위조품 구매동기와 사용혜택 요인이 구매의도에 미치는 인과모형분석

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Causal Relation Analysis of the Motivation and Benefits Factors Affecting Customers' Purchase Intention of Counterfeit Goods

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요 약 본 연구는 위조품 구매행동을 설명하기 위한 목적으로 이루어졌다. 선행연구를 토대로 위조품 동기와 위조품 사용혜택요인 및 위조품 구매의도 간의 인과 구조적 모형을 설정하였다. 분석결과 첫째, 위조품 사용 동기중 과시성 동기는 위조품 개인적 혜택에 유의미한 영향을 미치는 것으로 나타났다. 둘째, 만족감 동기는 위조품 혜택요인에 대한 직접적인 영향은 미치지 않은 것으로 나타났다. 그러나 만족감 동기는 위조품 구매의도에 직접적인 영향은 미쳤다. 셋째, 실용성 동기는 개인적 혜택과 경제적 혜택 모두에 유의미한 영향을 미치는 것으로 나타났다. 다만, 실용성 동기는 경제적 혜택과의 관련성이 더 강하게 나타났다. 넷째, 품질동기는 개인적 혜택과 경제적 혜택 모두에 유의미한 영향을 미치는 것으로 나타났다. 품질 동기 또한 경제적 혜택과 더 강한 관련성이 있는 것으로 나타났다. 본 연구는 위조품 구매행동에 영향을 미치는 요인들 간의 관련성을 밝힘으로써, 위조품 구매행동을 줄이려는 목적을 둔 공공 캠페인 담당자와 공익광고를 제작하고 기획하고자하는 광고담당자들에게 실무적 시사점을 줄 것으로 기대한다.

주제어 : 위조명품, 위조품 구매동기, 위조품 사용혜택, 위조품 구매의도

Abstract The present paper attempts to account for customers' purchase intention of counterfeit goods. Based on some previous analyses, we have set up a structured model for analysis with a hope to identify the relationship between benefits from using counterfeit goods and motivational factors to purchase them. It is found, first of all, that motivation for ostentation significantly influences personal benefits from using the counterfeit goods. Second, we also find that motivation for satisfaction does not exert any direct influence on the factors of benefits, though it affects decisions to purchase. Third, motivation for practicability has significant influence on personal and, more strongly, on economic benefits. Fourth, quality has significant influence on both personal and economic benefits. Again, this factor is also more closely related with economic benefits than with personal ones. We hope that we will be able to provide practical tips for those who design and plan public service advertisements that intend to reduce purchasing of counterfeit products

Key Words : counterfeit goods, motivation for buying fake products, benefits from counterfeit goods, intension to purchase

1. Goal of the Research

We can find consumer goods that are counterfeited and sold as genuine anywhere in the world including advanced countries(Bloch et al, 1993). Unfortunately,

Korea is one of the top countries in terms of the size of the market and range of counterfeit products. According to a report by World Customs Organization, counterfeit goods make up 5 to 7% of world trade, $512 billion, as of 2011. Manufacturing and consumption of

imitation products has been a serious problem in Korean society. More people turn to counterfeit consumer goods, perhaps because they are attracted by their much cheaper prices and almost identical designs.

Korea Trade Promotion Agency(KOTRA) recently held an exhibition show that displays 250 kinds of genuine products made in Korea and counterfeit goods made or purchased in China. In general, consumers are willing to pay a certain amount of money, whether it is a genuine or an imitation product. That seems to be why counterfeit goods do not disappear in the market. However, how they feel about counterfeit products, interestingly enough, depend on how much of their possession are counterfeits. As we can easily predict, those who purchase genuine products only are negative about counterfeit ones. But, those who purchase and use many counterfeit goods are not really negative and they believe that counterfeit goods do not really affect their intention to purchase genuine ones[12].

One of the most important reasons for purchasing counterfeit products is to possess the image of genuine products at much cheaper prices[2][6]. Those who have favorable attitude toward counterfeit goods, as we can easily understand, are more likely to buy those products[9][5]. Alber-Miller finds that those whose neighbors purchase and use counterfeit goods are more likely to purchase counterfeits[2]. Also, if you are not really sensitive to regulations, you are more likely to purchase counterfeits[3]. Chinese consumers believe that their favorable attitude toward counterfeits might support small companies competing with large firms. They even report that they will purchase counterfeits, though they are financially good enough to buy genuine goods [10].

Many researches have focused on what factors motivate consumers to purchase counterfeit goods. There seems to be an agreement among the past analyses that the biggest motive is a low price[1][7][13]. Other causes include similarity between genuine and fake product[11][15] and high quality of counterfeit products[8].

