The Determinants of Purchase Intention towards Counterfeit Mobile Phones in Pakistan

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Abstract

This study intends to examine the relationship of Brand image, Brand attachment, low price, past experience, and attitude on consumer purchase intentions in the context of counterfeit mobile phones in Pakistan. A sample of 153 students with the help of a questionnaire

containing 28 statements related beliefs about counterfeited mobiles was taken. The data were analyzed using linear regression using SPSS. The findings support the significant influence of past experience and low price on attitude towards counterfeit mobile phones. Positive association between past experience, Low price and attitude towards counterfeit mobile phones were found and there is also a positive association of attitude with young consumer's purchase intentions. Strangely, low price was not significant in influencing the purchase intentions. Brand image and Brand attachment were also found no significant in influencing purchase intention of customer. For both practitioners and academics, the findings of this study hold important implications. The paper guides the policy makers and academics about the main predictors of consumer's attitude towards counterfeit mobile phones.

Keywords: Purchase Intention, Attitude towards counterfeits, Low price, brand image, brand attachment, Past Experience

1. Introduction

The possibility that a consumer will buy a particular product resulting from the interaction of his or her need for it, attitude towards it and perceptions of it and of the company which produces it. Purchase intention is a measure of the willingness to buy a product and it is the probability that a consumer will buy a product or service. While purchasing, today's world is more conscious about the society. The current ethical, religious, moral and environmental force have bound the mankind to think of it seriously as no more decline is affordable for the universe.

The poverty and decline of the environment has frightened the mankind. Humans are bearing global warming, sea drying out problem, change in season's patterns, affected climate and water and finally the exclusion of different genus which are part and package for the healthy survival for mankind. Now brands are known for their corporate social responsibility and not just only on the basis of product. Researchers have said that it is important to know that how consumers make relationships with brands and how they make communities of brand in their own personal lives (Esch *et al.*, 2006).

A purchaser's approach and estimation and external components create buyer's purchase intention, and it is a important reason to predict buyer conduct (Fishbein and Ajzen, 1975). Purchase intention can amount the probability of a buyer to purchase a manufacture, If the purchase intention is greater than the buyer's intention will be high to buy the commodities (Dodds et al. 1991; Schiffman and Kanuk, 2000). Purchase intention specifies that buyers will maintain their knowledge, first alternative and external surroundings to collect information, and make buying choice by assessing alternative.

According to Dodds, Monroe and Grewal (1991) purchase intention comes when a customer is trying to buy some product or service. For marketers purchase intention is a key because their predicted consumer behavior is extremely dependent on this purchase intention of the customers. Consumer behavior keeps on changing due to unknown and uncertain factors so for any business it is really a boring task to predict; as a result purchase intention is difficult

to measure under different circumstances.

Purchase intention is determined and influenced by many factors and hidden motives of the consumers. In this paper brand attachment, brand image are independent variables along with brand attitude, Low price and past experience. Above mentioned independent variables will impact the purchase intention (Dependent variable) will be considered.

If a customer is satisfied by a brand and trust that brand then the relationship between brand and consumer which can be observed is called brand attachment. (Berry, 2000). Secondly brand attachment makes interaction and specifies the brand to powerfully express the result in advance that how often brand was bought in the past and will be bought in the future.

The brand's factor which can identify and satisfy the consumers need and by which consumers can differentiate the brand from the competitors and as a result the willingness that the consumer will purchase that brand will increase. (Aaker and Keller (1990)). High brand awareness and good image can enhance brand loyalty to consumers. As the brand awareness is, so the brand trust will be.

Attitude is a learned behavior in a constantly favorable or unfavorable way with respect to a given object (Schiffman and Kanuk, 1997, p. 167). Attitude is a reasonable predictor of behavior because it is highly interrelated with one's intention. (Ajzen and Fishbein, 1980). As a result researches extend to one more factor i.e. attitude towards advertisement, attitude towards the brand interaction to purchasing behavior intention. (Delgado-Ballester and Munuera-Aleman (2005) Current purchases are important due to the trust developed through past experience and make customer loyal and they also serves as brand equity in future. Purchaser wish to buy original products but just few of them can get them. Buyers who cannot purchase genuine products of a brand then they purchase a low priced counterfeits to fulfill their demand. (Chuchinprakarnm, 2003; Chaudhry et al. 2009). The present study proposed to explore the consequences of self-assessed goods knowledge, product involvement, and buyer's supposed brand image of counterfeit goods, relations among these variables on buyer's purchase intention of counterfeit goods.

