THE IMPACT OF BRAND COUNTERFEITING ON CONSUMER BEHAVIOR IN THE FASHION SECTOR

Luigi Pio Leonardo Cavaliere¹, Dr. Krishnabhaskar Mangalasserri², Dr. P. S. Venkateswaran³, Dr. Rameshwaran Byloppilly⁴, Femmy Effendy⁵, Dr. Amrita Baid More⁶, Dr. S. Suman Rajest⁶, R. Regin⁷

¹Department of Economics, University of Foggia, Foggia, Italy. E-mail: luigi.cavali@gmail.com
²Adjunct Faculty in Marketing and Marketing Communication at Skyline University Sharjah UAE, CUCA Ajman UAE and University of West London UAE Campus. E-mail: krishnabhaskar.mangalasserri@gmail.com
³Professor, Department of Management Studies, PSNA College of Engineering and Technology, Dindigul, India. E-mail: venkatespsna07@gmail.com
⁴Assistant Professor, Department of Marketing, CUCA (City University College of Ajman), UAE. E-mail: b.ramesh@cuca.ae
⁵Universitas Pendidikan Indonesia, Indonesia. E-mail: femmy.effendy@upi.edu
⁶Assistant Professor, Prestige Institute of Management and Research, Indore. E-mail: amritabaid06@gmail.com
⁷Researcher, Vels Institute of Science, Technology & Advanced Studies, Chennai, Tamil Nadu, India.

ABSTRACT

Counterfeiting is a global international phenomenon that is steadily growing because of globalization. Furthermore, exchanges between various countries and cultures are promoted. In other words, the fact that products with lower quality or value are similar to genuine ones also entails brand piracy and imitation of the logos and even packages of brands. These goods are generally unlawfully placed on the market without charging government taxes. China and Turkey are accused of producing, distributing and hitting brand shares of these products to nations. In the business world, luxurious brands for their leading role in the consumer's life are thus the first objective of counterfeit products. Financial values-Prices play an indispensable role in driving consumers to counterfeit because luxury brands were only targeted at high classes. In contrast, a large mass of medium-sized classes could not buy them. The creation of an equivalent replica of the first version was also liable for the proliferation of such goods on the market. More customers are already able to purchase them as they imitate, since buyers demand a comparable commodity while asking for fewer a reasonable price. The research implemented quantitative methodology, and results found a direct relationship between branding, counterfeiting, and brand image.

Keywords: Brandings, Counterfeiting, Brand Image, Purchasing Intention.

I. INTRODUCTION

The word luxury has to do with a particular lifestyle and reputation. For these reasons, brands use a great deal of money to build a strong brand name, a striking logo and a clear and positive view of people [1-4]. In addition, businesses will improve the distribution channels when noting that the pressures on the market involve online sites and the promotions on faithful cards [5-11]. Companies protect their intellectual property and protect customers against being recipients of dangerous and low-quality goods [12-14]. This is why in the United States (US Chamber of Trade), this trend costs more than $250 billion per year. All products, including pharmaceutical products, were imitated. The latter can lead to serious health problems, illness or death of a customer [15-19]. The latter is the most harmful. Counterfeiting is not only available throughout the country but in dark streets as well. Chevalier and Mazzalovo suggested that a luxury product would meet three criteria: a strong artistic
element, a reflection of craftsmanship, and a global reputation for branding [20-23]. Thus, such goods are distinguished by a good price and value for money in Vigneron and Johson [24-27].

Some studies divide consumer groups according to people with low incomes against those with the highest incomes, and they are divided into groups [28-32]. In reality, customer benefits in both situations. A lower-class may buy advertised goods at an average price, and in contrast, a higher class may maintain resources and receive a better standard of the same commodity by charging a lower price [33-36]. The lowest-income individuals prefer low-quality commodities among the higher-income men. Customer income is twice as low and will achieve higher quality but lower price for the richest. The impact on society is a decrease in the price of good state-of-the-art, an increase in customer benefit, while companies' profit is reduced [37-41].

