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Integrity and Subjective Norms as Non-price Determinants of Intention to Purchase Counterfeit Goods

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Abstract

This study aims to provide insights on the effcets of personal factors such asintegrityand subjective normson decreasing willingness to purchase of counterfeits. Maintaining economic safety through peaceful ways is one duties of marketersin each country to provide secure economic life for the citizens. In this survey, 415 randomly-selected students participated, using structural equation modelling for analyzing research data. This study confirmed the effects of mentioned factors. Thus, integrity and subjective norms can affect the decrease willingness to purchase of counterfeiting by thecitizens. Thus, some strategies are offered to solve this issue and its consequences in general decision-makings.

Key words: Trade-related Aspects on Intellectual Property Rights (TRIPs), Counterfeiting, Integrity, SubjectiveNorms,Consumer's Attitude

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Introduction

Counterfeit is an old issue, concerning legal ad registered producers since 1970. Generally, brand is the most valuable asset of each business. But, its success may lead to its copying or counterfeiting which has a long history. Counterfeiting can be from different segment of a product such as: its package, label, mark, and etc. These productsof counterfeit are illegal, offered with lower quality and price than main products (Sahin & Atilgan, 2011). Illegal businesses are illegal activities by which the products that trespass intellectual and mental ownership rights reduce business rate in that group of products. The term "Counterfeit Trademark Goods" doesn't equal with "Pirated Copyright Goods". According to Agreement on Trade-related Aspects on Intellectual Property Rights (TRIPs), copying a trademark refers to every product which provides a mark for itself which can't be recognized from its registered trademark. But, illegal usage of copyright is when a book or literary work is copied without legal certificate, trespassing ownership rights and publication of main work. But, counterfeiting is when an illegal producer uses the name of a trademark with deceiving or undeceiving goals. Anyway, we define copied goods business here: trading goods whose brands or logos are without the permission of a referent, authority or quality and standard guarantying. In such conditions legal products miss among the copied goods (Staake *et al.,* 2009).

Intangible assets such as intellectual assets include a considerable share of firms' value. Emerging market growth in Asia where such intangibles are hardly supported, a general tendency to executing broader controls for simplifying international trade trends and increasing interactions among organizations in different situations is a new tool for supporting these assets and companies from unfair competitions. Copying a trademark is a threat for both legal producers and consumers. Besides irreparable losses for the producers, this issue damages material and spiritual consumer rights and social benefits, endangering social and economic security. According to the statistics of international trade room, global sale rate of copied products is about 300billion $. Another study shows that the cost resulting from copying per year increases by 200 billion $ in America (Staake *et al.,* 2009). From the other hand, previous studies revealed that about 1.3 of the consumers buy copied products consciously. Since demand is a key factor in market, some researchers have concluded that consumers' demands for copied products is a stimulator of astronomical growth of copied goods for the consumers selecting them consciously (Moutinho & Bian, 2009). Copying can be two types: Deceptive and Non-Deceptive. In the latter, the buyer recognizes that a product with specific information signs such as price, purchase location, or used raw materials is not original and trustable, but he buys it. The reason for that can be consumer's tendency to access luxury products. The reasons why people buy luxurious trademarks can help to understand the reasons they buy the products with copied trademarks (Sahin& Atgilgan, 2011).

