

Attitudes toward Counterfeit Products and Generation Differentia

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Abstract: Given growth in international trade in counterfeit products and whereas Consumers are the actual forces behind this counterfeiting trade, so, the study focuses on the demand side of counterfeiting, identifying and examining factors influencing on attitude of consumers of non-deceptive counterfeiting in terms of differences generations in Iran, second most populous country among the countries of Middle East. In this study, based on the four generation and the revolution in Iran, the generations are divided into two generations: combination generation and Y generation and also, Conceptual framework of the study emphasizes that Perceived Risk, Risk Averseness, Price-Quality preference, Subjective Norm, Integrity, Personal Gratification could affect on attitudes toward counterfeit products. Results of SEM from samples of combination generation (52.43%) and Y generation (47.57) indicate that perceived risk and risk averseness have negative impact on attitudes toward counterfeit products and Personal Gratification no impact on it under both of generations but other variables have differences impacts on attitudes. Also in both of generations, the results indicated that attitudes toward counterfeit products are positively related to behavior intentions. Drawing on the results of the research, the researchers suggest that it may be necessary for the marketing practices for these two generations differ.

Key words: Attitude, behavior intention, counterfeit product, ethics, generation, millennial consumer

INTRODUCTION

According to some estimates, international trade in counterfeit products accounts for three to seven percent of overall world trade, namely estimated to exceed \$600 billion (Vida, 2007; World Customs Organization, 2004). Counterfeiting is one of the fastest growing industries in the world (Alcock *et al.*, 2003).

Clearly, the consequences of counterfeiting practices are not only economically devastating to manufacturers of genuine products and brands, but also affect hundreds of thousand of jobs and so on (Vida, 2007).

Also, studies have shown that counterfeit goods lower consumers' confidence in legitimate brands and company reputations, impact upon consumers' perceptions of genuine articles and pose a threat to consumer health and safety (Swami *et al.*, 2008).

The increase has been said to stem from both increased production and demand (Astray, 2011). Consumers, however, are the actual forces behind this counterfeiting trade (Chan *et al.*, 1998). With the purchase of counterfeit goods increasing rapidly, it is critical for researchers and managers to have a conceptual framework to guide their thinking and actions. So, this study focuses on understanding the increased demand.

From the consumer's perspective, counterfeiting can be either deceptive or non-deceptive. Deceptive

counterfeiting involves purchases where consumers are not aware that the product they are buying is a counterfeit, as is often the case in categories such as automotive parts, consumer electronics and pharmaceuticals (Grossman and Shapiro 1988). In other categories, however, consumers are typically aware that they are purchasing counterfeits. This non-deceptive form of counterfeiting, which is the focus of this research, is particularly prevalent in luxury brand markets (Nia and Zaichkowsky, 2000) where consumers are often able to distinguish counterfeits from genuine brands based on differences in price, the distribution channels, and the inferior quality of the product itself.

Understanding the factors influencing consumers' attitude toward counterfeit products is important, especially as studies have shown that up to half of respondents would knowingly buy counterfeit goods when available (Swami *et al.*, 2008)

On the other hand, Demographic changes affect marketplace opportunities and threats, through changes in consumers' purchase behavior (Wee *et al.*, 1995).

For example, Oliver and Yau (1988) stated that 'age' and 'gender' factor influence decision of buying counterfeits. Higher educated people usually buy less counterfeits product, thus education level has an inverse relationship with the quantity of counterfeit purchase.

Another study, Kwong *et al.* (2003) found gender and age were significantly related to the intention to buy pirated CDs, with male respondents more likely to purchase counterfeit CDs than were female respondents. Whereas generations are different certainly in terms of from each other and can be the difference In terms of income and education together, therefore, in this study, the researchers use from generation as a variable more general.

However, in recent years, with the growth in trafficking of counterfeit goods, greater interest in understanding consumer behavior with regard to purchasing counterfeit goods has developed (Norum and Cuno, 2011).

Therefore, this study focuses on the demand side of counterfeiting, to examine the possible relationship between generation and perceptions from Attitudes toward counterfeit products an empirical study in Iran as second most populous country among the countries of Middle East.

This study is organized as follows. Second section, summaries the concepts of counterfeit products. In the third section, presented conceptual framework of attitudes toward counterfeit products in terms of difference generations. The fourth section, a description of methodology that included measure instrument, samples is provided. In the fifth section, the results are outlined. The sixth section provides a discussion of the findings along with the subsequent implications. The last section identifies the limitations of this study and the areas for future research.

