Impact of Consumer Attitude, Subjective Norms and Perceived Control of Behaviour on Purchase Behaviour towards Counterfeit Cosmetic Brands

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Abstract:
Counterfeiting not restricted to a particular good, brand or area, but it is observed almost in all goods, brands and whole of the world. It is hard to find any nation where counterfeit goods are unavailable. The quantum of counterfeit products in developing and less developed economies is found to be very high. However, the developed economies are also prone to counterfeiting. Many factors have been found which affects the demand and supply side of counterfeiting. A number of studies have been conducted on deceptive and non deceptive part of counterfeiting. This paper analyzes the Impact of Consumer Attitude, Subjective Norms and Perceived Control of Behavior on Purchase Behavior towards Counterfeit Cosmetic Brands. The next section deals with the effect of various factors like Price quality, risk averseness; fashion consciousness, social conformity, status-seeking, personal gratification, and integrity, etc. have affected the purchase behavior of consumers. The final section concludes that with the increase in price-quality , risk averseness, Personal experience, Social conformity, a consumers behavior can be changed. Integrity also play an important role in the purchase behaviour of consumer. Keeping in view, the theory of planned behavior has been applied to know the effect of various underlying factors on counterfeit purchase behavior.

Keywords: Behavior, Price, Counterfeit, Status, Integrity.

Introduction

Counterfeiting not restricted to a particular good, brand or area, butit is observedalmost in all goods, brands and whole of the world. It is hard to find any nation where counterfeit goods are unavailable. The quantum of counterfeit products in developing and less developed economies is found to be very high.However, the developed economies are also prone to counterfeiting.

Perceived Control of Behaviour (PCB) is defined as the individual's perception about the edge to which the person is capable of control on performing behaviour.[2] PCB has two sub-components: internal component and external component. Internal componentis the level of confidence which

personshave in their ability to perform the behaviour; while external componentis the resource constraints likemoney and time which are required to perform the behaviour.[3] Highly perceived control indicates a basic expectation which internal component, likewillpower, competenceand determination, are responsible for performingbehaviours, events and outcomes in a person's life [4].

Subjective norms' role to intention by Fishbein and Ajzen (1975)[1] termed it motivation to comply for describingthe phenomenon, which was whether personal obeyed the view of others influencing personal life. There exists two major aspects in subjective norm. The higher motivation of individual for obeyingviews of others or role to buy the organic food, the higher is the intention for buying the organic foods. There existsdirect relationship of subjective normswithbuying intentions.

Review of Literature

Celso Augusto de Matos *et. al* (2007) studied the consumer attitude towards counterfeits shows that the attitude of consumer towards counterfeits is responsible for their buying intensions of counterfeit products. The study discuss about factors influencing counterfeit market are price-quality correlation, Perceived risk, Personal fulfilment, Integrity, Subjective norms, Previous purchasing conditions and behavioural intensions. Consumer who frequently purchase counterfeit products mostly do not agree with the saying that high price means high quality. They strongly disagree with this notion. The writers also talk about effective anti-piracy strategies. The study will help the manufacturer to understand what factors influence the consumer to buy counterfeit products.

Penz and Stottinger (2008) in their study tried to explain social conformity about counterfeiting. Social conformity means acceptance given by society to a particular product or a concept. They discussed about how their self-conformity influenced their purchase behaviour towards the purchase of counterfeit products. The consumers who think about themselves as of low class and rank them lower than others and having a feeling of low self-identity. They always highly looked up to other's prospects and incline to purchase counterfeits of luxury brands. Self-conformity means that they are accepting counterfeit product. To rise up their social status they buy deceiving counterfeit products. Their self-conformity is providing them the confidence to move in their social circle they feel to belong to.

Atwal and Williams (2009) discussed about the counterfeit with price-quality interpretation. It is a well-known fact that luxury fashion brands are of very high price because they are limited and owning them is a symbol of high status. Not every-one is able to buy these luxury high priced genuine products and counterfeiting is the concept which is providing the consumer those luxury brands with high quality at less luxurious prices. Counterfeit products satisfy the desire of consumer who wants to own luxury brands but due to their high prices they are not being able to purchase them.

