliable and valid for measuring attitude, moral intensity, moral judgement, perceived risks, product knowledge, and behavioral intentions. However, some refinements were made to the items that were designed to measure the concept of consumer value and product involvement as shown in Table 2.12-2.13 (p.55-56). To examine consumer value concepts, researchers developed the scale based on Sweeney and Soutar's (2001) PERVAL model that included an investigation of four consumer value dimensions: emotional value (hedonic), social value, functional value (quality), and functional value (price). As a result of interviewing, the scale of consumer value is an effective measure, yet it is not sufficient to assess some attributes that was associated with the epistemic value aspect. Therefore, the modified scale of consumer value combines both items adapted from Sweeney and Soutar's (2001) PERVAL and epistemic value concept from Sheth *et al.* (1991). For the measurement of product involvement, the researcher initially adapted scale from the 20-items scale called the Personal Involvement Inventory (PII) of Zaichkowsky (1985). According to the answers derived from the interview, the original 20-items scale was refined and reduced to five items as shown in Table 2.13 (p.56), which is perceived to be relatively more meaningful and elicited more extreme responses when items were presented.

Table 2.7. Summary of pilot study

Interviewee	Age	Date/Duration	Results
1	18	August 6, 2011 (13.00-13.30)	<ul style="list-style-type: none"> • Consumer value: Product quality and the in-trend design of handbags are the most important attributes. • Attitude: counterfeit luxury brand handbags are good for saving money, and quality is acceptable for price. But the design is obviously not good as original one. • Perceived risks: Social risk, and performance risk. • Moral intensity and moral judgement: It is not morally wrong to buy counterfeit luxury brand handbag. • Product knowledge: don't know much about handbag brands. • Product involvement: have a moderate interest in luxury brand handbags.
2	18	August 6,2011 (15.30-16.00)	<ul style="list-style-type: none"> • Consumer value: Fashion design and durability of product are important attributes in choosing handbags. • Attitude: The difference between counterfeit and authentic items is not easily noticeable. • Perceive risks: Financial risk, and performance risk. • Moral intensity and moral judgement: It is not wrong to buy and use counterfeit luxury brand handbag, as it does not harm other people. • Product knowledge: have general knowledge about handbag. • Product involvement: have little interest in luxury brand handbag.

Source: Created by author

Table 2.8. Summary of pilot study (continued 1)

Interviewee	Age	Date/Duration	Results
3	25	August 6, 2011 (19.30-20.00)	<ul style="list-style-type: none"> • Consumer value: Unique design, good quality, reasonable price are important for buying handbags. • Attitude: counterfeit is a low-grade product with a low quality and a cheap design, and it is totally unfair for brand owners, as well as people who use original brands. • Perceive risks: Financial risk, social risk, and performance risk. • Moral intensity and moral judgement: it is wrong to buy counterfeit handbags. • Product knowledge: interested in handbags, particularly brand handbags. • Product involvement: purchasing handbags is an important and interesting activity
4	27	August 7, 2011 (12.00-12.30)	<ul style="list-style-type: none"> • Consumer value: Purchasing handbags should primarily focus on its quality. And shopping for a new handbag is truly brought a good feeling • Attitude: Counterfeit and original are different, but they both are acceptable. Counterfeit luxury brand handbags are actually illegal but it is common for people to purchase it. • Perceive risks: Financial risk, and performance risk. • Moral intensity and moral judgement: Since buying counterfeit luxury brand handbags would not harm other people, therefore it is not morally wrong to buy them. • Product knowledge: do not know much about luxury brand handbags. • Product involvement: purchasing and using handbags is meaningful and interesting

Source: Created by author

Table 2.9. Summary of pilot study (continued 2)

Interviewee	Age	Date/Duration	Results
5	33	August 8, 2011 (18.30-19.00)	<ul style="list-style-type: none"> • Consumer value: It is good to buy handbags that can be used for a long time and have a good design as it helps enhance the personality of user. • Attitude: Counterfeit is not illegal, however, the quality and design may not be comparable to the authentic one. • Perceive risks: performance risk. • Moral intensity and moral judgement: purchasing counterfeit luxury brand handbags is an unethical activity. Although it would not directly harm other people, it is not fair for the brand owners. • Product knowledge: having adequate knowledge about particular brand handbags. • Product involvement: purchasing handbags is one important activity.
6	35	August 10, 2011 (18.30-19.00)	<ul style="list-style-type: none"> • Consumer value: Handbags must have an outstanding design, and look elegant. • Attitude: counterfeit luxury brand handbags would not be durable. • Perceive risks: performance risk. • Moral intensity and moral judgement: selling and buying counterfeit luxury brand handbags is ethically wrong, but it would not much affect brand owner profitability. • Product knowledge: do not know much about luxury brand handbags. • Product involvement: purchasing handbags is not important, yet it is an interesting thing.

Source: Created by author

Table 2.10. Summary of pilot study (continued 3)

Interviewee	Age	Date/Duration	Results
7	42	August 11, 2011 (19.00-19.30)	<ul style="list-style-type: none"> • Consumer value: Product quality and durability are the most important attributes. • Attitude: It is not wrong to purchase counterfeit luxury brand handbags as they have acceptable quality even though they can't be compared to the original version. • Perceive risks: Financial risk. • Moral intensity and moral judgement: counterfeit luxury brand handbag stole the original brand ideas and identity; therefore it is truly morally wrong. • Product knowledge: have an average knowledge about luxury brand handbags. • Product involvement: purchasing new handbags is an enjoyable and interesting activity.
8	45	August 13, 2011 (14.00-14.30)	<ul style="list-style-type: none"> • Consumer value: Handbags are an important accessory that helps enhance the image of users and the quality of handbags is also important. • Attitude: counterfeit products have low standard and look cheap, while they damage the image of users as well. • Perceive risks: Social risk, financial risk, and performance risk. • Moral intensity and moral judgement: purchasing counterfeit luxury brand handbags is an unethical practice and it causes damage to the brand owners. • Product knowledge: have an adequate knowledge about luxury brand handbag. • Product involvement: to have a great handbag is one of the most important things

Source: Created by author

Table 2.11. Summary of pilot study (continued 4)

Interviewee	Age	Date/Duration	Results
9	57	August 14, 2011 (14.00-14.30)	<ul style="list-style-type: none"> • Consumer value: Handbag quality and reasonable price are important attributes. • Attitude: counterfeiting is not a good business, and counterfeit luxury brand handbags may not offer similar qualities like the original products. • Perceive risks: Performance risk. • Moral intensity and moral judgement: selling and purchasing counterfeit luxury brand handbags is truly wrong. • Product knowledge: have general knowledge about luxury brand handbag. • Product involvement: handbags are ordinary things that are not very important in life.
10	61	August 14, 2011 (18.30-19.00)	<ul style="list-style-type: none"> • Consumer value: Reasonable price and outstanding design are the most important attributes when purchasing handbags. • Attitude: the counterfeit luxury brand handbags would give similar benefits like the original one and it isn't perceived as a crime to purchase it. • Perceive risks: Financial risk, performance risk. • Moral intensity and moral judgement: it is not wrong to purchase counterfeit luxury brand handbag, as it is an option for consumers. • Product knowledge: Does not know much about luxury brand handbag. • Product involvement: buying a handbag is not very significant, yet it is interesting.

Source: Created by author

Table 2.12. The refinement of questionnaire items

Variables	Original items	Refined items
Consumer value	<p>Adapted from Sweeney and Soutar's (2001) PERVAL</p> <p>I buy handbags that...</p> <ul style="list-style-type: none"> • Is one that I would enjoy. • Would make me feel good. • Would give me pleasure. • Would make me want to use it. • Help enhance my self-image to others. • Help improve my self-expression to others. • Help create a favorable impression of me. • Would give its owner social approval. • Is well made. • Has consistent quality. • Has an acceptable standard of quality. • Would last a long time. • Is reasonably priced. • Offers value for money. • Is a good product for the price. • Is considered economical in terms of price. 	<p>Adapted from Sweeney and Soutar's (2001) PERVAL and epistemic value concept from Sheth <i>et al.</i> (1991).</p> <p>I buy handbags that...</p> <ul style="list-style-type: none"> • Is one that I would enjoy. • Would make me feel good. • Would give me pleasure. • Would make me want to use it. • Help enhance my self-image to others. • Help improve my self-expression to others. • Help create a favorable impression of me. • Would give its owner social approval. • Is well made. • Has consistent quality. • Has an acceptable standard of quality. • Would last a long time. • Is reasonably priced. • Offers value for money. • Is a good product for the price. • Is considered economical in terms of price. • I am concerned with the latest fashion when I buy handbags. • I am concerned with uniqueness when I buy handbags.

Source: Created by author

Table 2.13. The refinement of questionnaire items (continued 1)

Variables	Original questionnaire items	Refined questionnaire items
Product involvement	<p>Adapted from Personal Involvement Inventory (PII) of Zaichkowsky (1985)</p> <p>A Handbag is:</p> <ul style="list-style-type: none"> • Interesting for me. • Of concern to me. • Relevant. • Means a lot to me. • Useful. • Valuable. • Fundamental. • Beneficial. • Matters to me. • Interesting. • Significant. • Vital. • Boring. • Exciting. • Appealing. • Fascinating. • Essential. • Desirable. • Wanted. • Needed. 	<p>Adapted from Personal Involvement Inventory (PII) of Zaichkowsky (1985)</p> <p>A Handbag is:</p> <ul style="list-style-type: none"> • Interesting for me. • Important for me. • Necessary for me. • Valuable for me. • Beneficial for me.

Source: Created by author

2.5 Research Hypotheses

A research hypothesis is a tentative statement that proposes a possible explanation to a particular phenomenon, and explains probable association between the dependent and independent variables. In other words, a hypothesis is a statement of the researcher's prediction of the relationship that exists between the factors being tested in the study. In the context of this current study, researcher attempts to define the important factors that may influence consumer behavioral intentions toward counterfeit luxury brand handbags. Therefore, based on the review of the related literature and theories in the previous section, the following hypotheses have been postulated to explain the relationship between behavioral intentions and its proposed determinants: consumer values, consumer attitude, moral intensity, perceived risk, moral judgement, product knowledge, and product involvement.

Hypothesis 1: Consumer values significantly influences consumers' behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis 2: Consumer attitude significantly influences consumers' behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis 3: Moral intensity significantly influences consumers' behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis 4: Perceived risks significantly influences consumers' behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis 5: Moral judgement significantly influences consumers' behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis 6: Product knowledge significantly influences consumers' behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis 7: Product involvement significantly influences consumers' behavioral intentions toward counterfeit luxury brand handbags.

CHAPTER 3

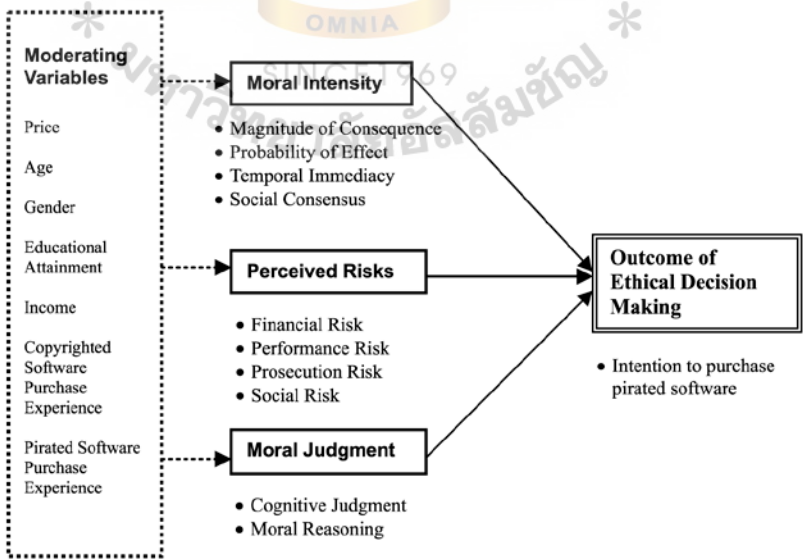
RESEARCH FRAMEWORK

This chapter presents the research frameworks that identifies and discusses the determinants affecting consumer behavioral intentions towards counterfeit brand products. The previous theoretical framework that are related and served as a basis for investigating several proposed variables are firstly discussed. The next section explains the conceptual framework and hypothesis of the current study. Finally the operationalization of all proposed variables is presented as to clarify the proposed framework and variables in this study.

3.1 THEORETICAL FRAMEWORK

The theoretical framework drawn from previous research in the fields related to consumer behavioral intentions have been gathered and used in developing the proposed algorithm and investigating the relationship among proposed variables, which has been discussed in the preceding chapter.

Figure 3.1. The proposed model for understanding consumer ethical decision making with respect to purchase pirate software



Source: Tan, B. (2002). Understanding consumer ethical decision making with respect to purchase of pirated software. *Journal of Consumer Marketing*, 19(2), 99.

From Figure 3.1 (p.58), Tan (2002) conceptualized an issued-risk judgement model, in which proposed behavioral intentions as a function of three major variables: consumer’s moral intensity, perceived risk, and moral judgement. The concept of moral intensity and moral judgement in this study relies on Jones’s (1991) issue-contingent model presented in Figure 2.3 (pp. 34). Researcher found there is a strong correlation between moral intensity and consumer intention. In particular, the magnitude of consequence dimension of moral intensity is significantly associated with consumer intention as the higher degree of moral imperative in the situation of pirated software buying, the lower intention of the consumer to perform an unethical behavior. Furthermore, the results show that perceived risk has a critical impact toward consumer intention to buy pirate software. Similarly, there are two aspects of moral judgement: cognitive judgement and moral reasoning defined as significant determinants of consumer behavioral intentions to purchase.

Figure 3.2. Consumer perceived value in a cellar door visit: the impact on behavioral intentions



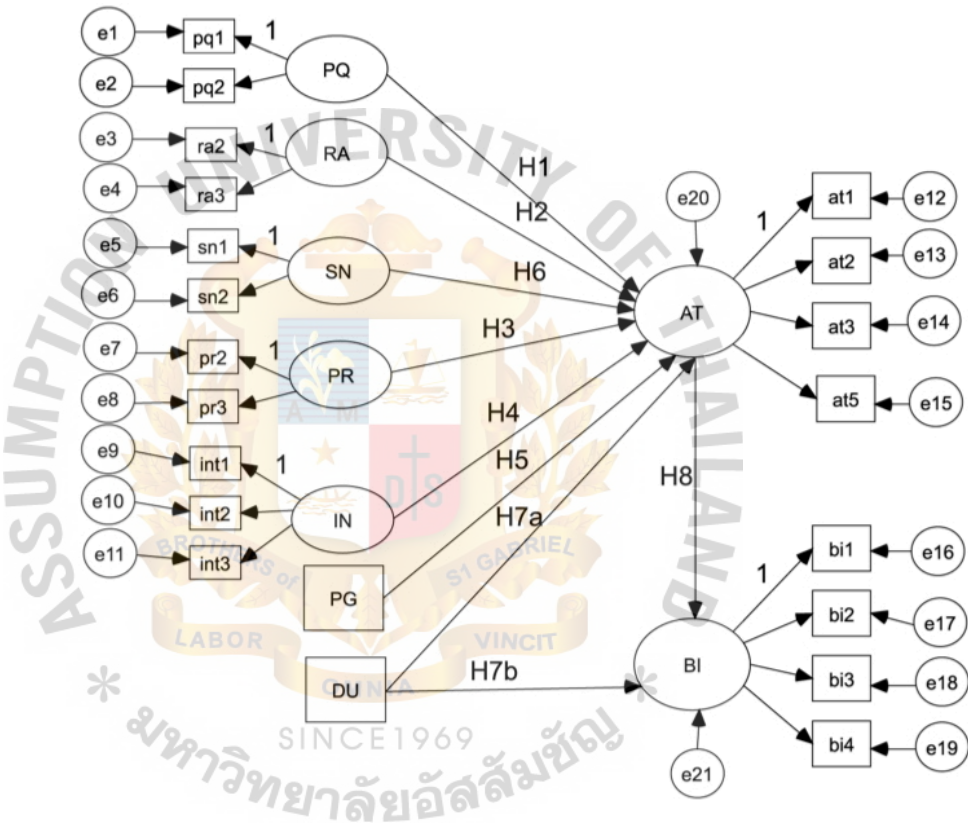
Note: CPV1 – Quality value; CPV2 – emotional value; CPV3 –Price value; CPV4 –social value; CPV5 – social dimensions

Source: Gill, D., Byslma, B., & Ouschan, R. (2007). Customer perceived value in a cellar door visit: the impact on behavioral intentions. *International Journal of Wine Business Research*, 19(4), 261.

Based on Figure 3.2 (p.59), Gill *et al.* (2007) studied the consumer perceived value-behavioral intentions relationship in a cellar door context. Their study operated and tested consumer valued in multidimensional terms. Researchers applied the Sweeney and Soutar’s (2001) multidimensional approach in examining the effect of

each dimension of perceived values on consumer behavioral intentions. From investigation, the results support the suggestion of Sweeney and Soutar (2001) and Patrick (2004) that there is a positive linkage between perceived value and behavioral intentions. The finding showed that from five dimensions of perceived value, there is positive influence of four perceived value dimensions on consumer behavioral intentions: service quality, technical quality, price and social value.