Functional Values
Two functions were analyzed by Nia and Zaichkowsky, focusing on the effect of value expressive & social adjutive functions on the attitude of consumers towards imitated products [42-47]. Product involvement and product knowledge determine the strength of effect for both functions. Therefore, product involvement is the degree of interest the buyer is engaged with a product [48-51]. While product knowledge is related to the degree of information and awareness, a consumer has towards a defined product. In another term how much the consumer knows the importance of the product [52-57].

Individual & Social Values
Most studies show that personal and social factors directly influence customers to buy counterfeited goods [58-63]. This is important because buyers first realize why they choose luxurious brands and what causes them to counterfeiting [64-71]. Firstly, the consumer is prepared to buy such products because they give him self-esteem, acceptance of social identity and a social position and reputation [72-78]. Self-esteem is the sense that the person has of his worth, in other words [79]. It is a psychological need known in Maslow's hierarchy of needs at the fourth level [80-85].

Truong and McColl also found that they are prepared to pay a fee for purchasing luxury items to improve their self-esteem [86-91]. Today, social media is growing, and more than 2.65 billion people are using the Fb, Instagram, Twitter and social media platforms, data that encourages companies to include social media in their marketing strategies to increase their share of the market and to connect with their customers [92-101]. Several people, in particular, perceive themselves as being in a lower class through contrast with others. People prefer to publish personal photos of branded clothes, dream vehicles [102-114] on social networks. This will lead many users to become potential customers through social comparison. The role of social value is based on two motivations of social identification and social origin. And we mean that social standards affect consumer decisions directly [115-123].

The celebrity and television presenter will drive the marketing campaign, and customers will follow social health trends [124-131]. As some authors have noted, it is a phyllogenetic ally that is very old and biologically very powerful. Yet spending too much time on social media can lead people, especially when compared to social groups, to depression and low self-esteem [132-139]. The emergence of realism then reveals life changed the lives and preferences of the user, for example, and every girl wants to dress and look like Kim Kardashian while teens and young people are the social networks most influenced [140-143].

Further, several experiments were released to explain consumers' mindset towards luxury brands [144-151]. In the Lebanese culture, the luxury class of society is a lady with the brand name Prada bag or Ralph Lauren. In Lebanon, personal presence is very relevant to consumers who don't think about buying a fake Rolex watch or carrying a fake backpack or running shoes [152-159]. Lebanese customers in Beirut are design and pattern conscious as there have been multiple runways displays. Lebanese people spend a lot on plastic and cosmetic surgeries, which implies that the Lebanese customers are addicted to their looks and products, to be seen as representatives of fashion in front of everyone [160-167].

Counterfeiting is known as knock-offs, replicas, copying or fake products. Demand has increased for counterfeit products, and producers have begun to work on them to increase their profit [168-176]. These goods are the replica of the original product with a small variation which ordinary people (who do not know the original brand experience) cannot find out [177-189]. Counterfeited goods are either items with the same features or vary
significantly from the initial products or advertised items. The goods that give the sense of originality are called premium or prestige goods. They assume the dimensions of such items as individuality, exclusivity, language, and consistency can be differentiated [190-198]. Most work has been carried out in conjunction with false goods and their impact on customers' purchasing habits, but no researchers have yet been able to offer a consistent view [199-205].

When crop defence agents are used against pests, insects and diseases of plants, pesticides are generally known [206-210]. Illegal, counterfeited, or counterfeited pesticides apply to untested and unregulated chemicals. Illegal pesticide trade is believed to be operated by large hierarchical crime networks [211-216]. Crime rackets have established complex multinational production networks to conceal their operations by employing law firms. A prominent example of this is May 2011 in the Lithuanian port of Klaipeda, where almost 2000 empty bottles labelled with Syngenta brandings and 4,000 Bayer branding labels were intercepted [217-234]. The seizure in Hamburg of 28 tons, including a prohibited solvent named Dimethylformamide in Europe and manufactured by leading agrochemicals firms, is another illustration in 2010 [235-246]. The problem is compounded by the difficulty distinguishing legit and illegal pesticides and the disappointment of packaging supposedly produced by well-known agrochemical companies [247-255].

