

Effects of Ethical Ideologies on the Korean Consumers' Perceptions and Purchase Intentions of Fashion Counterfeits

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소비자의 윤리의식이 패션복제품에 대한 인식 및 구매의도에 미치는 영향

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Abstract

This study examined the relationship between consumers' ethical ideologies and consumers' perceptions of fashion counterfeits. Forsyth's Ethics Position Questionnaire (EPQ) measuring consumers' ethical ideologies -- idealism and relativism -- was used. College students enrolled at a large university in a metropolitan area participated (N=314). There were no significant differences between counterfeit purchasers and non-purchasers on their ethical ideologies, while there were significant differences between these two groups on their perceptions toward two of the perceptions toward counterfeit factors: economic and psychological uncertainty. Idealism was not significantly related to participants' perceptions toward fashion counterfeit, while relativism was positively related only to participants' perceptions concerning the return-related uncertainty of fashion counterfeits. The results of a multiple regression revealed that consumers' economic, psychological, and return-related uncertainty were significant predictors of intent to buy counterfeit goods.

Key words: Counterfeit, Ethics, Idealism, Relativism; 복제품, 윤리, 이상주의, 상대주의

I. Introduction

Increased amounts of counterfeit merchandise in Asia are a major concern to manufacturers. The term counterfeit is used to refer to reproduced copies that are identical to the legitimate articles, including packaging, trademarks, and labeling (Bloch et al, 1993; Kay, 1990). The World Customs Organization estimates that counterfeits account for 5 to 7 percent of global merchandise trade. This represents \$512 bil-

lion ("Fakes", 2005). Counterfeits are harmful, both to the holders of brand copyrights and to consumers' welfare. Businesses are harmed as a result of lost sales and counterfeit products can incur damage to the brand's image when they do not perform as well as genuine products (Bloch et al., 1993). The practice of counterfeiting also harms society as a whole as few counterfeit producers pay business taxes that serve as a resource base for communities. Counterfeit products do not generally meet federal safety standards. Thus, the use of counterfeits presents a threat to human safety (Chakraborty et al., 1997). For instance,

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in China, more than 50 babies died due to fake milk formula(Watts, 2004).

Counterfeiting is an attractive criminal activity because the courts have not imposed severe penalties on counterfeiters when they are caught(Chute, 1990). There are relatively low entry costs to counterfeiting as a business and profit margins are high. Indeed, in the area of consumer fashion goods, the production of counterfeiting appears to be increasing(Chute, 1990). In addition, there is a significant demand for counterfeit goods, as evidenced by their growth in the marketplace and the fact that some consumers knowingly purchase counterfeit items(Cordell et al., 1996). The acceptance of counterfeits by consumers represents a moral dilemma: the immediate short-term interests of individuals are in conflict with the overall interests of a society. Adding to the dilemma is the fact that consumer opinions vary concerning the morality of different types of shopping behaviors.

The purchase of counterfeits represents a type of non-normative consumption. Identifying variables that influence forms of non-normative consumption, such as counterfeit purchasing, is important to forming business strategies to counter these types of behaviors(Phau et al., 2001). Therefore, we investigated a consumer variable--ethical ideology--to assess whether it influenced Korean consumers' attitudes concerning counterfeits and their intentions to purchase counterfeit goods.

II. Literature Review

1. Ethical Ideologies: Idealism and Relativism

Moral viewpoints vary among individuals. As a result, perceptions of whether various shopping behaviors are appropriate or inappropriate can differ greatly, depending on the ethical justification used. To examine whether ethical viewpoints affect perceptions of the morality of purchasing counterfeits, the work of Forsyth(1980) was utilized. Forsyth identifies four ethical ideologies resulting from where individuals position themselves on two continua: relativism and idealism. Relativism refers to "the extent to which individuals reject universal moral rules

when drawing conclusions about moral questions". Idealism refers to the extent to which individuals believe that "with the right action, desirable consequences can always be obtained". If an individual scores high on idealism it suggests that individual is likely to believe that morally right behavior leads to good or positive consequences. Highly idealistic individuals tend to be concerned about the welfare of others. If an individual scores high on relativism it suggests that individual is likely to reject the existence of absolute principles. Highly relativistic individuals weigh the circumstances more than the ethical principle violated

