

**Susceptibility to Interpersonal Influence, Attitude, and Behavioral
Intention to Buy Counterfeit Clothes Among Women**



By
MARIA BIBI

Dr. Muhammad Ajmal's
NATIONAL INSTITUTE OF PSYCHOLOGY
Center of Excellence
QUAID-I-AZAM UNIVERSITY
Islamabad-Pakistan
2019

**Susceptibility to Interpersonal Influence, Attitude, and Behavioral
Intention to Buy Counterfeit Clothes Among Women**

**BY
MARIA BIBI**

A Research Report submitted in partial fulfillment of the
**Degree of Masters of Science
In Psychology**

Dr. Muhammad Ajmal's
NATIONAL INSTITUTE OF PSYCHOLOGY
Center of Excellence
QUAID-I-AZAM UNIVERSITY
Islamabad-Pakistan
2019

Certificate

It is certified that M.Sc research report entitled “**Susceptibility to Interpersonal Influence, Attitude, and Behavioral Intention to Buy Counterfeit Clothes Among Women**” prepared by **Maria Bibi** has been approved for submission.

**Susceptibility to Interpersonal Influence, Attitude, and Behavioral
Intention to Buy Counterfeit Clothes Among Women**

Dedicated to

My Ammi Jaan & Abbu Jaan

Table of Contents

Chapter 1: Introduction	1
Susceptibility to Interpersonal Influence	2
Domains of susceptibility to interpersonal influence	3
Role of Interpersonal Influence in Marketing	5
Factors Related to Susceptibility to Interpersonal Influence	5
Attitude towards Counterfeit Clothes	7
Intention to Purchase Counterfeit Clothes	8
Theoretical Background	9
Definition of Counterfeiting	12
Types of Counterfeiting	14
Factors Associated to Buying Counterfeit Clothes	15
Impact of Counterfeiting on Pakistani Clothing Industry	20
Changing Lifestyle of Pakistani Women	22
Rationale of the Study	23
Chapter 2: Method	25
Objectives	25
Hypotheses	25
Conceptual and Operational Definitions	26
Research Instruments	27
Research Design	28
Phase 1: Tryout	28
Phase 2: Main Study	29
Chapter 3: Results	31
Chapter 4: Discussion	55
Exploratory Findings	60
Conclusion	61
Limitations and Suggestions of the Study	61
Implications of the Study	62
References	64

List of Tables

Table 1	Demographics Characteristics of the sample ($N = 318$)	30
Table 2	Descriptive Statistics of Study Variables ($N = 318$)	32
Table 3	Correlation between Study Variables ($N = 318$)	33
Table 4	Regression Analysis for Predicting Intention to Purchase Counterfeit Clothes through Susceptibility to Interpersonal Influence, Attitude towards Counterfeit Clothes, and Financial Status ($N = 318$)	34
Table 5	Regression Analysis for Predicting Intention to Purchase Counterfeit Clothes through Susceptibility to Interpersonal Influence, Attitude towards Counterfeit Clothes, and Financial Status ($N = 318$)	35
Table 6	Mean Differences for Work Status on Study Variables($N = 318$)	37
Table 7	Mean Differences for Work Status on Study Variables($N = 318$)	39
Table 8	Mean Differences for Education on Study Variables($N = 318$)	41
Table 9	Mean Differences for Marital Status on Study Variables($N = 318$)	43
Table 10	Descriptive Statistics among Working and Non-working Women for all Study Variables ($N = 318$)	45
Table 11	Correlation between Study Variables among working and non-working women ($N = 318$)	45
Table 12	Regression Analysis for Predicting Intention to Purchase Counterfeit Clothes through Susceptibility to Interpersonal Influence, Attitude towards Counterfeit Clothes, and Financial Status among Working and Non-working women ($N = 318$)	48
Table 13	Regression Analysis for Predicting Intention to Purchase	49

	Counterfeit Clothes through Information Susceptibility, Normative Susceptibility, Attitude towards Counterfeit Clothes, and Financial Status among Working and Non-working Women ($N = 318$)	
Table 14	Mean Differences for Working and Non-working women on all Study Variables among Dependent and Independent women ($N = 318$)	51
Table 15	Mean Differences for Working and Non-working women on all Study Variables among Graduates and below and above Graduates ($N = 318$)	52
Table 16	Mean Differences for working and Non-working women on all Study Variables among Married and Unmarried women ($N = 318$)	54

List of Figures

Figure 1	Theory of Planned Behavior	12
----------	----------------------------	----

List of Appendices

Appendix A	Permission Letter	74
Appendix B	Consent Form	75
Appendix C	Demographic Sheet	76
Appendix D	Information Susceptibility	77
Appendix E	Normative Susceptibility	78
Appendix F	Attitude Towards Counterfeit Clothes	79
Appendix G	Intention to Purchase Counterfeit Clothes	80

Acknowledgement

In the course of this thesis, I found myself thanking Allah Almighty on every turn. There is no doubt in my mind that without His help and beyond His countless mercies, I would not have any place to stand on.

I thank my supervisor, one of the best people I know, Ms. Sara Imtiaz for providing full support and guidance in each phase of research. I genuinely believe that without her help, kindness and supervision, I would not be able to meet the thesis deadline.

There are no words that can express my thanks for my beloved family who helped me through my hardest period. Mama, I missed you so much. Your prayers and memories were always there with me and hopefully will be. May Allah bless your soul. Gratitude and Love to my dad for believing in me. Love for siblings and thank you for their support especially for providing me Chai during work and for their patience during this phase of my life.

The acknowledgement would be incomplete without mentioning the ones who supported me both morally and physically. Thank you, Qurat and Rabiashafique for your many lessons and taking me to huts for lunch otherwise I would not be able to maintain my health. Thanks to those who stood beside me through thick and thin. I learnt a lot from you guys.

Last but definitely not the least, my appreciation goes out to all the respondents who took their time to participate in answering my questionnaire. May the benefits reaped from this thesis help others in the future.

Maria Bibi

Abstract

The current study was aimed to analyze women's inclination to buy clothes counterfeit clothes, to establish and empirically validate theory of planned behavior. For this purpose, susceptibility to interpersonal influence, attitude towards counterfeit clothes, and financial status to predict intention to purchase counterfeit clothes among Pakistani women was explored. Role of demographic factors such as age, income, work status, financial status, education, and marital status was also studied. The study comprised of two phases. Phase one was conducted to check the cultural appropriateness of the scales utilized. Phase two was the main study targeted to achieve study objectives. The sample for main study comprised of 318 women with age ranging from 20 to 56 years. The data was collected from Rawalpindi and Islamabad using convenient sampling. On the basis of statistical analysis, it was found that interpersonal influence and attitude towards counterfeit clothes positively predict intention to purchase counterfeit clothes. When components of susceptibility to interpersonal influence were studied separately, it was found that normative susceptibility positively predicts intention to purchase whereas information susceptibility negatively predicts intention to purchase counterfeit clothes. Thus, findings show that normative susceptibility, attitude and purchase intention to buy counterfeit clothes provide support for the theory of planned behavior. The demographic analysis revealed that age is negatively related to attitude towards counterfeit clothes, whereas income is negatively related to attitude and intention to purchase counterfeit clothes. *t*-test analyses showed that financially independent women are more likely to show favorable attitude and behavioral intention to buy counterfeit clothes as compared to financially dependent women.

Introduction

Chapter 1

Introduction

The renaissance of Pakistani clothing industry is the result of women's increasing engagement in buying clothes (Jamal, 2017). Pakistani women consumers frequently buy clothes as compared to any other commodity. From lower to upper socio-economic class, they spend substantial amount of available income on purchasing clothes. The rapidly evolving styles and increase in throwaway approach of women consumers called for changes in the clothing industry. Textile industry has responded to meet the changing needs by making clothes available at cheaper rates and of versatile quality. Consumers are buying more and disposing more. This increasing demand for clothing at cheaper rates and quality flourished counterfeit clothing industry (Zahidi, 2014). Counterfeit clothing industry now stands above all illegal manufacturing industries in Pakistan. Due to which the original brands lost reputation and billions of rupees annually (Moon, Javaid, Kiran, Awan, & Farooq, 2018). The severity of demand, consumption, and consequences of clothes especially with reference to counterfeit clothes requires research attention. The goal of this study is to fathom buying tendencies for counterfeit clothes by understanding the predicting role of one's attitudes and the faced social influence.

According to Ferrell and Gresham (as cited in Vida, 2007) the buying decision is influenced by various factors such as attitudes, intentions, and social norms. In the context of counterfeiting, a number of factors are considered to be responsible for the purchase of counterfeit clothes. These factors are financial issues (Tom, Garibaldi, Zeng, & Pilcher, 1998), interpersonal influences (Phau & Thea, 2009), age (Prendergast, Leung, & Phau, 2002), education (Lau, 2007) or other socio-demographic factors. Most of these studies are conducted in the western or developed countries. A few researches have been conducted in Pakistan but these are not sufficient to explain the demand of women consumers towards clothes especially

counterfeit clothes. Therefore, research should be conducted to explain the factors related to demand of counterfeit clothes. This research will review and expand the literature on consumer susceptibility to interpersonal influence and its relationship to attitude towards counterfeit clothing and behavioral intention to buy counterfeit clothes. Demographic factors related to buying decision will also be catered.

Susceptibility to Interpersonal Influence

Great deal of studies have acknowledged interpersonal influence as a powerful force which guides one's decision making aspects (McGrath & Otnes, 1995). This influence is studied with reference to susceptibility to interpersonal influence (Bearden, Netemeyer, & Teel, 1989). Susceptibility of a person to interpersonal influence can be defined as one's proneness to her/his significant others (Rishi & Mehra, 2017). It has been portrayed as the generic trait which differs from individual to individual. The level of influence on the individual's values, disposition, and behaviors is dependent on the person's intention to recognize the significance of others (Bearden, Netemeyer, & Teel, 1990). Dahl, Manchanda, and Argo (2001) suggest that interpersonal influences are likely to affect one's behavior, whether others are present or absent in the situation when that particular behavior is performed.

In the context of buying decision, as stated by Ratner and Khan (2002) susceptibility to interpersonal influence is the anticipation of consumers that they will be judge on the basis of their buying decision. This anticipation about other's reaction drives them to select goods differently than they would have selected otherwise (Ariely & Levav, 2000). Wilcox, Min-Kin and Sen (2009) found that the consumers' inclination for counterfeit luxury goods and resultant negative inclination towards original product increases when interpersonal influence rather than an individual's own needs influence their inclination for counterfeit luxury goods.

According to Kelman (as cited in Kropp, Lavack, & Holden, 1999) three elements describe the way interpersonal influences bring changes to others' attitude and behavior. These are compliance, identification, and internalization. Compliance is the result of consumers' agreement with the referent group in order to develop good impression on them. Identification relates to consumers' embracement of those

referent group behaviors that result in formation of self-image. In this course consumers fulfill others anticipation regarding their behavior by confirming their own standing in the society. Internalization is the result of consumers' adaptation to others attitude and behavior as they are consistent with their own belief structure.

All of us have a varying degree of desire to associate with significant others by acquiring and using goods which are used by them. Information obtained from others regarding particular goods is also considered to be influential in this respect (Bearden et al., 1989). It is found that consumers are greatly influenced by their inner force to build a positive social image that result from their purchasing goods (Shukla, 2010). Ratner and Khan (2002) also reported that this susceptibility springs from one's aspiration to build a positive image on the other people. Counterfeits may be attractive to those consumers who want to demonstrate their status, but cannot afford to do so with genuine products (Bell, 2016).

Domains of susceptibility to interpersonal influence. Though Bearden et al. (1989) proposed that interpersonal influences can be studied in three domains. The first two domains represent normative influence and the last one represents information influence. These domains are value-expressive, utilitarian, and informational influence. But analysis suggested that there is no discrimination between value-expressive and utilitarian influences. Thus, it resulted into the formation of susceptibility to normative influence, which incorporates both utilitarian and value-expressive influences. Bearden et al.'s scale was then validated by a number of researches (Bearden et al., 1990; Kropp et al., 1999; D'Rozario, 2001, Iqbal & Ismail, 2011).

Information susceptibility. Information susceptibility can be defined as individual's orientation to agree to the information given by other people as it is an ultimate certainty (Bearden et al., 1989). Similarly, according to Wang, Zhang, Zang, and Ouyang (2005) the propensity to rely on the information gathered from others as it is precise reality is known as informational influence. Individual may openly asking formation from those who they consider to be having expertise in a particular domain. They may also obtain information from the experts in an indirect way by examining others' activities. This influence is considered to be the result of internalization which takes place when individuals approve others' information because their attitude and

behaviors are consistent with the people's own norms and beliefs (Bearden et al., 1989).

Consumers having minimal knowledge of the luxury goods category (which they are considering to buy) mainly seek others' point of view. Other's opinion about the product serve as reference point, therefore they always try to get assurance from them. If relatives, friends, colleagues, or other significant groups have concise awareness about pragmatic and emotional features of counterfeit goods, it will influence buyer's tendency towards counterfeit goods. Consequently, consumers become more prone to form a favorable attitude toward the counterfeit products (Moon et al., 2018).

According to Khalid, Kamal, Noor, Akbar, and Mehmud (2012) the impact of significant others and relative references is greater on the purchase behavior of Pakistani women as compared to other influences. This may be the result of combination of societal, cultural, and financial factors on the Pakistani society. For instance, 72% of women have been reported that they purchased on the basis of recommendations given by their significant others.

Normative susceptibility. Normative susceptibility involves buying decisions that are based on the expectations of what impression one would make on others (Ang, Cheng, Lim, & Tambyah, 2001). Wang et al. (2005) defined it as the buyers' desire to develop congruent ideas, view points, and terms of purchasing with others. As normative susceptibility is composed of utilitarian and value-expressive influences therefore it inherently possesses the characteristics of both components. Utilitarian influence refers to one's effort to meet the terms of others to get satisfaction or avoid dissatisfaction and value-expressive influence refers to the situation when an individual follow the norms, values, and behaviors of others as they are consistent with their own orientation and activities it happens when people associate themselves with others (Bearden et al., 1989).

The consumers' who are more prone to normative influence develop buying patterns, and way of life of their relatives, peers, and referents to make good impression on them (Sharma & Chan, 2017). Consumers observe their family, colleagues, peers or other reference groups' purchase of counterfeit goods and how

they obtain pragmatic benefits such as appropriate cost and value or emotional benefits such as favorable image of their selves. People begin to develop a favorable attitude toward counterfeit goods when their significant others wear or buy counterfeit clothes (Moon et al., 2018). According to the Theory of Reasoned Action, Ajzen (1991) the approval or refusal of purchase decision by the significant others such as family or friends place the buyer into immense stress to engage in to behavior that are consistent with the significant others. That is why normative beliefs are significantly dynamic predictor of buying behavior of consumer. Luxurious products present significant benefit in this aspect. Consumers who cannot afford original luxury goods become motivated to buy counterfeit goods (Wilcox et al., 2009). When their significant others see them buying or using counterfeit goods they also get aspiration to buy them to conform to social values as placed by the referent groups to which they desire to associate (Moon et al., 2018).

Role of Interpersonal Influence in Marketing

One of the important implications of susceptibility to interpersonal influence is apparent in developing marketing strategies. Marketing strategies can be developed to increase word of mouth advertising. According to Misner (as cited in Trusov, Bucklin, & Pauwels, 2009) word of mouth is the most influential marketing tool. The effectiveness of word of mouth has increased many folds due to increase in the use of social media sites. Consumers get information regarding products and their features and get influence from their significant others through social media sites. Implication of susceptibility to interpersonal influence through traditional and social media means has widely been acknowledged by marketers (Hansen, 2014).

