Antecedents of Attitudes Toward Counterfeits of Luxury Brands: a Consumer Misbehavior Model Perspective

Seung-Hee Lee, Kent State University, USA
Boonghee Yoo, Hofstra University, USA

The purpose of this study was to examine the determinants that influence consumers to purchase counterfeit products, and to propose and test a model that deals with the main antecedents of consumer attitudes toward counterfeits of luxury brand. The consumer misbehavior model was adopted for this study as theoretical framework. This research involves three elements: 1) product variables such as price and quality, 2) individual variables such as materialism and consumer ethics, and 3) social variables such as subjective norms based on the framework.

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factorized. Therefore, we used a mixed ANOVA design: 3 emotion (happy, sad, and neutral: between-subjects) x 4 hue x 2 saturation x 3 lightness ANOVA.

One hundred fifty nine undergraduate students from a large western university participated in a study. Emotions were induced successfully as intended. The three hypotheses predicted emotional effect on color preferences in different direction. To test these hypotheses, we conducted a mixed ANOVA examining the effects of a perceiver’s emotion (happy, sad, and neutral: between-subjects) on preferences for colors’ dimensions (hue x saturation x light). A full factorial ANOVA did not reveal significant effects. However, after grouping hues by wavelength we found a significant interaction among wavelength, lightness, and emotion. In the light and middle lightness levels, the happy group’s preferences for long wavelength colors significantly increased. However, the happy group’s preferences for dark colors were not different from other groups.

In summary, a perceiver’s emotion affects his color preferences. More specifically, when people are happy (vs. neutral), happiness associated colors, that is, highly arousing colors such as light red and yellow, are more preferred.

**References**


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**Social Attributions of Obesity and Attitudes toward Food Marketing: Implications on Framing Strategy**  
**Jung-Sook Lee, Towson University, USA**

Using attribution theory, the study investigates the relationships between social attributions of obesity and consumers’ attitudes toward food-marketing policy. Findings from a survey of 316 college students indicate that differences in social attributions, causes of and responsibilities to obesity, are significantly related to consumers’ attitudes toward food-marketing policy. Attitudes toward food advertising and beliefs on the importance of obesity are also important in predicting consumers’ attitudes toward food-marketing policies, both directly and indirectly through social attributions about obesity. A synergetic framing, instead of a competitive framing, between personal and social attributions is recommended as a message framing strategy to build consumers’ support for policies on food marketing.

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**Antecedents of Attitudes towards Counterfeits of Luxury Brands: A Consumer Misbehavior Model Perspective**  
**Seung-Hee Lee, Ewha Womans University, Seoul, Korea  
Boonghee Yoo, Hofstra University, USA**

*Conceptualization:* Counterfeiting is a global problem with a growth rate of 1700% over the past decade (U.S. Department of State, 2006). Estimates of global sales for counterfeit products are about $600 billion per year, accounting for 9% of world trade (Cordeiro 2007). Much research can be found in the literature that deals with anti-counterfeit strategies from the supply side to protect counterfeiting (e.g., Chaudhry et al 2005; Shultz and Nill 2002). However, the counterfeiting problem is not related only to the manufacturers of counterfeit products, but also the demand for these counterfeit products. For better understanding consumer behavior about counterfeit products, the consumer misbehavior model was used for this study. Consumer misbehavior is defined as ‘behavioral acts by consumers which violate the generally accepted norms of conduct in consumption situations’ (Fullerton & Punj 1997, p.336). This consumer misbehavior has been accepted as a component of consumer experience. More than thirty-five types of consumer misbehavior such as shoplifting, financial fraud, and purchase of counterfeit products have been explained. Based on the literature review, this research involves three elements: 1) product variables such as price and quality, 2) individual variables such as materialism and consumer ethics, and 3) social variables such as subjective norms.

*Purpose of this study:* Therefore, the purpose of this study was to examine the determinants that influence consumers to purchase counterfeit products, and to propose and test a model that deals with the main antecedents of consumer attitudes toward counterfeits of luxury brands. Six hypotheses were developed. H1: The perceived price-advantage of counterfeits has a positive effect on the attitude toward counterfeit products. H2: The perceived quality of counterfeits has a positive effect on the attitude toward counterfeit products. H3: Materialism has a positive effect on the attitude toward counterfeit products. H4: Consumer ethics has a negative effect on the attitude
toward counterfeit products. H5: Subjective norm has a positive effect on the attitude toward counterfeit products. H6: Attitude toward counterfeit products has a positive effect on purchase intention of counterfeits.