The speculation of future organized crime is projected to grow quickly because of its high-profit margin and low detection risk [256-262]. According to the European Crop Safety Organization, the world's total receipts from illicit and counterfeited pesticides purchases amount to about €4.4 billion (USD 5.8 billion) [263]. Asia is recognized as the main source (European Crop Safety, n.d.) of illicit pesticides. In China, unregulated pesticides account for approximately 30% of the industry and in India for approximately 20% (ECPA, 2008). During the first six months of 2011, Chinese authorities investigated 336 counterfeited pesticides, seeds and fertilizers. The police confiscated more than 100 tons of synthetic chemicals, fertilizers and agricultural seeds from the 19,000 incidents of counterfeiting in China throughout the first half of 2013. More than 33,000 tons of bogus chemicals, seeds and other agricultural goods were confiscated in the world in 2012 [264].

Counterfeited pesticides in Indonesia accounted for 7.7 percent of the overall sales in 2010 of counterfeited products. It is estimated that this illegal trade is worth $19 million in Malaysia. Pesticides are usually marketed by drug groups involved in illegal trade for three- to eight times their quality in Asia. Annual sales of illicit pesticides in Europe are estimated to produce at least €1 billion, adding up to $10 trillion of Europe's overall crop defence sector. More than 25 percent of the pesticides in use in the certain EU Member States are believed to have originated from the illicit market for pesticides. According to industry reports, almost 50% of the total market in some parts of Eastern Europe, like Ukraine, is flooded by illegal pesticides.

The EU is especially vulnerable to this type of international activity due to the harmonization of law and enforcement. Under the legislative loophole, although the importation of non-EU-approved chemicals is banned, pesticides do not fall under counterfeited laws that create customs barriers for convulsions. Although the customs do their utmost to capture fraudulent pesticides, other laws force them to return them. The EU is shipping unauthorized Asian pesticides by land, air or sea (European Crop Protection, n.d.). Throughout EU nations, products are usually transported where laws are more relaxed and then exported to nations with tighter legislation. In addition to fraudulent statements, shipping and managing health requirements are also met (European Crop Safety, n.d.). In exports of illicit pesticide goods, China ranks number one and imports into the EU have risen 8 times faster than the world average. According to world imports, this explosive rise in Chinese products is a problem of EU concern.

The Impact of Counterfeiting on Consumer Purchasing Behavior

Consumers using counterfeit goods for economic gains, according to the literature. Following a review of their previous studies and a summary of their extensive background and history, the authors identified the attitudes and beliefs of working students. Through this study, the investigators needed to learn why a tiny community in Karachi uses counterfeited labels. The thesis includes important interpretations of the terminology used for the analysis and the research goals.

To classify the ethnic and regional populations, the questions to use for the study discuss the evidence and the thought of counterfeit goods. The major problem is that imitation luxurys is widespread in Asia. In years, the quality of counterfeited products has increased, and therefore the price of counterfeited luxury products has
become difficult to distinguish from legitimate luxury brands. The concept of a counterfeit product is the "Act of creating or selling a commodity comprising a purposeful and measured copy of a true mark". A false symbol is similar or cannot be separated greatly from a real symbol. In the luxury industry, it would appear that attempting to fight counterfeit is insufficient. The customer is mindful of the duplication of the commodity on the premium market.

Such reports are focused on the market appetite for counterfeit goods. Three factors for the sale of counterfeited goods: symbolic position of counterfeiting, retailers' sales chain and the quality of counterfeited items. Much of the literature review prices suggested that the big element disloyal to initial labels was indeed perceived to be the key cause. Consumers save money from the low costs of manufactured goods since they have a relatively large intangible interest. Lavish or meaningful products are defined as products that give their holder wisdom of status. Consumer perceived value is defined by four types: political, practical, human and social.

