STUDENTS’ ETHICAL PERCEPTIONS OF PURCHASING COUNTERFEIT GOODS (CASE STUDY: UNIVERSITIES OF KOHKILUYE AND BOYER AHMAD PROVINCE)

Saeed Delawar Fard¹ and *Mohammad Haghighi²

¹Department of Management, Kohkiluye and Boyerahmad Science and Research Branch, Islamic Azad University, Yasouj, Iran
²Department of Management, Management College, Tehran University, Tehran, Iran

*Author for Correspondence

ABSTRACT

The present study aimed to assess students’ ethical perceptions of purchasing counterfeit products (Case study of Kohkiluye and Boyer Ahmad province). The statistical population of 150 subjects was studied in order to test the hypotheses. Using simple random sampling, survey questionnaires were distributed randomly. A total of 150 questionnaires were analyzed. Researcher made questionnaire with reliability of 0.65 percent and reliability supplied by expert opinions was used to collect the data needed for testing the research hypotheses. Data was analyzed using SPSS software and using the Pearson correlation test in order to test the research hypotheses, independent t-test and ANOVA in order to examine the role of demographic variables on respondents' comments and Kolmogorov-Smirnov test in order to evaluate the normality of data. The main hypothesis test at 95% level of confidence showed that there is relationship between students' ethical perceptions of purchasing counterfeit products. Sub-hypotheses testing suggest that there is relationship among counterfeit products, purchase attitudes and intention, subjective beliefs and ideas and knowledge of products and ethical perceptions. Also, research findings indicate that Education, gender and age of employees don’t effect on their opinions.

Keywords: Counterfeit Products, Purchase Attitudes and Intention, Subjective Beliefs and Ideas and Knowledge of Products

INTRODUCTION

Among the global trends that are increasing warningly include production, distribution and consumption of counterfeit goods. Despite legal provisions intended to reduce the sale of counterfeit goods, many leaders and designers around the world have identified growth of this issue and forming groups such as International Anti-Counterfeiting Coalition (IACC) try to protect their designs against copying and counterfeiting. Counterfeiting is a serious and growing problem worldwide that is taking place in developing and developed countries. In American economy, counterfeiting cost is estimated to amount of two hundred billion dollars per year (Chadory et al., 2005).

There are several definitions of counterfeiting products (Chadory et al., 2005), that have defined counterfeit products as “any illicit manufacture of products with particular trademark, patent and copyright”. In fact, it can be said that counterfeiting includes similar illegal examples of main products that are manufactured illegally, cheap and often with low-quality (Chekovsky, 1999).

According to (Cho, 2000) counterfeit goods refer to products that are reproduced with luxury brands. These products features are the same as characteristics of main product in terms of packaging, labeling and trademarks, which are made quite similar to original product. According to the evidences provided by International Anti-Counterfeiting Coalition (IACC, 2005) and International Intellectual Property Institute (IIPI, 2003), five percent of total products around the world are counterfeit, and it seems that the amount has increased in recent years (Norem and Kono, 2011).

Today, counterfeit products global market has past from boundary of $ 600 billion per year, which is almost seven percent of world trade (World Customs Organization, 2004) and the crisis has increased more than thousand percent in the last twenty years and is due to the increase in consumer demand.
the other hand, the growing market for counterfeit goods is related to the increase in global trade and the emergence of new markets (He et al., 1995). In America state, counterfeiting costs have increased more than two hundred and fifty billion dollars per year for businesses (Kono et al., 2011). The harmful effects of counterfeiting on trade are entirely proven and are very high in addition to ethical issues of counterfeiting. For example, United States Chamber of Commerce (2006) stated that, counterfeiting leads to annual loss of more than 750,000 jobs in America. Many countries have adopted anti-counterfeiting strategy to control this problem. Thus, research on identification of counterfeit goods and ethical attitudes and perceptions of people who buy counterfeit goods and those who do not, is important and necessary.

**Literature**

**Ethical Decisions and Related Behavior**

Marketing major has witnessed for efforts and considerable researches on ethics subject. This is because the marketing in general and buyer-seller relationship is a scope where many ethical problems occur (Whittle and Fosstrond, 1987).