According to Forsyth(1992), idealism and relativism are not contrasting concepts on the same continuum. Rather, they are independent concepts. However, researchers have found opposing relationships by using idealism and relativism with respect to ethical decisions. Idealism has positively influenced moral judgments, whereas relativism has negatively influenced them. In other words, idealistic consumers tend to have high moral standards whereas relativistic consumers tend to have low moral standards (Ethereedge, 1999; Marta et al., 2001; Singhapakdi et al., 1996, 1999; Vitell et al., 1993).

Understanding personal moral ideologies is important because they influence a wide range of decisions in both business and non-business arenas. Bass et al., (1998) used Forsyth's measure and determined that idealism had a significant impact on sales managers' perceptions of questionable behaviors. Sivadas et al. (2003) found that relativism influenced sales managers' moral judgments concerning controversial behaviors. Dubinsky et al.(2004) found that relativism had no impact on retail salespeople's attitudes toward morally questionable situations. However, they found that idealism was significantly and negatively associated with retail salespersons' attitudes toward immoral behaviors, such as the use of psychological pressure to sell, salesperson deception, and salespersons' excuses of the immoral behavior. Although research findings are inconsistent, these researchers provide evidence that an individual's moral ideology has an impact on perceptions of morally questionable behaviors.

2. Counterfeit Consumption

There is a range of products counterfeited including apparel, music, movies, children's toys, airplane parts, auto-parts, food, prescription drugs, and computer software (Bamossy & Scammon, 1985; Kay, 1990). When consumers purchase counterfeit goods, they may or may not know that the merchandise they purchased is a counterfeit. In some circumstances the consumer is deceived into thinking that what they are purchasing is genuine when it is a fake. In other circumstances consumers knowingly purchase fashion fakes and it is consumers in this situation that we are interested in investigating. These consumers typically visit markets or store locations where counterfeits are offered for sale. In this instance, the counterfeit retailer or seller's main purpose is not to deceive the consumer into thinking that the product is genuine when it is a fake but to satisfy consumers' needs (Arellano, 1994).

There exists some research on the characteristics of the counterfeit-prone consumer. For example, Tom et al. (1998) investigated counterfeit-prone U.S. consumers and the product attributes that attracted them to purchasing counterfeits. Consumers who knowingly purchased counterfeits did so because they perceived them to be as good as originals. They believed that counterfeit products hurt legitimate manufacturers, but they did not believe that purchasing counterfeits in general, hurt the US economy. Participants who preferred counterfeits over genuine products rated price as important. These participants were younger, earned less, and had less education than participants who preferred genuine products. Bloch et al. (1993) in earlier research noted that consumers who desired a counterfeit apparel item described themselves as less well off financially, less confident, less successful, and lower in status than persons who desired to purchase a genuine apparel item.

A few researchers have investigated Korean consumers' counterfeit purchasing behavior. Researchers have found that the majority of their participants had experience with purchasing counterfeits: 54% in Lee and Shin (2002)'s study and 84% in Yu and Lee (2002)'s study. These counterfeit purchasers shopped

for counterfeits more than twice per year. The main reasons for purchasing counterfeits were low price and product design. In addition, counterfeit purchasers had higher materialism and hedonic shopping values than those who did not purchase counterfeits. Yu and Lee (2002) also reported that the main reason reported for Korean consumers to repeatedly purchase counterfeits was low price, combined with the idea that counterfeits were almost the same quality as genuine products. They also found that participants who had a high tendency to engage in conspicuous consumption and had a luxury-oriented self-concept tended to shop for counterfeits.