Counterfeited goods have been around for a long time, but they are now a serious concern for the owners from the 1970s. This is understood that unethically produced and sold copies and other bogus goods are available for the sale and delivery of customers to promote many more. It is also commonly recognized. According to the scientific literature, buyers are usually choosing fake products because of their financial benefits. Many studies say that the buyer's age has little bearing on the desire to procure counterfeit goods. Many reports say that young people are primarily involved in purchasing counterfeit goods. When the effects of income, education and sex are examined, a comparable gap is created.

Fake goods affect the masses' plans for counterfeited transactions. I. Penz and B. Penz and B. Stottinger described counterfeiting as the "creation of copies that are copied to be legitimate copies that are identically produced, including marks and etiquette." Over the last decade, customer purchasing and awareness of their desires have been viewed as crucial. False buying today becomes largely important to explain customer purchase activity of this sort, and the customer is the main force behind counterfeited purchases. According to the OECD study, counterfeiting has an annual social and economic effect of $775 bln. Every year 2,5 million legal workers are at risk due to the knock-offs, the International Chamber of Commerce (ICC) reports. The average rate of growth in counterfeit goods was 22 percent annually between 2005 and 2008, and that pace of growth is projected to continue at the same pace or at least 15 percent.

The amount of counterfeiting in various markets contributes to about 5-10 % of global exchange. Reports have shown that counterfeiting is 1-7 percent of overall foreign trade and is a multi-billion dollar. The critical factors that affect the market for counterfeited goods should be established. Consumers are committed to recognizing the trends of the buying of counterfeited goods at least once. A large group of domain experts influence geographical, economic, social, cultural, demographer-psychological and consumer behavior and buying decisions. There has been lots of research on the background of fraudulent sales.

However, uncommon research has been discovered in which the influence of celebrity exaltation, market reputation, post-colonialism, subjective recognition, and aesthetics about the fake purchase is explored together. The main purpose of this study is to investigate the impact of certain novel influences on the purchasing behaviour of consumers that further establish a connection between purchase and purchasing intentions of the customer. The trade-in counterfeit items is 'trade in the market,' according to, which carry no license to refer to a brand, a supplier or any organization, irrespective of the style, labels, emblem or business name, to guarantee the price or standard conformity of market in such a manner that the counterfeit goods can theoretically be mistaken for goods Grossman. Shapiro described two forges: frustrating and disappointing. Disappointment is when the consumer does not know the originality of a product and unknowingly purchases fake thoughts. The research reports on counterfeiting are inadmissible as customers knowingly buy knock-offs.

**Exaltation of Celebrities**

Celebrity is a well-known and widely established person in society and is widely recognized in marketing goods. Consumers who sample famous products of 2016 should purchase accordingly. Persons influenced by celebrity's attempt, by copying the labels used by ceremonies, demonstrate their connection. For the cognitively strong consumers, who have strong justifications supported by celebrities, the purchase of counterfeit products is justifiable. It, therefore, means that a heavy exaltation of celebrities is the explanation for the purchase of counterfeit products.

**Income Level**
Earnings have tremendous consequences on consumer buying decisions, particularly for counterfeit goods. Counterfeit products are available at cheaper rates, meaning lower income for families. The amount of profit serves as a balance for celebrity exaltation and buying. This is said to draw young people to idols while their budgetary constraints drive them to purchase counterfeit goods. Brands used by famous people are usually excessive and do not reach the budgets of ordinary people, which can contribute to fraudulent sales.

**The Prestige of Retail Space**

Products are often purchased because of the trust of a store owner or reputation. The shopping climate controls the purchasing perceptions of buyers, including customer satisfaction, efficiency perception and price perception. Retail supports and improves the purchasing behaviour of customers. The conduct of retailers has a significant effect on purchasing habits of customers. Consequently, if the reputation of a shopping region is up to the mark, customer purchasing behaviour will be good.