Currently, extensive researches are conducted with a focus on ethics. But most of researches have concentrated buyer-seller bilateral interaction on aspects of seller and relatively few studies have been conducted on ethics with regard to the aspect of consumer. Most aspects of consumer behavior are influenced by ethics. The "consumer ethic" is defined as ethical rules, principles and standards that guide behavior of a person (or group) in terms of selection, purchase, use or sale of product or service (Mansi and Whittle, 1993).

On consumer side, "ethical consumption" is a growing phenomenon and is considered as a rule in business activities and hence is increasingly used by large and small firms (Ivanof et al., 2005).

**Consumer Purchase Intent**

Purchased decisions that are taken by the consumers are divided into three groups. Complex, limit and normal decision.

1-Complex decision making: decisions that are made for solving problems. They have more conformity with traditional views on decision making. Decision making process for solving complex problems is started with the aim of access to proper goods. These decisions are made with risks.

Each product is examined based on importance of decision and selection is done based on specifications of a special mark and proper function.

2- Limited decision making: this type is easier and understandable. Purchasers don’t have any motivation to gather information and do not try evaluation. They use simple rules to select one of option.

These cognitive methods cause that consumers instead of decision making in future, use a general guide for this aim.

3- Normal decision making: most of purchase decision makings are done daily and commonly and when good are seen in stores. Selecting goods option is done with less efforts and without knowledge on goods and automatically. Purchase based on purchase habits and repeats behavior cause that consumers use the least energy for purchase decision making.

Consumers face complex decision making when they want to purchase expensive goods that do not have any information on it, this is complex type of decision making.

**Consumer Beliefs and Ideas**

People obtain their beliefs and ideas through learning and practice. These beliefs and ideas effect on their purchase behavior. A belief is a descriptive idea that one has against something. These beliefs may be based on information, opinions and loyalty. These beliefs may or may not effect on feeling. Marketers are interested in people beliefs on special goods and services and their formation. These beliefs encompass goods and mark imagination as corona and people act based on their beliefs. If some of these beliefs prevent purchase because of non-accuracy, marketer must correct them through relying on special programs.

People have beliefs on religion, politics, clothing, music, food and anything. A belief shows the evaluation, feelings, willing of a person for a good or thinking. These beliefs form ones interest or hate
for something and attract one or expel him for something. Studies and researches on different beliefs about firms’ goods may be beneficiary for that firm.

Role of Attitude in Consumer Behavior Analysis

A common and effective approach to change attitude is to focus on cognitive part of attitude. There are four marketing strategies in order to create changes in cognitive structure of consumer attitude, including:

1. Changes in beliefs
   This strategy includes changes in people beliefs on functional status of product brand as a factor or any feature of product. In fact, any effort of marketers to change people beliefs is in line with some judgments and comments formation in mind of people to good performance.

2. Changes in importance
   According to most of consumers, some features of a product are more important than others. Marketers of a company try to convince e consumers that features of a brand are important.

3. Adding beliefs
   Another approach to modify the cognitive elements is to add new beliefs to consumer beliefs and suggest new beliefs.

4. Changes in ideals
   The ultimate strategy for changing the cognitive component is to change the perception of people for brand or ideal is (Roselius, 1971).

Purchase selection of someone is effected by 4 psychological factors: Motivation, perception, learning, beliefs and attitudes.

Central attitude for shopping process is buyer behavior. There are tools to identify needs, collect and analyze data, set the arguments and beliefs and activities. This means that all motivation, perception, learning and attitudes are formed and on this basis consumer decides. So it can be said that attitude directly affects on decision. Attitude is handled as a bridge between consumer intellectual characteristics and consumption that satisfy his needs. Attitude describes adaptive behavior and assessment of trends, emotions and tendencies of a person to a topic or idea. People's attitudes in conceptual framework are to like or dislike things and move towards them or away from them.

However, attitudes are developed though personal experiences, learning reality as well as information from friends, vendors and media. They are also affected by direct and indirect experiences of life.

So, recognizing the fact that many factors precede the formation of attitudes and changes is important. Background characteristics of consumer are consumer's life inherent characteristics that are based on cultural history of consumers, demographic values and features, psychology and social attitudes of consumer.

