Intention to Purchase Counterfeit Products in an Islamic Country. A Quantitative Study among Females in Lahore, Pakistan.

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Abstract-- The consumption of counterfeit luxury products is growing day by day all around the world and is affecting original product manufacturers. The aim of this paper was to investigate the factors, which contribute to the intention to purchase of luxury counterfeit products by female customers in an Islamic country. The five predictors of intention to purchase were price, easy access, past experience, materialism and social influence. Quantitative approach was used for this research and cross-sectional data was collected through asurvey. Primary data was gatheredfrom 271 respondents by using self-administered questionnaires in Lahore, Pakistan. The result of this study revealed that all the predictors in this study except price had a positive and significant impact on intention to purchase branded counterfeit products by females. This study revealed that female consumers are influenced mainly by past experience of purchasing counterfeit products. Therefore, the authorities and marketers should develop appropriate strategies and measures to curb the growth of trade in counterfeit products.The findings of this study provides knowledge and understanding of the factors that influence the purchase intention of luxury counterfeit products in an Islamic country.

Keywords-- purchase intention, luxury counterfeit products, social influence, easy access, price, past experience, materialism, female consumers

I. INTRODUCTION

The trade in counterfeit and pirated products is rising and according to a report by OECD (2019), the trade in counterfeit products stands at 3.3% of the global trade. The Global Brand Counterfeiting report (2018) reported that the issue of counterfeiting products is growing bigger and bigger in scope and magnitude. The Global Brand Counterfeiting Report (2018), reported that the amount of total counterfeiting globally has reached to 1.2 Trillion USD in 2017 and is bound to reach 1.82 Trillion USD by the year 2020. The report also reported that the same problem is growing in the luxury products industry, where online sales of fake goods accounted for 31% of total counterfeiting-related losses in 2017 (The Global Brand Counterfeiting Report, 2018). In the high-end consumers' goods sector, counterfeiting was estimated to have been responsible for losses of $98 billion. The Customs Department record shows that the value of imported fake goods worldwide that were seized in 2016 was USD 509 billion (OECD, 2019). Trade in counterfeit products affects the revenue of governments and have negative

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repercussions on consumers' safety and health. (OECD, 2019). The total losses incurred by businesses due to counterfeiting in 2017 were estimated around $1.2 trillion and are expected to reach $1.82 trillion by 2020 (The Global Brand Counterfeiting Report, 2018). Due to the adverse impact on the overall growth of the businesses and to protect their original brand, business organizations are spending a lot of time, resources and money (BusinessWire, 2019). The Global Brand Counterfeiting Report (2018) reported that the losses suffered due to online counterfeiting globally amounted to 323 Billion USD in the year 2017. Pakistan is one of the countries identified as major sources of counterfeit products (The Guardian, 2019). It was reported that about 65 percent of the goods being sold in Pakistan are fake and such goods are causing harm to consumers, producers and the economy of the country (TheNews, 2019).

Past studies have identified various factors that contribute towards the intention to purchase counterfeit products. A study by Jamil et al. (2017) found that predictors of the intention to purchase counterfeit products include economic benefits, past experience and materialism of counterfeiting. The study also highlighted that hedonic benefits were not as important. Another study by Riquelme et al. (2012) revealed that value consciousness, performance risk, norms and ethical consciousness were positively related to attitude and intention to purchase counterfeit products. Another study by Phau et al. (2009) found that integrity was the only factor that influenced attitudes of customers toward counterfeits. However, the attitudinal factors and personality factors did not influence consumers' intention to purchase counterfeit luxury brands. Another study by Michaelidou and Christodoulides (2011) found that ethical obligation and perceived risk were significantly related to attitude towards counterfeit products. However, price consciousness was not significantly related to purchase intention in counterfeit products. Therefore, there are several factors that influence purchase intention of counterfeit products and past studies has shown consistency in the factors that influence the intention to purchase counterfeit products.