2. Literature Review

Purchase Intention of Counterfeits

The very important feature of consumer behavior is their purchase intention, which in literature is defined as the condition in which a customer is ready to make a deal with the seller. A buyers attitude and evaluation and external components construct buyer's purchase intention, and it is a important cause to predict buyer attitude (Fishbein and Ajzen, 1975). Purchase intention can sum the probability of a buyer to purchase a products, and larger the purchase intention is, the larger a buyer's intention to purchase a products (Dodds et al. 1991; Schiffman and Kanuk, 2000). Purchase intention specifies that buyers will stay with their knowledge, first option and external surroundings to collect information, and make buying option by assessing alternatives (Zeithaml, 1988; Dodds et al. 1991; Schiffman and Kanuk, 2000; Yang, 2009; Bukhari et al., 2013; Rizwan et al., 2013). Numerous researches claimed that purchase intention is a purpose of economic deliberations too, and not only of attitudes.

Moreover, supposed affordability is an economic variable that can affect behavioral intention (perceived financial control). Thus, the purchase of goods is provoked by the perceived ability to pay for a product, no matter whether the buyer becomes conscious of the good as pricey or low- priced. For marketers purchase intention is of huge significance as their predicted consumer behavior is highly reliant on this purchase intention of the customers. Forecasting consumer behavior is one of the most boring tasks for any business as it keeps on changing under the influences of unidentified and unsure factors; consequently leading to a purchase intention which is not easy to calculate under different situations.

Low Price

Numerous studies found that low price is an important factor motivating demand for counterfeit products (Dodge et al., 1996; AlbersMiller, 1999, Prendergast et al., 2002; Harvey and Walls, 2003). Consumers want to purchase genuine brands but only some of them can pay for them. Low priced counterfeits meet the needs of those who cannot afford original brands and this opportunity is provided by the premium prices original brands (Chuchinprakarnm, 2003, Chaudhry et al., 2009). Deceptive counterfeits' low price has been witnessed to inspire demand for non-deceptive counterfeits (Staake and Fleisch, 2008). Consumers classify non-deceptive counterfeit brands by their low price and purchasing site (Prendergast et al., 2002). Consumers from the USA and Brazil believe that due to low income level and limited education, people involves in counterfeiting (Stumpf et al., 2011).Because of the availability of counterfeits in market at low price, consumers favor counterfeits over original brands (Bloch et al., 1993; Gentry, 2006; Ergin, 2010). Moreover, some consumers wish to hold wealthy lifestyles but are not economically sound to buy original brands and are left with the selection of counterfeits (Gistri et al., 2009). In the same way, due to cost effectiveness of counterfeits, price sensitive consumers happily purchase counterfeits (Haque et al., 2009; Gino, 2010)

H1:Low price is positively associated with the consumer's intention towards non-deceptive counterfeit.

Attitude

Attitude is an "instructed tendency to response a situation in a beneficial or harmful mode" (Huang et al. 2004). As attitude cannot be determined directly so researchers believes in finding out consumer attitude via research papers (Huang et al. 2004). Realizing, Attitude is important in determining consumer behavior straight away. An attitude towards an article is a close valuation based on their views by persons (Fishbein and Ajzen, 1975). It governs person's intentions that affect their behaviors in succession (Ajzen and Fishbein, 1980). Attitude is a psychological condition people use to construct the behaviors to recognize the environment (Aaker et al. 1996) Attitude direct us how to respond to the environment. It may be positive or negative. A person may hold positive attitude towards unlawful and immoral goods. Some consumers have inspiring attitude towards counterfeit goods while some consider them adverse (De Matos et al. 2007). It is observed especially in case of counterfeit goods of luxurious brands that buyer's inspiring attitude towards counterfeit goods is positively related with their intentions, but this is culture specific attitude (Phau and Teah,

2009). For instance, Lee and Workman (2011) determined that due to the more conforming attitude toward piracy Korean students are more willing to purchase counterfeit goods than American students. Yoo and Lee (2009) submitted that a purchase intention is determined by buyer's positive attitude for counterfeit goods. Several components can determine buyer's attitude towards imitated goods. For example, a key component inspiring buyers to buy counterfeits is low price (Dodge et al. 1996; Albers Miller, 1999; Prendergast et al. 2002; Harvey and Walls, 2003; Ergin, 2010). In the same way, easy access to counterfeits motivates consumer demand for them (Penz and Stottinger, 2005; Stumpf et al. 2011).