Factors Related to Susceptibility to Interpersonal Influence

Bearden et al. (1989) suggested that susceptibility to interpersonal influence should be studied in the context of age and gender. Since, various researchers have stressed the impact of interpersonal influences in a wider social and cultural context (Briley & Wyer, 2002; Grier & Desphande, 2001) below is a commentary on potentially important socio-demographic variables.

Culture. Susceptibility to interpersonal influence inherently incorporates cultural elements (Markus & Kitayama, 1991). Different cultures represent varying degree of agreement to be influenced by others. According to Mourali, Laroche, and Pons (2005) individualism is significantly inversely associated to normative susceptibility. Similarly, collectivism is directly related to susceptibility to normative influence. Dubois and Duquesne (1993) also found that the need of belongingness and impression making is greater among collectivistic cultures as compared to individualistic cultures. Similarly, Aune and Aune (1996) stated that an individual's buying behavior in Eastern countries is more influenced by external element than internal motivational aspects.

As luxury commodities inherently possess an element of status and group description. It was found that normative susceptibility was significantly directly related to buying intention of luxurious commodities from country to country (Shukla, 2010). Normative susceptibility is greater among collectivistic cultures as they relate their own identity with their socio-cultural relationships (Markus & Kitayama, 1991). Another study which has been conducted in Pakistan reported susceptibility to normative influence is related to buying intention suggesting that Pakistani consumers buy to fulfill anticipated demands of others (Shaheen, 2008). Similarly, Iqbal and Ismail (2011) normative influence is more effective regarding purchase of goods than informational influence.

Gender. Rose, Shoham, Kahle, and Batra (1994) discovered that in day to day interactions women show more compliance as compared to men, suggesting that they are susceptible to interpersonal influence. It has been found that women are more susceptible to interpersonal influence when it comes to buying clothes. In case of buying clothes, proneness to interpersonal influence is guided by recognition, association, and consistency with referent others (Keillor, Parker, & Schaefer, 1996). Chen-Yu and Seock (2002) found that women's rate of shopping is significantly greater than men. Moreover, they found that in order to make purchasing decision women rely more on opinions of others, such as obtaining information from friends or using magazines and books.

Age. It has been found that adolescents are more susceptible to interpersonal influence as compared to adults in buying clothes. Their main source of

information is considered to be peers (Keillor et al., 1996). Whereas, Hansen (2014) proposed that adolescents are equally influenced by parents as well as their peers related to buying decision. According to French and Raven (as cited in Roberts, Chris, & Tanner, 2008) it may be because adolescents get rewards for complying with demands of others. Kahle (1995) also reported that interpersonal influence decreases with age. Thus, it implies that younger people are more likely to be affected by interpersonal influences as compared to older people.

Income. McCracken and Roth (1989) compared the purchase differences with earning levels of consumers and found that members of high income groups are more prone to communication of clothing than others. Similarly, Reza and Valeecha (2013) found that high income groups are more oriented to status display through buying behavior. Thus, seeking more information from referent groups makes them more vulnerable to interpersonal influence.

Attitude towards counterfeit Clothes

Previous studies have investigated the cultural, economical, and social factors that shape and control the attitudes of buyers (Ang et al., 2001; Wang et al., 2005). In micro-level researches, cultural factor was studied to demonstrate different attitudes towards purchasing counterfeit goods in various groups (Swinyard, Rinne, & Keng, 1990). Decision of purchasing counterfeits is mainly studied with reference to attitude towards buying, apart from goods category (Ang et al., 2001). There is a direct relationship between attitude towards counterfeiting and consumers' inclination to purchase that counterfeit. Similarly, the more negative consumer attitudes towards counterfeiting are, the less probable are the chances of purchase (Wee, Tan, & Cheok, 1995). Thus, the attitude towards buying counterfeit luxury clothes can be used as a significant predictor for purchase intention of counterfeit clothes (Chaudry & Zimmerman, 2009), which in turn can be a significant predictor for the actual purchasing of counterfeit clothes (Lee & Yoo, 2009).

Researchers revealed that consumers rely on their community to form attitude towards buying a particular item (Saptalawungan, 2015). Attitude is determined by vulnerability to information and normative susceptibility (Ang et al., 2001). Friends and family members who are expert on the differential advantages counterfeit have

over original products such as loss of money in case of buying original will influence consumers' attitude of buying. Hence, informational susceptibility is expected to have a positive influence on attitude towards piracy. Similarly, normative susceptibility also predicts positive influence on attitude towards counterfeits. If buying counterfeits develops a good impression on others and looking attractive is important without spending enough money, then attitude towards counterfeit will be positive. For informational and normative influences to be successful, the source of such influence should be composed of people who are significant to the buyer (Bearden et al., 1989).

Genuine products are significantly expensive than counterfeits, but there may not be a significant difference in perceived quality (Gentry, Putrevu, & Shultz, 2006). Consumers are willing to pay for the visual features and functions without paying for the related quality (Grossman & Shapiro, 1988). Consumers are anticipated to favor counterfeit products with a well-known brand's name attached that would express some importance to the consumer (Cordell, Wongtada, & Kieschnick, 1996). This supports the concept that only famous brand's name are targeted for illegitimate business. Price indicates consumers' attitudes towards the value of counterfeit goods. The common view is that the low economic risks give the additional advantage for buyers to purchase counterfeit products, as prices of counterfeits are comparatively low. Additionally, because counterfeits are usually sold at a lower price, the consumers might not develop high quality expectations than they do in case of original goods. As long as the essential functional needs are fulfilled or the visibility and emblematic value is obtained, consumers will be pleased (Eisend & Schuchert-Gu"ler, 2006).

Intention to Purchase Counterfeit Clothes

Previous study has found that buyers' attitudes can influence the probability of purchasing counterfeit goods (Phau & Thea, 2009). According to Samin et al. (2012) intention is the persons' drive in the sense of his or her intention to carry out a particular buying behavior. Purchase intention actually is the likelihood that a buyer will purchase that good (Dodds, Monroe, & Grewal, 1991). Theory of Reasoned Action (TRA) explains the concept of intention. According to this theory three domains such as subjective norms (here measured by susceptibility to interpersonal influence), attitude, and perceived behavioral control (here measured by financial

stauts) influence a consumers' behavioral intention. These three aspects explicitly influence behavioral intention and eventually affect the behavior of consumer (Suddin, Geofffery, & Hanudin, 2009). An important affect on purchase intention is of attitude towards counterfeits (Ang et al., 2001; Wang et al., 2005). As the theory of planned behavior proposes, favorable attitudes toward performing a behavior increase behavioral intentions (Lee & Yoo, 2009). As far as buying counterfeits are concerned, the researchers suggest that consumers with favorable attitude are more probable to buy or planned to buy counterfeit goods than consumer who stated negative attitudes (Kim, Cho, & Johnson, 2009). For example, a current survey showed that buyers who are in favor software counterfeiting, are more oriented to make counterfeit copies of software than those who stated unfavorable attitude towards counterfeit software (Wang et al., 2005). Therefore, it is anticipated that positive attitudes toward buying counterfeit influence behavior intention of counterfeits in a positive way.

Thus, the more positive buyers' attitudes towards counterfeit clothes are, the higher the possibility those buyers' will counterfeit clothes. Similarly, the more negative buyers' attitudes towards counterfeit clothes are, the less likely are the chances of buying counterfeit clothes (Wee et al., 1995). The association between attitude and behavioral intention is comprehensively studied in the consumers' behavior studies. However, the Theory of Planned Behavior stated that the situational circumstances and assets, such as the accessibility of counterfeit goods should be absolutely satisfied for the purchase behavior to occur. In the absence of such situational factors, it is almost impossible to perform a purchase regardless of favorable attitude towards that particular product (Chang, 1998). Further, social and personality factors also predict consumers' decision-making towards buying intention (Miniard & Cohen, 1983).

Theoretical Background

Great deals of researches such as Phau and Thea (2009), Nordin (2009), and Cheng, Fu, and Tu (2011), have explained buying behavior especially with reference to counterfeit products through theory of planned behavior. Keeping in view earlier researches, this research also implies the theory of planned behavior to explain buying behavior of consumers towards counterfeit clothes.

Theory of planned behavior. Theory of planned behavior (Ajzen,1991) states that individuals' acts are lead by three elements such as beliefs with respect to probable consequence of a behavior along with appraisal of those consequences (behavioral beliefs), beliefs related to normative anticipations of others and aspiration to fulfill or obey those anticipations (normative beliefs), and beliefs about the existence of elements that enhance or reduce performance of a behavior and the perceived power on those elements (control beliefs). In their respective combination, behavioral beliefs create positive or negative attitudes towards the behavior; normative beliefs influence perceived social pressures or subjective norms; and control beliefs affect perceived behavioral controls. In the end, attitudes towards behaviors, subjective norms, and behavioral control's perception guide the development of behavioral intention. Finally, individuals' intent to accomplish a behavior in consideration enhances with how positive are the attitude, subjective norm, and individual intention to execute the behavior. Finally, given an adequate degree of control over the behavior, people are anticipated to accomplish their intentions when the chances to perform behavior increases.

Behavioral beliefs. A main element in the theory of reasoned action is the individual's intention to execute a given behavior. Intentions are assumed to confine with the motivational factors that result in behavior; they are signs of how firmly people are agreeable to try, and how many attempts they are scheduling to put forth to execute that purchase decision. Generally, the greater the intention to indulge in a behavior, the more probable should be its execution. Clearly, behavioral intention would be operative in the form of behavior, only if the required behavior is not under the constraints. It means if a person can intentionally decide to perform or not perform the behavior. In reality, some behaviors may fulfill this condition very well, the execution of rest rely on non-motivational factors such as availability of necessary chances and assets like time, capital, ability, cooperation of others Altogether, these elements show people's actual ability to perform that behavior (Ajzen, 1985).

Normative beliefs and subjective norms. Normative beliefs are concerned with the probability that significant referent members of family, colleagues and friends support or criticize performing a given behavior. It is individuals' perception that most people want him or her to execute the behavior in consideration.

Alternatively, subjective norm depicts social pressure on the consumer, which affects the likelihood that he or she will be engaged in the behavior. The most important referent individuals include partner, peers, parents, siblings, and other relatives (Ajzen, 1985). As far as counterfeiting is concerned, the subjective norm is believed to express perceptions of preferences held by the people (who are important in the life of a consumer) about whether a person should engage in purchasing counterfeits (Fishbein & Ajzen, 1980).

Control beliefs. Among the beliefs that eventually form intention and then lead to performance, according to the theory of planned behavior, is a set that incorporates existence or lack of mandatory assets and situational circumstances. These control beliefs may be supported by past purchase behavior, secondary information about the behavior, by the experiences of colleagues and friends, and by other elements that increase or decrease the perceived obscurity of executing the behavior in consideration. The more assets and chances individuals believe they acquire and the relevant obstacles are on a smaller scale, the greater should be their perceived control over the behavior (Ajzen, 1985).

Perceived financial control. While consumer researchers have documented that financial control clearly influences purchase decisions, increased attention has recently been paid to attitude and subjective norms as determinants of purchase behavior, and ignoring financial capacity. For predicting purchase of costly and cheap products, Sahni (1994) adapted and operationalized the key element of the Theory of Planned Behavior (Ajzen, 1991) with 'perceived behavior control' being substituted by 'perceived financial control'. The results indicated the significance of incorporating financial capability in purchase predictions. Notani (1997) conducted another insightful study to develop comprehension of the role of perceived affordability in predicting purchase intentions. Numerous researchers reported that purchase intention is a function not only of attitudes and purchase intentions but also of monetary considerations. Therefore, perceived ability to afford a product drives the purchase of that product, in spite of whether the individual perceives the product as costly or cheap. Thus, theory of reasoned action is a framework that gives explicit concern to smooth the progress of impact of financial resources along with the traditional constructs of attitude and subjective norms (Sahni, 1994).

This study uses the theory of planned behavior (Ajzen, 1991) as the theoretical framework to explain the purchase of luxury fashion counterfeits clothes. There is a high correlation between attitude and intention which can be a good predictor of behavior (Ajzen & Fishbein, 1980). In addition to attitude, the individual's perceived subjective norms (Ajzen, 1991) as measured by susceptibility to interpersonal influence and perceived financial control as measured by financial status are also considered.

The model of this theory is presented below.

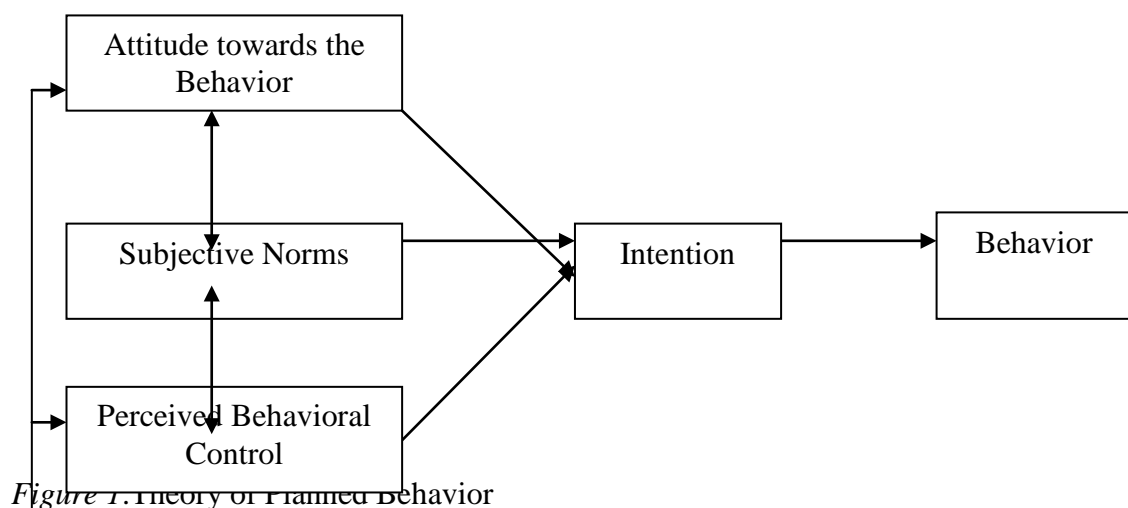


Figure 1. Theory of Planned Behavior

Definition of Counterfeiting

Experts define counterfeiting as a form of Intellectual Property Right violation commonly known as IPR infringement (Staake, Thiesse, & Fleisch, 2009).

Intellectual Property includes a monogram, patent, industrial design, layout-design, landscape artisans, copyright, and other similar rights. The IPR laws which are relevant to clothing industry are as follows (Intellectual Property Organization of Pakistan, 2015).

Trademark. A trademark is a term, idiom, sign, and/or figure that resembles and discriminates products' foundation of one union from those of others.

Patent. A patent is permission of absolute rights for an inventor to manufacture, use, and sell the invention for 20 years of interval. The patent prohibits others from manufacturing, using, or selling the invention. Once a patent expires, the

sanction finishes and invention becomes the public property. Patent applications are investigated under the Patents Ordinance 2002.

Industrial design. Industrial designs are artistic designs or figural aspects of an item. These designs either have two-dimensional or three-dimensional character. The two-dimensional aspect can consist of lines, patterns, or colors whereas three-dimensional aspect involves patterns such as the shape or surface of an article. Industrial designs are applicable to a broad range of industry and handicraft goods including technical, medical, jewelry designs, architectural structures and other luxury items such as textile designs.