Despite the number of studies on the intention to purchase counterfeit products, there still existsa wide inconsistency in the predictors of intention to purchase counterfeit products. In addition, there is a dearth of studies on the factors that influence females to purchase branded counterfeit products in an Islamic country. This study will examine the influence of consumers' past experience, price, easy access, materialism and social influence towards intention to purchase counterfeit products by female customers in Lahore, Pakistan. This study will provide additional knowledge to authorities and marketers to implement measures and programs to tackle the growing menace of counterfeit goods.

II. LITERATURE REVIEW

Intention to purchase

The focus of this study is on the intention to purchase and not the actual purchase. Intention to purchase can be explained by the Theory of Planned Behavior which is an extension of the Theory of Reasoned Action (Ajzen and Madden, 1986). The Theory of Planned Behavior provides an understandingof attitudes and predicting of social behavior (Ajzen and Madden, 1986). Based on the Theory of Planned Behavior, the antecedents of intention to purchase are attitudes, subjective norms and perceived behavioral control (Ajzen, 1991). According to Ajzen (1991),

consumers' behaviors such as intention to purchase can be predicted with high accuracy from attitudes, subjective norms, and perceived behavioral control. Several past studies have looked at the influence of attitude, subjective norms and perceived behavioral control on the intention to purchase by consumers (e.g., Maichum, Parichatnonand Peng, 2016; Paul, Modi and Patel, 2016). A study by Zhang, Cude and Zhao (2019) showed that subjective norms and perceived behavioral control were positive predictors of intention to purchase luxury goods. The study by Maichum, Parichatnon and Peng (2016) found a positive and significant relationship between attitude, subjective norm and perceived behavioral control towards intention to purchase. However, the study by Paul, Modi and Patel (2016) revealed that only attitude and perceived behavioral were positive predictors of intention to purchase. The study found that subjective norm was not significantly and positively related to purchase intention.

Several scholars have studied the significance of intention to purchase in several contexts (e.g., Hung et al., 2011; Diallo and Siqueira, 2017). There are several factors that influence customer's intention to purchase products. A study by Hung et al. (2011) revealed that experiential and functional aspects of luxury branded products were positively correlated with the intention to purchase. However, symbolic value of luxury products was not correlated to intention to purchase. Shahin Sharifi (2014) studied the influence of cognition and affection towards intention to purchase. The results of the study revealed that affection on purchase intention was higher than cognition on purchase intention. Diallo and Siqueira (2017) studied the relationship between past experience of customers with store brands and found that past positive experience was a positive predictor of intention to purchase by customers. Lin and Lu (2010) studied the relationship between trust and intention to purchase. The study found a positive and significant relationship between trust purchase intention by consumers. Saeed and Grunert (2014) explored the consumers' perception of quality and the role of expected and experienced quality. The study found that expected and experienced quality were positively related to intention to purchase. Chi, Yeh and Yang (2009) studied the role of brand awareness and found the awareness, perceived quality and brand loyalty were positive predictors of intention to purchase. Based on past research, there are several predictors of intention to purchase.

III.   RELATIONSHIP BETWEEN PRICE AND PURCHASE INTENTION

Price is one of the determinant of purchase decision. In the marketing mix, price also is one of the element that is flexible (Kotler and Keller, 2012). According to Kotler and Keller (2012), price is the the sum of the values that customers exchange for the benefit derived from using or having the product or service. It refers to the sum of money customers are willing to pay to get benefit from owning or using a product or service (Kotler and Keller, 2012). Price can be measured by using several indicators such as discounted price, fair price or competitor price (Kotler and Keller, 2012).