3. Consumers Perceptions toward Counterfeits

Attitudes or one's perceptions can influence behavioral intentions (Ajzen & Fishbein, 1980). Holding a favorable idea concerning a product is an essential prerequisite to holding a favorable purchase or consumption intention. For this research, perceptions concerning counterfeits were defined as beliefs and feelings toward counterfeits and toward counterfeit purchasing.

Previous researchers have noted that if a person's attitude toward counterfeits is favorable; it is likely that he/she will consider purchasing counterfeit goods. Consumers who have purchased counterfeits tend to have positive attitudes toward counterfeits and toward purchasing them (Ang et al., 2001; Tom et al., 1998). Ang et al. (2001) found that compared to those who had never purchased counterfeits, consumers who had purchased counterfeits did not think that buying counterfeits was risky or that consumers were immoral when they purchased counterfeits; rather, they believed that purchasing counterfeits benefited society. In addition, the more value conscious a consumer was, the more favorable attitudes he/she held toward counterfeits and the higher were their purchase intentions. Tom et al. (1998) also found that consumers who had purchased counterfeits held positive perceptions toward counterfeiting and intended to purchase counterfeits in the future.

Kim and Lee (2004) investigated attitudes toward counterfeits in Korea. Responses showed a double

standard toward counterfeits: while individuals knew that counterfeiting had a negative impact on legitimate manufacturers, they tended to be accepting toward those who bought counterfeits. Compared to counterfeit purchasers, counterfeit non-purchasers indicated that counterfeit businesses harmed the Korean economy. They held negative attitudes toward counterfeit manufacturers. Lee(2004) also found that counterfeit purchasers tended to purchase counterfeit goods as an alternative to genuine items and did not feel guilty about their purchases. Compared to non-purchasers, counterfeit purchasers held more positive attitudes toward the illegality of manufacturing, selling, and buying counterfeits.

III. Methods

1. Framework of the Research

The framework of this research is presented in <Fig. 1>.

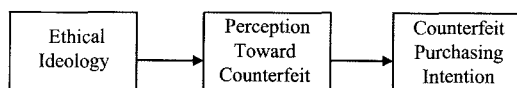


Fig. 1. Research framework.

2. Research Questions

Research questions for this research are as follows:

- 1) To compare participants' perceptions toward counterfeits between counterfeit buyers and non-buyers;
- 2) To investigate the relationship between ethical ideologies and perceptions toward counterfeits; and
- 3) To investigate the relationship among participants' ethical ideologies, perceptions toward counterfeits on future intentions to purchase counterfeits

3. Instrument

A survey method was used to collect the data. Previous research were used to develop the questionnaire(Ang et al., 2001; Forsyth, 1980; Ha & Lennon, 2004; Shen & Dickson, 2001). The first part of the

questionnaire contained the 20-item ethical viewpoint measure from the Ethics Position Questionnaire(EPQ) developed by Forsyth(1980). Participants responded to items by indicating their level of agreement, using seven-point Likert scales(-3: strongly disagree; 0= neutral; 3=strongly agree). Reliability analyses revealed a coefficient alpha of .78 for idealism and .73 for relativism. The next part of the questionnaire contained 24 items measuring participants' perceptions concerning counterfeit products, and these items were adopted from Ha and Lennon(2004) and Ang et al. (2001). Participants indicated their degree of agreement with each stated opinion by using seven-point Likert scales(-3: strongly disagree; 0=neutral; 3= strongly agree). An example of an item was: "The fashion counterfeit will not look good on me." Questions concerning demographic information and counterfeit purchasing experiences were also included. Counterfeit purchase intentions were measured from three perspectives by using seven-point Likert scales(-3: strongly disagree; 0=neutral; 3=strongly agree): the counterfeit purchase intention for oneself(participants), the counterfeit purchase intention for others, and the intention to recommend counterfeits to others.

4. Sample

The data were gathered by recruiting undergraduate students enrolled at a large university in a metropolitan area of Korea. Students enrolled in clothing-related courses were asked to participate; those who agreed to participate were given a questionnaire. A student sample was used because it has been documented that students are frequent buyers and users of clothing and of counterfeit products(Chakraborty et al., 1996; Chakraborty et al., 1997; Cordell et al., 1996).