Knowledge of Products

Awareness of value is defined as sensitivity and concern of person to pay lower prices provided meeting certain quality constraints (FAO et al., 2009).

This means that, consumer being aware of value, tend to buy products that despite the cheap price, has acceptable quality.

Counterfeit products may have lower quality than original products, but have cost savings for customers in terms of price. So, being aware of product value has positive effect on people perspective about Counterfeit products.

A universal definition of consumer mental involvement may be as follows: degree or amount of consumer interest in product insurance or particular importance of a good for consumers based on their inherent needs, values and interests (Espejel et al., 2009).

Researchers on consumer behavior believe that mental involvement is an intermediate variable in the decision-making process for purchase. Furthermore, researches show that mental involvement of
consumers is affected by factors related to product, personal characteristics of consumer and situational factors related to purchase decision making (Kinard and Capella, 2006).

Hypotheses

It seems that, there is relationship between counterfeit goods and ethical perceptions of students.
It seems that, there is relationship between purchase intention and attitudes and ethical perceptions of students.
It seems that, there is relationship between knowledge of products and ethical perceptions of students.
It seems that, there is relationship between ideas and beliefs and subjective norms and ethical perceptions of students.

MATERIALS AND METHODS

The study is applied in term of nature and objectives and is experimental- scientific method in terms of collecting data for testing hypotheses. In the present study, given that the statistical population is infinite, the sample size was set to 150. Researcher made questionnaire was used in order to measure the independent variables (counterfeit goods, ideas and beliefs and subjective norms, knowledge of products, purchase intention and attitudes and buying behavior). The questionnaire consists of 27 items that are graded on the basis of five-point Likert scale (Totally disagree, disagree, somewhat, agree and strongly agree). In this study, Cronbach’s alpha was used in order to investigate and evaluate the reliability.

Table 1: Cronbach's alpha for each dimension of study variables

<table>
<thead>
<tr>
<th>Cronbach's alpha</th>
<th>Dimensions of questionnaire</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.60</td>
<td>Counterfeit goods</td>
</tr>
<tr>
<td>0.83</td>
<td>Ideas and beliefs and subjective norms</td>
</tr>
<tr>
<td>0.65</td>
<td>Knowledge of products</td>
</tr>
<tr>
<td>0.82</td>
<td>Purchase intention and attitudes</td>
</tr>
<tr>
<td>0.64</td>
<td>Ethical impressions</td>
</tr>
</tbody>
</table>

© Copyright 2014 | Centre for Info Bio Technology (CIBTech)
Pearson correlation test was used in order to investigate the relationship between variables and test research hypotheses and T-test with two independent samples and one-way analysis of variance was used in order to evaluate the effect of demographic characteristics of respondents on variables. T-test with two independent samples, one-way analysis of variance and (ANOVA) and Friedman were used to evaluate adverse results.

Since we used 5-point Likert scale for each of the questions, therefore, we selected average response score as 3. One-sample t-test was used to test and test amount was equal to 3.

**Data Analysis**

Kolmogorov - Smirnov test was used in order to assess the normality of data distribution. If data are normal we choose the null hypothesis and Kolmogorov- Smirnov test was used at significance level of 5% and results of this analysis were presented in Table 2.

**Table 2: Test results of Kolmogorov - Smirnov test for variables**

<table>
<thead>
<tr>
<th>Sig</th>
<th>Z statistic, Kolmogorov-Smirnov</th>
<th>Statistics</th>
<th>Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.241</td>
<td>1.028</td>
<td>3</td>
<td>ethical perceptions of buying counterfeit goods</td>
</tr>
</tbody>
</table>

As can be seen, for all variables, the probability level is greater than 0.05 that normal data hypothesis is confirmed. Thus, we use Pearson's parametric test in order to examine the relationship between variables based on verified normality, and we use parametric tests for mean tests.

How is respondents' ethical perception of buying counterfeit goods?