Past studies have shown that price is one of the determinant of intention to purchase(e.g., Nguyen and Gizaw 2014; Herrmann, Huber and Higie Coulter, 1997). Herrmann, Huber and Higie Coulter (1997) found that price was a positive predictor of purchasing intetion and higher price discount is preferred by customers. Value consciousness is the benefits or quality a person enjoys for the price he or she pays. Past studies have shown that value consciousness is one of the factors that influence intention to purchase (e.g., Konuk, 2015). A study by Konuk (2015) revealed that price consciousness had a positive effect on customer purchase intentions. Nguyen and Gizaw (2014) found that

price-quality was a factor that influenced purchasing intention and cusomers will be satisfied if they perceive high value for a particular product. Another study by Diallo (2017) also confirmed the positive influence of brand price image on intention to purchase. Past studies have also found a positive relationship between price and intention to purchase counterfeit products (e.g., Chaudary, Ahmed, Gill, and Rizwan, 2014). The study by Chaudary, Ahmed, Gill, and Rizwan (2014) found that lower price was a positive predictor of intention to purchase counterfeit goods. Similarly, another study by Raza et al., (2014) revealed that low price was poistively and significantly related to attitude towards counterfeit proucts.However, a study by Mirabi, Akbariyeh and Tahmasebifard (2015) found that price was not a positve predictor of intention to purchase. Similarly, another study by Michaelidou and Christodoulides (2011) revealed that price consciousness was not a positive predictor of intention to purchase counterfeit products. Based on past research findings, the following directional hypothesis was developed for further testing.

H1: There is a positive relationship between price and female consumers purchase intention towards luxury counterfeit products in Pakistan

IV. RELATIONSHIP BETWEEN SOCIAL INFLUENCE AND PURCHASE INTENTION

According to Tedeschi, (1974), social influence refers to a process that involve the utilization of power and the effect of the power on an individual and the target of influence of the individual. Asch (1952) also refers to social influence as social interaction or a class of stimuli to which the individual responds on the basis of socially unmediated laws. Ang et al., (2001) stated that social influence is the force or impact a person wields on another person's behavior such as intention to purchase. In short social influence is the change in behavior in one person that is caused by others. As stated by Turner (1991), social influence encompasses the process in which individuals either indirectly or directly influence the thoughts, feelings and actions of other individuals. According to Turner (1991) the main criteria to understand social influence is social norms. According to Turner (1991), influence is a process whereby individual either agree or disagree about appropriate behavior. The social identity theory can be referred to explain social influence (Tajfel 1981). Based on the social identity theory, individuals identify themselves as a member of a particular group. The group serves a reference for comparison and members of the group tend to adopt the group attitudes and beliefs.

Studies have shown that social influence is a predictor of behavioral intentions and it is included as subjective norm in the Theory of Planned Behavior by Ajzen (1991). Therefore, social influence and subjective norms include the notion that a person's behavior intention is influenced by how other people will view them. Studies have shown that there is a relationship between social influence and intention to purchase (e.g., Hsu and Lin, 2016; Hung et al., 2011). Hsu and Lin (2016) studied the role of social influence on purchase intention and found that stickiness and social identification was a positive predictor of purchase intention. A study by Hung et al. (2011) found that social content had a positive influence on intention to purchase luxury goods.Other studies have also shown that social influence is positively related to purchase intention (e.g., Chiu and Leng, 2015; Ting, Goh and Isa, 2016). The results of a study by Chiu and Leng (2015) reveled that subjective norms positively influenced consumers' intention

to purchase. Similarly, a study by Ting, Goh and Isa (2016) revealed that social influence was one of the factors that was positively related to customer attitude and purchase intention of counterfeit products. Another study by Noor et al. (2018) also supported the positive and significant impact of social intention on purchase intention of counterfeit products. A study by Ian Phau et al. (2009) further confirmed the positive impact of social influence on attitude towards purchasing intention of counterfeit products. However, a study by San Martin and Herrero (2012) revealed that social influence was not significantly related to intention to purchase. Based on the literature review, the hypothesis as shown below was developed.