Copyright. Copyright is an authorized tool that grants an inventor the right to protect how the invention is used. Copyright includes literary work (such as books, journal, dramas, and computer programs), artistic work (like drawings, maps, photography, labels, logos, monograms and others alike), cinematography (which includes movies, audio-visual works, and documentaries), record work (includes sound recording and musical work). The purpose of copyright is to provide a financial advantage to the inventor by securing a financial reward for his/her service to partake in progress of knowledge.

Some of these definitions are consistent with the definitions provided by the international anti-counterfeiting organizations or researchers. Regardless of vast amount of studies in counterfeit consuming attitude, accord could not be developed among researchers on the precise definition of counterfeiting (Grossman & Shapiro, 1988). For some researchers, the term counterfeiting is synonymous with other terms such as piracy (Ang et al., 2001). However, other researchers have explicitly drawn a distinguishing line between different types of duplications of original products such as counterfeiting, imitation brands, and gray market surplus goods (Lai & Zaichkowsky, 1999). According to Cordell et al. (1996) counterfeiting is the unsanctioned duplication of commodities shielded by the laws of intellectual property. Counterfeiting is the creation of goods which look similar to the original products in terms of labels and logos (Hanzee & Taghipourian, 2012). Counterfeits are usually of inferior quality, sold at cheaper rates than original goods and are mostly copies of luxury goods (Grossman & Shapiro, 1988). The World Trade Organization (2019) defines product counterfeiting as unsanctioned portrayal of a registered trademark

imprinted on products that resembles to goods for which the trademark is sanctioned, in order to mislead the consumer by making him or her believe that he/she is getting a genuine item. An important point of this description of counterfeiting involves resemblance of goods and the consumer being misguided. While International Anti-Counterfeiting Coalition (2019) defines counterfeiting as a federal and state criminal act which includes creation or dispersal of commodities bearing the name of original creator or manufacturer. Variability among definitions may be due to the several technical terminologies. For example, the word counterfeiting has two markedly different uses. One is the overarching term for the generic use and another to describe particular breach of intellectual property rights regarding copyrights, trademarks and patents (Organization for Economic Co-operation and Development, 2007).

As far as counterfeiting of clothes is concerned, it is generally called 'replica' in Pakistan, which has been defined as duplication of clothing design, logo or label as it was done by original manufacturer. Usually replicas are produced on a smaller scale than the original. These uncertified duplications of original brand infringe upon Copyright Act and sections 478 to 489 of the Pakistan Penal Code. On usual basis, counterfeit clothes are sold at cheaper rates than genuine clothes (Rasool, 2016).

To provide examples of counterfeit products Lin (2011) has explained the copy of Louis Vuitton bags which usually contain letters L and V stamped on it in a way that precisely resembles the Louis Vuitton. The key aspect of this logo is that it has been stamped without certification from Louis Vuitton. Similarly counterfeits of Nike shoe have a name Vike instead of Nike and a checkmark rather than swoosh. Whereas, according to (Feerasta, 2015) replicas resemble with original branded clothes in design, logo and label and are generally of lower quality and less embroidery.

Types of Counterfeiting

The literature differentiates between two kinds of counterfeits such as deceptive counterfeits and non-deceptive counterfeits (Nia & Zaichkowsky, 2000; Cordell et al., 1996).

Deceptive counterfeiting. In case of deceptive counterfeits, buyers are deceptively made to believe that they are buying an original commodity but in reality they buy a counterfeit commodity. Therefore, this type of counterfeiting can only be discouraged by evaluating supply-side of counterfeiting (Nia & Zaichkowsky, 2000).

Non-deceptive counterfeiting. Sometimes, buyers intentionally buy counterfeit goods. These goods which are distinguishable from original brands are known as non-deceptive counterfeit. The non-deceptive counterfeits are the products when buyers know that they are buying a counterfeit through the cues such as low price, inferior quality and buying place (Vida, 2007). Studies have reported that relatively greater proportion of consumers is intentionally buying counterfeit goods. Hussain, Kofinas, and Win (2017) found that 80% of Pakistani consumers are intentionally involved in buying counterfeit goods. The study reported that counterfeit clothing was the most purchased product type among Pakistani consumers.

Factors Associated to Buying Counterfeit Clothes

At initial glimpse, the reason for buying counterfeit is considered their low price as compared to branded goods. This would suggest that counterfeits are mainly appealing to lower income groups. However, high income consumers in well-developed countries who have enough to pay for original products also purchase counterfeits (Prendergast et al., 2002). Research exploring the determinants of purchase of counterfeit products suggests other factors such as age, education and gender than the economic drive as probable basis for the willingness to purchase counterfeits. These non-price determinants reveal fascinating information for businessmen that is applicable to promotional campaigns. The counterfeit purchase differs across income, education, age and gender. For example, according to Solomon and O'Brien (as cited in Lee & Yoo, 2009) buyers' age, gender, education, and socio-economic status impact their attitude towards counterfeiting. However, varied results have been reported on the association of socio-demographic factors with counterfeiting. Some researchers found that demographic characteristics do not really impact counterfeit purchase (Bloch, Bush, & Campbell, 1993), while others found that they do matter (Cheung & Prendergast, 2006), but in an inconsistent manner (Phau, Prendergast, & Leung, 2001; Tom et al., 1998; Wee et al., 1995).

Demand-side of counterfeiting studies has taken into account many psychological or social factors regarding purchase of counterfeit goods such as normative susceptibility, information susceptibility, and attitude towards counterfeits. Socio-demographic factors such as age, income, gender and education have also been explored in such studies. The subsequent content reviews the association of demographic factors and the purchase of counterfeits briefly. Researchers have explored a variety of determinants related to demand of counterfeits.

Culture. Past researches concerning with cultural factors primarily gave attention to comparison of countries with respect to differences in counterfeiting instead of relationships between buyers' cultural approach and attitudes towards counterfeiting at micro-level. For example, several researchers tried to investigate the relationship between culture and degree of software counterfeiting in number of countries (Moore & Reid, 2008; Santos & Rebeiro, 2006; Ronkainen & Cusumano 2001). Macro-level studies how cultural factors are linked with counterfeiting in different countries. For example, Ronkainen and Cusumano (2001) reported that countries prioritizing individualism show smaller degree of counterfeiting than those countries with significantly higher individualism. Santos and Rebeiro (2006) suggested that countries with high uncertainty acceptance and high individualism show less counterfeiting.

Some macro researches have investigated the association between level of corruption and counterfeits in different countries (Wagner & Sanders, 2001). It has been found that states with greater degree of corruption are less involved in the process of securing intellectual property than the countries which are facing relatively less degree of corruption. Corruption may cause barriers to the implementation of intellectual property laws. For example, counterfeit goods may go unchecked if relevant controlling agencies decide to pay no heed to them, counterfeit products get mixed up with genuine goods at less strict distribution points, or buyers' objections may never be acted on if authorities are inefficient in such matters.

The protection of intellectual property rights differs from culture to culture. Countries put varied amounts of stress on implementing the Intellectual Property Rights (Depken & Simmons, 2004). Samuelson (1999) reported that laws for intellectual property in different countries hold provisions that are entrenched in

normative standards. It has been found that ethical values vary across culture or national region (Swinyard et al., 1990).

One of the key determinants of the counterfeiting is culture due to varied perceptions regarding intellectual property rights (Shultz & Nill, 2002). Penz and Stöttinger (2008) found that link between intention of buying and range of price levels differs across countries. Introduction of constitutional structure regarding counterfeiting is not enough to eradicate the jeopardy, because effective implementation involves cultural orientation towards the anti-counterfeiting plans. For instance, counterfeiting issue in China is associated more with cultural orientation and lawfulness towards counterfeits instead of country's legal endorsement and global agreement declarations (Lee & Yoo, 2009). Same is the case with Pakistan where laws and governing bodies exist but enforcement of these laws is ineffective.

The power of normative susceptibility on buying intention of luxurious goods has been observed from country to country (Shukla, 2010). According to Mourali et al. (2005) individualism is significantly inversely related to susceptibility to normative influence.

Gender. Gender seems to show divergent attitude towards counterfeits. Kwong, Yau, Lee, Sin, & Alan (2003) found gender was associated considerably to the intention to counterfeit goods. Women tend to show stricter trade morals than men (Ruegger & King, 1992). The influence of gender varies from country to country. Men in United States of America are more inclined to buy counterfeit goods but no such variations were found in China (Bian & Veloutsou, 2007). When it comes to buying specific counterfeit product, researchers have found that women are more likely to buy counterfeit clothes. For example, counterfeit clothing and accessory buying is associated more to women, whereas men are more prone to participate in musical piracy (Bhattacharjee, Gopal, & Sanders, 2003; Madden & Lenhart, 2003). Similarly, Cheung and Prendergast (2006) found that women are more prone to buy counterfeit clothes.

Age. Age seems to influence attitude and ultimately the purchase of counterfeit products significantly. Older adults were found to be high spenders on counterfeit goods as compared to young adults (Prendergast et al., 2002). As far as

spending on clothing is concerned, age is an important demographic factor in predicting orientation of women towards counterfeits than their socio-economic class. Madden and Lenhart (2003) and Bhattacharjee et al. (2003) reported that older adults are less inclined to purchase counterfeit items as compared to young adults. Whereas, according to Wee et al. (1995) age was not linked to counterfeiting after controlling the effect of educational level and income of family.

It seems that the link between attitude towards counterfeiting and age differs significantly from western to non-western countries. Tom et al. (1998) reported that age and attitude towards counterfeiting were inversely related in the western countries. Similarly, age does not impact intention and purchasing rate of counterfeits in People's Republic of China (Bian & Veloutsou, 2007).

Income. Financial position and affordability impact demand and utilization of counterfeit goods. The association between counterfeiting among consumers and income has been investigated at two levels i.e., macro and micro levels. The micro-level studies investigated the impact of individual income on consumers' attitude and purchasing behavior for counterfeit goods; while macro-level studies have studied the association between gross domestic product (GDP) and degree of counterfeiting at national levels.

Researches being done at micro-level have revealed opposing findings on the relationship between individual income and the purchase of counterfeits. For example, Swee, Cheng, Lim, and Tambyah (2001) found that lower socio-economic groups have more positive attitude towards counterfeit items. But some researches show no link between counterfeiting and income. Such as Prendergast et al. (2002) and Phau et al. (2001) found that counterfeit buyers are not essentially from lower income class. Kwong et al. (2003) reported that income is not associated to buying counterfeit items. Increased intention to buy counterfeit products may result from increase in income as consumers get more to spend. Phau et al. (2001) suggested that low income groups are less probable to buy counterfeit clothes than the high income groups. But, Bloch et al. (1993) reported that buyers of counterfeit clothes belong to low socio-economic class and are less flourishing economically with respect to stated preferences. Cordell et al. (1996) studied a specific brand of clothes in their research

and found that price concession is positively associated to willingness to purchase counterfeit brands.

Macro studies focused on purchase of counterfeits as a function of per capita income across countries. The national income national associated to the collective result of whether to buy genuine brand or counterfeit good. Rise in capita income may result in less inclination to counterfeiting. Bhattacharjee et al. (2003) found strongly negative association between level of income and the degree of counterfeiting. Andres (2006) found that when income of consumers increases by 1%, degree of counterfeiting decreases by .64%.

Financial status. Financial status can be divided into two domains, financially independent and financially dependent. Although studies on counterfeiting did not address this demographic characteristic, but several general buying studies incorporate this characteristic. According to (Ganonge & Noel, 2015) a person without a job is less oriented to spending money, even without any change in family's income. Arguiar and Hurst (2005) found that their expenditure drop by 6% at the onset of unemployment. Studies also investigated changes in spending to identify which expenditure categories are sensitive to financial status. Another study reported that clothing is the third most sensitive category, which is affected by financial status of buyers (Arguiar & Hurst, 2013).

This demographic category is important in Pakistani context as more than 75% women are financially dependent on family (Asian Development Bank, 2016). Pakistani women are usually dependent for their subsistence on the men of their family. High financial dependence on their counterparts is because of low formal education, lack of employment opportunities, and consequential deficiency in abilities to perform several job tasks. In Pakistani society, different roles are attributed to men and women to a greater degree than in many other cultures. Men provide the basic requirements such as food, clothing, and shelter to the family and are mostly accountable for maintaining quality of life (Arshad, 2008).

Education. Education is found to be inversely related to the attitude towards counterfeiting (Lau, 2007). More highly educated consumers are more sensitive to the unconstructive consequences that results from counterfeiting. It appears that better

educated consumers have greater awareness regarding consequences resulting from intellectual property rights violations than their less educated corresponding consumers. Deficiency in the awareness of intellectual Property Right is found to be more positively associated with increased purchase of counterfeits. Cheung and Prendergast reported that consumers with lower education are more probable to buy counterfeit goods. However, some researchers found that better and less-educated consumers did not differ in their attitude towards piracy. For example, Logsdon, Thompson and Reid (1994) reported that education does not really affect consumers' attitude towards counterfeit products. Bian and Veloutsou (2007) reported that education did not leave a significant influence on the intention to purchase counterfeit commodities.

On the other hand, better educated consumers may be more inclined to purchasing counterfeits. For example, Phau et al. (2001) found that consumers who spend fewer amounts on luxury counterfeit clothes had lower educational background. However, Lee and Yoo (2009) stated that the association between counterfeiting and education differs across countries. Therefore the collective association between them may yield erroneous conclusion about the individual's characteristics related to purchasing counterfeits.

Impact of Counterfeiting on Pakistani Clothing Industry

Attempting to measure the effects of counterfeiting is extremely difficult (Spink & Fejes, 2012). There is discrepancy of larger degree in the calculated approximation of consequences that resulted due to counterfeiting. This is comprehensible keeping in view the intellectual nature of counterfeiting. Therefore, instead of finding precise approximations, many organizations attempted to gather the aggregate consequences which they bring upon on inventors, nations and eventually worldwide. According to Organization for Economic Co-operation and Development (1998) counterfeit bring losses to the right holder, to the countries where counterfeiting takes place, where they are sold and ultimately results in global losses.

The clothing brands in Pakistan are at the loss of 7-20 percent due to counterfeit clothes per annum. The rate of this loss is doubled as new and newer replicas are up-and-coming with enhanced quality. During the summer season when the clothing industry flourishes due to

climate favorability, the initial copy of counterfeit clothing brands is out within a week or two. The industry experts say that replicas are huge issues for the clothing industry and there is an entire continuum of replicas ranging from cheap replicas to master replicas. Brands are the chief property of production enterprises and their infringement is an obvious theft of manufacturer's creativity, investment and efforts (Feerasta, 2015). A major worry of the manufacturers is weak enforcement of Intellectual Property Rights (Jamal, 2017). The government and professional bodies are preoccupied with more urgent issues to pay attention to copyright issues. It is a fact that the responsiveness to obey international standards and to spend in abstract possessions to develop businesses is near to ground in Pakistan (Subohi, 2013).

One of the serious problems, Pakistani brand owners are facing is one cannot copyright each design. Getting copyrights or certification of design is a lengthy, troublesome and costly procedure. Design certification makes logic for designer prints when one sells several hundred designer clothes of that prints but for a few hundred designer collections, it is not worth going through the complicated process of design certification. Moreover, another issue with copyrighting is if a print is altered by 20 percent it can no longer be called as copy. Moreover, the 20 percent law is a standard, but in many cases it is difficult to follow when it involves a creative work due to subjective interpretation of alteration (Feerasta, 2015).