LITERATURE REVIEW

Counterfiet products: Commonly, counterfeits are defined as imitated or faked products made to be sold to consumers to make profit by the manufacturer. It is also defined as the production of goods that are identically packaged, with trade marks and labeling included so as seeming to a consumer the genuine article. The definitions of counterfeit product by western researchers are generally associated with the infringement of trademarks, copyright, brand, labeling, and features, all of these concerning the appearance of the product (Safa and Jessica, 2005).

Whereas various definitions of product counterfeiting have been offered, in this study the researchers use the definition given by Cordell *et al.* (1996): "Any unauthorized manufacturing of goods whose special characteristics are protected as intellectual property rights (trademarks, patents, and copyrights) constitutes product counterfeiting."

No product or industry is safe from the producers of counterfeit goods. Despite international efforts to slow the production and trade of counterfeit goods, this individual industry has increased in sophistication at an alarming

rate worldwide. The counterfeit market has invaded automobiles, medical devices, chemicals, computers, aircraft parts, and many personal care items used by people daily. Due to this, counterfeiting has become an international problem threatening the health and safety of millions of innocent consumers across the globe (Cuno, 2008).

Grossman and Shapiro (1988) separated the transaction of counterfeits into two categories namely deceptive purchase and non-deceptive purchase. Deceptive counterfeit transactions take place when consumer cannot readily observe the quality of the goods or distinguish copies from the genuine during the purchasing process; they are victims. Meanwhile, when consumers are aware that they are purchasing counterfeits participate in as non-deceptive counterfeit transactions, they are willing collaborators. However, investigators have generally agreed that most buyers are under the non-deceptive purchase behaviors (Safa and Jessica, 2005).

Prior research has linked the decision to knowingly purchase counterfeit products to numerous factors, which Eisend and Pakize (2006) classify into four categories.

Theoretical model: Based on the literature review that in the next sections will be addressed; this research concentrates on conceptual framework of attitudes toward counterfeit products in terms of difference generations .This framework emphasizes those variables like, Perceived Risk (PR) , Risk Averseness (PA) , Price-Quality preference (PQ), Subjective Norm (SN), Integrity (IN), Personal Gratification (PG). These independent variables are negatively or positively related to of Attitudes Toward Counterfeit Products (ATCP) and ATCP are positively related to Behavior intentions (BI).

Attitudes Toward Counterfeit Products (ATCP): Attitudes refer to the degree to which a person has a favorable appraisal of the behavior in question and are an immediate indicator by which her/his intention of conducting the specific behavior can be predicted (Yoo and Lee, 2009).

Understanding the factors influencing ATCP is important, especially as studies have shown that up to half of 60 respondents would knowingly buy counterfeit goods when available (Phau *et al.*, 2001).

Risk: Since the 1960s, the theory of perceived risk has been used to explain consumers' behavior. Considerable research has examined the impact of risk on consumer decision making (Forsythe and Shi, 2003).

Risk perceptions represent a person's views about the risk inherent in a particular situation (Schroeder *et al.*, 2007); Cox and Rich (1964) conceptualized perceived risk as "the nature and amount of risk perceived by a consumer in contemplating a particular purchase decision".

To the extent that a consumer cannot always be certain that all of his or her buying goals will be achieved, risk is perceived in most purchase decisions. To some consumers, buying counterfeit products may be considered as a risky venture, given that they may lose money in buying a faulty or unreliable product (Wee *et al.*, 1995).

Tan (2002) examined the influence of perceived risk on purchase intentions for pirated software. He showed that Consumers' low risk perceptions concerning pirated software also contributed to higher intention to purchase.

Risk aversion is a concept in psychology, economics, and finance, based on the behavior of humans (especially consumers and investors) while exposed to uncertainty. Risk aversion is the reluctance of a person to accept a bargain with an uncertain payoff rather than another bargain with more certain, but possibly lower, expected payoff (www.wikipedia.com).

Matos *et al.* (2007) found that consumers who perceive more (less) risk in counterfeits will have unfavorable (favorable) attitude toward counterfeits consumers who are averse to risks are less likely to purchase counterfeit products:

H₁: Perceived risk will be negatively related to the Attitude Toward Counterfeits Products (ATCP)

H₂: Risk Averseness will be negatively related to the ATCP.

Price quality inference: Past research has shown that direct economic consequences, such as paying a lower price influence the tolerance of questionable behavior by consumers (Dodge *et al.*, 1996).