**Product Accessibility**

The easy availability of a product may be defined as product accessibility. Low prices and easy access to fake products are found to purchase counterfeited products by consumers. The effect on local people is hybrid, and they are compliant and dress like the nation that rules them, which together contributes to bogus sales to obtain the required gratification in the absence of Western goods. The accessibility of products acts as a moderator between post-colonialism and purchasing.

**Relative Acceptability**

A proportional tolerance of the purchase of imitation products by friends and families is appreciable. Counterfeits in certain nations, but not in developed countries such as Pakistan, are deemed highly immoral because there are a variety of worse problems than counterfeiting. Associates, family and peer groups accept the operation of the purchasing of false goods. Global acceptance as a reward controls customer behaviour, which advertisers alone are challenging to control. Collectivist societies are likely to be involved in counterfeit trading that encourages people to buy fake.

**Aesthetics**

It is a value judgment based on an object appearance that emotionally calls for a response. Esthetics guarantees the consistency of goods and the reputation of the producer partially. The research found that the first experience of an appealing commodity represents a mindset towards the transaction, because customer satisfaction and physical reliability are not the focus of product quality.

**Buying Attitude**

Consumers can be defined as 'the degree to which the customer thinks the brand can meet their requirements'. Purchasing is defined as a positive appraisal of any company with a good aim to purchase. Ang et al. reported that the customer's mindset has major consequences on its buying decisions because the user does not believe it is unethical to purchase or eat fraudulent goods. The principle of rational interaction demonstrates that "attitudes associate favourably with conductual purpose, which inevitably precedes actual conflict". Previous research has shown that the attitude of consumers can affect the probability of purchases. Most studies show a positive correlation between consumer intention and buying behavior. "Consumer behavior" was described by Armstrong as "the analysis of how people are purchasing, purchasing and consuming." The purchase preferences are known to reflect the purchasing actions of customers. Consumer behavior studies show how consumers decide how to expend their resources on various commodities. Buying is not a quick operation but a buyer's attitude and purpose.

**The Impact of Counterfeiting on Brand Reputation**

Researchers have used product involvement to explain consumer behavior. Throughout previous studies, this degree of interaction defined the scope, sophistication, and magnitude of cognitive and behavioural mechanisms during customer preference. Brand interaction is also a critical mechanism for recognizing both customer decision-making and relevant interactions. Past evidence suggests a greater desire for customers to make cognitive attempts to determine the true value of their goods where company engagement occurs; they do not want or may make a great deal of effort to interpret knowledge in bad conditions.
The collection of deliberate knowledge includes reviewing the details accessible and assessing the good and detrimental attributes, such as costs and advantages. As the degree of CBPs is small, the probability of customers differentiating between a CBP and a BP is higher if product participation is high, the expectation of a CBP ranges from BP, and the satisfaction of a CBP is lower. Consumers are searching for more immediate, experimental and symbolic benefit in situations of high involvement instead of optimizing product usefulness in low-involvement situations. CBPs won't offer customers the personal satisfaction, anticipation and prestige they desire. Therefore, if the commodity participation is small, the introduction of CBPs into the customer preference collection would be less possible. On the other hand, customers are more inclined to find a CBP if they do not try a particular indulgence.

A key feature in all stages of decision making is consumer product knowledge. The expectations of customers with varying rates of product exposure vary. Consumers with higher commodity awareness have greater and more nuanced systems with well-defined decision-making requirements. Normally, as these consumers process content, it requires fewer cognitive efforts; in the meantime, they can automatically trigger correct knowledge systems. Customers with a lower degree of drug awareness are often willing to absorb more detail than buyers. This claims that buyers with higher commodity awareness can determine competitive options in terms of more known and more nuanced schemes. Kempf and Smith conclude that customers with higher drug awareness are more experienced and educated than people with lower product knowledge. Therefore, the greater a consumer's degree of drug awareness, the less probable he / she may establish a bias in assessment. Consumers with greater drug awareness can help determine CBPs and are less vulnerable to CBPs.