Literature review

For the importance of the issue and its effect on the activities of giant companies in the world, many studies have been done in this regard. Since the success of big economies depend on the success of reliable firms in every economy, supporting these firms by the government organizations from the view of economic security seems necessary. Among the studies on the products with similar trademarks regarding demand side, the works of Wee *et al.,* 1995; Cordell *et al.,* 1996; Nia and Zaichkowsky, 2000; De Matos *et al.,* 2007; and Lee, 2009can be referred. Also, the authors such as Wang *et al.,* 2005; Cordell *et al.,* 1996; Prendergast *et al.,* 2003; Furnham and Valgeirsson, 2007; Ergın, 2010; Chaudhry & Zimmerman, 2009 have examined non-price factors, affecting the purchase of the products with similar trade mark to the original one. Ang *et al.,* (2001) investigated the effects of the factors such as social effects, personal and demographic features on the attitudes toward products with similar trade mark to the original one and shopping intention. In these variables, integrity has negative effects on the attitudes toward counterfeit products. But, they don't directly impact shopping intention of counterfeit products. This study was done on the consumers who hadn't shopped such products earlier. The product type was music CD. In another study by Phau *et al.,* (2009), examined purchase intention of counterfeit, Polo t-shirt was introduced as the top product. In this study, integrity was recognized as the key effective factor in the attitude and shopping intention of customers. In fact, everyone with higher integrity had less intention to shopping such products. In a study on 1040 buyer and non-buyer customers, Pens *et al.,* (2005) examined shopping intention toward counterfeit products, regarding subjective norms, moral backgrounds, and other factors. The results showed that norm pressures have positive effects on shopping intention. In another study by De Matos *et al.,* (2007), shopping intention toward counterfeit products in Brazil affected by the factors such as subjective norms, integrity, and etc. were examined. The results showed that integrity have a negative effect on shopping intention; while subjective norms have no effects on shopping intention in Brazil. In another study by Phau *et al.,* (2009) in Australia, many factors were examined about customers' intention to buy copied Rolex watch among which integrity were recognized as the most effective factor on the attitudes toward counterfeit products an indirect effect on shopping intention. In another study on the clothes with Parada brand, Phau *et al.,* (2009) concluded that integrity have a positive effect on shopping intention. The reason for creating a market for counterfeits can be accessing luxurious products by the customers. The factors affecting shopping luxurious products can affect shopping copied products (Sahin and Atilgan, 2011). To explain conceptual framework of this study, Theory of Moral Reasoning and Competency is identified in this part.

Theory of Moral Reasoning and Competency

Moral reasoning occurs when a person faces with a moral barrier. Kohlberg (1976) classified three stages which a personal encounters when faced with moral barriers. In other

words, a person solves moral issues via reasoning if the expected individual consequences are a reward or punishment. Moral development is concerned since many decisions have a moral aspect. Understanding this concept helps the person to know how different people impose different moral criteria on their decisions. Many studies confirm 3 levels of moral development each with 2 stages. In each consecutive stage of ethical judgment, one loses one's dependence on the foreign effects. The first level is pre-conventional level. In this level, people answer fair or unfair goals when they have personal consequences such as physical punishment, reward, or help exchange. Apart from group power or society in general, people have attempted to define ethical principals (Kabiri, 2001).

Inconventional level(levels 1,2), a personal reasoning is based on expected individual consequences such as reward and punishment. Levels 3 and 4 focus on the expectations of reference group and social values. In principals level(levels5 and 6), there is a clear attempt for defined ethical values and principals , while the values of a referent group are followed. This stage is about finding a balance between what is morally acceptable for the person and his social environment. Consumer's choices affect mentioned behaviors and are accepted normally. Tendency to the concious purchase of copied brands is attributed to non-normative consumers behavior.

In other words, non-normative behavior is reasoned by the consumers who release themslves from the responsibility in that situation, putting the blames on the buyers. They sometimes work reversely in a way that buyers put the blames on the seller to free themselves from supporting illegal products.such people forgive themselves by lowering moral standards. Thus, buyers justify their behaviors by the claims or techniques sellers have while shopping illegal products. This theory helps us in developing the hypotheses in this regard(Phau *et al.,* 2009a).

Planned Behavior Theory

In Planned Behavior Theory , there are some effective factors that will be probed in this section. Attitude is a scholarly- tendency to behave in a desirable or undesirable pattern of a known thing. In fact, according to Bagozzi et al. , many people have accepted attitude as a measurement tool. Attention to the probable consequences of a behavior is called behavioral beliefs. Generally, such believes and their corresponding assessments are supposed to be positive or negative evaluation toward a behavior. Especially, if the understood advantages of a behavior are more valuable than its unrecognized advantages, people will form a positive attitude toward the behavior. In a balanced state, if unrecognized advantages exceed recognized ones, a negative attitude forms (Ajzen & Fishbein, 2004). Attitude seems to be related to the intentions of the person , leading to the prediction of human behavior. Based on Theory of Moral Reasoning and Competency, not only the attitude of a person to an object affects his intention, but also the things impressing a person's understanding from his reference group is important (e.g. intellectual norms; DeMatos *et al.,* 2007). When an issue is recognized for a person and he has more facilities in tendency to