5. Data Analysis

Idealism scales were summed for an overall idealism score, and scores from the relativism scale were summed for an overall relativism score. In order to test the reliability of the EPQ, a reliability test using Cronbach's alpha was performed for both idealism

and relativism scales. Idealism and relativism were used as independent variables to find out the relationships between them and participants' perceptions toward counterfeits. Factor analysis, using principle component methods with Varimax rotation, was used as an item reduction measure. Regression analyses were used to investigate the relationships between participants' ideological philosophies and their perceptions toward fashion counterfeits.

IV. Results

1. Sample Characteristics

A total of 314 participants comprised our convenience sample. A majority of the participants were female(91%). Sixty-six percent of the participants (n=206) indicated that they had purchased fashion counterfeits. Similar to the findings of previous researchers, the primary reasons reported for purchasing counterfeits were low price and product

design. More than 36% of the participants owned 2-4 counterfeit items and approximately 6% reported owning more than 10 counterfeit items. The most frequently purchased counterfeit product was handbags(40.1%), followed by clothing(31.2%), accessories(15.9%), and shoes(15.6%). Participants reported spending an average of 113,000 won for clothing and other fashion items per month.

2. Primary Analysis

Twenty-four statements on participants' perceptions toward counterfeits were factor analyzed by using principle component methods with Varimax rotation. A minimum eigenvalue of 1 was used as the criterion to extract the number of factors. Only items loading greater than .50 on a single factor and cross-loading at less than .40 on the other factors were retained. This process resulted in five factors(Table 1). The factors were labeled as economic uncertainty, psychological uncertainty, functional uncertainty, return-

Table 1. Results of factor analysis: Perceptions toward counterfeits

Factors: Statements	Factor Loadings	Eigen Value	% of Variation	Cronbach α
Psychological Uncertainty		2.75	18.33	.82
My friends will think I look funny when I use the counterfeit.	.872			
My friends will ridicule me for buying a counterfeit product.	.794			
I will not feel comfortable using the counterfeit in public.	.762			
Buying a fashion counterfeit will affect the way others think of me.	.651			
Economic Uncertainty		2.74	18.25	.86
I will feel that I wasted money if I buy a fashion counterfeit.	.835			
I will feel that I wasted time if I shop counterfeit products.	.826			
I will lose money if I purchase the fashion counterfeit product.	.792			
I will feel that I have shopped impulsively.	.597			
Functional Uncertainty		2.16	14.43	.75
The construction quality will be poor.	.873			
A fashion counterfeit will not be durable as original.	.865			
There will be something wrong with the product purchased.	.580			
Return-related Uncertainty		1.4	11.63	.83
If I return the counterfeit, I will not get a full refund.	.893			
I will not be able to return the counterfeit or exchange it.	.861			
Pro-counterfeit Opinion*		1.40	9.36	.49
I will be proud to own the counterfeit.	.812			
I would buy all counterfeit clothes if my friend could not tell that clothing was counterfeit.	.780			

*Pro-counterfeit opinion factor was excluded in further analyses

related uncertainty, and pro-counterfeit sentiments. Cronbach's alpha coefficients were calculated to find the reliability of each factor. The four factors except pro-counterfeit factor ranged from .75 to .86. Since the Cronbach's alpha for pro-counterfeit factor was quite low (Cronbach $\alpha=.49$), pro-counterfeit factor was excluded for the further analysis. The four factors-- psychological uncertainty, economic uncertainty, functional uncertainty, and return-related uncertainty-- were used as scales measuring each concept. Factor item scores within each factor were summed, and then the mean scores for each factor were calculated. These factors' mean scores were used for further analyses.