H2: There is a positive relationship between social influence and female consumers purchase intention towards luxury counterfeit products in Pakistan

V.   RELATIONSHIP BETWEEN MATERIALISM AND PURCHASE INTENTION

Materialism refers to an individual tendency to favor ownership of material possessions and as stated by Mason (2001), the objective is to portray or project status and uniqueness to generate social recognition. There are several definition of materialism. Shrum et al. (2013) looked at materialism from the perspective of desirable symbolic value. People engage in construction of self by acquiring products and services that provide symbolic value (Shrum et al., 2013). Belk (1985) defined materialism as the level of value or importance placed by a consumer on possession of goods. Richins and Dawson (1992) defined materialism as the value that portrays the importance people place on material possessions. According to Richins and Dawson (1992), the three dimensions of materialism are happiness, success and centrality. Therefore, the conceptualization of materialism varies across different scholars and researchers. In this study, materialism refers to an individual's realization of desired status through possession of more material goods.

Studies have shown that materialistic individuals will buy luxury goods and materialistic consumers who do not have much financial resources will fulfill their materialistic goals by purchasing counterfeit products (Gentry et al., 2001). People who are highly materialistic tend to have lower ethical standard and this leads to a positive attitude to purchase counterfeit products (Kozar and Marcketti, 2011). This is further supported by Furnham andValgeirsson (2007) who stated that materialistic people are more likely to purchase counterfeit products if they have financial constraints. Davidson, Nepomuceno and Laroche (2019) studied the risk of embarrassment associated with purchase of counterfeit products and found that materialism does not positively predict intention to purchase counterfeit products if the counterfeit can be easily detected. Furthermore, the study showed that materialism is positively related to intention to purchase in situations where counterfeit cannot be easily detected. However, a study Ting, Goh and Isa (2016), revealed that materialism was not significantly related towards intention to purchase counterfeit luxury goods. Therefore, mixed results were found by past researchers on the influence of materialism on purchase intention. The following hypothesis was developed for testing:

H3: There is a relationship between materialism and female consumers purchase intention towards luxury counterfeit products in Pakistan

VI.   RELATIONSHIP BETWEEN EASY ACCESS AND PURCHASE INTENTION

Past studies have revealed that product access or availability is one of the determinant of intention to purchase (e.g., Goldsmith 2002; Moutinho and Bian 2011). Availablity of product can result in positive perception and lack of product availability can be perceived negatively by consumers (Verhallen, 1982). Lack of availability or access can have impact on consumers intention to buy (Steinhart, Mazursky and Kamins, 2013). However, some researchers have argued that lack of availability of product can have both positive and negative consequences. Strategies to restrict product quantity and availability through restricted or exclusive distribution channels can increase the perceived value of the product (Amaldoss and Jain, 2005). Verhallen (1982) further argued that unavailability of product enhanced the consumers purchase intention only in situations when unavailability was due to limited supply or high level of popularity.

Past studies have revealed that easy access or availability of counterfeit products can influence purchase intention (e.g., Commuri, 2009; Wilcox, 2009). The study by Wilcox et al. (2009) found a positive effect of easy access on consumers purchase intention of counterfeit products. Another study by Commuri (2009) revealed that availability of counterfeit products drives customers intention to purchase them. However, studies have also revealed an inverse relationship between easy access and intention to purchase counterfeits (Chaudary, Ahmed, Gill, and Rizwan, 2014; Rasheed et al., 2014). A study by Chaudary, Ahmed, Gill, and Rizwan (2014)revealed that easy access had a negative and insignificant relationship with intention to purchase. Similarly, another study by Mir, Rizwan and Saboor (2014) revealed that easy access to counterfeit product did not influence consumers' attitude towards the counterfeit products. This again shows mixed results on the relationship between easy access and purchase intention of counterfeit products. The following hypothesis was developed:

H4: There is a relationship between easy access and female consumers purchase intention towards luxury counterfeit products in Pakistan