Up to the current time, four attributes i.e. quality, economic, lawful and moral have been discovered valued in determining purchaser attitudes (Cordell et al. 1996; Ang et al. 2001; Gupta et al. 2004). According to these, price perform a powerful role in defining attitude towards counterfeit goods. Gender, religion, need for personal benefit are components observed to inspire buyer attitude for counterfeit goods (Nill and Shultz, 1996; Gupta et al. 2004) Buyers, who have positive Attitude for counterfeit goods and lock in buying action with manufacturers of these goods, often apply dual standard. Consumers justify themselves of claim by explaining their activities and changing the blame over the manufacturers (Cordell et al. 1996; Ang et al. 2001; Penz and Stottinger, 2005). Contributing to the support for illegal manufacturer, these situational morals promote buying (Ang et al. 2001). By saying that unlawful manufacturers have minimum margins than the actual manufacturers and thus do not sense "chiseled" as consumers absolve their actions (Penz and Stottinger, 2005). Moreover dishonest manufacturers are supposed to supply an friendly desire for buyers who cannot get the original goods but who desire to reach the position, icon and passion attached with enjoying such articles (Gentry et al. 2001). Attitude is considered a need to consumer behavior research as it strongly affects behavior (Ajzen and Fishbein, 1980; Arcury, 1990; Bejou and Thorne, 1991; Samuelson and Biek, 1991; Follows and Jobber, 2000).

H2: Low price is positively associated with attitude toward non-deceptive counterfeit.

H3. Consumers' positive attitude towards non-deceptive counterfeit is positively associated with their purchase intentions.

Past Experience

Based on the idea that consumer behavior is the result of learning (Bentlar and Speckart, 1979), there is an argument among the researchers that consumer's past behavior can give improved predictions of behavioral intentions (Corner and Armitage, 1998). Delgado-Ballester and Munuera-Aleman (2005) established that the trust of past experience becomes a important part of current purchase and name the customer as loyal moreover serves as brand equity in future. Ang et al. (2001) found counterfeit buyers different, the former purchases counterfeits because they believe it less risky, unethical and trusting the stores for past counterfeit purchase. Research has found counterfeit buyers different from-non buyers on the basis of past experience to enhance attitudes (i.e. have more positive attitude) towards counterfeit products (Tom et al. 1998; Wang et al. 2005). Many researchers have argued that consideration of consumers' past behaviors can help to predict future behavioral

intentions (Conner and Armitage, 1998) based on the thinking that consumers' behaviors result from learning (Bentler and Speckart, 1979).. Past experience is proved to have the positive relationship with attitude towards counterfeits; this finding is consistent with Ang et al. (2001) and De Matos et al. (2007). Majority of consumer did not bought counterfeit and they have not such intentions for future as well although they will have the opportunity to buy counterfeit.

H4: past experience is positively associated with attitude towards counterfeit

H5: past experience is positively associated with consumer's intention towards counterfeit.

Brand Image

"The sum of the total impressions (Herzog 1973),"Everything the people link with the brand" (Newman 1957), And "the product perception" (Runyon and Stewart 1987). Since it was first introduced formally into the marketing discipline by Gardner and Levy (1955), An important marketing activity is communication of   brand   image. Mostly, it became important in consumer   behavior research from the 1980s (Dobni and Zinkhan, 1990).From the day brand image was introduced it has different meanings in marketing discipline till now. Due to lack of a foundation on which the concept can be built (Dobni and Zinkhan, 1990) brand image has differently introduced   according to different research focus (Reynolds andGutman, 1984). Researchers like to use brand image and other brand related factors one after other, for example, brand identity. Aaker (1996) cautioned against a "brand image trap" in brand identity and brand management literature and explained that brand image and brand identity   are different concepts, although both are drawn from associative network theory. "Brand identity is a unique set of brand associations that the brand strategist aspires to create or maintain"(Aaker, 1996, p. 68), it represents what the brand stands for and makes a promise to customers, whereas brand image is "how a brand is perceived by consumers" (Aaker, 1996, p. 71), which stands for the set of brand links in consumer memories. This study adopts Aaker's (1996) brand image definition. Whether or not the brand is the one for him/her (Dolich, 1969)   brand   image is important because it contributes to the consumer's deciding power and it influences consumers' later buying behavior (Johnson and Puto, 1987; Fishbein, 1967) and brand equity (Biel, 1992).   Brand image should help to establish a brand's position, protect the brand from competition, enhance the brand's market performance, and therefore plays an essential role in building long-term brand equity (Aaker and Keller, 1990; Keller, 1993; Park et al., 1991; Feldwick, 1996; Park and Srinivasan, 1994). Image building, image change, image monitoring and maintenance, product positioning, product   differentiation   and image segmentation are among the present generation of brand image management activities. While clearly such activities assume that a brand's image can be manipulated by marketing practice. Bullmore (1984), on the one hand, emphasizes the reliance of   brand image creation upon the individual psyche. He refutes the supposition that the image belongs to the brand, like a character, can only reside in the minds of people. His argument is that the mind both contains and creates the image, and that it is mediated or motivated by the consumer's experiences.

