NEAR EAST UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
MARKETING PROGRAM

CONSUMER MOTIVES FOR PURCHASING COUNTERFEIT GOODS

NIHAD ASSAGHIR

MASTER'S THESIS

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I Nihad Assaghir , hereby declare that this dissertation entitled 'consumer motives for purchasing counterfeit goods ' has been prepared myself under the guidance and supervision of 'Prof.Dr.Ahmet Ertugan ' in partial fulfilment of the Near East University, Graduate School of Social Sciences regulations and does not to the best of my knowledge breach and Law of Copyrights and has been tested for plagiarism and a copy of the result can be found in the Thesis.

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DEDICATION

I dedicate this research work to my parents. Thank you for your support, for being always by side and for inspiring me.

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Thank you.

ABSTRACT

CONSUMER MOTIVES FOR PURCHASING COUNTERFEIT GOODS

Nowadays the luxury goods market has been in continuous spread, everyone loves to own a luxury watch, a bag created by a very famous brand or put on a perfume from a high range. But in the other hand the counterfeit market is progressing in parallel. Counterfeit goods cause a real problem for the luxury market. The difference of the price and the quality make some obstacle for the high range companies. This research will discuss the motives that drive people to buy counterfeit products and the reasons why clients could buy something fake. The data was collected from Near East University as a sample of 200 and our hypotheses were tested and supported. The results comfirmed that there is a positive effect between brand counsciousness, attitudes and the intention to purchase and recommandation for a future research has been mentionned.

Keywords: counterfeit, counterfeit market, luxury goods, fashion goods, imitation, brand, typicality, typology of counterfeits.

ÖZ

SAYAÇ MALZEMELERİ SATIN ALMAK İÇİN TÜKETİCİ MOTİVLER

Günümüzde lüks pazar sürekli yayılmış durumda, herkes lüks bir marka tarafından yaratılan bir çantayı izlemeye ya da çok çeşitli markalardan bir parfüm koymaya bayılıyor ama aynı zamanda sahte pazar da paralel bir şekilde ilerliyor. Sahte ürünler lüks pazar için gerçek bir soruna neden olur. Fiyat ve kalite farkı, yüksek şirketler için bazı engeller yaratıyor. Bu araştırma, insanları sahte ürünler almaya iten nedenleri ve müşterilerin sahte bir şey satın alma nedenlerini tartışacak. Veriler Yakın Doğu Üniversitesi'nden 200 örnek olarak toplandı ve hipotezlerimiz test edildi ve desteklendi. Sonuçlar, marka bilinirliği, tutumlar ve gelecekteki bir araştırma için satın alma niyeti ve geri dönüşüm niyeti arasında olumlu bir etkiye sahip olduğunu teyit etti.

Anahtar Kelimeler: sahte, sahte pazar, lüks mallar, moda ürünleri, taklit, marka, tipiklik, sahte tipoloji.

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INTRODUCTION

1. Introduction

This chapter gives an introduction to this research. It gives background information about the variables in this study and it summarizes the various chapters this research deals with.

2. Background of This Study

Luxury goods have this super power to be attractive even for people who don't have the possibility to afford them because of their high prices

The price play an important role for the luxury value, Wiedmann et al. (2007, p.5), prohibits 4 kinds of clients perceived value: financial value (price value), functional value (usability value, quality value uniqueness value), individual value (self-identity value, hedonic value, materialistic value) and social value (conspicuousness value, prestige value). Since 1970s counterfeiting was existing as a real problem to legitimate manufactures. Even if the production and distribution of counterfeit goods is illegal, customers are ready to buy, use and share them. They are supporting their propagation. (Bian & Moutinho, 2009). Some manufacturer see that counterfeit is an activity that will countinue as long as it gives a very high profit than the traditional production .(Chaudhry & Stumpf, 2011).

What increase the price of a luxury product is exclusivity and high quality . the very expensive nature of luxury brands give two characteristics or dimensions to explain and to well know the counterfeit market .The social demension is able to define the position of counterfeit goods users and the consuption dimension is relied to individuals and personnals .(Nia, A., & Lynne Zaichkowsky, J. (2000).

3. Problem situation:

The counterfeit market gives to his customers the opportunity to live their desire and own the same luxury good with a lower price. As we all know the price is the first motivator for purchasing counterfeit goods instead of luxury ones (Grouzet et al., 2005). In marketing the aspirations and motivations have the main role in costumer behaviour, the ambition or the desir control the motivational reasons for the customer and by this way they can influence his actions. (Grouzet et al., 2005, Kasser and Ryan, 1996, Kim et al., 2003, Sheldon et al., 2004)

Last researches of purchase motivations show that we can categorize the consuption of customer motivation as either intrinsic or extrinsic .The intrinsic throw back the self-fulfillment goals but the extrinsic affect the way of how others will perceive you as a customer (Tsai, 2005).

For luxury clients their main purpose of buying luxury goods is to show off their wealth and status (Veblen, 1899).

Luxury marketing plays on the extrinsic motivations and external effects of their customers (Corneo and Jeanne, 1997, O'Cass and Frost, 2002, Vigneron

and Johnson, 1999).

Main question of the study:

However we ususally talk about customer behaviour so ,**how counterfeit goods motive customer for purshacing ?**

 Sub question:

1. **how customer attitudes affect on intention to purshase ?**

2. **how brand consciousness of customer   affect on intention to purshase ?**

 4.Objective of the study:

the purpose of this study to determine how purshasing counterfeit goods effets on the custumor motives .

Sub purpose:

1- clairify how customer attitudes effect on intention to purshase.

2- illistrate how brand counsciousness of customers effects on intention to purshase

5.Significance of the study :

This study has been applied in a not recognized country "North Cyprus " and thanks to that we will be able to recover a new gap throw compairing the more recognized countries in this sector with unknown ones. This study created an awarness for customers to change luxury brands with counterfeit ones with lower price and with almost the same quality.

6.Chapter summeries

Chapter 2 :

This chapter is about the review of literature from previous studies relating to this research. It gives a background information on counterfeit goods and their impact on purchasing decision and what makes customers buy fake products.

Chapter 3:

Inclusion the chapter described the conceptual model of the research and the developed hypothesis to test our theory. The dependent, mediator and independent constraints were given and examined in the chapter. Using information in chapter two, it's possible to assume that there is a correlation between our variables

Chapter 4:

This chapter shows how our research data was collected and how the results were build . The purpose was to explain the process of data collection , the steps of research design structure , the employment of the questionnaire and also the process of testing the results , data and techniques .

Chapter 5:

This section is an introduction of major observational results for this thesis study. It started with presentation and plainly expresses the acknowledgment rate comprising of the estimating instrument,reliability and descriptive statistics. The model of the examination was also included. The information were investigated unmistakably and inferentially and regression examination was additionally led.

