

Factors Affecting Customer Intention Toward Counterfeit Brands: *the Mediating Role of Attitudes*¹

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ABSTRACT

The main objective of this study is to investigate factors that potentially affecting customers' attitudes and intention to purchase counterfeit genuine brands. These factors include social risks, religiosity, value consciousness, face consciousness and materialism. To achieve this objective a questionnaire was administered with a convenience sample of 493 respondents from Lebanon. Mediation analysis was conducted to investigate the role of attitudes as a mediator. Data analysis process didn't support that both social risks and religiosity negatively affect customer's attitudes and intention to purchase counterfeit genuine brands. Also, it didn't support that value consciousness positively affects customers' attitudes and intention to purchase counterfeit genuine brands. the findings support that face consciousness negatively affects customers' attitudes and intention to purchase counterfeit genuine brands while materialism positively affects customers' attitudes and intention. Finally, the outcomes didn't support that attitudes play a mediating role among social risks, religiosity, value consciousness and customers intention while it is support that they play a mediating role among face consciousness, materialism and intention. The study outcomes benefit genuine brands marketers and government public policy makers to inspire customers to buy genuine brands and encounter the threats of counterfeit products. This research is considered as a pioneering study in analyzing customers' attitudes and predicting their behaviors to buy counterfeit genuine brands.

Keywords: Counterfeit Products- Social- Risks- Religiosity- Value- Consciousness- Face Cnsciousness- Materialism- Attitudes- Customers Intention.

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I. INTRODUCTION

Recently, the proliferation of counterfeit genuine brands in global markets has received growing level of interests between academics and practitioners (Wu & Zhao, 2021). Moreover, counterfeiting genuine brands are becoming a more problematic issue and is acute in less developed economies than in developing economies (Riquelme et al., 2012). Although, counterfeit genuine brands penetrate all the consumer and business markets across the global marketplace, the situation became worst in the less developed economies as they face lower risks, laws with loopholes, sluggish judiciary, and huge profits (Chaudhry & Walsh, 1996). However, the research efforts to understand consumer behavior toward counterfeit genuine brands remain to date incomplete and unclear (Wu & Zhao, 2021).

On the academic level, counterfeiting received a sizeable interest from researchers. This interest focused on four streams of research work that are the legal issues (Roberts, 1985), strategies to combatting counterfeit genuine brands (Bush et al., 1989), the impact of counterfeit genuine brands (Givon et al., 1995), and consumer-related issues (Bloch et al., 1993). In line with the fourth stream of research, this research will respond to the call for research to investigate the consumer's factors affecting their behaviors to purchase counterfeit genuine brands. These behaviors will be represented by consumers' attitudes and intention. Although there are a lot of research efforts devoted to understanding consumer motives toward counterfeit genuine brands, the phenomenon called for more investigations. Nowadays, scholars try to answer the following important question: why consumers purchase counterfeit genuine brands? (Patiro & Sihombing, 2016; Chiou et al., 2005; Bian & Moutinho, 2011), they try to analyze customer's perspectives and explore factors affecting consumer behavior toward counterfeit genuine brands (Wu & Zhao, 2021). Reviewing the literature in marketing pointed out that many factors affecting consumer behavior toward counterfeit genuine brands such as materialism (Cheung & Gerard, 2006), value consciousness, past behavior, consumer attitudes, subjective norms and perceived behavioral control (Patiro & Sihombing, 2016), brand consciousness (Bian & Moutinho, 2011). personal integrity, gratification and attitudes (Cordell et al., 1996), price consciousness, and ethical obligation (Bian & Moutinho, 2009). Ethical obligation (Chiou et al., 2005).

This study will analyze the influence of social risks, religiosity, value consciousness, face consciousness, and materialism on customer attitudes and intention toward non-deceptive counterfeit genuine brands.

2. PROBLEM STATEMENT

Counterfeit genuine goods comprise highly or extremely similar copies of original products and brands. (Bhatia, 2018). Recently, counterfeit genuine brands are considered as one of the most obvious global problems that have been developing enormously. (Stevenson & Jerry, 2015). The context of these product categories includes a wide range of industries such as cosmetics, watches, perfumes, auto, foods, telecommunication, types of equipment, electronics, and clothing. Besides, Transactions in faked and imitated products reached 10% of interactions in the global marketplace (Teah et al., 2015). In addition, discovering counterfeit genuine brands is becoming more difficult for consumers as product quality steadily improved over time and co-mingling within the supply chain has increased (Evans et al., 2019).

In the same context, the incremental increase of original luxury products is restricted by the spread of imitated items (Jiang et al., 2019). However, as the demand for genuine items grows, so does the demand for counterfeit genuine brands, which creates significant barriers to long-term economic, social, and environmental development. (Wu & Zhao, 2021). As advancement in technology progresses, it is becoming simpler for the producers of counterfeit genuine brands to copy the genuine with improved quality, cheaper prices, and higher margins (Jiang et al., 2019). Moreover, counterfeit genuine brands are increasingly penetrated and threaten consumers more than the business market. Buying counterfeit genuine brands can lead to a significant moral dilemma for customers. Not only can consumers of genuine products perceive the loss of exclusivity, but also counterfeit genuine brands purchasers can feel a loss of confidence when they buy it (Shoham et al., 2008).

Nowadays, the situation became more worst especially in developing countries, for example, in Egypt, there are important reasons that driving counterfeit pharmaceutical products represents a risk to the users well being (Bashir et al., 2020). The exponential increase of counterfeit genuine brands in the pharmaceutical industry is positively affected by a mass market, attractive

revenues and margins, and the technological advances in the manufacturing of false products. Moreover, the increased level of demand for drugs with lower prices leads to the exponential growth of counterfeit medicines. As a result, Egypt became a destination of unauthorized domestic production and as well as the importation and distribution of counterfeit pharmaceuticals (Bashir et al., 2020).

The problem is further aggravated by the lack of awareness and the limited resources to combat it. This complex situation undermines the efforts to encounter the raid of counterfeit genuine brands and to safeguard the Egyptian consumers (Bashir et al., 2020).

To validate and deeply understand the current research problem, a pilot study is conducted. This pilot study aimed to identify and analyze the customers' motives which inspire their attitudes and intention to purchase counterfeit genuine brands in Beirut, the capital of Lebanon Republic. Additionally, the pilot study aimed to help in investigating the research problem before starting the study on a larger scale. In this context, the pilot study adopted a judgmental or purposive sampling technique which consisted of 50 respondents. The respondents were asked if they experience any type of counterfeit genuine brands before and if they plan to buy them in the future. If their answer is yes, they were invited to answer the questionnaire via personal interview. The findings pointed out that counterfeit genuine brands are considered a serious problem and many factors inspire customers' attitudes and intention to buy counterfeits. These factors include customers' perceived risks, religiosity, value consciousness, face consciousness, and materialism. Accordingly, the findings confirmed the current study problem and yielding a strong motive to research on a large scale.

Research Questions:

Based on the aforementioned research problem, the main question of this study is what are the factors affecting customer attitudes and intention toward counterfeit genuine brands? Moreover, there are several sub-questions that should be answered by the current research, as stated below:

- What is the relationship among social risks, religiosity, value consciousness, face consciousness, materialism, and consumer attitudes toward counterfeit genuine brands?

- What is the relationship among social risks, religiosity, value consciousness, face consciousness, materialism, and consumer intention to purchase counterfeit genuine brands?
- Do customers' attitudes toward counterfeit genuine brands play a mediating role between social risks, religiosity, value consciousness, face consciousness, materialism, and consumer intention?

3. SIGNIFICANCE OF RESEARCH

This research will contribute to the marketing literature both academically and practically. On the academic side, this study will enhance marketing literature in four ways. Firstly, it will contribute to understanding customer behavior toward counterfeit genuine brands by analyzing factors affecting their attitudes and intention. Secondly, this study will provide empirical support to the theory of moral reasoning developed by (Kohlberg, 1976). This theory pointed out that customers try to compromise the ethical dilemma of their decision-making process by evaluating the consequences of the buying behavior. This is followed by exerting efforts to redefine their values without abandon society's values. This notion remains theoretical where no empirical evidence supports it. Thirdly, this research will develop a unique conceptual framework comprised of seven variables that help in better understanding why customers prefer to buy counterfeit genuine brands. Fourthly, in terms of the theoretical debate and the contradictions in findings due to the relationship among religiosity, face consciousness, and consumer behavior, this research will provide the empirical evidence that supports, justify and deeply understand this debate.

On the practical side, this study supports practitioners in several ways, Firstly, it will help managers of genuine products through the needed guidelines and the recommendations to combat the counterfeit genuine brands. Secondly, it will enhance managers of genuine products to reduce customer motives toward counterfeit genuine brands especially in Arab countries. Thirdly, public policy makers-as acting on behalf of society members- will benefit from the findings of this study by being aware of factors affecting consumer attitudes and intention toward counterfeits genuine brands. This will help in paving the way to educate people about risks encountered by using and consumption of counterfeit

genuine brands and at the same time, this will help to safeguard them against the potential hazards of counterfeits.

4. RESEARCH OBJECTIVES

To answer the research questions, this study is aiming to investigate factors affecting consumer behavior toward counterfeit genuine brands. As consumer behavior is predicted by his or her attitudes and intention, the objectives of this research will be summarized as follows:

- 1.4 To study the effect of social risks on customer attitudes and intention to buy counterfeit genuine brands.
- 2.4 To analyze the effect of religiosity on customer attitudes and intention to buy counterfeit genuine brands.
- 3.4 To investigate value consciousness impact on customer attitudes and intention to buy counterfeit genuine brands
- 4.4 To study the effect of face consciousness on customer attitudes and intention to buy counterfeit genuine brands
- 5.4 To analyze the effect of materialism on customer attitudes and intention to buy counterfeit genuine brands.
- 6.4 To analyze the relationship between customer attitudes and intention to buy counterfeit genuine brands.
- 7.4 To analyze the mediating role of customer attitudes between the independent factors that are social risks, religiosity, value consciousness, face consciousness, materialism and the dependent variable which is customer's intention toward counterfeit brands.

5. THEORETICAL FRAMEWORK OF THE RESEARCH

Several theories in marketing literature are contributed in investigating consumer behavior toward counterfeit genuine brands (Nill & Shultz, 1996). The most theories commonly used in this regard are the theory of moral reasoning, the theory of reasoned action, and the theory of planned behavior (Kruglanski & Shteynberg, 2012). In the next part, these theories will be discussed briefly.