Based on such past researches, the present paper conducts a survey to a group of consumers who have used and/or purchased counterfeit goods and attempts to identify the cause-and-effect relationship among the factors affecting counterfeit purchasing behavior. To that purpose, we conducted in-depth interviews with the consumers in order to attempt to figure out what motives affect their behavior of purchasing counterfeit goods and also what factors influence their intention to buy those products. Furthermore, we take into serious consideration the benefits from using those products, which have been neglected in many past analyses. Thus, another important issue of the current research
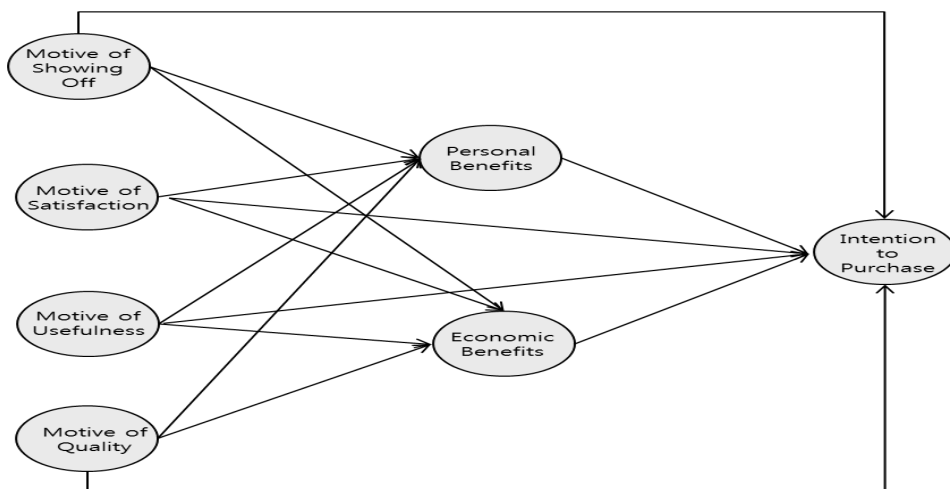
[Figure 1] Model of Analysis

is the question of what benefits influence consumers' intention to buy counterfeit goods. Finally, we intend to see if motivational factors and benefits have any influence on customers' intention to purchase.

The research questions are as follows.

Research Question 1: counterfeit products using the motivational factors and benefit factors will be relevant.
Research Question 2: Counterfeiting benefit from the help of buying counterfeit goods will be relevant factors.
Research Question 3: The purchase of counterfeit counterfeit use motivational factors help would be relevant.

2. Model of Analysis

Based on a set of past analyses of motivational factors[1][7][11][13][15], it is found that factors of motives and benefits are closely related with customers' intention to purchase counterfeit goods[16][17]. The present research takes motivational factors as a cause variable and satisfaction and benefits from using those products as a parameter and has

established a cause-and-effect model for the analysis of the effect on their intention to purchase (Figure 1)

The motivational factors that account for their intention to purchase include showing off, satisfaction, usefulness and quality. The factors of benefits are categorized into personal and economic factors. We attempt to see how each factor affects consumers' intention to purchase.

3. Methods of Research

3.1 Subjects

In order to identify the cause-and-effect between the factors of motives, benefits and intention to purchase under discussion, we have conducted a survey to a group of 296 college students in Seoul and Chonan who have purchased or used counterfeit goods. Of that group, 40 % are male and the rest 60% are female students, whose age range from 19 to 32. The survey was carried out for two weeks from May 15, 2012 to May 30, 2012.

3.2 Tools of Measurement

3.2.1 Motives for Purchasing Counterfeit Goods

A counterfeit product refers to an "unauthorized
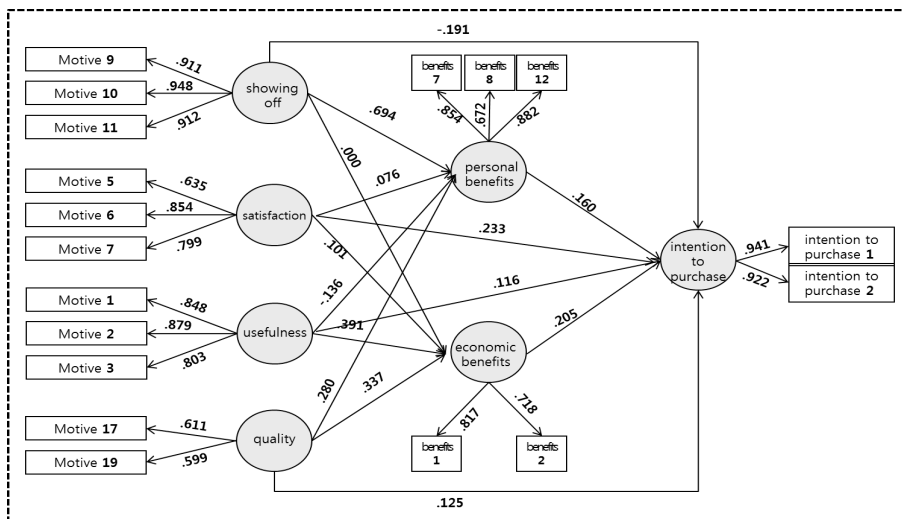
[Figure 2] Analysis of Research Model Result

product made to closely imitate the appearance and label of a genuine product". We have measured their motives or causes for purchasing and using these products by way of Likert scale of 5(1 for strongly disagree and 5 for strongly agree). The survey includes 19 questions and its reliability of Cronbach α index turned .900.