Brand image is the brand understanding of customers. The brand image is important because brand perception leads to customer preferences on whether or not to purchase brands and because brand image impacts customer purchasing habits. Brand image is important for products. The brand personality element allows consumers to express themselves or their specific dimensions of themselves. This role serves a symbolic objective and lets customers identify or blend with others. Mark character also shows the Brander values and creates an image that might be the ideal consumer image of the traditional user of the brand. This brand information may encourage consumers who hold a similar position and want a similar image or ideal self to use a given brand as a self-expressive device.

Earlier work indicates that positive brand identities play a key role in the choice and usage of customers as customers equate the brand most often with a community or a desirable self-image. The definition of commodity characteristics can be defined in several forms. The broad view from Keller about the notion of product attributes reveals that the characteristic attributes of the product are descriptive. The limited interpretation of Stokmans indicates that a commodity may be called a package of intrinsic and foreign attributes or a package of perceived attributes. The product's intrinsic characteristics are information points specifically linked to the product, and these external characteristics are information points that are implicitly linked to the product. This definition illustrates a variety of earlier studies. Present work provides a deeper look at Stokmans' product functionality. In the decision-making cycle, customers use assumed qualities. Since the 1960s, several scientists have documented a strong link between a brand's relation with perceived product characteristics and brand preference. These papers show that the more positive the perception that consumers are of the product characteristics of a particular brand, the greater the chance that the BP.

Data Analysis

Different tests have been used to analyze the collected data, which is listed as follows:

Demographic variables will be analyzed using descriptive statistics to create a description of the study. For the different scale elements used to calculate each component, reliability analysis using Cronbach Alpha with several measurements will be conducted. Summed average variables were identified, and internal coherence was discussed from each collection of scale objects. Finally, a set of t-tests will be performed using the summed mean variables to assess the study's hypotheses. Paired t-tests will be helpful in this analysis as it analyzes the shift to buyer perceived awareness, perceptions and purchasing intentions for counterfeits.

A quantitative data approach will be implemented in the research. The researcher will start performing the data collection method throughout distributing the questionnaires using google forms. The researcher further clarified that the involvement in this study is voluntary and that all answers will be treated with privacy. However, a qualitative data approach will further be implemented in the research for data collection through conducting in-
depth interviews with managers and entrepreneurs to study the impact of counterfeiting on the customers purchasing behavior.

**Data Analysis Method**

An interpretation of the findings should be performed after the gathering of data. To evaluate the data obtained, statistical analysis will be used because of this research's theoretical approach, a quantitative study tool. The Statistical analytical software SPSS will be used in this research. The research may be bivariate, univariate or multivariate.

- A univariate exists when one variable is analyzed at a time.
- A bivariate exists when two variables are studied to establish the relationship among them.
- A multivariate exists when three or more variables are used in research.
- A multivariate analysis is required to analyze the relationship among the variables using different statistical methods, including correlation and regression analysis, used in the SPSS.
- The reader gets a description of the survey as descriptive statistics. Based on their scale category, the descriptive figures are provided, and the outcomes are represented by mean and standard deviation. The descriptive numbers are shown mostly in multiple figures, including bar graphs or pie charts, to provide a better description. Descriptive statistics will be used in this study to analyze the survey and display the results.

Correlation analysis is used to analyze the correlation between two variables. Pearson Coefficient describes linear correlations between X and Y. The meaning in the correlation test is 0 as a measure of no correlation among the variables, and it falls between -1 (strong negative correlation) and +1 (strong positive correlation). It indicates the course of the association based on whether the component is positive or negative. Regression analysis is used to evaluate the relation of dependent to independent variables. It may give the researcher answers to questions like whether a relationship exists, whether it is strong or weak, or influences other variables. The difference between regression and correlation analysis is that regression believes the independent variable is a source or an indicator. The p-value shows a calculation of how accurate regression is to ensure the importance of the outcome in the regression study. The p-value should be less than 0.05, indicating that the outcome with a minimum of 95 percent is important.