doing something , leading to the performance of a simpler or more difficult behavior , it is called control believes. The more available the facilities and resources for a person, the more likely is that the person changes that intention into behavior. These facilities differ depending on the intended intention. Ajzen and Fishben developed this theory to expandResoned Action Model,introducing another variable named behavior control. Generally, these control believes lead to the perception that if a person has a capacity for doing a behavior , referred as self-efficiency or behavior control. Another important element can be mental norms which refers to our inference from others ideas. Mental norms are measured with two factors: intensity of norm believes by which people think that a factor should be regarded or not; and the motivation of considering that belief (i.e. how much a consumer regards expected reaction of others while shopping) (Solomon *et al.,* 2006).

Theoretical framework of the study

Integrity

In accordance with moral competence theory of Kohlberg (1976), a personal behavior is impressed by his personal feeling to justice and fairness. The values such as honesty can impact on personal judgement about surrendering against immoral activitiest. Integrity show an individual level of moral consideration toward law. Researchers show that the consumers who care about legal issues have more undesirable attitude toward copied products and less tendency to shopping them. Consumers shopping consciously justify their actions in a way that they don't seem to be immoral.Thus, compared to buyers, non-buyers have more negative attitudes toward legitimacy of counterfeit products (Phau *et al.,* 2009a). According to the study of Ang *et al.,* (2001), integrity have negative effects on the attitude toward counterfeit products; but, they don't impact shopping intention of them directly in a study by phau *et al.,* (2009), integrity were recognized to be the most effective factors in attitude and shopping intention of the customers.In fact, people with higher integrity have less tendency to shopping copied products.In the study ofDeMatos *et al.,* (2007), integrity had negative relationship with shopping intention.

In the study of Phauet al, (2009a) integrity are the most effective factor in attitude to counterfeit products with an indirect effect on shopping intention. In another study of him in (2009b), integrity have a direct effect on shopping intention.according to mentioned points, the following hypotheses can be stated:

H1. *Increasing integrity, the attitude of consumers to shopping counterfeit products' legitimacy decreases.*

H2. *Increasing integrity,the attitude of consumers to the concious shopping of counterfeit products decreases.*

Attitudes toward counterfeit products' legitimacy and their shopping states that consumers' intentions about replicated products can be justified by their attitudes toward

legitimacy of their shopping. In a level higher than moral judgements, it is less likely that a person agrees with transacting counterfeit goods. Planned Behavior Theory based on attitude-behavior relationship is associated with attitudes, subjective norms, percieved behavior control, and behavioral intentions.When a person is faced with a situation in which his integrity are challenged, attitudes are regarded as a predictor factor for intentions towards the situation. Moral Quality Theory of Kohleberg (1976) differentiated consumers' personal behavior, predicted by mental feeling from justice and fairness. Immoral decisions such as concious purchase of counterfeit goods are described by formed attitudes of a consumer besides a product 's category.More positive attitudes of a consumer to copied products increase the likelihood of his purchase. From the other hand, undesirable attitudes of them decrease purchase likelihood (Phau *et al.,* 2009a). Previous studies provide supports on consumer attitudes toward shopping counterfeit products. Consumers tending to shop counterfeit goods may attempt to compare them more with legal products rather than unwilling consumers to their shopping. Consumers shopping counterfeit products conciously may buy them to reflect their negtive attitudes toward original companies' high prices.Other studies showed that some consumers conciously counterfeit products buy them since they absolutely legalize them(Phau, Marishka & Dix, 2009b; Cordell, Wongtada, & Kieschnick, 1996). The following hypothesis was suggested according to above-mentioned points:

> *H3. Concious purchase likelihood of copied products by the customer has a negative correlation with legitimacy of thecopied products.*

Subjective norms

An important factor is other people 's impact on us. Although against our own beleives, we do somethings for the others or people around us think them to be resonable. Researchers have referred to it as subjective norms. In other words, subjective norms imply that what the people who are important to you think about your actions. Subjective norms are measured with 2 factors: first, with intensity of subjective norms according to which the others believe that a factor should be regarded or not;second, the motivation of considering that belief(i.e. how much a consumer considers others' reaction during shopping evaluation). Researches based on Planned Behavior Theory have frequently referred to this factor. Since peole are impressed by various factors during shopping (Patel, 2007). In the study of De Mateos *et al.,* (2007), this factor had a direct effect on attitude. But, in this study, no correlation was suggested between subjective norms and shopping intention.But, in a thesis by Xiao and He(2011),Planned Behavior Theory was studied for shopping an automobile with Volvo brand, conluding that subjective norms among Chineses has low impact on people 's attitude toward a product.