Chapter 6 :

The study came to an end after scrolling through the recent definitions of counterfeit goods , the various definitions of attitudes , brand counsciousness and intention to purchase , the link between this three variables, the methodology used to conduct this work, the limits, the theoretical and empirical findings and finally the recommendations.

CHAPTER 1

THE LITTERATURE REVIEW

1.0 Introduction

This chapter is about the review of literature from previous studies relating to this research. It gives a background information about counterfeit goods and their impact on purchasing decision and what makes customers buy fake product.

1.1 Counterfeit good

Counterfeit products are a major economic phenomenon. Long associated with the luxury sectors, they are today constantly expanding. The product categories involved are always more high- and mid-range clothing, pharmaceuticals and cosmetics, alcoholic beverages and spirits as well as technological products of all categories, consumer electronics to auto parts.

However, the definition of counterfeiting is marked by a binary conception inherited from the legal approach of the phenomenon pitting the real against the false (Higgins & Rubin, 1986).

Counterfeit goods are not unique; rather they duplicate somebody's thought, creation, something mainstream, or something that can profit. Fake merchandise incorporate an assortment of items: music CDs, shoes, garments, adornments, autos, packs, watches, thoughts, and programming (Eisend and Schuchert-Guler, 2006).

Examining fake things, logical writing utilizes terms like falsifying, fashioning, brand theft, impersonation of brands or logos, counterfeit copies and so on. Writers of this articles are utilizing the term that is discovered most ordinarily in the inspected writing – duplicating or fakes. Thus fakes are the merchandise that have trademarks/includes that are indistinguishable or just somewhat fluctuating from those of different organizations enlisted trademarks/highlights, along these lines encroaching the enrolled trademarks proprietors' privileges (Eisend and Schuchert-Guler, 2006).

Fake items are those bearing a trademark that is indistinguishable from, or vague from, a trademark enlisted to another gathering and encroach the privileges of the holder of the trademark (for example Eisend and Schuchert-Gu ¨ler, 2006; Chaudhry and Walsh, 1996; Kapferer, 1995). Despite the fact that forging is definitely not another marvel, in any case, we have just observed it across the board in the last a few decades (Eisend and Schuchert-Gu ¨ler, 2006). It was assessed that the estimation of fakes in the worldwide market developed by 1,100 percent somewhere in the range of 1984 and 1994 (Carty, 1994). Ongoing figures evaluated that fakes represented seven percent of world exchange (US$512 billion) in 2004 (Balfour, 2005). In spite of the way that buyers

know about the moral issues in connection to acquisition of fake items (Nill and Schultz, 1996), past research has uncovered that roughly 33% of customers would intentionally buy fake products (for example Phau et al., 2001; Tomet al., 1998)

1.2 Counterfeit in legal term

Forging is at first a lawful idea characterized as propagation, impersonation utilization of a trademark of a plan, patent, copyright programming or plant reproducing without the approval of its creator (CNAC, Comité National Anti Falsifying). Forging is an encroachment of mechanical property. This one is secured through the store of the name and/or a lot of signs with an administrative body. The phony spreads various indications relying upon the sort of duplicated sign: name, logo, shape, plan, bundling, lettering, shading.

The law recognizes two fundamental types of counterfeiting. The most well-known structure is the encroachment by careful propagation of an item or enlisted trademark or servile duplicate. The forger tries to precisely reproduce the attributes of the focused on item so as to bamboozle the purchaser into accepting he is purchasing a unique. A second type of Falsifying includes copying an item or its particular signs. The forger acquires certain qualities of the first, for example, name, structure, plan or bundling, while different components stay unmistakable. The objective is to make perplexity in the shopper between the first and the fake through the closeness of the components acquired to the item imitated. The thought of perplexity has been the subject of a

few investigations (Miaoulis and d'Amato, 1978; Kapferer and Thoenig, 1993; Kapferer, 1995). Results show rates critical disarray among pioneer and challenger, and between national brands and wholesalers.

Not at all like the advertising approach, the lawful origination of forging not the deliberateness of the shopper. An individual purchasing a fake accepting getting a unique is as unforgivable as an individual purchasing a fake item intentionally. It is presented to similar punishments: seizure, fine or even discipline prison. The showcasing approach recognizes falsifying and conscious duplicating (Grossman and Shapiro, 1988, Bloch, Bush and Campbell, 1993). Duplicating is endured at the point when an individual purchases a fake item accepting to purchase a unique. The manhandled purchaser may then be viewed as an unfortunate casualty. Forging is at the point when certain item attributes, for example, the kind of item, its quality, cost or place of procurement, leave no uncertainty with regards to the fake idea of the obtained great (Bamossy and Scammon, 1985). The purchaser is then an associate of the forger.

The object of the encroachment is the imprint. As with forging, the idea of brand can have a few implications. The lawful methodology thinks about the imprint as a set of particular signs ensured by recording with a guaranteeing body.

The showcasing approach is more extensive: the brand is a guarantee made to the purchaser, a capital with a few measurements: reputation, saw quality, brand picture, situating and loyalty (Aaker 1991, Kapferer

and Laurent 1983, Thoenig and Kapferer 1989). In that capacity, the imprint is a poly-tangible group of sorted out signs (Greimas also, Courtès, 1979), a framework including a few levels that can be blended through two measurements: a measurement brand name in its verbal structures (i.e. spelling, organization, articulation etc.) or allegorical (i.e. hues, logos, lettering etc.), a measurement item structure (i.e. general structure, plan, bundling etc.). Forging can duplicate everything component or blend of components of these two measurements to make disarray or beguile the customer. It can likewise utilize various degrees of similitude with these components to accomplish its motivation.

The lawful and showcasing approach share one normal characteristic: duplicating is structured as a discrete marvel. Each approach certainly restricts a "genuine" to a "bogus".

This vision is reductive of the indications of the wonder. An investigation of the choices of equity shows that what establishes a lawful (or unlawful) impersonation is a long way from self-evident (Truong & McColl, 2011).

Forgers utilize a wide scope of techniques, extending from the most servile duplicate from an item to inconspicuous types of impersonation of the unmistakable indications of an imprint. It is hence important to go past this discrete conceptualization to consider the assortment of types of forging and systems of forgers. We propose a typology consolidating the two measurements that characterize the brand as a poly-tangible arrangement of signs: the attributes of the name (in their verbal or allegorical shape attributes of the item (structure or bundling). This blend delivers a nine-box typology considering various degrees of duplicating

relying upon the level of disarray that is tried to make at the buyer level, a thought fundamental the meaning of duplicating.