Sequentially, the conceptualization of counterfeit genuine brands will be presented.

5.1 THE THEORY OF MORAL REASONING

This theory helps to explain customer attitudes in the context of consumer buying behavior. According to Kohlberg (1976), the individuals compromise the dilemma of ethical behavior by evaluating if the potential consequences of the buying behavior are regarded as either a prestigious award or a punishment. Moreover, individuals exert a clear effort to redefine the values, ethical principles and at the same time adhering to the values of society with referent groups (Nill & Shultz, 1996). The core of this theory is to achieve a kind of balance between what is ethically accepted by the individual and the ambient social environment surroundings. Regarding counterfeit genuine brands, the buyers always excuse their behaviors and blaming the producers (Penz & Stottinger, 2005). These buyers usually lower the ethical standards for producers on the basis that they are deceived, the producers circulate and follow fraud tactics to produce and market their counterfeit brands.

5.2 THEORY OF REASONED ACTION

This theory suggests that consumer responses toward the brands are predicted by their intention to conduct the act directly. Consumer intention in this case is explained by his or her attitudes and subjective norms. In this regard an ongoing debate is held as it is difficult to distinguish between the role of personal and social factors affecting consumer's behavioral intention (O'Keefe, 1990). The final conclusion of marketing literature confirmed that attitudes always have a significant influence to expect consumers' intention than subjective norms (Donald & Cooper, 2001).

5.3 THEORY OF PLANNED BEHAVIOR (TPB)

This theory validated the individual's beliefs with his or her behavior and improves on the theory of reason action (TRA) model (Ajzen, 1991). TPB is widely used by researchers to predict consumer behaviors across different contexts. According to the TPB model, consumer behavior is influenced by his or her intention that predicted by subjective norms, perceived behavioral control, and attitude (Ajzen, 1991). Ajzen (1991) stated that subjective norms

affect social pressures of conducting or not conducting a specific consumer buying behavior. Perceived behavioral control is the individual thoughts regarding the difficulty to perform his or her behavior (Samaddar & Preetha, 2020).

5.5 COUNTERFEIT GENUINE BRANDS

Counterfeits are unauthorized, imitated, and false products introduced to a target market for a profit to the manufacturers. Counterfeit genuine brands are also referred to as the selling of products that are well packaged with logos, trademarks, and brand names that are closely similar to the well-known genuine brands (Hanzaee & Mohammad, 2012). All definitions of counterfeit luxury products are associated with the violations of copyrights, trademarks, features, and labeling (Safa & Jessica, 2005). The vast majority of counterfeit genuine brands studies adopted the definition introduced by (Cordell et al., 1996): “Any unauthorized manufacturing of goods whose special characteristics are protected as intellectual property rights (trademarks, patents, and copyrights) constitutes product counterfeiting.”

Indeed, counterfeit genuine brands are defined as the “unauthorized representation of a registered trademark carried on goods identical to or similar to goods for which the trademark is registered, to deceive the purchaser into believing that he/she is buying the original goods” (Githii et al., 2014). Also, counterfeit genuine brands are defined as the process of marketing for products or brand names with the expectations that consumers will perceive as a genuine good (Cordell, et al., 1996). Counterfeit goods are illicit items of poor specifications of consistency that are genuine producers did not generate (Nordin, 2009).

Counterfeiting is typically divided into two types: deceptive and non-deceptive counterfeiting (Grossman & Shapiro, 1988). In deceptive counterfeiting, the buyer is unaware that the product he or she is buying is not the genuine one. When the buyer is fully aware that the product is not genuine, this is known as non-deceptive counterfeiting (Jiang et al., 2019). The current research will concentrate on analyzing consumer behavior toward non-deceptive counterfeiting.

Historically counterfeits have always targeted highly profitable market segments. like luxury products such as perfumes, apparel, wrist watches, spare parts, and cosmetics but nowadays counterfeit activities extended to includes convenience products such as toys, foods, and shampoos (Chapa et al., 2006). On one hand, marketing literature stated that counterfeit genuine products copy the intellectual properties components regarding luxury goods that include the brand name, packaging, tagging, and stickers, as well as shape, size, and appearance (s). The literature, on the other hand, argues that counterfeiting encompasses a slew of additional related concepts and variations that extend beyond the fundamental term. (Evans et al., 2019).

6. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

In line with the study aims, this research will use a narrative reviewing marketing literature in the context of counterfeit genuine brands, which helps in summarizing the literature body, developing conclusions in terms of counterfeit context, and addressing the literature gaps (Machi & McEvoy, 2016). Furthermore, the main concern of the narrative literature review is devoted to the research question (Machi & McEvoy, 2016). Basing on the aforementioned discussion, presenting the literature review -in the coming part- will be organized as follows. Firstly, the relationships among the independent variables, namely social risks, religiosity, value consciousness, face consciousness, materialism, customers' attitudes, and then intention toward counterfeits will be presented. Secondly, the role of attitudes as a mediator among independent variables and customer intention will be elaborated. sequentially, the research gap will be uncovered and then, addressed. Finally, based on reviewing the literature, a research conceptual framework will be developed.

6.1 THE RELATIONSHIP BETWEEN SOCIAL RISKS AND CUSTOMER ATTITUDES

In the context of counterfeits, perceived risks play a key role in buying decision especially financial and performance risks (Penz & Stöttinger, 2005). Thus, purchasing counterfeits is representing a risky decision as the customer pay a higher amount of money and as the price paid lost due to the performance and reliability inadequacies (Penz & Stöttinger, 2005). Regarding the relationship between perceived risks and customer 'attitudes, the marketing literature reports

that perceived risks negatively affect customers' attitudes toward counterfeit genuine products. (Bian & Moutinho, 2009). Based on the aforementioned discussion, it is expected to conclude that consumers with a greater level of perceived social risks are more likely to have a negative attitudes toward counterfeit genuine brands. So, the first hypothesis will be formulated as follows:

H1: social risks will negatively affect customer's attitudes to purchase counterfeit genuine brands.

6.2 THE RELATIONSHIP BETWEEN RELIGIOSITY AND CUSTOMER ATTITUDES

Religiosity is defined as the degree to which an individual adheres to his or her religious practices, beliefs, and ideals in every aspect of his or her life (Jiang et al., 2019). It is also referring to the extent to which a person's religious convictions are accompanied by a commitment to follow specific god-given ideals. (Jashim et al., 2020). Similarly, religious commitment was further stressed by Worthington (1988), who argued that religiosity covers an individual's religious convictions, values, beliefs, and ideals. According to Sood and Nasu (1995), religion is manifested in people's attitudes and behaviors. They stated also that the impact of religion on an individual's behavior depends on his or her level of religiosity and the degree of importance they place on the religion. Religiosity, according to Weaver and Agle (2002), positively affects an individual's attitude and intention toward counterfeit genuine brands. Moreover, religiosity is highly accepted as a variable that affects the attitudes, intentions, and morality system of an individual (Vitell et al., 2001). This means that religiosity positively affected individual morality. Moreover; Graafland (2017) affirmed that religion affects individual morality. Jiang et al. (2019) revealed that extrinsic and intrinsic religiosity, negatively affect buyer attitudes to buy counterfeit genuine brands. So, the following hypothesis will be formed based on the aforementioned review:

H2: Religiosity will negatively affect customers 'attitudes to purchase counterfeit genuine brands.

6.3 THE RELATIONSHIP BETWEEN VALUE CONSCIOUSNESS AND CUSTOMER ATTITUDES

Value consciousness refers to the consumer's concern of the price paid keeping in his mind the level of quality received (Lichtenstein et al., 1993). It's also a dilemma about customer's preferences to pay lower prices and compromise on the quality (Ang et al., 2001). Regarding counterfeit genuine products, value consciousness is a vital determinant that affect consumer behavior, more specifically on consumer attitudes and intention (Phau, et al., 2009). Value conscious customers usually use the expected value of the product as a criterion to select the better alternative among the different choices (Wu & Zhao, 2021). Those customers are more likely to be inclined in paying less prices for cheap products but in the same time they are wishing the maximum level of quality (Burton et al., 1998). Therefore, customers who have a strong desire to acquire luxury brand with a less buying power will be inclined to purchase counterfeit genuine goods that characterized by the more affordable price.

Generally, although counterfeit genuine brands have a limited level of quality, consumers didn't have much higher expectations toward the standards of performance than true luxury goods. Consumers' value perception will remain high as long as the core functional requirements and extra symbolic needs are satisfied (Dodge et al., 1996). Moreover, the motives to acquire it will be deeper. Buyers of counterfeit genuine brands who have higher value consciousness meet their needs through buying the products with reasonable level of quality and luxury symbols at low price (Jiang et al., 2019).

Prior studies confirmed that value consciousness positively affect attitudes of customers to buy counterfeit genuine brands (Prakash & Pathak, 2017). As a result, reviewing the prior literature leads to the following hypothesis:

H3: Value consciousness will positively affect customers' attitudes to purchase counterfeit genuine brands.

6.4 THE RELATIONSHIP BETWEEN FACE CONSCIOUSNESS AND CUSTOMER ATTITUDES

In a relational and network setting, face consciousness refers to a sense of better social self-worth that a person wants others to have of him or her (Ting-Toomey & Kurogi, 1998). Face consciousness is defined by Bao et al. (2003) as an individual's motivation to defend and improve their image. People develop face-related expressions during the socialization process that they want others to have of them, such as beaming and feeling ashamed, uneasy, humiliated, or proud. On one hand, people strive to preserve or improve their face-consciousness. On the other hand, people will try to protect and save their face consciousness if their social poise is threatened throughout the socialization process (Ting-Toomey, 1998).

Thus, face consciousness is defined as people's desire to improve, preserve, and avoid losing face in social situations with significant individuals (Bao et al., 2003). Because face-consciousness terminology is not limited to a certain culture, the way individuals create the meanings of their faces varies greatly from one culture to the other. Face-consciousness is regarded as a socially constructed concept (Ting-Toomey, 1988). For example, face consciousness is high among Chinese individuals, while it is lower among American customers (Bao et al., 2003). Regarding marketing literature on consumer behavior related to counterfeit genuine brands, studies have not agreed on the type and the nature of the relationships among face consciousness, consumer attitudes, and intention. Indeed, the academic work regarding the impact of face consciousness in terms of consumers' buying behaviors has a significant difference.