A study conducted by Bloch *et al.* (1993) found that consumers would select a counterfeit item over a genuine product when there is a price advantage. Even though counterfeit products compromise the quality, consumers are willing to over look this due to the cost saving prices (Cuno, 2008).

As proposed also by Huang *et al.* (2004), considering that counterfeits are usually sold at lower prices, the greater the relationship price-quality for the consumer, the lower his/her perception of quality for the counterfeits.

The above literature can come up with the following hypotheses:

H₃: Whatever the price- quality inference of a consumer become more, ATCP will be more negative

Subjective norm: Psychology researches as Kurt Lewin pressure of conformity on an individual human being to act conform to the behavior of a distinct group or person (Lewin, 1952).

Some authors have argued that it is lesser importance of component as determinants of intentions in the behaviors studied (Sheppard *et al.*, 1988). In this field, Matos *et al.* (2007) examined affects of Subjective Norm on attitude toward counterfeit products. In subjective norm, they selected friends and relatives and found friends and relatives may act as inhibitors or contributors to the consumption, depending on how much this behavior is approved by them. Using this rationale, we expect that:

H₄: Consumers perceiving that their *friends/relatives* approve (do not approve) their behavior of buying a counterfeit will have favorable (unfavorable) ATCP.

Integrity: In addition to making daily decisions about what to purchase and who ultimately benefits from those purchases, consumers can make moral decisions that can threaten sound business practices (Kim, 2009).

Ethical consumer behavior is defined as "decision making, purchases, and other consumption experiences that are affected by the consumers' ethical concerns" (Cooper-Martin and Holbrook, 1993).

Integrity is a concept of consistency of actions, values, methods, measures, principles, expectations, and outcomes. In ethics, integrity is regarded as the honesty and truthfulness or accuracy of one's actions. Integrity can be regarded as the opposite of hypocrisy, in that it regards internal consistency as a virtue, and suggests that parties holding apparently conflicting values should account for the discrepancy or alter their beliefs (www.wikipedia.com). To address this issue, we propose that:

H₅: Consumers who attribute more (less) integrity to themselves will have unfavorable (favorable) ATCP.

Personal gratification: Gratification is the pleasurable emotional reaction of happiness in response to a fulfillment of a desire or goal. Gratification, like all emotions, is a motivator of behavior and thus plays a role in the entire range of human social systems (www.wikipedia.com).

Personal gratification concerns the need for a sense of accomplishment, social recognition, and to enjoy the finer things in life (Matos *et al.*, 2007).

Bloch *et al.* (1993) suggest that consumers choosing a counterfeit see themselves as less well off financially, less confident, less successful and lower status than counterfeit non-buyers.

H₆: Personal gratification will affect on ACTP negatively

Behavioral intention: Prior research has shown that consumer's attitudes can affect the likelihood of purchasing counterfeit goods (Singhapakdi, 2004).

As the theory of planned behavior predicts, attitudes toward an act positively affect behavioral intentions (Yoo and Lee, 2009).

The researchers found that individuals who held a favorable attitude toward counterfeiting indicated more often that they intended to purchase counterfeit products than individuals who held negative attitudes (Kim, 2009).

For instance, a recent survey shows that Singaporeans, who are less supportive of software copyright law, are more inclined to make pirated copies of software than their US counterparts (Wee *et al.*, 1995).

Therefore, positive attitudes toward buying counterfeits are expected to affect behavior intention of counterfeits positively whereas they are expected to affect the opposite act negatively.

H₇: Positive (negative) ATCP will affect on behavior intention of buying counterfeits positively (negatively)

Generation (a moderate variable): Most academics and practitioners agree that demographic, social, economic, cultural, psychological and other personal factors, largely beyond the control and influence of the marketer, have a major effect on consumer behavior and purchasing decisions (Constantinides, 2004).

Demographics are an increasingly used segmentation method. Demographic segmentation consists of dividing the market into groups based on variables such as age, gender, family size, family life cycle, income, occupation, education, religion, race and nationality (Kotler, 2003).

Some of research has also examined the association between counterfeit purchasing and such demographic variables; sex (Kwong *et al.*, 2003), age groups (Cheung and Prendergast, 2006). Age has been found to contribute an effect size, accounting for 6-14% of the variance (Astray, 2011).

A generation refers to a cohort of people born within a similar span of time (15 years at the upper end) who share a comparable age and life stage and who were shaped by a particular span of time (events, trends and developments)(McCrinkle and Wolfinger, 2011).