3. Perceptions about Counterfeits: Counterfeit Purchasers vs. Non-purchasers

Based on the counterfeit purchasing experience, participants were divided into two groups: counterfeit purchasers and counterfeit non-purchasers. T-tests revealed no significant differences between counterfeit purchasers and non-purchasers on either ethical ideology. T-tests did reveal significant differences between counterfeit purchasers and non-purchasers concerning their perceptions of two of the counterfeit factors: economic and psychological uncertainty (Table 2).

The non-purchasers were more certain that pur-

chasing counterfeits has both economic and psychological risk as compared to purchasers. The mean scores showed that, compared with other perceptions toward counterfeit factors, both purchasers and non-purchaser perceived a small amount of risk associated with psychological uncertainty. There was no significant difference in functional uncertainty and return-related uncertainty factors between these two groups.

The means for purchase intention were below the midpoint of the scale for both the counterfeit purchasers and non-purchasers. This finding suggests purchase intentions for both groups were low. However, there were significant differences on counterfeit purchase intentions between counterfeit purchasers and non-purchasers; indeed, counterfeit purchasers indicated higher intentions to buy fashion counterfeit goods than did the non-purchasers. For both groups, counterfeit purchase intentions for themselves were higher than the intention to purchase counterfeits goods for others. Perhaps these participants were afraid to purchase counterfeits for others since the others might be offended with a gift that was a fake as compared to an original. The giver might be embarrassed to acknowledge that a counterfeit of a luxury brand was all they could afford and would rather purchase genuine products for others and fake products for themselves.

Table 2. Differences on ethical ideologies and attitude toward counterfeits between counterfeit purchasers and non-purchasers

Variables	Mean (SD)		Mean difference	t
	Counterfeit purchasers (n=206)	Counterfeit non-purchasers (n=108)		
Ethical Ideologies				
Idealism	12.26 (7.50)	11.70 (7.40)	.555	.627
Relativism	10.21 (7.70)	8.85 (6.45)	1.354	1.650
Perceptions toward counterfeits				
Psychological Uncertainty	-.508 (1.23)	-.011 (1.25)	-.497	-3.367*
Economic Uncertainty	-.288 (1.28)	.250 (1.30)	-.537	-3.494*
Functional Uncertainty	1.09 (1.16)	1.13 (1.16)	-.034	-.246
Return-related Uncertainty	.090 (1.55)	.343 (1.53)	-.253	-1.381
Counterfeit Purchase Intention				
Intention for others	-.814 (1.44)	-1.629 (1.34)	0.815	4.878*
Intention for myself	-.155 (1.57)	-1.361 (1.41)	1.206	6.700*
Recommend to others	-.090 (1.47)	-1.523 (1.36)	0.601	3.512*

* $p < .001$

4. Ethical Ideologies and Perceptions Concerning Counterfeits

Regression analyses were used to determine the relationship between participants' ethical ideologies and perceptions concerning counterfeits (Table 3). The results showed that consumers' ethical ideologies were not a significant predictor of their psychological uncertainty, economic uncertainty, and functional uncertainty. Idealism was not related to any of those four factors of consumer perceptions toward fashion counterfeits. Relativism was positively related only to participants' perceptions concerning the return-related uncertainty ($p < .01$) of fashion counterfeits. Compared to participants who scored lower on relativism, those participants higher in relativism were uncertain about the possibility of getting a refund or return service after purchasing a fashion counterfeit ($p < .05$).

5. Ethical Ideologies and Perceptions toward Counterfeits on Future Intentions to Purchase Counterfeits

The mean scores of three counterfeit purchase

intention measures, the counterfeit purchase intention for oneself, the counterfeit purchase intention for others, and the intention to recommend counterfeits to others, were used for data analysis.