VII.   RELATIONSHIP BETWEEN PAST EXPERIENCE AND PURCHASE INTENTION

Past experience refers to something that have already happened in the past and according to Bian et al. (2016), past experience refers to an individual's confrontation or encounter with a product that enables the individual to evaluate the product. A study by Moon et al. (2018) revealed that past experience had a positive and significant influence on utilitarian attitude of consumers. Utilitarian attitude encompass functional evaluation of products and consumers with utilitarian attitude will evaluate their attitude based on functional basis (Noh et al., 2014). In other words, consumers will have a positive attitude towards a counterfeit product if their knowledge about the counterfeit product is good (Moon et al., 2018). Another study by Khan, Shabbir and Majeed (2017) found that past-experience was a positive predictor of customer willingness to purchase luxury fashion products. Similarly, another study by Ali and Farhat (2017) found a positive and significant relationship between past experience and purchase intention of counterfeit products. Therefore, as stated by Yooand Lee (2012), consumers who have previously purchased counterfeit products are more likely to purchase counterfeit products in future. However, a study by Chaudary, Ahmed, Gill, and Rizwan (2014) revealed that past experience was not positively and

significantly related to purchase intention. Generally,past research points to a positive and significant relationship between past experience and purchase intention. Therefore, it was posited that:

H5: There is a positive relationship between past experience and female consumers purchase intention towards luxury counterfeit products in Pakistan

VIII. METHODOLOGY AND RESEARCH DESIGN

According to Saunders et al. (2012), research philosophy communicates the development of knowledge and the nature of that knowledge. The philosophy applied for this research is positivism. This is the philosophical approach of the natural scientist (Saunders, et al., 2012). A deductive approach was taken and hypothesis were developed and tested. This is a quantitative study where a survey method was used to collect cross-sectional data from a sample of the target population.Self-administrated questionnaires were used to gather primary data. The data was analyzed using SPSS version 20 statistical tool. Descriptive and inferential statistics were generated.

IX. POPULATION AND SAMPLE SIZE

The first step was to define the target population and in this study, the target population were female consumers in the city of Lahore, Pakistan. Convenience sampling was used because a sampling frame was not readily available and convenience sampling was the cheapest and one of the easiest ways to collect data (Saunders et al, 2012).The formula proposed by Tabachnick and Fidell (2013) was used to calculate the sample size. According to the formula, the sample size is equal to 50 + 8m (where m is the number of variables). Therefore, the minimum sample size was 90 participants.

X. INSTRUMENTATION

This research used a self-administered questionnaire. The questionnaire was divided into two parts. Part A was to obtain personal information about the respondents. Part B consisted of questions to measure each variable. The 5-point Likert type scale was used. All questions were adapted from past studies. The questions to measure purchase intention was adapted from Augusta De Matos et al (2007). The questions to measure past experience and price was adapted from Tom et al (1998). The questions on materialism were adapted from Richins and Dawson (1992). Questions to measure easy access were adapted from Augusta De Matos (2007) and Lee and Workman (2011). Lastly the questions to measure social influence were adapted from Chogahara (1999).

XI. DATA COLLECTION AND ANALYSIS

A survey method was used and questionnaires were delivered by hand to the qualified respondents. The data was collected over a period of four months. A total of 280 questionnaires were received. Nine questionnaires were removed due to missing data. The data was coded and edited before being transferred into SPSS system file. Both descriptive and inferential statistics were generated by using the SPSS Version20 Statistical tool. Descriptive statistics were generated to describe the respondents of this study. For goodness of data, reliability testing was done and the Cronbach's alpha coefficient was checked. Regression testing was done for the hypothesis testing. The

multiple regression analysis was done to acquire insights on the relationship between the constructs on this study used (Pallant, 2010).

XII.   RESULTS

Demographic Profiles of the respondents

In this study there were 271 respondents. Based on age grouping, the highest number were in the 18 to 30 years' group (215 respondents). Another 66 respondents were above the age of 30 years. Most of the respondents were students (112 students). Another 88 respondents were in the category of professional/business (32.5%). The rest were either unemployed or housewives (71 respondents).