According to UNICEF in the decades after the Iranian revolution (January 1978-February 1979; also known as the Islamic Revolution or 1979 Revolution), Iran's population growth rate has the highest rate in the world. This growth reduced after 10 years severely and that leading to format of an increasing wave of birth was between 1981-1991(Vazifehdust *et al.*, 2011).

Based on the four generation (Greatest Generation: 1925-1945, Baby Boomers: 1946-1964, Generation X: 1965-1977 and Generation Y: 1978-1998) and the revolution in Iran, Vazifehdust *et al.* (2011) are divided the generations in Iran into two generations:

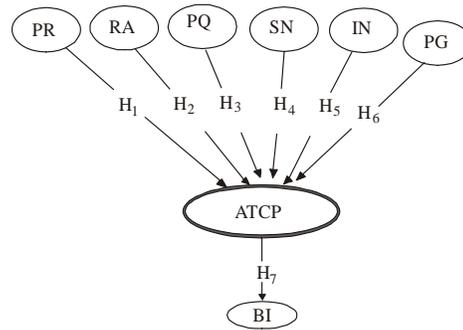


Fig. 1: Theoretical model, (PR): Perceived Risk; (PA): Risk Averseness; (PQ): Price-Quality preference; (SN): Subjective Norm; (IN): Integrity; (PG): Personal Gratification; (ATCP): Attitudes Toward Counterfeit Products; (BI): Behavior Intentions

- Generation before the Revolution of 1978 years that included three generations (silent, Baby boomer and X generation) that called *combination generation* in the research.
- Generation after the Revolution of 1978 that is the same as *Y generation*. The following question is presented:

How would consumer attitudes toward counterfeit products differ according to generations differences levels?

Based on the above discussion, The 7 hypotheses suggested above are summarized in Fig. 1.

RESEARCH METHODOLOGY

To measure Consumer attitude toward counterfeiting in differences generations, the 24-item questionnaire developed by Matos *et al.* (2007) was used. All items were measured using 5-point scales anchored by “Strongly disagree” (1) and “Strongly agree” (5).

This study was conducted in Mazandaran, Tonekabon, Chalous, Nowshahr and Noor cities in margin of Caspian Sea. A total of 425 questionnaires were distributed undergraduate students of Islamic Azad University, 13 of them (6.32%) weren’t completed and 412 of them were completed that were ready for analyzing.

The samples of 412 respondents were 52.43% Y generation (n = 216) and 47.57% Combination generation (n = 196) and more respondents (54.61%) were female.

RESULTS

The first stage of the data analysis conducted Confirmatory Factor Analysis (CFA) to confirm the factor structure for measuring attitudes consumers from

Table 1: The categories of research in the field of counterfeit products

Category	Describe
Labeled person	The first category, labeled person, includes demographic and psychographic variables as well as attitudes towards counterfeiting. Research linking consumers' beliefs about counterfeits to their purchase behavior
Product aspects	The second category focuses on aspects of the product such as price, uniqueness and availability
Social context	The third and fourth categories refer, together, to the social and
Cultural context	cultural context in which the counterfeit purchase decision is made, ranging from cultural norms to the shopping environment. For instance, consumers are likely to purchase a counterfeit brand when they react more favorably to the shopping environment

Table 2: Reliability analysis and factor loading

Measurement items	Mean	S.D.	Factor
Price quality inference ($\alpha = 0.804$)			
Generally speaking, the higher the price of a product, the higher the quality	3.19	1.201	0.801
The price of a product is a good indicator of its quality	3.27	1.241	0.890
You always have to pay a bit more for the best	3.19	1.209	0.791
Risk averseness ($\alpha = 0.834$)			
When I buy something, I prefer not taking risks	3.24	1.128	0.730
I like to be sure the product is a good one before buying it	3.21	1.184	0.821
I don't like to feel uncertainty when I buy something.	3.19	1.124	0.709
Subjective norm ($\alpha = 0.789$)			
My relatives and friends approve my decision to buy counterfeited products	3.17	1.158	0.714
My relatives and friends think that I should buy counterfeited products	3.28	1.194	0.765
Perceived risk ($\alpha = 0.712$)			
The risk that I take when I buy a counterfeited product is high	3.16	1.142	0.711
There is high probability that the product doesn't work	3.18	1.128	0.748
Spending money with a counterfeited product might be a bad decision	3.18	1.131	0.752
Integrity ($\alpha = 0.812$)			
I consider honesty as an important quality for one's character	3.24	1.307	0.815
I consider very important that people be polite	3.16	1.192	0.843
I admire responsible people	3.20	1.286	0.811
I like people that have self-control	3.18	1.189	0.795
Personal gratification ($\alpha = 0.824$)			
I always attempt to have a sense of accomplishment	3.26	1.205	1.205
Attitude toward counterfeited products ($\alpha = 0.813$)			
Considering price, I prefer gray market goods	3.20	1.203	0.809
I like shopping for gray market goods	3.19	1.154	0.868
Buying gray market goods generally benefits the consumer	3.28	1.209	0.821
There's nothing wrong with purchasing gray market goods.	3.17	1.118	0.804
Generally speaking, buying gray market goods is a better choice	3.21	1.185	0.812
Behavioral intentions ($\alpha = 0.789$)			
<i>Considering today, what are the chances that you...</i>			
... think about a counterfeited product as a choice when buying something	3.15	1.144	0.804
... buy a counterfeited product	3.20	1.194	0.712
... recommend to friends and relatives that they buy a counterfeited product	3.16	1.116	0.730
... say favorable things about counterfeited products	3.20	1.178	0.742