Figure 3.3. Consumer attitudes toward counterfeits: a review and extension



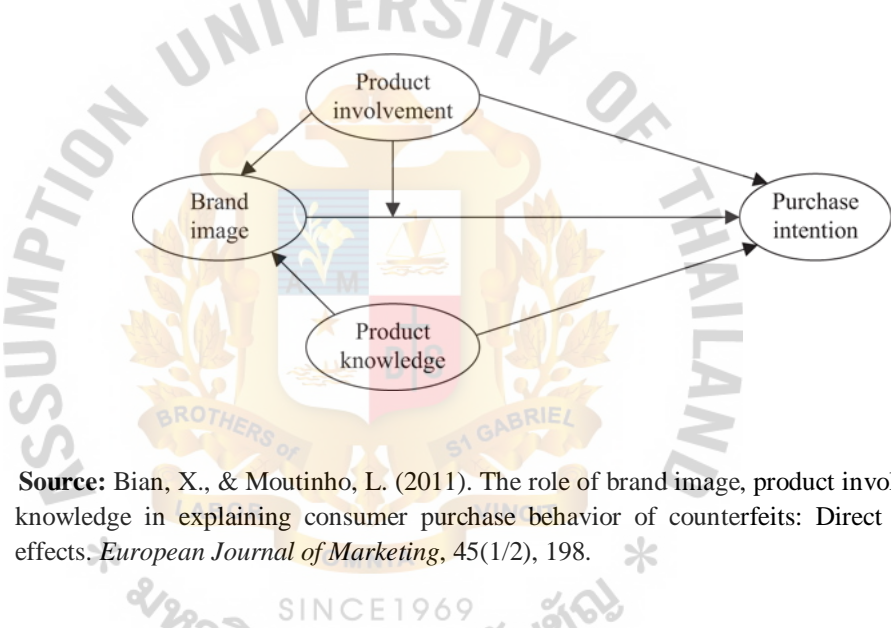
Note: PQ – price quality; RA – risk averseness; SN – subjective norm; PR – perceived risk; IN – integrity; PG – personal gratification (observe variable); DU: dummy, AT – attitude; BI – behavioral intentions; for a matter of simplification, correlation paths among exogenous constructs are omitted.

Source: De Matos, C.A., Ituassu, C.T., & Rossi, C.A.V. (2007). Consumer attitudes toward counterfeits: a review and extension. *Journal of Consumer Marketing*, 24(1), 39.

As shown in Figure 3.3 (p.60), De Matos *et al.*'s (2007) integrated model is developed based on several key determinants of attitude and behavioral intentions toward counterfeiting. The relationship between attitude and behavioral intentions has

been examined as the researcher expected that the more favorable attitude a consumer has toward counterfeiting, the more behavioral intentions he/she has toward counterfeiting. The research finding point out that the consumer behavioral intentions are dependent on the attitude consumer hold toward counterfeiting, which is convergent with Ajzen’s (1991) assertion of the Theory of Planned Behavior (TPB). In general, the results indicate that the consumers revealed an unfavorable attitude and low behavioral intentions towards counterfeiting goods. Additionally, the researcher found that a consumer who perceives more risk involved in counterfeiting products, has more unfavorable attitude toward counterfeiting.

Figure 3.4. Proposed model for behavior intention of buying counterfeit products



Source: Bian, X., & Moutinho, L. (2011). The role of brand image, product involvement, and knowledge in explaining consumer purchase behavior of counterfeits: Direct and indirect effects. *European Journal of Marketing*, 45(1/2), 198.

From Figure 3.4 (p.61), Bian and Moutinho (2011) studied behavioral intentions toward purchasing counterfeit products in the non-deceptive context. The selected determinants of consumer intention to purchase are product image, product involvement, and product knowledge. Bain and Moutinho agree with Kempf and Smith (1998) that the consumers who are knowledgeable in products are perceived to be more effective in evaluating the product. In addition, researchers studied the concept of product involvement which is relevant to the assertion that the higher product involvement consumers pleasure, prestige and experimental experience in which counterfeit cannot deliver (Solomon *et al.*, 1985), therefore, involvement negatively

influences behavioral intentions toward counterfeit purchasing. However, the result of this study did not reveal significant influences of product knowledge and involvement on consumer intention to buy counterfeit products.

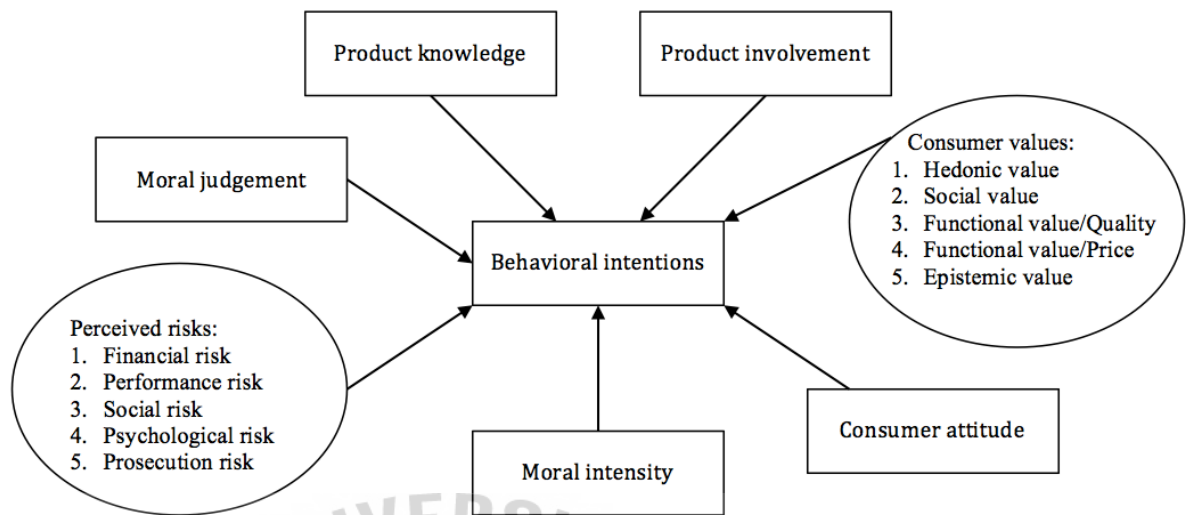
3.2 CONCEPTUAL FRAMEWORK

The conceptual framework in this research is established as an integrated model on the basis of the preceding theoretical frameworks that are illustrated in Figure 3.1 – 3.4. The dependent variable of this current study is behavioral intentions of consumer towards counterfeit branded products. In particular, the researcher aimed at examining two dimensions of behavioral intentions: word-of-mouth communication and purchase intention (Zeithaml *et al.*, 1996). The variables selected concerning determinants of behavioral intentions and employed as independent variables in this present study were: consumer value, consumer attitudes, moral intensity, perceived risks, and moral judgement, product knowledge, and product involvement.

In the conceptual framework, consumer values were included based on the theoretical framework shown in Figure 3.2 (p.59) and adopted as the standard that consumers developed and used in product evaluation, which expected to impact consumer behavioral intentions toward counterfeiting products. Consumer attitude was drawn in from the theory of planned behavior (Ajzen, 1991). de Matos *et al.*'s (2007) study illustrated in Figure 3.3 (p.60), as the researcher proposed that consumer attitude was an important factor in determining the behavioral intentions of consumer in the context of counterfeit branded products. The inclusion of product knowledge and involvement as a predictor of behavioral intentions was based on Figure 3.4 (p.61). Finally, based on Tan's (2002) study as illustrated in Figure 3.1 (p.58), the concept of moral intensity, moral judgement, and perceived risks were considered important in examining consumer behavior in situations involving ethical aspects, and since this current research was conducted in the context of counterfeit product that is as a kind of illegal practice, the factors were included.

The completed conceptual framework is illustrated in Figure 3.5 (p.63). Additionally, based on the preliminary pilot study, this paper also aims at discovering the different age group's attitudes.

Figure 3.5 The modified conceptual framework



3.3 STATISTICAL HYPOTHESES

From the interpreted framework established in this current study, seven hypotheses have been proposed to explain the influence of the selected determinants on consumer behavioral intentions toward counterfeit branded products.

Hypothesis 1

H1o: There is no relationship between consumer values and behavioral intentions toward counterfeit luxury brand handbags.

H1a: There is a relationship between consumer values and behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis 2

H2o: There is no relationship between consumer attitude and behavioral intentions toward counterfeit luxury brand handbags.

H2a: There is a relationship between consumer attitude and behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis 3

H3o: There is no relationship between moral intensity and behavioral intentions toward counterfeit luxury brand handbags.

H3a: There is a relationship between moral intensity and behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis 4

H4o: There is no relationship between perceived risks and behavioral intentions toward counterfeit luxury brand handbags.

H4a: There is a relationship between perceived risks and behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis 5

H5o: There is no relationship between moral judgement and behavioral intentions toward counterfeit luxury brand handbags.

H5a: There is a relationship between moral judgement and behavioral intentions toward counterfeit luxury brand handbags

Hypothesis 6

H6o: There is no relationship between product knowledge and behavioral intentions toward counterfeit luxury brand handbags.

H6a: There is a relationship between product knowledge and behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis 7

H7o: There is no relationship between product involvement and behavioral intentions toward counterfeit luxury brand handbags.

H7a: There is a relationship between product involvement and behavioral intentions toward counterfeit luxury brand handbags.

3.4 OPERATIONALIZATION OF THE VARIABLES

An operational definition refers to terms and definition that describe the characteristics of observable variables in terms of how each variable is to be measured within the context of a study. Therefore, both the dependent and seven independent variables were operationalised for this current study as illustrated in Table 3.1-3.5 (p.66-70).



Table 3.1 Operational Definition of Dependent and Independent variables

Variables	Operational definition	Operational components	Question number	Level Measurement
Consumer values	Defined as a collection of evaluative criteria that consumers developed as a basis to make a consumption decision, which also reflected their preference for purchasing products (Woodruff, 1997).	<p>I buy handbags that...</p> <ul style="list-style-type: none"> • Is one that I would enjoy. • Would make me feel good. • Would give me pleasure. • Would make me want to use it. • Help enhance my self-image to others. • Help improve my self-expression to others. • Help create a favorable impression of me. • Would give its owner social approval. • Is well made. • Has consistent quality. • Has an acceptable standard of quality. • Would last a long time. • Is reasonably priced. • Offers value for money. • Is a good product for the price. • Is considered economical in terms of price. • I am concerned with the latest fashion when I buy handbags. • I am concerned with uniqueness when I buy handbags. 	1-18	Interval scale

Source: Created by author

Table 3.2. Operational Definition of Dependent and Independent variables (continued 1)

Variables	Operational definition	Operational components	Question number	Measurement scale
Consumer attitude	Attitude is the psychological expression in a favorable or unfavorable manner, which is constructed through learning process (Rhin, 1958).	<ul style="list-style-type: none"> • Counterfeit luxury brand handbags are as reliable as the original version. • Counterfeit luxury brand handbags have similar quality to the original version. • Counterfeit luxury brand handbags provide similar functions to the original version. • Buying counterfeit luxury brand handbags infringes intellectual property. • Buying counterfeit luxury brand handbags will hurt the luxury goods industry. • Buying counterfeit luxury brand handbags damages interests and rights legitimate/original manufacturer. • Buying counterfeit of the luxury brand handbags is illegal. • Selling counterfeit luxury brand handbags is illegal. 	19-26	Interval scale
Moral intensity	Moral intensity refers to moral-related essence inherent in the situation and affect individuals to make an ethical decision and intent to perform action. (Jones, 1991).	<ul style="list-style-type: none"> • If I buy counterfeit luxury brand handbags, I think the overall impact on the original brand/ intellectual property owner will be very minimal. • If I buy the counterfeit luxury brand handbags, I think there is negligible likelihood that it will actually cause any harm to the original brand/ intellectual property owner. • Purchasing counterfeit luxury brand handbags will not cause any harm in the immediate future to the original brand/ intellectual property owner. 	27-32	Interval scale

Source: Created by author

Table 3.3. Operational Definition of Dependent and Independent variables (continued 2)

Variables	Operational definition	Operational components	Question number	Measurement scale
		<ul style="list-style-type: none"> • Purchasing counterfeit luxury brand handbags will harm very few people. • My friends, relatives, and associations would agree that purchasing of counterfeit luxury brand handbags is wrong. • I think it is not wrong about purchasing of counterfeit luxury brand handbags because it would not cause any harm to people close to me. 		
Perceived risks	Bauer (1960) defined perceived risk as a perception of consumer towards an uncertainty and potential negative impact involved in counterfeit branded product.	<ul style="list-style-type: none"> • There is high probability that the counterfeit luxury brand handbags will not be worth the money I spent on buying it. • It would be not wise to spend my money for purchasing counterfeit luxury brand handbags. • There is high probability that the counterfeit luxury brand handbags will fail to work like the original one. • There is high probability that the counterfeit luxury handbags will not perform as it is supposed to do. • If my friends, relatives or associates are aware that I have bought a CBP, there is high probability that they would look down on me because they think that you cannot afford an original one. • If my friends, relatives or associates are aware that I have bought the CBP, there is high probability that I will lose their respect because they regard that I am unethical. • The thought of purchasing counterfeit luxury brand handbags gives me a feeling of unwanted anxiety. 	33-42	Interval scale

Source: Created by author

Table 3.4. Operational Definition of Dependent and Independent variables (continued 3)

Variables	Operational definition	Operational components	Question number	Measurement scale
		<ul style="list-style-type: none"> • The thought of purchasing counterfeit luxury brand handbags makes me feel psychologically uncomfortable. • If I have bought counterfeit luxury brand handbags, there is a high chance that I will be caught for the infringement of copyright law. • If I have bought counterfeit luxury brand handbags, it is very likely that I would be arrested for the infringement of copyright law. 		
Moral judgement	According to Rest (1986), moral judgement refers to the consumer evaluation of counterfeit branded product based on their moral development.	<ul style="list-style-type: none"> • The act of buying counterfeit luxury brand handbags rather than original one is wrong. • It is morally wrong to buy counterfeit luxury brand handbags. • I believe that it is important to consider the moral implications before buying counterfeit luxury brand handbags. • There are moral reasons against buying counterfeit luxury handbags. 	43-46	Interval scale
Product knowledge	Product knowledge is the degree of familiarity and expertise of consumer has on particular product category deriving from accumulated experience (Alba and Hutchinson, 1987).	<ul style="list-style-type: none"> • In general, I consider myself very familiar with luxury brand handbags. • Overall, I think I am well informed about luxury brand handbags. • For me, luxury brand handbags represents as a product category that I know very well. 	47-49	Ratio scale

Source: Created by author

Table 3.5. Operational Definition of Dependent and Independent variables (continued 4)

Variables	Operational definition	Operational components	Question number	Measurement scale
Product involvement	Based on statement of Zaichkowsky (1985), product involvement describe the consumer perception towards the significance of particular product relied on the basis of personal values and interests.	<p>Handbag is:</p> <ul style="list-style-type: none"> • Interesting for me. • Important for me. • Necessary for me. • Valuable for me. • Beneficial for me. 	50-54	Ratio scale
Behavioral intentions	Stated by Zeithaml <i>et al.</i> (1996) as an indication of individual to perform favorably or unfavorably toward a particular object, in which is perceived to be multidimensional in nature.	<ul style="list-style-type: none"> • I would say positive things about counterfeit luxury brand handbags to other people. • I would recommend counterfeit luxury brand handbags to someone who seeks handbag. • I would encourage friends and relatives to buy counterfeit luxury brand handbags. • I would search for counterfeit luxury brand handbags when I next purchase a handbag. • I would consider purchasing counterfeit luxury brand handbags in the near future. • In the near future, I will purchase counterfeit luxury brand handbags. 	55-60	Interval scale

Source: Created by author

CHAPTER 4

RESEARCH METHODOLOGY

In this chapter, the details of the research design and methodology employed by the current study are presented at the beginning. In next section, the data collection and analysis methods are outlined. This chapter further provides an in-depth discussion of research instruments, sampling technique, and statistical treatment of collected data applied in this study.

4.1 RESEARCH METHODS

This current study uses a descriptive research method. An important function of descriptive research is to obtain the information and general overview of the subject concerning the purpose of the study and the status of phenomenon. The main purpose is to describe persons, organizations, settings or events, as well as to search for the answer to who, what, when, and how questions (Zikmund, 2003). Therefore, this study aims at explaining the consumer behavioral intentions in the context of counterfeit products by examining the association between behavioral intentions and independent variables, which include consumer values, consumer attitude, moral intensity, perceived risks, moral judgement, product knowledge, and product involvement.

Regarding the nature of the proposed variables, like for example, consumer intention, which are attitudes that could not be observed (Zikmund, 2003), the survey technique that is applied in this current study collected quantitative data through self-administrative questionnaires. According to Zikmund (2003), based on survey techniques, researchers gather data by directly asking, calling, interviewing and communicating with respondents. Therefore, the questionnaire is developed and distributed to Thai consumers in order to obtain certain factual information about the behavioral intentions toward counterfeit branded product and other related aspects proposed in this current study. In addition, the survey technique is perceived a quick, reliable, relatively low-cost data collection means, which is probably the method that is used in most of the empirical studies.

4.2 RESPONDENTS AND SAMPLING PROCEDURE

4.2.1 Target population

The target population as defined by Zikmund (2003), refers to the entire group set of a specific population relevant to the research project and for which the survey data are to be used to make inference. The target population is the specific group of Thai female consumers residing in Bangkok, Thailand. This research focused only on female consumers as this study aims at examining consumer behavioral intentions in the context of counterfeit luxury brand handbags. According to a 2010 report of U.S. Customs and Border Protection, handbags are included in the luxury product community, which is usually subjected to counterfeiting. Furthermore, the luxury product category represented as the most profitable sector by giving the large mark-up value to counterfeiters, which goes from 300 and up to 3000 percentage. In addition, four shopping areas in Bangkok; Chatuchak market, Siam shopping area, Chidlom-Ploenchit shopping area, and Rachaprasong shopping area have been chosen as a research area because Bangkok is the capital city of Thailand, which is the biggest city in country with the largest population and population density, as well as Bangkok also serves as the center of politics, culture and commerce. Also, these four shopping centers were listed in a top ten popular shopping areas in Bangkok (www.bangkok.com, retrieved July 28, 2011).

