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Drivers of Customer Attitudes toward Counterfeit Luxury Fashion Products: A Multidimensional Study

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***Abstract*:** This thesis examines the complex problem of counterfeit luxury products in Pakistan, with a specific focus on the psychological, socio-cultural, and economic elements that influence customer attitudes and intends to purchase. The increasing demand for luxury fashion is accompanied by a corresponding growth in the market for counterfeit products, creating a paradoxical situation for rising nations. The study utilizes the Theory of Planned Behavior (TPB) and the Theory of Reasoned Action (TRA) to analyze consumer motives, specifically focusing on perceived social status, value consciousness, and fashion consciousness. Using quantitative research methodology, the study uses questionnaire survey to collect data from 431 consumers. The results emphasis the interaction of cultural norms, status consumption, and price sensitivity in influencing attitudes towards counterfeit luxury items. This study highlights the economic ramifications of counterfeit markets and provides valuable information for brand managers and regulators to formulate effective ways to address this widespread problem. The study seeks to contribute to the broader discussion on luxury brand management and consumer behavior in developing nations by examining the psychological and cultural factors that drive counterfeit buying.

Key words: Attitude, Counterfeit, Luxury.

1. Introduction

The intersection of high fashion and consumer behavior has long captivated scholars and practitioners alike, particularly in the context of sincerity and replication. In response to the growing global demand for luxury fashion, emerging economies grapple with the paradox of widespread counterfeiting of high-end goods (Qian et al., 2021). This study delves into the conflicting aspirations of Pakistan's burgeoning middle class within its dynamic markets, highlighting how the burgeoning counterfeit luxury fashion sector allows researchers to examine the intricate economic, social, and psychological factors that shape consumer attitudes. Branded products and high-end fashion items are particularly vulnerable to counterfeiting, yet consumers knowingly purchase these replicas. As noted by Harvey and Ronkainen (1985), successful brands attract skilled counterfeiters. A myriad of factors contributes to the proliferation of counterfeit luxury goods. The rapid advancement of technology has simplified the production process (Vida, 2007), while the desire for status symbols and a connection to contemporary fashion fuels consumer demand (Eisend, 2006). Phau et al. (2009) further highlight that when confronted with the original financial costs, consumers devise innovative alternatives to authentic luxury products.

Counterfeiting operates on two primary fronts: supply and demand. While academic literature has extensively explored the supply side of counterfeit production, investigations into the demand side remain relatively scarce (Dubinsky et al., 2005). Research by Cordell et al. (1996) indicates that consumers often purchase counterfeit items

primarily for their lower prices, yet Phau et al. (2001) found that a significant portion of consumers knowingly choose fake items for reasons beyond mere cost. Thus, a deeper understanding of the factors influencing this behavior is essential. This study aims to explore consumer perceptions of counterfeit high-end fashion items through the lens of the Theory of Planned Behavior (TPB) and the Theory of Reasoned Action (TRA) (Ajzen, 1991). The TPB posits that perceived ease or difficulty in undertaking an action influences decision-making, while the TRA emphasizes that individual attitudes and subjective norms shape behavioral intentions.

As we investigate consumer attitudes toward counterfeit luxury goods, we will uncover the psychological, socio-cultural, and economic factors that drive these decisions. Understanding how perceptions of social status, value consciousness, and cultural norms interact with consumer behavior is vital for elucidating the complex motivations behind the acceptance of counterfeit products.

In Pakistan, where luxury items are often viewed as symbols of wealth and prestige, the consumption of counterfeit goods becomes a means of participating in a status economy, enabling individuals to project an image of affluence without the financial burden of authentic items (Khan & Fatma, 2020). Peer pressure and the drive to conform to collectivist cultural norms further influence consumer behavior, as acceptance within social circles often encourages the purchase of counterfeit items (Shaikh & Karjaluoto, 2022). The proliferation of digital media complicates this landscape, amplifying luxury aspirations while highlighting the disparity between economic realities and consumer desires (Mehta & Chugan, 2021).

This research endeavors to illuminate the cultural factors that facilitate the acceptance of counterfeit luxury products in Pakistan. By exploring status consumption and the interplay of cultural dynamics, we aim to contribute valuable insights to the global discourse on counterfeit goods. These findings will be pertinent for luxury brands, consumer education initiatives, and anti-counterfeiting policies. The significance of this research cannot be overstated. Price sensitivity drives consumers toward counterfeit markets, particularly in an economy marked by inequality (Smith & Sparks, 2019; Tian & Robinson, 2020). As counterfeit items proliferate, they not only impact consumer attitudes but also threaten the exclusivity of luxury brands. Employing strong theoretical foundations, this study analyzes the psychological, socio-cultural, and economic dimensions influencing consumer behavior toward counterfeit luxury products in Pakistan, thereby addressing a notable gap in the existing literature. This research will ultimately provide insights that are crucial for understanding the motivations behind counterfeit purchases, offering guidance to researchers, policymakers, and brand managers navigating the complexities of the counterfeit luxury market.

2. Literature Review

2.1The Concept of Counterfeiting

2.1.1Counterfeit Trademark Products

Counterfeit trademark products are items that bear a trademark without authorization, closely resembling registered trademarks (OECD/EUIPO, 2016). Bian and Moutinho (2011) define these as unauthorized replicas of legitimate brands. Typically sold at lower prices, counterfeit items generally exhibit inferior quality and functionality compared to authentic products (Wilcox et al., 2009). Counterfeiting has escalated globally, encompassing various categories, including fashion, electronics, and pharmaceuticals. Damages from counterfeiting are significant, with estimates exceeding $1.2 trillion in recent years (Research and Markets, 2018), impacting manufacturers and governments alike.

2.1.2 Luxury Fashion Products

The term "luxury" originates from Latin words signifying opulence and excess (Brun, 2017). Defined by the Oxford Dictionary as a state of comfort or elegance (Stevenson, 2010), luxury goods attract consumers due to their prestigious reputation (Grossman & Shapiro, 1988). Demand for these products correlates with income, showcasing higher elasticity as income rises (Vickers & Renand, 2003). Luxury items serve as symbols of social status and are not deemed necessities. The subjective nature of luxury varies among individuals (Phau & Prendergast, 2000), complicating its definition in marketing (Beverland, 2004).

2.1.3 Consumer Motivation for Purchasing Luxury Products

Research on counterfeit items has focused on ethical, socio-cultural, and economic motivations (Oh et al., 2016; Jiang et al., 2018). Counterfeiters exploit consumers' desires for prestige, often attracting financially constrained individuals (Cordell et al., 1996; Gabrielli et al., 2012). Consumers may perceive counterfeit items as a means to maintain social standing despite financial limitations (Geiger-Oneto et al., 2013).

2.1.4 Factors Influencing Attitudes Towards Counterfeit Luxury Products

Motivations for purchasing counterfeits can be categorized into psychological, socio-cultural, and economic factors. Psychological aspects include perceived social status and value consciousness, while socio-cultural factors encompass cultural norms and status consumption. Economic considerations involve price sensitivity and product availability.

2.1.5 Perceived Social Status

The relationship between perceived social status and attitudes toward counterfeit luxury products is complex. Social status influences how individuals view counterfeit goods (Wilcox et al., 2009). Consumers with limited financial resources may purchase counterfeits to project affluence (Eisend & Schuchert-Guler, 2006). This emulation reflects societal expectations, and individuals often experience cognitive dissonance between their financial reality and desired self-image (Penz & Stottinger, 2005). In collectivist societies, social mobility and peer influence further drive the consumption of counterfeit items (Bian & Veloutsou, 2007).

2.2 Value Consciousness and Attitude towards counterfeit Luxury Products

Value consciousness is buying products at lower costs while considering quality constraints (Ting et al., 2016). Customers evaluate the price paid vs the quality received during a purchase transaction. Mohd Nordin et al. (2013) found that educated buyers consider counterfeit items cost-effective. Previous studies (Nordin et al., 2013) have shown that customers who priorities value are likely to have a positive attitude towards products that offer good value for money. This positive attitude is driven by their belief that such products can alleviate their social status insecurities. One potential reason for this discovery may be attributed to the hypothesis that individuals with high social status insecurity and a tendency to engage in status consumption may have a stronger desire to meet their need for equality or superiority compared to those in higher social classes, but lack the financial resources to do so (Wee et al., 1995). Consequently, if customers consider a thing to possess specific qualities, they will desire to purchase it, regardless of its authenticity.