H6: The level of consumer's favourableness to the brand image of a CBP has a positive association on purchase intention of CBP.

Brand attachment

Esch *et al*. (2006) defined operationally as Brand attachment is a longer-lasting commitment between the brand and the consumer. Brand attachment is, if a brand's result is pleased customer and is trusted by the customer then there will be attachment that can be noticeable (Berry, 2000). Binninger (2008) suggested that earlier in 1990s customer's reliability is marked as a main idea against in association with many others that made up of satisfaction, commitment, trust, identification, and the association with attitude leading to brand. Trust of the customer and satisfaction with a retailer facilitates the impact of trust in brand and satisfaction on customer aims to repurchase (Zboja and Voorhees, 2006). Sirdesh mukh *et al*. (2002) declared trust of the customer as a dynamic and necessary construct in developing customer Relationships stronger and attain maintainable share in the market. Few sections related to consumers are interested in store brands where as satisfied customers are marked as loyal(Martenson, 2007). Delgado-Ballester and Munuera-Aleman (2005) declared trust related from past experience becomes the part for current buying and terms the customers as loyal which in advance intact the brand equity. The attachment towards the brand makes contact and specifies the brand strongly express a conclusion in advance that how often brand was purchased in the past and will be purchased in the forthcoming.

H7: Brand attachment is positively associated with consumer's intention towards counterfeit.

3. Research Methodology

Nature of our current study is descriptive. Descriptive research is the one in which we describe a particular situation or phenomenon. Descriptive researches are those researches which don't interpret and make judgments but only describe the existing situation (Creswell, 1994). The main purpose of the descriptive research is conformation of the developed hypothesis that reflects the current situation. By focusing on past or present this kind of research provides information about the current situation for example customer boldness towards any marketing activities quality of life in a community (Kumar, 2005).

3.1. Sample Data

A sample of 153 respondents was inquired to contribute in a self-administered questionnaire to understand the situation about the purchase intention of counterfeit mobiles phones in Pakistan. Counterfeit users of Pakistan are the population of our current study. The current study uses convenience sampling which is a non-probability sampling method. A sampling technique that obtains and gathers the related material from the sample or the part of the study that are easily available is Convenience sampling (Zikmund, 1997). Convenience sampling is usually used for gathering a huge number of completed surveys quickly (Lym et

al, 2010).

It is confirmed that the sample members own two main qualifications to contribute in the self-administered survey. First, the sample members should have sufficient information about counterfeit mobile phones; secondly, in the case of experience they did not find it as a better product because they never bought counterfeit mobile phone, it absolutely affects the attitude and behavior of the respondent.

3.2. Instruments and Measures

The survey instrument of the current study report two major purposes: First is to gather information about the different characteristics of the respondents that can be used to realize the variations in different groups. Second, to examine the association of different variables in the acceptance of counterfeit mobile phones

The survey instrument has two sections. Section 1 contains different personal and demographic variables. This section will obtain the respondent's information about gender, age, income and education.

Section 2 includes the latent variables that are important in the current study. These variables includes purchase intention of counterfeit, consumer attitude towards counterfeits, brand image, brand attachment, past experience and low price . This section of study is developed based on the past literature and already used questionnaires. The scales of the study were adopted from the previous literature and published studies. The first variable of the study was Purchase intention of counterfeits having four items taken from Bolton, R.N. and Drew, J.H. (1991). The next variable is Attitude towards counterfeits having five items that was taken from the study of Celso et al., 2007. The next variable is low Price that was taken from the study of Tom et al., 1998. The next variable past experience was taken from Kim and chung (2007). The next variable brand image was taken from Moutinho (2004). Brand attachment was taken from Lacoeuilhe, 2000).