> *H4. Increasing subjective norms,shopping intention to the counterfeit productsincreases.*

> *H5. Increasing subjectivenorms, attitudes toward legitimacy of the counterfeit products increases.*

Conceptual model

According to the mentioned theoretical framework, the conceptual model of the study is reflected in Fig.1.
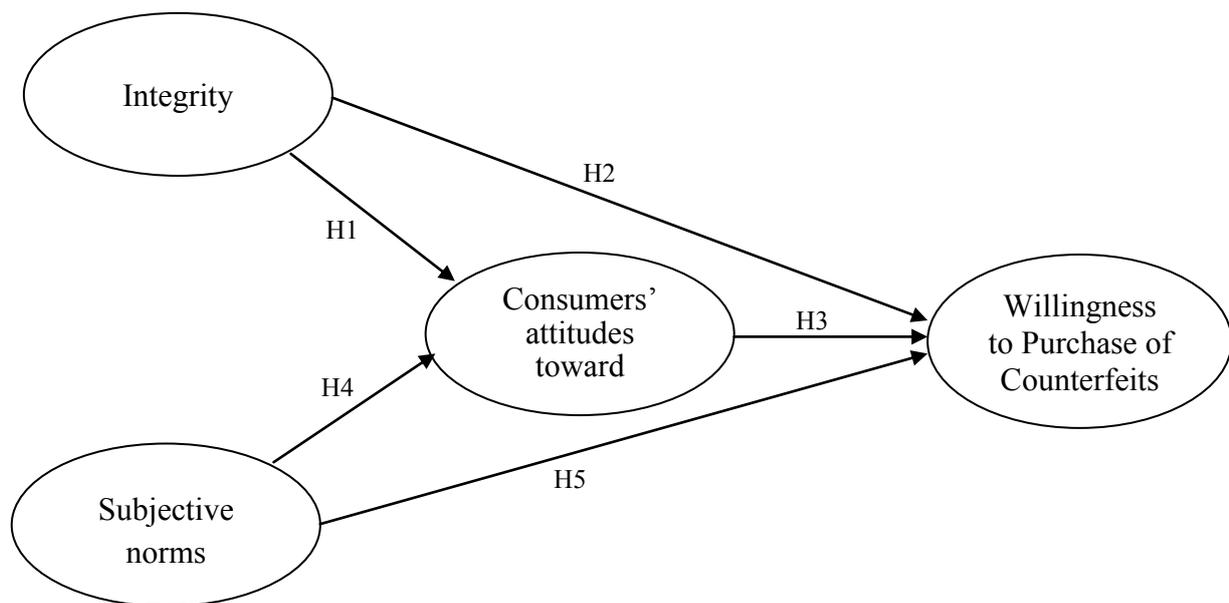
Fig 1. Conceptual Model of the Study

Methodology

Statistical population of this study included all students of Islamic Azad University and International University of Qazvin. The reason for such selection is that the majority of those students are 18-25 years old , more likely to shop coppied products. It seems that they don't have enough income to buy luxurious brands; but, they may resort to copied products to use the advantages of shopping luxurious products. Also, there was homogenity in the attitudes and behaviors of the students (Phau *et al.,*2009a). As a result, the sample is a good example of theunder-study society. To select the sample, stratified random sampling method was exerted. In a way that among the students of Islamic Azad University and International University of Qazvin and based on their numbers of students, the population was divided for sampling. Then, the subjects of each group were given the questionnaires randomly.To

determine the sample size, Israel Table was used. According to the limitations of the statistical population, a sample size of 398 people with accuracy levelof 0.05 was achieved. Removing improper items, 436 questionnaires were distributed from which 415 questionnaires were evaluated to be analyzable(Mirzai 2010). The time span of this study was May-June 2012.

