

## Analysis the Consumers' Perceptions and Purchase Intentions of Fake Product

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**Abstract:** The price of fake products is much lower than that of genuine brand products. The consumer willing to buy fake products, consist in their can or cannot to discriminate difference between the fake goods with authentic branded products. Or because their attitude themselves do not reject the fake products. Or they maybe buy the fake products. Will even be to attention about whether some authentic branded products have fake goods can to buy? This study use the questionnaire was developing to interview loyal user of branded. The results reported that the uneven wealth is the main cause of fake products.

**Keywords:** fake, products.

### INTRODUCTION

The price of authentic branded products is expensive, accompanied with technology is advancing; the faking and piracy have become common problems in the world.

Fake products are mostly luxury items. Luxury products are a type of consumer products, that exceed the needs of people's survival and development, but are scarce, unique, and exotic, and most of them are not necessities of life.

Conspicuous, snob, and conformity may be the motives for buying fake products. Of course, the price of fake goods is much lower than that of genuine brand goods.

Objects that are faked, their types are including all-inclusive, ordinary daily necessities, even expensive jewelry and diamonds they are not all spared.

Price is one important factor for consumer purchase fake product [1]. Wee *et al.* [1] believe that there are many factors that influence consumers to purchase fake goods. In addition to price and non-price factors (personal traits, ethics, laws, national culture, and product characteristics), consumers know the properties of fake goods. And think that fake goods and famous brand products will be purchased.

Bansal and Voyer [2] found that word-of-mouth spreads occur frequently in daily human-to-human communication and have a profound effect on consumer behavior.

Thus, this study aims are to test the weather difference between gender and the interviewees percept of knowledge, attitude, and behavior. And whether difference the different monthly groups between percept of knowledge, attitude, and behavior.

### LITERATURE

Beatty and Smith [3] defined the consumer's product knowledge as that for a particular product, the consumer knows what he knows and knows about the product, including past and this product experience.

Engel *et al.* [4] believe that product knowledge is composed of many different aspects, including the following five items:

- The degree of understanding of the product variety and brand.
- The degree of understanding of the product's related terms and their meaning.
- Understanding of product attributes and characteristics.
- Confidence and attitude towards the general or specific brand of the product.
- The price of the product is known.

Brucks [5] advocates that consumers' product knowledge can be divided into the following three categories:

- Subjective Knowledge.
- Objective Knowledge.
- Experience-Based Knowledge.

Rao and Monroe [6] believe that product know-how will influence the consumer's assessment of the product. Product awareness plays a very important role in the process of consumer information search behavior and purchase decision. Because different levels of product awareness will influence consumer's purchase decision and indirectly influence consumer's purchase intention.

Kay [7] and Cordell *et al.* [8] reported that consumers' level of understanding of fake goods will affect their purchase intentions and behaviors. The consumer's attitude towards fakeing has a significant correlation with its fake goods purchase intention [1, 8, 9, 10, 11]. That is, when consumers take a favorable attitude toward fake infringement, they can easily buy fake goods.

**Analysis Method**

This study was adopting the questionnaires to interview branded lover. The SPSS 12.0 software is as the analysis tool. The analysis methods there are descriptive statistic, ranking, T-test, and ANOVA analysis.

**RESULTS**

**Descriptive statistic**

Male respondents account for about 43% of the total respondents, 185. Female respondents were 243, which account for about 57% of the total respondents.

**Ranking**

For male, "production or manufacture of branded fake products is a tort" was the most of percept related the fake products items by this group, following were "I know that the sale of fake products will hurt the interests of the authentic products manufacturers", "many brand-name fake goods are found on the market", "I know which authentic branded have produce fake products", and "many people will buy fake products".

"Production or manufacture of branded fake products is a tort" was also the most of percept related the fake products items by female group, following were "I know that the sale of fake products will hurt the interests of the authentic products manufacturers", "many brand-name fake goods are found on the market", "many people will buy fake products", and "I know which authentic branded have produce fake products".

The item "If I want to buy some of the famous branded, this brand name fake goods is my firstly purchase choice" is the lowest agreement percept in the male and female group (Table 1).

**Table-1: Mean scores statistical by gender**

Items	male n=185	Female n=243
Production or manufacture of branded fake products is a tort.	4.30	4.35
I know which authentic branded have produce fake products.	3.71	3.69
I can discern the difference between branded authenticity and fake products.	3.19	3.05
I know that the sale of fake products will hurt the interests of the authentic products manufacturers.	4.22	4.14
I will not reject fake products.	2.92	3.02
Many brand-name fake goods are found on the market.	3.72	3.88
Many people will buy fake products.	3.70	3.79
I will care if some brands whether to do sale the fake products.	3.22	3.13
I would recommend others to buy fake products.	2.54	2.42
I will tell about the benefits of buying fake products to others, such as very low prices.	2.40	2.23
I will encourage others to buy fake products.	2.42	2.24
If I want to buy some of the famous branded, this brand name fake goods is my firstly purchase choice.	2.30	2.23
In the future, I will buy branded fake products again.	2.56	2.38

The total respondents were divided four groups according to different salary. As shown Table 2, “production or manufacture of branded fake products is a tort” item is the four different salary groups most of agreement item, and item “If I want to buy some of the famous branded, this brand name fake goods is my

firstly purchase choice” were the >14999, 15001-30000, and >45000 salary groups percept the lowest agreement item; item “I will tell about the benefits of buying fake products to others , such as very low prices” was the 30001-45000 salary group percept the lowest agreement.