Table 1:   Scales of the Study

No	Variable	Items	Reference
1.	Purchase intention	1. I would intend to buy counterfeit products 2. My willingness to buy counterfeit products is high 3. I am likely to purchase any counterfeit product 4. I have a high intention to buy counterfeit product	Bolton, R.N. and Drew, J.H. (1991),

2.	Past experience	1. Counterfeit products have the style, I like 2. Counterfeit products perform same function as original 3. Counterfeit products made me excited as original 4. Counterfeit products was precious for me 5. Counterfeit products was attracted to me 6. I am satisfied with the performance of counterfeit products	Kim and Chung (2007)
3.	Low Price	1. I usually purchase the least expensive counterfeit mobiles. 2. I often find myself checking prices. 3. I am always attracted towards low price mobile phones. 4. The low price of counterfeit mobiles is appealing to me. 5. I buy counterfeit mobiles because the prices of genuine brands are unfair.	Tom et al (1998)
4.	Attitude towards Counterfeit Mobiles	1. Buying counterfeit mobile phones generally benefits the consumer. 2. There is nothing wrong with purchasing counterfeit mobiles. 3. Generally speaking, buying counterfeit mobiles is a better choice.	De Matos et al (2007)
5.	Brand Image	1. Counterfeit mobile are Fashionable and trendy. 2. Counterfeit mobile have Reputation for	Moutinho (2004)

		quality.	
		3. Counterfeit mobile are Elegant	
		4. Counterfeit mobile are Sophisticated	
		5. Counterfeit mobile are Well known and prestigious	
6.	Brand Attachment	1. . I have a lot of affection for Counterfeit Mobile phones 2. . Buying Counterfeit Mobile phones gives me a lot of joy and pleasure. 3. . I feel a certain comfort when buying products from Counterfeit Mobile phones 4. . I am very linked to Counterfeit Mobile phones 5. . I feel attracted to Counterfeit Mobile phones	Lacoeuilhe, 2000)

3.3. Procedure

The questionnaire was circulated among 153 respondents in Bahawalpur city of Pakistan. These respondents were selected based on the above mentioned criteria. The purpose of the study and questions were explained to the respondents before circulating the questionnaire, so they can easily fill the questionnaire with relevant responses. A total of 153 questionnaires selected. After collecting, the completed questionnaires were coded and entered into SPSS sheet for further analysis.

3.4. Reliability Analysis

Cornbach's alpha of purchase intentions questioners items which are more than acceptable and recommend value o.50 by nunnally (1970), are given below:

Scales	Items	Croubach Alpha
Purchase Intention	4	0.858
Past experience	6	0.876
Low Price	5	0.788
Attitude towards counterfeit	3	0.736
Brand Image	5	0.753
Brand Attachment	5	0.861

4. Results and Analysis

4.1 Profile of the Respondents

Personal and demographic information of the respondents is presented in the following table.

Variable	Category	Frequency	Percentage
Gender	Male	63	37.7
	Female	90	53.9
Age	Below 20	102	61.1
	20-30	50	29.9
	30-40	1	0.6
	40-50	0	0
	Above 50 years	0	0

Income	none	90	53.9
	Below 10000	13	7.8
	10000-20000	3	1.8
	20000-30000	3	1.8
	30000-40000	7	4.2
	Above 40000	37	22.2
Education	Below Metric	3	1.8
	Intermediate	27	16.2
	Bachelor	97	58.1
	Master	26	15.6
	PHD	0	0

4.2 Hypothesis Testing

In this section after satisfying the requirements of reliability and validity of the study we finally test the model. The casual relationships of the independent variable were measured on dependent variables.

4.2.1 Low Price and Purchase intention

The regression results of the study confirm the significant positive relationship between price and purchase intention with (B=0.119) and (p=.231). This result of study rejects H1.

4.2.2 Low price and attitude towards counterfeits

The regression results of the study confirm the significant positive relationship between low price and attitude towards counterfeit with (B=.370) and (p=.000). According to these results, Low price contribute more than 37% to attitude towards counterfeit. The result of the study support H2.

4.2.3 Attitude towards counterfeits and Purchase Intention

According to the results of the study. The variable attitude towards counterfeits has a significant positive relationship with purchase intention. Specifically, this variable has a significant positive relationship with (B=.179) and (p= 0.027). That means the attitude towards counterfeits contribute more than 17.9% to purchase intention. This study supports

H3.