This tendency mirrors a greater shift in customer values, where perceived product value exceeds authenticity in determining subjective enjoyment from premium brands (Wiedmann, Hennigs, & Siebels, 2009). This turns luxury brands' symbolic capital into a commodity and makes it available through fraudulent items, calling market worth into question (Bian & Moutinho, 2009). Price-conscious consumers are transforming the market and redefining luxury consumption (Cordell et al., 1996).Such perspectives on counterfeits affect brand management and consumer education beyond individual customers. Luxury brands may need to rethink their pricing to attract value-driven customers (Cheah et al., 2007). Consumer education must highlight counterfeiting's effects on economies, laws, and brand integrity (Staake et al., 2009). To reduce the market impact of counterfeit luxury goods, stakeholders should understand value-conscious buyers' motivations (Gentry et al., 2006).

2.2.1 Fashion Consciousness and Attitude towards counterfeit Luxury Products

Fashion-conscious consumers follow and participate in the business. Famous brands are often counterfeited, and fashion is especially easy (Bloch et al., 1993). O'Cass (2001) found that shopper interest in the fashion sector strongly influences their chance of buying fraudulent things. Fashion fads come and go swiftly, so many individuals are leery of making major purchases of short-lived items. This mindset leads trend-conscious people to buy imitation fashion items as a cheap alternative.One's sense of style is linked to their self-image and how they express themselves, which affects their inclination to acquire fraudulent things. Trend-conscious customers may like fake goods since they may test on numerous styles and personas without spending much (Workman & Lee, 2011). 'Fast fashion' has normalised cheap and trendy apparel consumption, accelerating fashion trends and affecting this behavior (Barnes & Lea-Greenwood, 2006).The availability of phoney items on various internet platforms and the simplicity of getting the latest trends have also raised fashion awareness in the modern era. The growing availability of fashion trends online may raise the urge to always seem nice, making phoney items more enticing as an easy approach to achieve these societal norms (Tian & Keep, 2013).

The fashion business and anti-counterfeiting efforts must understand why people care so much about fashion to see the broader picture. To address trend participation while emphasising counterfeiting's negative effects and authenticity's worth, Staake et al. (2009) suggest alternate business models or instructional tactics. Understanding why buyers buy counterfeit fashion products can help deter them (Chaudhry & Zimmerman, 2009).

2.2.2 Cultural norms and attitudes toward counterfeit luxury products

Recent consumer behavior research has examined how cultural norms affect people's views of bogus luxury products. A society's common standards and regulations for conduct influence consumer attitudes and behaviors, such as buying bogus luxury goods.Studies show that cultural norms can stimulate or discourage counterfeit goods purchases. Collectivistic societies value group uniformity and social harmony. In such situations, buying luxury goods, even fakes, may be motivated by social acceptance (Kim & Karpova, 2010). To illustrate, civilizations with a big divide between the powerful and the rest of society may feel more pressure to conform to the upper class's standards, which may lead them to tolerate or even prefer counterfeit luxury items (Wang & Chen, 2015). In countries that value individualism and personal achievement, counterfeit luxury products may be more difficult to sell. Buying phoney luxury products is seen as dishonesty or moral lapse in some societies (Chaudhry & Zimmerman, 2009). Thus, if a culture prizes luxury products as a marker of social status, it may become the norm (Eisend & Schuchert-Güler, 2006).Another consideration is culture's legal and ethical views. In societies that value intellectual property and where consumers know the law, counterfeit items are seen negatively (Staake et al., 2009). However, counterfeits may be tolerated in markets with lax rules (Ang et al., 2001).Due to globalization and commercial connectedness, cultural norms have disseminated, complicating views towards bogus luxury items. As travel, media, and the internet expose customers to varied cultural norms, their views regarding counterfeits may mix (Bian & Veloutsou, 2007).Finally, societal norms strongly influence buyer views of phoney luxury items. Individual and social identity aspects interact with these norms—from broad society values to the specific legal framework guiding commerce—to decide whether counterfeit things are accepted or rejected. Brand managers and policymakers must understand this relationship to combat counterfeit goods in different cultures.

2.2.3 Status Consumption and attitudes toward counterfeit luxury products

Husic and Cicic (2009) said people utilize prestige things to show off to their friends. Status consumption affects counterfeit perception, according to previous study (Phau & Teah, 2009). However, other academic studies imply that status purchasing does not permanently change views of fraudulent goods (Nordin, 2009). Additionally, consumer research has thoroughly documented the usage of status objects for self-presentation and identity signaling. Buying expensive stuff lets people express their social status without speaking. This expenditure reflects the desire to belong to an exclusive club and has a disproportionate impact on how consumers feel about phoney items (Wiedmann, Hennigs, & Siebels, 2009).Status consuming affects counterfeit sentiments differently in different consumer groups and cultures. Eisend and Schuchert-Güler (2006) state that some people buy phoney items to maintain their social image, while others don't because they worry about the product's legitimacy, ethics, or quality.

The concept of status was initially examined by Veblen (1899, 1953) in his analysis of the leisure class. This study highlights status indicators, specifically clothing. Consumers may choose apparel that conveys their privileged status and signifies their leisurely lifestyle and freedom from work obligations. Packard (1959) and specifically Mason (1981, 1992) sought to advance Veblen's economic concept of ostentatious consumption and propose that individuals frequently engage in consuming goods to assert their higher social position both to themselves and to others (status consumption). Status consumption refers to the psychological process in which an individual aims to enhance their social position by conspicuously consuming things that convey this desired image (Eastman et al., 1999). It encompasses admiration, regard, and covetousness from others and symbolises the aspirations of an individual (Csikszentmihalyi and Rochberg-Halton, 1981). Status items are primarily valued for their capacity to project a status image rather than for their utilitarian features. The status of the product frequently has a greater impact than the functional features of the product in the process of making a purchasing choice (Barnett, 2005).

2.2.4 Price Sensitivity and attitudes toward counterfeit luxury products

Consumers' pricing or value-for-money consciousness reveals how much they care about or concentrate on paying cheap prices (Lichtenstein et al., 1990; 1993). Research has shown that customers who are price sensitive are more likely to shop about, look for ways to save money, and be open to discounts (Ailawadi et al., 2001; Kau et al., 2003; Noble et al., 2006). In particular, studies conducted by Alford and Biswas (2002) and Kukar-Kinney et al. (2007) show that budget-conscious consumers are more prone to hunt for cheaper options, think that searching will be more cost-effective, and invest more mental energy into analyzing price-related data. Customers that are price sensitive are receptive to reductions and premiums, according to Palazon and Delgado (2009). Consumers that are

price-conscious want to get the most out of their money, so they look for ways to save costs, compare prices, and generally try harder to find better deals (Sproles and Kendall, 1996). Kara et al. (2009) found that consumers' price concern is a partial explanation for their purchases of store brands. Specifically, value consciousness influences customers' perceptions of shop brands and their purchase behavior (Karatet al., 2009). According to Dodge et al. (1996), "questionable" consumer behavior, such buying fake products, is heavily influenced by price sensitivity. People who are looking to save money tend to view counterfeit items in a positive light because of their willingness to pay low prices. One example is the practice of buying fake luxury goods as a form of protest against the greed and unjust pricing practices of corporations. This approach recognizes and seeks to address the negative aspects of counterfeiting, including brand equity and IP theft (Hieke, 2020). Aspects of social identity, the effects of digital technology, and ethical judgement are all part of the larger spectrum that encompasses price sensitivity in modern thought (Qian et al., 2021).

2.2.5 Availability of Counterfeit and attitudes toward counterfeit luxury products

Counterfeit luxury items have thrived as purchasers accept and even normalise them (Chaudhry & Zimmerman, 2019). As the risk of buying counterfeit things on social media and online marketplaces decreases, people may like them (Tian & Robinson, 2020). The abundance of counterfeits may also create a paradox of choice, since more alternatives might enhance the demand to buy (King & McClelland, 2020).