Another explicit loss for the state is reduction in revenue and taxes where counterfeiting is being practiced (Rasool, 2016). Intellectual Property Right issue is also a serious concern for foreign companies who want to invest in Pakistani markets but the prevalent breach of Intellectual Property Right Laws and incompetence of the administrative bodies to manage it, have made them hesitant to invest in Pakistani commerce. According to United State Trade Representative Office (as cited in Siddique, 2013) there is substandard protection approach with regard to Intellectual Property Rights in Pakistan. It positioned Pakistan among the top ten ranked violators of the Intellectual Property Rights on the 'priority watch list'. This report woke Pakistani government to take inflexible implementation measures or else the state could face abandonment of trade advantage or imposition of excise on export goods. Pakistan's administration took measures to impose Intellectual Property Right by

doing modifications in laws and giving autonomy to Intellectual Property Organization of Pakistan, which helped to improve ranking of Pakistan.

In the previous decade, more than dozen Pakistani brands were introduced in the international business. Stimulated by their achievement, countless other brands are now hopeful to discover new chances in foreign countries. When a brand succeeds in attaining recognition, it helps raising the Pakistani exports. While attaining a position in swarming international business is tough, the deficiency of concerns for Intellectual Property Rights (IPR) increases our challenge. The perception of Pakistan as a country where Intellectual Property Laws are openly violated causes harm to local firms in competitive global environment (Subohi, 2013). Stern implementation of Intellectual Property Rights Law is imperative to survive in era of globalization (Rizvi, 2018).

Changing Lifestyle of Pakistani Women

The revival of Pakistani fashion in the past five years resulted from cultural change where women are getting more educated and independent. With better access to opportunities in the work place they are representing their recently established socio-cultural autonomy and financial power through fashion (Waheed, 2018). Moreover, women have not only started contributing to family finance but also are able to spend some part of it as per their likeness. Some of the women are now doing jobs from the areas where girls rarely complete secondary school just one generation ago. Most of the girls are not only working due to educational opportunities and awareness but due to economic necessity (Zahidi, 2018).

Furthermore, women are supposed to do multiple roles in Pakistan, this complexity of their roles not only changes their own expenditures but also of their kin. The changing dynamics of gender roles pushed them to buy for the household members. They usually buy beverages and edibles, clothing and other routine groceries. Reforms in the family system have resulted in increased independence of women in terms of purchasing and they have become more dynamic economic planners than previously. Their involvement in the work force is also related to changes in their consumption behavior. This growing contribution in the labor force has brought about an ever greater requirement for changing pattern of financial and

other such services. Since working women have more resources, so they can spend more on luxuries. Furthermore, working women are more inclined to purchase luxury goods because of their being conscious about brands and fashion (Khan & Nasr, 2011).

Rationale of the Study

In the last decade, counterfeit clothing industry has increased tremendously in Pakistan (Jamal, 2017). Hussain et al. (2017) found that 59% of Pakistanis are involved in purchasing of counterfeit clothes knowingly. Since consumers' demand is considered as main force behind flourishing market, several studies have tried to understand the reasons behind consumers' intention to purchase counterfeit goods (Gentry et al., 2001). Therefore, in the context of counterfeit clothes, it is hardly needed to research what factors are related to demand for counterfeit clothes.

Since in Pakistan, replicas are differentiable from branded women clothes, therefore, it can be said that women buy counterfeit clothes knowingly. Many researchers in the west have tried to find the key drivers behind consumers' willingness to purchase counterfeits. Nevertheless, the problem with these researches is that they have studied these factors on broader and potentially different populations with respect to purchasing. The present study would be a further advancement in this research as it would be conducted in a developing country like Pakistan. The consumer behavior of domestic market might vary in comparison to the worldwide patterns as suggested by Shultz and Nill (2002) through cultural differences in counterfeiting.

Cheung and Prendergast (2006) studied purchasing factors associated to different counterfeited products including clothes and found that women are more likely to buy counterfeit clothes. Similar results were found by other researchers (Bhattacharjee et al., 2003). In the light of earlier researches, this research is planned to be conducted with women only. In this way, it would provide a more specific and comprehensive detail of consumer's attitude and purchasing intention towards counterfeit clothes.

Moreover, sale features associated with counterfeit clothing of women and men are quite different therefore only women's clothing was targeted. In Pakistan unlike westerners' countries women and men clothing is clearly differentiable. The cultural identity of women is expressed by her clothes (Waheed, 2018). Usually, women clothing consists of three pieces (kameez, shalwar and dupatta). These pieces are generally decorated with laces, embroidery, beads, and other clothing accessories whereas men clothing consists of two pieces (kameez and shalwar) and both pieces are usually simple. Replicas of women clothing usually contain less embroidery, little laces or minimal clothing accessories or either it is of lower quality which is usually not the case of men counterfeit clothes.

Few researchers have studied different factors in the context of counterfeit clothes. For instance, Prendergast et al. (2002) found that friend's/family opinion enhance purchase intentions of counterfeit clothes. Moreover, women are also considered to be more susceptible to interpersonal influence in buying clothes (Keillor et al., 1996). In view of purchasing, the impact of interpersonal influence has been widely validated in Western countries, however, its application to Asian countries especially Pakistan has been limited.

Along with social factors, demographic factors are also important in determining buying behavior. As the lifestyle of Pakistani women is changing especially their buying behavior is being influenced by their participation in labor force (Waheed, 2018). Women consumers are progressively getting indulged in diverse action such as earning a living, getting education, involvement in sports, socialization and other extra-curricular activities where they have to maintain themselves to gain social acceptance. Since they are getting involved in many activities they can be seen as a useful group where susceptibility to interpersonal influences and demographic attributes may play role to influence behavior.

Guided by the finding of past researchers, this research is aimed to expand the understanding of the factors related to purchase intention of counterfeit clothes in Pakistan by taking into account susceptibility to interpersonal influence, attitude, and demographic factors. Individually these factors have been studied by researchers but scarce researches have studied these factors altogether with respect to purchase of counterfeit clothes.

Method

Chapter 2

Method

Objectives

The objectives of the present study were:

1. To study the role of susceptibility to interpersonal influence, attitude, and financial status in predicting intention to purchase counterfeit clothes among women.
2. To study the role of susceptibility to interpersonal influence, attitude, and financial status in predicting intention to purchase counterfeit clothes among working and non-working women.
3. To study the role of demographic variables like age, income, marital status, and financial status in determining the susceptibility to interpersonal influence, attitude, and intention to purchase counterfeit clothes.

Hypotheses

Based on literature and common observation, following hypotheses were formulated for the following study.

1. Information susceptibility, normative susceptibility, and attitude towards counterfeit clothes will positively predict intention to purchase counterfeit clothes.
2. Financial status will negatively predict intention to purchase counterfeit clothes.
3. Age will be negatively related to information susceptibility, normative susceptibility, attitude, and intention to purchase counterfeit clothes.
4. Income will be negatively related to information susceptibility, normative susceptibility, attitude, and purchase intention to buy counterfeit clothes.

5. Attitude and intention to purchase counterfeit clothes will be high among non-working women as compared to working women.
6. Attitude and intention to purchase counterfeit clothes will be high among dependent women as compared to independent women.
7. Attitude and intention to purchase counterfeit clothes will be high among less educated women as compared to more educated women.

Conceptual and Operational Definitions

Following are the conceptual and operational definitions of study variables.

Normative susceptibility. Normative susceptibility concerns purchase decisions that are based on the expectations of what would impress others (Ang et al., 2001; Wang et al., 2005).

Normative Susceptibility is defined as total score on Normative Susceptibility Scale (Phau & Thea, 2009). Higher score on this scale indicate more normative susceptibility.

Information susceptibility. Information susceptibility is when a purchase decision is based on the expert opinion of others (Ang et al., 2001; Wang et al., 2005).

Information Susceptibility is defined as total score on Information Susceptibility Scale (Phau & Thea, 2009). Higher score on this scale indicate more susceptibility to information.

Attitude towards counterfeit clothes. Attitude is an inclination to act in a consistently approving or disapproving manner with respect to counterfeit clothes (Phau&Thea, 2009).

Attitude is defined as total score on Attitude towards Counterfeit Clothes (Wang, 2005; Phau & Thea, 2009). Higher score on this scale indicate favorable attitude towards counterfeit clothes.

Intention to purchase counterfeit clothes. Intention is the persons' drive in the light of his or her intention to carry out behavior. Purchase intention in fact is the likelihood for consumers to buy counterfeit clothes (Samin et al., 2012).

Intention to purchase counterfeit clothes is defined as total score on Intention to Purchase Counterfeit Clothes (Phau & Thea, 2009). Higher score on this scale indicate more intention to buy counterfeit clothes.

Instruments

Following instruments were utilized to measure study variables.

Information Susceptibility. The Information Susceptibility was developed by Bearden et al. (1989) and adapted by Phau and Thea (2009). The adapted version of the scale was used to measure information susceptibility. It consists of 4 items that measure the degree to which individuals are susceptible to the information given by their interpersonal relationships. Items are rated on a likert type scale from strongly disagree (1) to strongly agree (7). Participants were instructed to mark the response which applies to them regarding counterfeit clothes. The scores range between 4 and 28. The internal consistency of the 4-item scale has been reported to be $\alpha = .79$ (Nordin, 2009).

Normative Susceptibility. The Normative Susceptibility was developed by Bearden et al. (1989) and adapted by Phau and Thea (2009). The adapted version of the scale was used to measure normative susceptibility. It consists of 4 items that measure the degree to which individuals are susceptible to norms. Items are rated on a likert type scale from strongly disagree (1) to strongly agree (7). Participants were instructed to mark the response which applies to them regarding counterfeit clothes. The scores range between 4 and 28. The internal consistency of the 4-item scale has been reported to be $\alpha = .81$ (Nordin, 2009).

Attitude Towards Counterfeit Clothes. Attitude towards Counterfeit Clothes was developed by Wang et al.(2005) and adapted by Phau and Thea (2009). The adapted version of the scale was used for to measure attitude towards counterfeit clothes. It consists of 5 items that measure the degree to which individuals show

favorable/unfavorable attitude towards counterfeit clothes. Items are rated on a likert type scale from strongly disagree (1) to strongly agree (5). Participants were instructed to mark the response which applies to them regarding counterfeit clothes. The scores range between 5 and 25. The internal consistency of the 5-item scale has been reported to be $\alpha = .88$ (Nordin, 2009).

Intention to Purchase Counterfeit Clothes. Intention to Purchase Counterfeit Clothes was developed by Ang et al. (2001) and adapted by Phau and Thea (2009). The adapted version of the scale was used to measure intention to purchase counterfeit clothes. It consists of 6 items that measure the degree to which individuals' intent to buy counterfeit clothes. Items are rated on a likert type scale from strongly disagree (1) to strongly agree (5). Participants were instructed to mark the response which applies to them regarding counterfeit clothes. The scores range between 6 and 30. The internal consistency of the 6-item scale has been reported to be $\alpha = .92$ (Nordin, 2009).

To control for order effect, position of scales were changed before distributing questionnaires.

Research Design

The present study is a correlational cross-sectional study, survey method is used for data collection and analyses are quantitative in nature. The result comprises two phases. Tryout was the first phase and purpose was to determine the cultural appropriateness and ease of comprehension for the instruments used. Main study was the second phase of research, in this phase the focus was to investigate psychometric properties of the instruments, achieving the study objectives and to test the hypotheses using empirical data.

Phase 1: Tryout

The first phase of the study was tryout which included following steps.

Objectives. The objective of tryout phase was to determine the cultural appropriateness, and ease of comprehension for all the study scales. This was done keeping in mind the sample of working and non-working women.

Authors' consent. To use the above mentioned instruments, it was ethically needed to take permission for using and doing necessary modifications in the scales for this research. Permission was taken through e-mail from their authors (see appendix A).

Expert opinion. With the specific goal to acquire expert opinion, three PhD experts with research experience were approached individually. They were briefed about the purpose of the study. They were requested to evaluate and provide feedback regarding appropriateness of each according to the level of working and non-working women. Then according to their advice, the scales were modified by inserting word 'replicas' along with word 'counterfeit'. Such as counterfeit clothes (replicas) are as reliable as genuine clothes, because replica is an appropriate synonym for counterfeit clothes in Pakistani context. Furthermore, word 'paddler' was changed into word 'paddled merchant'.

Sample opinion. After modifications questionnaires were distributed to 10 women, from the Islamabad and Rawalpindi by using convenience sampling. The sample contained 5 working and 5 non-working women. Written and verbal instructions were 'please read the statements of every item and mark whether you understand the statement or not. Specify the word which are difficult to understand and also suggest some suitable easy word if you find any difficult word'.

Results. In line with the expert opinion, respondents did not report any difficulty. Thus, it was found that with the above mentioned modifications all the scales are comprehensible to working and non-working women. Experts approved that all the scales with modifications can be used for research purpose.

Main Study

The main study was the second phase of the study which included following steps.

Objective. The purpose of the main study was to test the proposed objectives and hypotheses.

Sample. Data of the study was collected by using convenient sampling technique. A total of 350 questionnaires were distributed and only 320 questionnaires were returned. Out of which 2 were discarded from sample as they were incomplete. The 91 per cent response rate included working ($n = 155$) and non-working ($n = 163$) women. Demographics and detailed characteristics of sample are given below in the table.

Table 1

Frequencies and Percentages of Demographics Characteristics (N = 318)

Characteristics	<i>f</i>	%
Work Status		
Working	155	48%
Non-working	163	52%
Financial Status		
Dependent	225	71%
Independent	93	29%
Education		
Graduation and Below	157	51%
Above graduation	153	49%
Marital Status		
Married	130	41%
Unmarried	188	59%

Table 1 shows sample characteristics and its frequencies and percentage for, education, work status, marital status, and financial status. The majority of the sample comprised of financially dependent women with 71% and the rest financially independent making 29%. The proportion of unmarried women was greater comprising 59% of sample as compare to married women (41%).

Procedure. Data was collected from working and non-working women residing in Rawalpindi and Islamabad. To get access to participants in work setting, permission was first taken from respective authorities. Informed consent was taken from all participants. They were informed that their participation is voluntary and they have the right to quit their participation at any time. They were assured that their information will be kept confidential and will only be used for study purpose. Participants were briefed how to fill the questionnaire according to statements. Participants were instructed to fill the entire questionnaire along with demographics. After the completion, women were thanked for their contribution in research.

Results

Chapter 3

Results

The current study aims to explore susceptibility to interpersonal influence and attitude towards counterfeit clothes as predictors of intention to buy counterfeit clothes. The study also explored the relationship of study variables with demographic variables including age, income, work status, financial status, educational level, and marital status. At the end of the data collection, data from 318 cases was entered in the Social Science Statistical Package (SPSS 21) for quantitative analysis. Taking into account the objectives of the study, numbers of results through statistical analysis have been obtained.

Descriptive statistics, alpha coefficient, means, standard deviation, kurtosis and skewness for information susceptibility, normative susceptibility, attitude towards counterfeit clothes and intention to purchase counterfeit clothes are also examined in the current study. Further analysis included *Pearson* Product Moment Correlation to see the correlation and to test hypotheses, whereas *Spearman* correlation was used for finding correlation between income and study variables for violating the normality assumption and regression analysis was used to find predictability of independent variables on dependent variable and then *t*-test was used to find the group differences.