4.2.4　past experience and attitude towards counterfeits

The regression results of the study confirm the significant positive relationship between past experience and attitude towards counterfeit with (B=.359) and (p=.000). According to these results, past experience contribute more than 35.9% to attitude towards counterfeit. The result of the study support H4.

4.2.5 Past experience and Purchase Intention

Regression analysis of the purchase intention model shows that there is a significant positive relationship with (Beta=.428) and (p=0.000). The results suggest that past experience contribute more than 42.8% to purchase intention. The result of the study support H5.

4.2.6 Brand image and Purchase Intention

The regression results of the study confirm the significant positive relationship between Brand image and purchase intention with (Beta=.187) and (p=.102). According to these results, the study rejects H6.

4.2.7 Brand attachment and purchase intention

The regression results of the study confirm the significant positive relationship between Brand attachment and purchase intention with (Beta=.093) and (p=.244). According to these results, the study rejects H7.

Table: Regression Results

Hypothesis	Model Variables	Estimate	S.E.	C.R.	P	Results
H1	LP ⟶ PI	0.119	0.099	1.202	0.231	Rejected
H2	LP ⟶ ATC	0.370	0.095	3.906	0.00	supported
H3	ATC ⟶ PI	0.179	0.080	2.231	0.027	supported
H4	PE ⟶ ATC	0.359	0.087	4.125	0.000	supported
H5	PE ⟶ PI	0.428	0.095	4.501	0.000	supported

H6	BI → PI	0.187	0.113	1.646	0.102	Rejected
H7	BA → PI	0.093	0.079	1.170	0.244	Rejected

Figure: Structural Model Results
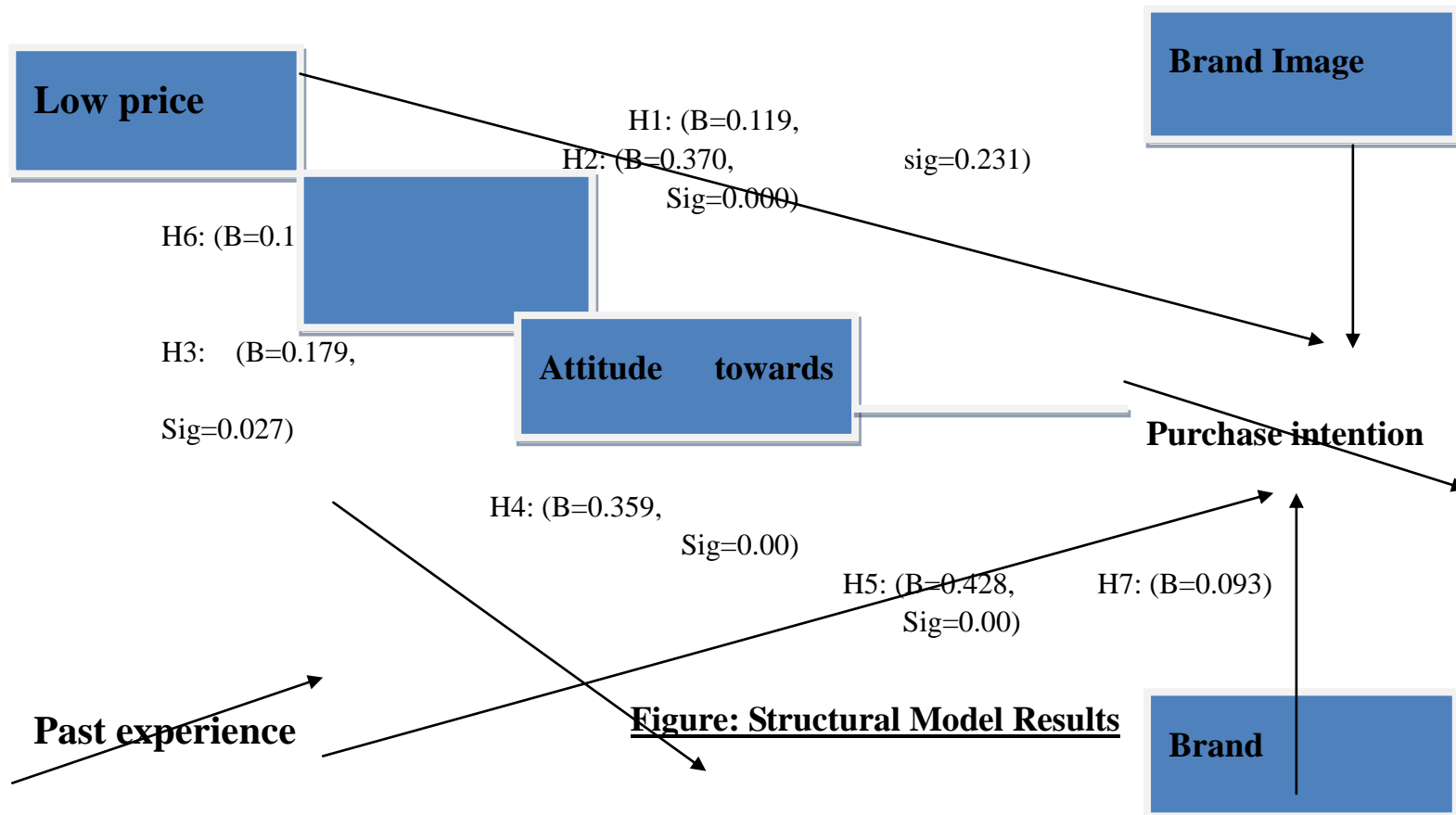
5. Discussion