Validity and Reliability

To measure research validity, its 4 types including content validity, face validity, convergent validity, and discriminate validity were used. Law she invented a highly applicable method for measuring content validity. This method measures the agreement between evaluators or referees on propriety or fundamentality of a specific variable or question (Mirzai 2009). First, 10 questionnaires were distributed among marketing experts for measuring content validity of the tools. With the goal of testing propriety or fundamentality of the questions of a specific variable, questionnaires with alternatives of useful and non-useful were offered to the experts. Then, Lawshe coefficient of every question was calculated using their corresponding formula. The coefficients were compared with content validity Lawshe Table, confirming content validity of measurement tools. To confirm the consistency of the questionnaire, retesting consistency was used. According to the results of Pearson correlation test between two given tests among 32 subjects at two different times, the proper results at 93% resulted.

Variables measurement

Measurement indices resulted from reviewing previous literature. Using exploratory factor analysis, improper variables were reduced and proper variables were allocated to the corresponding factors. A 5-point Likert scale was used. Table 1 shows the references from which the variables were extracted.

Table1. The indices of research variables

Variable	References
Subjective Norms	(Ajzen & Fishbein, 2004),(Engle, *et al.*, 2010),(Peter *et al.*, 1999), (Solomon *et al.*, 2006)
Attitude Toward Legality Counterfeits	(Matos *et al.*, 2007)(Cordell *et al.*, 1996), (Phau *et al.*, 2009a)
Integrity	(Chaudhry & Zimmerman, 2009),(Norum & Cuno, 2011),(Phau *et al.*, 2009a)
Behavioral intention	(Ajzen & Fishbein, 2004), (Phau *et al.*, 2009a), (Solomon *et al.,* 2006)

Reliability

The results of convergent validity, composite reliability and average variance extracted of each construct show acceptable consistency of study tools. These two indices measure Convergent Validity of the study with their high values. AVE measures obtained variance by indices corresponding to measurement errors and should be over 0.5(Barclay *et al.*, 1995). AVE of each construct and its index should be larger than average variance shared between each construct and its corresponding constructs (Compeau *et al.,* 1999). If the values of CR and AVE exceed 0.60 and 0.50 respectively, they reveal good construct consistency and convergent validity of the study (Fornell and Larckers, 1981). The results of the calculations related to CR and AVE values are shown in Table 1.the results show the acceptability of all study constructs. Hair et al. (2006), introduced factor load of 0.7 for confirming validity of a variable (Nunnally & Bernstein, 1994). Convergent validity of the tools was confirmed using correlation values of different variables indices in covariance matrix in AMOS output. There is not a standard value for convergent validity. But, Campbell and Fiske (1959) suggested that correlation value should be less than 85% (Sorensen and Slater, 2008).thus, according to correlation matrix of AMOS output confirms the validity of the study.

Data analysis

To analyze data, factor analysis was used which has two types: exploratory factor analysis and confirmatory factor analysis. For linking the variables to identified factors, factor analysis of main paths, and for rotation, Varimax rotation was used. Then, structural equations models were utilized, identifying the main factors. In the second section, consistency and reliability of the measurement model and structural model which is total fitness index were examined. Casual relations of latent exogenous variable and latent indigenous variables were measured via standard coefficients and significance value using AMOS software to decide about rejection or acceptance of the hypotheses.

Measurement model and data table

Main statistics (means, standard deviations, and confirmatory factor loads) are shown in Table 1 for all variables. According to Nunnally (1978), for being reliable, every factor should have a factor load of 0.6. Based on Paswan (2009), factor load can be 0.5 and above and 0.7 is ideal value for it. All research questions gained required value for it. Since mixed consistency of all variables are above 0.6 and only 2 out of extracted average variance of the variables are below 0.5. The model has convergent reliability. For, measurement error of all variables is below 0.05, revealing their significance. Also, main criterion in determining convergent reliability is high rate of factor load. In this study, mixed consistency of both variables was 0.6; thus, the internal consistency of the variables is acceptable (Janz & Prasarnphanich, 2003).