Table 2

Descriptive and Alpha Coefficient for all Study Variables (N = 318)

Measures	No. of Items	α	M	SD	Range		Skewness	Kurtosis
					Potential	Actual		
SII	8	.82	36.61	8.49	8-56	10-52	-.60	-.14
IS	4	.82	18.29	4.56	4-28	4-28	-.64	-.57
NS	4	.78	18.32	5.46	4-28	6-28	-.58	-.15
AT	5	.74	15.67	3.69	5-25	5-25	-.94	-.03
BI	6	.83	19.38	4.54	6-30	7-30	-.44	.09

Note. SII = Susceptibility to Interpersonal Influence; IS = Information Susceptibility; NS = Normative Susceptibility; AT = Attitude towards Counterfeit Clothes; BI = Intention to Purchase Counterfeit Clothes.

Table 2 illustrates mean, standard deviation, alpha coefficient, skewness, and kurtosis of the study variables which includes information susceptibility, normative susceptibility, attitude towards counterfeit clothes, and intentional to purchase counterfeit clothes. It shows good reliabilities of all study variables since all alpha values were above .70. It means all the scales have high internal consistency and thus are reliable. The table also shows mean and standard deviation of all the major study variables showing the average scores and variability of data respectively. Kurtosis and

skewness were also presented. The values of skewness and kurtosis are between -2 and +2, which shows that the data is normally distributed (Field, 2013).

Table 3

Correlation Between Study Variables Across Sample (N = 318)

	Variables	1	2	3	4	5	6	7
1	SII	-	.87**	.81**	.42**	.46**	-.07	.04
2	IS		-	.43**	.23**	.17**	-.07	.05
3	NS			-	.51**	.65**	-.06	.02
4	AT				-	.75**	-.12*	-.14*
5	BI					-	-.12*	-.04
6	Age						-	.23**
7	Income							-

Note. SII = Susceptibility to Interpersonal Influence; IS = Information Susceptibility; NS = Normative Susceptibility; AT = Attitude towards Counterfeit Clothes; BI = Intention to Purchase Counterfeit Clothes.

** $p < .01$. * $p < .05$.

Table 3 displays the correlation matrix for scales and subscales of susceptibility to interpersonal influence, attitude towards counterfeit clothes and intention to purchase counterfeit clothes. The table depicts significant positive correlation ($p < .01$) between all the major study variables. So our hypothesis that information susceptibility, normative susceptibility, and attitude are positively correlated with intention to purchase counterfeit clothes is accepted. Correlation analysis of study variables with age is also conducted. Age is significantly negatively correlated ($p < .05$) with attitude and intention to purchase counterfeit clothes. Thus, our hypothesis that intention to purchase counterfeit clothes is more among younger women is accepted. As the data of income was not normally distributed therefore *Spearman* correlation coefficient was obtained with all the study variables. The results show that income is significantly negatively correlated ($p < .05$) with attitude towards counterfeit clothes. So our hypothesis that attitude towards counterfeit clothes decreases as income increases is accepted.

Table 4

Regression Analysis Predicting Intention to Purchase Counterfeit Clothes Through Susceptibility to Interpersonal Influence, Attitude Towards Counterfeit Clothes, and Financial Status (N = 318)

Predictors	B	β	SE	95% CI	
				LL	UL
Constant	3.31	-	1.10	1.32	5.29
SII	.09	.18**	.02	.05	.14
AT	.83	.68**	.05	.73	.93
FS	-.29	-.03	.36	-1.00	.42
R^2		.59			
F		153.25			

Note. SII = Susceptibility to Interpersonal Influence; AT = Attitude towards Counterfeit Clothes; FS = Financial Status.

** $p < .01$.

Table 4 illustrates the predictability of intention to purchase counterfeit clothes through susceptibility to interpersonal influence, attitude towards counterfeit clothes, and financial status. Table shows that that susceptibility to interpersonal influence and

attitude towards counterfeit clothes are significant positive predictor of intention to purchase counterfeit clothes whereas beta value is non-significant for financial status in predicting purchase intention to buy counterfeit clothes. Overall, the model makes for 59% of variance for intention to purchase counterfeit clothes that is explained by susceptibility to interpersonal influence and attitude towards counterfeit clothes.

Table 5

Regression Analysis Predicting Intention to Purchase Counterfeit Clothes Through Susceptibility to Interpersonal Influence, Attitude Towards Counterfeit Clothes, and Financial Status (N = 318)

Predictors	B	β	S.E	95% CI	
				LL	UL
Constant	3.31	-	.90	1.54	5.08
IS	-.11	-.13**	.03	-.17	-.05
NS	.41	.42**	.04	.33	.49
AT	.69	.68**	.05	.61	.79
FS	-.31	-.03	.46	-.94	.33
R^2		.59	.32		
F		153.25			

Note. IS = Information Susceptibility, NS = Normative Susceptibility; AT = Attitude towards Counterfeit Clothes; FS = Financial Status.

** $p < .01$.

Table 5 illustrates the predictability of purchase intention to buy counterfeit clothes through information susceptibility, normative susceptibility, attitude towards counterfeit clothes and financial status. Table shows that normative susceptibility and attitude towards counterfeit clothes are significant positive predictor of purchase intention to buy counterfeit clothes. Table also shows that information susceptibility is significantly ($p < 0.1$) negative predictor of purchase intention to buy counterfeit clothes whereas beta value is non-significant for financial status in predicting purchase intention to buy counterfeit clothes. Overall, the model makes for 68% of variance represents the proportion of variance for purchase intention to buy counterfeit clothes that is explained by normative susceptibility, information susceptibility and attitude towards counterfeit clothes.

Table 6

t-test Showing Mean, Standard Deviation, and *t* Value for Work Status on Study Variables (*N* = 318)

Variables	Working (<i>n</i> =155)		Non-working (<i>n</i> = 163)		<i>t</i>	<i>p</i>	95% <i>CI</i>	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			<i>LL</i>	<i>UL</i>
SII	36.97	8.74	36.27	8.26	.74	.46	-1.17	2.58
IS	18.57	5.33	18.02	5.57	.89	.38	-.66	1.75
NS	18.41	4.74	18.25	4.39	.31	.75	-.85	1.17
AT	15.54	3.62	15.80	3.77	-.64	.52	-1.08	.55
BI	19.55	4.79	19.21	4.29	.68	.49	-.66	1.35

Note. SII = Susceptibility to Interpersonal Influence; IS = Information Susceptibility; NS = Normative Susceptibility; AT = Attitude towards Counterfeit Clothes; BI = Intention to Purchase Counterfeit Clothes.

Table 6 shows the results of *t*-test for the comparison of working and non-working women on all major study variables. The analysis shows that mean differences of all study variables are nonsignificant across two groups. So the hypothesis that attitude and intention to purchase counterfeit clothes is greater among non-working as compared to working women is not supported by *t*-test results.

Table 7

t-test Showing Mean, Standard Deviation, and *t* Value for Financial Status on Study Variables (*N* = 318)

Variables	Dependent (<i>n</i> = 225)		Independent (<i>n</i> = 93)		<i>t</i>	<i>p</i>	95% <i>CI</i>		Cohen's <i>d</i>
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			<i>LL</i>	<i>UL</i>	
SII	36.86	8.31	36.02	8.93	.79	.42	-1.22	2.89	
IS	18.36	5.49	18.11	5.39	.38	.70	-1.06	1.58	
NS	18.49	4.39	17.91	4.95	1.03	.30	-.53	1.68	
AT	16.00	3.55	14.89	3.93	2.44*	.01	.21	1.99	.29
BI	19.75	4.23	18.47	5.10	2.13*	.03	.09	2.47	.27

Note. SII = Susceptibility to Interpersonal Influence; IS = Information Susceptibility; NS = Normative Susceptibility; AT = Attitude towards Counterfeit Clothes; BI = Intention to Purchase Counterfeit Clothes.

Table 7 represents the mean differences between financially independent and financially dependent women on all study variables. The analysis shows that mean differences are significant ($p < .01$, $p < .05$) for attitude towards counterfeit clothes and intention to purchase counterfeit clothes respectively. The value of Cohen's d indicate that effect size is small. Thus, financially dependent women reported more favorable attitude and intention to buy counterfeit clothes. Whereas, mean differences across financially independent and financially dependent women for information susceptibility and normative susceptibility are nonsignificant. So the hypothesis that attitude and intention to purchase counterfeit clothes in financially dependent women are greater than financially independent women is supported by t -test analysis.

Table 8

t-test Showing Mean, Standard Deviation, and *t* Value for Education on Study Variables (*N* = 318)

Variables	Graduation and below (n =157)		Above Graduation (n = 153)		<i>t</i>	<i>p</i>	95% <i>CI</i>	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			<i>LL</i>	<i>UL</i>
SII	36.51	8.35	36.82	8.72	-.32	.75	-2.22	1.59
IS	18.22	5.31	18.37	5.69	-.25	.80	-1.14	1.07
NS	18.29	4.65	18.45	4.48	-.34	.76	-1.18	.86
AT	15.81	3.59	15.63	3.75	.43	.66	-.64	1.00
BI	19.41	4.76	19.43	4.33	-.03	.97	-1.03	.99

Note. SII = Susceptibility to Interpersonal Influence; IS = Information Susceptibility; NS = Normative Susceptibility; AT = Attitude towards Counterfeit Clothes; BI = Intention to Purchase Counterfeit Clothes.

Table 8 shows the results of *t*-test for the comparison of graduates and below and above graduation education level on all major study variables. The analysis shows that mean differences of all study variables are non-significant across two groups. So our hypothesis that attitude and intention to buy counterfeit clothes is greater among less educated as compared to more educated women is not supported by *t*-test results.

Table 9 shows the results of *t*-test for the comparison of married and unmarried on all major study variables. The analysis shows that mean differences of all study variables are non-significant across two groups. So information susceptibility, normative susceptibility, attitude and intention to buy counterfeit clothes are not significantly different among unmarried and married women.

Table 9

t-test Showing Mean, Standard Deviation, and *t* Value for Marital Status on Study Variables (*N* =318)

Variables	Married (n = 188)		Unmarried (n = 130)		<i>t</i>	<i>p</i>	95% <i>CI</i>	
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>			<i>LL</i>	<i>UL</i>
SII	36.36	8.82	36.37	8.27	-.44	.66	-2.38	1.51
IS	17.84	5.47	18.19	4.50	.65	.52	-.69	1.36
NS	18.52	4.64	18.60	5.44	-1.23	.22	-1.98	.46
AT	15.66	4.08	15.68	3.41	-.04	.97	-.88	.84
BI	19.56	4.74	19.25	4.39	.59	.55	-.71	1.33

Note. SII = Susceptibility to Interpersonal Influence; IS = Information Susceptibility; NS = Normative Susceptibility; AT = Attitude towards Counterfeit Clothes; BI = Intention to Purchase Counterfeit Clothes.

Exploratory Results

Data was split according to work status (working and non-working women) to compare results between the two groups and all of the above mentioned analyses were done again. The exploratory results are presented below.

Table 10 shows alpha coefficient, mean, standard deviation, skewness and kurtosis among working and non-working women separately for all the study variables. It shows good reliabilities of all the major study variables among both groups. It means all the scales have high internal consistency and thus are reliable. Mean shows average scores and standard deviation tells about the variability of the data. The value of skewness and kurtosis are between -1 and +1, which shows that the data is normally distributed and parametric statistics can be used further (Field, 2013).

Table 10

Descriptive and Alpha Coefficient Among Working and Non-working Women for all Study Variables (N = 318)

Measures	Items	α	M	SD	Range		Skewness	Kurtosis
					Potential	Actual		
Working ($n = 155$)								
SII	8	.84	36.97	8.74	8-56	10-52	-.79	.23
IS	4	.79	18.57	5.33	4-28	4-28	-.73	.38
NS	4	.82	18.41	4.74	4-28	6-28	-.77	.38
AT	5	.72	15.54	3.62	5-25	6-23	-.18	.39
BI	6	.85	19.55	4.79	6-30	7-30	.37	.39
Non-working ($n = 163$)								
SII	8	.80	36.27	8.26	8-56	12-51	-.40	-.47
IS	4	.84	18.02	5.57	4-28	4-28	-.82	.38
NS	4	.73	18.25	4.39	4-28	8-28	-.49	.38
AT	5	.76	15.80	3.77	5-25	5-25	.08	.39
BI	6	.81	19.21	4.29	6-30	9-30	-.18	.39

Note. SII = Susceptibility to Interpersonal Influence; IS = Information Susceptibility; NS = Normative Susceptibility; AT = Attitude towards Counterfeit Clothes; BI = Intention to Purchase Counterfeit Clothes.

Table 11

Correlation Between Study Variables Among Working and Non-Working Women (N = 318)

S.No	Variables	1	2	3	4	5	6	7
1	SII	-	.89**	.85**	.50**	.53**	-.02	.02
2	IS	.87**	-	.50**	.31**	.26**	-.67	.02
3	NS	.78**	.37**	-	.58**	.69**	.04	.06
4	AT	.34**	.16**	.45**	-	.79**	-.09	-.22*
5	BI	.38**	.09**	.60**	.72**	-	-.10	.01
6	Age	-.11	-.06	-.13	-.14	-.14	-	.57**
7	Income	-.10	-.03	-.07	.01	.09	.07	-

Note. SII = Susceptibility to Interpersonal Influence; IS = Information Susceptibility; NS = Normative Susceptibility; AT = Attitude towards Counterfeit Clothes; BI = Intention to Purchase Counterfeit Clothes.

The upper half is indicating data from working women and lower half is indicating data from non-working.

Table 11 displays the correlation matrix for overall and domains of susceptibility to interpersonal influence and other variables such as attitude and intention to purchase counterfeit clothes. Both of the subscales (Information Susceptibility and Normative Susceptibility) have significant positive correlation ($p < .01$) with the total score. The table also depicts significant positive correlation ($p < .01$) between all the major study variables i.e., susceptibility to interpersonal influence, information susceptibility, normative susceptibility, attitude towards counterfeit clothes, and intention to purchase counterfeit clothes among working and non-working women. Importantly the correlation values are high for working women. Correlation analysis of study variables with age is also conducted. Age was not significantly correlated with any of the study variables among both working and non-working women. As the data of income was not normally distributed therefore *spearman* correlation coefficient was obtained with all the study variables for both working and non-working women. The results show that income is significantly negatively correlated ($p < .05$) with attitude towards counterfeit clothes among working women only.

Table 12

Regression Analysis Predicting Intention to Purchase Counterfeit Clothes Through Susceptibility to Interpersonal Influence, Attitude Towards Counterfeit Clothes, and Financial Status Among Working and Non-working Women (N = 318)

Predictors	B	β	S.E	95% CI	
				LL	UL
Working					
Constant	3.50	-	1.48	.58	6.42
SII	.09	.18**	.03	.04	.15
AT	.90	.68**	.07	.76	1.04
FS	-.99	.10	.46	-1.91	-.08
R^2		.67			
F		100.83			
Non-working					
Constant	3.76	-	1.60	.59	6.93
SII	.08	.15**	.03	.02	.13
AT	.76	.67**	.06	.63	.89
FS	.62	.33	1.01	-1.37	2.62
R^2		.54			
F		61.78			

Note. SII = Susceptibility to Interpersonal Influence; AT = Attitude towards Counterfeit Clothes; FS = Financial Status.