RimpyGoyal (2014) in the study examined the purchase intentions of consumers towards certain luxury fashion brands. According to the previous studies of different scholars purchase intentions means buying behaviour of consumer. Purchase intention is being very important factor for the growth of a brand. Purchase intentions of customers are influenced by many traits of brand such as brand image, product quality, awareness about product and brand loyalty etc. The objective of the study is purchase behaviour of customer and to know how masses are being attracted to buy branded products .This study tried to identify the influential factors which have significant

influence on the buying intention of consumers while buying branded products.

Syed Ahmad, Nadeem*et. al* (2016) in their study investigated the relationship between price, product features, product involvement, gender and consumers intentions to purchase counterfeit products. The Purpose of the study is to find out the factors which have influence on the purchase intention of consumers' while buying counterfeiting products. Gender has a relation with the purchasing intentions of consumer but features of a product did not have much impact on purchase intentions. There are some limitations to the study as some of the factors have not been discussed in this study.

Kruti Bhatt and PeenalSankhla (2017) in their study purchase behaviour of cosmetic products was discussed. In this study the motivational factors which has drag the consumers to buy cosmetic products has been identified. Main objective of the study is to analysis the attitude, preferences, intensions and decision of consumers towards buying cosmetic products. The other objective of the study is to find out the most loved and preferred cosmetic brand among consumers.

Anjana S. S. (2018) in his study concentrated on the purchase pattern of consumers for cosmetic products. Efforts are made to identify the different factors which have influence on the consumers buying pattern of cosmetic products. The main influential factors are Quality, brand, price, advertisement and the packaging of product. The study will be very helpful for the cosmetic brands to understand the consumers' behaviour and their purchasing intentions towards cosmetic products. While purchasing a cosmetic product a consumer wants to satisfy their needs with good quality products and of low price.

Objectives of the Study

1. To study the pattern of attitude, subjective norms and perceived control of behaviour in different regions; and
2. To evaluate the impact of attitude, subjective norms and perceived control of behaviour on purchase behaviour towards counterfeit cosmetic brands.

Research Methodology

The sample of the study was based on area stratified multi-stage random sampling technique keeping three socio-cultural regions of the Punjab i.e. Malwa, Majha and Doaba as the first stage. These socio-cultural regions provided the 1st stage of sampling unit, while at the 2nd stage, one city from each region was randomly selected from the above list. The sample population included the females of the three selected cities from the age group of 18 to 50 years. The respondents who had purchase experience of both counterfeit as well as original brand cosmetics became the sample of the study. As much as 150 female respondents were selected from each selected district, thus totaling 450 female respondents for the study. Primary data were collectedon a specially structured questionnaire through personal interview method. The collected data were analyzed by using suitable statistical techniques. Both simple as well as advance statistical techniques were used. Simple tools like frequencies, percentages and averages and advance statistical techniques like Analysis of Variance (ANOVA) and Multiple Regression Analysis were employed to analyze the data.

Results and Discussion

Attitude towards counterfeit cosmetic products

Information given in Table 1 showed the extent of agreement on various statements related to

the attitude towards counterfeit cosmetic products in Malwa, Majha and Doaba regions. The respondents were asked to register their level of agreement on different statements. They responded in terms of 'strongly agree', 'agree', 'neutral' 'disagree' and 'strongly disagree'. These attributes were assigned weights in the respective order of 5, 4, 3, 2 and 1. The weighted mean scores for each dimension were calculated and compared with the help of F-ratio among Malwa, Majha and Doaba region respondents. The results so obtained have been presented in Table 1.

i)   **Price Quality**

The analysis given in table 1 showed that among respondents of Malwa, the extent of agreement was highest of the order of 3.28 (neutral) on 'The sale value of an item is a good representative of its quality',followed by 3.26 (neutral) on'I will get what I pay for' is by and large true' and 2.85 (neutral) on 'I always have to pay higher the branded cosmetics as compared to that for counterfeit cosmetics'.