Table1. Main statistics

Latent variable	Observed variables	N	Means	Std deviation	Factor loading	AVE	CR
Subjective Norms	I measure my relatives based on their accountability	415	4.29	.816	0.591	0.43	0.63
	Honesty in sale /purchase is the best policy for success in exchanges.	415	4.27	0.916	0.759		
Behavioral intention	I recommend clothes with a similar brand to Adidas to a friend.	415	2.41	1.095	0.676	0.56	0.88
	If I were to buy clothes as a gift for an occasion, it would be Adidas brand.	415	2.61	1.086	0.643		
	If I see clothes with similar brand to Adidas, I will buy it.	415	2.61	1.086	0.643		
	I will buy the clothes with a similar brand to Adidas.	415	2.63	1.041	0.824		
Attitudes toward legitimacy	Exchanging products with similar brands to the original one is legitimate in developing countries.	415	2.69	1.072	0.843		
	I think I can always buy all products with similar brands to the original ones and it is legal.	415	3.63	0.940	0.653		
	Selling copied products is a competition way with big businesses.	415	3.63	0.894	0.613		
	Buying copied products is a competition way with big businesses.	415	3.75	0.851	0.592		
	Shopping products with similar brands to the original ones is illegal.	415	3.91	0.952	0.531		
Integrity	When my family agrees with shopping a product, I buy it.	415	2.44	1.002	0.700	0.50	0.95
	For not being affected by my friends' ideas, I go shopping alone.	415	2.64	1.211	0.734		
	I don't care others ideas while shopping my necessary staff.	415	2.28	0.966	0.713		
	When I am with friends, my decisions differ with the times I am alone.	415	2.72	0.993	0.693		
	My friends and relatives think that I should buy copied products	415	2.63	1.188	0.652		
	I accept the emphasis of my friends and relatives for shopping copied products	415	2.38	0.998	0.743		

Table2. Standard coefficient and significance values for research hypotheses

Hypothesis	path	Standard	Sig value

		coefficient	
H1	attitudes toward legitimacy →integrity	.307	3.723
H2	Shopping products→integrity	.101	1.514
H3	Shopping products →attitudes toward legitimacy	-.342	-4.632
H4	attitudes toward legitimacy →mental norms	-.209	-3.274
H5	Shopping products →mental norms	.351	5.911

Analytic model

The first step in testing the model of the study is examining model fitness (Fig. 1) for which x^2 was used. x^2 is sensitive to the sample number. A relatively big sample was selected (n=415) to prevent from common software rejection of structural equation. Due to the improperness of fitness indices, some modifications were executed based on AMOS recommendations. As seen in Fig 1, measured values of this study are:(df=106, x^2 =215.490) 2.033, normed fit ındex(NFI)= 0.92, comparative fit index (CFI)=0.95, and root mean square residual(RMSEA)=0.5. Finally, according to chi-square tests, the model was confirmed to be satisfactory.

Results

As expected, the hypotheses of integrity, mental norms and attitudes to shopping legitimacy have significant effects on shopping tendency of the copied productseither directly or indirectly. Based on effect coefficient of each factor on dependent variable, those factors can be prioritized. They were identified and tested based on previous studies in other countries. But, this study aimed to recognize the important factors influencing shopping intention of copied products in Iran. According to the results of analyzing structural equation model, mental norms (0.35) were identified as the most effective factor. Thus, it is concluded that attention to others' ideas while shopping copied products is the most important factor in Iran. This issue will be expanded in discussion section.

Discussion and conclusion

The necessity of investigating effective factors in shopping copied products is clear according to various studies. This paper examined the effective factors in shopping products with similar trademarks to the original one including integrity, subjective norms, and attitudes to the legitimacy, previously examined in literature. According to the results, except integrity without significant direct effect, all other tested factors had significant, direct or indirect effect on shopping tendency. In this respect, the most effective factors were recognized to be people's attention to others' supervision and relatives' stress and compliment for shopping copied products. For this reason, marketers and the people fighting for the goods with similar