** $p < .01$. * $p < .05$.

Table 12 shows the predictability of intention to purchase counterfeit clothes through susceptibility to interpersonal influence, attitude towards counterfeit clothes, and financial status for both working and non-working women. Table shows that for both working and non-working groups susceptibility to interpersonal influence and attitude towards counterfeit clothes are positive predictor of intention to purchase counterfeit clothes. Overall the model makes for 67% and 54% of variance in purchase intention to buy counterfeit clothes due to susceptibility to interpersonal influence and attitude towards counterfeit clothes for working and non-working women respectively. Moreover, financial status did not significantly predict intention to purchase counterfeit clothes for any group.

Table 13

Regression Analysis Predicting Intention to Purchase Counterfeit Clothes Through Information Susceptibility, Normative Susceptibility, Attitude Towards Counterfeit Clothes, and Financial Status Among Working and Non-working Women (N = 318)

Predictors	B	β	S.E	95% CI	
				LL	UL
Working					
Constant	4.16	-	1.31	1.57	6.75
IS	-.13	-.14**	.04	-.21	-.04
NS	.42	.42**	.57	.31	.53
AT	.75	.57**	.07	.62	.89
FS	-1.12	-.12	.41	-1.94	-.32
R^2		.74			
F		107.16			
Non-working					
Constant	3.15	-	1.48	.32	5.98
IS	-.12	-.15**	.04	.02	.13
NS	.39	.40**	.56		
AT	.64	.56**	.06		
FS	.81	.04	.89	.63	.89
R^2		.63			
F		69.02			

Note. IS = Information Susceptibility; NS = Normative Susceptibility; AT = Attitude towards Counterfeit Clothes; FS = Financial Status.

** $p < .01$. * $p < .05$.

Table 13 shows the predictability of intention to purchase counterfeit clothes through information susceptibility, normative susceptibility, and attitude towards counterfeit clothes for both working and non-working women. Table shows that normative susceptibility and attitude towards counterfeit clothes are significant ($p < 0.1$) positive predictor of intention to purchase counterfeit clothes for both working and non-working groups. Overall the model makes for 74% and 63% of variance in intention to purchase counterfeit clothes due to information susceptibility, normative susceptibility, and attitude towards counterfeit clothes for working and non-working

groups respectively. Moreover, financial status did not significantly predict intention to purchase counterfeit clothes for any group.

Table 14 represents the mean differences between financially independent and financially dependent women on all study variables for working and non-working women. The analysis shows that mean differences are significant ($p < .01$) for attitude towards counterfeit clothes and intention to purchase counterfeit clothes among working women. The value of Cohen's d indicates that effect size is medium. Whereas, for all the other variables t -test analysis showed non-significant results among both working and non-working women. The analysis for non-working group is not presented since meaningful comparison could not be made because of less number of participants in the financially independent non-working women.

Table 14

Mean, Standard Deviation, and t Value for Working and Non-working Women on all Study Variables Among Dependent and Independent Women (N = 318)

Variables	Dependent (n = 71)		Independent (n = 84)		t	p	95% CI		Cohen's d
	M	SD	M	SD			LL	UL	
Working									
SII	38.25	8.15	35.89	9.12	1.68	.09	-.41	5.13	
IS	19.21	5.04	18.02	5.54	1.38	.17	-.51	2.88	
NS	19.04	4.23	17.87	5.09	1.56	.12	-.31	2.65	
AT	16.45	2.95	14.76	3.96	3.04	.00	.59	2.79	.48
BI	21.04	3.91	18.30	5.11	3.78	.00	1.31	4.18	.60

Note. IS = Information Susceptibility; NS = Normative Susceptibility; AT = Attitude towards Counterfeit Clothes; BI = Intention to Purchase Counterfeit Clothes.

Table 15

Mean, Standard Deviation, and t Value for Working and Non-working Women on all Study Variables Among Graduates and Below and Above Graduates (N = 318)

Variables	Graduation and below (n = 62)		above Graduation (n = 93)		t	p	95% CI	
	M	SD	M	SD			LL	UL
Working								
SII	36.45	8.05	37.32	9.19	-.61	.54	-3.71	1.96
IS	18.55	5.01	18.58	5.57	-.04	.97	-1.76	1.70
NS	17.90	4.74	18.74	4.73	-1.08	.28	-2.37	.69
AT	15.60	3.65	15.49	3.62	.17	.86	-1.08	1.28
BI	19.27	5.25	19.74	4.47	-.59	.56	-2.02	1.09
Non-working								
SII	36.65	8.58	36.01	7.94	.36	.72	-2.22	3.21
IS	18.00	5.51	18.05	5.89	-.05	.96	-1.89	1.79
NS	18.55	4.60	18.00	4.08	.75	.45	-.89	1.98
AT	15.95	3.57	15.83	3.97	.18	.85	-1.10	1.33
BI	19.51	4.44	18.95	4.09	.44	.44	-.85	1.96

Note. IS = Information Susceptibility; NS = Normative Susceptibility; AT = Attitude towards Counterfeit Clothes; BI = Intention to Purchase Counterfeit Clothes.

Table 15 represents education level based mean differences on study variables for working and non-working women. The analysis shows that mean differences are non-significant for both working and non-working women among less educated and more educated women.

Table 16 represents the mean differences between married and unmarried women for all study variables for working and non-working. The analysis shows that mean differences are non-significant among married and unmarried women.

Table 16

Mean, Standard Deviation, and t Value for Working and Non-working Women on all Study Variables Among Married and Unmarried Women (N = 318)

Variables	Married (n = 54)		Unmarried (n = 101)		t	p	95% CI	
	M	SD	M	SD			LL	UL
Working								
SII	37.50	9.14	36.69	8.55	.55	.59	-2.11	3.73
IS	18.07	5.64	18.83	5.17	-.84	.40	-2.54	1.02
NS	19.43	4.91	17.86	4.58	1.93	.06	.04	3.17
AT	15.93	4.09	15.33	3.35	.98	.33	-.69	1.80
BI	20.50	4.94	19.05	4.69	1.78	.08	-1.68	3.07
		(n = 76)			(n = 87)			
Non-working								
SII	35.55	7.99	36.90	7.99	-1.04	.30	-3.90	1.22
IS	17.67	5.38	18.33	5.75	-.76	.45	-2.39	1.07
NS	17.88	4.36	18.56	4.41	-.98	.32	-2.04	.68
AT	15.47	4.09	16.09	3.46	-1.04	.29	-1.79	.55
BI	18.89	4.50	19.49	4.10	-.88	.38	-1.93	.74

Note. IS = Information Susceptibility; NS = Normative Susceptibility; AT = Attitude towards Counterfeit Clothes; BI = Intention to Purchase Counterfeit Clothes.

Discussion

Discussion

The study was aimed to investigate the role of susceptibility to interpersonal influence, attitude towards counterfeit clothes, and financial status in predicting intention to purchase counterfeit clothes among women with the help of quantitative measures. The study also investigated demographic variables such as age, income, education, work status, marital status, and financial status in relation to information susceptibility, normative susceptibility, attitude towards counterfeit clothes, and intention to purchase counterfeit clothes. Survey method was used for data collection. The current research was completed in two phases; phase one was tryout, in which comprehension of the measures to be used in main study were assessed after few modifications in the questionnaires with potential participants. Upon finding that participants did not face any difficulty, main study was conducted, which was the second phase of the research.

After data collection, in order to assess the psychometric properties of the scale, alpha reliabilities were measured. The reliabilities of all the scales were within acceptable range. The alpha reliability of susceptibility to interpersonal influence and its subscale information susceptibility and normative susceptibility were .82, .82, and .78 respectively. The reliabilities of attitude towards counterfeit clothes and purchase intention were .74 and .84 respectively. The values of skewness and kurtosis were between +2 and -2 indicating that data was normally distributed (Field, 2013).

The first objective of the study was to find the predictive role of susceptibility to interpersonal influence, attitude towards counterfeit clothes, and financial status on intention to purchase counterfeit clothes. For this purpose, hypotheses were formulated. The hypotheses number one stated that susceptibility to interpersonal influence and attitude will positively predict intention to purchase counterfeit clothes, whereas financial status will negatively predict intention to purchase counterfeit clothes. Before finding out regression analyses, correlation was conducted between study variables as it provides basis for predictions. Therefore, relationship between all the study variables through bivariate correlations were found and tabulated (see table 3). The results indicate significant positive correlation (with $p < .01$) between

information susceptibility, and normative susceptibility with attitude towards counterfeit clothes. Ting, Goh, and Isa (2016) and Moon et al. (2017) also reported same results. The results of the correlation also showed significant positive correlation between the attitude and intention to purchase counterfeit clothes. This finding was consistent with previous studies (Ang et al., 2001; Ramayah, Jantan, Chow, & Nasirin, 2003; Wang et al., 2005; De Matos, Huassu, & Rossi, 2007; Phau & Teah, 2009; Harun, Rehman, Belndran, Suk, & Hussain, 2012).

Prediction was tested through regression analysis. It was indicated that intention to purchase counterfeit clothes was positively predicted by attitude towards counterfeit clothes and susceptibility to interpersonal influence (see table 4). Furthermore, regression analysis was done separately for components of interpersonal susceptibility which are information susceptibility and normative susceptibility. It has been found that normative susceptibility and attitude towards counterfeit clothes positively predict intention to buy counterfeit clothes but the direction of prediction is negative in case of information susceptibility (see table 5). Thus, combined influence of all predictor variables gives an indication that information susceptibility negatively predicts intention to purchase counterfeit clothes. It means when Pakistani consumer get exposed to information regarding counterfeit clothes their intention to purchase them reduces. The results are consistent with another research conducted on Pakistani consumers (Iqbal & Ismail, 2011). They found that normative influence is more effective regarding purchase of goods than informational influence. Thus, getting information from someone regarding counterfeit clothes may lead to less intention to buy counterfeit clothes. It also suggests that although people use counterfeit clothes but they say unfavorable things about counterfeit clothes or favorable things about branded clothes because of the believed that genuine branded clothes provide more prestige than counterfeit clothes (Nia & Zaichkowsky, 2000).

As normative influence positively contributes to predict intention to purchase counterfeit clothes it suggests that more the people are prone to normative influence regarding counterfeit clothes, the more likely they would form an intention to purchase counterfeit clothes. The results show that buyers in Pakistan are more probable to behave in accordance with the other people's demands and expectations. When they decide to buy a particular good, they keep in mind that it is liked or worn

by others. Thus, while buying clothes they evaluate what others would be expecting of them or they observe what kind of clothes others are buying. If other people buy or expect them to buy counterfeit clothes, they would also tend to buy counterfeit clothes.

But prediction analyses of financial status (as an indicator of perceived financial control), did not reveal any significant results (see table 4 & 5). Thus, combined influence of all predictor variables gives an indication that financial status does not significantly predict intention to purchase counterfeit clothes. Thus, it indicates perceived financial control does not significantly predict intention to buy counterfeit clothes.

Thus, as the results indicate that greater vulnerability to normative influence and favorable attitude towards counterfeit clothes leads to greater intention to purchase counterfeit clothes. It means normative beliefs which refers to beliefs related to normative anticipation of others and aspiration to fulfill or obey those anticipation regarding counterfeit clothes (as measured by normative susceptibility) help in developing favorable attitude and purchase intention to buy counterfeit clothes. Thus, results indicate normative susceptibility, attitude towards counterfeit clothes and intention to buy counterfeit clothes are providing support for theory of planned behavior.

The variables of the study were further explored regarding demographic variables. Correlations and *t*-test were computed and results were tabulated to see the relationship of demographic variables. Demographic variables which were analyzed after reviewing literature include age, income, work status, financial status, education and marital status.

Age is an important demographic characteristic which influence purchase behavior (Prendergast et al., 2002). The hypothesis number three stated that age will be negatively related to normative susceptibility, information susceptibility, attitude and intention to purchase counterfeit clothes. The correlation analysis was conducted (see table 3) to study the relationship. The analysis showed that age has a significant negative ($p < .05$) relationship with intention to buy counterfeit clothes, whereas correlations between age and all the other variables were non-significant. Thus, the above mentioned hypothesis is partially supported by the correlation analyses. The

findings are consistent with the Gopal and Sanders (2000), Madden and Lenhart (2003) and Bhattacharjee et al. (2003). Thus it shows that younger consumers are more likely to buy counterfeit clothes. The reason may be because they cannot afford original clothes but want to approach style by buying counterfeit clothes at probably affordable prices since age and income was found to be positively correlated. Susceptibility to interpersonal influence was not significantly related to age suggesting that social influence does not operate in relation to buyer's age.

Income is a key determinant of counterfeit purchase (Tom et al., 1998). Therefore, hypothesis number four stated that income will be negatively related to information susceptibility, normative susceptibility, attitude, and intention to buy counterfeit clothes. As the data for income was not normally distributed, Spearman's correlation was conducted. The analysis showed that income is significantly negatively ($p < .05$) related to attitude and purchase intention towards counterfeit clothes whereas there were non-significant correlations between income and other variables was shown (see table 3). Thus, other hypothesis is partially supported by findings. The findings are consistent with the Swee et al. (2001) and Bloch et al. (1993), who found that lower income groups show favorable attitude and purchase behavior towards counterfeit products. The results are important in the context of counterfeit demand among Pakistani consumers since Pakistan is a developing country where GDP of consumers is low. Therefore, lower prices of counterfeit clothes provide better alternative to branded clothes. However, income does not show significant result with susceptibility to interpersonal influence. It suggests that social influence is not a matter of socioeconomic background of an individual.

Another demographic variable was work status. It was divided into two categories, working and non-working women. Keeping in view the literature, the hypothesis number five proposed that attitude and intention to purchase counterfeit clothes will be high among non-working women as compared to working women. The *t*-test analysis was conducted and tabulated to study the difference. The analysis showed that attitude, and intention to purchase counterfeit clothes was not significantly different between working and non-working women (see table 6). Thus, *t*-test analysis did not support the stated hypothesis. The analyses also showed that information susceptibility and normative susceptibility are not significantly different among working and non-working women. It means that working and non-working women do not show significant differences towards purchase of counterfeit clothes.

Another hypothesis was proposed to see difference between financially independent and financially dependent women. The hypothesis number six stated that attitude, and intention to purchase counterfeit clothes will be high among financially dependent as compared to financially independent women. The *t*-test analysis was conducted and tabulated to study the difference. The *t*-test analysis revealed that attitude and intention to buy counterfeit clothes was significantly higher among financially dependent as compared to financially independent women (see table 7). Thus, findings supported our hypothesis. Other variables such as information susceptibility and normative susceptibility are not significantly different among financially independent and financially dependent women. It also revealed that social influence does not operate with reference to being working or non-working and financially dependent or independent. Thus, it can be said that there is no difference in the expectation and social pressure being perceived by both working or non-working and financially independent or dependent women. Thus, both work status and financial status perceive equal level of societal expectations and social pressure. Thus, financially independent women exhibit favorable attitude and intention to buy counterfeit clothes. The reason may be because women consumers enjoy shopping. They are also likely to take more risks and do experimentation with respect to buying experiences. As a result, they are also acknowledged by shopkeepers as the main targeted segment (Cassill & Drake, 1987).

Hypothesis number seven stated that attitude, and intention to purchase counterfeit clothes will be high among less educated as compared to more educated women. In order to study differences *t*-test analysis was computed which indicated that there is non-significant difference in the attitude and intention to buy counterfeit clothes between high and low educated consumers of counterfeit clothes (see table 8). Thus, the stated hypothesis is rejected. This finding is consistent with Logsdon et al. (1994), who reported that education has no significant impact on the purchase of counterfeit goods. Similarly, Bian and Veloutsou (2007) also reported that education did not influence the intention to buy counterfeit brands. Similarly, susceptibility to interpersonal influence is also not significantly different among low educated and highly educated women.