4.2.2 Sampling units

Sampling is a process of selecting a subset out of a subject, which represents a suitable representative to generalize findings to the whole population (Zikmund, 2003). In this current study, the sample is composed of Thai female consumers of women's handbags. The samples will be drawn from four administrative areas as presented in Table 4.1 (p.73). All four shopping centers have been chosen from a list of the top ten popular shopping areas in Bangkok. These four areas include shopping malls and markets. A wide range of fashion stores and retail outlets in every product category are located in these areas, and they have become favorite shopping places for both locals and tourists (www.bangkok.com, retrieved July 28, 2011). Therefore, these shopping areas in Bangkok are appropriate places to gather data from the samples as they can represent the population.

Table 4.1. The shopping areas in Bangkok chosen for gathering data

Administrative areas	Description
Chatuchak Market	Chatuchak weekend market is a well-known place for a variety of merchandise with a good bargain rate, representing a shopping destination of over 200,000 visitors every weekend.
Siam Shopping area	Where a number of major shopping malls are located, like for instance, Siam Paragon, Siam Center and MBK Shopping Center. This area is a famous shopping hub, with a multitude of both local favorites and international brands.
Chidlom-Ploenchit Shopping area	A location of many massive shopping complexes, such as Central World shopping Complex, which is the biggest shopping mall in Thailand, and central Department Store Bangkok.
Ratchaprasong Shopping area	The areas include many popular shopping centers, like for example, CentralWorld, which is the largest lifestyle shopping complex in Southeast Asia, Erawan Bangkok, Gaysorn Bangkok, and Big-C super store.

4.2.3 Determining sample size

The determination of sample size is an the important process of calculating an appropriate sample required for gathering data in order to estimate population prevalence with good precision. In this study, the sample size was calculated using the following statistical formula of Zikmund (2003).

$$N = \frac{Z^2 pq}{E^2}$$

Where,

n = number of items in sample

Z^2 = square of the confidence level in standard error units

p = estimated proportion of failures

E^2 = square of maximum allowance of error between the true proportion and the sample proportion. The allowance error is 0.05 or 5% (Hanley and Lippman-Hand, 1983).

Accordingly, the total sample size for this current study is calculated as follows:

$$\begin{aligned}
 n &= \frac{Z^2 pq}{E^2} \\
 &= \frac{(1.96)^2 (0.5) (1-0.5)}{0.05^2} \\
 &= \frac{(3.8416) (0.5) (0.5)}{0.0025} \\
 &= 384.16 \\
 &\approx 385 \text{ samples}
 \end{aligned}$$

From the calculation, the appropriated number of the sample size is approximately 385 samples. To be more reliable and decrease deviations, the researcher decided to increase the number of the sample size to 400 respondents.

4.2.4 Sampling procedures

Samples of the study are selected from a sampling frame, which refer to the complete collection of all sampling units (Zikmund, 2003). The sampling frame of this research is Thai female consumer who resides in Bangkok. Therefore the process of selecting samples in this current study is composed of three non-probability techniques as follow:

Step 1 Judgement Sampling: By the judgement method the specific participants are selected based on the purposive judgement and the opinion of researcher (Zikmund, 2003). The researcher used judgement or purposive sampling in order to choose samples of Thai women who reside in Bangkok. Researcher distributed survey questionnaires to the respondents who were drawn from four shopping areas in the city: Chatuchak market, Siam Shopping area, Chidlom-Ploenchit area, and Ratchaprasong Shopping area. As aforementioned, these areas were ranked in the list of top ten popular shopping areas in Bangkok for both Thai people and tourists (www.bangkok.com, retrieved July 28, 2011). Accordingly, since this research focused on investigating counterfeit luxury brand handbags, these famous shopping areas were appropriated for finding the target population.

Step 2 Quota Sampling: Quota sampling is the technique of choosing the samples from a population so that are equal proportion of sample units will be drawn from each subgroup (Zikmund, 2003). As illustrated in Table 4.2 (p.75), the total number of 400 samples used in this current study distributed equally within each of the four shopping areas in Bangkok include: Chatuchak market, Siam, Chidlom-Ploenchit, and Ratchaprasong Shopping area. Therefore, A 100 questionnaires were hand-delivered to respondents by interviewers in four shopping areas during October 1 to 31, 2011.

Table 4.2. The proportion of samples

* Shopping areas	* Number of questionnaires
Chatuchak Market	100
Siam Shopping area	100
Chidlom-Ploenchit Shopping area	100
Ratchaprasong Shopping area	100
Total	400

Step 3 Convenience Sampling: With convenience sampling, the sample-units are to be selected according to the accessibility and readiness of the respondents to provide information (Zikmund, 2003). This present study utilized this sampling method with the main purpose of saving time and cost in conducting survey. Therefore, at the time of the survey, all 400 respondents were asked to answer questionnaires depending on their convenient availability and ease of volunteering to answer questionnaires, while

during the data collection process, the researcher was present to assist respondents personally.

4.3 RESEARCH INSTRUMENT

The researcher developed a self-administered questionnaire and used it as an instrument for gathering primary data from respondents. The questionnaires contain close-ended questions, which are types of questions that provide a limited number of possible alternative responses for respondents to select one that mostly matches with their perception (Zikmund, 2003). Regarding research in the field of consumer behavior, Rensis Likert Scale is one of the popular measurements used for examining consumer's personal attributes (Gregory, 2003; Aiken, 2000; Chang, 1993). Chang (1993) conducted a study to examine the reliability and validity of four-points and six-points scale by using confirmatory factor analyses. According to Chang (1993), the concept of Four-Point Likert Type Scale or Six-Point Likert Type Scale is considered to be appropriate measurement scale, because this Likert's scale concept eliminated chance that respondents neglect to answer and choose a moderate value without thinking, by forcing respondents to choose one answer from a number of fixed choices without providing a middle point of the scale. In comparison with four points Likert scale and six points Likert scale, Chang further suggests that the more scale there are more validity and reliability there will be. Similarly, Chomeya (2010) points out that the six points Likert's scale generated the higher discrimination and reliability value than the Likert's scale five points.

Therefore this study used a six-Point Likert Type Scale to measure all proposed factors that ranged from "Strongly Disagree" to "Strongly Agree". All questions were developed based on a number of previous studies and the outcome of pilot study, which were translated into local language (Thai language) to be more understandable and meaningful for the respondents, in order to reduce time respondents spend in completing the questionnaires. The

questionnaire is separated into 10 parts consisted of established scale and personal data as shown below.

Part 1: Screening Question

This part is developed to screen qualified target respondents who were Thai females who lived in Bangkok and used handbags. Therefore, respondents were asked how many handbags they have. If respondents own a handbag or more, they were permitted to take part in a survey, but if the answer was “none” the respondents were skipped.

Part 2: Consumer values

This part consists of 18 questions (question 1-18) used to measure consumer perceived value towards the purchasing of women handbags. The questions were adapted from PERVAL, multidimensional perceived value measure of Sweeney and Soutar (2001), which include four variables: functional value (quality), emotional value, functional value (price), and social value. Additionally, to measure epistemic value, the measure is adapted from Sheth *et al.* (1991).

Part 3: Consumer Attitude

Eight Questions (question 19-26) in this part are adapted from Wang *et al.* (2005), and used to measure consumer attitudes towards counterfeiting of luxury brand handbags.

Part 4: Moral intensity

This section is designed to measure moral intensity of consumers through six questions (question 27-32) that are based on the scale modified from Tan (2002) and Singhapakdi *et al.* (1996).

Part 5: Perceived risks

In this part, the measurement is composed of 10 questions (question 33-42), which are designed to test consumers' perceived risks through variables: financial risk, performance risk, social risk, and prosecution risk,

which are based on the scale modified from Tan (2002), and psychological risk that is based on Stone and Gronhaug (1993).

Part 6: Moral judgement

Four questions (question 43-46) in this part are used to measure consumers' moral judgement by adapting the measurement scale from Tan (2002).

Part 7: Product knowledge

This part is designed to test consumers' product knowledge in the context of women's luxury handbags. The measurement consisted of three questions (question 47-49), which have been adapted from a scale developed by Oliver and Bearden (1985).

Part 8: Product involvement

This section includes five statements (question 50-54) that are designed for measuring the degree of consumers' product involvement in the context of women's luxury handbags. The measurement has been adapted from the scale originated by Zaichkowsky (1985).

Part 9: Behavioral intentions

Six questions (question 55-60) are included in this part, which are designed to measure behavioral intentions of consumers through the variables of words-of-mouth communications, and purchasing intentions. The measurement has been adapted from the original 13-item behavioral-intentions scale developed by Zeithaml *et al.* (1996).

Part 10: Personal data

This section consists of five questions (question 61-65) used to collect respondents' personal data, which includes gender, age, education level, occupation, income level, and the experience towards using original and counterfeit luxury branded handbags. The main benefit of collecting demographic data is to help the researcher define the sample characteristics.

The arrangement of the questionnaire and the type of measurement scale of each variable is summarized in Table 4.3 (p.79).

Table 4.3. Arrangement of questionnaire

Part	Variables	Question number	Measurement scale
1	Consumer values	1-18	Interval scale
2	Consumer Attitude	19-26	Interval scale
3	Moral intensity	27-32	Interval scale
4	Perceived risks	33-42	Interval scale
5	Moral judgement	43-46	Interval scale
6	Product knowledge	47-49	Interval scale
7	Product involvement	50-54	Interval scale
8	Behavioral intentions	55-60	Interval scale
9	Personal data	61-65	Nominal scale

4.4 PRE-TESTS

As stated by Zikmund (2003), the instrument for gathering data from the sample must be reliable in order to produce accurate and consistent results, therefore the pre-test was conducted in order to identify if there were any mistakes or problems in the questionnaire and to make sure it was well-organized and clear for respondents to understand and answer the research questions. Furthermore, Vanichbancha (2003) suggests that the minimum number of respondent in the research pretest should be 25. Accordingly, to ensure the reliability of survey instrument before conducting the survey, the pretesting of this current research was done during September 1 to 5, 2011 by distributing 30 self-administered questionnaires in four shopping areas.

An Internal reliability test was employed to determine the stability and consistency of the research instrument which refers to the ability of the

instrument to measure the concepts it is intended to measure (Malhotra, 2004). Therefore, to access the reliability of the questionnaire, the researcher applied Cronbach's coefficient alpha. The internal consistency or survey reliability was explained through Cronbach's coefficient alpha, which ranged in value from zero to one. The higher the value of alpha, the greater the reliability of the measurement. The standard for reliability developed by George and Mallery (2003) indicated that the rating scale of 0.9 and more means excellent, 0.8 or more means good, 0.7 and more means acceptable, 0.6 or more means questionable, and 0.5 means unacceptable reliability coefficient. The formula of Cronbach's coefficient alpha is as follows:

$$\alpha = \frac{p}{p - 1} \left[1 - \frac{\sum S_i^2}{S_t^2} \right]$$

$$S_i^2, S_t^2 = \frac{n \sum X^2 - (\sum X)^2}{n(n - 1)}$$

Where,

- α = coefficient alpha
- p = the number of items in the scale
- S_i^2 = the variance of each item ($i = 1, 2, 3 \dots p$)
- S_t^2 = the variance of the total score of all items
- i = the item's index from the total number of p items
- Σ = sigma sign means the variances of all items are included.
- n = the total number of participants
- X = the score of item

Based on data derived from the pretest of 30 questionnaires, the following is an example calculation of Cronbach's coefficient alpha of six items that is used for measuring moral intensity.

Firstly, the sum of variance of each item is calculated as follows:

$$S_i^2 = \frac{n \sum X^2 - (\sum X)^2}{n(n-1)}$$

$$1^{\text{st}} \text{ Item} = \frac{30 \times 244 - (82)^2}{30(30-1)} = 0.685$$

$$2^{\text{nd}} \text{ Item} = \frac{30 \times 240 - (82)^2}{30(30-1)} = 0.547$$

$$3^{\text{rd}} \text{ Item} = \frac{30 \times 260 - (82)^2}{30(30-1)} = 1.237$$

$$4^{\text{th}} \text{ Item} = \frac{30 \times 245 - (79)^2}{30(30-1)} = 1.275$$

$$5^{\text{th}} \text{ Item} = \frac{30 \times 427 - (107)^2}{30(30-1)} = 1.564$$

$$6^{\text{th}} \text{ Item} = \frac{30 \times 286 - (84)^2}{30(30-1)} = 1.752$$

$$\sum S_i^2 = 0.685 + 0.547 + 1.237 + 1.275 + 1.564 + 1.752 = 7.06$$

Next, the variance of the total score of all items is calculated as follows:

$$S_t^2 = \frac{n \sum X^2 - (\sum X)^2}{n(n-1)}$$

$$= \frac{30 \times 9514 - (516)^2}{30(30-1)}$$

$$= 22.027$$

Therefore, coefficient alpha could be calculated as follows:

$$\alpha = \frac{p}{p-1} \left[1 - \frac{\sum S_i^2}{S_t^2} \right]$$

$$= \frac{6}{6-1} \left[1 - \frac{7.06}{22.027} \right]$$

$$= 0.815$$

As a result of the calculation above, the value of coefficient alpha of the scale that is used for examining moral intensity is equal to 0.815, which indicates that these six items are a considered as reliable and appropriate measurement for assessing moral intensity.

This current research used the SAS Enterprise Guide 4.3 to analyze the reliability of the questionnaire, and the results of the reliability test are shown in Table 4.4 (p.83). The alpha coefficient of 18 items used for measuring consumer values was 0.714. The alpha coefficient of items that have been included in measuring perception of counterfeits and social consequences aspects of consumer attitude was 0.844 and 0.820 respectively. The alpha coefficient of six items used for measuring moral intensity was 0.815. There are five dimensions of perceived risks: financial risk, performance risk, social risk, psychological risk, and prosecution risk, which the alpha coefficient of items used for measuring each dimension, which were 0.832, 0.922, 0.926, 0.935, and 0.955 respectively. The alpha coefficients of two dimensions of moral judgement were cognitive judgement and moral reasoning, which were equal to 0.974 and 0.962 respectively. The scale used for measuring product knowledge demonstrated a coefficient alpha of 0.85, while the scale use for measuring product involvement demonstrated an alpha coefficient of 0.941. Finally, the scale used for measuring two aspects of consumer behavioral intentions: word-of-mouth communications and purchase intention had an alpha coefficient of 0.958 and 0.952 respectively. As a result, since all items of this research instrument were reliable as Cronbach's Alpha of each measurement was greater than 0.6, this questionnaire was reliable for further research.

Table 4.4. Summary of the reliability analysis of variables measured using Cronbach’s coefficient alpha

Operational Dimension		Number of items	Number of Cases	Cronbach’s coefficient Alpha output
1. Consumer values		18	30	0.714
2. Consumer attitudes	2.1 Perception of counterfeits	3	30	0.844
	2.2 Social consequences	5	30	0.820
3. Moral intensity		6	30	0.815
4. Perceived risks	4.1 Financial risk	2	30	0.832
	4.2 Performance risk	2	30	0.922
	4.3 Social risk	2	30	0.926
	4.4 Psychological risk	2	30	0.935
	4.5 Prosecution risk	2	30	0.955
5. Moral judgement	5.1 Cognitive judgement	2	30	0.974
	5.2 Moral reasoning	2	30	0.962
6. Product knowledge		3	30	0.850
7. Product involvement		5	30	0.941
8. Behavioral intentions	8.1 Word-of-mouth communications	3	30	0.958
	8.2 Purchase intentions	3	30	0.952

4.5 DATA COLLECTING METHOD

In the process of data collecting, both primary and secondary data are included in this research. The primary data used in this current study were gathered through a survey method by distributing self-administered

questionnaires to 400 Thai women who lived in the four selected research areas. The data were collected during the period of October 1 to 31, 2011. Questionnaires were distributed to each area during the time period of 12.00 p.m. to 9.00 p.m. on weekdays and during 11.00 a.m. to 9.00 p.m. on weekends until the data from the total of 400 samples size had been collected. The secondary data used to support this present study was collected from previous research, articles, internet articles, books, and journals.

4.6 STATISTICAL TREATMENT OF DATA

For this present study, after the data collecting process has been done, the necessary data was summarized, analyzed, as well as interpreted in an unbiased manner, through the SAS Enterprise Guide 4.3 in which the data are coded into numeric pattern.

Descriptive Statistics

Descriptive statistics are the technique used to describe and summarize a collection of data. Zikmund (2003) states that descriptive statistics are statistics that describe the variables of interest by summarizing the specific characteristics of a population or a sample of a study, like for example Mean, median, mode, variance, standard deviation, range, counts, and proportions (frequency).

Inferential statistics

Inferential statistics were used in examining the proposed hypotheses of this research and addressing research questions. According to Trochim and Donnelly (2008) this statistic can be applied in order to make inferences about a population based on the collected data from a research sample. In this current research, The Pearson Product Moment Coefficient Correlation is used in the data analysis.