In Majha region, the extent of agreement was highest of the order of 3.38 (neutral) on 'I always have to pay higher the branded cosmetics as compared to that for counterfeit cosmetics', followed by 2.90 (neutral) on both 'The sale value of an item is a good representative of its quality', and 'I will get what I pay for' is by and large true'.

The extent of agreement in Doaba region was highest of the order of 4.10 (agree) on 'I always have to pay higher the branded cosmetics as compared to that for counterfeit cosmetics', followed by 3.92 (agree) on 'The sale value of an item is a good representative of its quality', and 3.91 (agree) on 'I will get what I pay for' is by and large true'.

In case of price quality, extent of agreement was significantly higher in Doaba region as compared to Malwa and Majha regions on all the three dimensions. The fact was also confirmed by the respective F-ratios.

4.3.1.2 Risk Averseness

In Malwa region, the extent of agreement was highest of the order of 3.47 (neutral) on 'When I purchase a product, I like to prefer not to take risks' followed by 3.40 (neutral) on 'I would like to make sure the product was good one before purchasing it'. The extent of agreement was lowest to the tune of 3.11 (neutral) on 'to get variety I shop different stores and choose different brands' followed by 3.35 (neutral) on 'I dislike to feel uncertain when I purchase any product'.

In Majha region, the extent of agreement was highest of the order of 3.66 (agree) on 'I would like to make sure the product was good one before purchasing it' followed by 3.63 (agree) on 'to get variety I shop different stores and choose different brands'. The extent of agreement was lowest to the tune of 3.47 (neutral) on 'When I purchase a product, I like to prefer not to take risks', followed by 3.54 (agree) on 'I dislike to feel uncertain when I purchase any product'.

In Doaba region, the extent of agreement was highest of the order of 4.16 (agree) on 'I would like to make sure the product was good one before purchasing it', followed by 3.80 (agree) on 'to get variety I shop different stores and choose different brands'. The extent of agreement was lowest of the order of 3.59 (agree) on 'When I purchase a product, I like to prefer not to take risks', followed by 3.52 (agree) on 'I dislike to feel uncertain when I purchase any product'.

On risk averseness, the extent of agreement was significantly higher in Doaba region as compared to Malwa and Majha regions on 'I would like to make sure the product was good one before purchasing it', and 'to get variety I shop different stores and choose different brands'. The fact was confirmed by the F-ratio of 41.85 and 14.59 respectively. On all other statements all the three regions were statistically at par.

Table 1: Extent of agreement on statements related to the attitude towards counterfeit cosmetic products

Statement	Malwa		Majha		Doaba		F-ratio
	Mean	Overall	Mean	Overall	Mean	Overall	
I always have to pay higher the branded cosmetics as compared to that for counterfeit cosmetics	2.85	N	3.38	N	4.10	A	46.89**
The sale value of an item is a good representative of its quality	3.28	N	2.90	N	3.92	A	26.98**
'I will get what I pay for' is by and large true.	3.26	N	2.90	N	3.91	A	26.98**
Price Quality	**9.39**		**9.18**		**11.93**		**47.05****
I would like to make sure the product was good one before purchasing it	3.40	N	3.66	A	4.16	A	41.85**
I dislike to feel uncertain when I purchase any product	3.35	N	3.54	A	3.52	A	2.52
When I purchase a product, I like to prefer not to take risks	3.47	N	3.47	N	3.59	A	0.86
To get variety I shop different stores and choose different brands	3.11	N	3.63	A	3.80	A	14.59**
Risk Averseness	**13.33**	**N**	**14.30**	**N**	**15.07**	**N**	**32.46****
The styling having attractionlooks important for me	1.99	DA	2.55	N	3.08	N	39.20**
I keep the cosmetics shelf up date in toe with changing fashion.	3.46	N	3.70	A	3.69	A	3.32*