Fake goods may lose their stigma as more people accept them (Huang & Hsu, 2021). Due to the ease of access to counterfeit goods, Moores and Chang (2021) suggest customers may become complacent about the ethical and legal ramifications of their purchases. Because consumers typically ignore the victim or criticise real luxury goods makers to justify their activities, counterfeit consumption becomes more common (Zheng, Poon, & Chan, 2019).The extensive availability of counterfeits and imitation merchants' aggressive marketing strategies can impact consumers' perceptions of counterfeit consumption as a smart buying alternative (Xiao & Benbasat, 2021). This form of advertising often highlights luxury pricing's injustice by appealing to clients' need for a "good deal" without sacrificing quality or usefulness (Jin & Phua, 2021). According to research since 2019, phoney luxury items are a big factor in buyer emotions towards these commodities. Due to the accessibility of counterfeit goods, changing societal mores, and creative marketing methods that encourage the purchase of phoney luxury items, brand owners and lawmakers struggle to reduce counterfeit marketplaces.

2.3 Attitude Towards Counterfeit Luxury Product and Consumer Intention to Purchase

Buyers' attitudes towards bogus luxury products influence their intent to acquire them. This attitude, which is more of an evaluation than a reflection of consumer activity, is influenced by the perceived economic gain and enjoyment of counterfeit luxury items (Kastanakis & Balabanis, 2014; Yoo & Lee, 2009). Attitudes affect purchase behavior, although the link is not linear, according to Ajzen (1991). Verplanken and Holland (2002) and others found that non-attitude formation elements can immediately affect customers' buying decisions.

The internet has revolutionised how scholars analyse phoney luxury goods. The digital marketplace is significant because Casidy and Wymer (2020) found that social media exposure and ease of access to phoney luxury items can strongly influence customer mood and intent to buy. As this transition affects views towards counterfeit products before and after purchase, buyer sentiments and purchasing behavior tend to be more complex and cyclical. Peng and Chen (2021) found that customers are not always deterred by the perceived risk of buying counterfeit items. However, the thrill of acquiring high-quality things at a discount can motivate buyers. This study challenges the long-held belief that condemnation of counterfeit items' validity and ethics invariably prevents purchase. Also, cultural implications on bogus luxury product perceptions have been extensively studied. Fake goods offer affordable status symbolic, therefore some communities are more tolerant of them (Jiang & Cova, 2020). Due of societal laxity, counterfeit luxury goods may appeal to customers.Fake goods also affect consumers' buying patterns and identity-building. Smith and Sparks (2021) observed that buyers buy fraudulent things to test their identities, which makes them feel good and improves their likelihood of buying them.Given these complex outcomes, marketers and practitioners must rethink their techniques for influencing buyer perception towards bogus high-end goods. Conventional advertising may not be enough to change opinions. Instead, successful marketing interventions must understand the many factors that influence consumer attitudes and intentions to acquire counterfeit luxury items. The complex economic, social, cultural, and psychological factors that influence counterfeit market clients' decisions must be considered.

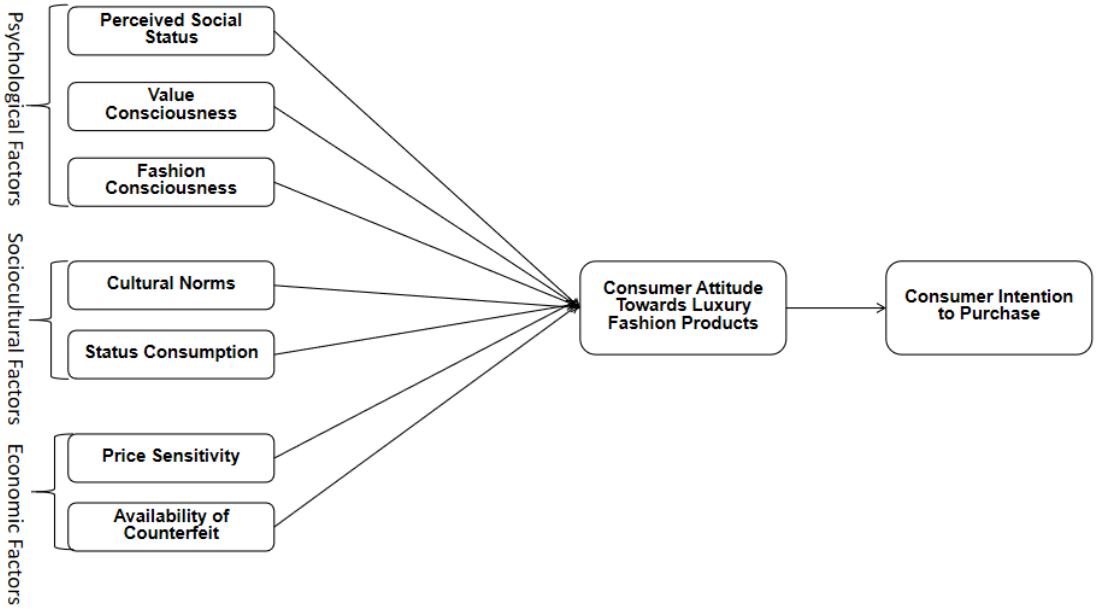
2.4 Supporting Theory

This research is grounded in established behavioral intention models, particularly the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) and the Theory of Planned Behavior (TPB) (Ajzen, 1991). These theories have been extensively used to understand the factors driving consumer behavior across various product categories.

Theory of Reasoned Action (TRA) suggests that a person's behavior is directly influenced by their attitude towards that behavior and subjective norms. Attitude refers to an individual's beliefs and evaluation of outcomes, while subjective norms involve perceived social pressure to engage in a particular action. TRA posits that the intention to perform a behavior is the strongest predictor of that behavior, which is shaped by both personal attitudes and societal influences. For instance, if consumers believe counterfeit products offer good value for money and face social acceptance, they are more likely to purchase them.

Theory of Planned Behavior (TPB) builds on TRA by introducing perceived behavioral control (PBC) as an additional factor. PBC refers to the extent to which individuals believe they can control their behavior. According to TPB, behaviors are more likely when individuals have favorable attitudes, supportive subjective norms, and a strong sense of control over the behavior. This theory is particularly useful in understanding how beliefs about the ease or difficulty of purchasing counterfeit goods shape consumer intentions and actions.

Both theories help explain how attitudes, social influences, and perceived control shape consumer behavior towards counterfeit luxury products. They provide a framework for examining how psychological and socio-cultural factors, such as social status, family, and peer influence, drive consumer decisions in specific contexts.



2.5 Hypothesis of the Study

H1a: Social Status is related to consumer Attitude toward counterfeit luxury fashion products.

H1b: Value Consciousness is related to Attitudes toward counterfeit luxury fashion products.

H1c: Fashion Consciousness is related to Attitudes towards counterfeit luxury fashion products.

H2a: There is a relationship between cultural norms and consumer attitudes towards counterfeit luxury fashion products.

H2b: There is a relationship between status consumption and attitudes toward counterfeit luxury fashion products.

H3a: There is a relationship between price sensitivity and consumer attitudes towards counterfeit luxury fashion products.

H3b: There is a relationship between availability of counterfeit and consumer attitudes towards counterfeit luxury fashion products.

H4: Consumer attitudes towards luxury fashion products are positively associated with a higher intention to purchase these products.

3. Research Methodology

3.1 Research Philosophical Assumptions

According to Creswell (2009), research philosophical assumptions helped the researcher adopt the most appropriate research methodology. Therefore, an explanation of the philosophical assumption adopted by the researcher was important, as the research methodology and methods depended on the researcher's stance on these theoretical assumptions. Furthermore, research design was significantly influenced by the researcher's view of the world (Blaikie, 2007). According to Crotty (1998), in this setting, the philosophical assumptions of a study could be viewed as a spectrum with subjectivism on one end and objectivism on the other. Objectivism, according to Johnson and Duberley (2000), presupposed a separation between the inquirer and the inquiry itself, meaning that the researcher delved into the field of study free from preconceived notions. The followers of objectivism mainly adopted the positivist paradigm, traditionally used by natural sciences researchers and more recently introduced into social sciences (Blaikie, 2007). On the other hand, the advocates of subjectivism (e.g., Collis and Hussey, 2003) believed that social enquiry was not independent of the researcher and that personal views and social norms may be involved in the interpretation of results. The followers of subjectivism mainly adopted the interpretivist (constructivist) paradigm, primarily used in qualitative research.