3.2.2 Benefits from using counterfeit goods

The analysis of benefits from using counterfeits is also based on Likert scale of 5, using 12 survey questions. The Cronbach α index is shown to be .903.

3.2.3 Intentions to purchase counterfeits

Their intention to purchase counterfeit goods, in turn, is measured on the basis of Yoon's(1992) tool of analysis that comprises 2 questions: possible to purchase/not possible to purchase, likely to purchase/unlikely to purchase. This tool consists of an indistinctive scale of 7. The Cronbach α index is shown to be .929[17].

3.3 Analysis of Data

In order to analyze the collected data, we employed the programs of SPSS/PC+(Windows 18.0 Version) and AMOS 6.0. The factorial analysis based on the method of principal component analysis targets to identify factorial structure of motives and benefits of purchasing and using counterfeit goods. Also, we conducted an Covariance Structure Analysis to see if there is any cause-and-effect relationship between motivational/beneficial factors and their intentions to purchase these products. The Cronbach's α index, again, represents the reliability of each scale.

4. Result of Analysis

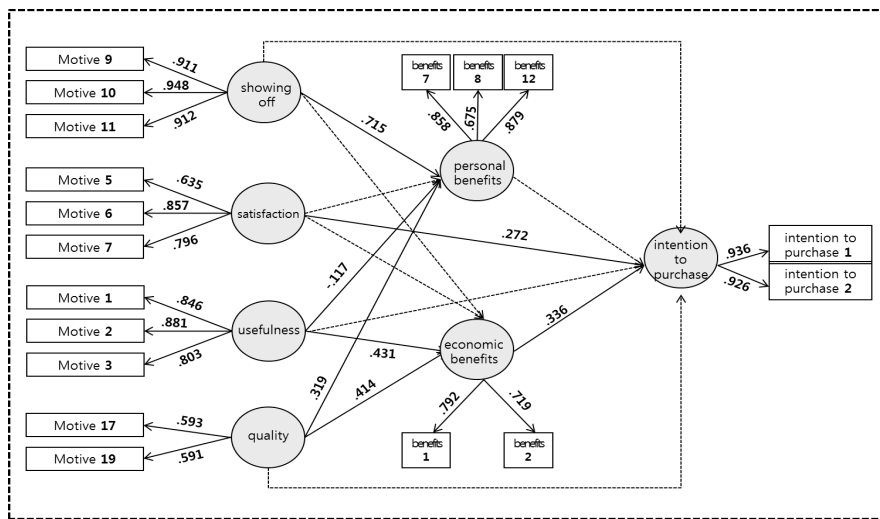### 4.1 Analysis of Research Model

The current research attempt to identify how the factors under discussion affect their intention to purchase. To that purpose, their motives for using counterfeits are established as cause variables and the benefits from using them are set as parameters. We have measured how each factor is related with the intention to purchase, using an Covariance Structure Analysis. The ML(Maximum likelihood Model), intended to verify the integrated model of research,

〈Table 1〉 Regressive Indexes of Early Model of Analysis

Categories			Estimate	S.E.	C.R.	p
Showing Off	→	Personal B.	.607	.058	10.444	***
Showing Off	→	Economic	.000	.054	.003	.997
Satisfaction	→	Personal	.082	.083	.997	.319
Satisfaction	→	Economic	.082	.086	.960	.337
Usefulness	→	Personal	−.149	.065	−2.297	.022
Usefulness	→	Economic	.321	.071	4.516	***
Quality	→	Personal	.360	.107	3.377	***
Quality	→	Economic	.325	.108	3.009	.003
Showing Off	→	Intention	−.319	.210	−1.513	.130
Satisfaction	→	Intention	.478	.199	2.400	.016
Usefulness	→	Intention	.243	.179	1.353	.176
Quality	→	Intention	.306	.307	.998	.318
Personal B.	→	Intention	.306	.280	1.091	.275
Economic B.	→	Intention	.521	.254	2.046	.041

〈Table 2〉 Goodness-of-fit of Early Model of Analysis

Early Model of	χ^2	df	p	GFI	AGFI	RMR	NFI	CFI	TLI
Analysi	136.014	113	0.069	0.947	0.919	0.040	0.957	0.992	0.990

[Figure 3] Revised Model of Analysis

measures the path-coefficient and overall goodness of fit of the model. Figure 2 exhibits a structural equation model that encompasses the path-coefficient of the integrated model of research. Table 1 and 2 illustrates the results of our analysis.