The combination of the two dimensions of brand signs creates a continuum. This onepositions different forms of counterfeiting between two extremes that constitute the terminalsbetween which the phenomenon of counterfeiting extends (Truong & McColl, 2011).

A first bound defines aproduct in the same name and form as the target brand. This can be tworealities and two distinct objects: the original and the servile copy. The servile copy is the form themore obvious counterfeit. In terms of brand infringement, servile copy induces a strongdegree of confusion with the original and seeks to deceive the consumer about the nature and the origin of the proposed product. French Customs seized a stock of cartridges for Hewlett Packard laser printers. The packaging and the shape of the product were soexactly reproduced that it was difficult to distinguish counterfeits from real ones on the basisfrom their only appearance. The second pillar is a product with a name and a formdifferent. This occurrence corresponds to the original competing product, defined by a name anda distinctly distinct appearance, and trying to impose itself by its own marketing strategyand its brand equity. Between these two terminals, different levels of counterfeit depending on the degree of similarity in the brand signs and the degree of confusion induced. A first level is a product that looks identical to the original but slightly amended (Truong & McColl, 2011).

1.3 Counterfeit market

Item forging is a type of purchaser misrepresentation: an item is sold,

purporting to be something that it isn't' .Anyway there is likewise another idea that should be exposed so as to give further understanding regarding the matter, which is duplicity. As per, double dealing is a type of manipulating data to impact the conduct of a client of potential client, by distorting an item. . Ekman expressed that there are two significant duplicity procedures, which are disguise, where the trickster shrouds pertinent data without saying anything bogus, and distorting, where the swindler includes false data as though it were valid so as to control the client. In the two cases, double dealing is intentional.

While characterizing the fake market accepts there are two sorts of markets for fakes, tricky markets, where the clients are defectively educated or are not acclimated with the item, which makes them incapable to recognize veritable and counterfeit items and prompts the acquisition of phony merchandise unintentionally, and no deceptive, where the client can undoubtedly differentiate counterfeit from bona fide, which rips apart the acquisition of certifiable items; this kind of market applies more to the extravagance products industry, since shoppers are completely mindful they are acquiring a fake with regards to the date of securing; here purchasers are associates as opposed to unfortunate casualties . (Staake, et al. 2012).

OECD went to the gauge that 5–9% of the worldwide exchange volume is counterfeit generation, which means a premise of a yearly volume of US$ 9 billion; this implies that the fake business represents a misfortune between US$ 450 and US$ 810 million . World Custom Organization registered that the worldwide market for fakes is to surpass US$ 600

billion, representing roughly 7% of world exchange. The gauge from states that the misfortune from falsifying luxury merchandise or brands adds up to US$ 12 billion every year which implies that deals of fake things have caused billions of dollars in lost deals for authentic extravagance great makers . An alternate source discovered was the International Chamber of Trade, which refers to a comparative gauge where fakes represent 5% all the far up to 7% of overall exchange, which are worth US$ 600 billion yearly (Chaudhry et al. 2009).

The duplicating business works in a 'dim market'; this implies strong numbers are difficult to gauge and to stop by, subsequently the entirety of the distinctive yet comparative numbers expressed above; there is a hole in the scholarly world with regards to later and refreshed measurements for the fake market .

The entirety of the appraisals referenced above, to be specific, that fakes represent 5–9% of world exchanges, have stayed static for a couple of years now, and the evaluated rate doesn't appear to be founded on experimental discoveries .

 Keeping this issue at the top of the priority list, in 2016, the Organization for Economic Cooperation what's more, Development reassessed the issue and anticipated a worth that appears to be more sensible and exact for the volume of fakes exchanged comprehensively, which was in view of strong proof; this worth came down to 2%, which is fundamentally lower than the recently assessed worth. Another of the latest insights has a place with Interpol (2009), where the worth discharged affirms that fakes represent 2% of overall exchanges. (Chaudhry et al. 2009).

Havocscope affirms that the present estimation of the fake great's advertise is about US$ 12 billion. Data separated from gives us information with respect to the measure of US$ lost by division every year. Researches show organizations and garments producers lose up to US$ 12 billion yearly because of illicit fake action, while the corrective part loses up to US$ 3 billion every year .(Jang, J. I., & Choo, H. J. (2015).

With the introduced data, it very well may be seen that there is a genuine misfortune in the extravagance products advertise because of the rise of this 'dim market' of fakes. This means extravagance brands face a difficult issue: falsifying. The extravagance great's market has developed from an estimation of US$ 20 billion of every 1985 to its current worth assessed by Bain and Company (2012) of over US$ 260 billion, and the assumption about the development of this market is of around 2 up to 4% every year for the following 2years . (Jang, J. I., & Choo, H. J. (2015).

Despite the fact that the specialized term 'extravagance great' is free of the merchandise's quality, clients believe these sorts of items to be of the most elevated quality accessible in the market, since that is the manner by which these sorts of brands position themselves; they try to connect raised costs with high-caliber principles .

The worldwide extravagance merchandise industry, which incorporates drinks, design, beauty care products, scents, watches, gems, gear and satchels, has been on an upward climb for a long time , the extravagance merchandise showcase is huge, not just as far as its advertise esteem, yet additionally regarding its development rate .Extravagance merchandise manufacturers fulfill customer need by concentrating on

brand, feel, quality materials, better craftsmanship and evaluating than change ordinary articles into status images. The business rises and falls with the total national output (GDP), seeing request move in the midst of financial dependability and plunging in negative monetary atmospheres. The United States has for quite some time been the biggest local market for extravagance merchandise and is evaluated to keep on being the main individual extravagance merchandise showcase in 2013, with an estimation of 62.5 billion euros. (Jang, J. I., & Choo, H. J. (2015)).

1.4 luxury goods

One of the principle words in this research is luxury it is essential to realize all definitions identified with this term.

We should begin with (Kapferer and Bastien, 2012) they see that luxury is a specific system, not to be mistaken for a premium or design technique, regardless of whether customers some of the time protuberance the various types of organizations together, it is a datable and emotional idea.

For sociologists, the monetary measurement needs thought of the socially stratifying job of extravagance. Pierre (Bourdieu and Nice, 1984) and, Jean Baudrillard (1998) declare that extravagance reflects the flavor of the elites. Taste is certifiably not a given yet should be socially advanced by tastemakers.

Bain and Co. (2014) guarantees that extravagance is 'premium products sold at premium costs in premium stores". So also Vigneron and Johnson (1999) define an extravagance brand as 'the most elevated level of renowned brands enveloping a few physical and mental qualities'.

Extravagance items are those items whose cost in overabundance of what their utilitarian worth directions, are held as images of the imagined life of the wealth, in this way giving delight and qualification to their proprietors (Vigneron and Johnson, 1999).