Face consciousness has affected consumer purchase decisions as a personal value variable (Wu & Zhao, 2021). According to Li and Su (2007), the high social cognition indicated by brand-name products would imply that Chinese customers have a high social status, and expensive luxury goods are frequently regarded as a representation of the affluent elite.

Since some customers cannot pay for expensive genuine goods, counterfeit genuine products are frequently purchased by Chinese consumers just because of a good reputation.

Zhang et al. (2011) argue that counterfeit genuine products are more easily identified by social group members than well-known genuine products because of their increased recognizability and symbolism. As a result, customers with heightened facial consciousness are more likely to be noticed by others (Wu & Zhao, 2021). Hence, being concerned about the discovery of counterfeit genuine products undermine one's propensity to purchase these types of products. Based on the foregoing review, the following hypothesis will be developed:

H4: Face consciousness will negatively affect customers' attitudes to purchase counterfeit genuine brands.

6.5 THE RELATIONSHIP BETWEEN MATERIALISM AND CUSTOMER ATTITUDES

Materialism is acquiring material and tangible things to achieve the objectives of life and the desired status (Bhatia, 2018). Materialism is defined as the conviction among consumers that valuing worldly things is essential (Belk, 1985). Therefore, materialism is considered as an important indicator to anticipate whether the customer will buy counterfeit or genuine products.

Comparing with normal consumers, materialistic consumers have a strong desire to possess more goods. they have a strong desire to project social status, wealth, prestige, social appreciation, and uniqueness (Mason, 2001). Materialism considers accumulating riches to be a method of obtaining pleasure (Richins & Rudmin, 1994). Materialists are urged to consume a lot of things, therefore materialism might influence people's attitudes and buying intentions when it comes to counterfeit genuine brands. This leads to the following hypothesis:

H5: Materialism will positively affect customers' attitudes to purchase counterfeit genuine brands.

6.6 THE RELATIONSHIP BETWEEN SOCIAL RISKS AND CUSTOMER INTENTION

One of the most important risk variables influencing buyers' attitudes toward counterfeit items is a social risk. It is concerned with the risk that various members of the social groups would disagree with customers' buying and usage of counterfeit genuine brands, resulting in the buyers not being noticed

(Fraedrich & Ferrell, 1992). The buyers of counterfeit genuine brands are more likely affected by members of social groups surroundings

On one side, customers usually try to support their social positioning in the ambient environment by buying these counterfeit genuine brands to leave a better image on others (Fraedrich & Ferrell, 1992). On the other side, buyers of counterfeit luxury goods, try to reduce the social risks of being observed and rejected by the group members (Wu & Zhao, 2021). Studies revealed that consumers are looking forward to minimizing the level of uncertainty and avoid the negative consequences associated with the decision-making process more than maximizing the benefits of this decision (Ang et al., 2001). Therefore, when the consumers buy counterfeits, they have a significant concern with social risks and being more oriented to attract interests of social aspects toward the findings of decision making they made.

Tang et al. (2014) investigated consumers' behaviors toward counterfeit luxury goods. They adopted a sample of Hong Kong University students. Their study relied on the focus group technique. The findings revealed that consumer buying behaviors are negatively affected by social risks. Kian (2018) revealed that perceived social risks are negatively influenced customers' desires to purchase counterfeit genuine goods. So, the sixth hypothesis will be formulated as follows:

H6: Social risks will negatively affect customers' intention to purchase counterfeit genuine brands

6.7 THE RELATIONSHIP BETWEEN RELIGIOSITY AND CUSTOMER INTENTION

Prior research has investigated the association between religiosity and intention to buy counterfeit genuine goods (Ansari & Mohammed, 2015). Quoquab et al. (2017) revealed that religiosity influenced customer buying behavior toward counterfeit genuine brands directly and indirectly. Riquelme et al. (2012) showed that consumers in Muslim countries did not perceive the purchase of counterfeit products as morally wrong or unethical behavior. Generally, because counterfeiting is considered unethical and illegal buying behavior, customers who are religiously committed are more likely to have a negative intention to purchase counterfeit genuine brands. Based on this discussion, the seventh hypothesis will be shown as follows:

H7: Religiosity will negatively influence consumers' intention to purchase counterfeit genuine brands.

6.8 THE RELATIONSHIP BETWEEN VALUE CONSCIOUSNESS AND CUSTOMER INTENTION

In terms of the association between behaviors of value conscious consumers and their purchasing intention, marketing literature pointed out that value consciousness positively affects customer intention toward counterfeit genuine brands as they pay lower prices to enjoy the basic functions and the well-known genuine brand name (Fernandes, 2013). People have a strong desire to have counterfeit genuine brands because they are gaining a better social status by sacrificing a reasonable price for it (Bloch et al., 1993). So this leads to the following hypothesis:

H8: Value consciousness will positively affect customers' intention to purchase counterfeit genuine brands.

6.9 THE RELATIONSHIP BETWEEN FACE CONSCIOUSNESS AND CUSTOMER INTENTION

According to Sharma et al. (2016), customers' perception of high reputation - high face consciousness level - influences their propensity to acquire counterfeit genuine items in both positive and negative manners. Moreover, buyers decide to acquire counterfeit luxury items to get the prestige and identity information offered by luxury brands, while taking into consideration the price that must be paid. Furthermore, customers' face consciousness causes them to contemplate the risk of being discovered, thus they prefer to minimize risks, limiting their desire to acquire counterfeit genuine goods.

In reality, there is no clear linear association between customers' face consciousness and their propensity to buy counterfeit genuine goods (Wu & Zhao, 2021). Consumers are more likely to buy counterfeit genuine items when their face consciousness level is low. As customers' face consciousness grows, they are more likely to buy luxury items to safeguard their image, and then their desire to acquire products changes (Wu and Zhao, 2021). The following hypothesis was formed based on the above review:

H₉: Face consciousness will negatively affect customers' intention to purchase counterfeit genuine brands.

6.10 THE RELATIONSHIP BETWEEN MATERIALISM AND CUSTOMER INTENTION

Previous research showed that customers who are dissatisfied with their lives may engage in unusual or uncommon buying behavior such as purchasing and acquiring different products. Consumers who are highly materialistic with lack of financial resources pursue their materialistic desires by acquiring counterfeit genuine goods (Gentry et al., 2001).

Gentry et al., (2001) stated that materialism is positively affects consumer attitudes. However, study by (Phau et al., 2009) revealed that materialism had a negative impact on purchasing behavior. In the same vein, Yoo & Lee (2009) shown a positive association between materialism and customer purchase intention toward counterfeit genuine brands. As a result, the following hypothesis will be proposed:

H₁₀: Materialism will positively affect customers' intention to purchase counterfeit genuine brands.

6.11 THE RELATIONSHIP BETWEEN CONSUMER ATTITUDES AND INTENTION IN THE CONTEXT OF COUNTERFEIT GENUINE BRANDS

The relationship between consumers' attitudes and intention is widely examined in marketing literature. Prior studies in marketing research affirmed that consumers buying behavior can be predicted depending on their intention and the former is determined by attitudes (Ajzen & Fishbein, 1980). Prior studies affirmed that a consumer's attitude is positively affected his/her intention to buy counterfeit luxury brands (Penz & Stottinger, 2005). The more positive the customer's attitudes toward counterfeit genuine products are perceived to be, the more likely it is the customer will form a positive intention to purchase the products; conversely, the more unfavorable the customer's attitudes, the less likely the customer will purchase the counterfeit products (Prakash & Pathak, 2017), irrespective of product type (Ang et al., 2001). This discussion will lead to the following hypothesis

H11: Customer attitudes will positively affect his/her intention to purchase counterfeit genuine brands.

6. 12 MEDIATING THE ROLE OF CUSTOMER’S ATTITUDES

Attitudes form a psychological propensity of positive or negative feelings toward an object (Wu & Zhao, 2021). Attitudes are defined as “educated inclination to react to a circumstance constructively or adversely” (Huang et al., 2004). Attitude is a variable that is frequently used as a predictor of customer intention and actions, because consumer attitudes cannot be directly examined, researchers have to rely on other approaches to conceptualize and measure them (Huang et al., 2004). The more positive a consumer's perception of counterfeit genuine goods is the greater their propensity to buy, and vice versa. (Yoo & Lee, 2012). Using a sample of 412 respondents, Wu and Zhao (2021) investigated the mediating effect of consumers' attitudes between social risks, value consciousness, face consciousness, and customers' intention in the context of counterfeit genuine products. The findings pointed out that attitudes have a significant mediating effect in the aforementioned relationships. Quoquab et al. (2017) conducted a study to analyze customers' attitudes and intention toward counterfeit products using a sample of 400 respondents in China. The study revealed that ethical concerns and consumers' commitment to religiosity significantly impact their attitudes and intention. Moreover, the research pointed out that attitudes mediate the relationship between the independent variables which are ethical concerns and religiosity and the dependent variable that is customers' intention. Another research conducted on Malaysian customers to investigate variables affecting customers' attitudes and intention toward counterfeit products using a sample of 109 respondents revealed that attitudes mediate the relationships perceived risks and value consciousness and customer intention. The study also revealed that attitudes didn't mediate the relationship between materialism and customer intention (Ting et al., 2016). A study done by (Xi & Kenny, 2017) using 200 respondents of purposive sample on Malaysian young-middle age adults who are buying counterfeit sportswear pointed out that attitudes play a mediating role between materialism and customers' intention. The following hypothesis will be proposed according to the preceding discussion:

H12.1 The relationship between social risks and purchasing intention toward counterfeit genuine brands are mediated by attitudes.

H12.2 The relationship between religiosity and purchasing intention toward counterfeit genuine brands are mediated by attitudes.

H12.3 The relationship between value consciousness and purchasing intention toward counterfeit genuine brands are mediated by attitudes.

H12.4 The relationship between face consciousness and purchasing intention toward counterfeit genuine brands are mediated by attitudes.

H12.5 The relationship between materialism and purchasing intention toward counterfeit genuine brands are mediated by attitudes.