XIII. DESCRIPTIVE AND NORMALITY TESTING

The descriptive statistics and the distribution of data is shown in Table 1

Table 1: Descriptive statistics

	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Social influence	3.1956	.81605	-.320	.148	-.135	.295
Price	3.1661	.84361	-.345	.148	-.005	.295
Easy Access	3.0344	.87185	-.016	.148	-.318	.295
Past Experience	3.0369	1.02131	-.248	.148	-.447	.295
Materialism	3.0381	1.02749	-.091	.148	-.635	.295
Purchase Intention	2.7073	.99277	-.009	.148	-.505	.295

Firstly, the standard deviation was checked. The standard deviation is around one.This indicates that the dispersement of data is spread closely around the mean. The highest standard deviation value is for materialism (1.02749) followed by value of past experience (1.02131). The standard deviation for easy access is 0.87185 and price .84361 respectively. The lowest standard deviation is for social influence. This represents a normal distribution of data.According to TabachnickandFiddell (2013), the mean presents the average value of the data set. In this study the mean value for social influence is 3.1956, price is 3.166, easy access is 3.0344, past experience is 3.0369, materialism is 3.0381and purchase intention is2.7073. This shows that a majority of the respondents agreed with all the statements

The symmetrical distribution of data is measured by skewness. The acceptable value of distribution ranges from -2 to +2 for skewness and kurtosis (Pallant, 2010). A measure of a dataset symmetry is referred to as skewness. In this research, skewness value is negative. This means that the size of the left-handed tail is bigger that the right-handed tail. Kurtosis refers to the peakedness of the data distribution. In this study, the kurtosis for the data set is between the value of -005 and -063. Therefore, the normality of data distribution is established.

XIV. PEARSON PRODUCT- MOMENT CORRELATION COEFFICIENT TEST

The Pearson Product-Moment Correlation Coefficient as shown in Table 2 shows the strength of linear relationship among the variables (Pallant, 2010). The correlation value between social influence and purchase intention is 0.560, and significant. Hence, the relationship between social influence and purchase intention is significant and positive. The relationship between price and purchase intention is also positive and significant The construct easy access has a significant correlation with purchase intention. The strongest correlation is between past experience and purchase intention. However, the weakest correlation is between materialism and purchase intention.

Table 2: Pearson Correlation Coefficient

		Social influence	Price	Easy Access	Past Experience	Materialism	Purchase Intention
Socialinfluence	Pearson Correlation	1					
	Sig. (2-tailed)						
Price	Pearson Correlation	.532**	1				
	Sig. (2-tailed)	.000					
EasyAccess	Pearson Correlation	.521**	.672**	1			
	Sig. (2-tailed)	.000	.000				
PastExperience	Pearson Correlation	.581**	.691**	.649**	1		
	Sig. (2-tailed)	.000	.000	.000			
Materialism	Pearson Correlation	.252**	.133*	.128*	.218**	1	
	Sig. (2-tailed)	.000	.029	.035	.000		
Purchase Intention	Pearson Correlation	.560**	.611**	.620**	.759**	.328**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
**. Correlation is significant at the 0.01 level (2-tailed).							

XV. RELIABILITY

Measuring reliability is to test the goodness of data. Cronbach's alpha coefficient is one of the best way to test the consistency of data (Sekaran and Bougie, 2010). Therefore, Cronbach's alpha coefficient test was used to

measure the reliabilty in this research. Values above 0.70 or above are acceptable when it comes to reliability testing (Sekaran and Bougie, 2010). Based on the Cronbach alpha values shown in Table 3 below, the reliabilty is not violated.

Table 3: Reliability

Varibales	Cronbach Alpha value
Price	.722
Social Influence	.800
Easy Access	.703
Past expericnce	.830
Materialism	.733
Purchase Intention	.833

XVI. MULTIPLE REGRESSION ANALYSIS AND MODEL FIT

In this study, multiple regression was used to determine the overall fit of the model. In addition, the relative contribution of each independent variable to the total variance was determined through multiple regression testing.