differences generations toward counterfeit products, and check the validity and reliability of the measuring scale. In this study, the goodness of fit testing was conducted by using several criteria, including chi-square test, root mean Square Error of Approximation (RMSEA), Goodness-of-Fit Index (GFI), Adjusted Goodness-of-Fit Index (AGFI), Normed Fit Index (NFI), and Comparative Fit Index (CFI). SEM (Structural Equation Modeling) is considered to be an appropriate data analysis technique for this kind of study where multiple dependent relationships proposed in the models and was analysed to test the seven hypotheses of the study.

For determining reliability of the questionnaire in this research, used Cronbach's alpha that the values of the reliability and factor loading highlighted on Table 2 indicate the affiliation of the items to each factor. Cronbach's alpha for constructs are: Price quality

inference: 0.804, Risk averseness: 0.834), Subjective norm: 0.789, Perceived risk: 0.712, Integrity: 0.81, Personal gratification: 0.824, Attitude toward counterfeited products: 0.813, Behavioral intentions: 0.789. Cronbach alpha coefficient of 0.834 for whole questionnaire can be considered a reasonably high reliability coefficient.

For determining validity, convergent validity was assessed for all constructs and indicators that all factor

Table 3: Fit indices of models under generations

Fit statistics	Y gen.	C gen.
χ^2	612.37	649.29
RMSEA	0.062	0.058
GFI	0.842	0.849
AGFI	0.813	0.826
NNFI	0.887	0.928
CFI	0.914	0.941

Table 4: Path model estimates, model 1: y generation

Hypothesized relationship and sign		Estimate	T-value	Conclusion
H1: PR	→ ATCP (-)	0.53	-12.16	Supported
H2: RA	→ ATCP (-)	-0.42	-10.24	Supported
H3: PQ	→ ATCP (-)	-0.17	-2.98	Supported
H4: SN	→ ATCP (+)	0.62	14.77	Supported
H5: IN	→ ATCP (-)	-0.04	-1.28	Not supported
H6: PG	→ ATCP (-)	-0.02	-1.20	Not supported
H7: ATCP	→ BI (+/-)	0.48	9.76	Supported

PR: Perceived Risk; PA: Risk Averseness; PQ: Price-Quality preference; SN: Subjective Norm; IN: Integrity; PG Personal Gratification; ATCP: attitudes toward counterfeit products; B: Behavior intentions; Level of significance: 0.5

Table 5: Path model estimates, model 2: combination generation

Hypothesized relationship and sign		Estimate	T-value	Conclusion
H1: PR	→ ATCP (-)	-0.62	-15.12	Supported
H2: RA	→ ATCP (-)	-0.48	-10.84	Supported
H3: PQ	→ ATCP (-)	-0.03	-1.21	Not supported
H4: SN	→ ATCP(+)	0.05	1.18	Not supported
H5: IN	→ ATCP (-)	-0.10	-2.94	Supported
H6: PG	→ ATCP (-)	-0.03	-1.54	Not supported
H7: ATCP	→ BI (+)	0.52	11.37	Supported

PR: Perceived Risk; PA: Risk Averseness; PQ: Price-Quality preference; SN: Subjective Norm; IN: Integrity; PG Personal Gratification; ATCP: attitudes toward counterfeit products; B: Behavior intentions; Level of significance: 0.5

loadings ranged from 0.709 to 0.890 and all factor loadings were above the cut-point of 0.50, ensuring the convergent validity of the data.