Table 1 shows that the motive of showing off has a significant effect on personal benefits (regression coefficient, r.c. =.607, p<.001), but not on economic ones (r.c. =.000, p<.05), Satisfactional motive, on the other hand, affects both personal and economic benefits (r.c. =.082, p>.05), =.082, p>.05), respectively. It also significantly affects intention to purchase (r.c. =.478, p<.01).

Usefulness also significantly affects both personal

and economic benefits (r.c. =-.149 and r.c. =.321, p<.001, respectively). Notice that it is much stronglyrelated with economic benefits than with personal ones.

Quality, as expected, also affects both kinds of benefits(r.c. =.360, p<.001, r.c =.325, p<.01, respectively).

Personal benefits, on the other hand, do not directly influence their intentions to purchase (r.c.=.280, p>.05, whereas economic benefits do (r.c. =.521, p<.05).

Table 2 exhibits that the goodness of fit of the early model of analysis is overall reliable. The figures of .947 GFI, .919 AFGI, .957 NFI, .992 CFI and .040 RMR show that motivational factors have significant affect on

Table 3. Regression Coefficient based on Revised Model of Analysis

	Categories		Estimate	S.E.	C.R.	p
Showing Off	→	Personal B.	.607	.058	10.444	***
Usefulness	→	Personal B.	-.149	.065	-2.297	.034
Usefulness	→	Economic B.	.321	.071	4.516	***
Quality	→	Personal B.	.360	.107	3.377	***
Quality	→	Economic B.	.325	.108	3.009	***
Satisfaction	→	Intention to P	.478	.199	2.400	***
Economic B.	→	Intention to P	.521	.254	2.046	***

Table 4. Goodness of Fit of Revised Model of Analysis

수 정	χ^2	df	p	GFI	AGFI	RMR	NFI	CFI	TLI
연구모형	151.179	121	0.033	0.941	0.917	0.046	0.952	0.990	0.987

benefits of counterfeits and, as a consequence, also on intentions to purchase. However, the overall goodness of fit of the model – $\chi 2$=136.014, p=.069– leads us to revise the model and reanalyze the data.

Figure 3 illustrates the revised model of analysis and Table 3 and 4 summarizes the results based on the revised model.

We can see in Table 3 that all the figures of regressive coefficient represent statistically significant relationship. Table 4 shows such a result: $\chi 2$=151.179, p<.05. This figure is good enough to verify a significant goodness of structure. The measured figures of .941 GFI, .917 AGFI, .952 NFI, .990 CFI, .046 RMR well represent the relationship between the factors in that motives affect intentions to purchase counterfeits at a significant level with benefits being parameters.

In sum, the motive of showing off has a stronger effect on personal benefits, while usefulness and quality on economic benefits.

5. Concluding Remarks

The current research attempts to identify structural relationship among the factors that affect customers′ intentions to purchase counterfeit goods. In the line of past research reported in the literature, we attempted to see how motivational factors affect benefits and, in turn, how such a relationship affects their intentions to purchase. The results of research can be summarized as in the following.

First, the motive of showing off has a significant effect on personal benefits (r.c. =.607, p<.001), but not on economic benefits. These results suggest that psychological factors are important. Second, the motive of satisfaction directly influences neither personal nor economic benefits. However, it has significant effect on the intention to purchase (r.c. =.478, p<.001). Third, the motive of usefulness has a significant effect on both personal and economic benefits (r.c. =-.149, r.c. =.321,

p<.001, respectively), though it is more closely related with economic benefits (p.c.=.431) than personal ones (p.c. =.117). Finally, quality also significantly affects both personal benefits(r.c.=.360, p<.001) and economic ones (r.c.=.325, p<.001). In sum, we find that personal benefits are affected by the motive of showing off, whereas economic benefits are by usefulness and quality.

The present study is a response to the call of urgent investigation into the relationship among the factors that affect customers′ behavior of purchasing counterfeits, which has recently risen as a serious problem of society. Thus, the findings of the analysis will help those who plan and design any effort, such as a public campaign, to decrease counterfeit purchasing. They will find it useful to take the result of this research into consideration when they ask themselves what concepts, techniques, and/or factors should be employed in producing a campaign advertisement.

Utilizing the results of this study, it can be used to create a public service advertising.Limitations of this study is that university students study.In the future, there is a need to conduct research to consumers using counterfeit

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