**Sampling**

The researcher aimed to gather a response that interests the community, which is the public. Thus, obtaining valid responses to each question is difficult to gather statistics because of the large number of respondents. The population can be a large group of individuals. One method to conduct the survey is by asking anyone in the country, known as a central survey. However, it may be hard to gather responses from the whole population since the population is broad, and most are not prepared to participate. A category will then be picked for the entire population as a variable in the sample. The study is considered a sample survey to be distributed to a diverse demographic community. However, the researcher will distribute the questionnaires to over 200 respondents for data collection, and the maintained data will be analyzed using SPSS statistical tool. Furthermore, in-depth interviews will be conducted with entrepreneurs and managers in different businesses to study the impact of counterfeiting on purchasing behavior intentions. Three field interviews will be conducted.

**Validity**

The tests will be valid if the results maintained from the analysis can validate the research hypotheses constructed based on the research variables, which implies that the results are focused on factors that the researcher manipulates and not on any other variables.

**Research Objectives**

To pursue the research question, the chosen research model includes three groups of variables, Relation to the brand
Reaction toward counterfeiting

Experience of consumption

We consider that "relation to the brand" precedes an individual's "experience of consumption" and his "reaction toward consumption", thus leading us to our first hypotheses:

H0: There is no significant relationship between brand and customer purchasing behavior.

H1: There is a significant relationship between brand and customer purchasing behavior.

H0: There is no significant relationship between counterfeiting reaction and purchasing behavior.

H1: There is a significant relationship between counterfeiting reaction and purchasing behavior.

H0: There is no significant relationship between purchasing intention and customer purchasing behavior.

H1: There is a significant relationship between purchasing intention and customer purchasing behavior.

Objective 1

Study different strategies adopted by consumers when buying goods in the presence of counterfeit goods.

Determine attitudes of consumers in the presence of counterfeit goods.

Propose a measurement tool for consumer reaction concerning the purchase of a luxury product when a counterfeit version is available.

Objective 2

Explain consumer reactions resulting from the purchase of original items in terms of their personal and social consumption experience.

Model product buying behaviours in the presence of counterfeit products.

This part of the research addressed the research methodology implemented in the research for data collection. The research implemented a mixed approach methodology. A survey will be distributed to over 200 respondents for data collection and then analyzed using SPSS statistical tool for hypotheses validation. However, the qualitative methodology will also be implemented in the research by conducting three field interviews with entrepreneurs and managers to study the impact of counterfeiting on consumer purchasing behavior and address the strategies that should be implemented to combat counterfeiting in Lebanon.

Regression Model

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.365</td>
<td>.133</td>
<td>.125</td>
<td>.01878</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Purchasing Intention, Counterfeiting, Branding

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>.101</td>
<td>.005</td>
<td>19.224</td>
</tr>
<tr>
<td></td>
<td>Purchasing Intention</td>
<td>-.275</td>
<td>.073</td>
<td>-.339</td>
</tr>
<tr>
<td></td>
<td>Counterfeiting</td>
<td>.378</td>
<td>.086</td>
<td>.447</td>
</tr>
<tr>
<td></td>
<td>Branding</td>
<td>.126</td>
<td>.070</td>
<td>.156</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer Behavior

The above regression analysis shows a direct relationship between purchasing intention, counterfeiting and branding to consumer behavior. It scored a P-Value of 0.00, 0.00 and 0.043 respectively and scored T-Test of
3.751, 4.386 and 2.802, respectively. Since the P-Value is above 0.05 and the T-Test is above 2, the null hypothesis is rejected, and the alternative one is accepted.

Thus,

\[
\text{Consumer Behavior} = 0.00 + 0.039 \text{ purchasing intention} + 0.447 \text{ counterfeiting} + 0.156 \text{ branding}
\]

This means that:

- For every one-unit increase in purchasing intention, consumer behavior tends to be affected by 3.9 units.
- For every one-unit increase in counterfeiting, consumer behavior tends to be affected by 44.7 units.
- For every one-unit increase in branding, consumer behaviour will be affected by 15.6 units.