6. 13 THE RESEARCH GAP

Based on reviewing the marketing literature in terms of consumer behavior toward counterfeit genuine brands, this study will bridge four research gaps. First, there is no consensus and obvious relationships among the behavior of materialistic consumers, their attitudes, and their intention toward counterfeit genuine brands. This study will contribute to marketing literature by validating this relationship. Second, although many studies analyzed consumer behavior toward counterfeit genuine brands, the majority of these studies conducted on the supply side, and there is a dearth of studies that cover the sell side, so this study will bridge this gap by using a quantitative study on the sell side which enable to enhance the marketing literature to understand consumer behavior toward counterfeits genuine brands. Third, analyzing consumer behavior toward counterfeit genuine brands revealed that there is inconsistency between the relationship of attitudes and intention. Positive or negative customer attitudes don't necessarily mean positive or negative intention (Chiu et al., 2019). In marketing literature, this is known as the attitude-behavior gap (Boulstridge & Carrigan, 2000). The current study will address this gap by investigating five antecedents driving customers' attitudes which contribute to better understand the propensity of attitude and – at the same time - analyzing the mediating role played by the attitudes. Fourth, although marketing literature tried to answer the important question: why do consumers prefer to buy counterfeit genuine brands? there is inadequate or incomplete knowledge to better answer this question. This research will address this gap by studying both social risks and

face consciousness where they are uncommon, rare, and untraditional variables used by other researchers to deeply, better and profoundly understand consumer behavior toward non-deceptive counterfeits genuine brands.

6. 14 CONCEPTUAL FRAMEWORK

The current study adopted the (Wu & Zhao 2021) model to develop the conceptual framework. Wu & Zhao's (2021)'s model encompassed three main independent variables affecting both customers' attitudes and intention, namely, face consciousness, social risk perception, and value consciousness. Besides, the dependent variable in their study was customer intention while attitudes were the mediator variable. The conceptual framework of this study enlarged the conceptual model of (Wu & Zhao 2021) by adding both religiosity and materialism. The two variables addressed to the current study's conceptual framework due to reviewing prior studies in the context of counterfeit genuine brands and current pilot study findings mentioned in the problem statement. The two variables are religiosity and materialism. As a result, figure (1) clarifying the conceptual framework of this research as follows:

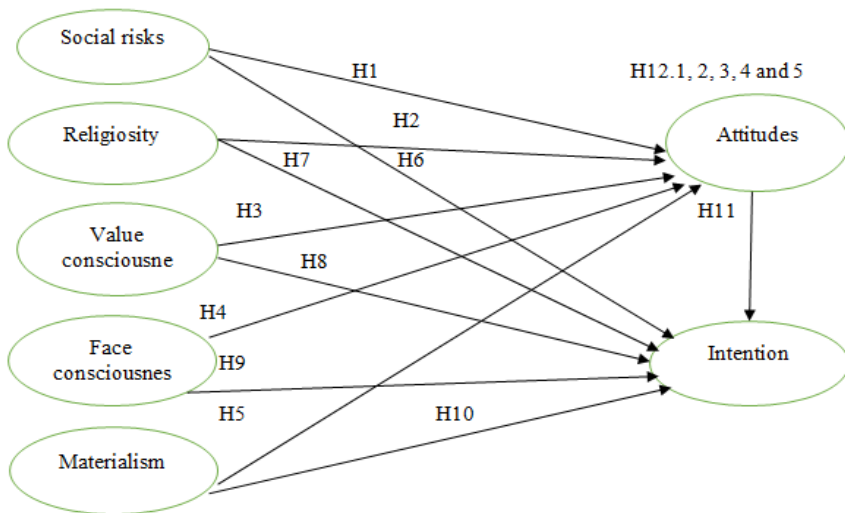


Figure 1: the conceptual framework

Source: (Wu & Zhao, 2021) and adjusted by the researcher

7. METHODOLOGY

In the coming part, the research design will include a summary of the data collection procedure, population, and sampling technique. Moreover, the measures of the current study variables will be clarified. Finally, Common Method Deviation Test will be shown.

7.1 DATA COLLECTION PROCEDURE, POPULATION AND SAMPLING TECHNIQUE

The research instrument was initially prepared in English and Arabic language. It was inspected by four market research experts to improve the content or face validity. Based on the suggestions made by the experts, the new questionnaire was developed with some amendments in wording both in Arabic and English. Respondents were invited to select the preferable questionnaire language. They were withdrawal among consumers of counterfeit genuine products in Beirut, Saida, and Tripoli, the three biggest cities in Lebanon. The research population was defined as all adult customers who have experience in selecting, buying, and using any counterfeit luxury brands such as clothes, electronics, car spare parts, and wristwatches. Based on the definition of the research population, individuals who tried counterfeit genuine brands at least twice are invited to fill the questionnaires. Questionnaires were collected from February 2021 to May 2021.

Because of the situational circumstances during the data collection process in Lebanon such as the political unrest, economic crisis, and lockdown period due to the coved 19 pandemic, a convenience sample using the intercept technique was adopted to collect the data. Moreover, the researcher used a convenience sample due to the efforts, time, and research budget constraints. In this regard, a sample unit is defined as any adult customer who experiences selecting, using, buying, and dispose of any counterfeit non-deceptive luxury product and has a desire to buy it in the future. So respondents were invited by the researcher and assistances to fill the questionnaire if they experience any type of counterfeit genuine brand. This research used a personal interview as a tool to gather data. By interviews, the researcher affirmed that the respondents deeply understand the scale items and give an accurate and reliable answer as possible as they can. Out of 500 sampling units, 493 usable responses were gathered, which represents a sufficient sample size of data analysis, concerning population size that exceeds

75000 units (Sekaran & Bougie, 2016). The current study response rate is equal to 98 %. Most respondents were male (53.8%), aged between 20-29 years old (42.6 %), held bachelor's degrees (62.3%), earned monthly income between 330\$ to 666\$ (24.5%).

7.2 MEASURES

This study employed well-established and validated measures in prior marketing studies. All items used in this study are evaluated on Likert's five points scale, which ranged between (1) strongly disagree and (5) strongly agree.

Customer attitudes were measured by five items measure, based to Jiang et al. (2019). Such as, "Considering price, I prefer counterfeit luxury products". The current study depended on four measurement items to measure customer intention to purchase counterfeit luxury goods (Jiang et al., 2019). Such as, "I would think about a luxury counterfeit as a choice when buying something". Three items measure was used to operationalize the social risk (Wu & Zhao, 2021). Such as, "I am worried that others will find out that I am using counterfeit products, so I don't buy counterfeit products". This study operationalize religiosity by five items derived from Quoquab et al. (2017). Such as, "I believe in God". Moreover, three items measure was used to measure value consciousness (Wu & Zhao, 2021). Such as, "When buying a certain product, I will compare the prices of different brands". Furthermore, the current study adopted four items measure for face consciousness (Bao et al., 2003). Such as, "It is important that others like the products and brands I buy". Finally, materialism six items measure was adopted from Kalyoncuoglu & Sahin (2017). Such as, "I don't place much emphasis on the amount of material objects people own as a sign of success".

7.3 COMMON METHOD BIAS TEST

To control the common method bias that may misrepresent the research findings and cause wrong conclusions, the data gathering process was considered with caution (Wu & Zhao, 2021). To minimize the variation of the common method due to the data gathering processing and sample units, this research will apply some control measures in the research design and data analysis processes suggested by (Podsakoff et al., 2003). For example, the anonymity of the respondents was guaranteed, explicit instructions were given, and variables were organized to make it difficult for the respondents to propose the investigated

correlations. This will help to reduce this type of bias on hypotheses testing and consequentially on the research conclusions. In terms of the research design, the study adapted both English and Arabic language translation methods to make sure that the expressions used in the scale are highly reliable and valid to the greatest extent possible. In the same vein, the instrument was prepared as a way to make the respondents feel neutral enough to express his opinion. A reverse item is used to exclude a sample unit that is manifestly inconsistent while measuring some variables, for example, a reverse discriminative measurement item has been set up by the researcher to measure social risks.: “I don’t like buying counterfeit products because it will make others have a bad impression of me”; consequentially, the contradictory sample is excluded. Moreover, the researcher used the test method of Harman single factor as a way to investigate the deviation of a common method for data acquired using SPSS, the findings pointed out that the first main component of variance explanation rate is 43.33 percent which signifying that data do not seriously affect with high common method bias as this rate is less than 50% (Wu & Zhao, 2021).

8. DATA ANALYSIS AND RESULTS

In the next part, this research will shed the lights on correlation matrix, reliability and validity of the instrument, hypotheses testing and finally Robustness Test.

8.1 CORRELATION COEFFICIENT MATRIX

Before testing the research hypotheses, and in order to examine whether multicollinearity exists between the study variables, this research depends on the residual centralization procedure. Table (1) below reveals all the current study variables correlation coefficients matrix

Table 1: Correlation Coefficient Matrix

	1	2	3	4	5	6	7
Social Risk (1)	0.759						
Religiosity (2)	.063	0.788					
Value Consciousness (3)	.047	.561**	0.721				
Face Consciousness (4)	.246**	.006	.197**	0.711			
Materialism (5)	.139**	.256**	.357**	.429**	0.709		
Customer Attitude (6)	.064	.136**	.246**	.330**	.498**	0.765	
Customer Intention (7)	.018	.150**	.246**	.321**	.418**	.624**	0.757

** Correlation is significant at the 0.01 level (2-tailed), the data below the diagonal line is the correlation coefficient, and the bold number on the diagonal line is the square root of the average refined variance of each variable.

Table (1) revealed that the correlation coefficients between the study variables doesn't exceed 0.7 Moreover, the results pointed out that the model variance inflated factor (VIF) is less than 2. Thus, no serious collinearity problem between the current study variables exists (Wu & Zhao, 2021).

8.2 RELIABILITY AND VALIDITY TESTS

Cronbach's Alpha was used to examine the reliability of the current study measures, as presented in table (2) below.

Table 2: Reliability Test Results

Variable	Items	Alpha
Social Risk	3	0.813
Religiosity	5	0.92
Value Consciousness	3	0.861
Face Consciousness	4	0.801
Materialism	6	0.794
Customer Attitude	4	0.894
Customer Intention	5	0.869

In general, Alpha's value that exceed 0.7 indicates high reliability level (Nunnally, 1978). Table (2) reveals that all the current study Alpha's values exceed 0.794. This means that this research questionnaire has an adequate reliability level.