Another *t*-test analysis was conducted to study differences among married and unmarried women. The results of *t*-test revealed that there is no significant difference in the information susceptibility, normative susceptibility, attitude and purchase

intention to buy counterfeit clothes among married and unmarried women (see table 9). Thus married and unmarried women show similar orientation towards societal expectations and buying counterfeit clothes.

Exploratory Findings

Table 10-16 represents the descriptive statistics, correlations, regression, and *t*-test analysis by splitting the sample into working and non-working women. These analyses were conducted to see differences among these regarding all the studied variables. The table indicates acceptable reliabilities of all the scales for working and non-working women. After finding that data is normally distributed and all the reliabilities are acceptable (see table 10) among both groups, further analyses were done.

Correlations for both working and non-working women were significantly related with all the study variables confirming that the variables are exhibiting similar results across working and non-working women. Importantly, relationships between study variables were stronger among working women. Similarly, income and age were also significantly positively ($p < 0.1$) related among working women only. Regression analysis among working and non-working women showed that variance in intention to buy counterfeit clothes due to attitude towards counterfeit clothes and susceptibility to interpersonal influence is greater among working as compared to non-working women indicating that social influence becomes operative when one have resources to perform accordingly. The findings are consistent with Kwong et al. (2003) findings that increased intention to buy counterfeit products may result from increase in income as consumers get more to spend.

Table 14-16 show *t*-test analysis among working and non-working women conducted for financial status, education, and marital status. The analyses showed that significant differences exist only for financial status among working women. It is found that attitude and intention to buy counterfeit clothes was significantly high among financially dependent women. It means that working women who are financially independent show significantly less attitude and purchase intention towards counterfeit clothes. Non-significant differences were seen in susceptibility to

interpersonal influence among working women who are financially independent. Thus, both work status and financial status are key elements in contributing difference in attitude and intention towards buying counterfeit clothes. Whereas, rest of the study variables for financial status, education and marital status were not significant among working and non-working women are non-significant.

In a nutshell, our findings reveal that no demographic variables in the study are related to susceptibility to interpersonal influence, whereas attitude and intention to buy counterfeit clothes are significantly related to age, income, financial and work status of women consumers in Pakistan.

Conclusion

The current study was aimed at finding the role of susceptibility to interpersonal influence, attitude towards counterfeit clothes, and financial status to predict intention to purchase counterfeit clothes. It was seen that susceptibility to interpersonal influence and attitude towards counterfeit clothes positively predicted intention to purchase counterfeit clothes. When viewed separately, information susceptibility negatively predicts purchase intention to buy counterfeit clothes. Moreover, it was indicated that age is negatively related to attitude towards counterfeit clothes. Moreover, income is negatively related to attitude and intention to purchase counterfeit clothes. It was also found that financially independent women are less likely to show favorable attitude and intention to purchase counterfeit clothes as compared to financially dependent women.

Limitations and Suggestions of the Study

All the researches have their limitations and this study is not exceptional in this regard. Starting with the targeted sample, it was limited to two cities, Islamabad and Rawalpindi, with no inclusion from rural areas. The results might be different if the sample was taken from other cities or rural areas of Pakistan. As suggested by Feerasta (2015) that urbanization is one of many factors that resulted in the renaissance of Pakistani fashion industry. Thus, by including urban along with rural population, studies can be conducted and differences could be found. Hence, future researches may include wide and diverse sample to study differences.

Furthermore, research design used for the current study has many merits along with demerits such as socially desirable responses. Consumers might/ might not be buying counterfeit clothes but they may alter responses to be favorably reviewed by others. This may be catered through the use of objective measures.

Implications of the Study

From the theoretical perspectives, this study helped to comprehend the Pakistani consumers' vulnerability to interpersonal influence, attitude and intentions of buying counterfeit clothes. The study revealed that interpersonal influences and attitude towards counterfeit clothes are significant factor in predicting intention to buy counterfeit clothes. In the light of this finding, if we want to reduce intention of consumers to buy counterfeit clothes, society should be educated about counterfeiting. This education should focus on the adverse effects of counterfeiting on Pakistani industry, losses in exports and revenues, including differentiation of original and counterfeit clothes. Thus, as consumers are susceptible to interpersonal influence, society's unfavorable attitude and buying behavior towards counterfeit clothes would ultimately affect attitude and buying decision of others as well. When each consumer would be aware, and behave accordingly, then as revealed by results, others would be influenced from them and would perform consistent behavior to make a good impression on them.

As far as marketing policies are concerned, this study helped to comprehend the consumers' vulnerability to interpersonal influence, attitude; and buying behavior of counterfeit clothes. By realizing consumers' needs and wants, marketing groups of genuine clothes can present their clothes with valuable packages that are affordable and meet demands of consumers. As societal expectations and demands drive consumers to buy counterfeit clothes, negative orientation of society regarding counterfeit clothes can reduce buying decision regarding counterfeit clothes. For example, marketers of genuine clothes can improve customer relations so that positive word of mouth may spread among potential consumers so that more consumers will likely to buy original clothes and that in turn will influence others.

Moreover, low price range may be introduced to instigate demand for original clothes among low income groups. Thus, reduction in price along with expectations

and demands of society would help in developing intention towards buying original clothes. Furthermore, as counterfeiting is negatively related to age of consumers therefore, marketers should specifically target relatively older people.

References

References

- Aguiar, M. & Hurst, E. (2005). Consumption versus expenditure. *Journal of Political Economy*, 113(5), 919–948.
- Aguiar, M. & Hurst, E. (2013). Deconstructing life cycle expenditure. *Journal of Political Economy*, 121(3), 437–492.
- Ajzen, I. (1985). *From Intentions to actions: A theory of planned behavior*. Heidelberg: Springer
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior & Human Decision Processes*, 50(2), 179-211.
- Ajzen, J., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Prentice Hall: NJ
- Andrés, A. R. (2006). The relationship between copyright software protection and piracy: Evidence from Europe. *European Journal of Law & Economics*, 21(1), 29-51.
- Ang, S. H., Cheng, P. S., Lim, E. A. C., & Tambyah, S. K. (2001). Spot the difference: Consumer responses towards counterfeits. *Journal of Consumer Marketing*, 18(3), 219-235.
- Ariely, D., & Levav, J. (2000). Sequential choice in group settings: Taking the road less traveled and less enjoyed. *Journal of Consumer Research*, 27, 279-290.
- Arshad, A. (2008). *The economic contribution of Pakistani women through their unpaid labour*. Retrieved from Health bridge website: https://healthbridge.ca/images/uploads/library/Pakistan_summary_report_final.pdf
- Asian Development Bank. (2016). *ADB annual report 2016*. Retrieved from <https://www.adb.org/documents/adb-annual-report-2016>
- Aune, K. S., & Aune, R. K. (1996). Cultural differences in self-reported experience and expression of emotion in relationship. *Journal of Cross-cultural Psychology*, 27(1), 67-81.

- Bearden, W. O., Netemeyer, R., & Teel, J. E. (1989). Measurement of consumer susceptibility to interpersonal influence. *Journal of Consumer Research*, *15*, 473-481.
- Bearden, W.O., Netemeyer, R., & Teel, J. E. (1990). Further validation of the consumer susceptibility to interpersonal influence scale. *Advances in Consumer Research*, *17*, 770-786.
- Bell, B. (2016, July 15). What's wrong with buying fake luxury goods? *BBC News*. Retrieved from <http://www.bbc.com/news/uk-england-36782724>
- Bhattacharjee, S., Gopal, R. D., & Sanders, G. L. (2003). Digital music and online sharing: software piracy. *Communications of the Association for Computing Machinery*, *46*(7), 107-111.
- Bian, X., & Veloutsou C. (2007). Consumers' attitude regarding non-deceptive counterfeit brands in the UK and China. *Brand Management*, *14*(3), 211-222.
- Bloch, P. H., Bush, R. F., & Campbell, L. (1993). Consumer accomplices in product counterfeiting. *Journal of Consumer Marketing*, *10*(4), 27-36.
- Briley, D. A., & Wyer, Jr. R. S. (2002). The effect of group membership salience on the avoidance of negative outcomes: Implications for social and consumer decisions. *Journal of Consumer Research*, *29*(3), 400-415.
- Cassill, N. L., & Drake, M. F. (1987). Apparel selection criteria related to female consumers' lifestyle. *Clothing & Textile Research Journal*, *6*(1), 20-28.
- Chang, M. K. (1998). Predicting unethical behaviour: A comparison of the theory of reasoned action and the theory of planned behavior. *Journal of Business Ethics*, *17*, 1825-34.
- Chaudhry, P. E., & Zimmerman, A. (2009). *The economies of counterfeit trade: Governments, consumers, pirates and intellectual property rights*. Berlin: Springer.
- Cheng, S. I., Fu, H. H., & Tu, L. T. C. (2011). Examining customer purchase intentions for counterfeit products based on a modified theory of planned behavior. *International Journal of Humanities & Social Sciences*, *1*(10), 278-284.

- Chen-Yu, J. H., & Seock, Y. K. (2002). Adolescents' clothing purchase motivations, information sources, and store selection criteria: A comparison of male/female and impulse/non impulse shopper. *Family & Consumer Sciences Research Journal*, 31(1), 50-77.
- Cheung, W. L., & Prendergast, G. (2006). Buyers' perceptions of pirated products in China. *Marketing Intelligence & Planning*, 24(5), 446-462.
- Cordell, V. V., Wongtada, N., & Kieschnick, Jr. R. L. (1996). Counterfeit purchase intentions: role of lawfulness attitudes and product traits as determinants. *Journal of Business Research*, 35(1), 41-53.
- D'Rozario, D. (2001). The structure and properties of the consumer susceptibility to interpersonal influence scale in two immigrant populations in the USA. *Journal of International Consumer Marketing*, 13(2), 77-101.
- Dahl, D. W., Manchanda, R. V., & Argo, J.J. (2001). Embarrassment in consumer purchase: the roles of social presence and purchase familiarity. *Journal of Consumer Research*, 28, 473-81.
- De Matos, C., Ituassu, C., & Rossi, C. (2007). Consumer attitudes towards counterfeits: a review and extension. *Journal of Consumer Marketing*, 24(1), 36-47.
- Depken, C. A., & Simmons, L. C. (2004). Social construct and the propensity for software piracy. *Applied Economics Letters*, 11(2), 97-100.
- Dodds, W. B., Monroe, K., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluation. *Journal of Marketing Research*, 28, 307-319.
- Dubois, B., & Duquesne (1993). The market for luxury goods: Income versus culture. *European Journal of Marketing*, 27(1), 35-44.
- Eisend, M., & Schuchert-Guñler, P. (2006). Explaining counterfeit purchases: A review and preview. *Academy of Marketing Science Review*, 2006(12), 1-22.

- Feerasta, S. (2015, March 23). Copycat fashion: Can we police the line between imitation and inspiration? *Dawn*. Retrieved from <https://www.dawn.com/news/1171400>
- Field, A. (2013). *Discovering statistics using IBM SPSS* (4thed). Sage Publication.
- Ganong, P., & Noel, P. (2015). *How does unemployment affect consumer spending?* (master's thesis). Harvard University, Massachusetts.
- Gentry, J. W., Putrevu, S. & Shultz, C. (2006). The effects of counterfeiting on consumer search. *Journal of Consumer Behaviour*, 5(3), 245-56.
- Gopal, R. D., & Sanders, G. L. (1997). Preventive and deterrent controls for software piracy. *Journal of Management Information Systems*, 13(4), 29-47.
- Grier, S.A. & Deshpande, R. (2001). Social dimensions of consumer distinctiveness: The influence of social status on group identity and advertising persuasion. *Journal of Marketing Research*, 38(2), 216-224.
- Grossman, G. M., & Shapiro, C. (1988). Foreign counterfeiting of status goods. *The Quarterly Journal of Economics*, 103(1), 79-100.
- Hansen, A. B. (2014). *Susceptibility to interpersonal influence and advertising among users of social network sites* (master's thesis). Copenhagen Business School, Copenhagen, Denmark.
- Hanzee, K. H., & Taghipourian, M. J. (2012). Attitudes towards counterfeit products and generation differentia. *Research Journal of Applied Sciences, Engineering, & Technology*, 4(9).1147-1154.
- Harun, A., Rehman, A., Bledran, N. A., Suk, M. N., & Hussain, Z. (2012). Why consumers do not buy counterfeit luxury brands? Understanding the effect of personality, perceived quality and attitude on willingness to purchase. *Labuan-e-Journal of Muamlat & Society*, 6, 14-29.
- Hussain, A., Kofinas, A., & Win, S. (2017). Intention to purchase counterfeit luxury products: A comparative study between Pakistani and the UK consumers. *Journal of International Consumer Marketing*, 29(5), 331-346.

- International Anti-counterfeiting Coalition. (2019). *What is counterfeiting (intellectual right theft)?* Retrieved from <https://www.iacc.org/resources/about/what-is-counterfeiting>
- Iqbal, S., & Ismail, Z. (2011). Buying behavior: Gender and socio-economic class difference on interpersonal influence susceptibility. *International Journal of Business & Social Sciences*, 2(4), 55-66.
- Jamal, N. (2017, March 20). Lawn wars in apparel market. *Dawn*. Retrieved from <https://www.dawn.com/news/1321673>
- Kahle, L. R. (1995). Role-relaxed consumers: A trend of the 1990s. *Journal of Advertising Research*, 35(2), 66-71.
- Keillor, B. D., Parker, R. S., & Schaefer, A. (1996). Influences on adolescent brand preferences in the United States and Mexico. *Journal of Advertising Research*, 36(3), 47-57.
- Khalid, Y. M., Kamal, S., Noor, T. M., Akbar, H. S., & Mehmud, K. (2012, May). *Social audit of local governance and delivery of public services 2011-2012*. Retrieved from http://www.dtce.org.pk/Data/Social%20Audit%20Reports/Social_Audit_Report_2011_12.pdf
- Khan, S., & Nasr, M. (2011). Impact of lifestyle of Pakistani women on their buying behavior. *International Review of Business Research Papers*, 7(2), 292-309.
- Kim, J. E., Cho, H. J., & Johnson, K. K. (2009). Influence of moral affect, judgment, and intensity on decision making concerning counterfeit, gray-market, and imitation products. *Clothing & Textiles Research Journal*, 27(3), 211-226.
- Kropp, F., Lavack, A. M., & Holden, S. J. S. (1999). Smokers and beer drinkers: Values and consumer susceptibility to interpersonal influence. *Journal of Consumer Marketing*, 16(6), 536-57.
- Kwong, K. K., Yau, O. H., Lee, J. S., Sin, L. Y., & Alan, C. B. (2003). The effects of attitudinal and demographic factors on intention to buy pirated CDs: The case of Chinese consumers. *Journal of Business Ethics*, 47(3), 223-235.