A multiple regression of two ethical ideology variables (i.e., idealism, relativism), four factors of perceptions toward fashion counterfeits as independent variables, and intentions to purchase fashion counterfeits as the dependent variable revealed that consumers' psychological, economic, and return-related uncertainty sentiments were significant predictors (Table 4). Psychological and economic uncertainty were negatively related to participants' future intention to purchase fashion counterfeits, while return-related uncertainty were positively related to intentions to purchase fashion counterfeit goods. Unexpectedly, consumers who perceived high uncertainty on post-purchase services (e.g., returning or exchange fashion counterfeit goods) tend to have higher intention to purchase fashion counterfeits. This finding is inconsistent with past studies (Ha & Lennon, 2006; Kim & Lennon, 2000; Wee et al., 1995).

Ethical ideologies did not significantly influence consumers' counterfeit purchase intentions. Although, moral philosophies have been observed in order to

Table 3. Results of multiple regression analysis: Counterfeit purchasers' ethical ideologies and perceptions toward fashion counterfeits

Attitude toward fashion counterfeit factors Variables	Multiple Regression Analysis			
	B	β	t	p
Psychological Uncertainty ($R^2 = .005$, $F(2,311) = .743$ ($p = .48$))				
Constant	-.499		-3.301	.001
Idealism	.008	.046	.785	.433
Relativism	.007	.041	.695	.487
Economic Uncertainty ($R^2 = .022$, $F(2,311) = 3.491$ ($p < .05$))				
Constant	-.466		-2.982	.003
Idealism	.017	.098	1.686	.093
Relativism	.016	.088	1.523	.129
Functional Uncertainty ($R^2 = .013$, $F(2,311) = 2.095$ ($p = .125$))				
Constant	.863		6.245	.000
Idealism	.009	.060	1.035	.301
Relativism	.013	.084	1.434	.153
Return-related Uncertainty ($R^2 = .036$, $F(2,311) = 5.733$ ($p < .01$))				
Constant	-.337		-1.848	.066
Idealism	.017	.083	1.440	.151
Relativism	.031	.149	2.582	.010

Table 4. Summary of multiple regression analysis: Ethical ideologies and attitude toward fashion counterfeits on the counterfeits purchase intention

Variables	Multiple Regression Analysis			
	B	SE	β	t
Constant	-.948	.098		-9.682**
Idealism	-.003	.008	-.018	-.377
Relativism	.015	.008	.084	1.739
Economic Uncertainty	-.284	.062	-.276	-4.588**
Psychological Uncertainty	-.251	.064	-.256	-3.902**
Functional Uncertainty	-.104	.063	-.093	-1.653
Return-related Uncertainty	.096	.047	.115	2.069*

Note. $R^2=.228$, $F(4,307)=29.380$ ($p<.001$)

* $p<.05$, ** $p<.001$

influence a wide range of decisions(e.g., Barnett et al., 1996; Forsyth, 1980; Forsyth et al., 1988; Singhapakdi et al., 1995), there are some research also found no relationship between moral philosophies and questionable behaviors. For instance, Forsyth and Berger(1982)'s found that cheating was not related to either idealism or relativism. This study also supports the inconsistency of these previous findings.

V. Conclusions and Implications

This study examined the effect of ethical ideology on consumers' attitude toward fashion counterfeit and their intention of purchasing fashion counterfeit goods. The findings of this study cause some concerns. About 66% of the participants indicated that they had purchased fashion counterfeit goods. More than 36% owned 2-4 counterfeit items and some (6%) indicated that they have more than 10 counterfeit goods. These indicate that the counterfeit purchasing behavior is prevalent among Korean college students. When we compare counterfeit purchasers and non-purchasers in ethical ideology factors, there were no significant differences between counterfeit purchasers and non-purchasers. Forsyth(1992) suggested that personal moral philosophy does not influence moral behavior in most settings. This may indicate that participants in this study may not see fashion counterfeit purchasing as an unethical behavior, since counterfeits and purchasing counterfeit goods are quite prevalent in Korean market. This may be discouraging news for legitimate producers

and businesses. Continuous efforts by legislation are needed to provide ethical business environment. In addition, educational program for consumers is needed to be developed and conducted to let consumers know the seriousness of the counterfeits.