I generally have with me one or more than one cosmetic goods of every new style.	3.46	N	3.89	A	3.55	A	9.02**
It is amazing to purchase something new and exciting.	2.95	N	2.95	N	3.49	N	14.94**
Fashion Consciousness	**11.86**	**N**	**13.06**	**N**	**13.81**	**N**	**35.87**
I experienced that counterfeit cosmetics are good	3.46	N	3.67	A	3.93	A	15.61**
I experienced some damage from counterfeit cosmetics	3.00	N	2.92	N	3.00	N	0.43
I experienced good compensation for damage of a branded cosmetic	2.68	N	2.87	N	3.20	N	11.88**
I take lessons from my previous purchase experience during my new purchase	4.02	A	3.93	A	4.13	A	3.05*
Personal Experience	**13.13**	**N**	**13.39**	**N**	**14.26**	**A**	**16.77**

iii) Fashion consciousness

In Malwa region, the extent of agreement was highest of the order of 3.46 (neutral) on both 'I keep the cosmetics shelf up date in toe with changing fashion and 'I generally have with me one or more than one cosmetic goods of every new style. The extent of agreement was lowest to the tune of 1.99 (disagree) on 'The styling having attraction looks important for me', followed by 2.95 (neutral) on 'It is amazing to purchase something new and exciting'.

In Majha region, the extent of agreement was highest of the order of 3.89 (agree) on 'I generally have with me one or more than one cosmetic goods of every new style' followed by 3.70 (agree) on'I keep the cosmetics shelf up date in toe with changing fashion'. The extent of agreement was lowest to the tune of 2.55 (neutral) on 'The styling having attraction looks important for me', followed by 2.95 (neutral) on 'It is amazing to purchase something new and exciting'.

In Doaba region, the extent of agreement was highest of the order of 3.69 (agree) on'I keep the cosmetics shelf up date in toe with changing fashion, followed by 3.55 (agree) on 'I generally have with me one or more than one cosmetic goods of every new style. The extent of agreement was lowest of the order of 3.08 (neutral) on 'The styling having attraction looks important for me', followed by 3.49 (neutral) on 'It is amazing to purchase something new and exciting'.

The analysis revealed that the extent of agreement on fashion consciousness was significantly

higher in Doaba region as compared to Malwa and Majha regions on 'The styling having attraction looks important for me', and 'It is amazing to purchase something new and exciting'as shown by the F-ratio of 39.20 and 14.94 respectively. On the statements and'I keep the cosmetics shelf up date in toe with changing fashion, and 'I generally have with me one or more than one cosmetic goods of every new style' the extent of agreement was significantly higher in Majha region as compared to the Malwa and regions. The fact was confirmed by the respective F-ratios of 3.32 and 9.02.

4.3.1.4 Personal Experience

In Malwa region, the extent of agreement was higher of the order of 4.02 (agree) on 'I take lessons from my previous purchase experience during my new purchase', followed by 3.46 (neutral) on 'I experienced that counterfeit cosmetics are good'. The extent was agreement was lowest to the tune of 2.68 (neutral) on 'I experienced good compensation for damage of a branded cosmetic', followed by 3.00 (neutral) on 'I experienced some damage from counterfeit cosmetics'.

In Majha region, the extent of agreement was higher of the order of 3.93 (agree) on 'I take lessons from my previous purchase experience during my new purchase', followed by 3.67 (agree) on 'I experienced that counterfeit cosmetics are good'. The extent was agreement was lowest of to 2.87 (neutral) on 'I experienced good compensation for damage of a branded cosmetic', followed by 2.92 (neutral) on 'I experienced some damage from counterfeit cosmetics'.

In Doaba region, the extent of agreement was higher of the order of 4.13 (agree) on 'I take lessons from my previous purchase experience during my new purchase', followed by 3.93 (agree) on 'I experienced

that counterfeit cosmetics are good'. The extent was agreement was lowest of 3.00 (neutral) on 'I experienced some damage from counterfeit cosmetics', followed by 3.20 (neutral) on 'I experienced good compensation for damage of a branded cosmetic'.