The current study depends on content, convergent and discriminant validity as a common measurement for validity. Whereby, the study satisfies content validity since the scale used is based on well-known theories, which was widely applied and used by a large number of academics.

Moreover, this research examines the convergent validity - which denotes that the items measures of a given construct are positively related to one another (Campbell & Fiske, 1959) - through examining the average variance extracted (AVE) and the standardized factor loading. Knowing that, item measure with factor loading higher than 0.7 must be retained (Hair et al., 2014). Moreover, Fornell & Larcker (1981) illustrated that item measure with loading higher than 0.4 can be retained if AVE is higher than 0.5. The current study measurement

items factor loadings- as shown in table (3) range between 0.478 and 0.852, while the AVE values range between 0.504 and 0.621. Hence, all the current study measurement items are retained.

Table 3: Validity Test: Convergent Validity

Variable	Item	Standardized Factor Loading	AVE
Social Risk	SR ₁	0.753	0.577
	SR ₂	0.814	
	SR ₃	0.708	
Religiosity	RE ₁	0.831	0.621
	RE ₂	0.782	
	RE ₃	0.807	
	RE ₄	0.852	
	RE ₅	0.654	
Value Consciousness	VC ₁	0.795	0.521
	VC ₂	0.819	
	VC ₃	0.761	
Face Consciousness	FC ₁	0.578	0.506
	FC ₂	0.594	
	FC ₃	0.737	
	FC ₄	0.628	
Materialism	MA ₁	0.517	0.504
	MA ₂	0.691	
	MA ₃	0.478	
	MA ₄	0.613	
	MA ₅	0.646	
	MA ₆	0.522	
Customer Attitude	CA ₁	0.733	0.586
	CA ₂	0.791	
	CA ₃	0.815	
	CA ₄	0.72	
Customer Intention	CI ₁	0.589	0.574
	CI ₂	0.72	
	CI ₃	0.745	
	CI ₄	0.672	
	CI ₅	0.706	

Moreover, this study examined the discriminant validity for the study variables, to test if each construct is strongly linked to its specified measurement items. According to (Fornell & Larcker, 1981) criterion the latent variable AVE should exceed the correlation between the latent variable and all the rest latent variables (Fornell & Larcker, 1981). The current study results as revealed in table 3, satisfy the previous criteria, indicating that all latent variables AVE exceed their

correlation coefficient with the rest latent variables, hence satisfying discriminant validity.

8.3 HYPOTHESES TESTING

To test the current research hypotheses, SPSS 20.0 software was used to examine the relationships among these study variables. In this context, hypotheses testing process will be performed on three stages. The first stage to test the first five hypotheses which investigate the relationships among the study independent variables namely social risks, religiosity, value consciousness, value consciousness, face consciousness, materialism and its dependent variable, attitudes. The second stage to test the hypotheses from H6 to H10 which analyze the relationships among the exogenous variables and the endogenous variable (customer intention). Finally, the relationships between attitudes and intention, and the mediating role of attitudes will be investigated.

8.3.1 THE RELATIONSHIPS BETWEEN THE INDEPENDENT VARIABLES AND CUSTOMERS' ATTITUDES

Firstly, the direct relationships among the study independent variables (Social Risk, Religiosity, Value Consciousness, Face Consciousness, Materialism) and customer Attitude are presented in table (4). These relationships.

Table 4: The Relationships between the Independent Variables and Attitudes

	B	t	Sig.
(Constant)	.788	3.917	.000
Social Risks	-.031	-.719	.472
Religiosity	-.011	-.277	.782
Value Consciousness	.078	1.653	.099
Face Consciousness	-.150	3.195	.001
Materialism	.481	8.760	.000
F- value	34.151		.000
R ²	0.262		

Dependent variable: customers` attitude

As shown in table (4), the value of $R^2 = 0.262$, which indicated that 26.2 % of the variation in customers` attitude is due to the change in the study independents variables. In other words, 73.8% of the variation in attitude is due to other factors

than those under this study consideration. Also, the results demonstrate that the first regression model between the study independent variables and customers' attitude has significant explanatory power (F statistic 34.151; p-value < 0.05). Moreover, table (4) reveals the regression coefficients of each independent variable uniquely in the model to evaluate its relationship with the customers' attitude.

According to table (4), the current study results reveal an insignificant relationship between social risks and customers' attitude ($\beta = -.031$ and sig = .472 > 0.05). Thus, H₁ is not supported. The findings indicated also that there is an insignificant relationship between religiosity and customers' attitude ($\beta = -.011$ and sig = .782 > 0.05). Thus, H₂ is not supported. In terms of the relationship between value consciousness and the attitudes table (4) indicates an insignificance relationship between value consciousness and the attitudes ($\beta = .078$ and sig = .099 > 0.05). Thus, H₃ is not supported. Table (4) reveals a negative significant relationship between face consciousness and customers' attitude ($\beta = -.150$ and sig = .001 < 0.05). Thus, H₄ is supported. Finally, the results indicate a significant positive relationship between materialism and attitude ($\beta = .481$ and sig = .000 < 0.05). Thus, H₅ is supported.

8.3.2 THE RELATIONSHIPS BETWEEN THE INDEPENDENT VARIABLES AND CUSTOMERS' INTENTION

To examine the current study hypotheses H₆ till H₁₁, that analyze the relationships between the independent variables namely social risks, religiosity, value consciousness, value consciousness, face consciousness, materialism, customer attitudes and the dependent variable customer intention, Table (5) will briefly summarize the statistical analysis findings.

Table 5: The Relationships between the Independent Variables and Customers' Intentions

	B	t	Sig.
(Constant)	.1005	6.158	.000
Social Risks	-.049	-1.432	.153
Religiosity	-.025	.757	.449
Value Consciousness	.046	1.207	.228
Face Consciousness	-.102	2.684	.008
Materialism	.088	2.140	.046
Customer Attitude	.473	13.000	.000
F-value	24.928		.000
R ²	0.206		

Dependent variable: customers' intention

The results shown in table (5) indicate that R^2 value equal 0.206, which means that 20.6 % of the variation in customers' intention is caused by the change in the study independent variables. Thus, 79.4% of the variation in intention is caused by other factors than those under this research consideration. Also, table (5) reveals that the second regression model between the study independent variables and customers' intention has significant explanatory power (F statistic 24.928; p-value < 0.05). Moreover, table (5) presents all the model independent variables regression coefficients to evaluate their relationships with the customers' intention. Data analysis results reveal an insignificant relationship between social risks and customers' intention ($\beta = -.049$ and sig = .153 > 0.05). Hence, H6 is not supported. Also, the results of the seventh regression indicate an insignificant relationship between religiosity and customers' intention ($\beta = .025$ and sig = .449 > 0.05). As a result, H7 is not supported. Furthermore, the results indicate a non-significant relationship between value consciousness and customers' intention. ($\beta = .046$ and sig = .228 > 0.05). Hence, H8 is not supported. The findings shown in table (5) also indicated a significant negative relationship between face consciousness and customers' intention. ($\beta = -.102$ and sig = .008 < 0.05). Hence, H9 is supported. Table (5) also indicates a significant relationship between materialism and customers' intention. ($\beta = .088$ and sig = .046 < 0.05). Hence, H10 is supported. Finally, the results shown in the table (5) indicate a significant positive relationship between customers' attitude and their intention ($\beta = .473$ and sig = .000 < 0.05). Hence, H11 is supported.

8.3.3 Analyzing the mediating role of attitudes

The current research examines the mediating role of customers' attitude in the relationships among the study independent variables (predictors) and purchase intention (criterion). The total effect of the predictor on the criterion is divided into direct effect and indirect effect. As clarified in figure (2) The path (c) represents the direct relationship, while the indirect effect is represented by both of path (a) and path (b). A variable plays a mediating role if an indirect relationship exists (Baron and Kenny, 1986). In other words the variable plays a mediating role if there is a significant relationship among the predictor and mediator (path a), in addition to a significant relationship among the mediator and the criterion (path b). Whereby, if there is insignificant direct relationship between the predictor and criterion (path c) beside a significant indirect

relationship (both of path a and path b), this indicated that there is a full mediating role of the mediator on the relationship between the predictor and criterion.

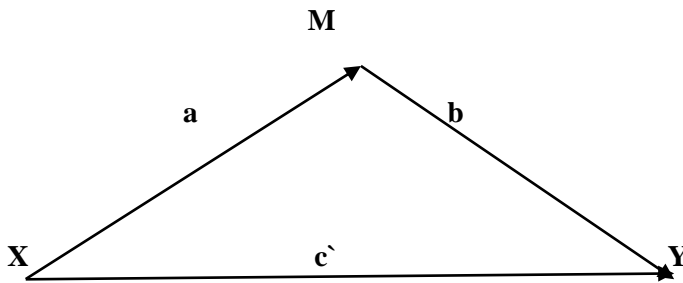


Figure 2: Direct and Indirect Path

Source: (Baron & Kenny, 1986)

Previous results revealed insignificant effects for social risks on both customers' attitude and intention, since H1 and H6 were not supported. In other word, both indirect and direct relationships between social risks and customers' intention are insignificant. Thus, no significant mediation role of customers' attitude between social risks and customers' intention. Hence, H12.1 is not supported. Since H2 and H7 were not supported. Also, earlier results revealed insignificant effects for religiosity on both customers' attitude and intention. in other words, the direct and indirect relationships between religiosity and customer intention are insignificant. As a result, customers' attitude doesn't mediate the relationship between religiosity and customer intention. Hence, H12.2 is not supported. Similarly, Since H3 and H8 were not supported, previous findings revealed insignificant effects of value consciousness on both customer attitude and intention. Thus, the direct and indirect relationships between value consciousness and customer intention are insignificant. As a result, customers' attitude does not act as a mediator between value contagiousness and customer intention. Hence, H12.3 is not supported.

In the same context, the results revealed significant effects of face consciousness on both customers' attitude and intention, since H4 and H9 were supported. Moreover, supporting H11 revealed a significant relationship between customers' attitude (mediator) and customers' intension (criterion). In other word, the direct and indirect relationships between face consciousness and customers' intention are significant. Thus, customers' attitude partially mediates the

relationship between face consciousness and customers` intention. Thus, H_{12.4} is supported. Similarly, Since H₅ and H₁₀ were supported, previous results revealed significant effects of materialism on both customers` attitude and intention. Furthermore, supporting H₁₁ revealed a significant relationship among customers` attitude (mediator) and customers` intention (criterion). To put it another way, the direct and indirect relationships between materialism and customer intention are significant. Hence, H_{12.5} is supported.