Lastly Beverland (2005) identifies six characteristics of an extravagance decent: legacy and family, elaborate consistency, quality duty, connections to put, extraordinary technique for generation, and minimizing business intentions (near craftsmanship)

All researchers related those definitions with other faces who complete the meaning of luxury.

A brand cannot be luxury without prestige, coherence, distinctiveness and attractiveness

Brand prestige

Brand prestige for Batra and Alden (2003) is the generally high status of item situating related with a brand.

Dubois and Czellar (2002) investigate this term as An inalienable, one of a kind skill are key qualities for a brand to be made a decision about renowned, and an esteemed brand is commonly more forceful on valuing than non-lofty brands (e.g., Lichtenstein, Ridgway, &Niemeyer, 1993; Wiedmann, Henning's, &Siebel's, 2009; Truong, McColl, and Kitchen, 2009).

Alden et al., (1999) Pointed out the wealthier classes are bound to buy esteemed brands which symbolize economic wellbeing, riches, or influence.

Vigneron and Johnson et al, (1999) battled that brand esteem is created by collaborations with individuals, item traits, and representative qualities.

Paul and Prendergast, et al (2000) sees that renowned brands they are unique and like to be dealt with contrastingly as a component of their remuneration for acquiring an esteemed brand.

Brand attractiveness

For Wiedmann et al. (2007) investigates this word as an extravagance decent which is usable, great quality and exceptional enough to fulfill the requirements for separation. It must be not quite the same as different brands.

For him additionally the brand engaging quality is significant for the purchaser acquiring extravagance brand in light of its potential to standing apart from its rivals.

Researchers pointed that the key element of extravagance products and one of the elements that most impact the buy.

Brand coherence

(Goldsmith, Flynn, and Kim, 2001) see that the worth changes with age: more seasoned individuals pattern to turn out to be increasingly humble as they age.

(Charles, Hurst, and Roussanov, 2009) said that spending on unmistakable merchandise decreases with age.

Brand distinctiveness

It is uniqueness as researchers decided to ca

ll it. Clients don't connect a brand's advantages with those of a contender.

It is likewise commonness in light of the fact that most of clients interface a brand to your image component

1.5 customer attitudes

Market direction has been received by chiefs, and since a long time ago been guarded by showcasing scholastics (Lear, 1963; Levitt, 1960). It initially showed up in the 60's administration speculations, and was advanced in firms during the 90's. The four parts of market direction incorporate client direction, contender direction, between practical coordination, and client center one of two long haul choice criteria I (Kohli et al., 1990; Narver et al., 1990). Market direction has been associated with productivity and different proportions of corporate achievement (Narver et al., 1990; Liu et al., 1997; Wang et al., 1993). 'Market direction' and 'client direction' are terms that have been utilized to depict the execution of the promoting idea (Kohli et al., 1990).

The client situated advertising idea exhibited by Kotler (1967) is never again a delusion. Da Silva et al. (2002) demonstrated that client direction is a focal factor in showcase direction, however in spite of the significance of client and market direction, there has been little examination into how well providers comprehend their clients in a business setting. Also, Gruner et al. (2000), utilizing experimental examination, brought up that working together with monetarily appealing clients, or clients displaying lead-client attributes increments new item achievement. These literary works show that the purchaser assumes a basic job in showcase technique arranging.

Organizations along these lines, need to situate client direction as needs be and dissect purchaser purchasing conduct. Sheth (1994) has portrayed relationship improvement as a development from 'ordinary purchasing and

offering' to another state where the client is fulfilled to such an extent that he/she turns into another advertising arm for the vender. What's more, Assael (1987) recognized four sorts of shopper purchasing conduct, for example, complex, discord lessening, ongoing, and assortment chasing, in view of the level of purchaser contribution and contrasts among brands. There are numerous factors that shape the customer's basic leadership process, including singular contrasts, natural impacts, and mental procedures (Engel et al., 1995). Subside et al. (1993) examined buyer conduct as a way to improve showcasing system and to help item advancement, evaluating and channel methodology arranging. This paper structured a poll dependent on the shopper choice procedure model with the possibility that information about buyer purchasing conduct will help firms in arranging their showcasing technique. The examination shows some significant factors about how clients decide.

1.6 Conclusion:

This chapter has reviewed the literature from previous studies relating to this research and its main question. It gave the background information on counterfeit goods and their impact on purchasing decisions and what makes customers buy fake products.

CHAPTER 2

MODEL AND HYPOTHESES

2.0 Introduction

This chapter presents the model and hypotheses that was used to control this research. It explains how the model was formed based on previous research conducted by other researchers and shows how the hypotheses were formed. This chapter also explains why the variables for the model can be used to answer the research questions.

2.1 Conceptual and hypotheses

In formulating its hypotheses, this study has taken into account all supported dimensions of the most important motives for purchasing counterfeit goods from the literature review as in the conceptual model in "Figure 1" below.
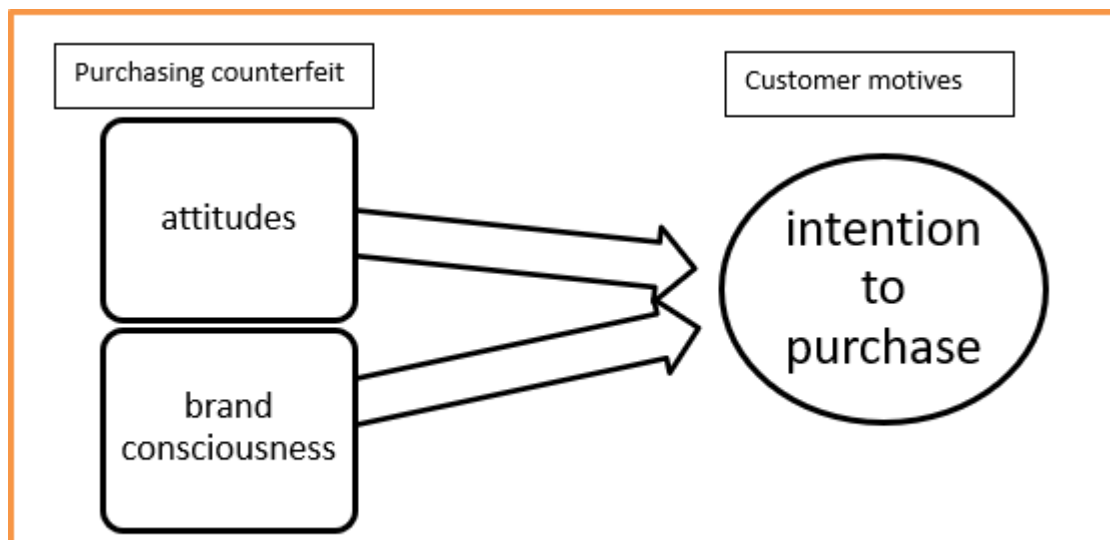
"**Figure 1**" Conceptual Model

2.2. Hypotheses

The Hypotheses retrieved from the model and the literature reviews in the previous chapter are:

Main hypotheses:

H: purchasing counterfeit goods positively affect on customer motives.