Sekaran (2013) argued that positivism considered the universe as having an objective truth. Positivists believed that by understanding the world sufficiently, they could anticipate and control it. Hussey and Hussey (1997) outlined seven essential characteristics of the positivist paradigm. These characteristics included a reliance on quantitative approaches, the use of large sample sizes, and hypothesis testing through statistical methods, among others. Conversely, interpretivism or constructivism presented a distinct strategy. Sekaran (2013) stated that interpretivism, unlike positivism, did not aim to discover objective truth but saw social inquiry as primarily a product of psychological or mental construction.

This research adhered to the philosophical assumption of objectivism and employed the positivist paradigm, placing particular focus on a logical technique for theory testing. Prior studies utilised the positivist method to examine service quality in various contexts (e.g., Parasuraman et al., 1998; Liu and Yen, 2010). The Theory of Planned Behavior and Theory of Reasoned Action were also used to develop the research framework using a positivist approach. Since this research tested hypotheses regarding consumer intention toward counterfeit fashion products and factors affecting consumer attitude, the positivism paradigm, employing a deductive approach and quantitative data, was most appropriate.

3.2 Research Approaches

Research methods provided a framework for conducting study designs in accordance with philosophical ideas (Bryman and Bell, 2018). Saunders et al. (2011) classified research approaches into two categories: inductive and deductive. The inductive method sought to derive theories from facts, while the deductive method focused on testing theories (Bryman and Bell, 2018). The deductive approach, according to Creswell (2014), started from a general perspective, systematically evaluating theory through hypothesis formulation.

The current study adopted a deductive strategy. The research tested hypotheses derived from a thorough literature review on consumer attitudes toward counterfeit luxury fashion products, factors influencing attitudes, and the impact of these attitudes on consumer intentions. Hence, the deductive method was deemed appropriate for theory testing, as it confirmed or disproved the study's ideas by using a research instrument to collect quantitative data. This deductive approach was consistent with the research's underlying philosophical assumption of positivism**.**

3.3 Research Strategy

Bryman and Bell (2011) defined research strategy as the general approach or direction taken in business research. Two distinct strategies—quantitative and qualitative—were considered. The choice of strategy depended on philosophical assumptions and the relationship between theory and research.

3.4 Quantitative Research Strategy

The quantitative research strategy, as described by Bryman and Bell (2011), involved collecting and analyzing numerical data. This approach primarily relied on a deductive approach, was grounded in positivist assumptions, and viewed social reality as separate from the researcher. Given that the present study sought to identify relationships between variables, a quantitative research strategy was used, focusing on testing hypotheses through

surveys and numerical data analysis.

3.5 Qualitative Research Strategy

Although qualitative research strategies focused on generating theories from specific observations (Bryman and Bell, 2011), they were not used in this study. Since the study's goal was to identify relationships between variables such as attitudes and intentions, a qualitative approach was deemed inappropriate.

3.6 Research Method Used in the Study

The study used a questionnaire survey as its quantitative research method. According to Saunders (2011), surveys and experiments are the two main quantitative research methods. A survey questionnaire was chosen to collect information from a subset of the population about the variables under study (Bryman & Bell, 2018). Statistical testing of hypotheses required quantitative data, and questionnaires provided the necessary data for this research. As Creswell (2014) suggested, questionnaire surveys collected enough quantitative data for both descriptive and inferential statistical analyses. The data gathered was used to propose potential correlations between variables and build models representing these relationships.

3.7 Construction of Research Instrument

A questionnaire was used as the research instrument to gather primary data. The questionnaire was carefully designed to encompass all constructs utilized in the study. It included closed-ended questions to collect background information and assess latent variables. As proposed by Bryman and Bell (2011), the questionnaire was divided into sections to enhance clarity and simplify the process for respondents. Part 1 collected demographic data, while Part 2 used a five-point Likert scale to measure factors such as value consciousness and fashion consciousness.

3.8 Sampling

Sampling was crucial in this study. According to Kumar (2011), a sample is a subset of the population representing the study's focus. Probability sampling was employed to ensure that each participant had an equal chance of selection (Saunders et al., 2011). The sample included consumers residing in Mardan, Peshawar, Islamabad, Swabi, and Nowshera who used counterfeit fashion products. A suitable sample size was determined following the guidelines of Tabachnick and Fidell (2007), which required at least 122 participants for statistical validity.

3.9 Data Analysis Techniques

The data obtained from the questionnaire survey was analyzed using the Statistical Package for Social Sciences (SPSS). Descriptive statistics, such as tables and cross-tabulations, were used to illustrate demographic characteristics. Reliability analysis, using Cronbach's alpha, and Exploratory Factor Analysis (EFA) refined the research scales. Regression analysis was employed to determine correlations between the study's variables.

3.10 Ethical Considerations

Ethical considerations were taken into account throughout the research process. Respondents were given a cover letter explaining the purpose of the study, and all information provided was kept confidential. Participation was voluntary, and respondents were informed that they could withdraw at any time. All ethical concerns were clearly outlined in the cover letter provided to participants.

4. Data Analysis

4.1 Sample Characteristics

The objective of this section is to furnish comprehensive information regarding the key informants who are participating. Descriptive statistics were employed to summarize information of the participating key informants. Tables were utilized to present overarching themes and patterns observed in the gathered data. Demographic information encompasses specific data points such as the respondents' gender, age, education level, and monthly income. The details are provided in the following sections.

4.2 Demographic Information of Key Informants

The primary informants were categorized based on their gender, age, level of education, and monthly income. The specific information is presented in Table 4.1.

Table 4.1 Demographic information of the Consumers

Demographics	Category	Frequency	Percentage	Cumulative Percent
Gender	Male	380	88.2	88.2
	Female	51	11.8	100.0
Age	Less than 25 years	243	56.4	56.4
	26 to 35 years	99	23.0	79.4
	36 to 45 years	52	12.1	91.4
	46 to 55 years	37	8.6	100.0
Qualification	No formal education	45	10.4	10.4
	School Level	159	36.9	47.3
	College Level	148	34.3	81.7
	Degree Level	66	15.3	97.0
	Postgraduate (MS/PhD)	13	3.0	100.0
Monthly Income	Less than 50K	219	50.8	50.8
	50K to 100K	104	24.1	74.9
	100K to 150K	30	7.0	81.9
	More than 150K	78	18.1	100.0

The table highlights significant disparities and trends across gender, age, qualifications, and income distribution among the participants. The sample is predominantly male, with 88.2% of participants being male and only 11.8% female, which could influence the study's findings in contexts where gender plays a critical role. In terms of age, the majority are young, with 56.4% of participants under 25 years old and 23.0% aged 26 to 35, making up nearly 80% of the sample. A smaller portion, 12.1%, are aged 36 to 45, and 8.6% fall in the 46 to 55 range, with no participants older than 55. Regarding educational qualifications, the participants display a broad range of backgrounds, with 10.4% having no formal education, 36.9% possessing school-level education, 34.3% having college-level qualifications, 15.3% holding degrees, and 3.0% being postgraduate degree holders. This indicates a moderate to high level of educational attainment. The monthly income distribution shows that half of the participants (50.8%) earn less than 50,000 per month, 24.1% earn between 50,000 and 100,000, 7.0% earn between 100,000 and 150,000, and 18.1% earn more than 150,000, reflecting a broad economic spectrum with a concentration in the lower to middle-income brackets.