Pearson’s correlation analysis

The Pearson Product Moment Coefficient Correlation is one of the most common measures that is used in examining the correlation between two variables (Zikmund, 2003). Pearson’s correlation is designated with the letter “r”, and it is a parametric method that helps in determining the strength of the association between two variables (Collis et al., 2003). The correlation I can range from +1.0 to -1.0, which the Table 4.5 (p.85) illustrates the r-value and corresponding strength of the association. According to Zikmund (2003), the Pearson formula for calculating the correlation coefficient I of variables x and Y is as follow:

$$r = \frac{n \sum XY - \frac{\sum X \sum Y}{n}}{\sqrt{[n \sum X^2 - (\sum X)^2][n \sum Y^2 - (\sum Y)^2]}}$$

Where,

r = correlation coefficient

n = number of pair items

Σ = the sum

X = input variable

Y = output variable

Table 4.5. r-value and corresponding strength of association

Correlation	Interpret
1	Perfect positive linear association
0	No linear association
-1	Perfect negative association
0.90 to 0.99	Very high positive correlation
0.70 to 0.89	High positive correlation
0.4 to 0.69	Medium positive correlation
0 to 0.39	Low positive correlation
0 to -0.39	Low negative correlation
-0.40 to -0.69	Medium negative correlation
-0.70 to -0.89	High negative correlation
-0.90 to -0.99	Very high negative correlation

Source: Hussey J., & Hussey R. (1997). *Business Research Method*. London: McMillan Press Ltd.

Multiple regression analysis

Since this research aims at investigating the influence of multidimensional construct of consumer values and perceived risks and behavioral intentions, a multiple regression analysis is the most appropriate statistical technique to be utilized. As stated by Hair *et al.* (2006), a multiple regression analysis is a statistical procedure that is used for examining the relationship between two or more dependent variables and one dependent variable. In the context of this study, a multiple regression analysis was applied for predicting behavioral intentions of the consumer from seven independent variables: consumer value, consumer attitudes, moral intensity, perceived risks, moral judgement, product knowledge, and product involvement. The mathematic expressions of the multiple regression models are as follows:

$$\hat{Y} = b_0 + b_1 X_1 + b_2 X_2 + \dots b_p X_p$$

or

$$\hat{Y} = b_0 + \sum b_i X_i \text{ (} i = 1,2,3,\dots p \text{)}$$

Where,

- \hat{Y} = the value of dependent variable
- b_0 = Alpha, the constant or intercept
- p = the total number of independent variable
- b_1 = the slope (Beta coefficient) for X_1
- X_1 = the first independent variable that explained the variance in Y
- b_2 = the slope (Beta coefficient) for X_2
- X_2 = the second independent variable that explained the variance in Y
- b_p = the slope (Beta coefficient) for X_3
- X_p = the third independent variable that explained the variance in Y
- i = independent variables' index from the total set of p variables

From the multiple regression analysis that has been discussed above, the coefficient of determination, r^2 (or r-square) was examined as an evaluation of the goodness of model fit in regression analysis (Hair *et al.*, 2006). The values of coefficient of determination generally determined the proportion of the variance of one variable that is predicted by other variables, which can range from Zero to one, which an r-square of zero means dependent variable (Y) could not be predicted by independent variable (x), and an r-square of one means the independent variable could predict dependent variable without any error (Hair *et al.*, 2006). Therefore, the closer the r-square is to one, the more probable prediction. An equation for calculating coefficient of determination is given below.

$$r^2 = \frac{SS(\text{regression})}{SS(\text{total})}$$

$$SS(\text{regression}) = \sum_{i=1}^n (\hat{y}_i - \bar{y}_i)^2$$

$$SS(\text{total}) = \sum_{i=1}^n (y_i - \bar{y}_i)^2$$

Where,

r^2 = coefficient of determination

SS (regression) = sum of squares of deviations between predicted value and the mean

SS (total) = total sum of the squares that represents as sum of the squares of the difference between actual value and the mean

4.7 SUMMARY OF STATISTICAL TOOLS USED IN TESTING HYPOTHESES

By using the Pearson Correlation Coefficient analysis, the SAS Enterprise Guide will provide P-value (two-tailed hypothesis test), which researcher can use in comparing with the significant level that help in achieving final result. The null hypothesis will be failed to reject if the result show that p-value is more than significant level. In other words, there is no relationship between two variables. In addition, researcher applied F-test in order to test the significance of multiple regression analysis by statistically examining the null hypotheses that there is no correlation between proposed independent variables and dependent variable. Therefore, if the significant level of F-test is less than 0.05, the null hypotheses are rejected, which refers to there is a statistical association between independent variables and dependent variables. Conversely, if the significant level of F-test is larger than 0.05, the null hypotheses is failed to reject, which means that there is no relationship between independent variables and dependent variables. The Null hypotheses that are studied in this current research are summarized in Table 4.6 (p.89).

Table 4.6. The summary of statistical tools used in testing hypotheses

Null Hypothesis	Null Hypothesis Description	Statistical Technique Used
H1o	There is no relationship between consumer value and behavioral intentions toward counterfeit luxury brand handbags.	Pearson Correlation Multiple linear regression
H2o	There is no association between consumer attitudes and behavioral intentions toward counterfeit luxury brand handbags.	Pearson Correlation
H3o	There is no correlation between moral intensity and behavioral intentions toward counterfeit luxury brand handbags.	Pearson Correlation
H4o	There is no correlation between perceived risks and behavioral intentions toward counterfeit luxury brand handbags.	Pearson Correlation Multiple linear regression
H5o	There is no correlation between moral judgement and behavioral intentions toward counterfeit luxury brand handbags.	Pearson Correlation
H6o	There is no association between product knowledge and behavioral intentions toward luxury brand handbags.	Pearson Correlation
H7o	There is no relationship between product involvement and behavioral intentions toward luxury brand handbags.	Pearson Correlation

CHAPTER 5

PRESENTATION OF DATA AND DISCUSSION OF RESULTS

In the fifth chapter, the results of the data analyses are presented. The demographic factors in this research are analyzed by using the descriptive analysis, and an inferential analysis is applied for analyzing all proposed hypotheses. Therefore, the researcher applies three statistical methods to analyze data, including Descriptive Statistics, and Pearson’s Correlation Analysis.

5.1 DESCRIPTIVE ANALYSIS

As stated by Zikmund (2003), Descriptive analysis is applied in order to get understanding of the data through describing and summarizing the specific characteristics of the sample of study, for example Mean, median, mode, variance, standard deviation, range, counts, and proportions (frequency). Descriptive statistics therefore, assist researcher to generalize the sample to the population.

5.1.1 Frequency of Demographic Characteristic

In this section, the analysis of personal information of research respondents is done applying descriptive analysis. The demographic factors included in this study are age, education level, and monthly personal income.

Table 5.1. The analysis of age levels by using frequency and percentage

Age	Frequency	Percentage
30-39 years old	100	25
40-49 years old	100	25
50 years old and above	100	25
Total	400	100

As illustrated in Table 5.1 (p.90), the researcher intended to collect data from four main age range equally. Therefore, from a total of 400 Thai female respondents, 100 women (25%) were in the age range of 20-29 years old, the sample consists of 100 individuals (25%) in the age range of 30-39 years old, 100 (25%) in the age range of 40-49 years old, and 100 (25%) in the age range of 50 years old.

Table 5.2. The analysis of education levels by using frequency and percentage

Education Levels	Frequency	Percentage
Bachelor Degree	288	72
Master Degree	97	24.25
Doctorate Degree	5	1.25
Total	400	100

Table 5.2 (p.91) categorizes the respondents on the basis of education level. 288 individuals (72 %), which is the majority of respondents have a Bachelor’s Degree, 97 (24.25%) have a Master’s Degree, 10 (2.5 %) have education level less than a Bachelor’s Degree, and 5 (1.25%) have a Doctorate Degree.

Table 5.3. The analysis of respondents’ monthly personal income levels by using frequency and percentage

Personal income	Frequency	Percentage
10,000 Baht and less	22	5.5
10,001-20,000 Baht	68	17
20,001-30,000 Baht	85	21.25
30,001-40,000 Baht	94	23.5
40,001-50,000	67	16.75
50,001 Baht and above	64	16
Total	400	100

Table 5.3 (p.91) indicated that from the total of 400 Thai female respondents, 94 respondents (23.5%) have an income in the range of 30,001-40,000 Baht per month, 85 (21.25%) have an income in the range of 20,001-

30,000 Baht per month, 68 (17%) have income in the range of 10,001-20,000 Baht per month, 67 (16%) have an income in the range of 40,001-50,000 Baht per month, 64 (16%) have an income in the range of 50,001 Baht and above, and 22 (5.5%) have an income in the range of 10,000 Bath per month or less.

Table 5.4. The analysis of owning of luxury brand handbags by using frequency and percentage

Owning of Luxury brand handbags	Frequency	Percentage
Yes	246	61.5
No	154	38.5
Total	400	100

Table 5.4 (p.92) indicates that from the total of 400 Thai female respondents, 246 people (61.5%) have luxury brand handbags, and 154 people (38.5%) do not have luxury brand handbags.

Table 5.5. The analysis of owning of counterfeit luxury brand handbags by using frequency and percentage

Counterfeit owner	Frequency	Percentage
Yes	183	45.75
No	217	54.25
Total	400	100

Table 5.5 (p.92) indicated that from total of 400 Thai female respondents, 183 people (45.75%) have Counterfeit luxury brand handbags, and 217 people (54.25%) do not have Counterfeit luxury brand handbags.

5.1.2 Mean and Standard deviation of Independent and dependent variables

In this section, an analysis of independent and dependent factors is done applying descriptive statistics by summarizing in the form of mean and standard deviation.

Table 5.6. The analysis of consumer values by using mean and standard deviation

Description	Mean	Std. Deviation
Hedonic value		
• I buy handbags that are one that I would enjoy.	5.21	0.970
• I buy handbags that would make me feel good.	4.59	1.185
• I buy handbags that would give me pleasure.	4.60	1.057
• I buy handbags that would make me want to use it.	4.64	1.362
Sub-total of Hedonic Value	4.76	1.144
Social value		
• I buy handbags that help enhance my self-image to others.	3.72	1.278
• I buy handbags that help improve my self-expression to others.	5.16	0.932
• I buy handbags that help create a favorable impression of me.	4.67	1.279
• I buy handbags that would give its owner social approval.	4.86	0.997
Sub-total of Social value	4.60	1.12
Functional value/Quality		
• I buy handbags that are well made.	5.10	1.022
• I buy handbags that have consistent quality.	4.04	1.327
• I buy handbags that has acceptable standard of quality.	4.93	1.096
• I buy handbags that would last a long time.	4.95	1.194
Sub-total of Functional value/Quality	4.76	1.160
Functional value/Price		
• I buy handbags that are reasonably priced.	4.33	1.272
• I buy handbags that offer value for money.	4.98	0.944
• I buy handbags that are a good product for the price.	4.85	1.001
• I buy handbags that are considered economical in terms of price.	4.68	1.129
Sub-total of Functional value/Price	4.71	1.087
Epistemic value		
• I am concerned with latest fashion when I buy handbags.	4.02	1.413
• I am concerned with uniqueness when I buy handbags.	4.39	1.396
Sub-total of Epistemic value	4.21	1.405
Total	4.65	1.1586

As illustrated in Table 5.6 (p.93), the analysis of the five dimensions of consumer values shows the mean scores ranging from high to low: Hedonic value (4.76), Functional value/Quality (4.76), Functional value/Price (4.71), Social value (4.60), and Epistemic value (4.21) respectively.

Table 5.7. The analysis of consumer attitudes by using mean and standard deviation

Description	Mean	Std. Deviation
Counterfeit luxury brand handbags are as reliable as the original version.	2.69	1.369
Counterfeit luxury brand handbags have similar quality to the original version.	2.45	1.341
Counterfeit luxury brand handbags provided similar function to the original version.	3.74	1.501
Buying counterfeit luxury brand handbags infringes intellectual property.	3.87	1.836
Buying counterfeit luxury brand handbags will hurt the luxury goods industry.	2.78	1.432
Buying counterfeit luxury brand handbags damages interests and rights of the legitimate/original manufacturer.	2.49	1.497
Buying counterfeit luxury brand handbags is illegal.	2.89	1.673
Selling counterfeit luxury brand handbags is illegal.	2.55	1.646
Total	2.93	1.537

As illustrated in Table 5.7 (p.94), the analysis of consumer attitudes shows that the mean scores ranging from high and low are as follows: “Buying counterfeit luxury brand handbags infringes an intellectual property.”(3.87), “Counterfeit luxury brand handbags provided similar function to the original version.”(3.74), “Buying counterfeit luxury brand handbags is illegal.”(2.89), “Buying counterfeit luxury brand handbags will hurt the luxury goods industry.”(2.78), “Counterfeit luxury brand handbags are as reliable as the original version.”(2.69), “Selling counterfeit luxury brand handbags is illegal.”(2.55), “Buying counterfeit luxury brand handbags damages interests

and the rights of the legitimate/original manufacturer.”(2.49), and “Counterfeit luxury brand handbags have a similar quality to the original version.”(2.45).

Table 5.8. The analysis of moral intensity by using mean and standard deviation

Description	Mean	Std. Deviation
If I have bought the counterfeit luxury brand handbags, I think the overall impact on the original brand/ intellectual property owner would be very minimal.	3.71	1.410
If I have bought the counterfeit luxury brand handbags, I think there is negligible likelihood that it will actually cause any harm to the original brand/ intellectual property owner.	3.82	1.365
Purchasing counterfeit luxury brand handbags will not cause any harm in the immediate future to the original brand/ intellectual property owner.	3.67	1.407
Purchasing counterfeit luxury brand handbags will harm very few people.	3.46	1.313
My friends, relatives, and associations would agree that purchasing of counterfeit luxury brand handbags is wrong.	3.61	1.412
I think it is not wrong about purchasing of counterfeit luxury brand handbags because it would not cause any harm to people close to me.	3.71	1.484
* Total	3.66	1.399

As illustrated in Table 5.8 (p.95), the analysis of moral intensity exhibits the mean scores ranging from high to low are as follows: “If I have bought the counterfeit luxury brand handbags, I think there is negligible likelihood that it will actually cause any harm to the original brand/ intellectual property owner.”(3.82), “If I have bought the counterfeit luxury brand handbags I think the overall impact on the original brand/ intellectual property owner would be very minimal.”(3.71), “I think it is not wrong about purchasing of counterfeit luxury brand handbags because it would not cause any harm to people close to me.”(3.71), “Purchasing counterfeit luxury brand handbags will not cause any harm in the immediate future to the original

brand/ intellectual property owner.”(3.67), “My friends, relatives, and associations would agree that purchasing of counterfeit luxury brand handbags is wrong.”(3.61), and “Purchasing counterfeit luxury brand handbags will harm very few people.” (3.46).

Table 5.9. The analysis of perceived risks by using mean and standard deviation

Description	Mean	Std. Deviation
There is high probability that the counterfeit luxury brand handbags will not be worth the money I spent on buying it.	4.05	1.332
It would be not wise to spend my money for purchasing counterfeit luxury brand handbags.	3.69	1.432
There is high probability that the counterfeit luxury brand handbags will fail to work like the original one.	4.01	1.567
There is high probability that the counterfeit luxury handbags will not perform as it is supposed to do.	3.96	1.439
If my friends, relatives or associates are aware that I have bought the CBP, there is high probability that they would look down on me because they think that you cannot afford an original one.	3.33	1.532
If my friends, relatives or associates are aware that I have bought the CBP, there is high probability that I will lose their respect because they regard that I am unethical.	3.08	1.459
The thought of purchasing counterfeit luxury brand handbags gives me a feeling of unwanted anxiety.	3.78	1.569
The thought of purchasing counterfeit luxury brand handbags makes me feel psychologically uncomfortable.	3.82	1.555
If I have bought counterfeit luxury brand handbags, there is a high chance that I will be caught for the infringement of copyright law.	3.10	1.529
If I have bought counterfeit luxury brand handbags, it is very likely that I would be arrested for the infringement of copyright law.	2.92	1.499
Total	3.57	1.491

As illustrated in Table 5.9 (p.96), the analysis of perceived risks exhibits the mean scores ranging from high to low are as follows: “There is high probability that the counterfeit luxury brand handbags will not be worth the money I spent on buying it.”(4.05), “There is high probability that the counterfeit luxury brand handbags will fail to work like the original one.”(4.01), “There is high probability that the counterfeit luxury handbags will not perform as it is supposed to do.”(3.96), “The thought of purchasing counterfeit luxury brand handbags makes me feel psychologically uncomfortable.”(3.82), “The thought of purchasing counterfeit luxury brand handbags gives me a feeling of unwanted anxiety.”(3.78), “It would be not wise to spend my money for purchasing counterfeit luxury brand handbags.”(3.69), “If my friends, relatives or associates are aware that I have bought the CBP, there is high probability that they would look down on me because they think that you cannot afford an original one.”(3.33), “If I have bought counterfeit luxury brand handbags, there is a high chance that I will be caught for the infringement of copyright law.”(3.10), “If my friends, relatives or associates are aware that I have bought the CBP, there is high probability that I will lose their respect because they regard that I am unethical.”(3.08), and “If I have bought counterfeit luxury brand handbags, it is very likely that I would be arrested for the infringement of copyright law.”(2.92).