Sub hypotheses:

H1: Attitudes positively affect on intention to purchase

H2: Brand consciousness positively affects on intention to purchase

The model and the hypotheses will help to find out answers about the research questions in addition of the results of the questionnaire.

2.3 Attitudes:

Attitudes have been the aim subject of a lot of concepts and researches. The relation between customer satisfaction and attitudes has been researched by

marketers for a long time .Some of them found a hug positive effect between the satisfaction of a client and loyalty. And other investigations showed that there is a strong rapport between attitudes and intention to purchase. Researchers also found that behavioral intention is the main dependent variable with customer attitudes. (Williams, P., Khan, M. S., Ashill, N. J., & Naumann, E. (2011).

Attitude is what is perceived by customers about a certain brand product and whether it satisfies their needs. (roselius, 1971) Researched about the casual basis of attitudes and according to their findings, a consumer's behavior is a ramification of what he thinks. When consumers lack the ability to value a product or service, they intend to use signals or what they know about the brand to conclude (MacInnis, D. J. (1991).

2.4 Brand consciousness

Brand consciousness is the mental orientation to pick a brand-name, a well-known product and the most advertised good. It has an effect on the consumption patterns .Clients often use a brand to express their own characteristics and preferences. Customers with a high level of brand consciousness see that a label is a sign of prestige and status. (Liao, J., & Wang, L. (2009))

2.5 Intention to purchase

Purchase intention is affected by price, product attributes, quality, value perceived as mentioned by (Alexa. B, 1998). Purchase intention can be explained as a choice that is in the hands of the customer who has intentions

of purchasing.(william B. Dodds, 1985) proposed that Purchase intentions is the buyers intention and willingness to buy a product, purchase intention has been used by many scholars to measure costumer behavior, actions can be used to speculate purchase intentions (chung, 2011). Attitude, belief, feeling consumer behavior have a connection that leads to purchase intention. Chung continues to describe purchase intention as an attachment that customers have on a product. This is a topic that (pappu r, 2005) has concluded to being a strategy in conjecture to consumer behavior.(Stravinskiene, J., Dovaliene, A., & Ambrazeviciute, R. (2013).

2.6 Conclusion

Inclusion the chapter described the conceptual model of the research and the developed hypothesis to test our theory. The dependent, mediator and independent constraints were given and examined in the chapter. Using information in chapter two, it's possible to assume that there is a correlation between our variables

CHAPTER 3

METHODOLOGY

3.0 Introduction

This chapter aims the methodology that was used in this research as well as the type of study, purpose of the study, research design, instruments of data collection and the method of data presentation.

It explains the method chosen to determine the effect of consumer attitudes and brand consciousness on the intention to purchase .

The main purpose of the study was to collect enough informations that can be used in answering the research questions and to make a good recommendations.

3.1 Research design

The researcher characterizes structure as the various strategies, systems, methods utilized in information assortment and estimating factors in investigate. As indicated by (Miller, 2009) look into configuration offers new remarkable learning exercises, legitimately applied research; examine configuration improves explore instructive practice, in other words, propelling their comprehension. (Pauwels, 2014) Said that, explore configuration is an affirmation that allows an investigator to quantify the degree of impedance or

connection between factors under examination. (Yin R.K, 2014) depicts it as an outline that guides you in the correct method for accomplishing your objective or plan for explore technique.

The researcher utilized quantitative research and accordingly, this sort of research requests numerical information that will be broke down and interpreted all through the exploration. The structure of this examination is illustrative in nature and correlative, estimating the various factors subordinate factors, moderate variable and autonomous variable. The resercher used an organized survey to do the overview , assemble the required essential information and to determine the real impact

3.2 Method of collecting data and the measuring instrument

A survey is an instrument to measure the results and gather informations about aproduct or a brand or behaviour . The results of the questionnaire are used to make a comparable data and to obtain good analysis . Fink, (2003) sees that questionnaires and surveys are the aim system used in setting objectives in order to obtain data.

The survey was devided on two sections: The first section included the students' personal details (gender, eduction and nationality). The second section contained response about attitudes, brand consciousness and intention to purchase . They were all measurable on a 5-point Likert Scale.

3.3 Population and population size

Questionnaires were randomly distributed to 200 students in Near East University , using a face-to-face technique. They were instructed to complete the questionnaires and return them directly to the author, so the lecturers never

had access to the completed questionnaires. Complete confidentiality was guaranteed and participation was voluntary.

The study will focus strictly on a convenient sampling of the students of Near East University, North Cyprus. Therefore, 200 students who have purchased counterfeit goods were sampled from the entire population to be able to deduce the effect of attitudes and brand coonsciousness on the intention to purchase.

3.4 Sampling method

Sampling is portrayed as a little part or amount to show what an entire resembles said (Manfred Bruhn, 2012). The resercher used a sample of 200 participants whom was selected randomly from students on Near East University campus on november 2019. This method was selected due to time constraints and could easily access students, Near East University students were chosen because they were available for the researcher.

3.5 Testing the measuring instrument

The measuring instrument for this research was developed as a questionnaire from the engagement and understanding of literature reviews of different researchers and work have done. There was an initial pilot study on 10 different Near East university students, the aim of the pre-testing was to make sure the attitude statements being asked were simple to understand by participants, personal details not too personal, check for question errors and examine the necessary time taken to answer the questionnaire. This helped to save time and contributed to the reliable data collected.

3.6 Data analyses

In this study, the descriptive statistic was carried out to demonstrate the demographics of the information, line regression analysis, correlation analysis and other related statistical instruments or approaches were used to analyse the data. Correlation coefficients tests were conducted to examine the nature and level of the relationship among the variables as well as reliability text. Thereafter, an examination on the investigation was composed through these tests which tried to test the hypotheses of this research. Furthermore, the conclusion was composed on the bases of the analyses. All the analyses were conducted using the Statistical Package for Social Science (SPSS) software (IBM armonk New York) the p-value of 0.05 was considered significant for all the method.

3.7 Conclusion

This chapter shows how our research data was collected and how the results were build . The purpose was to explain the process of data collection , the steps of research design structure , the employment of the questionnaire and also the process of testing the results , data and techniques .

CHAPTER 4

DATA ANALYSES AND FINDINGS

4.1 Introduction

This chapter analyses the results of the research done in Near East University, North Cyprus . Throw investigating the effect of attitudes and brand consciousness on the intention to purchase .