As we have learned through amount of existing studies at current substance, customer purchase intention is haziness for marketers and retailers, and a large amount is unused to learn about it. Various studies have tried to drop light on how customers make plans and build up the processes of purchasing. The study shows, this process hold on a series of related variables. Intention varies from customer to customer; some factors affect one customer in one-way and different to another. The model of our study resulted in acceptance of H2 and of H4 regarding attitude towards counterfeits in respect of Low price and Past experience. And H1,H6 and H7 is rejected and H3 and H5 is accepted regarding purchase intention in respect of Low price, past experience, attitude towards counterfeit, Brand image and Brand attachment. Counterfeiting trade continues to grow rapidly worldwide regardless of the lawful actions taken and bans imposed on them (Ergin, 2010).

In this study we examine the impact of low price and Past experience on the consumers' attitude towards non deceptive counterfeit mobile phones and their purchase intentions. We found that low price positively affects on consumers' attitude towards non deceptive counterfeit mobile phones and also have positive effect on the purchase intentions of them. Low price inspires consumers to buy non deceptive counterfeits (Staake and Fleisch, 2008) because counterfeits are alternates for those consumers who cannot pay for genuine brands. Especially when counterfeits are available evidently at lower prices consumers prefer counterfeits over branded products (Bloch et al. 1993; Gentry et al. 2 006; Ergin, 2010). Since past experience is proved to have the positive relationship with attitude towards counterfeits, this finding is consistent with Ang et al. (2001) and De Matos et al. (2007). We found that Past experience with non-deceptive counterfeit mobile phones does affect the consumer's attitude positively. It is developed now that consumers who have already purchased some counterfeit in past have more promising attitude towards counterfeits. Amazingly, by refusing the general past trend they exposed that low price is no more an important factor concerning purchase intention towards counterfeit mobiles. In the same way, we found that the young consumers' positive attitude towards non deceptive counterfeit mobile phones have positive influence on the purchase intentions. It is supported by Yoo and Lee (2009) who found that the consumers' positive attitude towards counterfeits influence their purchase intentions positively. However, different consumers have different likings, they response different promotions differently. The marketer should segment the market by division of customers who are authentic and reliable to a brand and who are not authentic and reliable to a brand. It is essential to take into attention such different behavior. In this study we also observe the impact of brand image and brand attachment on the consumers' attitude towards non deceptive counterfeit mobile phones and their purchase intentions. We found that significance value of brand image and brand attachment does not support the relationship with consumer purchase intention towards counterfeits mobiles.

6. Limitations and Future Research

It is important to note that due to limited resources, the existing study is limited to one city of Pakistan i.e. Bahawalpur and it could not be the demonstration of the all citizens of Pakistan. Present study includes the very small sample size; the follow up researches may increase the sample size and can collect the data from various major cities of Pakistan like Lahore, Karachi and Islamabad. Useful sampling is used and the respondent are all from the same university as such result may not represent the intention of whole country, it can limit the likely of the conclusions. In this respect further research is clearly needed in order to enhance the understanding of purchase intention of consumers to buy counterfeit mobile phones.

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