**Table-2: Mean scores statistical by salary**

Items	<14999	15001-30000	30001-45000	>45000
Production or manufacture of branded fake products is a tort.	4.36	4.10	4.42	4.59
I know which authentic branded have produce fake products.	3.77	3.70	3.32	3.55
I can discern the difference between branded authenticity and fake products.	3.11	3.25	3.13	2.59
I know that the sale of fake products will hurt the interests of the authentic products manufacturers.	4.17	3.99	4.37	4.52
I will not reject fake products.	3.00	3.02	2.89	2.69
Many brand-name fake goods are found on the market.	3.85	3.67	3.74	4.03
Many people will buy fake products.	3.73	3.77	3.66	4.00
I will care if some brands whether to do sale the fake products.	3.17	3.24	3.16	2.93
I would recommend others to buy fake products.	2.48	2.70	2.21	2.03
I will tell about the benefits of buying fake products to others, such as very low prices.	2.33	2.43	2.08	1.97
I will encourage others to buy fake products.	2.34	2.52	2.11	1.86
If I want to buy some of the famous branded, this brand name fake goods is my firstly purchase choice.	2.28	2.40	2.18	1.76
In the future, I will buy branded fake products again.	2.46	2.67	2.21	2.10

**T-test and ANOVA analysis**

According to the Table 3, this study didn’t found any percept difference between gender groups. There are present that no significant difference.

Table 4 shown that the different salary groups percept the items were significantly difference in the following: “production or manufacture of branded fake products is a tort”, “I can discern the difference between

branded authenticity and fake products”, “I know that the sale of fake products will hurt the interests of the authentic products manufacturers”, “I would recommend others to buy fake products”, “I will encourage others to buy fake products”, “If I want to buy some of the famous branded, this brand name fake goods is my firstly purchase choice”, and “In the future, I will buy branded fake products again” these items.

**Table-3: T-test by the gender**

Items	F test	T test	P-value
Production or manufacture of branded fake products is a tort.	1.805	-0.700	0.485
I know which authentic branded have produce fake products.	1.296	0.172	0.863
I can discern the difference between branded authenticity and fake products.	14.277	1.421	0.156
I know that the sale of fake products will hurt the interests of the authentic products manufacturers.	1.196	0.913	0.362
I will not reject fake products.	3.050	-0.969	0.333
Many brand-name fake goods are found on the market.	2.805	-1.648	0.100
Many people will buy fake products.	0.388	-1.054	0.293
I will care if some brands whether to do sale the fake products.	1.858	0.779	0.437
I would recommend others to buy fake products.	1.942	1.192	0.234
I will tell about the benefits of buying fake products to others , such as very low prices.	9.475	1.730	0.084
I will encourage others to buy fake products.	13.737	1.780	0.076
If I want to buy some of the famous branded, this brand name fake goods is my firstly purchase choice.	6.768	0.744	0.457
In the future, I will buy branded fake products again.	3.921	1.689	0.092

Table-4: ANOVA by the salary groups

Items	F test	P-value
<i>Production or manufacture of branded fake products is a tort.</i>	3.970	0.008
I know which authentic branded have produce fake products.	2.529	0.057
<i>I can discern the difference between branded authenticity and fake products.</i>	3.053	0.028
<i>I know that the sale of fake products will hurt the interests of the authentic products manufacturers.</i>	3.636	0.013
I will not reject fake products.	0.932	0.425
Many brand-name fake goods are found on the market.	1.345	0.259
Many people will buy fake products.	0.839	0.473
I will care if some brands whether to do sale the fake products.	0.566	0.638
<i>I would recommend others to buy fake products.</i>	3.748	0.011
I will tell about the benefits of buying fake products to others , such as very low prices.	2.113	0.098
<i>I will encourage others to buy fake products.</i>	3.594	0.014
<i>If I want to buy some of the famous branded, this brand name fake goods is my firstly purchase choice.</i>	2.856	0.037
<i>In the future, I will buy branded fake products again.</i>	2.947	0.033

### CONCLUSION

For fake products, the male and female didn't have significantly difference views. But, different salary group to percept the fake products items, they presented that some items percept have significantly difference, specially encourage others to buy, I want to buy, and the future to buy, they also had different view. Obviously, the salary issue is one of the important factors to affects the consumers want to buy the fake products. This also shows that the uneven wealth is the main cause of fake products.

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