Descriptive analysis was conducted on the demographic variables so as to see the composition of the respondents. Correlation and linear regression analyses were carried out to test the hypotheses built on the model

4.2 Realization rate

200 questionnaires were distributed to Near East University students

Table 4.1: Realization rate

Total questionnaires handed out	200
Questionnaires screened out	0
Total questionnaires realized	200

"Table 1" realization rate

4.3 Consistency of the measuring instrument

Variables	Number of questions	Cronbach's Alpha
Attitudes	5	0.729
Brand consciousness	4	0.666
Intention to purchase	4	0.612
Total	13	0.802

"Table 2" reliability test

In view of the data in the table above, it is found that the Cronbach's alpha ranged between the dimensions of the study (0.612-0.729) so the instrument of this study can be described as stable, and the data obtained are suitable for measuring variables and subject to the high degree of reliability, and the total stability rate (0.802), which is higher than the standard measures (0.60) which confirms the stability and internal consistency of the variables of the study within the scale (Hair et al. 2014).

4.4 Descriptive statistics

4.4.1 Demographic analyses of the respondents

There are two sections in the questionnaire. The first part included the personnal informations (gender, education and nationality) of the participants while the second parts contained questions proper.

Table 4.5: Gender demographic statistics

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	82	41.0	41.0	41.0
	female	118	59.0	59.0	100.0
	Total	200	100.0	100.0	

"Table3 " gender

From the two hundred questionnaires administered, table 5.6 shows that 82 which represent 41% are male while 118which represent 59% are female.

Major finding: The number of female respondents was slightly higher than male respondents.

Table 4.6 : education demographic statistic

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	undergraduate	129	64.5	64.5	64.5
	Graduate	71	35.5	35.5	100.0
	Total	200	100.0	100.0	

"Table 4" education

From the two hundred questionnaires administered, table 5.7 shows that 71 which represent 35.5% are graduate students while 129 which represent 64.5% areundergraduate students .

Major finding: The number of undergraduated respondents was higher than graduated respondents.

Table 4.7 : nationality demographic statistics :

Nationality					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Africa	13	6.5	6.5	6.5
	north Africa	14	7.0	7.0	13.5
	Cyprus	67	33.5	33.5	47.0
	middle east	81	40.5	40.5	87.5
	ex-soviet	8	4.0	4.0	91.5
	Turkey	17	8.5	8.5	100.0
	Total	200	100.0	100.0	

"Table 5" nationality

From a survey of 200 copies , table5.7 shows that middle east represent 40.5%, Cyprus 33.5% while all the other nationalities represent only 26% .

Major finding : the number of middle east students was higher than other nationalities.

Table 4.8 : descriptive statistics

Descriptive Statistics						
	N	Minimum	Maximum	Mean	Std. Deviation	average
Generally speaking, buying counterfeit (fake/copy) goods is a better choice	200	1.00	5.00	2.9650	1.37595	Medium
Considering the price, I prefer counterfeit goods	200	1.00	5.00	3.1600	1.09103	Medium
I enjoy shopping for counterfeit goods	200	1.00	5.00	3.0350	1.28140	Medium
Buying counterfeit goods generally benefits the consumer	200	1.00	5.00	3.2600	1.37910	Medium
There is nothing wrong with purchasing counterfeit goods	200	1.00	5.00	2.9350	1.57581	Medium
ATTITUDES	200	1.00	5.00	3.0710	.93484	Medium
Well-known brands are best for me	200	1.00	5.00	3.3250	1.42108	Medium
I usually choose more expensive brands.	200	1.00	5.00	3.0600	1.24666	Medium
I prefer buying the best-selling brands	200	1.00	5.00	3.4200	1.30079	Medium
The most advertised brands are usually better choices	200	1.00	5.00	3.1550	1.36023	Medium
Brand consciousness	200	1.25	5.00	3.2400	.94239	
I will purchase counterfeit goods	200	1.00	5.00	3.0250	1.46804	Medium
I will never consider buying counterfeit goods	200	1.00	5.00	2.7850	1.25565	Medium
The probability that I will consider buying counterfeit goods is high	200	1.00	5.00	3.2800	1.28446	Medium
The probability that I will consider buying counterfeit goods is low	200	1.00	5.00	3.1550	1.43921	Medium
Intention to purchase	200	1.00	5.00	3.0613	.80883	

"Table 6" descriptive statistics

Major findings :

According to descriptive analysis the means can explained all of question variables. The top level can be explained by I prefer buying the best-selling brands in the mean 3.4200 and the standard diviation 1.300, and The lower level can be explained by I will never consider buying counterfeit goods in the mean 2.785 and the standard diviation 1.255. According to the result have mentionned in **"table 5.8"** all of questions explained the mean in medium level

.

4.5 Correlation Analysis

Correlation describes the degree of relationship between variables that indicates the interrelatedness of data. A relationship gets stronger with high correlation value but the relationship does not exist when correlation value is zero. Pearson coefficient was selected by this study to observe the correlation between variables (Sekaran & Bougie, 2016) "Table 5.9" shows the results of correlations between the dependent variable (purchasing intention) and the two independent variables (attitudes, brand consciousness).

Table 4.10: correlations

Correlations		ATTITUDES	B.C	I.P
ATTITUDES	Pearson Correlation	1:00		
Brand consciousness	Pearson Correlation	0.336^{**}	1:00	
Intention to purchase	Pearson Correlation	0.602^{**}	0.598^{**}	1:00
**. Correlation is significant at the 0.01 level (2-tailed), n= 200				

"Table 7" pearson correlations

The Bivariate Pearson Correlation Test was applied to ensure that each of the variables of the study has a degree of correlation with itself higher than any degree of correlation with any of the other variables included in this study. This test enhances the degree of certainty in the independence of the variables and they are not multicollinearity with each other and therefore their validity and readiness for regression analyses and tests. In reference to the Pearson Correlation table, The resercher note that the degree of correlation of each variable in this study with itself is higher than the degree of its correlation with any of the other variables included in this study (Sekaran & Bougie, 2016). Based on the results of the readiness and validity tests of the previous data, The resercher can now use multiple linear regression analysis tests to answer of the study questions and examine their hypotheses.

4.6 Hypotheses testing

This study tested its hypotheses using regression analysis. The conceptual model of the study included a mediator; therefore, a method was needed to test the meditational hypotheses which were adopted from Baron and Kenny (1986). This method describes steps to measure the mediating effect of a mediator variable. Meditational hypothesis generally assumes that the effect of an independent variable on the dependent variable is being mediated by a mediating variable.

Baron and Kenny (1986) have discussed four steps in establishing mediation:

Step 1: Conduct a simple regression analysis with independent variable predicting the dependent variable.