Table 5.10. The analysis of moral judgement by using mean and standard deviation

Description	Mean	Std. Deviation
The act of buying counterfeit luxury brand handbags rather than original one is wrong.	3.78	1.437
It is morally wrong to buy counterfeit luxury brand handbags.	3.67	1.448
I believe that it is important to consider the moral implications before buying counterfeit luxury brand handbags.	3.53	1.309
There are moral reasons against buying counterfeit luxury handbags.	3.62	1.308
Total	3.65	1.376

As illustrated in Table 5.10 (p.97), the analysis of moral judgement shows that the mean scores ranging from high and low are as follows: “The act of buying counterfeit luxury brand handbags rather than original one is wrong.”(3.78), “It is morally wrong to buy counterfeit luxury brand handbags.”(3.67), “There are moral reasons against buying counterfeit luxury handbags.”(3.62), and “I believe that it is important to consider the moral implications before buying counterfeit luxury brand handbags.”(3.53).

Table 5.11. The analysis of product knowledge by using mean and standard deviation

Description	Mean	Std. Deviation
In general, I consider myself very familiar with luxury brand handbags.	3.62	1.281
Overall, I think I am well informed about luxury brand handbags.	3.04	1.321
For me, luxury brand handbags represents as a product category that I know very well.	3.24	1.332
Total	3.30	1.311

As illustrated in Table 5.11 (p.98), the analysis of product knowledge shows that the mean scores ranging from high and low are as follows: “In general, I consider myself very familiar with luxury brand handbags.”(3.62), “For me, luxury brand handbags represents as a product category that I know very well.”(3.24), and “Overall, I think I am well informed about luxury brand handbags.”(3.04).

Table 5.12. The analysis of product involvement by using mean and standard deviation

Description	Mean	Std. Deviation
Handbag is interesting for me.	4.49	1.216
Handbag is important for me.	4.46	1.226
Handbag is necessary for me.	4.52	1.260
Handbag is valuable for me.	4.10	1.217
Handbag is beneficial for me.	4.63	1.205
Total	4.44	1.225

As illustrated in Table 5.12 (p.98), the analysis of product involvement exhibits the mean scores ranging from high to low are as follows: “Handbag is beneficial for me.”(4.63), “Handbag is necessary for me.”(4.52), “Handbag is interesting for me.”(4.49), “Handbag is important for me.”(4.46), and “Handbag is valuable for me.”(4.10).

Table 5.13. The analysis of behavioral intentions by using mean and standard deviation

Description	Mean	Std. Deviation
I would say positive things about counterfeit luxury brand handbags to other people.	2.83	1.208
I would recommend counterfeit luxury brand handbags to someone who seeks handbag.	2.43	1.218
I would encourage friends and relatives to buy counterfeit luxury brand handbags.	2.42	1.258
I would search for counterfeit luxury brand handbags when I next purchase handbag.	2.47	1.444
I would consider purchasing counterfeit luxury brand handbags in the near future.	2.46	1.531
In the near future, I will purchase counterfeit luxury brand handbags.	2.46	1.536
Total	2.51	1.366

As illustrated in Table 5.13 (p.99), the analysis of behavioral intentions exhibits the mean scores ranging from high to low are as follows: “I would say positive things about counterfeit luxury brand handbags to other people.” (2.83), “I would search for counterfeit luxury brand handbags when I next purchase handbag” (2.47), “I would consider purchasing counterfeit luxury brand handbags in the near future.” (2.46), “In the near future, I will purchase counterfeit luxury brand handbags.” (2.46), “I would recommend counterfeit luxury brand handbags to someone who seeks handbag.” (2.43), “I would encourage friends and relatives to buy counterfeit luxury brand handbags.” (2.42)

Table 5.14. The analysis of behavioral intentions of four main age group by using mean and standard deviation

Age Group	Mean	Std. Deviation
Group 1 (20-29 years old)	2.38	1.083
Group 2 (30-39 years old)	2.28	1.146
Group 3 (40-49 years old)	2.58	1.282
Group 4 (50 years old and above)	2.80	1.285

As illustrated in Table 5.14 (p.100), respondents in group four who are aged 50 years old and above had the highest mean score of behavioral intentions (2.80), followed by group three (40-49 years old) with a mean score of 2.58, group one (20-29 years old) with a mean score of 2.38, and group two (30-39 years old) with mean score of 2.28 respectively.

Table 5.15. Summary of independent variables by using mean

Variable	Mean	Mean Ranking
Consumer values	4.65	1
Consumer attitude	2.93	7
Moral intensity	3.66	3
Perceived risks	3.57	5
Moral judgement	3.65	4
Product knowledge	3.30	6
Product involvement	4.44	2

As illustrated in Table 5.15 (p.100), consumer values have the highest mean score of 4.65 followed by product involvement (4.44), moral intensity (3.66), moral judgement (3.65), perceived risks (3.57), product knowledge (3.30), and consumer attitude (2.93) respectively.

5.2 INFERENTIAL ANALYSIS

An inferential analysis is primarily used to draw a conclusion and make a prediction of the research population based on the collected data (Zikmund et al., 2010). The researcher then applied Pearson’s Product Moment Correlation Coefficient for analyzing the hypotheses statements

Hypothesis one: Analysis of relationship between Consumer value and Behavioral intentions

H1o: There is no relationship between consumer values and behavioral intentions toward counterfeit luxury brand handbags.

H1a: There is a relationship between consumer values and behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis one was tested in two ways. First the relationship between a single item measure of consumer value and behavioral intentions was tested using a correlation coefficient. The result of hypothesis one tested with the SAS Enterprise Guide are shown in Table 5.16 (p.101), the significant value at the 2-tailed test is .003, which is less than .01 ($0.000 < 0.01$). Therefore, the null hypothesis is rejected. Accordingly, it means that there is a relationship between consumer value and Thai female consumers' behavioral intentions toward counterfeit luxury brand handbags. The Pearson's correlation coefficient value of this hypothesis is 0.147, and the correlation appears negative ($r < 0$). Since the correlation value falls in the range of 0 to -0.39, it can be concluded that there is a low negative relationship between consumer value and behavioral intentions toward counterfeit luxury brand handbags.

Table 5.16. The analysis of relationship between consumer value and behavioral intentions toward counterfeit luxury brand handbags.

Pearson Correlation Coefficients, N = 400 Prob > r under H0: Rho=0	
	Behavioral intentions
Consumer value	-0.1465
	0.0033

Multi-dimensions of consumer value

Since this research adapted the multi-dimensional approach of previous studies (Sweeney and Soutar; 2001) in examining consumer value, then all five dimensions of consumer value; hedonic value, social value, functional (Quality) value, functional (Price) value, and Epistemic value into a multiple

regression model aimed at testing the overall strength of the these consumer value’s dimensions in predicting behavioral intentions. By using the SAS Enterprise Guide, the results are shown in Table 5.17a - 5.17c (p.103). From the multiple regression analysis, only three dimensions of consumer value were found to be significantly related to behavioral intentions. The result shows that there is a negative relationship between functional quality value and behavioral intentions ($b= -0.311$, $p\text{-value} = 0.0001$), followed by functional price quality ($b= 0.250$, $p\text{-value} = 0.002$), and Hedonic value ($b= -0.251$, $p\text{-value} = 0.002$). Social value and epistemic value dimensions not found to significantly predict consumer behavioral intentions. Accordingly, Consumer behavioral intentions were partially determined by consumer value.

Table 5.17a- Table 5.17c. The analysis of relationship between consumer value dimensions and behavioral intentions toward counterfeit luxury brand handbags.

Table 5.17a

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	49.01498	9.803	7.17	<.0001
Error	394	538.66724	1.36718		
Corrected Total	399	587.68222			

Table 5.17b

Root MSE	1.16926	R-Square	0.0834
Dependent Mean	2.51	Adj R-Sq	0.0718
Coeff Var	46.58418		

Table 5.17c

Parameter Estimates					
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t
Intercept	1	3.67013	0.4937	7.43	<.0001
Hedonic_value	1	-0.25082	0.08137	-3.08	0.0022
Social_value	1	0.04739	0.07413	0.64	0.523
Functional_Quality_value	1	-0.31134	0.0812	-3.83	0.0001
Functional_Price_value	1	0.25009	0.07858	3.18	0.0016
Epistemic_value	1	0.04981	0.05446	0.91	0.3609

Hypothesis two: Analysis of relationship between Consumer attitudes and Behavioral intentions

H2o: There is no relationship between consumer attitude and behavioral intentions toward counterfeit luxury brand handbags.

H2a: There is a relationship between consumer attitude and behavioral intentions toward counterfeit luxury brand handbags.

The results of hypothesis two tested with the SAS Enterprise Guide are shown in Table 5.18 (p.104). The significant value at the 2-tailed test is .000, which is less than .01 ($0.000 < 0.01$). Therefore, the null hypothesis is rejected and the alternate hypothesis is accepted. Accordingly, it means that there is a relationship between consumer attitudes and behavioral intentions toward counterfeit luxury brand handbags. Pearson’s correlation coefficient value is 0.508, and the correlation appears positive ($r > 0$). Since the correlation value falls in the range of 0.40 to 0.69, it can be concluded that there is a medium positive relationship between consumer attitudes and behavioral intentions toward counterfeit luxury brand handbags.

Table 5.18. The Pearson Correlation analysis of the relationship between consumer attitude and Behavioral intentions toward counterfeit luxury brand handbags.

Pearson Correlation Coefficients, N = 400 Prob > r under H0: Rho=0	
	Behavioral intentions
Consumer attitude	0.50786
	<.0001

Hypothesis three: Analysis of relationship between Moral intensity and Behavioral intentions

H3o: There is no relationship between moral intensity and behavioral intentions toward counterfeit luxury brand handbags.

H3a: There is a relationship between moral intensity and behavioral intentions toward counterfeit luxury brand handbags

The results of hypothesis three tested with the SAS Enterprise Guide are shown in Table 5.19 (p.104). The significant value at the 2-tailed test is .000, which is less than .01 ($0.000 < 0.01$). Therefore, the null hypothesis is rejected and the alternate hypothesis is accepted. Accordingly, it means that there is a relationship between moral intensity and behavioral intentions toward counterfeit luxury brand handbags. The correlation analysis also shows the negative Pearson’s correlation coefficient of -0.428, ($r < 0$). Since the correlation value falls in the range of -0.40 to -0.69, it can be concluded that there is a medium negative relationship between moral intensity and behavioral intentions toward counterfeit luxury brand handbags.

Table 5.19. The Pearson Correlation analysis of relationship between moral intensity and Behavioral intentions toward counterfeit luxury brand handbags.

Pearson Correlation Coefficients, N = 400	
Prob > r under H0: Rho=0	
	Behavioral intentions
Moral Intensity	-0.42818
	<.0001

Hypothesis four: Analysis of relationship between Perceived risks and Behavioral intentions

H4o: There is no relationship between perceived risks and behavioral intentions toward counterfeit luxury brand handbags.

H4a: There is a relationship between perceived risks and behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis four was tested in two ways. First the relationship between a single item measure of perceived risks and behavioral intentions was tested using a correlation coefficient. The results of hypothesis four tested with the shown in Table 5.20 (p.105). The significant value at the 2-tailed test is .000, which is less than .01 ($0.000 < 0.01$). Therefore, the null hypothesis is rejected and the alternate hypothesis is accepted. Accordingly, it means that there is a relationship between perceived risks and behavioral intentions toward counterfeit luxury brand handbags. The Pearson’s correlation analysis shows the negative correlation coefficient of -0.487, r less than 0. Since the correlation value falls in the range of -0.40 to -0.69, it can be concluded that there is a medium negative relationship between perceived risks and behavioral intentions toward counterfeit luxury brand handbags.

Table 5.20. The Pearson Correlation analysis of relationship between perceived risks and Behavioral intentions toward counterfeit luxury brand handbags.

Pearson Correlation Coefficients, N = 400	
Prob > r under H0: Rho=0	
	Behavioral intentions
Perceived Risks	-0.48646
	<.0001

Multi-dimensions of perceived risks

Since this research adapted the multi-dimensional approach of previous studies (Tan, 2002; Jacoby and Kaplan, 1972) in examining perceived risks, then all five dimensions of perceived risks; Financial risk, performance risk,

social risk, psychological risk, and prosecution risk are put into a multiple regression model, aimed at testing the overall strength of the these perceived risks' dimensions in predicting behavioral intentions. The researcher tested by using the SAS Enterprise Guide, and the results are shown in Table 5.21a - 5.21c (p.106). From the multiple regression analysis, only three dimensions of perceived risks were found to be significantly related to behavioral intentions. Psychological risk ($b = -0.450$, $p\text{-value} < 0.0001$) and financial risk ($b = -0.119$, $p\text{-value} < 0.031$) were found to have a negative influence toward consumers behavioral intentions. Social risk was found to have a positive influence ($b = 0.193$, $p\text{-value} < 0.0001$) toward consumer behavioral intentions. Accordingly, Consumer behavioral intensions were proved to be partially determined by perceived risks.

Table 5.21a – 5.21c. The analysis of relationship between perceived risk dimensions and behavioral intentions toward counterfeit luxury brand handbags.

Table 5.21a

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	233.55611	46.71122	51.97	<.0001
Error	394	354.12612	0.8988		
Corrected Total	399	587.68222			

Table 5.21b

Root MSE	0.94805	R-Square	0.3974
Dependent Mean	2.51	Adj R-Sq	0.3898
Coeff Var	37.77088		

Table 5.21c

Parameter Estimates					
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t
Intercept	1	4.40724	0.17714	24.88	<.0001
Financial_Risk	1	-0.11936	0.05512	-2.17	0.031
Performance_Risk	1	-0.08264	0.04568	-1.81	0.0712
Social_Risk	1	0.19342	0.03768	5.13	<.0001
Psychological_Risk	1	-0.44659	0.04094	-10.91	<.0001
Prosecution_Risk	1	-0.00977	0.03617	-0.27	0.7873

Hypothesis five: Analysis of relationship between Moral judgement and Behavioral intentions

H5o: There is no relationship between moral judgement and behavioral intentions toward counterfeit luxury brand handbags.

H5a: There is a relationship between moral judgement and behavioral intentions toward counterfeit luxury brand handbags.

The results of hypothesis five tested with the SAS Enterprise Guide are shown in Table 5.22 (p.107). The significant value at the 2-tailed test is .000, which is less than .01 ($0.000 < 0.01$). Therefore, the null hypothesis is rejected and the alternate hypothesis is accepted. Accordingly, it means that there is a relationship between moral judgement and behavioral intentions toward counterfeit luxury brand handbags. The Pearson’s correlation analysis shows the negative correlation coefficient of -0.399, r less than 0. Since the correlation value falls in the range of 0 to -0.39, it can be concluded that there is a low negative relationship between moral judgement and behavioral intentions toward counterfeit luxury brand handbags.

Table 5.22. The Pearson Correlation analysis of relationship between moral judgement and Behavioral intentions toward counterfeit luxury brand handbags.

Pearson Correlation Coefficients, N = 400 Prob > r under H0: Rho=0	
	Behavioral intentions
Moral Judgement	-0.39903
	<.0001

Hypothesis six: Analysis of relationship between product knowledge and behavioral intentions

H6o: There is no relationship between product knowledge and behavioral intentions toward counterfeit luxury brand handbags.

H6a: There is a relationship between product knowledge and behavioral intentions toward counterfeit luxury brand handbags.

The results of hypothesis six tested with the SAS Enterprise Guide are shown in Table 5.23(p.108). The significant value at the 2-tailed test is .000, which is less than .01 ($0.000 < 0.01$). Therefore, the null hypothesis is rejected and the alternate hypothesis is accepted. Accordingly, it means that there is a relationship between product knowledge and behavioral intentions toward counterfeit luxury brand handbags.

The Pearson’s correlation analysis shows the negative correlation coefficient of -0.237, r less than 0. Since the correlation value falls in the range of 0 to -0.39, it can be concluded that there is a low negative relationship between product knowledge and behavioral intentions toward counterfeit luxury brand handbags.

Table 5.23. The Pearson Correlation analysis of relationship between product knowledge and Behavioral intentions toward counterfeit luxury brand handbags.

Pearson Correlation Coefficients, N = 400 Prob > r under H0: Rho=0	
	Behavioral intentions
Product Knowledge	-0.23726
	<.0001

Hypothesis seven: Analysis of relationship between product involvement and behavioral intentions

H7o: There is no relationship between product involvement and behavioral intentions toward counterfeit luxury brand handbags.

H7a: There is a relationship between product involvement and behavioral intentions toward counterfeit luxury brand handbags

The result of hypothesis seven tested with the SAS Enterprise Guide are shown in Table 5.24 (p.109).The significant value at the 2-tailed test is .000, which is less than .01 ($0.000 < 0.01$). Therefore, the null hypothesis is rejected and the alternate hypothesis is accepted. Accordingly, it means that there is a relationship between product involvement and behavioral intentions toward counterfeit luxury brand handbags.

The Pearson’s correlation value of this hypothesis is 0.272, and the correlation appears negative ($r < 0$). Since the correlation value falls in the range of 0 to -0.39, it can be concluded that there is a low negative relationship between product involvement and behavioral intentions toward counterfeit luxury brand handbags.

Table 5.24. The Pearson Correlation analysis of relationship between product involvement and Behavioral intentions toward counterfeit luxury brand handbags.