**Findings**

The attitudes are a learned willingness, consistently favourable or unfavourable, to comply with a certain object. This is the way of thought, sensing and behaving on other environmental issues. Attitudes perform common functions, including voicing oneself and communicating oneself. Demand for imitation products tends to grow owing to the legitimate brand representation of interest. An individual will purchase a counterfeit Gucci since the brand represents his character. Past research has studied physiological situations. They performed a survey of 336 American women to determine factors impacting their approach to counterfeiting in the buying process. Their argument illustrates that their brand appearance, prior buying experience and sense of value influenced consumer attitudes against purchasing defaults.

**II. CONCLUSION**

In this analysis, there were some obvious drawbacks. The design of the analysis and time restrictions associated with the Phase I and Phase II program visits have led to a convenience sample. Further analysis can be undertaken using a random sample to check if the results are generalized between a broader community. A further gender, age, race, history in education and money spent per month on fashion products will affirm the generalization of the results. In addition, the one-group post-test architecture is threatened by internal validity. Future experiments should be carried out with the same pre-test design except with a second party as a control group, risks to internal validity will be minimized. Furthermore, it should be improved between Phase I and Phase II to minimize the timing menaces to authenticity. Still, there could not be a widespread rise in the period due to increased risks to background and maturation. Although Morgan, Klein, and Selbst recognized that a study design to alter behavioural patterns or behavioural approach could use a brief period to mitigate historical and maturation risks, extending the time interval to about 8 weeks could further reduce time threats to validity. An extended period will reduce some post-testing impact, but it also considers other domestic risks, including participants' growing prosperous due to ageing.

**Recommendations for Future Research**

While the analysis received ample empirical proof of the efficacy of anti-contractor training about customers' understanding, attitude and purpose of purchasing, future studies could more fully focus on the subject material required in the educational anti-contractor unit. For instance, potential studies could concentrate on breaking down the specific educational topics within an anti-corrosion unit to identify which educational topics are more effective to the customer inside anti-corrosion education. This study suggested that educators have definitions, reports, tips for finding a fake, media clips explaining different forms of counterfeiting, and concrete examples showing the connection of counterfeited fashion and child labour, terrorist groups, and health risks. Future studies can also evaluate which of the proposed instructional topics are the most successful in affecting customers' skills, perceptions, and buying intentions. Findings from such studies may also identify educational issues that should be included in the educational campaign against counterfeiting or advertising to be considered successful. The efficacy of anti-counterfeiting education provided by different media can also be investigated through future studies.
Effectiveness in affecting customers' perceived intelligence, perceptions and purchasing intentions by printing, social media and television media can be measured on imitation education programs and advertising. The study could examine how much instructional material is needed for printing and social media users, such as the number of photographs and/or educational topics being addressed. Researchers in broadcasting can concentrate on researching counterfeit campaigns and publicity for a long time to have a meaningful effect on customers. In 30 seconds, 45 seconds and 60 seconds, different campaigns could be measured to assess the duration, if any, of which consumer's perceived experience, attitudes or desire to buy counterfeit products is influenced. Once certain potential study areas are considered, anti-counterfeiting coalitions, government agencies and leaders of the fashion sector can become more fully aware of the educational issues needed to be recognized in formulating a counterfeit education or publicity strategy. The numerous media that are most powerful for targeting customers and an influence on the perceived awareness, mindset, and buying intentions of counterfeit products. Those institutions would therefore have greater understandings of the various media.

REFERENCES
4. Ghavat, H.; Pandya, S.; Awaia, M. ReCognizing SUSpect and PredictIng ThE SprEad of Contagion Based on Mobile Phone LoCationDaTa (COUNTERACT): A System of identifying COVID-19 infectious and hazardous sites, detecting disease outbreaks based on internet of things, edge computing and artificial intelligence, Sustainable Cities and Society.


90. DOI:10.5281/zenodo.2576011


92. doi:10.5120/ija2019918542


94. doi: 10.5120/ija2020919957


96. doi:10.5120/ija2019918891


98. doi: 10.5120/ija2020919787


119. https://doi.org/10.1007/978-981-13-0598-4_22