Method: Three hundred and sixty-nine undergraduate female students (M=21.4) at a large university in Seoul, Korea took part in this study. Korea is one of the top five biggest counterfeit manufacturers worldwide along with China, Taiwan, India and Hong Kong (Casabona 2009). Approximately 70% of the respondents were marketing and fashion majors. Their monthly personal disposable income ranged from $70 to $900 (M=$318). The questionnaire included demographic items and questions as to whether or not participants had purchased counterfeit products. The purchasers of counterfeits ‘knowingly’ purchased a counterfeit as non-deceptive counterfeits. For measurement, perceived price-advantage, quality of counterfeits, and subjective norms items were adopted from Tom et al (1998)’s scale. Richins and Dawson (1992)’s materialism scale and Muncy and Vitel (1992)’s consumer ethics scale were also used for this study. Each item was accompanied by a 7-point scale (7=strongly agree; 1=strongly disagree). Descriptive statistics and structural equation modeling using AMOS program were conducted for data analyses.

Major Findings: Approximately 67% of respondents had purchased counterfeit fashion products such as clothing, handbags, accessories and shoes. To ensure data validity and reliability in this study, internal consistency, convergent validity, and discriminate validity were examined. As the results, strong evidence demonstrated satisfactory data validity and reliability. As the next step, the subsequent process of identifying the structural model that best fits the data was conducted. The findings indicated the structural model presented in this study showed adequate overall goodness-of-fit with observed data (Chi-square =15.85, d.f. =5, p=.05; GFI=.99; AGFI=.98; CFI=.99; RMSEA=.001, RMR=.028). The results of hypothesis testing showed four hypotheses out of six supported at the significant level of lower than 0.05. That is, the perceived price-advantage of counterfeits (H1: Estimate=.126, p<.05), and perceived quality of counterfeits (H2: Estimate=.373, p<.0001) had a positive effect on the attitude toward counterfeit products. Also materialism (H4: Estimate=.446, p<.0001) had a positive effect on purchase intention of counterfeits. However, H2 and H4 were not supported.

Managerial Implications: Based on these results, consumer’s attitudes toward counterfeits is an important predictor of counterfeits of luxury brands. Purchasing counterfeit products is illegal globally and is considered consumer misbehavior. This study will provide practical and useful information for educators, global marketers and policy makers that will be beneficial in the protection of counterfeit misbehavior. Results of this study are only partially conclusive, and further research is necessary to better understand this phenomena.

References

The Effects of Values-Affirmation on Charity Support Behavior: The Mediating Role of Positive Other-Directed Feelings
Yun Lee, University of Iowa, USA
Jing Wang, University of Iowa, USA

Despite charitable organizations’ enormous social and economic impacts in our society (Bendapud et al. 1996), charitable giving has stagnated in the U.S over the last 30 years, and philanthropic institutions have found it increasingly difficult to raise needed funds from givers (Merchant and Ford 2008). Given today’s daunting situations charities are faced with, in this article, we suggest that affirming important personal values motivate charity support behavior.

This argument follows from self-affirmation theory. Self-affirmation refers to behavioral or cognitive events that bolster the ‘perceived integrity of the self’ (Steel 1988, p.291). Social psychologists have documented that self-affirmation encourages people to see themselves objectively (Harris and Napper 2005), and helps them buffer against self-threatening information (Armitage et al. 2008; Harris et al. 2007; Koole et al. 1999) and decrease biased information processing of a persuasive message (Cohen et al. 2000; Harris and Napper 2005; Reed et al. 1998). It has also been linked with less motivational processing of disonance provoking situations (Steele and Liu 1983), increased open-mindedness (Correll et al. 2004; Sherman and Cohen 2006), and decreased closed-mindedness and inflexibility in negotiation (Cohen et al. 2007). Taken these together, we argue that the process of values-affirmation may increase the persuasiveness of a message about charity support.