Pearson Correlation Coefficients, N = 400 Prob > r under H0: Rho=0	
	Behavioral_Intention
Product_Involvement	-0.27216
	<.0001

Table 5.25. Summary of hypotheses testing

Null hypothesis	Description	Significance level	Coefficient of Correlation	Result of null hypothesis testing (H_0)
H_{01}	There is no relationship between consumer values and behavioral intentions toward counterfeit luxury brand handbags.	0.003	.147	Rejected H_0
H_{02}	There is no relationship between consumer attitude and behavioral intentions toward counterfeit luxury brand handbags.	0.000	.508	Rejected H_0
H_{03}	There is no relationship between moral intensity and behavioral intentions toward counterfeit luxury brand handbags.	0.000	.428	Rejected H_0
H_{04}	There is no relationship between perceived risks and behavioral intentions toward counterfeit luxury brand handbags.	0.000	.487	Rejected H_0
H_{05}	There is no relationship between moral judgement and behavioral intentions toward counterfeit luxury brand handbags.	0.000	.399	Rejected H_0
H_{06}	There is no relationship between product knowledge and behavioral intentions toward counterfeit luxury brand handbags.	0.000	.237	Rejected H_0
H_{07}	There is no relationship between product involvement and behavioral intentions toward counterfeit luxury brand handbags.	0.000	.272	Rejected H_0

CHAPTER 6

SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS

The sixth chapter contains four major parts. In the first part, the findings from the analysis of demographic factors and proposed hypotheses are summarized. The second part concludes the important findings of the study. In the third part, the researcher discusses and suggests the recommendations regarding to the findings of this research. Further studies are discussed in the final section.

6.1 SUMMARY OF FINDINGS

The main purpose of this research is to examine the impact of consumer value, consumer attitudes, moral intensity, perceived risks, moral judgement, product knowledge, and product involvement on Thai female consumers' behavioral intentions toward counterfeit luxury brand handbags. The conceptual framework and hypotheses are tested using, the Pearson's Correlation and descriptive statistics are also applied in order to examine respondents' general information in the form of frequency and percentage.

6.1.1 Summary of demographic characteristics

This research collected the data from the total of 400 Thai female respondents aiming at defining the core predictors of behavioral intentions toward counterfeit luxury brand handbags. The result of descriptive analysis of demographic factor including age, education levels, and monthly personal income are summarized in Table 6.1(p.112) .

Table 6.1. Summary of Respondents’ general information.

Variable	Frequency	Percentage
Age:		
20-29 years old	100	25%
30-39 years old	100	25%
40-49 years old	100	25%
50 years old and above	100	25%
Total	400	100%
Education level:		
Less than Bachelor	10	2.5%
Bachelor’s Degree	288	72%
Master’s Degree	97	24.25%
Doctorate Degree	5	1.25%
Total	400	100%
Personal income:		
10,000 Baht and less	22	5.5%
10,001-20,000 Baht	68	17%
20,001-30,000 Baht	85	21.25%
30,001-40,000 Baht	94	23.5%
40,001-50,000	67	16.75%
50,001 Baht and above	64	16%
Total	400	100%
Luxury brand handbags ownership:		
Yes	246	61.5%
No	154	38.5%
Total	400	100%
Counterfeit Luxury brand handbags ownership:		
Yes	183	45.75%
No	217	54.25%
Total	400	100%

As presented in Table 6.1 (p.112), the total of 400 respondents is comprised of 100 individuals from each age group, including the age ranges of 20-29 years old, 30-39 years old, 40-49 years old, and 50 years old and above. The majority of them have Bachelor’s degrees (72 percent). Also, a majority of the respondents, 23.5 percent, had personal income of between 30,001 – 40,000 Baht per month. The respondents were asked whether they currently use luxury brand handbags or counterfeit luxury brand handbags or not. 246

respondents or 61.5 percent of them has luxury brand handbags, while 54.25 percent owned counterfeit luxury brand handbags.

6.1.2 Summary of descriptive analysis

The descriptive technique analyzed nine variables by using mean and standard deviation. The highest and lowest means are demonstrated in Table 6.2 (p.114). As shown in Table 6.2, from the total of four dimensions of consumer value, Hedonic value and functional value (Quality) dimensions equally have the highest mean score of 4.76. the highest mean of consumer attitudes, Moral intensity, perceived risks, Moral judgement, Product knowledge, product involvement, and behavioral intentions are “Buying counterfeit luxury brand handbags infringes intellectual property.”, “If I buy the counterfeit luxury brand handbags, I think there is negligible likelihood that it will actually cause any harm to the original brand/ intellectual property owner.”, “There is high probability that the counterfeit luxury brand handbags will not be worth the money I spent on buying it.”, “The act of buying counterfeit luxury brand handbags rather than original one is wrong.”, “In general, I consider myself very familiar with luxury brand handbags.”, “Handbag is beneficial for me.”, and “I would say positive things about counterfeit luxury brand handbags to other people.” respectively.

From the total of four dimensions of consumer value, epistemic value dimensions have the lowest mean score of 4.21. The lowest mean of consumer attitudes, Moral intensity, perceived risks, Moral judgement, Product knowledge, product involvement, and behavioral intentions are “Counterfeit luxury brand handbags have similar quality to the original version.”, “Purchasing counterfeit luxury brand handbags will harm very few people.”, “If I have bought counterfeit luxury brand handbags, it is very likely that I would be arrested for the infringement of copyright law.”, “I believe that it is important to consider the moral implications before buying counterfeit luxury brand handbags.”, “Overall, I think I am well informed about luxury brand handbags.”, “Handbag is valuable for me.”, and “I would encourage friends and relatives to buy counterfeit luxury brand handbags.” respectively.

Table 6.2. Summary of the highest and lowest means of independent and dependent variables

Variable	Highest means of items under each variable	Lowest means of items under each variable
1. Consumer value	Hedonic value Functional value/Quality (4.76)	Epistemic value (4.21)
2. Consumer attitudes	Buying counterfeit luxury brand handbags infringes intellectual property (3.87)	Counterfeit luxury brand handbags have similar quality to the original version.(2.45)
3. Moral intensity	If I have bought the counterfeit luxury brand handbags, I think there is negligible likelihood that it will actually cause any harm to the original brand/ intellectual property owner (3.82)	Purchasing counterfeit luxury brand handbags will harm very few people.(3.46)
4. Perceived risks	There is high probability that the counterfeit luxury brand handbags will not be worth the money I spent on buying it.(4.05)	If I have bought counterfeit luxury brand handbags, it is very likely that I would be arrested for the infringement of copyright law.(2.92)
5. Moral judgement	The act of buying counterfeit luxury brand handbags rather than original one is wrong (3.78)	I believe that it is important to consider the moral implications before buying counterfeit luxury brand handbags. (3.53)
6. Product knowledge	In general, I consider myself very familiar with luxury brand handbags.(3.62)	Overall, I think I am well informed about luxury brand handbags.(3.04)
7. Product involvement	Handbag is beneficial for me (4.63)	Handbag is valuable for me. (4.10)
8. Behavioral intentions	I would say positive things about counterfeit luxury brand handbags to other people.(2.83)	I would encourage friends and relatives to buy counterfeit luxury brand handbags.(2.42)

6.1.3 Summary of hypotheses testing

Pearson's correlation efficient was conducted to examine the relationship of all proposed variables based on conceptual frameworks. The findings show that all proposed null hypotheses were rejected. The results of test seven hypotheses testing are presented in Table 5.20 and summarized as follows:

Hypothesis 1: There is a low negative relationship between consumer value and behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis 2: There is a medium positive relationship between consumer attitudes and behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis 3: There is a medium negative relationship between moral intensity and behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis 4: There is a medium negative relationship between perceived risks and behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis 5: There is a low negative relationship between moral judgement and behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis 6: There is a low negative relationship between product knowledge and behavioral intentions toward counterfeit luxury brand handbags.

Hypothesis 7: There is a low negative relationship between product involvement and behavioral intentions toward counterfeit luxury brand handbags.

6.2 IMPLICATIONS AND CONCLUSIONS

This study proposed to identify the influences of key factors that affect on behavioral intentions toward purchasing counterfeit branded products of Thai female consumers who live in Bangkok. The results are based on valid data collected from 400 samples. The findings obtained from Pearson's correlation demonstrated that all seven proposed null hypotheses were rejected. Accordingly, there is a relationship between all proposed indicators and Thai female consumer's behavioral intentions towards counterfeit luxury brand handbags.

Consumer values

Based on hypothesis test one, consumer values were found to have a low negative relationship ($r = -0.147$) with consumers behavioral intentions towards counterfeit luxury brand handbags. Thus, consumers who have higher levels of consumer value are more likely to have lower behavioral intentions toward counterfeit luxury brand handbags. As in Patterson and Spreng, (1997) and Shelt *et al.* (1991), this study confirms that consumer behavioral intentions as well as consumer choices are the crucial consequences of consumer value. This study also examined consumer value as a multidimensional construct. From multiple regression analysis, research found out that of the five dimensions of consumer value, only three dimensions made a significant contribution to behavioral intentions. Functional quality value made the largest significant contribution to the prediction of consumer behavioral intentions ($\beta = -0.311$, $p\text{-value} < 0.0001$). It seems to show that the higher the functional quality value is, the lower the consumer behavioral intentions toward counterfeit luxury-branded handbags would be. Consumer who were rated highly on hedonic value ($\beta = -0.251$, $p\text{-value} < 0.0022$), have lower behavioral intentions. However, consumers who were rated highly in functional price value ($\beta = 0.250$, $p\text{-value} < 0.0016$), had higher behavioral intentions. This result is consistent with previous studies (Gill, *et al.*, 2007; Sweeney and Soutar, 2001) that consumer value is a multi-dimensional construct and its dimensions partially have a significant influence on behavioral intentions.

Consumer attitude

Consumer attitude found to be the most significant predictor of consumers' behavioral intentions toward counterfeit luxury brand handbags. Based on hypothesis testing two, results showed a medium positive relationship between consume attitudes and behavioral intentions toward counterfeit luxury brand handbags ($r = 0.508$). Consumers who hold more positive attitudes toward counterfeit luxury brand handbags, have stronger intentions to purchase counterfeit luxury brand handbags. The finding have proved the statement of previous research that each consumer hold a different attitude which, regarding to this study, reflects the positive or negative perception toward counterfeit luxury brand handbags which subsequently influence positive or negative behavioral intentions (Huang, *et al.*, 2004; Eagly and Chaiken, 1993; Fishbein and Ajzen, 1975).

Moral intensity

Results show a medium negative relationship between moral intensity and consumers' behavioral intentions toward counterfeit luxury brand handbags ($r = -0.428$), failing to support null Hypothesis Three. The results reveal that if consumers perceive a higher degree of moral intensity regarding purchasing counterfeit product issues, consumers are more likely to refrain from behaving in such an ethical activity (Glover *et al.*, 1997; Singer, 1996; Jones, 1991).

Perceived risks

The result of Hypothesis Four testing indicated that there is a medium negative relationship between perceived risks and consumers' behavioral intentions toward counterfeit luxury brand handbags ($r = -0.487$), failing to support null Hypothesis Four. However, based on the multidimensional measure of perceived risks, the results revealed that of five dimensions of perceived risks, psychological risk has made the largest contribution to consumer behavioral intentions ($\beta = -0.450$), followed by Social Risk ($\beta = 0.193$), and financial risk ($\beta = -0.119$) respectively. The negative influence that psychological risk and financial risk have on behavioral intentions

meaning that the higher the risk of volatility of money loss and losing self-esteem consumers perceived they would be affected from consuming counterfeit luxury brand handbag, the lower purchase intention consumers likely revealed. In contrast with previous studies (Tan, 2002; Jacoby and Kaplan, 1972), social risk was shown to contribute positively to behavioral intentions of consumers.

Moral judgement

The result of Hypothesis Five testing indicated that there is a low negative relationship between moral judgement and consumers' behavioral intentions toward counterfeit luxury brand handbags ($r = -0.399$), failing to support null Hypothesis Five. As suggested by Rest *et al.* (1986) moral judgement refers to the stage that consumer makes a moral judgement on a particular situation and have a direct influence toward intention to perform a moral action. Accordingly, consumers who were more likely perceived to support a counterfeit product as unethical activity were less likely intent to purchase or spread positive use word-of-mouth toward counterfeit luxury brand handbags.

Product knowledge

The result of Hypothesis Six testing indicated that there is a low negative relationship between product knowledge and consumers' behavioral intentions toward counterfeit luxury brand handbags ($r = -0.237$), failing to support null Hypothesis Six. Consistent with the previous research on product knowledge (Bian and Moutinho, 2011; Berger *et al.* 1994), product knowledge is the crucial determinant of consumer behavioral intentions. In this study, the results show that if consumers have greater knowledge about luxury brand handbags, it reduces the likelihood that they will have an intention to use a counterfeit version.

Product involvement

The result of Hypothesis Seven testing indicated that there is a low negative relationship between product involvement and consumers' behavioral

intentions toward counterfeit luxury brand handbags ($r = -0.272$), failing to support null Hypothesis Seven. Product involvement reflects the degree to which consumers have interest and understand the product (Warrington and Shim, 2000; Phelps and Thorson, 1991). Consumers who have higher degree of product involvement toward luxury brand handbag, they are less likely to develop an intention to purchase counterfeit version.

6.3 RECOMMENDATIONS

It is important to note that counterfeiting problems are not only caused by manufacturers, but also by the demand side (Bloch *et. al.*, 1993). The area of examination of this study focuses on defining the critical determinants of Thai women consumers' behavioral intentions toward counterfeit luxury brand handbags in the context of non-deceptive counterfeiting.

Based on the results of the study, consumer attitude which reflect individual perceptions toward counterfeiting proved to be the primary antecedent of behavioral intentions (Fishbein and Ajzen, 1975). It appears that understanding consumer attitudes is one crucial way to cope with the counterfeiting phenomenon. Since the attitude forms as a result of consumer evaluation of all related dimensions that involve the knowledge, experience, as well as emotional condition (Rhin, 1958), the original manufacturers and service providers should vigorously cooperate with governmental authorities in improving and integrating the existing anti-counterfeiting strategies and marketing campaign to more effectively reach the consumers. Therefore, more public awareness campaign about anti-counterfeiting should be developed by private sectors such as original brand owners and retailers selling legitimate products, which could be consistent with the governmental anti-counterfeiting activities to encourage consumers to take the problems seriously. The launch of awareness campaigns will provide consumers a various information related to the true consequences of counterfeiting to build up consumer awareness about how supporting of counterfeit products can cause several severe impacts to society and even harm consumers themselves, and how consumer can be the part of the fight against counterfeiting. Famous models, musicians, or celebrities could represent as both a presenter of marketing campaign of

original brand products and the anti-counterfeiting campaign, as it could help attract consumers' attention. Both local and international campaigns through all kinds of media should be developed regularly to get the consumers to understand how supporting counterfeit products could damage the society, and the country's economy, as well as understand how it spread out and become as a major global problem.

Currently, in many countries including Thailand, there are not enough strict regulations and severe penalties imposed on consuming counterfeiting products. This could explain the finding of this study that prosecution risk doesn't make a significant influence on consumer intentions. Consumers would believe that they do not perceive purchasing of counterfeit product is illegal and this could not bring any bad consequences to themselves or others. Accordingly, an effective enforcement of regulatory mechanism could influence consumer attitude as it helps posting the stronger negative perspectives and feelings of consumers about undesirable consequences of performing such an illegal action.

Also, the results of the study showed that the consumers who have a lower level of knowledge about the original products will likely to purchase or support counterfeit products. Accordingly, in promoting their products, original brand manufacturers should acknowledge consumer more about the uniqueness of the production and the quality of raw materials, which could help consumer compare the difference between the original products and counterfeit version. It is critical for original manufacturers to develop an effective communication channel that could serve as a direct source of product information, as well as the knowledge center that consumers can share their own knowledge and information about the products.

Furthermore, Thai government should promote ethical concerns and encourage consumer to have a well developed moral conscious towards consuming the counterfeit products because according to the research results, with low influence of moral judgement and moral intensity toward consumer behavioral intentions, consumers are less likely to perceive that purchasing of counterfeited luxury brand handbag is related to ethical or moral consideration.

The results reflect that hedonic value and functional value of price and quality significantly influence consumer behavioral intentions toward counterfeit luxury brand handbags. The major competitive aspects between legitimated luxury brand products and counterfeit versions are the price and quality of the product (Gentry *et al.*, 2006). Original luxury brand handbags may not be affordable for some consumers, which are why counterfeit products become such an interesting available option, which is not only cheaper, also its attributes are compatible with the original version (Wee *et al.*, 1995). The challenge of those legitimate brand owners is to prove how the quality always comes with a price. Luxury brand owners should invest more in product development, and intensely promote their uniqueness together with anti-counterfeiting campaigns. The hedonic value reflects emotional-related aspects of behavior and it proved to be one significant predictor of behavioral intentions (Babin *et al.*, 1994; Sweeney and Soutar, 2001). Luxury brand owners should create more consumer relationship campaigns to build up good feelings and form a strong emotional attachment to the brand. The special campaign for customers should be created as a privileged communication channel in order to provide information about their brand and build up a positive emotional attachment as well.

6.4 FUTURE RESEARCH

Despite the contribution and previous implications, there are a number of limitations worthy improving for further studies. This research limits the scope of the study to only Bangkok, Thailand. This study emphasized the behavioral intentions of Thai women. The sampling frame was another limitation of this study. If future research expands the area of this study to target broader areas in other provinces, the results may be different. Also the scale of this study was adapted for luxury brand handbag only which the results could not be generalized across other product categories. This research does not possibly encompass all determinants of behavioral intentions. Therefore, future research should add up more variables to be considered in this line of research.

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APPENDIX A
QUESTIONNAIRES IN ENGLISH VERSION

Questionnaire



This questionnaire was developed as a part of my Master's thesis research project at Assumption University of Thailand, which is related to the investigation of consumers' behavioral intention in the context of counterfeit luxury-branded handbags. Completing the questionnaire will take only 5-10 minutes of your time and all, which all your responses will be kept strictly confidential and used for research purpose only. Thank you very much for your willingness to answer this survey and help in completing this research project.