- Lai, K. Y., & Zaichkowsky, J. L. (1999). Brand imitation: Do the Chinese have different views? *Asia Pacific Journal of Management*, 16(2), 179–192.
- Lau, E. K. (2007). Interaction effects on software piracy: Business ethics. *A European Review* 16(1), 34–47.
- Lee, S. H., & Yoo, B. (2009). A review of the determinants of counterfeiting and piracy and the proposition for future research. *The Korean Journal of Policy Studies*, 24(1), 1–38.
- Lin, Y. J. (2011). *Fake stuff: China and the rise of counterfeit goods*. New York: Routledge.
- Logsdon, J. M., Thompson, J. K., & Reid, R. A. (1994). Software piracy: Is it related to level of moral judgment? *Journal of Business Ethics*, 13(11), 849-857.
- Madden, M., & Lenhart, A. (2003). *Music downloading, file-sharing and copyright*. Retrieved from Pew Research Centre website: <http://www.pewinternet.org/2003/07/31/music-downloading-file-sharing-and-copyright/>
- Markus, H. R., & Kitayama, S. (1991). Culture and the self: Implications for cognition, emotion, and motivation. *Psychological Review*, 98(2), 224-53.
- McCracken, G. D., & Roth, V. J. (1989). Does clothing have a code? Empirical findings and theoretical implications in the study of clothing as a means of communication. *International Journal of Research in Marketing*, 6(1), 13-33.
- McGrath, M., & Otnes, C. (1995). Unacquainted influencers: When strangers interact in the retail setting. *Journal of Business Research*, 32(3), 261-272.
- Miniard, P. W. & Cohen, J.B. (1983). Modeling personal and normative influences on behavior. *Journal of Consumer Research*, 10(2), 169-180.
- Moon, M. A., Javaid, B., Kiran, M., Awan, H. M., & Farooq, A. (2018). Consumer perceptions of counterfeit clothing and apparel products attributes. *Marketing Intelligence & Planning*, 36(7), 794-808.

- Moore, K., & Reid, S. (2008). The birth of brand: 4000 years of branding. *Business History*, 50(4), 419-432.
- Mourali, M., Laroche, M., & Pons, F. (2005). Individualistic orientation and consumer susceptibility to interpersonal influence. *Journal of Services Marketing*, 19(3), 164-173.
- Nia, A., & Zaichkowsky, L. J. (2000). Do counterfeits devalue the ownership of luxury brands? *Journal of Product & Brand Management*. 9(7), 485-497.
- Nordin, N. (2009). *A study on consumers' attitude towards counterfeit products in Malaysia*. (master's thesis). University of Malaya. Malaysia.
- Notani, A. S. (1997). Perceptions of Affordability: Their Role in Predicting Purchase Intent and Purchase. *Journal of Economic Psychology*, 18(5), 525-546.
- Organization for Economic Cooperation and Development.(1998). *Economic impact of counterfeiting*. Retrieved from <https://www.oecd.org/sti/ind/2090589.pdf>
- Organization for Economic Cooperation and Development. (2007). *The economic impact of counterfeiting and piracy, Part II: Efforts to Combat counterfeiting and piracy*. Retrieved from <https://www.oecd.org/sti/38707619.pdf>
- Penz, E., &Stottinger, B. (2008). Original brands and counterfeit brands do they have anything in common? *Journal of Consumer Behavior: An International Research Review*, 7(2), 146-163.
- Phau, I., &Thea, M. (2009). Devil wears (counterfeit) prada: A study of antecedants and outcomes of attitude towards counterfeit of luxury brands. *Journal of Consumer Marketing*, 26(1), 15-27.
- Phau, I., Prendergast, G., & Leung, H. (2001). Profiling brand piracy prone consumers: An exploratory study in Hong Kong's clothing industry. *Journal of Fashion Marketing & Management*, 5(1), 45-56.
- Prendergast, G., Leung, H., & Phau, I. (2002). Understanding consumer demand for non-deceptive pirated brands. *Marketing Intelligence & Planning*, 7(20), 405-416.

- Ramayah, T., Jantan, M., Chow, J. L. W., & Nasirin, S. (2003). *Counterfeit music CD's: Social and personality influences, demographics, attitude, and purchase intention*. Paper presented at the 2nd European Conference on research methods in business and management (pp. 329-336), Berkshire, United Kingdom.
- Rasool, S. (2016, June 29). When brands get cheaper. *Daily Times*. Retrieved from <http://dailytimes.com.pk/73010/when-brands-get-cheaper/>
- Ratner, R., & Khan, B. E. (2002). The impact of private versus public consumption on variety seeking behavior. *Journal of Consumer Research*, 29, 246-57.
- Reza, S. A., & Valeecha, S. (2013). Influence of social reference groups on automobile buying decision-research on young executives. *World Review of Business Research*, 3(4), 197-210.
- Rishi, B., & Mehra, A. K. (2017). Key determinants for purchasing pirated software among students. *International Journal of Technology Marketing*, 12(1), 4-22.
- Rizvi, F. (2018, February 18). FCCI stresses implementation of intellectual property rights law. *Urdu Point*. Retrieved from <https://www.urdupoint.com/en/pakistan/fcci-stresses-implementation-intellectual-263404.html>
- Roberts, J. A., Chris, M., & Tanner, Jr. J. F. (2008). Interpersonal influence and adolescent materialism and compulsive buying. *Social Influence*, 3(2), 114-131.
- Ronkainen, I. A., & Cusumano, J. L. (2001). Correlates of intellectual property violation. *Multinational Business Review*, 9(1), 59.
- Rose, G. M., Shoham, A., Kahle, L.R. & Batra, R. (1994). Social values, conformity, and dress. *Journal of Applied Social Psychology*, 24, 1501-1519.
- Ruegger, D., & King, E. W. (1992). A study of the effect of age and gender upon student business ethics. *Journal of Business Ethics*, 11(3), 179-186.
- Sahni, A. (1994). Incorporating perceptions of financial control in purchase prediction: An empirical examination of the theory of planned behavior. *Advances in Consumer Research*, 21, 442-448.

- Samin, R. Goodarz, J. D., Muhammad, S. R., Firoozeh, F., Mahsa, H. & Sanaz, E. (2012). A conceptual study on the country of origin effect on consumer purchase intention. *Canadian Center of Science & Education*, 8(12), 205 –215.
- Samuelson, P. (1999). Implications of the agreement on trade related aspects of intellectual property rights for cultural dimensions of national copyright laws. *Journal of Cultural Economics* 23, 23-95.
- Santos, J. F., Ribeiro, J. C. (2006). An exploratory study of the relationship between counterfeiting and culture. *Tekhne*, 3(5/6), 227-243.
- Saptalawungan, S. (2015, July). *Hesitation to buy counterfeit products: An Indonesian perspective*. Paper presented at the international conference on management finance economics, Yogyakarta, Indonesia. Retrieved from <http://www.innovativeresearchpublication.com/documents/papers/Thailand%202015/pdf%2021.pdf>
- Shaheen, N. (2008). Purchasing behavior: Ethnocentric and polycentric. *Journal of Managerial Science*, 11(2), 221-237.
- Sharma, P., & Chan, R. Y. (2017). Exploring the role of attitudinal functions in counterfeit purchase behavior via an extended conceptual framework. *Psychology & Marketing*, 34(3), 294-308.
- Shukla, P. (2010). Impact of interpersonal influences, brand origin and brand image on luxury purchase intentions: Measuring interfunctional interactions and a cross-national comparison. *Journal of World Business*, 46(2), 242-252.
- Shultz, C. J., II. & Nill, A. (2002). The societal conundrum of intellectual property rights: A game-theoretical approach to the equitable management and protection of IPR. *European Journal of Marketing*, 36(5/6), 667-88.
- Siddique, M. (2013, April 26). Customs' role in protection of creativity. *Business Recorder*. Retrieved from <https://fp.brecorder.com/2013/04/201304261178577/>

- Spink, J., & Fejes, L. Z. (2012). A review of the economic impact of counterfeiting and piracy methodologies and assessment of currently utilized estimates. *International Journal of Comparative & Applied Criminal Justics*, 36(4), 249-271.
- Staake, T., Thiesse, F., & Fleisch, E. (2009). The emergence of counterfeit trade: A literature review. *European Journal of Marketing*, 43(3/4), 320-349.
- Subohi, A. (2013, September 23). Intellectual property rights in global trade. *Dawn*. <https://www.dawn.com/news/1044756>
- Suddin, L., Geoffrey, H. T., & Hanudin, A. (2009). Predicting intention to choose halal products using theory of reasoned action. *Journal of Islamic & Middle Eastern Finance & Management*, 2(1), 66 –76.
- Swee, H. A., Cheng, P. S., Lim, E. & Tambyah, S. K. (2001). Spot the difference: Consumer responses towards counterfeits. *Journal of Consumer Marketing*, 18(3), 219-35.
- Swinyard, W. R., Rinne, H., & Keng K. A. (1990). The morality of software piracy: A cross-cultural analysis. *Journal of Business Ethics*, 9(8), 655-664.
- The Intellectual Property Organization of Pakistan. (2015). *Counterfeits*. Retrieved from <http://www.ipo.gov.pk/>
- Ting, M. S., Goh, Y, N., & Isa, S. M. (2016). Determining consumer purchase intentions towards counterfeit luxury goods in Malaysia. *Asian Pacific Management Review*, 21(4), 219-230.
- Tom, G., Garibaldi, B., Zeng, Y., & Pilcher, J. (1998). Consumer demand for counterfeit goods. *Psychology and Marketing*, 15(5), 405-421.
- Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of word-of-mouth versus traditional marketing: Findings from an internet social networking sites. *Journal of Marketing*, 73(5), 90-102.
- Vida, I. (2007). Determinants of consumer willingness to purchase non-deceptive counterfeit products and the European Union. *Managing global transitions*, 5(3), 253-259.

- Vigneron, F., & Johnson, L.W. (2004). Measuring perceptions of brand luxury. *Journal of Brand Management*, 11(6), 484-508.
- Wagner, S. C., & Sanders, G. L. (2001). Considerations in ethical decision-making and software piracy. *Journal of Business Ethics*, 29(1-2), 161-167.
- Waheed, A. (2018, November 24). Power dressing in Pakistan: How fashion became a battleground. *The Guardian*. Retrieved from <https://www.theguardian.com/world/2018/nov/24/pakistan-fashion-becomes-battleground-power-of-women>
- Wang, F., Zhang, H., Zang, H., & Ouyang, M. (2005). Purchasing pirated software: An initial examination of Chinese consumers. *Journal of Consumer Marketing*, 22(6), 340-351.
- Wee, C. H., Tan, S. J. & Cheok, K. H. (1995). Non-price determinants of intention to purchase counterfeit goods: an exploratory study. *International Marketing Review*, 12(6), 19-46.
- Wilcox, K., Min-Kim, H. & Sen, S. (2009). Why do consumers buy counterfeit luxury brands? *Journal of Marketing Research*, 46(4), 247-259.
- World Trade Organization. (2019). *Glossary: Counterfeit definition*. Retrieved from https://www.wto.org/english/thewto_e/glossary_e/glossary_e.htm
- Zahidi, F. (2014, July 29). Are Pakistani women clinically obsessed with clothes. *The Express Tribune*. Retrieved from <https://blogs.tribune.com.pk/story/23430/are-pakistani-women-clinically-obsessed-with-clothes/>
- Zahidi, S. (2018, February 1). A new generation of Pakistani women is changing the face of the workforce. *Literary Hub*. Retrieved from <https://lithub.com/how-a-new-generation-of-pakistani-women-is-changing-the-face-of-the-workforce/>

Appendices

Appendix A

-bibimaria277@gmail.com–Gmail

permission for using scales Inbox

MariaBibi <bibimaria277@gmail.com> Feb14,2019,8:40AM toIan.Phau

Dear Phau,

I hope that you are doing well. I am Maria Bibi, Msc. Research Student at Psychology Department at Quaid-i-Azam University, Islamabad, Pakistan. I am conducting an academic research on women entitled “Role of Susceptibility to Interpersonal Influence and Attitude towards Counterfeit Clothes in Predicting Behavioral Intention to Buy Counterfeit Clothes among Women”, under the supervision of Ms. Sara Imtiaz (Lecturer) for which I need to use scales adapted by you entitled “Information Susceptibility, Normative Susceptibility, Attitude Towards Counterfeits and Purchase Intention”. As I am conducting research on counterfeit clothes, so modification in the research questionnaire according to the topic of research is necessary. I request you to grant me permission to modify these scales according to my research. I assure you that scales will be used for data collection in current study only.

Warm Regards,

Maria Bibi

IanPhau<Ian.Phau@cbs.curtin.edu.au> Feb14,2019,12:45PM tome

Dear Maria

You are most welcome to use the scales. All you need to do is to cite them as per research academic guidelines. Thank you for choosing our scales—we are happy that they are of use to you

Professor Ian Phau Head of School

School of Marketing Curtin Business School Curtin University

Tel | +61 8 9266 4014 Fax | +61 8 9266 3937

Email | ian.phau@cbs.curtin.edu.au Web | <http://curtin.edu.au>

Appendix B**Consent Form**

I Maria Bibi, MSc research student at National Institute of Psychology, Quaid-i-Azam University, Islamabad conducting a research as per requirement of my degree. This research aims to explore the determinants of purchase of replicas among women. I request you to support my purpose and participate in this research. I assure you that information provided by you will be kept confidential and will only be used for research. You have the right to quit your participation at any stage. However, your participation means a lot to fulfill objectives of this research. Therefore, your participation in this research process will be highly appreciated. If you are willing to participate, sign below.

Thank you!

Signature _____

Appendix C**Demographic Sheet**

Age _____

Education/ Qualification _____

Employment Status

Employed _____ Unemployed _____

Family Income _____

Financial Status

Dependent _____ Independent _____

Marital Status

Married _____ Unmarried _____

Appendix D

Please read each statement carefully and then mark the response which applies to you regarding counterfeit clothes (replicas). Use the following scale to record your responses.

	Statements	Strongly disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
1	It is important for me that other like the luxury clothes and brands that I buy.							
2	If other people see me using luxury clothes, I often purchase the brand they expect me to buy.							
3	I like to know what brands and luxury clothes make good impression on others.							
4	If I want to be like someone, I often try to buy the same clothing brand that they buy.							

Appendix E

Please read each statement carefully and then mark the response which applies to you regarding counterfeit clothes (replicas). Use the following scale to record your responses.

	Statements	Strongly disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
1.	I observe what others are buying and using before buying counterfeit luxury clothes (replicas).							
2.	If I have little experience with counterfeit luxury clothes (replicas), I ask around.							
3.	I consult other people to help choose the best clothing alternative.							
4.	I gather information from friends or family before I buy counterfeit luxury clothes (replicas).							

Appendix F

Please read each statement carefully and then mark the response which applies to you regarding counterfeit clothes (replicas). Use the following scale to record your responses.

Sr. No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Counterfeit clothes (replicas) are as reliable as genuine clothes.					
2.	Counterfeit clothes (replicas) have similar quality to the genuine clothes.					
3.	Counterfeit clothes (replicas) provided similar functions to the genuine clothes.					
4.	Considering price, I prefer counterfeit clothes (replicas).					
5.	Generally speaking, buying counterfeit clothes (replicas) is a wise choice.					

Appendix G

Please read each statement carefully and then mark the response which applies to you regarding counterfeit clothes (replicas). Use the following scale to record your responses.

Sr. No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I would think about counterfeit clothes (replicas) as a choice when buying clothing.					
2.	I will buy counterfeit clothes (replicas).					
3.	I will consider purchasing counterfeit clothes (replicas) for a friend.					
4.	I would recommend counterfeit clothes (replicas) to friends and family.					
5.	I will buy counterfeit clothes (replicas) from peddled merchant.					
6.	I would say favorable things about counterfeit clothes (replicas).					