The structural equation model was examined to test the relationship among constructs. In this study, attitudes toward counterfeit products may vary in terms of difference generations so, two models were tested. Model 1 was used to test hypothesizes under Y generation and Model 2 tested under Combination generation.

To determine whether the hypotheses were supported, each structural path coefficient was examined with fit indices of the proposed models that displayed reasonably good fit to the data. The results shown in Table 3.

The results showed that attitude towards counterfeit products were negatively predicted by perceived risk and risk averseness in both of generations (H1 and H2).

H3 is also supported as Price Quality preference - attitude towards counterfeit products is negative and statistically significant in the model 1 but rejected in model 2. Subjective norm significantly and positively affects attitude towards counterfeit products (H4) in model 1 but was not significant in model 2.

As indicated in Table 5, integrity was found to have a negative impact on attitude towards counterfeit products (H5) in model 2 but in Y generation (model 1), this hypothesis rejected.

In the both of models, sixth hypothesis namely, the direct effect of Personal Gratification on attitude towards counterfeit products was not significant.

From Table 4 and 5 it is revealed that hypotheses 7 accepted at level of significance 0.5 in both of models.

CONCLUSION

This study provides insights into what factors affect on attitude consumers towards counterfeit products and

their behaviors intentions and how would consumer attitudes toward counterfeit products differ according to generations' differences levels?

Based on the literature review, in the study, the researchers identified variables like, perceived risk, risk averseness, price-quality preference, integrity, and personal gratification that negatively related to of Attitudes Toward Counterfeit Products (ATCP) exception subjective norm positively related to it and ATCP are positively related to Behavior intentions.

As indicated in Table 3 and 4, perceived risk and risk averseness (H1-H2) was found to have negative attitudes toward counterfeit products. There are similar results in this aspect in the literature because the Albers-Miller (1999) study used the variable risk (associated with the purchase) to predict consumer behavior. Also, Matos *et al.* (2007) found Consumers who perceive more (less) risk and more (less) risk averse in counterfeits have unfavorable (favorable) attitude toward counterfeits.

In Y and Combination generation, personal gratification haven't significant influence of personal gratification on ATCP (H6) that confirmed study of Ang *et al.* (2001) so Consumers' sense of accomplishment haven't affect on attitude toward counterfeits.

H7 predicted that attitudes toward counterfeit products would affect a positive impact on Behavior intentions that this relationship was supported and is in line with previous researches results. For examples, Wee *et al.* (1995) indicated if a person's attitude towards counterfeiting is favorable, it is highly likely that he or she would consider the purchase of counterfeit products.

The results obtained in two generations in the three cases are quite conflict with each other. These cases are referred to characteristics of individual consumers. Some studies in the past have provided considerable evidence that generation relates to consumers' perceptions, attitudes, preferences and purchase decisions (Vazifehdust *et al.*, 2011).

In this research, consumers related to the Y generation, who considered the price as an indication of quality (H3) had more favorable attitudes toward counterfeits but in combination generation, this relation wasn't significant.

Despite that Williams and Page (2010) Showed integrity is one of key values which Y generation but integrity wasn't Causes negative attitudes toward counterfeits (H5) but Consumers of combination generation who attribute more (less) integrity to themselves have unfavorable (favorable) ATCP.

In Y generation, if Consumers perceiving that their friends/relatives approve their behavior of buying a counterfeit will have favorable attitudes towards counterfeited products whereas attitudes of combination generation does not change with change in approve or not approve friends/relatives.

Whereas counterfeit consumption is an important purchasing behavior to study as it has societal and industry implications, the study sheds light on the underlying mechanisms through which various factors effects on attitude toward counterfeits and behavior intentions materialize across various generations and how successfully managers can handle the counterfeiting troubles and market the genuine brands more successfully.

LIMITATION AND FUTURE RESEARCH

Some limitations to this study should be noted, and efforts to resolve them would serve as avenues for future counterfeiting research. First, the findings of the study may have limited generalizability. The current research was conducted in some cities of Caspian Sea margin in Iran and the samples were students of university.

Second, we should say that this study evaluate affective factors on consumers attitudes towards counterfeit products in generic case thus future researches must evaluate C these factors in difference categories of product such as high and low involvement products . Also, the research indicated consumers of Y generation who considered the price as an indication of quality had more favorable attitudes toward counterfeits ,so further research could investigate effects others purchasing styles of consumers on consumers attitudes.

However, further researches are needed to examine these factors for a specific product with using mediating and moderating variables with larger sample before generalization can be made.

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