4.3 Reliability Analysis

The current research will employ various constructs to test the hypothesis. Nevertheless, as suggested by Saunders et al. (2012), it is imperative to do a reliability analysis prior to commencing the final analysis. In order to establish the validity of any research, it is imperative to employ a highly trustworthy scale to ensure the credibility of the analysis. As mentioned earlier in the methodology chapter and supported by Pallant (2011), the reliability of various constructs (such as Consumer Attitude, Consumer Intention, Value Consciousness, Fashion Consciousness, Perceived Social Status, Status Consumption, Cultural Norms, Price Sensitivity, and Availability of Counterfeit) will be assessed using Cronbach's alpha. Hair et al. (2010) state that a Cronbach alpha value exceeding 0.6 is the preferred threshold for establishing the reliability of constructs. Below are the specifics of the reliability analysis;

Table 4.2 Cronbach alpha values of the constructs

No	*Constructs*	*Cronbach Alpha*	*No of items*
1	**Consumer Attitude**	0.945	3
2	**Consumer Intention**	0.940	3
3	**Value Consciousness**	0.922	3
4	**Fashion Consciousness**	0.951	3
5	**Perceived Social Status**	0.922	3
6	**Status Consumption**	0.910	3

7	**Cultural Norms**	0.929	3
8	**Price Sensitivity**	0.898	3
9	**Availability of Counterfeit**	0.906	3

As seen in table 4.2, the scale utilized in the current study exhibits a Cronbach alpha value that above the required threshold. Furthermore, the item-to-total correlation for all items exceeds 0.3, indicating that each item is loading accurately on its own scale. According to Hair et al. (2014), items that have a correlation of less than 0.3 with the total score are problematic and should be excluded from the study. The table 4.3 displays the item-to-total correlation of all the items belonging to distinct constructs in a comprehensive manner.

Table 1.3 Item to total correlations of the items

No	Constructs	Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1	**Value Consciousness**	VC1	6.65	5.492	.829	.898
		VC2	6.62	5.142	.835	.894
		VC3	6.68	5.137	.863	.870
2	**Fashion Consciousness**	FC1	10.82	12.229	.882	.935
		FC2	10.74	13.101	.869	.939
		FC3	10.78	12.315	.897	.930
		FC4	10.70	12.754	.875	.937
3	**Perceived So5cial Status**	PSC1	7.07	6.040	.866	.870
		PSC2	7.11	5.770	.817	.910
		PSC3	7.03	5.855	.846	.884
4	**Status Consumption**	SC1	6.71	5.634	.856	.838
		SC2	6.57	6.004	.749	.929
		SC3	6.74	5.794	.855	.841
5	**Cultural Norms**	CN1	7.03	6.471	.878	.882
		CN2	6.94	6.103	.816	.933
		CN3	7.06	6.256	.878	.880
6	**Price Sensitivity**	PS1	7.25	5.936	.808	.847
		PS2	7.37	5.726	.770	.880
		PS3	7.25	5.653	.820	.836
7	**Availability of Counterfeit**	AOC1	7.37	5.849	.803	.873
		AOC2	7.28	5.528	.819	.860
		AOC3	7.24	5.940	.817	.862
8	**Consumer Attitude**	Con_Att1	10.96	11.282	.879	.926
		Con_Att2	10.86	12.520	.853	.934
		Con_Att3	10.90	11.481	.888	.923
		Con_Att4	10.83	12.228	.863	.931
9	**Consumer Intention**	Con_Int1	10.11	13.891	.867	.918
		Con_Int2	10.03	14.018	.855	.922
		Con_Int3	10.06	13.410	.866	.918
		Con_Int4	10.03	13.797	.840	.927

Both tables above display a dependable Cronbach alpha value and item-to-total correlation. This statement suggests that additional investigation can be conducted on these constructs because they are considered to be dependable.

4.4 Exploratory Factor Analysis

Exploratory factor analysis (EFA) is often used alongside principal component analysis (PCA) and common factor analysis (Watkins, 2018). EFA enhances scale reliability by identifying and removing unsuitable components

(Watkins, 2018; Frost, 2022; Yu & Richardson, 2014). PCA identifies the minimal number of components explaining the most variance, while common factor analysis is used when factor types are unknown, making it suitable in cases with common error variance (Watkins, 2018). In contrast, confirmatory factor analysis (CFA) offers greater control for hypothesis testing but requires substantial prior knowledge, which may not always be reliable (Arteaga, 2023; Suhr, 2006). EFA is more flexible, enabling broader data examination without biases (Arteaga, 2023; Suhr, 2006), and is widely used in various fields like marketing, social sciences, health sciences, and economics (Surucu, Yikilmaz, & Masiakci, 2022). It is essential in quantitative research, requiring techniques like PCA and rotation analysis (Arteaga, 2023). For EFA, a sample size above 100 and at least three items per construct are recommended (Surucu et al., 2022). With a sample of 431 and more than three items per construct, the current study meets the conditions for EFA, PCA, and other analyses. Prior to EFA, it is crucial to ensure that constructs are interrelated, have reliable representation, and an adequate sample size, necessitating the use of the Kaiser-Meyer-Olkin (KMO) Measure (Yu & Richardson, 2014; Surucu et al., 2022).

Table 4.4: Kaiser-Meyer-Olkin Measure (KMO) and Bartlett's Test of Sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.908
Bartlett's Test of Sphericity	Approx. Chi-Square	14390.174
	Df	435
	Sig.	<.001

Kaiser-Meyer-Olkin (KMO) test results reveal 0.962 is an appropriate sample size. Bartlett's Test of Sphericity values were less than 0.05, indicating substantial correlation between construct items. Thus, EFA and principal component analysis (PCA) can be performed as rotation analyses.After establishing the KMO and Bartlett's Test of Sphericity's significance, employ the extraction approach (Surucu et al., 2023). Principal component analysis or common factor analysis may be chosen by the researcher based on experience and goals (Surucu et al., 2023). We seek to determine the best representative architecture using EFA by deleting elements that load on other objects. The topic will be identified via principal component analysis.

In addition, after selecting the principal component analysis technique, we will further improve it by employing the varimax factor analytics rotation technique proposed by Arteaga in 2023. Our objective is to identify items that have a significant impact on other items and eliminate those items while ensuring a clear and accurate representation of the factor structure. Furthermore, the analysis will also encompass the examination and understanding of eigenvalues and communalities, and their significance (Arteaga, 2023; Eaton, Frank, Johnson, & Willoughby, 2019).

Table 4.5

	Component									
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**Commonalities**
VC1					.764					.849
VC2					.778					.860
VC3					.811					.891
FC1		.749								.866
FC2		.829								.881
FC3		.763								.885
FC4		.811								.877
PSC1			.794							.892
PSC2			.760							.845
PSC3			.798							.873
SC1							.771			.883

SC2						.705			.778
SC3						.796			.891
CN1							.742		.899
CN2							.714		.842
CN3							.735		.897
PS1					.854				.842
PS2					.852				.816
PS3					.882				.859
AOC1				.877					.844
AOC2				.855					.848
AOC3				.876					.854
Con_Att1	.823								.879
Con_Att2	.820								.848
Con_Att3	.804								.883
Con_Att4	.800								.848
Con_Int1								.669	.869
Con_Int2								.655	.853
Con_Int3								.617	.859
Con_Int4								.591	.833
Eigenvalues	15.415	2.336	1.1811	1.621	1.532	1.412	1.314	1.179	1.100	
% of Variance Explained	12.803	24.652	33.987	43.278	52.496	61.626	70.324	78.453	86.152	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 7 iterations.