H<sub>0</sub>: μ = 3  Ethical perceptions

H<sub>1</sub>: μ ≠ 3  Ethical perceptions

**Table 3: Results of one sample t-test results for ethical conceptions**

<table>
<thead>
<tr>
<th>Sig</th>
<th>Df</th>
<th>T</th>
<th>Standard deviation</th>
<th>N</th>
<th>Mean</th>
<th>Variables</th>
<th>Indices</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.640</td>
<td>149</td>
<td>7.36</td>
<td>0.68</td>
<td>150</td>
<td>3.34</td>
<td>Ethical perceptions</td>
<td></td>
</tr>
</tbody>
</table>

As can be seen, the null hypothesis that the mean ethical conception is equal to 3, has been confirmed. The significance level is more than 0.05 that suggests the ethical perception of respondents is desirable and more than 3.

**First Hypothesis**

There is a significant relationship between ethical perceptions of consuming counterfeit goods and buying attitudes and behavior.

Pearson's correlation coefficient is used in order to test the above hypothesis and we consider test null hypothesis as there is no linear relationship between ethical perceptions of consuming counterfeit goods and buying attitudes and behavior (ρ is correlation coefficient of society) that is shown as below. Testing at 0.05 levels, results are calculated as follows:

H<sub>0</sub>: ρ=0

H<sub>1</sub>: ρ ≠0

**Table 4: Correlation coefficient between variables of ethical perceptions of consuming counterfeit goods and buying attitudes and behavior**

<table>
<thead>
<tr>
<th>Sample number</th>
<th>Probability</th>
<th>Correlation coefficient</th>
<th>Statistics</th>
<th>Foresight variable</th>
<th>Criteria variable</th>
</tr>
</thead>
</table>
According to Table (4) we see that the correlation coefficient is equal to 0.73 and the significance level is 0.000 and this value is less than the significance level of test (0.05), therefore, the null hypothesis is rejected and we conclude that the test is significant and there is linear relationship between two listed variables. Also, we observe that the correlation coefficient of sample is positive and this represents a direct relationship between ethical perceptions of consuming counterfeit goods and buying attitudes and behaviors.

**Second Hypothesis**

There is a significant relationship between ethical perceptions of consuming counterfeit goods and forged products.

H₀: ρ = 0
H₁: ρ ≠ 0

**Table 5: Correlation coefficient between variables of ethical perceptions of consuming counterfeit goods and forged products**

<table>
<thead>
<tr>
<th>Sample number</th>
<th>Probability</th>
<th>Correlation coefficient</th>
<th>Statistics Foresight variable</th>
<th>Criteria variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>150</td>
<td>0.000</td>
<td>0.940</td>
<td>Forged products</td>
<td>Ethical perceptions of consuming counterfeit goods</td>
</tr>
</tbody>
</table>

According to Table (5) we see that the correlation coefficient is equal to 0.940 and the significance level is 0.000 and this value is less than the significance level of test (0.05), therefore, the null hypothesis is rejected and we conclude that the test is significant and there is linear relationship between two listed variables. Also, we observe that the correlation coefficient of sample is positive and this represents a direct relationship between ethical perceptions of consuming counterfeit goods and forged products.

**Third Hypothesis**

There is a significant relationship between ethical perceptions of consuming counterfeit goods and ideas and beliefs and subjective norms.

H₀: ρ = 0
H₁: ρ ≠ 0

**Table 6: Correlation coefficient between variables of ethical perceptions of consuming counterfeit goods and ideas and beliefs and subjective norms**

<table>
<thead>
<tr>
<th>Sample number</th>
<th>Probability</th>
<th>Correlation coefficient</th>
<th>Statistics Foresight variable</th>
<th>Criteria variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>150</td>
<td>0.000</td>
<td>0.523</td>
<td>ideas and beliefs and subjective norms</td>
<td>Ethical perceptions of consuming counterfeit goods</td>
</tr>
</tbody>
</table>

According to Table (6) we see that the correlation coefficient is equal to 0.523 and the significance level is 0.000 and this value is less than the significance level of test (0.05), therefore, the null hypothesis is rejected and we conclude that the test is significant and there is linear relationship between two listed variables. Also, we observe that the correlation coefficient of sample is positive and this represents a direct relationship between ethical perceptions of consuming counterfeit goods and ideas and beliefs and subjective norms.
Research Article

rejected and we conclude that the test is significant and there is linear relationship between two listed variables. Also, we observe that the correlation coefficient of sample is positive and this represents a direct relationship between ethical perceptions of consuming counterfeit goods and ideas and beliefs and subjective norms.