The analysis revealed that the extent of agreement on personal experience was significantly higher in Doaba region as compared to Malwa and Majha regions on the dimensions 'I experienced that counterfeit cosmetics are good', 'I experienced good compensation for damage of a branded cosmetic' and 'I take lessons from my previous purchase experience during my new purchase'. The result was also confirmed by the F-ratios of 15.61, 11.88 and 3.05 respectively.

Subjective Norms

Table 4.3.2 showed the information on extent of agreement on various statements related to the subjective norms while buying counterfeit cosmetic products in Malwa, Majha and Doaba regions. The respondents were asked to register their level of agreement on different statements. They responded in terms of 'strongly agree', 'agree', 'neutral' 'disagree' and 'strongly disagree'. These attributes were assigned weights in the respective order of 5, 4, 3, 2 and 1. The weighted mean scores for each dimension were calculated and compared with the help of F-ratio among Malwa, Majha and Doaba region respondents. The results so obtained have been presented in Table 2.

As per the given information, various statements on subjective norms were classified into two sections i.e. social conformity and status seeking.

i)   Social conformity

In Malwa region, the extent of agreement was highest of the order of 3.78 (agree) on 'It has importance for me to fit in the company of mine', followed by 3.58 (agree) on 'I intend to give attention to that others are using'. The extent of agreement was lowest i.e. 2.75 (neutral) on 'I must avoid to use brands which are not in style', followed by 3.27 (neutral) on 'I generally stand to changes in cosmetic style by looking what others use'.

In Majha region, the extent of agreement was highest of the order of 3.80 (agree) on 'It has importance for me to fit in the company of mine', followed by 3.75 (agree) on 'I generally stand to changes in cosmetic style by looking what others use'. The extent of agreement was lowest i.e. 2.85 (neutral) on 'I must avoid to use brands which are not in style', followed by 3.42 (neutral) on 'I intend to give attention to that others are using'.

In Doaba region, the extent of agreement was highest of the order of 3.83 (agree) on 'It has importance for me to fit in the company of mine', followed by 3.75 (agree) on 'I intend to give attention to that others are using'. The extent of agreement was lowest to the tune of 3.57 (agree) on 'I must avoid to use brands which are not in style', followed by 3.63 (agree) on 'I generally stand to changes in cosmetic style by looking what others use'.

The analysis revealed that extent of agreement was significantly higher in Doaba region on the statements 'I intend to give attention to that others are using' and 'I must avoid to use brands which are not in style' as shown by the F-ratios of 3.35 and 38.00 respectively. On the other hand the extent of agreement was significantly higher in Majha region on 'I generally stand to changes in cosmetic style by looking what others use' as shown by the respective F-ratio.

Table 2: Extent of agreement on the statements related to the subjective norms while buying counterfeit cosmetic products

Statement	Malwa		Majha		Doaba		F-ratio
	Mean	Overall	Mean	Overall	Mean	Overall	
I intend to give attention to that others are using	3.58	A	3.42	N	3.75	A	3.35*
I must avoid to use brands which are not in style	2.75	N	2.85	N	3.57	A	38.00**
I generally standtochanges in cosmetic style by looking what others use	3.27	N	3.75	A	3.63	A	12.54**
It has importancefor me to fit in the company of mine.	3.78	A	3.80	A	3.83	A	0.21
Social Conformity	**13.38**	**N**	**13.79**	**N**	**14.78**	**A**	**16.74****
I would like to pay higher for a good if the sameexhibits a status.	2.45	DA	3.06	N	3.69	A	96.94**
I will purchase a product	3.32	N	3.32	N	3.86	A	22.63**

due to its status							
A product is more important to me because it has greater snob appeal	3.87	A	3.49	N	3.88	A	11.95**
The status of a product is irrelevant to me (reverse scoring)	3.06	N	3.38	N	3.26	A	4.12*
Status Seeking	**12.70**	**N**	**13.25**	**N**	**14.69**	**A**	**41.65****

ii) Status Seeking

The extent of agreement in Malwa region on status seeking was highest of the order of 3.87 (agree) on 'A product is more important to me because it has greater snob appeal' followed by 3.32 (neutral) on 'I will purchase a product due to its status'. The extent of agreement was lowest i.e. 2.45 (disagree) on 'I would like to pay higher for a good if the same exhibits a status', followed by 3.06 (neutral) on 'the status of a product is irrelevant to me'.