Table 4.5 shows that the result of EFA has extracted 30 measurement items, from which the researcher has drawn 9 factors. These are: Consumer Attitude, Consumer Intention, Value Consciousness, Fashion Consciousness, Perceived Social Status, Status Consumption, Cultural Norms, Price Sensitivity, Availability of Counterfeit . All the factors from the rotated pattern matrix have eigen values greater than 1 and total varaince explained of 86.152. The structure yields a distinct solution consisting of nine factors. As anticipated, all three components of Value Consciousness (VC1, VC2, and VC3) have a significant loading of more than .764 (exceeding the threshold value of 0.60) on factor 5, without any cross-loading on other constructs. Similarly, four Fashion Consciousness components (FC1, FC2, FC3, and FC4) had a high loading of more than .749 (exceeding the criterion value of 0.60) on factor 2, with no loading on other constructs. Similarly, Perceived Social Status consists of three items (PSC1, PSC2, and PSC3), all of which have a high loading on component 3 (over the threshold value of 0.60) and do not have any cross-loading on other constructs. The Status Consumption construct consists of three items, namely SC1, SC2, and SC3. All three items exhibit a high loading of greater than .705 on factor 7, and there is no cross loading observed on any of the other factors. All three items of Cultural Norms (CN1, CN2, and CN3) have a strong loading of over .714 (over the cutoff value of 0.60) on factor 8, without any cross-loading on other constructs. Three elements of Price Sensitivity (PS1, PS2, and PS3) have a high loading of greater than .852 (above the threshold value of 0.60) on factor 6, without any cross loading on other constructs. Similarly, the Availability of Counterfeit consists of three components (AOC1, AOC2, and AOC3), all of which have a strong association with factor 4 (over the threshold value of 0.60) and do not have any significant associations with other constructs. The construct of Consumer Attitude consists of four items: Con_Att1, Con_Att2, Con_Att3, and Con_Att4. All of these items exhibit a high loading of greater than .800 on factor 1, without any cross loading on any other factor. Each of the four Consumer Intention components (Con_Int1, Con_Int2, Con_Int3, and Con_Int4) has a high loading of .591 on factor 9, which above the threshold value of 0.50. There is no cross loading on other constructs. Table 4.5 presents a detailed study with a clear framework consisting of nine factors. Upon completing the exploratory factor analysis (EFA) using Principal Component Factor Analysis as the extraction method and relying on the Varimax rotation method, we have determined the best representative construct based on the results of KMO and Bartlett's

Test, communalities, and eigenvalues. With this information, we can proceed with further statistical analysis.

4.5 Inferential Statistics

Considering this, I have excluded the responses that met this condition. To identify outliers, I have examined the statistics of Standard Deviation. To determine the normalcy of the data, I have examined the statistics of Skewness and Kurtosis. In this portion of inferential statistics, the following analyses have been employed to examine missing data. I have reviewed my dataset and identified responses that were approximately 50 to 60 percent complete, while the remaining responses were incomplete. Data was further checked for internal consistency using the Cronbach Alpha coefficient. Exploratory factor analysis determined factor loading, eigenvalues, and variable correlation. Based on correlation strength, this research will determine if more segregation is needed. The major study objective was confirmed by multiple regression analysis.

4.6 Data Cleaning and Screening

Before statistically analyzing study hypothesis, the researcher checks the data for errors. This comprises finding and fixing missing data, outliers, and guaranteeing a normal distribution (Montelpare et al., 2020). Data accuracy and dependability are ensured through rigorous cleaning and screening, simplifying primary data analysis (Montelpare et al., 2020).

4.7 Missing Data Analysis

Incomplete replies must be properly examined and removed. Failure to do so can impact major data analysis (Hair et al., 2018). To eliminate missing mistakes and fix data, certain responses were removed.

4.8 Outliers Analysis

According to Sequitin (2021) and Hair et al. (2018), outliers are numerical values in a dataset that deviate significantly from the majority of the data and may be at one or both extremities of the distribution. Outliers also affect analysis and results (Hair et al., 2018). Sequitin (2021) defines an outlier as a data set with a standard deviation more than 3 or less than -3. The values in our table 4.6 St. Deviation row are all below 3+, indicating that our data collection has no outliers.

Table 4.6: Outliers Analysis

Items	N	Minimum	Maximum	Mean	Std. Deviation
VC1	431	1	5	3.33	1.166
VC2	431	1	5	3.36	1.242
VC3	431	1	5	3.30	1.218
FC1	431	1	5	3.52	1.311
FC2	431	1	5	3.61	1.194
FC3	431	1	5	3.57	1.283
FC4	431	1	5	3.65	1.239
PSC1	431	1	5	3.54	1.225
PSC2	431	1	5	3.50	1.329
PSC3	431	1	5	3.57	1.283
SC1	431	1	5	3.30	1.285
SC2	431	1	5	3.44	1.307
SC3	431	1	5	3.27	1.251
CN1	431	1	5	3.49	1.254
CN2	431	1	5	3.58	1.390
CN3	431	1	5	3.45	1.298
PS1	431	1	5	3.68	1.240
PS2	431	1	5	3.57	1.324
PS3	431	1	5	3.68	1.292
AOC1	431	1	5	3.57	1.272
AOC2	431	1	5	3.67	1.328
AOC3	431	1	5	3.71	1.238

Con_Att1	431	1	5	3.56	1.310
Con_Att2	431	1	5	3.65	1.145
Con_Att3	431	1	5	3.61	1.270
Con_Att4	431	1	5	3.69	1.180
Con_Int1	431	1	5	3.30	1.304
Con_Int2	431	1	5	3.38	1.299
Con_Int3	431	1	5	3.35	1.374
Con_Int4	431	1	5	3.38	1.347
Valid N (listwise)	431				

4.9 Normality Analysis

Data normality is a key multivariate assumption. Hair et al. (2018), Kline (0211), and Tabachnick and Fidell (2007) guided this study's skewness and kurtosis tests to determine data normality. These experts claim that normal distribution variables have Skewness and Kurtosis values around +2.2. Table 4.8 demonstrates that each variable in the present study has a skewness and kurtosis value falling within the range of +2.2, therefore demonstrating a normal distribution.

Table 4.2 Normality Analysis

Items	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
VC1	431	-.704	.118	-.482	.235
VC2	431	-.579	.118	-.659	.235
VC3	431	-.545	.118	-.621	.235
FC1	431	-.855	.118	-.491	.235
FC2	431	-.720	.118	-.538	.235
FC3	431	-.908	.118	-.367	.235
FC4	431	-.779	.118	-.510	.235
PSC1	431	-.713	.118	-.650	.235
PSC2	431	-.607	.118	-.833	.235
PSC3	431	-.613	.118	-.796	.235
SC1	431	-.581	.118	-.810	.235
SC2	431	-.498	.118	-.921	.235
SC3	431	-.585	.118	-.743	.235
CN1	431	-.711	.118	-.615	.235
CN2	431	-.701	.118	-.810	.235
CN3	431	-.702	.118	-.683	.235
PS1	431	-.876	.118	-.348	.235
PS2	431	-.500	.118	-1.027	.235
PS3	431	-.654	.118	-.796	.235
AOC1	431	-.686	.118	-.749	.235
AOC2	431	-.819	.118	-.534	.235
AOC3	431	-.678	.118	-.602	.235
Con_Att1	431	-.928	.118	-.337	.235
Con_Att2	431	-.743	.118	-.432	.235
Con_Att3	431	-.991	.118	-.150	.235
Con_Att4	431	-.804	.118	-.353	.235
Con_Int1	431	-.573	.118	-.912	.235
Con_Int2	431	-.417	.118	-1.046	.235
Con_Int3	431	-.515	.118	-1.031	.235
Con_Int4	431	-.429	.118	-1.123	.235
Valid N (listwise)	431				

4.10 Hypotheses Testing

Table 4.3: Hypotheses

H1a	Greater levels of perceived social status are correlated with more positive consumer views towards premium fashion products. Consumers who are more aware of the value of things tend to have more positive opinions towards luxury fashion items.
H1b	Greater levels of perceived social status are correlated with more positive consumer views towards premium fashion products. Consumers who are more aware of the value of things tend to have more positive opinions towards luxury fashion items.
H1c	A higher degree of fashion consciousness is positively associated with more favorable attitudes towards luxury fashion products.
H2a	Strong cultural norms that favor luxury goods are positively associated with more favorable consumer attitudes towards luxury fashion products.
H2b	Higher levels of status consumption are positively associated with more favorable attitudes toward luxury fashion products.
H3a	price sensitivity is associated with consumer attitudes towards luxury fashion products.
H3b	The higher availability of counterfeit luxury fashion products is negatively associated with consumer attitudes towards authentic luxury fashion products.
H4	Consumer attitudes towards luxury fashion products are positively associated with a higher intention to purchase these products.