Fourth Hypothesis

There is a significant relationship between ethical perceptions of consuming counterfeit goods and knowledge of products.

\[ H_0: \rho = 0 \]

\[ H_1: \rho \neq 0 \]

Table 7: Correlation coefficient between variables of ethical perceptions of consuming counterfeit goods and knowledge of products

<table>
<thead>
<tr>
<th>Sample number</th>
<th>Probability</th>
<th>Correlation coefficient</th>
<th>Statistics</th>
<th>Foresight variable</th>
<th>Criteria variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>150</td>
<td>0.000</td>
<td>0.423</td>
<td></td>
<td>knowledge of products</td>
<td>Ethical perceptions of consuming counterfeit goods</td>
</tr>
</tbody>
</table>

According to Table (7) we see that the correlation coefficient is equal to 0.432 and the significance level is 0.000 and this value is less than the significance level of test (0.05), therefore, the null hypothesis is rejected and we conclude that the test is significant and there is linear relationship between two listed variables. Also, we observe that the correlation coefficient of sample is positive and this represents a direct relationship between ethical perceptions of consuming counterfeit goods and knowledge of products.

Adverse Results of Research

Researcher compares dependent variables in terms of gender, education, age, in addition to research results of study hypotheses, because of dependent variable importance.

1. The mean ethical perceptions of respondents from consuming counterfeit goods, in both men and women groups.

Two independent samples t-test was used for men and women in order to examine this hypothesis and find test null hypothesis and mean job-related results in two groups of men and women are alike. The following results were obtained through testing at 0.05.

Table 8: Results of independent t-test to compare the ethical perceptions of consuming counterfeit goods in two men and women groups

<table>
<thead>
<tr>
<th>Ethical perceptions of consuming goods</th>
<th>Levine test for equality of variances</th>
<th>Test for equality of means</th>
<th>Std.Error of Differece</th>
<th>Mean Differenc</th>
<th>Bottom limit</th>
<th>Top limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assumin equal variances</td>
<td>0.85 0.06 1.0 148 0.6 0.1359 0.0896 - 0.04598 0.3188 7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
In the table above we see that sig of Levine test is greater than zero and is greater than the significance level of 5%. Consequently, equal variances hypothesis ($H_0$) is accepted. Therefore, we examine first row data for conclusions about mean.

Sig of mean equality test assuming non-equal variance is more than 5%, then, $H_0$ is approved and the claim of inequality mean ethical perceptions of consuming counterfeit goods by men and women at error level of 5% is rejected. In other words, gender of employee does not influence on ethical perceptions of consuming counterfeit goods in samples.

2. Mean Ethical perceptions of consuming counterfeit goods among different groups of respondents with different education.

### Table 9: Results of one-way variance analysis to compare mean ethical perceptions of consuming counterfeit goods with different education levels

<table>
<thead>
<tr>
<th>Ethical perceptions of consuming counterfeit goods</th>
<th>Sig</th>
<th>F</th>
<th>Mean squares</th>
<th>Df</th>
<th>The sum of squares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intergroup</td>
<td>0.145</td>
<td>6.767</td>
<td>.855</td>
<td>4</td>
<td>3.268</td>
</tr>
<tr>
<td>Intergroup</td>
<td></td>
<td></td>
<td></td>
<td>145</td>
<td>98.448</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td>149</td>
<td>101.715</td>
</tr>
</tbody>
</table>

Since the significance level of calculated ethical conception from consuming counterfeit goods is more than 0.05, it indicates that there is no significant difference between mean variables of groups and education level. In other words, employee education does not effect on ethical perceptions of consuming counterfeit goods.

3. The mean ethical perceptions of consuming counterfeit goods, between groups with different age levels.

ANOVA t-test was used in order to examine this hypothesis and test null hypothesis was found and mean organizational cynicism among groups with different ages is the same. The test was done at 0.05 level and following results were obtained.