8-3-4 Robustness Test

Many researchers depend on stepwise regression procedure as a tool to test the model mediating role, although, this procedure is not suitable enough to test the multiple intermediary model (Wu & Zhao 2021). Hayes et.al, (2010) stated that using stepwise regression to examine the mediating role cannot clearly indicate the mediating effect of the mediator among the independent variables and the dependent variable. Hence, the current study will adopt structural equation model (SEM) and Bootstrapping to examine the research hypotheses. Accordingly, the analysis will be performed based on the following two steps, *firstly*, the examined results regarding the effects of social risks, religiosity, value consciousness, face consciousness and materialism on customer`s intention toward counterfeit luxury product will be presented and shown in Figure 3. *Secondly*, the examined results regarding the effects of social risks, religiosity, value consciousness, face consciousness and materialism on intention with attitudes added will be shown in Figure 4.

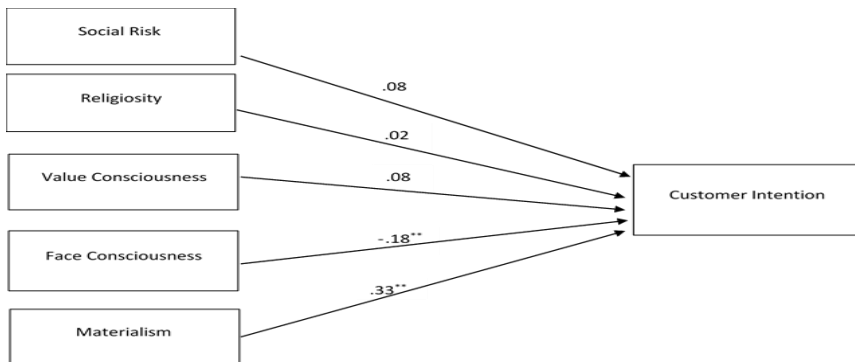


Figure 3: path coefficients for value consciousness, social risk, religiosity, value consciousness, face consciousness, and materialism on customers` intention. Note: ** p < 0.05.

As indicated in figure (3), the current study results reveal a significant path coefficient (path-coefficient = 0.18, $p < 0.05$) between face consciousness and customers' intention, also the results indicate a significant path coefficient (path-coefficient = 0.33, $p < 0.05$) between materialism and customers' intention. While, insignificant path coefficients are indicated for social risks, religiosity and value consciousness on one side with customers' intention on the other side. In other word, according to the path coefficient results, H8 and H10 are supported, while H2, H4 and H6 are not supported.

The research results which analyze the effects of social risks, religiosity, value consciousness, face consciousness and materialism on intention with attitudes added will be shown in Figure 4.

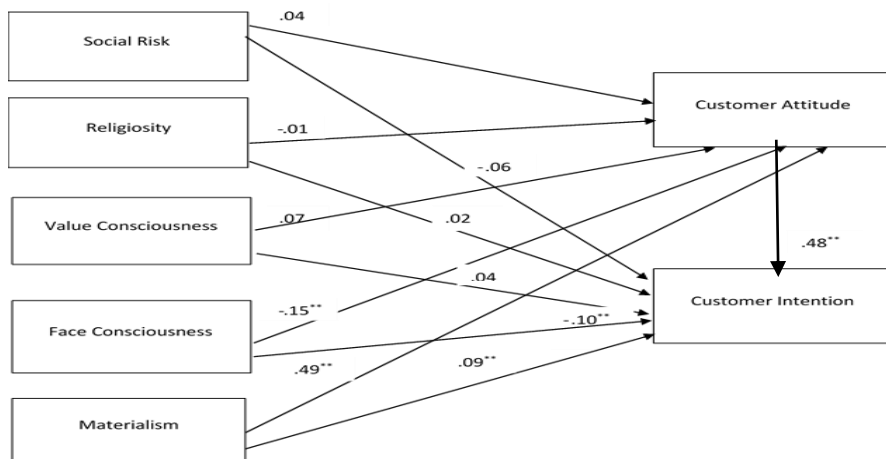


Figure 4: path coefficients for value consciousness, social risk, religiosity, value consciousness, face consciousness, and materialism on customers' attitude and intention.

Note: ** $p < 0.05$.

Figure 4 reveals a significant path coefficient (path-coefficient = 0.15, $p < 0.05$) between face consciousness and customers' attitude, in addition to a significant path coefficient (path-coefficient = 0.09, $p < 0.05$) between materialism and customers' attitude. While, insignificant path coefficients are indicated for social risks, religiosity and value consciousness on one side with customers' attitude on the other side. In other word, according to the path coefficient results, H4 and H5 are supported, while H1, H2 and H3 are not supported. Furthermore, a significant path coefficient exists between customers' attitude and their intention

(path-coefficient = 0.48, $p < 0.05$), hence assuring the significant relationship between customers` attitude and intention (H11 is supported).

The current study is based on the findings of both the structural equation analysis and the Bootstrap test, as presented in Table 6, to examine the mediating effect of customer attitude. 5000 Bootstrap samples were extracted from the original data (N =493) using a repeated random sampling method. The 95 percent confidence interval of the intermediate impact is predicted by accessing the 2.5th percentile as well as the 97.5th percentile. If the measured path coefficient's 95 percent confidence interval doesn't include 0, it implies a significant mediating role.

Table 6: Bootstrap Test Results

Path	P-value	95% confidence interval	
		Low	High
Social Risks → Customer Attitude→Customer Intention	0.462	-0.054	0.028
Religiosity → Customer Attitude→Customer Intention	0.993	-0.051	0.042
Value Consciousness → Customer Attitude→Customer Intention	0.191	-0.018	0.086
Face Consciousness → Customer Attitude→Customer Intention	0.025	0.032	0.128
Materialism → Customer Attitude→Customer Intention	0.006	0.168	0.295

Referring to bootstrap test presented in table (6), customers` attitude significantly mediate both the relationships between face consciousness and customers` intention (p-value = 0.025, confidence interval doesn't include zero), and the relationship between materialism and customers` intention (p-value = 0.006, confidence interval doesn't include zero). Hence, H12.4 and H12.5 are supported.

Moreover, since the direct relationships between the predictors (face consciousness and materialism) and the criterion (customers` intention) are satisfied through supporting H4 and H5, customers` attitude partially mediate both the relationship between face consciousness and customers` intention, and the relationship between materialism and customers` intention.

Finally, table (6) clarified that H12.1 (p-value = 0.426, confidence interval includes zero), H12.2 (p-value = 0.993, confidence interval includes zero), and H12.3 (p-value = 0.191, confidence interval includes zero) are not supported.

Referring to the previous analysis, the findings of this research hypotheses testing will be summarized in table (7) as follows:

Table 7: Summary of Test Results of the Research Hypotheses

No.	Hypothesis	Results
H ₁	Social risks will negatively affect customer's attitudes to purchase counterfeit genuine brands.	Not supported
H ₂	Religiosity will negatively affect customers' attitudes to purchase counterfeit genuine brands.	Not supported
H ₃	Value consciousness will positively affect customers' attitudes to purchase counterfeit genuine brands.	Not supported
H ₄	Face consciousness will negatively affect customers' attitudes to purchase counterfeit genuine brands.	supported
H ₅	Materialism will positively affect customers' attitudes to purchase counterfeit genuine brands.	supported
H ₆	Social risks will negatively affect customers' intention to purchase counterfeit genuine brands.	Not supported
H ₇	Religiosity will negatively influence consumers' intention to purchase counterfeit genuine brands.	Not supported
H ₈	Value consciousness will positively affect customers' intention to purchase counterfeit genuine brands.	Not supported
H ₉	Face consciousness will negatively affect customers' intention to purchase counterfeit genuine brands.	supported
H ₁₀	Materialism will positively affect customers' intention to purchase counterfeit genuine brands.	supported
H ₁₁	Customer attitudes will positively affect customers' intention in the context of counterfeit genuine brands.	Supported
H _{12.1}	The relationship between social risks and purchasing intention toward counterfeit genuine brands is mediated by attitudes.	Not supported
H _{12.2}	The relationship between religiosity and purchasing intention toward counterfeit genuine products is mediated by attitudes.	Not supported
H _{12.3}	The relationship between value consciousness and purchasing intention toward counterfeit genuine brands is mediated by attitudes.	Not supported
H _{12.4}	The relationship between face consciousness and purchasing intention toward counterfeit Genuine brands is mediated by attitudes.	supported
H _{12.5}	The relationship between materialism and purchasing intention toward counterfeit genuine brands is mediated by attitudes.	supported

9. DISCUSSION

The main purpose of this study is to analyze factors affecting consumers' intention toward counterfeit genuine brands. These factors include social risks, religiosity, value consciousness, face consciousness, materialism, and customers' attitudes. The data analysis process demonstrated the following outcomes: First, contradictory to expectations, social risks didn't negatively affect customers' attitudes toward counterfeit genuine brands. This result could be explained due to the strong desire of the research sample units to acquire counterfeit genuine

brands regardless of the associated social risks. Because marketing literature didn't support these results (Penz & Stöttinger, 2005; Bian & Moutinho, 2009), other researchers should use this result cautiously. Second, religiosity didn't affect consumers' purchasing attitudes toward counterfeit genuine brands.

This result could be explained in light of the lower level of religious adherence among the study sample units. Consequentially, religiosity didn't negatively affect customers' attitudes to buying counterfeit genuine brands. On the research context, studies disagreed on the role of religiosity in affecting customers' attitudes toward counterfeit genuine brands. While (Weaver & Agle, 2002) stated that religiosity is positively associated with customer attitudes, (Vitell et al., 2001) also confirmed that religiosity positively affects attitudes. In this regard, Jiang et al., (2019) pointed out that religiosity is negatively affected attitudes. Third, the outcomes revealed also that value consciousness didn't positively affect customers' attitudes. This result could have been explained due to the respondents' strong desires to pay an affordable price to purchase counterfeit genuine brands and compromise on product reliability and performance.