Best regards,

Wipawan Udomsant

Student of Graduate School of Business Administration

Assumption University of Thailand

Note: “*Counterfeit*” generally means an unauthorized reproduction of the genuine articles, such as packaging, labeling, and especially trademark with an intention to imitate and sell it off as original products.

Counterfeit products being sold along the street markets or even available in online stores turned to be an ordinary scene in almost every country, and approximately one-third of consumers knowingly purchased this kind of counterfeit products. Almost every product categories are subjected to counterfeit, which this study particularly focused in the case of counterfeit luxury-branded handbags.

Instruction: Please check “✓” only ONE answer per question that mostly express your true thoughts and feelings.

Part 1: Screening question

How many handbags do you have?

☐ 1-3

☐ 4-6

☐ 7-9

☐ 10 and more

☐ None (please stop doing this questionnaire)

Part 2: Customer values

Hedonic Value	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
“I will buy handbags that...”						
1. Is one that I would enjoy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Would make me feel good.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Would give me pleasure.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Would make me want to use it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social value	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
“I will buy handbags that...”						
5. Help enhance my self-image to others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Help improve my self-expression to others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Help create a favorable impression of me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Would give its owner social approval.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Functional value/Quality	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
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“I will buy handbags that...”

9. Is well made.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Has consistent quality.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Has acceptable standard of quality.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Would last a long time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Functional value/Price	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
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“I will buy handbags that...”

13. Is reasonably priced.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Offers value for money.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Is a good product for the price.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Is considered economical in terms of price.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Epistemic value	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
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“I will buy handbags that...”

17. I am concerned with uniqueness when I buy handbags.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. I am concerned with uniqueness when I buy handbags.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 3: Attitude

Consumer Attitude	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
19. Counterfeit luxury-branded handbags <u>are not reliable as the original</u> version.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. Counterfeit luxury-branded handbags <u>do not have similar quality</u> to the original version.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Counterfeit luxury-branded handbags <u>do not provided similar functions</u> to the original version.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Buying counterfeit luxury-branded handbags <u>infringes intellectual property</u> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. Buying counterfeit luxury-branded handbags <u>will hurt the luxury goods industry</u> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. Buying counterfeit luxury-brand handbag <u>damages interests and rights</u> of legitimate/original manufacturer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. Purchasing counterfeit luxury-branded handbags is <u>illegal</u> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. Selling counterfeit luxury-branded handbags is <u>illegal</u> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 4: Moral intensity

27. If I have bought the counterfeit luxury-branded handbags, I think the overall impact on the original brand/ intellectual property owner would be very significant.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree

28. If I have bought the counterfeit luxury-branded handbags, I think there is a high likelihood that it will actually cause any harm to the original brand/ intellectual property owner.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree

29. Buying counterfeit luxury-branded handbags will cause harm in the immediate future to the original brand/ intellectual property owner.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree

30. Buying counterfeit luxury-branded handbags will harm a lot of people.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree

31. My friends, relatives, and associations would agree that buying of counterfeit luxury-branded handbags is wrong.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree

32. I think it is wrong about buying of counterfeit luxury-branded handbags because it would cause harm to people close to me.

☐
☐
☐
☐
☐
☐

Strongly disagree
Disagree
Somewhat disagree
Somewhat agree
Agree
Strongly agree

Part 5: Perceived risks

Factors	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
33. There is high probability that the counterfeit luxury-brand handbags will <u>not be worth the money</u> I spent on buying it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34. It would <u>not be wise</u> to spend my money for buying counterfeit luxury-brand handbags.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35. There is high probability that the counterfeit luxury-brand handbags <u>will fail to work</u> same as the original one.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36. There is high probability that the counterfeit luxury-brand handbags will not perform as it is supposed to do.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
“If my friends, relatives or associates are aware that I have bought the counterfeit luxury-brand handbags...”						
37. There is high probability that they <u>would look down on me</u> because they think that I cannot afford an original one.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38. There is high probability that I will <u>lose their respect</u> because they regard that I am unethical.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
“The thought of purchasing counterfeit luxury-branded handbags...”						
39. Gives me a feeling of <u>unwanted anxiety</u> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

40. Makes me feel psychologically uncomfortable.

Factors	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
“If I have bought counterfeit luxury-branded handbags...”						

41. There is a high chance that I will be caught for the infringement of copyright law.

42. It is very likely that I would be arrested for the infringement of copyright law.

Part 6: Moral judgment

43. The act of buying counterfeit luxury-branded handbags rather than original one is wrong.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree

44. It is morally wrong to buy counterfeit luxury-branded handbags.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree

45. I believe that it is important to consider the moral implications before buying counterfeit luxury-branded handbags.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree

46. There are moral reasons against buying counterfeit luxury handbags.

☐

Strongly
disagree

☐

Disagree

☐

Somewhat
disagree

☐

Somewhat agree

☐

Agree

☐

Strongly agree

Part 7: Product knowledge

Factors	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
47. In general, I consider myself very <u>familiar</u> with <u>luxury-branded</u> handbags.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
48. I think I am very <u>well informed</u> about <u>luxury-branded</u> handbags.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
49. For me, <u>luxury-branded</u> handbags represent as a product category that I <u>know</u> very well.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 8: Product involvement

Factors	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
“Luxury Brand handbag is...”						
50. Interesting for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
51. Important for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
52. Necessary for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
53. Valuable for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
54. Beneficial for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 9: Behavioral intentions

Factors	Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
55. I would <u>say positive things</u> about counterfeit luxury-branded handbags to other people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
56. I would <u>recommend</u> counterfeit luxury-branded handbags to someone who seeks handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
57. I would <u>encourage friends and relatives</u> to buy counterfeit luxury-branded handbags.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
58. I would <u>search for</u> counterfeit luxury-branded handbags when I next purchase handbag.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
59. I <u>would consider purchasing</u> counterfeit luxury-branded handbags in the near future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
60. In the near future, <u>I will purchase</u> counterfeit luxury-branded handbags	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 10: Personal data

61. Age

- ☐ 19 years old or less
- ☐ 20 – 29 years old ☐ 40-49 years old
- ☐ 30-39 years old ☐ 50 years old and above
- ☐ 50 years old and above

62. Education level

- ☐ Less than Bachelor degree
- ☐ Bachelor degree
- ☐ Master degree
- ☐ Doctorate degree
- ☐ Other....

63. Income per month

- ☐ 10,000 Baht or less
- ☐ 10,0001 – 20,000 Baht
- ☐ 20,0001 – 30,000 Baht
- ☐ 30,0001 – 40,000 Baht
- ☐ 40,0001 – 50,000 Baht
- ☐ 50,001 Baht and above

64. Do you owned any luxury branded handbags.

- ☐ Yes ☐ No

65. Do you owned any counterfeit luxury handbags.

- ☐ Yes ☐ No

-----Thank you for your participation-----



แบบสอบถาม



แบบสอบถามนี้เป็นส่วนหนึ่งของงานวิจัยเพื่อประกอบวิทยานิพนธ์ของนิสิตปริญญาโท มหาวิทยาลัยอัสสัมชัญ วัตถุประสงค์ของงานวิจัยนี้เพื่อศึกษาเกี่ยวกับความตั้งใจที่จะกระทำพฤติกรรมของผู้บริโภคในกรณีศึกษาของสินค้าละเมิดลิขสิทธิ์ประเภทกระเป๋าถือสตรีของแบรนด์ชื่อดัง โดยจะใช้เวลาประมาณ 5-10 นาทีในการตอบแบบสอบถาม ซึ่งข้อมูลทั้งหมดของท่านจะเก็บเป็นความลับและจะนำมาใช้ในการวิเคราะห์ผลการศึกษางานวิจัยเท่านั้น ดังนั้นจึงขอขอบพระคุณทุกท่านที่กรุณาใช้เวลาตอบแบบสอบถามและมีส่วนร่วมในงานวิจัยมา ณ ที่นี้

ด้วยความเคารพ

นางสาววิภาวรรณ อุดมสรรพ

นิสิตปริญญาโท คณะบริหารธุรกิจ มหาวิทยาลัยอัสสัมชัญ

หมายเหตุ: สินค้าละเมิดลิขสิทธิ์ (หรือ Counterfeit Product) หมายถึง “สินค้าที่มีการผลิตซ้ำอย่างผิดกฎหมาย โดยไม่ได้รับอนุญาตจากเจ้าของลิขสิทธิ์ ซึ่งการละเมิดลิขสิทธิ์ส่วนใหญ่ กระทำโดยการลอกเลียนแบบบรรจุภัณฑ์, ฉลากสินค้า, ลักษณะเฉพาะของสินค้า, เครื่องหมายรับรอง และ โดยเฉพาะเครื่องหมายการค้า โดยผู้ขายตั้งใจจำหน่ายสินค้านี้โดยเจตนาหลอกลวงให้ผู้บริโภคหลงเชื่อว่าเป็นสินค้าภายใต้เครื่องหมายการค้าของจริง”

ปัจจุบันในเกือบทุกประเทศ สินค้าละเมิดลิขสิทธิ์ หรือ สินค้าลอกเลียนแบบของสินค้านี้หลากหลายประเภทนั้นพบเห็นได้ทั่วไป ไม่ว่าจะเป็นตามร้านค้าในท้องตลาดหรือแม้กระทั่งมีจำหน่ายบนอินเทอร์เน็ต และที่สำคัญมีผู้บริโภคจำนวนมากไม่น้อยที่สนใจซื้อสินค้าละเมิดลิขสิทธิ์เหล่านี้

ดังนั้นงานวิจัยนี้มุ่งเน้นศึกษาในกรณีของสินค้าละเมิดลิขสิทธิ์ของกระเป๋าสตรีที่มีเครื่องหมายการค้าที่มีชื่อเสียงระดับสูง (หรือ Counterfeit Luxury-Branded Handbags) โดยในแบบสอบถามนี้จะใช้คำว่า “กระเป๋าลอกเลียนแบบ” เพื่อความสะดวก และรวดเร็วต่อท่านในการทำแบบสอบถาม

วิธีทำแบบสอบถาม: กรุณาทำเครื่องหมาย “✓” ในช่องคำตอบ โดยเลือกเพียงหนึ่งคำตอบที่สามารถแสดงความคิดเห็น และความรู้สึกรจริงของท่านที่มีต่อแต่ละปัจจัยได้มากที่สุด

หัวข้อที่ 1: คำถามคัดกรองเบื้องต้น

ปัจจุบันคุณมีกระเป๋าสตรีกี่ใบ

☐ 1-3 ใบ
 ☐ 4-6 ใบ
 ☐ 7-9 ใบ
 ☐ 10 ใบและมากกว่า

☐ ไม่มี (ถ้าท่านไม่มีกระเป๋าสตรี โปรดหยุดการทำแบบสอบถาม)

หัวข้อที่ 2: คุณค่าของสินค้าที่ลูกค้าต้องการ (Consumer value)

	Hedonic value	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ค่อนข้าง ไม่เห็นด้วย	ค่อนข้าง เห็นด้วย	เห็นด้วย	เห็นด้วย อย่างยิ่ง
“ฉันจะเลือกซื้อกระเป๋าที่...”							
1. ที่ทำให้ฉันรู้สึกพอใจ		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. ที่ทำให้ฉันรู้สึกดี		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. ที่ทำให้ฉันมีความสุข		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. ที่ทำให้ฉันรู้สึกอยากจะนำมาใช้		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Social value	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ค่อนข้าง ไม่เห็นด้วย	ค่อนข้าง เห็นด้วย	เห็นด้วย	เห็นด้วย อย่างยิ่ง

“ฉันจะเลือกซื้อกระเป๋าที่...”

5. ที่ช่วยส่งเสริมภาพลักษณ์ ของฉันในสายตาผู้อื่น	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. ที่ช่วยฉันแสดงความเป็น ตัวของตัวเองต่อผู้อื่น	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. ที่ช่วยสร้างความประทับใจที่ ดีของสินค้าสำหรับผู้พบเห็น	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. ที่ใช้แล้วผู้ใช้ได้การ ยอมรับจากสังคม	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Functional value/Quality	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ค่อนข้าง ไม่เห็นด้วย	ค่อนข้าง เห็นด้วย	เห็นด้วย	เห็นด้วย อย่างยิ่ง

“ฉันจะเลือกซื้อกระเป๋าที่...”

9. ที่ถูกผลิตมาอย่างดี	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. ที่มีคุณภาพที่คงที่	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. ที่มีมาตรฐานคุณภาพที่ดี	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. ที่มีอายุการใช้งานนาน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Functional value/Price	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ค่อนข้าง ไม่เห็นด้วย	ค่อนข้าง เห็นด้วย	เห็นด้วย	เห็นด้วย อย่างยิ่ง

“ฉันจะเลือกซื้อกระเป๋าที่...”

13. ที่ตั้งราคาอย่างเหมาะสม	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. ที่คุ้มค่าต่อเงินที่ฉันจ่าย	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. เป็นสินค้าที่ดีเมื่อเปรียบกับ ราคา	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. ที่มีราคาประหยัด	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Epistemic value	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ค่อนข้าง ไม่เห็นด้วย	ค่อนข้าง เห็นด้วย	เห็นด้วย	เห็นด้วย อย่างยิ่ง

17. ฉันให้ความสำคัญกับเรื่องของ แฟชั่นล่าสุดเมื่อเลือกซื้อ กระเป๋าถือ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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18. เมื่อเลือกซื้อกระเป๋าถือ ฉันให้ ☐ ☐ ☐ ☐ ☐ ☐ ☐
- ความสำคัญกับความโดดเด่น
และ ความมีเอกลักษณ์

หัวข้อที่ 3: ความคิดเห็นต่อ สินค้าละเมิดลิขสิทธิ์ของกระเป๋าสตรีที่มีเครื่องหมายการค้าที่มีชื่อเสียงระดับสูง (หรือ Counterfeit Luxury-Branded Handbags) โดยในแบบสอบถามนี้จะใช้คำว่า “กระเป๋าลอกเลียนแบบ”

ปัจจัย	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ค่อนข้าง ไม่เห็นด้วย	ค่อนข้าง เห็นด้วย	เห็นด้วย	เห็นด้วย อย่างยิ่ง
19. กระเป๋าลอกเลียนแบบ <u>เชื่อถือได้</u> เหมือนกับกระเป๋าของแท้ลิขสิทธิ์	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. กระเป๋าลอกเลียนแบบมี <u>คุณภาพ</u> เหมือนกับกระเป๋าของแท้ ลิขสิทธิ์	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. กระเป๋าลอกเลียนแบบมี <u>ประโยชน์ใช้สอย</u> เหมือนกับ กระเป๋าของ แท้ลิขสิทธิ์	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. กระเป๋าลอกเลียนแบบเป็นการ <u>ละเมิดทรัพย์สินทางปัญญา</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. การซื้อกระเป๋าลอกเลียนแบบ สร้างความเสียหายให้กับ <u>อุตสาหกรรมสินค้าฟุ่มเฟือย</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. การซื้อกระเป๋าลอกเลียนแบบ ส่งผลเสียหายกับ <u>ประโยชน์ และ</u> <u>สิทธิของผู้ถือลิขสิทธิ์</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. การซื้อกระเป๋าลอกเลียนแบบ <u>ผิดกฎหมาย</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26. การขามกระเป๋าลอกเลียนแบบ ☐ ☐ ☐ ☐ ☐ ☐
- ผิดกฎหมาย

หัวข้อที่ 4: ปัจจัยด้านคุณธรรม เกี่ยวกับสินค้าละเมิดลิขสิทธิ์ของกระเป๋าสตรีที่มีเครื่องหมายการค้าที่มีชื่อเสียง
ระดับสูง (หรือ Counterfeit Luxury-Branded Handbags) โดยในแบบสอบถามนี้จะใช้คำว่า “กระเป๋า
ลอกเลียนแบบ”

27. ถ้าฉันซื้อกระเป๋าลอกเลียนแบบ ฉันคิดว่าจะเกิดผลกระทบเพียงเล็กน้อยต่อเจ้าของลิขสิทธิ์

☐ ☐ ☐ ☐ ☐ ☐

ไม่เห็นด้วย ไม่เห็นด้วย ค่อนข้างไม่เห็นด้วย ค่อนข้างเห็นด้วย เห็นด้วย เห็นด้วย

อย่างยิ่ง อย่างยิ่ง

28. ถ้าฉันซื้อกระเป๋าลอกเลียนแบบ ฉันคิดว่ามีความเป็นไปได้น้อยที่จะสร้างความเสียหายต่อเจ้าของลิขสิทธิ์

☐ ☐ ☐ ☐ ☐ ☐

ไม่เห็นด้วย ไม่เห็นด้วย ค่อนข้างไม่เห็นด้วย ค่อนข้างเห็นด้วย เห็นด้วย เห็นด้วย

อย่างยิ่ง อย่างยิ่ง

29. ฉันคิดว่า การซื้อกระเป๋าลอกเลียนแบบ ไม่ส่งผลกระทบต่อเจ้าของลิขสิทธิ์ในอนาคตอันใกล้

☐ ☐ ☐ ☐ ☐ ☐

ไม่เห็นด้วย ไม่เห็นด้วย ค่อนข้างไม่เห็นด้วย ค่อนข้างเห็นด้วย เห็นด้วย เห็นด้วย

อย่างยิ่ง อย่างยิ่ง

30. ฉันคิดว่าผลกระทบจากการซื้อกระเป๋าลอกเลียนแบบ จะส่งผลเสีย(ถ้ามี)กับคนจำนวนน้อยมาก