Step 2: Conduct a simple regression analysis with independent variable predicting mediating variable.

Step 3: Conduct a simple regression analysis with a mediating variable predicting the dependent variable.

Step 4: Finally, conduct multiple regression analysis with independent variable and mediating variable predicting the dependent variable.

Table 4.11 : simple regression between attitudes and intention to purchase

Model summary					
Model	R	R Square	Adjusted R Square	Std error of the estimate	Durbin-watson
1	.598a	.358	.355	.64975	1.586
a.predictors : (constant),B.C					
b.dependent variable : IP					
ANOVA					
MODEL	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
1 Regression	46.597	1	46.597	110.375	.000b
residual	83.590	198	.422		
Total	130.187	199			
a.dependent variable : IP					
b.predictors: (constant) , B.C					
COEFFICIENTS a					
Model	Unstandardized coefficients		Standardized coefficients	t	Sig	Collinearity Statistics	
	B	STD.ERROR	Beta			tolerance	VIF

		B	STD.ERROR	Beta	t	Sig	tolerance	VIF
1	CONSTANT	1.398	.165		8.476	.000		
	B.C	.513	.049	.598	10.506	.000	1.000	1.000

Model summary

Model	R	R Square	Adjusted R Square	Std error of the estimate	Durbin-watson
1	.602a	.362	.359	.64749	1.556

a.predictors : (constant),ATTITUDES

b.dependent variable : IP

ANOVA

MODEL		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.
1	Regression	47.178	1	47.178	112.532	.000b
	residual	83.009	198	.419		
	Total	130.187	199			

a.dependent variable : IP

b.predictors: (constant) , ATTITUDES

COEFFICIENTS a

Model		Unstandardized coefficients		Standardized coefficients	t	Sig	Collinearity Statistics	
		B	STD.ERROR	Beta			tolerance	VIF
1	CONSTANT	1.462	.158		9.276	.000		
	ATTITUDES	.521	.049	.602	10.608	.000	1.000	1.000

"Table 8" regression

Hypothesis Tests

Regression analysis was used to test the research hypotheses:

H1: Attitudes positively affect on intention to purchase. According to F-test 112.532 can be explained the model is statistically significant because of the p-value < 0.05, and t-test explained all of the variables are statistically significant because of the p-value < 0.05. Also, Durbin-Watson must be between (1.5=<D.W=<2.5) hence no there is auto-correlation because D.W is 1.556. In addition, VIF<5 so no there is multicollinearity between independent variables. And Adjusted R Square can be indicated to independent variables can be explained (0.521) from dependent variables.

H2: Brand consciousness positively affect on intention to purchase. According to F-test 110.375 can be explained the model is statistically significant because of the p-value < 0.05, and t-test explained all of the variables are statistically significant because of the p-value < 0.05. Also, Durbin-Watson must be between (1.5=<D.W=<2.5) hence no there is auto-correlation because D.W is 1.586. In addition, VIF<5 so no there is multicollinearity between independent variables. And Adjusted R Square can be indicated to independent variables can be explained (0.513) from dependent variables.

According to the regression analyses above the research hypotheses were supported as in "Table 4.13" below:

Table 4.13 hypotheses results

Hypotheses	Variables	Significance	Results
H1	attitudes positively affect the intention to purchase	+	Supported
H2	brand consciousness positively affect the intention to purchase	+	Supported

"Table 9" hypotheses results

4.7 Conclusion

This section is an introduction of major observational results for this thesis study. It started with presentation and plainly expresses the acknowledgment rate comprising of the estimating instrument,reliability and descriptive statistics. The model of the examination was also included. The information were investigated unmistakably and inferentially and regression examination was additionally led

CHAPTER 5

DISCUSSION

5.1 Introduction

This part comprises both theoretical and empirical results and discusses the findings in relation to the principle question of this study. It also expresses as far as possible the limits of this thesis and finishes up discussing the outcomes.

5.2 theoritical findings

The following comprises the gist of the theoretical findings of this study:

5.2.1   The counterfeit market gives to his customers the opportunity to live their desire and own the same luxury good with a lower price. The price is the first motivator for purchasing counterfeit goods instead of luxury ones (Grouzet et al., 2005).

5.2.2   In marketing the aspirations and motivations have the main role in costumer behavior, the ambition or the desire control the motivational reasons for the customer and by this way they can influence his actions.

5.2.3   Past researches on purchase motivations show that they can categorize the consumption of customer motivation as either intrinsic or extrinsic

5.2.4   Counterfeit products are major economic phenomena long associated with the luxury sectors, they are today constantly expanding. The product categories involved are always more high- and mid-range clothing, pharmaceuticals and cosmetics, alcoholic beverages and spirits as well as technological products of all categories, consumer electronics to auto parts.

5.2.5   The law recognizes two fundamental types of counterfeiting. The most well-known structure is the encroachment by careful propagation of an item or enlisted trademark or servile duplicate. The forger tries to precisely reproduce the attributes of the chosen item so as to bamboozle the purchaser into thinking that he is purchasing a genuine product. A second type of falsifying includes copying an item or its particular signs.

5.2.6   Forging can duplicate everything component or blend of components of these two measurements (a measurement brand name in its verbal structures (spelling, organization, articulation ...) or allegorical (hues, logos, lettering ...), a measurement item structure (general structure, plan, bundling ...)) to make disarray or beguile the customer. It can likewise utilize various degrees of similitude with these components to accomplish its motivation.

5.2.7   The first type of counterfeit goods is a servile copy that induces a strongdegree of confusion with the original and seeks to deceive the consumer about the nature and the origin of the proposed product .

5.2.8   The second pillar is a product with a name and a different form . This occurrence corresponds to the original competing product, defined by a name anda distinctly distinct appearance, and trying to impose itself by its own marketing strategyand its brand equity.

5.2.9   Extravagance merchandise manufacturers fulfill customer need by concentrating on brand, feel, quality materials, better craftsmanship and evaluating than change ordinary articles into status images.

5.2.10   There are numerous factors that shape the customer's basic leadership process, including singular contrasts, natural impacts, and mental procedures (Engel et al., 1995).

5.2.11   Customers with a limited budget pick fakes goods to demonstrate their capacity to buy extravagance brands, demonstrate their having a place with a particular social class.
Because of these reasons purchasers are not giving a lot of consideration to the possibly lower quality or absence of selectiveness in these products, or spot much accentuate on moral conduct.

5.2.12   the young customers are the fundamental purchasers of fake products, in this manner it very well may be expressed, that regardless of buyers' familiarity with the distinctions in benefits these merchandise give and inclination given to the first products, customers don't do without an opportunity to purchase fake merchandise

5.2.13 As indicated by Fernandes (2013), Ang et al. (2001) purchasers of fakes are portrayed independent from anyone else equivocalness, esteem cognizance, and putting emphasis on the opinions of others, and yet inadequate with regards to thought to moral issues.