In this context, they may encounter difficulties to predict the expected value of the product. This result is - unexpectedly - contradicted with marketing literature which demonstrated that value consciousness plays a vital role to form consumers' attitudes toward counterfeit genuine brands (Wu & Zhao, 2021; Dodge et al.,1996; Jiang et al.,2019). Fourth, face consciousness is negatively affected customers' attitudes towards counterfeit genuine brands. This outcome could mean that current study sample units are characterized with a significant degree of face consciousness therefore, they have a real concern of being detected by their group members. As a result, this leads to form unfavorable attitudes to buy counterfeit genuine brands. This outcome is in conformance with marketing prior research in the context of counterfeit products (Wu & Zhao, 2021; Li & Su, 2007). Concerning the key role of materialism, the findings revealed that it positively affects customers' attitudes. This result may be interpreted in terms of the strong desire of the sample units to project social status, wealth, prestige, social appreciation, and uniqueness via acquiring counterfeit genuine brands. This result is consistent with marketing literature in

the context of counterfeit genuine brands (Mason, 2001; Richins & Rudmin, 1994).

Regarding the research findings which represent the relationships between the independent variables and purchase intention, the results pointed out that social risks didn't negatively affect customers' intention toward counterfeit genuine brands. This result means that perceiving a high level of social risks by customers will not make them worry that they will be detected by others in the social group. This result could explain that there is a higher degree of similarity between counterfeit and genuine brands. Consequentially, it is difficult to detect counterfeit genuine brands by social group members or that consuming this type of product didn't cause any social concern among members of a social group. Contradictory to expectations, this result didn't consistent with marketing literature concerning consumer intention to buy the counterfeit genuine brand (Tang et al., 2014; Kian, 2018). Second, the results have shown that the negative impact of religiosity on intention is insignificant. This result means that sample units didn't have a sufficient adherence concerning the religious believes in their buying behaviors. This result is in conformance with (Riquelme et al., 2012) and is not consistent with (Ansari, & Mohammed, 2015; Mukhtar & Butt, 2012; Quoquab et al., 2017). Third, the study outcomes demonstrate that value consciousness didn't significantly affect customer purchase intention. This outcome could reflect a strong desire of sample units to satisfy prestigious feelings by acquiring counterfeit genuine brands regardless of the perceived value they may gain. This result didn't consistent with marketing literature (Fernandes, 2013; Bloch et al., 1993). Fourth, Data analysis processes revealed that face consciousness negatively affects consumer intention. This result means that the degree of face consciousness is high in the Lebanese context which leads to affect customers' purchase intention negatively. In the same manner, the result means that the study population prefers to buy counterfeit genuine brands when it is difficult to uncover differences - by group members - with the original brands. This outcome is consistent with marketing literature in the context of counterfeit genuine brands (Sharma et al., 2016; Wu & Zhao, 2021; Bao et al., 2003). Sixth, the findings pointed out that consumers' attitudes positively affect their intention. This outcome shows that consumers' attitudes play a vital role in forming intention toward counterfeit genuine brands. As expected, this finding

is consistent with marketing literature (Fishbein & Ajzen, 1975; Ajzen & Fishbein, 1980; Penz & Stottinger, 2005).

Finally, with respect to the mediating role of attitudes between the research predictors which include social risks, religiosity, value consciousness, face consciousness and materialism (independent variables) and the criterion (dependent variable), the results demonstrated that attitudes didn't play a significant mediating role between social risks, religiosity, value consciousness, and consumer intention. The results revealed also that social risks, religiosity and value consciousness didn't affect directly or indirectly consumers' attitudes nor intentions. This result could be explained in terms of sample unit's attitudes that haven't form the affective part of their attitudes and that attitudes didn't form a psychological propensity of positive or negative feelings toward the counterfeits. This result didn't consistent with marketing literature such as (Wu & Zhao, 2021; Quoquab et al., 2017; Xi & Kenny, 2017). Moreover, the results revealed that both face consciousness and materialism have a significant direct relationship on attitudes and intention and attitudes is partially mediate the relationship face consciousness, materialism and consumers' intention. This means that sample units' attitudes in Lebanese context are influenced by the two variables. This result is consistent with literature in marketing such as (Xi & Kenny, 2017; Ting et al., 2016; Wu & Zhang, 2021).

10. RESEARCH IMPLICATIONS

The current study encompasses several interesting implications that benefit marketing scholars and practitioners. These implications present a novel perspective to better understand consumers' attitudes and behavior toward counterfeit genuine brands. Similarly, these implications help to answer the main current research question which is what are factors affecting customer attitudes and intention toward counterfeit genuine brands? Generally, the outcomes demonstrated by this research implies considerable twofold implications, theoretical and management implications.

On the theoretical level, this study advance knowledge of the marketing literature in the context of counterfeit genuine brands in several ways. First, this research adopted the theory of planned behavior, the theory of moral reasoning and the theory of reasoned actions as an approach to analyze factors influencing

consumers' attitudes and intention toward counterfeit genuine brands. Second, by investigating the role of attitudes - as a mediator variable - among social risks, religiosity, value consciousness, face consciousness, materialism, and consumers' intentions, the results –contrary to expectations- shown that attitudes mediate only the relationships between face consciousness and materialism and intention. This indicates the powerful role of attitudes to explain intention. Also, the interplays among the research independent variables, the mediator, and the dependent variable are delineated which give insights to the future research. Third, this study validated the empirical support to the theory of moral reasoning developed by (Kohlberg, 1978) which pointed out that customers try to compromise the ethical dilemma of their decision-making process through evaluating the consequences of the buying behavior. Contrary to expectations, the result revealed that value consciousness didn't affect attitudes nor intention toward counterfeit luxury products. This entails more research efforts to redefine the consumer behaviors toward counterfeits in middle east countries. Fourth, the majority of research that analyzing the impact of social risks, religiosity, value consciousness, face consciousness, materialism, attitudes on consumer intention to better understand consumer behavior was conducted in western countries, but this work is conducting in Lebanon to analyze the behaviors of Lebanese people toward counterfeits. The research findings are consistent with the literature review as a way to understand consumer behavior toward counterfeit genuine brands which in turn give an important insight to inspire future research toward comparison studies among nations. Fifth, this research is considered among a limited number of research that conceptualizes and investigates the effect of religiosity, face consciousness, and materialism -as independent variables- on buyers' attitudes and intention to buy counterfeit genuine brands. Analyzing the impact of these variables which are rarely studied, add value to the current research work as they help to deeply understand consumers' motives which contribute to giving insights to predict their buying behavior. sixth, this work successfully contributes in bridging the research gap through enriching marketing literature in terms of consumer behavior. This enrichment was attained by investigating the predictors of consumers' behaviors in Arabian countries toward counterfeit genuine brands. Moreover, this study empirically validates and explains the behaviors of materialistic people.

On management level, this study suggested some ideas that encounter the incremental threats of counterfeit luxury brands. These ideas will enhance organizations' abilities and capabilities to minimize the harmful impact of commercializing counterfeit genuine products. Similarly, it will help in solving the current study problems and achieving the objectives. For example, the producers of genuine brands are recommended to develop and adopt effective communication strategies that help in showing customers how they can detect the authentic product against the counterfeit. This could be done by educating consumers about the hazards of purchasing unauthorized products. In addition, companies are suggested to recruit consumers and intermediaries, and reporting suspicious brands and sellers. This will help them to sue or prosecute the attackers and discourage them from further attack. In addition, companies can cooperate with their stakeholders and launch anti-counterfeiting campaigns to show consumers how dangerous the consumption of counterfeit products are on the society. Moreover, the campaigns should also include that buying counterfeits contradicts with the religious views, which might lead customers to avoid purchasing them. Furthermore, companies are suggested to be more innovative in developing their ads by emphasizing that buying fake products is shameful and only materialistic people prefer and purchase them. Thus, companies should emphasize that authentic products serve materialistic customers, where counterfeits might destroy their self-image and make them feel embarrassed especially if they were detectable. In addition, organizations should also stress on the social risks associated with the consumption of counterfeit products since these messages will influence customers' motivations toward counterfeits. Organizations are also recommended to inform customers that counterfeits products do not offer the same value that genuine products offer. Thus, organizations should highlight on the value of their authentic products and also make customers realize that the prestige sense that comes from buying a counterfeit product will impose a variety of risks that might damage their ideal self. Finally, as laws and regulations could have vital impact on customers' purchasing behavior, it is recommended that organizations should trigger governments to consider purchasing counterfeit products as a crime, as a way to prevent the customers from considering counterfeit luxury brands over genuine ones.

II. RESEARCH RECOMMENDATIONS

The current study offers genuine products companies and public policymakers with relevant new, recommendations, suggestions and insights. On one hand, these recommendations will help to answer the current study problem questions and on the other hand, it will guide marketing managers and decision makers of genuine brands companies to deeply understand customers' motives toward fake products, enhance their marketing strategies and step forward to combat counterfeit genuine brands. Similarly, it will consider as an ongoing action plan to convince customers with risks associated with counterfeits. *First*, according to the results of current study, social risks didn't negatively affect customers' attitudes nor intention, so marketing managers should emphasize the enjoyment and the usefulness of using original or genuine luxury brands compared with the false products. Indeed, they should ignore the effects of social risks in selecting, buying, and using counterfeit genuine brands among the group members in the advertising campaigns. Moreover, marketing managers should pay considerable attention to the history of their company, the product specifications and the story behind the marketed brand, they also have to focus on the other types of perceived risks such as functional, financial, and psychological risks. In this way consumers could realize the differences between genuine and counterfeit genuine brands and they will acknowledge and be aware of the benefits of acquiring the original luxury products. Applying this to marketing promotions strategies, will lead to strengthening consumers' desire toward genuine products and at the same time will undermine their intention to purchase counterfeit genuine brands.

Second, the study results revealed that religiosity didn't affect significantly customers' attitudes nor intention toward counterfeit genuine brands. In this regard, marketers of genuine products should ensure the performance and quality dimensions of their brand in marketing communication strategy rather than the religious perspective as a way to enhance their customers' attitudes and intention. This will yield a favorable positive attitude toward genuine brands that sequentially undermine their intention to buy counterfeit genuine brands. In addition, marketers are recommended to promote the specifications of their genuine products via the company's websites and ensure customers' awareness to the significant differences with counterfeit genuine brands.