In Majha region the extent of agreement on status seeking was highest of the order of 3.49 (neutral) on 'A product is more important to me because it has greater snob appeal',followed by 3.38 (neutral) on 'the status of a product is irrelevant to me'. The extent of agreement was lowest to the tune of 3.06 (neutral) on 'I would like to pay higher for a good if the same exhibits a status', followed by 3.32 (neutral) on 'I will purchase a product due to its status'.

In Doaba region the extent of agreement on status seeking worked at to be the i.e. 3.88 (agree) on 'A product is more important to me because it has greater snob appeal', followed by 3.86 (agree) on 'I will purchase a product due to its status'. The extent of agreement was lowest to the tune of 3.26 (neutral) on 'the status of a product is irrelevant to me',

followed by 3.69 (agree) on 'I would like to pay higher for a good if the same exhibits a status'.

The analysis further revealed that the extent of agreement was significantly higher in Doaba region on the statements 'I would like to pay higher for a good if the same exhibits a status', 'I will purchase a product due to its status' and 'A product is more important to me because it has greater snob appeal', as confirmed by the F-ratio of 96.94, 22.63 and 11.95 respectively. The extent of agreement on the statement 'the status of a product is irrelevant to me' was significantly higher in Majha region as compared to the Malwa and Doaba regions. The fact was also confirmed by the F-ratio of 4.12.

Perceived Control of Behavior

Table 3 showed the information on extent of agreement on various statements related to the perceived control of behavior during buying counterfeit cosmetic products in Malwa, Majha and Doaba regions. The respondents were asked to register their level of agreement on different statements. They responded in terms of 'strongly agree', 'agree', 'neutral' 'disagree' and 'strongly disagree'. These attributes were assigned weights in the respective order of 5, 4, 3, 2 and 1. The weighted mean scores for each dimension were calculated and compared with the help of F-ratio among Malwa, Majha and Doaba region respondents. The results so obtained

have been presented in Table 3. As per the given information, the statements were classified into two sections i.e. integrity and personal gratification.

i)   Integrity

In Malwa region, the extent of agreement was highest i.e. 3.64 (agree) on 'I have low will to buy the product category if I take the product is high in price', followed by 3.59 (agree) on 'Generally, the cost or price of purchasing the product category has importance for me'. The extent of agreement was lowest i.e. 3.48 (neutral) on 'It is difficult for me to find difference in the attributes of the counterfeit and real cosmetic products', followed by 3.50 (agree) on 'I consider very important that sales staff be polite'.

In Majha region, the extent of agreement was highest of the order of 3.70 (agree) on 'I consider very important that sales staff be polite', followed by 3.65 (agree) on 'It is difficult for me to find difference in the attributes of the counterfeit and real cosmetic products'. The extent of agreement was lowest to the tune of 3.36 (neutral) on 'Generally,the cost or price of purchasing the product category has importance for me', followed by 3.56 (agree) on 'I have low will to buy the product category if I take the product is high in price',

In Doaba region, the extent of agreement was highest of the order of 3.74 (agree) on 'I consider very important that sales staff be polite', followed by 3.24 (neutral) on 'I have low will to buy the product category if I take the product is high in price'. The extent of agreement was lowest i.e. 2.90 (neutral) on 'It is difficult for me to find difference in the attributes of the counterfeit and real cosmetic products', followed by 3.22 (neutral) on'Generally, the cost or price of purchasing the product category has importance for me'.

The result showed that extent of agreement was significantly higher in Malwa region as compared to the Majha and Doaba regions, on statements 'I have low will to buy the product category if I take the product is high in priceand 'Generally, the cost or price of purchasing the product category has importance for me' F-ratio of 4.69 and 4.79 respectively confirmed the same. On the statement 'It is difficult for me to find difference in the attributes of the counterfeit and real cosmetic products', the extent of agreement was significantly higher in Majha region as compared to the MalwaansDoaba regions. The F-ratio of 25.99 confirmed the fact. On the other hand the extent of agreement was significantly higher in Doaba region on 'I consider very important that the sales staff be polite' as shown by the F-ratio of 4.50.