A linear multiple regression is employed to examine the hypotheses indicated above. The objective Linear multiple regression analyzes the ability of independent variables (factors influencing customer attitude towards counterfeit fashion products) to predict dependent variables (consumer attitude towards counterfeit fashion products). Furthermore, an additional straightforward linear regression equation will determine the correlation between customer perception of counterfeit fashion products and consumer inclination to buy counterfeit fashion products. Pallant (2011) defines linear multiple regression analysis as a form of inferential statistics that is most appropriate when there are numerous independent variables and a single dependent variable. Two regression equations, one multiple and one single, have been created to test the hypotheses mentioned above. The initial multiple regression equation will examine the hypotheses concerning the elements influencing consumer attitude towards counterfeit fashion products, as follows:

$$\textit{consumer attitude towards counterfeit fashion products} = \beta_0 + \beta_1\ (\textit{perceived social status, H1a}) + \beta_2\ (\textit{value consciousness, H1b}) + \beta_3\ (\textit{fashion consciousness, H1c}) + \beta_4\ (\textit{cultural norms, H2a}) + \beta_5\ (\textit{status consumption, H2b}) + \beta_6\ (\textit{price sensitivity, H3a}) + \beta_7\ (\textit{availability of counterfeit, H3b}) + \varepsilon$$

In order to analyze the equation mentioned above, the dependent variable, which is the consumer's attitude towards counterfeit fashion products, and the independent variables, which include perceived social status, value consciousness, fashion consciousness, cultural norms, status consumption, price sensitivity, and availability of counterfeit, were all included in a regression equation as a single block. The results demonstrate that the multiple regression equation displays a considerable amount of variance, indicating that the impact of determinants on customer sentiments towards counterfeit fashion products in Pakistan is significant. Within Pakistan, a comprehensive analysis revealed that 62.8% of the variation in consumer attitude towards counterfeit fashion products can be explained by seven distinct factors. These factors include perceived social status, value consciousness, fashion consciousness, cultural norms, status consumption, price sensitivity, and the availability of counterfeit products. The coefficient of determination (R2) was 0.634, and the corrected coefficient of determination (adjusted R2) was 0.628, as indicated in table 4.10. Therefore, the researcher concludes that the consumer attitude towards counterfeit fashion products in Pakistan can be well explained by factors such as perceived social status, value consciousness, fashion consciousness, cultural norms, status consumption, price sensitivity, and availability of counterfeit products.

Table 4.4: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796[a]	.634	.628	.72157

a. Predictors: (Constant), AOC, VC, PS, FC, CN, SC, PSC

In order to examine the null hypothesis that there is no linear association between the dependent variable (consumer attitude towards counterfeit fashion products) and the independent variables (perceived social status, value consciousness, fashion consciousness, cultural norms, status consumption, price sensitivity, and availability of counterfeit) in the research population, the Analysis of Variance (ANOVA) was employed. Table 4.11 displays the findings of this Analysis of Variance. The data clearly shows that the ratio of the two mean squares (F) was 104.623 (F value = 104.623, P<0.001). Given that the observed significance level was below 0.001, it can be concluded that the seven independent factors have a significant impact on customer sentiment towards counterfeit fashion products.

Table 4.5: The results of ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	381.309	7	54.473	104.623	<.001[b]
	Residual	220.239	423	.521		
	Total	601.548	430			

a. Dependent Variable: Con_Att

b. Predictors: (Constant), AOC, VC, PS, FC, CN, SC, PSC

The t-statistic and its observed significance level were employed to evaluate the null hypothesis that the population partial regression coefficient for the variables is equal to zero. The findings are displayed in table 4.12.

Table 4.14 Table of Regression Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.153	.135		1.134	.258		
	VC	.131	.046	.029	2.985	.003	.462	2.167
	FC	.369	.042	.367	8.736	<.001	.492	2.034
	PSC	.128	.043	.133	2.988	.003	.434	2.303
	SC	.154	.043	.153	3.534	<.001	.462	2.167
	CN	.122	.042	.127	2.902	.004	.449	2.227
	PS	.084	.034	.092	2.451	.015	.616	1.623
	AOC	.085	.035	.090	2.451	.015	.636	1.573

a. Dependent Variable: Con_Att

The results in table 4.14 indicate that the researcher can confidently reject the null hypotheses that the coefficients for Value Consciousness (B= 0.131, t= 2.985, p<0.05), Fashion Consciousness (B= 0.369, t= 8.736, p<0.001), and perceived social status (B= 0.128, t= 2.988, p<0.005) are equal to zero. The presence of multicollinearity among the independent variables was negligible, as evidenced by the Tolerance values ranging from 0.434 to 0.492 and the variance inflation factor (VIF) values ranging from 2.034 to 2.303, as given in table 4.14. These values suggest that the obtained results are reliable. After considering the prior discussion, it has been determined that the hypotheses (H1a, H1b, and H1c) are acceptable.Regarding Sociocultural variables, the results indicate that the researcher may confidently reject the null hypotheses that the coefficients for Status Consumption (B= 0.154, t= 3.534, p<0.001) and Cultural Norms (B= 0.122, t= 2.902, p<0.05) are equal to zero. The presence of multicollinearity among the independent variables was negligible, as evidenced by the Tolerance values ranging from 0.462 to 0.449 and the variance inflation factor (VIF) values ranging from 2.167 to 2.227, as presented in table 4.14. These values indicate

that the obtained results are reliable. After considering the prior discussion, it has been determined that the hypotheses (H2a and H2b) are acceptable.

Finally, it was expected that two economic factors would influence consumer attitudes towards counterfeit fashion products. The results in table 4.14 clearly indicate that the researcher may confidently reject the null hypothesis that the coefficients for Price Sensitivity (B= 0.084, t= 2.451, p<0.05) and Availability of Counterfeit (B= 0.085, t= 2.451, p<0.05) are equal to zero. The presence of multicollinearity among the independent variables was negligible, as evidenced by the Tolerance values ranging from 0.616 to 0.636 and the variance inflation factor (VIF) values ranging from 1.573 to 1.623, as presented in table 4.14. These findings suggest that the results are dependable. After considering the prior discussion, it has been determined that the hypotheses (H3a and H3b) are accepted. The study's final hypothesis suggests that consumer desire to purchase counterfeit fashion products is contingent upon their opinion towards such products. The following regression equation has been created for this hypothesis:

consumer purchase intention towards counterfeit fashion products = β_0 + β_1 (consumer attitude towards counterfeit fashion products, H4) + ε

In order to analyze the equation provided, the dependent variable (consumer purchase intention towards counterfeit fashion products) and the independent variable (consumer attitude towards counterfeit fashion products) were included in a regression equation as a single block. The results reveal that the multiple regression equation demonstrates a substantial proportion of variation, highlighting the impact of customer attitude towards counterfeit fashion products on consumer purchase intention towards counterfeit fashion products in Pakistan. Table 4.15 shows that 46.5% of the variance in consumer purchase intention towards counterfeit fashion products in Pakistan can be attributed to customer attitude towards counterfeit fashion products. The R2 value is 0.466 and the corrected R2 value is 0.465. Hence, the researcher concludes that the consumer's attitude towards counterfeit fashion products effectively accounts for their buy intention towards such products in Pakistan.

Table 4.15: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.683[a]	.466	.465	.89639

a. Predictors: (Constant), Con_Att

The Analysis of Variance (ANOVA) was employed to examine the null hypothesis that there is no linear association between the dependent variable (consumer purchase intention towards counterfeit fashion products) and the independent variables (consumer attitude towards counterfeit fashion products) in the research population. Table 4.16 displays the outcomes of this Analysis of Variance. From the table, it is evident that the ratio of the two mean squares (F) was 374.209 (F value = 374.209, P<0.001). Given that the observed significance level was below 0.001, it can be concluded that the independent factors have a significant impact on customer purchase intention towards counterfeit fashion products.

Table 6.16: The results of ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	300.679	1	300.679	374.209	<.001[b]
	Residual	344.704	429	.804		
	Total	645.383	430			

a. Dependent Variable: Con_Int

b. Predictors: (Constant), Con_Att

In order to assess the null hypothesis that the population partial regression coefficient for the variables is equal to zero, we employed the t-statistic and its observed significance level. The findings are displayed in table 4.17.

Table 4.17: Table of Regression Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.833	.137		6.068	<.001		

	Con_Att	.707	.037	.683	19.344	<.001	1.000	1.000
a. Dependent Variable: MCon_Int								

The results in table 4.17 clearly indicate that the researcher may confidently reject the null hypotheses that the coefficients for consumer attitude towards counterfeit fashion products (B= 0.707, t= 19.343, p<0.001) are not equal to zero. After considering the previous discussion, it has been determined that the hypothesis (H4) is accepted.