Third, contradictory to expectations, the current study findings revealed that value consciousness didn't significantly affect customer attitudes nor intention toward counterfeit genuine brands. Based on this result, marketers of genuine luxury products should devote their efforts to design innovative customer loyalty programs as a target to reinforce their attitudes and intention positively. These programs will help marketing managers in inspiring their customers to purchase the original brands. marketing managers are recommended to develop and maintain strong relationships with their customers. This recommendation can be achieved through adopting customer relationship management that expected to develop more positive attitudes toward their genuine brands.

Fourth, the results indicated that face consciousness negatively affects both customers' attitudes and intention to buy counterfeit genuine brands. Based on this finding, marketing managers of genuine brands are recommended to analyze their customers' characteristics worrying about being detected by others while they are consuming the counterfeit genuine brands via marketing research. This analysis should be used as a base to develop the suitable technology that protect genuine products and to innovate new designs which make it difficult to be imitated by counterfeit manufacturers. Marketing managers are also recommended to use anti-counterfeit codes and slogans that cannot be easily imitated. Marketing managers should educate customers -through promotion strategies- how to distinguish between counterfeit and genuine products. In this way, customers can better differentiate between counterfeit and original brands. As a result, the purchasers of the counterfeit genuine product are more likely to be discovered by others. This will lead to undermine their desires to purchase counterfeit genuine brands and instead, they will have strong desires to buy genuine brands. Marketers and governments are recommended to inspire customers' awareness to fear losing their face by acquiring counterfeit luxury products. In the same vein, governments and policy makers are recommended to issue laws and regulations that prohibit trading counterfeit genuine brands. Governments are also recommended to educate people that buying counterfeit genuine brands is a face losing act and not a face saving act. They also recommended educating students in schools and universities on the correct consumption ethics, moralities principles, and actions that reduce their willingness to buy fake items. *finally*, the research findings show that materialism

positively affects customers' intention toward counterfeit products. In the light of this result, public policymakers and marketers of genuine products play a vital role in educating materialistic consumer's that they will not be happy if they acquire fake and imitated products and this will lead to undermining the desire to project social status, wealth, prestige, social appreciation, and uniqueness. In this way, materialistic customers would like to buy the original of the luxury brand instead of buying counterfeit luxury products.

12. LIMITATIONS AND SUGGESTED IDEAS FOR FUTURE STUDIES

Although the current research involves its merits in investigating customers' attitudes and intention to purchase counterfeit genuine brands, it is not free of limitations. These limitations should be taken into considerations when explaining the results which give insights to suggestions for future research. First, this study was conducted in Lebanon, so it is recommended to be replicated in other countries to compare customer behaviors toward counterfeit genuine brands. Second, other research could be conducted on certain product categories such as electronics, kids' toys, software, foods, wrist watches, spare parts for cars, etc., and analyzing the differences in consumers buying behaviors. Third, it is also recommended for future studies to add moderators' variables such as gender, income, ethnicity, and age. This is because when the customer becomes involved in the decision, he or she will have many concerns about the products and will more likely be more risk aversion. Fourth, this research is conducted during covid19 pandemic Lockdown time period, so future research is recommended after the pandemic using different surveying methods such as focus groups. For this reason, the results of this study should be used in cautious. Fifth, the current study investigated value consciousness as a single construct, other research is highly recommended to apply this construct as a multi-dimension construct such as monetary, functional, and image value and then examining their relationships with attitudes and intention to purchase counterfeit genuine brands. Finally, the unit of study for research is non-deceptive counterfeit luxury products, so future research is recommended to investigate customers' behavior toward deceptive counterfeit genuine brands.

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APPENDIX

QUESTIONNAIRE

Dear Participant,

I invite you to participate in a research study entitled: **Factors Affecting Customer Intention Toward Counterfeit Luxury Products: Mediating the Role of Attitudes**

Your participation in this research project is completely voluntary. You may decline altogether, or leave blank any questions you don't wish to answer. There are no known risks to participation beyond those encountered in everyday life. Your responses will remain confidential and anonymous. Data from this research will be kept under lock and key and reported only as a collective combined total. No one other than the researchers will know your individual answers to this questionnaire.

If you agree to participate in this project, please answer the questions on the questionnaire as best you can. It should take approximately ten minutes to complete.

If you have any questions about this project, feel free to contact *(Dr. AlaaEldin Abbass Ali, Acting head of business Administration Dept., Faculty of Business Administration, Beirut Arab University at alaaabass@hotmail.com)*.

Thank you for your assistance in this important endeavor.

Sincerely yours,

Kindly place (√) in the box related to the correct answer:

1. Age:

- 16 -19
- 20-29
- 30-39
- 40 -50
- 51- 60
- 60 and above

2. Gender:

- Male
- Female

3. Marital Status

- Single
- Married
- Divorced

4. Education background:

- Bachelor degree Student
- Master or MBA Student
- PHD or DBA Degree Student

5. What is your annual income? (only for employed students)

- Between \$300 and \$700
- Between \$701 and \$1500
- Between \$1501 and \$3000
- \$3001 and above

Kindly specify your agreement level, related to the following statements, considering the university you are studying in, based on five points Likert scale ranging from "1" (strongly disagree) to "5" (strongly agree).

Items	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
I don't prefer to purchase counterfeit products since it will make others have a bad impression of me					
I am worried that others will find out that I am using counterfeit products, so I don't purchase counterfeit products.					
I don't want to purchase counterfeit products because it will award me a false image.					
I believe in God.					
I carefully avert shameful acts.					
I always accomplish my duty to God.					
It is important for me to follow God's commandments conscientiously.					
Religious beliefs impact all my dealings with everyone.					
When purchasing a certain product, I will compare the prices of various brands.					
Usually I compare the prices of multiple items when I purchase something, and I purchase it at the most cost-effective one.					
When I purchase something, I want to spend the same amount to purchase the highest quality product.					
It is necessary that others like the products and brands I purchase.					
Sometimes I purchase a product because my friends purchase it.					
Name-brand purchase is a smart way to differentiate people.					
Name products and brands purchase can offer me a sense of prestige.					
I admire individuals who own expensive homes, cars and clothes.					
Some of the most significant achievements in life encompass acquiring material possessions.					
I don't place much emphasis on the amount of material objects people own as a signal of success.					
The things I own say a lot about how well I'm doing in life.					
I like to own things that impress others.					
I don't pay much attention to the material objects other individuals own.					

I would consider luxury counterfeit as a choice when purchasing something.					
I will purchase counterfeit luxury products.					
I will recommend that my friends and relatives buy counterfeit luxury products.					
I would always say positive things about counterfeit luxury product.					
Referring to price, I prefer counterfeit luxury products.					
I like shopping for counterfeit products.					
Purchasing counterfeit luxury products generally benefits consumers.					
There is nothing wrong with buying counterfeit luxury products.					
Generally, purchasing counterfeit market goods is a better choice.					

Thank you

العوامل المؤثرة في النوايا الشرائية تجاه العلامات المقلدة: الدور الوسيط للاتجاهات

د. علاء الدين عباس علي

ملخص البحث باللغة العربية

هدفت هذه الدراسة الي تحليل العوامل التي يحتمل أن تؤثر على اتجاهات ونوايا المستهلك النهائي لشراء المنتجات الاصلية المقلدة. وتتضمن هذه العوامل كل من المخاطر الاجتماعية ومدى الالتزام الديني والشعور نحو القيمة والشعور بالخجل عبر تعبيرات الوجه والمادية. ولتحقيق هذا الهدف تم اعداد وتنميه أداة قياس المتغيرات بناء على مراجعة الدراسات والادبيات التسويقية في مجال المنتجات الاصلية المقلدة. كما تم سحب عينة ميسرة قوامها 493 مفردة من مستهلكي المنتجات الاصلية المقلدة في لبنان. وبناء على الدراسات السابقة تم اعتبار الاتجاهات على انها المتغير الوسيط والذي بدوره يقع بين متغيرات الدراسة المستقلة وبين المتغير التابع وهو النوايا الشرائية.

وقد أظهرت نتائج التحليل الاحصائي لهذه الدراسة عن عدم تأييد الفرضية التي تنص علي وجود تأثير سلبي لكل من المخاطر الاجتماعية ومدى الالتزام الديني في كل من الاتجاهات والنوايا الشرائية للمستهلك نحو شراء المنتجات الاصلية المقلدة. كما أظهرت النتائج عن عدم تدعيم فرضية البحث بأن الشعور نحو القيمة يؤثر تأثيراً إيجابياً على اتجاهات المستهلك ونواياه الشرائية. كما كشفت النتائج أيضاً عن تدعيم فرضية أن الشعور بالخجل عبر تعبيرات الوجه تؤثر تأثيراً سلبياً علي كل من اتجاهات المستهلك و نواياه الشرائية لشراء المنتجات الاصلية المقلدة. أما بالنسبة للمادية فقد أظهرت النتائج بأن هذا المتغير يؤثر تأثيراً إيجابياً في اتجاهات المستهلك ونواياه الشرائية نحو المنتجات الاصلية المقلدة.

وكذلك لم تؤيد نتائج البحث الحالي الفرضية بأن الاتجاهات تلعب الدور الوسيط بين كل من المخاطر الاجتماعية ومدى الالتزام الديني والشعور نحو القيمة وبين المتغير التابع وهو النوايا السلوكية لشراء المنتجات الاصلية المقلدة. وفي النهاية فقد أيدت نتائج الدراسة الحالية الفرضية بأن الاتجاهات تلعب الدور الوسيط بين كل من الشعور بالخجل عبر تعبيرات الوجه والمادية وبين المتغير التابع وهو النوايا الشرائية.

إن النتائج التي قدمتها الدراسة الحالية تفيد كل من رجال التسويق الذين يقدمون منتجات أصلية مقلدة وكذلك صانعو السياسات الحكومية وذلك من خلال تقديم عدداً من الاليات المفيدة لحفز المستهلكين نحو شراء العلامات الاصلية والتصدي لمواجهة مخاطر المنتجات الاصلية المقلدة. ويعتبر هذا البحث من الدراسات الرائدة التي تناولت تحليل اتجاهات العملاء والتنبؤ بسلوكهم الشرائي تجاه المنتجات الاصلية المقلدة.

الكلمات الدالة: المنتجات المقلدة- المخاطر الاجتماعية- مدى الالتزام الديني- الشعور نحو القيمة- الشعور بالخجل نحو تعبيرات الوجه- المادية- الإتجاهات- نية المستهلك.

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