trademark to the original one try to affect negatively on consumers 'shopping decisions, using marketing elements (integrative marketing communication). For example, subjectivenorms (0.351) were identified as the most effective factors in the society. So the center of fighting against fake products should recognize their customers, characters, and the influencing people on them by whom they can select an effective source for transferring their massage. For example, using the literature of social barriers for discouraging consumers from shopping based on cognitive heterogeneity literature; consumers' intentions can be changed. This can be fulfilled, regarding communication elements and correct application of communication tools. One of the elements of communication is massage resource with the features of credibility and attraction. Attraction is proper for the people who are sensitive to others' ideas; while credibility is proper for introvert people. Using credible source applies when a company wants to advertise the activities of the company's social responsibility for holding social justice, creating human aspects, and showing harmful losses from shopping. Among these activities, training people at low age about the harms and losses of buying the products with similar trademarks can be cited (Solomon, 2006). Identifying the ways customers are impressed by the others, behave according to them, and form a legitimacy feeling to shopping, and having different attitudes among individuals, marketers try to use different techniques for communication. Since attitude has a negative effect on shopping intention, people are less willing to buy copied products. About the other elements of communication, media type by which the massage is sent can be important. In the growing virtual world of today, on-line advertisements are effective. Identifying people according to their features and the individuals influencing them, the massages can be sent to their relatives. Then, sharing the massage with the third person, it can be transferred to the target receiver. But, for sharing the massages; the features of targets should be well-defined; for example, whether they are extravert or self-centered since the latter group's members transfer the massage for heightening their social position to show their taste and relation with others. Negative attitude to legitimization of shopping copied products has a negative effect on shopping intention as a mediating variable. It shows that this issue is regarded as illegitimate in Iran. In this way, negative attitudes of people to this issue reduce their shopping intention. About willing people for owning copied products, some may have neglected their integrity or have imagined this action as legitimate, showing an intention to shopping.

Another factor, impressing shopping intention of copied products indirectly is integrity of a person. Using integrity as a stimulator for developing an effective strategy is a limiting method for growing trade of the counterfeit products. It is understood that an important negative effect impacts the attitude toward legalizing copied products' purchase. This in fact makes the person consider regard copied products as illegal, leading to the reduction of shopping tendency by creating a negative attitude. Thus, more comprehensive attempts are needed for education about negative effects of shopping copied products on the economy. These educational programs should be for schools and institutes as well as employees, tourists, and domestic business owners. Attitudes toward integrity create negative effects on copied products, suggesting that licensed producers get frequent advantages by improving high prices. Strong consumers' intention to owning the products probably leads them to neglect moral values during shopping. This issue can be reminded to the buyer by promotion tools during shopping and using environmental facilities (Furnham & Valgeirsson,

2007). But, the most suitable reaction to buying copied products is transfering negative attitude toward shopping legitimization, affecting shopping intention. This can discourage consumer from shopping a product, using the literature of social barriers. Accordingly, strategies for discouragement can be structural and behavioral. Structural solution can reduce shopping copied products by suggesting gradual punishment fear. Since attitude and behavior are correlated, negative attitude reduces purchase rate.This solution by fear attractions seems to be strict, regarding the importance of the issue. Behavioral strategy creates a positive social motivation, focused on overcoming barriers via law socialization. Kholeberg (1976) decreased purchase rate of the counterfeit products by the effect of personal feeling of the consumers toward equanimity from shopping them. In case consumers' commitment to shopping equanimity enhances, purchase rate will decrease. Consumers should be convinced that the benefits of shopping the counterfeit products are fewer that the losses of them to the society, buyer, and their manufacturing company. Behavioral strategy through industrial promotion seems to be proper for reducing consumers' cooperation in trading fake goods (Cordell, Wongtada, & Kieschnick, 1996).But the most effective concept in marketing is creating a term in the minds of the customers. In fighting with a commodity with a trade mark similar to the original one, marketers should focus on a specific and powerful word. They should act in a way that a commodity with a trademark similar to the original one such as cigarette loses its social status. A word with such function can be "loser". Regarding the point that using these products causes some losses (of job, family, reference group, self-confidence, freedom, life), a program with this motto that "using fake brand products is the feature of losers" can have a significant effect especially on the youth paying more care to social status. Concentration as a marketing rule can help solving one of the biggest problems in the society. Most of surveys have limitations. The trend of doing this research had problems, leading to the slow-down of the research such as the lack of enough information, the shortage of domestic literature in this field, and the limitation of statistical population to the students of one city. Future researchers can select another population for this study or study this model in other industries. Researchers can regard the products, creating high mental involvement such as mobile and laptop.

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