Table 3: Extent of agreement on the statements related to perceived control of behavior during buying counterfeit cosmetics products

Statement	Malwa		Majha		Doaba		F-ratio
	Mean	Overall	Mean	Overall	Mean	Overall	
I have low will to buy the product category if I takethe productis high in price	3.64	A	3.56	A	3.24	N	4.69**
It is difficult for me to find difference in the attributes of the counterfeit and real cosmetic products	3.48	N	3.65	A	2.90	N	25.99**

Generally, the cost or price of purchasing the product category has importance for me	3.59	A	3.36	N	3.22	N	4.79**
I consider very important that sales staff be polite	3.50	A	3.70	A	3.74	A	4.50*
Integrity	**14.21**	**A**	**14.27**	**A**	**13.10**	**N**	**11.22****
I don't feel guilty if I go to purchase counterfeit cosmetic products	3.32	N	3.48	N	3.51	A	2.25
I don't understand the over cleverness of sales staff while purchasing counterfeit products	3.73	A	3.63	A	2.71	N	72.44**
I admire responsible attitude of sales staff	3.76	A	3.67	A	3.74	A	0.88
I usuallymake attempt for having sense of accomplishment	3.38	N	3.34	N	3.83	A	11.09**
Personal Gratification	**14.19**	**A**	**14.12**	**A**	**13.79**	**N**	**2.67**

ii)   Personal Gratification

In Malwa region the extent of agreement was highest i.e. 3.76 (agree) on 'I admire responsible attitude of sales staff', followed by 3.73 (agree) on 'I don't understand the over cleverness of sales staff while purchasing counterfeit products'. The extent of agreement was lowest to the tune of 3.32 (neutral) on 'I don't feel guilty if I go to purchase counterfeit cosmetic products', followed by 3.38 (neutral) on 'I usually make attempt for having sense of accomplishment'.

In Majha region the extent of agreement was highest of the order of 3.67 (agree) on 'I admire responsible attitude of sales staff', followed by 3.63 (agree) on 'I don't understand the over cleverness of sales staff while purchasing counterfeit products'. The

extent of agreement was lowest i.e. 3.34 (neutral) on 'I usually make attempt for having sense of accomplishment', followed by 3.48 (neutral) on 'I don't feel guilty if I go to purchase counterfeit cosmetic products'.

In Doaba region the extent of agreement was highest of the order of 3.83 (agree) on 'I usually make attempt for having sense of accomplishment', followed by 3.74 (agree) on 'I admire responsible attitude of sales staff'. The extent of agreement was lowest to the tune of 2.71 (neutral) on 'I don't understand the over cleverness of sales staff while purchasing counterfeit products', followed by 3.51 (neutral) on 'I don't feel guilty if I go to purchase counterfeit cosmetic products'.

The analysis further showed that extent of agreement was significantly higher in Malwa region on 'I don't understand the over cleverness of sales staff while purchasing counterfeit products', while the extent of agreement was significantly higher in Doaba region on 'I usually make attempt for having sense of accomplishment', as shown by the respective F-ratios of 72.44 and 11.09. On other dimensions the all the three regions were statistically at par.

Influence of attitude, subjective norms and perceived control of behaviour on purchase behaviour of consumers: Direct Effects

The influence of attitude, subjective norms and perceived control of behaviour on purchase behaviour of consumers was identified through the application of multiple backward step regression model. The results have been presented in Table 4.