Table 4.18: Results of the hypotheses

Hypotheses		***Results***
H1a	Higher levels of perceived social status are positively associated with more favorable consumer attitudes toward luxury fashion products.	Accepted
H1b	An increased value consciousness among consumers is positively associated with more favorable attitudes toward luxury fashion products.	Accepted
H1c	A higher degree of fashion consciousness is positively associated with more favorable attitudes towards luxury fashion products.	Accepted
H2a	Strong cultural norms that favor luxury goods are positively associated with more favorable consumer attitudes towards luxury fashion products.	Accepted
H2b	Higher levels of status consumption are positively associated with more favorable attitudes toward luxury fashion products.	Accepted
H3a	price sensitivity is associated with consumer attitudes towards luxury fashion products.	Accepted
H3b	The higher availability of counterfeit luxury fashion products is negatively associated with consumer attitudes towards authentic luxury fashion products.	Accepted
H4	Consumer attitudes towards luxury fashion products are positively associated with a higher intention to purchase these products.	Accepted

5. Discussion and Conclusions

5.1 Discussion of hypothesis related to psychological factors and consumer attitude towards luxury fashion products

A total of three psychological factors (i.e. perceived social status, value consciousness, and fashion consciousness) were proposed to have a positive impact on consumer attitude towards fashion products. The results of the study show that all the three factors (i.e. perceived social status, value consciousness, and fashion consciousness) were found to have a significant positive impact on consumer attitude towards luxury products. The results are consistant with previous studies where Eisend and Schuchert-Guler (2006) argued that consumers who possess limited financial resources but desire to project an image of affluence may acquire counterfeit luxury products in order to attain the social status they associate with the genuine article. Simialrly, Bian and Moutinho (2009) and Wilcox et al. (2009) studies found a strong positive impact of value consciousness on consumer attitude towards lusury products. Lastly, O'Cass (2001) found that shopper interest in the fashion sector strongly influences their chance of buying fraudulent things. The study results also echoed the results of Tian and Keep (2013) and Chaudhry and Zimmerman (2009) who also found a strong positive impact between the variables.

5.2 Discussion of hypothesis related to Sociocultural Factors and consumer attitude towards luxury fashion products

Two sociocultural factors that are cultural norms and status consumption were proposed to have a positive impact on consumer attitude towards counterfeit luxury products. The results also inline with the proposed relationship, where both variables were found to have a significant positive impact on the dependent variable. Recently consumer behavior research has examined how cultural norms affect people's views of bogus luxury products. A society's common standards and regulations for conduct influence consumer attitudes and behavior, such as buying bogus luxury goods. In this context, Wang and Chen (2015) and Kim and Karpova (2010) found that cultural norms are strongly related to consumer attitude towards counterfeit luxury products and thus in line with the results of the current study. Furthermore, this study results are also inline with the studies of Eisend and Schuchert-Güler (2006) and Phau and Teah (2009), who identified status consumption as the main determinant of consumer attitude

towards counterfeit luxury products.

5.3 Discussion of hypothesis related to Economic Factors and consumer attitude towards luxury fashion products

This study also proposed two economic factors (i.e. price sensitivity and Availability of Counterfeit) as the main determinant of consumer attitude towards counterfeit luxury products. The results of the study show that both economic factors were significantly and positively related with consumer attitude towards counterfeit luxury products in Pakistan. In this reagrds, the results of the current study are consistant with that of Gentina, Shrum, and Lowrey (2019) and Chu and Liao (2021) who found a strong positive impact of price sensitivity and consumer attitude towards counterfeit luxury products. Similarly, as counterfeit luxury goods become more common, buyers tolerate and even normalize the behavior, which has helped them flourish (Chaudhry & Zimmerman, 2019). As the perceived risk of buying counterfeit items on social media and online marketplaces lowers, customers may see them more favourably (Tian & Robinson, 2020). Thus, this study echoed the results of the above studies.

5.4 Discussion of hypothesis related to consumer attitude towards luxury fashion products and intention to purchased

Buyers' attitudes towards bogus luxury products influence their intent to acquire them. This attitude, which is more of an evaluation than a reflection of consumer activity, is influenced by the perceived economic gain and enjoyment of counterfeit luxury items (Kastanakis & Balabanis, 2014; Yoo & Lee, 2009). Attitudes affect purchase behavior, although the link is not linear, according to Ajzen (1991). Verplanken and Holland (2002) and others found that non-attitude formation elements can immediately affect customers' buying decisions. In this context, current study proposed that consumer attitude towards counterfeit luxury product will influence consumer intention to buy counterfeit luxury products. In line with this discussion, the results of the current study are consistent that of Smith and Sparks (2021) and Jiang and Cova (2020) who also found a strong positive impact of consumer attitude towards counterfeit luxury products and consumer intention to purchased.

5.5 Theoretical Contribution of the Study

This study explores the purchasing behavior of Pakistani consumers towards counterfeit luxury items by integrating economic, socio-cultural, and psychological perspectives. While there has been limited research on this topic in Pakistan, this study employs the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) to predict consumer behavior. It examines factors such as economic benefits, collectivism, hedonic motives, materialism, and perceived value. The findings reveal that purchase intention significantly influences consumer behavior towards counterfeit luxury goods. International companies entering the Pakistani market can leverage these insights to shape their strategies. Data was collected via both in-person and online questionnaires, highlighting the growing trend of online data collection due to technological advancements. The study contributes by developing a research model based on socioeconomic and psychological elements, confirming that purchase intention mediates the relationship between independent variables and consumer behavior. The model demonstrated a good fit, and all hypotheses were supported, verifying the validity and reliability of the chosen scales. By focusing on developing economies like Pakistan, this research provides a rare and comprehensive analysis of the factors influencing consumer behavior towards counterfeit luxury products, offering valuable insights for stakeholders.

5.6 Practical Contributions of the Study

The research findings have important implications for brand owners, governments, and anti-counterfeit organizations. By understanding the motivations behind Pakistani consumers' purchase of counterfeit luxury goods, brand owners can develop strategies to counter these behaviors. Marketing professionals can use these insights to combat counterfeiting by introducing affordable versions of authentic products, targeting price-sensitive consumers, and tailoring marketing messages to reference groups in collectivist societies. Integrated marketing tactics like seminars and public events can help educate consumers about the benefits of authentic brands. The study shows that materialism and hedonic motivations, linked to social status and thrill-seeking, influence the purchase of counterfeit goods, suggesting marketers should address these desires in their strategies. Brand owners can also promote ethical buying behavior through consumer education about authentic luxury products.

For international companies entering the Pakistani market, the research highlights that consumer purchase intention

plays a significant role in driving behavior toward counterfeit goods. Governments can use these findings to develop educational programs and corporate social responsibility (CSR) initiatives to reduce counterfeiting. The study offers valuable insights for researchers and practitioners across various industries, including luxury cars and high-end electronics, with potential applications beyond the luxury goods sector. These findings can guide efforts by law enforcement, governments, and brand managers to combat counterfeiting.

5.7 Limitations and Future Research Avenues

Despite the efforts in data collection and analysis, this study has limitations. The sample, though carefully chosen, may not fully represent Pakistani consumers. Future research should collect data from a broader geographic area for better representation.

The study's cross-sectional design captures customer behavior at a single point in time, limiting insight into behavior changes over time. Consumer psychology is complex and influenced by factors like knowledge and cultural shifts. Longitudinal studies could offer a deeper understanding of evolving behavior toward counterfeit products.

Generalizability is also a concern. The snowball sampling technique may not adequately represent Pakistan's diverse population. Future research should include a more varied sample, considering social class, ethnicity, and urban-rural differences.

The study examines only seven variables and focuses on high-tech electrical and automotive products. Expanding the scope to include other products and variables would provide more comprehensive results. Additionally, while the Theory of Planned Behavior and Technology Acceptance Model were applied, incorporating more theories could improve the study's depth.

Lastly, this study only looked at switching intentions, not actual behavior. Future research should compare switching intentions with actual behavior to clarify whether intentions predict actions.

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