### Table 10: Results of one-way variance analysis to compare mean ethical perceptions of consuming counterfeit goods with different age levels

<table>
<thead>
<tr>
<th>Sig</th>
<th>F</th>
<th>Mean squares</th>
<th>Df</th>
<th>The sum of squares</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.365</td>
<td>0.89</td>
<td>0.357</td>
<td>4</td>
<td>5.089</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0.470</td>
<td>145</td>
<td>100.688</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>149</td>
<td>105.777</td>
</tr>
</tbody>
</table>

Since the significance level of calculated ethical conception from consuming counterfeit goods is more than 0.05, it indicates that there is no significant difference between mean variables of groups and age level. In other words, employee age does not effect on ethical perceptions of consuming counterfeit goods.

### RESULTS AND DISCUSSION

#### First Hypothesis

© Copyright 2014 | Centre for Info Bio Technology (CIBTech)
The relationship between purchase attitude-intention, is extensively tested and evaluated in the marketing research and literature and its validity is confirmed (Sahin and Atylgan, 2011; De Matos et al., 2007; FAO et al., 2009). Attitude can be considered introduction of behavior. Researches also have supported this relationship (Kim and Hunter, 1993). Accordingly, in the case of counterfeit products, we can say that consumers with a more positive attitude to counterfeit products, more likely, will want to buy these products and will purchase products.

The Second Hypothesis
This belief refers to ethical or unethical perception of purchasing counterfeit goods. Purchasing counterfeit goods by consumers is not a criminal act, but if the consumer has participated in trade of counterfeit good and purchases it, he has supported the illegal activity. Consumers respect for law is one of the factors that explain his acceptance of counterfeit goods. In fact, research results show that consumers’ willingness to purchase counterfeit products is negatively related to legality (Cordell et al., 1996; De Matos et al., 2007). It means that the more legal and ethical consumers, they will buy less likely counterfeit products. Accordingly, such consumers who have lower ethical standards; less guilt is expected when purchasing counterfeit goods (Ang et al., 2001). And even they try to show their behavior logical and invite others to this behavior in order to reduce cognitive mismatch of unethical behavior of purchasing counterfeit products.

The Third Hypothesis
Subjective norm is a social factor that leads to perceived social pressure in order to perform or not perform a certain behavior (Ayzen, 1991). Consumers may affected by comments of friends, acquaintances and relatives based on subjective norm belief for selecting products. Friends and relatives may act as deterrent or incentives to use these products, provided that to what extent they accept this behavior. Accordingly, it can be said that consumers whose purchase of counterfeit products is approved and encouraged by friends and relatives are affected by norm of counterfeit products.

The Fourth Hypothesis
Brand awareness is related to people awareness and recognition of products brand. People who are more sensitive to products brand and pay attention to its brand when purchase products, they are aware of brand. From the perspective of researchers, people who are aware of brand are less likely to buy counterfeit products (FAO et al., 2009).

The results of research hypotheses test suggests that there is significant relationship between ethical conceptions of counterfeit products, purchasing attitudes and behavior, purchasing beliefs and attitudes and subjective norms, knowledge of products and purchase intention. The results of this study and results of Ebrahimie et al., (2012), in their research entitled factors affecting consumers' attitude and intention to purchase counterfeit products with luxury brands in clothing industry (case: Sari city) showed that factors including personal satisfaction, awareness of values, perceptions of price-quality, social effect, ethical issues, subjective norm, perceived risk and brand awareness effect significantly on attitudes toward counterfeit products and the effect of brand image, brand loyalty and risk aversion on attitudes towards counterfeit products is not significant. In addition, the findings indicate that the attitudes towards counterfeit products effect significantly on intention to purchase these products.

Executive Suggestions
1. According to the fact that many customers purchase counterfeit products without knowledge, necessary measures are provided to identify the main products from counterfeit products.
2. With proper investments, people are informed about the damages of consuming counterfeit products to community.
3. Necessary measures are provided to make culture in terms of immorality of consuming counterfeit products such as consuming these products is amoral.
4. Groups, associations or alliances are formed with the aim of combat against counterfeiting and forgery.
5. Factors leading to willingness or unwillingness of consumers to buy counterfeit products must be considered such as consumer satisfaction, his knowledge of true value of product, the price-quality perception, social effect, the main brand reputation, brand loyalty, ethics, risk aversion, subjective norm, perceived risk and brand awareness, which were included in this study).

ACKNOWLEDGEMENT
We are grateful to Islamic Azad University, Yasouj branch authorities, for their useful collaboration.

REFERENCES