Table 4: Influence of attitude, subjective norms and perceived control of behaviour on purchase behaviour of consumers

Variable	1st run model		Final run model	
	β	t-value	β	t-value
Constant	5.423	11.24**	5.621	14.41**
Price Quality	-0.259	5.41**	-0.318	5.43**
Risk Averseness	-0.205	3.54**	-0.204	3.79**
Fashion Consciousness	-0.154	1.34		
Personal Experience	-0.298	3.48**	-0.359	3.54**
Social Conformity	-0.219	2.49*	-0.254	2.87**
Status Seeking	0.123	0.12		
Integrity	0.208	2.41*	0.189	2.49*
Personal Gratification	0.067	0.78		
R-square	0.389		0.368	
F-ratio	23.16**		34.24**	

In the 1st run model, the magnitude of coefficient of multiple determination came to be 0.389, which declined slightly to 0.368 in the final run model. This showed that 36.8 percent of the variation in the purchase behaviour of consumers was explained by the 5 significant factors included in the model. Therefore, the contribution of 3 non-significant factors was only 2.1 percent.

The regression coefficient of integrity (0.189) was significantly positive. This indicated that an increase in integrity would lead an increase in the score of purchase behaviour of consumers. On the other hand, the regression coefficients of price quality (-0.318), risk averseness (-0.204), personal experience (-0.359) and social conformity (-0.254) came to be significantly negative. This showed that an increase in price quality, risk averseness, personal experience and social conformity would lead to a decline in the score of purchase behaviour of consumers towards forfeit brands of cosmetic items.

Thus, people with higher level of integrity would go for counterfeit cosmetic brands at a higher level than those with lower level of integrity. This indicated that lower level of integrity leads towards

real cosmetic brands. On the other hand, the people with higher level of price quality, risk averseness, personal experience and social conformity would go to the real cosmetic brands. They may switch over from counterfeit cosmetic brands to the real brands. These factors of attitude, subjective norms and perceived control of behaviour need to be encouraged in order to make a shift from counterfeit to real cosmetic brands.

Influence of attitude, subjective norms and perceived control of behaviour on purchase behaviour of consumers: Indirect Effects

The indirect effects of attitude, subjective norms and perceived control of behaviour were evaluated through running the multiple regression model in the backward step manner. This was done by taking price quality, risk averseness, personal experience, social conformity and integrity as dependent variable and by taking the purchase behaviour as well as all the remaining variables as independent variables.

In this way, there was one direct effect regression model, which we have already discussed and 5 more regression models, taking the significant independent variables as dependent variable one by one.

A perusal of Table 5 indicated that purchase behaviour had also effected price quality, risk averseness, personal experience and social conformity in the negative manner and integrity in a positive manner.

Price quality negatively affected the purchase behaviour and integrity, while the effect of price quality on personal experience was positive. Risk averseness negatively affected the purchase

behaviour, while it affected positively the personal experience, social conformity and integrity.

Fashion consciousness positively affected price quality, risk averseness and social conformity. Personal experience negatively affected purchase behaviour, while its effect was positive on price quality, risk averseness and social conformity.

Social conformity negatively affected the purchase behaviour, while its effect was positive on risk averseness and personal experience. Seeking social status exerted negative effect on risk averseness and personal experience, while its effect was positive on social conformity.

The effect of integrity was positive on purchase behaviour and risk averseness, while its effect was negative on price quality. The effect of personal gratification was positive on price quality, risk averseness and social conformity.

Conclusion and Recommendation

The purchase behaviour was directly affected by price quality, risk averseness, integrity, personal experience and social conformity. Integrity, personal gratification, fashion consciousness and personal experience also affected purchase behaviour indirectly through their effect on price quality. Similarly, social status seeking, integrity, personal gratification, fashion consciousness, personal experience and social conformity indirectly affected the purchase behaviour through risk averseness.

Social status seeking, personal gratification, risk averseness, fashion consciousness and personal experience affected the purchase behaviour indirectly through social conformity, while social status seeking, risk averseness, price quality and social conformity affected the purchase behaviour indirectly through personal experience. Moreover, price quality and risk

averseness also affected the purchase behaviour indirectly through integrity.

The analysis revealed that purchase behaviour of consumers towards counterfeit cosmetic brands was both directly and indirectly affected by the factors of attitude, subjective norms and perceived control of behaviour. Thus, to spread the brand loyalty and brand consciousness, the brand companies of cosmetic products should formulate policies and products keeping in view the findings of the study.

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