Furthermore, purchasers and non-purchasers differed on two of the measures of perceptions of counterfeits: economic and psychological uncertainty. The non-purchasers were more certain that purchasing counterfeits has both economic and psychological risk as compared to purchasers. For functional uncertainty factor, both groups indicated high scores suggesting that both groups understand that fashion counterfeits will not as durable as the genuine goods and the quality will be different. Counterfeit purchasers indicated higher intentions to buy fashion counterfeit goods than did the non-purchasers. The fact that purchasers perceived less risk for counterfeit items than non-purchasers is consistent with prior studies(Ang et al., 2001; Nia & Zaichkowsky, 2000; Tom et al., 1998).

Idealism was not related to any factors of participants' perceptions toward fashion counterfeits. This finding is inconsistent with those of Bass et al. (1998) and Lau and Chin(2003), who found that idealism was negatively related to sales managers' evaluations of a given questionable behavior. Previous researchers' findings have been inconsistent concerning the relationships between relativism and perceptions toward questionable behaviors. Some researchers found a positive relationship(Lau & Chin, 2003; Sivadas et al., 2003), while others found no relation-

ship (Dubinsky et al., 2004). In this research, relativism was positively related to only the return-related uncertainty of fashion counterfeits.

The results of the multiple regression revealed that ethical ideology factors were not significant predictors of intention to buy counterfeit products. One explanation for this finding is that perhaps students do not think that counterfeit purchasing is unethical. Ang et al. (2001) documented that consumers did not consider counterfeit purchasers to be unethical; indeed, they saw nothing wrong with buying counterfeit products. Cordell et al. (1996) found that consumers might justify their purchase of counterfeits as a response to what they consider the genuine products' unfair advantages and marketing strategies.

Factors of consumers' perceptions toward counterfeits were significant predictors of future intentions to buy counterfeit products. Psychological and economic uncertainties were negatively related to intention to buy counterfeit products. This finding can be used for developing anti-counterfeit campaign or consumer educational program. Educating negative aspects of counterfeit products consumption - economic and psychological risk of purchasing and using counterfeits - may result in consumers' attitude and behavior change.

There are several limitations to our research. First, a convenience sample using college students was employed. Although college students are a major consumer group for clothing, participants' responses may not be typical of the general counterfeit-shopping population. Second, the sample was relatively homogeneous in terms of sex, income, and education. Males may have different perceptions of the morality of the shopping behaviors studied. Third, the R^2 from the regression analysis is quite low, indicating there are other factors affecting participants' attitude toward counterfeits. Building on this work, other researchers could address this limitation by using individuals representing diverse characteristics and by adding more variables.

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요 약

본 연구는 소비자의 윤리의식이 패션복제품에 대한 소비자의 인식과 구매의도와와의 관계를 살펴보았다. Forsyth(1980)의 Ethics Position Questionnaire(EPQ)를 이용하여 소비자의 윤리의식을 이상주의와 상대주의로 측정하여 연구에 사용하였다. 설문지법을 이용하여 대도시에서 거주하는 대학생들(N=314) 대상으로 조사한 결과, 약 66%가 패션복제품 구매경험이 있는 것으로 나타났다. 소비자의 복제품에 대한 인식은 경제적, 심리적, 기능적, 반품관련 불확실성 측면에서 살펴보았다. 소비자의 패션복제품 구매자와 비구매자간에 윤리의식 측면에서 유의한 차이는 없었으며, 일반적으로 패션복제품 구매경험자들은 복제품에 대해 경제적인 측면과 사회적인 측면에서 미경험자에 비해 긍정적으로 인식하고 있는 것으로 나타났다. 소비자 윤리의식 중에서 이상주의는 소비자의 패션복제품 인식과 유의한 관계가 없는 것으로 나타났으며, 상대주의는 반품관련 불확실성에서만 유의한 영향을 미치는 것으로 나타났다. 소비자들이 지각하는 복제품의 경제적, 심리적, 반품관련 불확실성이 복제품 구매의도에 유의한 영향을 미치는 것으로 나타났다.