Table 4: Overall Model Fit

Multiple R	.801
Coefficient of Determination (R square)	.642
Adjusted R square	.635
Sig. F change	.000
F Value	95.036
Sig (ANOVA) .000	

The table 4 shows the model summary and indicates the goodness of fit measure among the variables. The simple correlation is presented by the value of R (Field, 2013). The value of R is 0.801, presents a good degree of relationship. The Rsquare value is 0.642, and adjusted R square is 0.635. The value of R square of 0.642 means that 64 percent of the variance in the dependent variable is explained by the four independent variables (Field 2013). The F-test is in this study is significant. Therefore, it can be assumed that the model in this study explains a significant amount of the variance purchase intention (dependent variable) (Field, 2013).

Table 5: Multiple Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.505	.184		-2.743	.007
	Socialinfluence	.119	.058	.097	2.046	.042
	Price	.089	.066	.075	1.340	.181
	EasyAccess	.194	.061	.170	3.173	.002
	PastExperience	.490	.055	.504	8.863	.000
	Materialism	.157	.037	.162	4.243	.000

According to Aiken et al. (1991), the value of t-statistic should be more than 2 or less than -2 and the level of significance is lesser than 0.05 in order for a hypothesis to be accepted. The t-static value for price is 1.340 with the significance level of 0.181 (p>0.05). This indicates that hypothesis H1 is rejected and price is not a significant predictor of purchase intention. The beta value for social influence is 0.75 with the t-statistic value of 2.046 and a significance value of 0.042 (p<0.05). This indicates that hypothesis H2 is accepted and social influence is a positive and significant predictor of purchase intention. The beta value for materialism is .162 with a T-statistic value of 4.243 and a p value of 0.000(p<0.05). Therefore, hypothesis is accepted and materialism is a positive and significant predictor of purchase intention. The beta value for easy access is .170 with a T-statistic value of 3.173 and a p value of 0.002 (p<0.05). Therefore, hypothesis is accepted and easy access a positive and significant predictor of purchase intention. For the past experience beta is 0.540 with a t-statistic value of 8.863 and the significance level is 0.000 (p<).050. Therefore, hypothesis H5 is accepted and past experience is the strongest predictor of purchase intention among female consumers in Lahore, Pakistan.

XVII. DISCUSSION AND CONCLUSION

This study revealed that past experience, materialism, easy access and social influence are positive and significant predictors of intention to purchase counterfeit products by females in an Islamic country. The results showed that past experience was the strongest predictor of intention to purchase counterfeit products. This means that positive past experience of using counterfeit products is an inducement or catalyst to purchase more counterfeit products. This positive attitude towards intention to purchase can be attributed to the consumers' utilitarian attitude that include the functional evaluation of counterfeit products. Past studies have shown inconsistency on the influence of past experience. However, this study confirmed the positive influence of past experience towards intention to purchase counterfeit products. Some past studies have also shown a positive and significant relationship between past experience and intention to purchase. The study by Moon et al. (2018) also showed that past experience had a positive and significant influence on intention to purchase. As explained by Moon et al. (2008),

consumers with good knowledge of counterfeit products tend to have a positive attitude towards a counterfeit product.

This research hypothesized that easy access had a relationship with intention to purchase counterfeit products. This study showed that easy access to counterfeit products had a positive and significant relationship with intention to purchase. Past studies on the relationship between easy access and intention to purchase counterfeit products showed mixed results. This study showed a positive and significant relationship between easy access and intention to purchase counterfeit products by females. Some past studies also have shown the positive and significant influence of easy access towards purchase intention. Past studies by Wilcox (2009) showed that easy access of counterfeit products can influence purchase intention. Therefore, the ease of access or availability of counterfeit products can induce or turn-on customers to purchase counterfeit products. The level of availability and ease of access influence the demand for both counterfeits and pirated products. But this situation may vary at different markets. It can also be assumed that advances in technology results in higher quality of counterfeit products. In addition, easy access via online purchasing makes it much easier to purchase counterfeit products.

It was hypothesized in this study that materialism had a relationship with intention to purchase counterfeits. Past studies have not shown consistent results between materialism and intention to purchase. In this study, the regression analysis showed that materialism had a positive impact on intention to purchase counterfeit products. People who are materialistic, will tend to buy luxury goods to fulfill their materialistic needs. In addition, materialistic people without adequate financial resources will fulfill their materialistic needs by purchasing counterfeit brands of luxury products. The results of this study are consistent with some past studies that found a positive relationship between materialism an intention to purchase counterfeit products (e.g., Furnham andValgeirsson (2007).