5.2.14 The requirement for uniqueness is a significant choice rule utilized by customers

5.2.15 buyers of counterfeit luxury merchandise develop a personality where they see themselves as 'astute' people

5.2.16 Elements of culture, neighborhood intrigue, habit, and want for investigation represented not many of the inspirations to buy counterfeit goods.

5.3 Empirical findings

5.3.1 The instrument of this study can be described as stable, and the data obtained are suitable for measuring variables and subject

5.3.2 The number of female respondents was slightly higher than male respondents.

5.3.3 The number of undergraduate respondents was higher than graduated respondents.

5.3.4 All of questions explained the mean in medium level

5.3.5 The number of middle east students was higher than other nationalities

5.3.6 The independence of the variables and they are not multicollinearity with each other and therefore their validity and readiness for regression analyses and tests.

5.3.7 All the hypotheses of the study were supported. It was supported that both brand consciousness and attitudes affect positively the intention to purchase.

5.3.8 All the variables, brand consciousness, attitudes and intention to purchase were correlated with each other.

5.4 Research objectives:

Objective 1: clairify how customer attitudes effect on intention to purshase.

The analyses showed that the attitudes moderatly affect the attetntion to purchase and they positively have an impact on purchase intention of the customer.

The hypotheses had been supported and shows that the those two variables are strongly related.

Objective 2: illistrate how brand counsciousness of customers effects on intention to purshase.

Brand counsciousness affects purchase intention positively according to our data analysis results. The correlation and regression analysis imply there is a significance between these two which means these two variables are related. The respondents also greatly agree that.

5.5 Discussion:

The purpose of the research was to find out how brand counsciousness and attitudes affect intention to purchase . All these variables affected purchase intention differently.

İntention to purchase as a dependent variable showed a positive relationship related to attitudes, many participants answered that counterfeit goods are the best choise considering their cheap price and also for their benefits (available anywhere,good quality ...). Respondents also see that there is no wrong with purchasing counterfeit goods since they are available by many in the market and easy to reach . Results about attitudes were good, as much as participants prefer buying counterfeit goods, results showed that fake marshandise is desirable and there is an intention to purchase it.

Counterfeit goods nowadays offer a lot of advantages to their customers , they are the main competitors of luxury brands and they pose a great danger to this market . Results from our research showed that well known brands are not the best for participants, they prefer buying unknown brands since the price is affordable and the quality is good and that what the counterfeit market present for it clients . advertising in the counterfiet field is not the principal thing that can attract customers.

the research found out that many participants buy a product because of its lower price and good quality, when creating a product managers should pay notice to the value for money. From the results collected, Participants buy a counterfeit product also because of its availability, hug range and because it s more enjoyable in shopping. Attitudes had the highest

correlation when related to purchase intention, this implies that the positive attitude of consumers will encourage more purchase intention of products. Positive customer attitudes will lead to more purchase intention. Brand attitude also showed that customers buy a product because it's easy to understand, so simplify and reachable.

The counterfeit customers see that fake goods are the better choise,their affordable prices, easy to reach, best value for money, varity of range, and all that with a good quality.

5.6 Limitations

My research, like all researches, had some limitations .Some of them is the population size which was under study, only 200 participants, this sample size is small. Another limitation was the place where we carried out the research, the research was carried out on Near East university students in TRNC a lot of students don't speak english so i found a gap in communication with them . and olso our research results are limited to Near East University students and cannot be generalized.

5.7 Recommendation to future researchers

a) Future researchers can use this research as a guiding motivation for further research topics.

b) I commend researches to use a wider population size for better results.

c) I also commend researches to use open question to have specific responds.

d) Companies should consider that the price is the first moive for purchasing products, according to this research most participants said they would buy a product because of its lower price.

5.8 Conclusion

The study came to an end after scrolling through the recent definitions of counterfeit goods , the various definitions of attitudes , brand counsciousness and intention to purchase , the link between this three variables, the methodology used to conduct this work, the limits, the theoretical and empirical findings and finally the recommendations.

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APPENDİX

Consumer Motives for Purchasing Counterfeit Goods

This questionnaire is part f a research study that I am carrying out in order to explore Consumer Motives for purchasing counterfeit luxury products: cultural differences using rand prominence. The data collected through this questionnaire will be used for scientific purposes only and **your voluntary responses** will be kept under strict confidence.

NihadAssaghir

November 2019, Nicosia

Neat East University
Marketing Department
Graduate School of Social Sciences

Section 1

Personal details

Please tick (✓) as appropriate:

Your gender

Male ☐   Female ☐

Your age

18-20 ☐   21-24 ☐   25+ ☐

Education

Undergraduate ☐   Graduate ☐

Where you come from

Africa ☐   North Africa ☐   Cyprus ☐   Middle-east ☐   Ex-Soviet ☐
Turkey

Section 2

Purchasing counterfeit products

Please tick (✓) to response from scale 1 to 5 as

Strongly Disagree=1 Disagree=2 Neutral=3 Agree=4 Strongly Agree=5

	Attitudes					
	Generally speaking, buying counterfeit (fake/copy) goods is a better choice	1	2	3	4	5
	Considering the price, I prefer counterfeit goods	1	2	3	4	5
	I enjoy shopping for counterfeit goods	1	2	3	4	5
	Buying counterfeit goods generally benefits the consumer	1	2	3	4	5
	There is nothing wrong with purchasing counterfeit goods	1	2	3	4	5
	Brand consciousness					
	Well-known brands are best for me	1	2	3	4	5
	I usually choose more expensive brands.	1	2	3	4	5
	I prefer buying the best-selling brands	1	2	3	4	5
	The most advertised brands are usually better choices	1	2	3	4	5
	Intention to purchase					
	I will purchase counterfeit goods	1	2	3	4	5
	I will never consider buying counterfeit goods	1	2	3	4	5
	The probability that I will consider buying counterfeit goods is high	1	2	3	4	5
	The probability that I will consider buying counterfeit goods is low	1	2	3	4	5

PLAGIARISM REPORT

Consumer Motives for Purchasing Counterfeit Goods

ORIGINALITY REPORT

12%	8%	6%	10%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

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ETHICS COMMITEE APPROVAL

YAKIN DOĞU ÜNİVERSİTESİ

BİLİMSEL ARAŞTIRMALAR ETİK KURULU

29.01.2020

Dear Nihad Assaghir

Your application titled **"Consumer Motives for Purchasing Counterfeit Goods"** with the application number YDÜ/SB/2020/605 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee

[signature: Direnc Kanol]

Note: If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.