☐ ☐ ☐ ☐ ☐ ☐

ไม่เห็นด้วย ไม่เห็นด้วย ค่อนข้างไม่เห็นด้วย ค่อนข้างเห็นด้วย เห็นด้วย เห็นด้วย

อย่างยิ่ง อย่างยิ่ง

31. ฉันคิดว่าเพื่อน,ญาติพี่น้อง,รวมถึงคนที่ฉันรู้จัก จะเห็นด้วยว่า การซื้อกระเป๋าลอกเลียนแบบนั้นเป็นสิ่งที่ผิด

☐ ☐ ☐ ☐ ☐ ☐

ไม่เห็นด้วย ไม่เห็นด้วย ค่อนข้างไม่เห็นด้วย ค่อนข้างเห็นด้วย เห็นด้วย เห็นด้วย

อย่างยิ่ง อย่างยิ่ง

32. โดยส่วนตัวฉันคิดว่าการซื้อกระเป๋าลอกเลียนแบบนั้นไม่ผิด เพราะไม่ได้สร้างความเสียหายกับคนใกล้ตัวฉัน

☐ ☐ ☐ ☐ ☐ ☐

ไม่เห็นด้วย ไม่เห็นด้วย ค่อนข้างไม่เห็นด้วย ค่อนข้างเห็นด้วย เห็นด้วย เห็นด้วย

อย่างยิ่ง อย่างยิ่ง

หัวข้อที่ ๕: อัตราความเสี่ยงในความรู้สึกของผู้บริโภค เกี่ยวกับสินค้าละเมิดลิขสิทธิ์ของกระเป๋าสตรีที่มี
เครื่องหมายการค้าที่มีชื่อเสียงระดับสูง

(หรือ Counterfeit Luxury-Branded Handbags) โดยในแบบสอบถามนี้จะใช้คำว่า “กระเป๋าลอกเลียนแบบ”

ปัจจัย	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ค่อนข้าง ไม่เห็นด้วย	ค่อนข้าง เห็นด้วย	เห็นด้วย	เห็นด้วย อย่างยิ่ง
33. มีความเป็นไปได้สูงที่กระเป๋าลอกเลียนแบบจะ <u>ไม่คุ้ม</u> ค่ากับเงินที่จ่ายไป	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
34. นึกคิดว่าการซื้อกระเป๋าลอกเลียนแบบเป็นการ <u>ใช้เงินที่ไม่ฉลาด</u> สักเท่าไร	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35. มีความเป็นไปได้สูงที่กระเป๋าลอกเลียนแบบจะ <u>ไม่สามารถ</u> ทำงานได้เหมือนกับกระเป๋าของแท้ลิขสิทธิ์	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36. มีความเป็นไปได้สูงที่กระเป๋าลอกเลียนแบบจะ <u>ไม่สามารถ</u> ทำงานได้อย่างที่มันควรจะเป็น	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

“ถ้าเพื่อน,ญาติพี่น้อง,รวมถึงคนที่ฉันรู้จัก รู้ว่าฉันซื้อกระเป๋าลอกเลียนแบบมาใช้...”

37. มีความเป็นไปได้สูงที่พวกเขาจะ <u>ดูถูกฉัน</u> เพราะคิดว่าฉัน <u>ไม่สามารถ</u> ซื้อกระเป๋าของแท้ลิขสิทธิ์ได้	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38. มีความเป็นไปได้สูงที่ฉันจะ <u>สูญเสีย</u> ความนับถือจากพวกเขาเพราะพวกเขาอาจคิดว่าฉัน <u>ไม่มีศีลธรรม</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

“ความคิดที่ฉันจะซื้อกระเป๋าลอกเลียนแบบมาใช้...”

39. ทำให้ฉันเกิดความกังวลที่ไม่ต้องการ ☐ ☐ ☐ ☐ ☐ ☐

40. ทำให้ฉันรู้สึกไม่สบายใจ ☐ ☐ ☐ ☐ ☐ ☐

ปัจจัย	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ค่อนข้าง ไม่เห็นด้วย	ค่อนข้าง เห็นด้วย	เห็นด้วย	เห็นด้วย อย่างยิ่ง
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“ถ้าฉันซื้อกระเป๋าลอกเลียนแบบมาใช้...”

41. มีความเป็นไปได้สูงที่ฉันจะ ☐ ☐ ☐ ☐ ☐ ☐

ถูกจับข้อหาละเมิดลิขสิทธิ์

ทรัพย์สินทางปัญญา

42. มีความเป็นไปได้สูงที่ฉันจะ ☐ ☐ ☐ ☐ ☐ ☐

ถูกจำคุกข้อหาละเมิด

ลิขสิทธิ์ทรัพย์สินทางปัญญา

หัวข้อที่ 6: ปัจจัยด้านคุณประโยชน์คุณธรรม เกี่ยวกับสินค้าละเมิดลิขสิทธิ์ของกระเป๋าสตรีที่มีเครื่องหมายการค้าที่มีชื่อเสียงระดับสูง (หรือ Counterfeit Luxury-Branded Handbags) โดยในแบบสอบถามนี้จะใช้คำว่า “กระเป๋าลอกเลียนแบบ”

43. ฉันคิดว่าการซื้อกระเป๋าลอกเลียนแบบแทนการซื้อกระเป๋าแท้ลิขสิทธิ์นั้นเป็นสิ่งที่ผิด ☐ ☐ ☐ ☐ ☐ ☐

ไม่เห็นด้วย
อย่างยิ่ง

ไม่เห็นด้วย

ค่อนข้างไม่เห็นด้วย

ค่อนข้างเห็นด้วย

เห็นด้วย

เห็นด้วย
อย่างยิ่ง

44. ฉันคิดว่าการซื้อกระเป๋าลอกเลียนแบบมันเป็นสิ่งที่ผิดศีลธรรม ☐ ☐ ☐ ☐ ☐ ☐

ไม่เห็นด้วย
อย่างยิ่ง

ไม่เห็นด้วย

ค่อนข้างไม่เห็นด้วย

ค่อนข้างเห็นด้วย

เห็นด้วย

เห็นด้วย
อย่างยิ่ง

45. ฉันเชื่อว่ามันเป็นเรื่องสำคัญที่เราควรนึกถึงหลักศีลธรรมก่อนที่จะตัดสินใจซื้อกระเป๋าลอกเลียนแบบ ☐ ☐ ☐ ☐ ☐ ☐

ไม่เห็นด้วย
อย่างยิ่ง

ไม่เห็นด้วย

ค่อนข้างไม่เห็นด้วย

ค่อนข้างเห็นด้วย

เห็นด้วย

เห็นด้วย
อย่างยิ่ง

46. ฉันเชื่อว่ามียุทธศาสตร์หลายข้อที่สนับสนุนว่าการซื้อกระเป๋าลอกเลียนแบบเป็นสิ่งที่ไม่ควรกระทำ ☐ ☐ ☐ ☐ ☐ ☐

ไม่เห็นด้วย
อย่างยิ่ง

ไม่เห็นด้วย

ค่อนข้างไม่เห็นด้วย

ค่อนข้างเห็นด้วย

เห็นด้วย

เห็นด้วย
อย่างยิ่ง

หัวข้อที่ 7: ความรู้ของผู้บริโภคเกี่ยวกับสินค้า

ปัจจัย	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ค่อนข้าง ไม่เห็นด้วย	ค่อนข้าง เห็นด้วย	เห็นด้วย	เห็นด้วย อย่างยิ่ง
47. โดยทั่วไปฉันคิดว่าฉันมีความ คุ้นเคยเป็นอย่างดีกับกระเป๋าถือ แบรนด์เนมที่มีชื่อเสียงสูง	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
48. ฉันคิดว่าฉันมีความเชี่ยวชาญ เกี่ยวกับกระเป๋าถือแบรนด์เนมที่ มีชื่อเสียงสูง	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
49. สำหรับฉันกระเป๋าถือแบรนด์ เนมที่มีชื่อเสียงสูง ถือเป็นสินค้า ที่ฉันรู้จักเป็นอย่างดี	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

หัวข้อที่ 8: ความเกี่ยวข้องของผู้บริโภคกับผลิตภัณฑ์

ปัจจัย	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ค่อนข้าง ไม่เห็นด้วย	ค่อนข้าง เห็นด้วย	เห็นด้วย	เห็นด้วย อย่างยิ่ง
“สำหรับฉันกระเป๋าแบรนด์เนม (Luxury brand handbag)”						
50. เป็นสินค้าที่ฉันสนใจ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
51. เป็นสินค้าที่มีความสำคัญ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
52. เป็นสินค้าที่มีความจำเป็น	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
53. เป็นสินค้าที่มีคุณค่า	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
54. เป็นสินค้าที่มีประโยชน์	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

หัวข้อที่ 9: ความตั้งใจที่จะกระทำพฤติกรรมของผู้บริโภค เกี่ยวกับสินค้าละเมิดลิขสิทธิ์ของกระเป๋าสตรีที่มี
 เครื่องหมายการค้าที่มีชื่อเสียงระดับสูง (หรือ Counterfeit Luxury-Branded Handbags) โดยในแบบสอบถามนี้
 จะใช้คำว่า “กระเป๋าลอกเลียนแบบ”

ปัจจัย	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	ค่อนข้าง ไม่เห็นด้วย	ค่อนข้าง เห็นด้วย	เห็นด้วย	เห็นด้วย อย่างยิ่ง
55. ฉันจะพูดถึงกระเป๋าลอกเลียนแบบในทาง ที่ดี	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
56. ถ้ามีคนกำลังต้องการจะซื้อกระเป๋าฉันจะ แนะนำให้ซื้อกระเป๋าลอกเลียนแบบ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
57. ฉันจะสนับสนุนให้เพื่อน หรือญาติของ ฉันซื้อกระเป๋าลอกเลียนแบบ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
58. ครั้งต่อไปถ้าฉันจะซื้อกระเป๋าสักใบ ฉัน จะมองหากระเป๋าลอกเลียนแบบ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
59. ฉันจะพิจารณาที่จะซื้อกระเป๋า ลอกเลียนแบบในอนาคตอันใกล้	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
60. ในอนาคตอันใกล้ฉันคิดว่าฉันจะซื้อ กระเป๋าลอกเลียนแบบ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

หัวข้อที่ 10: ข้อมูลส่วนตัว

61. อายุ

☐ 19 ปี หรือต่ำกว่า

☐ 20 – 29 ปี

☐ 30-39 ปี

☐ 40-49 ปี

☐ 50 ปี หรือมากกว่า

62. ระดับการศึกษา

☐ ต่ำกว่าปริญญาตรี

☐ ปริญญาตรี

☐ ปริญญาโท

☐ ปริญญาเอก

☐ อื่นๆ โปรดระบุ.....

63. รายได้ส่วนบุคคล (ต่อเดือน)

☐ 10,000 บาท ต่อเดือน

☐ 10,001 – 20,000 บาท ต่อเดือน

☐ 20,001 – 30,000 บาท ต่อเดือน

☐ 30,001 – 40,000 บาท ต่อเดือน

☐ 40,001 – 50,000 บาท ต่อเดือน

☐ 50,001 บาท ต่อเดือน หรือมากกว่า

64. คุณมีกระเป๋าแบรนด์เนมที่มีชื่อเสียง (Luxury-Branded Handbags) หรือไม่?

☐ มี

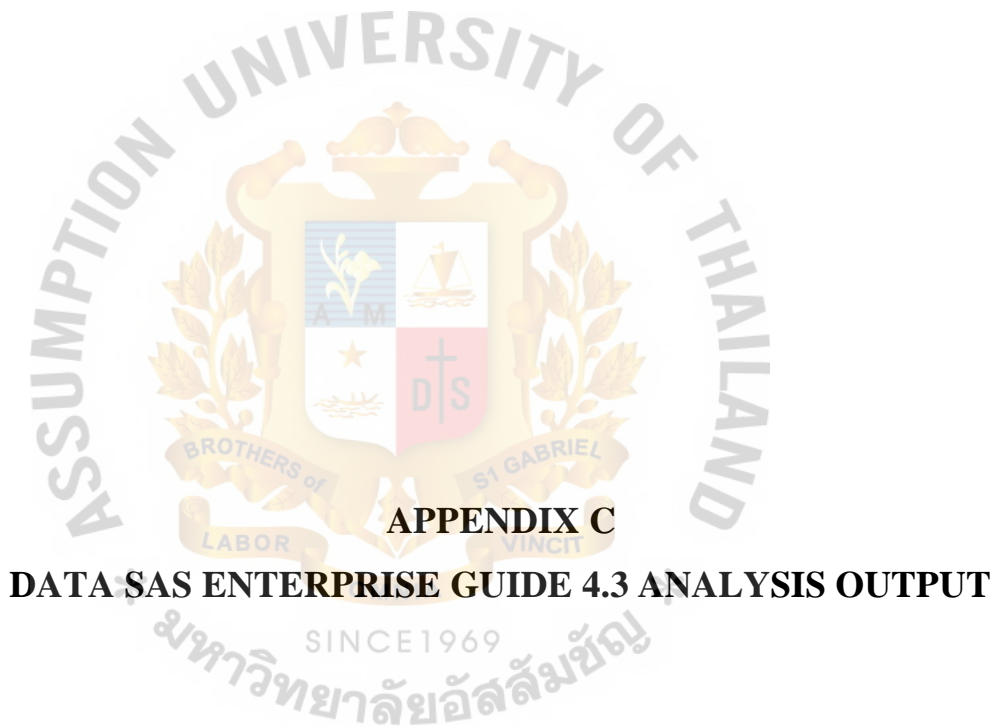
☐ ไม่มี

65. คุณมีกระเป๋าลอกเลียนแบบแบรนด์เนมที่มีชื่อเสียง (Counterfeit Luxury-Branded Handbags) หรือไม่?

☐ มี

☐ ไม่มี

----- ขอขอบคุณอย่างยิ่งที่ให้ความร่วมมือ -----



The analysis of relationship between consumer values and behavioral intentions toward counterfeit luxury brand handbags.

Pearson Correlation Coefficients, N = 400	
Prob > r under H0: Rho=0	
	Behavioral intentions
Consumer Value	-0.1465
	0.0033

The analysis of relationship between consumer value dimensions and behavioral intentions toward counterfeit luxury brand handbags.

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	49.01498	9.803	7.17	<.0001
Error	394	538.66724	1.36718		
Corrected Total	399	587.68222			

Root MSE	1.16926	R-Square	0.0834
Dependent Mean	2.51	Adj R-Sq	0.0718
Coeff Var	46.58418		

Parameter Estimates					
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t
Intercept	1	3.67013	0.4937	7.43	<.0001
Hedonic_value	1	-0.25082	0.08137	-3.08	0.0022
Social_value	1	0.04739	0.07413	0.64	0.523
Functional_Quality_value	1	-0.31134	0.0812	-3.83	0.0001
Functional_Price_value	1	0.25009	0.07858	3.18	0.0016
Epistemic_value	1	0.04981	0.05446	0.91	0.3609

The Pearson Correlation analysis of relationship between consumer attitude and Behavioral intentions toward counterfeit luxury brand handbags.

Pearson Correlation Coefficients, N = 400	
Prob > r under H0: Rho=0	
	Behavioral intentions
Consumer Attitudes	0.50786
	<.0001

The Pearson Correlation analysis of relationship between moral intensity and Behavioral intentions toward counterfeit luxury brand handbags.

Pearson Correlation Coefficients, N = 400	
Prob > r under H0: Rho=0	
	Behavioral intentions
Moral Intensity	-0.42818
	<.0001

The Pearson Correlation analysis of relationship between perceived risks and Behavioral intentions toward counterfeit luxury brand handbags.

Pearson Correlation Coefficients, N = 400	
Prob > r under H0: Rho=0	
	Behavioral intentions
Perceived Risks	-0.48646
	<.0001

The analysis of relationship between perceived risk dimensions and behavioral intentions toward counterfeit luxury brand handbags.

Analysis of Variance					
Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	233.55611	46.71122	51.97	<.0001
Error	394	354.12612	0.8988		
Corrected Total	399	587.68222			

Root MSE	0.94805	R-Square	0.3974
Dependent Mean	2.51	Adj R-Sq	0.3898
Coeff Var	37.77088		

Parameter Estimates					
Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > t
Intercept	1	4.40724	0.17714	24.88	<.0001
Financial_Risk	1	-0.11936	0.05512	-2.17	0.031
Performance_Risk	1	-0.08264	0.04568	-1.81	0.0712
Social_Risk	1	0.19342	0.03768	5.13	<.0001
Psychological_Risk	1	-0.44659	0.04094	-10.91	<.0001
Prosecution_Risk	1	-0.00977	0.03617	-0.27	0.7873

The Pearson Correlation analysis of relationship between moral judgement and Behavioral intentions toward counterfeit luxury brand handbags.

Pearson Correlation Coefficients, N = 400	
Prob > r under H0: Rho=0	
	Behavioral intentions
Moral Judgement	-0.39903
	<.0001

The Pearson Correlation analysis of relationship between product knowledge and Behavioral intentions toward counterfeit luxury brand handbags.

Pearson Correlation Coefficients, N = 400	
Prob > r under H0: Rho=0	
	Behavioral intentions
Product Knowledge	-0.23726
	<.0001

The Pearson Correlation analysis of relationship between product involvement and Behavioral intentions toward counterfeit luxury brand handbags.

Pearson Correlation Coefficients, N = 400	
Prob > r under H0: Rho=0	
	Behavioral_Intention
Product_Involvement	-0.27216
	<.0001