In this study, it was predicted that social influence is a positive predictor of intention to purchase. The results of this study are consistent with past studies that have consistently shown a positive relationship between social influence and intention to purchase. This study further confirmed the positive influence of social influence on intention to purchase counterfeit products by female consumers.This can be related to subjective norms and as explained by Ajzen (1991), subjective norm refers to a consumer belief toward norm and the existence of norms may motivate the consumer to engage in a behavioral implementation. Therefore, the consumers' voluntary behavior is predicted by how he or she assumes other people perceives him or her as a result of his or her action to purchase counterfeit products.

In this study, it was predicted that price will have a positive influence on purchase intention by female consumers. However, the results of this study deviated from past studies. This may be due to the demographic profile of the respondents. This study did not look at the influence of demographics such as age and education level. Past studies have shown that older respondents are less price conscious than younger consumers. Past studies also did not show consistent results between price and purchase intention of counterfeit products (Michaelidou and Christodoulides, 2011). The study by Mirabi, Akbariyeh and Tahmasebifard (2015) also found that price was not a

positive predictor of intention to purchase. Another study by Michaelidou and Christodoulides (2011) further confirmed that price consciousness was not a positive predictor of intention to purchase counterfeit products.

This research has several implications for government authorities and companies dealing in luxury products. The luxury brand companies, need to develop and implement anti-counterfeit strategies. In this study, the strongest predictor of purchase intention by females towards purchase intention of counterfeit products was past experience. The other two predictors were easy access and materialism. Therefore, companies dealing in luxury products should educate consumers on the negative effects of counterfeit products and underline the positive and unique value of original luxury brands. Original brand marketers should build relationship with their customers through loyalty programs and provide them with information.

In todays, environment, word of mouth is important and marketers of original brands should focus on this aspect. In addition, organizations dealing in luxury products should undertake promotion and branding activities to highlight the positive outcomes of purchasing original products such as after sales service. In addition, the government enforcement to thwart the increasing growth of counterfeit products should be undertaken. The law enforcers should act strongly to tackle the availability and purchasing of counterfeit products. The government should provide information to the public on the negative effects of counterfeiting on the economy and employment of people in the country. The government, policymakers and organizations dealing in original products should collaborate and strengthen the organizations that are set up to counter anti-counterfeiting.

This research had some theoretical contributions. This study studied five predictors of purchasing intention of counterfeit products by females in an Islamic country. This study provided further insights such as the significant role of past experience towards the attitude to purchase counterfeit products by females in an Islamic country. The contribution of this study to literature is that this is one of the first studies that looked at the predictors of purchase intention by females in an Islamic country.

Like any other study, this study is not without any limitation. In this study, the cross-sectional research design was utilized to collect data. This research was done in Lahore, Pakistan and the respondents were only female customers. To improve the generalizability, future research should have respondents from other areas. A cluster sampling can highlight differences among different clusters. Other segments of society such as professionals, housewives and students can also provide higher generalizability of results. In addition, the differences that may arise due to demographic profile of the respondents were not tested. For future research, it is suggested that, demographic differences such as age or income level can highlight differences. For instance, differences in income level may provide different results. Mediating and moderating variables were not included in this study. Moderators such as age can provide a better understanding of strength of the relationships between the predictors and the dependent variable. Mediating variables such as personality should also be included in future studies. In this study, cross sectional data was collected through a survey method. It is recommended that for future research, longitudinal data should becollected, as this will improve the generalizability of the study. Another limitation was that this study only covered the intention to purchase counterfeit products. Future research should cover the actual behavior of buying counterfeit products. This was a quantitative study that included only closed ended questions. Open ended

questions and face to face contact with the respondents can provide more in depth information. Therefore, it is recommended that a quantitative study should be carried out to obtain richer and in-depth information.

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