The Effect of Materialism, Conspicuous Consumption and Sense of Shame on Intention to Purchase Counterfeit Products and the Mediating Role of Attitude[*]

Materyalizm, Gösterişçi Tüketim ve Utanma Duygusunun Taklit Ürün Satın Alma Niyeti Üzerindeki Etkileri ve Tutumun Aracılık Rolü

İbrahim Avcı (ID)

Gümüşhane University, Vocational School of Social Sciences, Gümüşhane, Türkiye

Abstract

Counterfeiting is an essential issue that has existed since ancient times and has become more prevalent today with technological advancements, and it should be highlighted. Consumers who desire to buy expensive products, particularly luxury items, but lack the financial means to do so engage in the practice of purchasing counterfeits of these products. Counterfeit products are purchased mostly by young customers for a variety of reasons, including having prestige, showing off, and emphasizing materialism. The goal of this study, under this paradigm, is to disclose the impacts of materialism, conspicuous consumption, and sense of shame on the intention to purchase counterfeit products, as well as the mediating function of attitude toward counterfeit products in these effects in a sample of university students. Data were collected for this purpose using an online survey form, and it was discovered that 477 university students engaged in the survey during the data collection procedure. The data analysis revealed a significant positive relationship between university students' materialism and conspicuous consumption behaviors and intention to purchase counterfeit products, as well as a significant negative relationship between their sense of shame and intention to purchase counterfeit products. Furthermore, it was established that attitudes regarding counterfeit products play a significant mediating role in the impacts of materialism, conspicuous consumption, and a sense of shame on the intention to purchase counterfeit products. These findings provide significant theoretical and practical contributions.

Keywords: Counterfeit Product, Materialism, Conspicuous Consumption, Sense of Shame, Purchase Intention.

Öz

Taklitçilik eski dönemlerden itibaren var olan, yaşanan teknolojik gelişmelerle beraber günümüzde daha da yaygın bir hale gelen ve üzerinde durulması gereken önemli bir konudur. Özellikle lüks ürün olarak ifade edilen pahalı ürünleri satın almak isteyen ancak ekonomik gücü yeterli olmayan tüketiciler, bu ürünlerin taklitlerini satın alma davranışında bulunmaktadırlar. Statü sahibi olmak, gösterişte bulunmak, materyalizme önem vermek gibi birçok farklı motivasyonlarla özellikle genç tüketiciler tarafından taklit ürünler satın alınmaktadır. Bu çerçevede araştırmanın amacı materyalizm, gösterişçi tüketim ve utanma duygusunun taklit ürün satın alma niyeti üzerinde etkileri ve bu etkilerde taklit ürünlere yönelik tutumun aracılık rolünü üniversite öğrencileri örnekleminde ortaya çıkarmaktır. Bu amaçla hazırlanan çevrimiçi anket formu ile veriler toplanmış ve veri toplama sürecinde 477 üniversite öğrencisinin ankete katılım sağladığı belirlenmiştir. Elde edilen verilerin analizi sonucunda, üniversite öğrencilerinin materyalizm ve gösterişçi tüketim davranışları ile taklit ürün satın alma niyeti arasında pozitif yönde anlamlı ilişki; utanma duyguları ile taklit ürün satın alma niyeti arasında ise negatif yönde anlamlı ilişki olduğu belirlenmiştir. Ayrıca materyalizm, gösterişçi tüketim ve utanma duygusunun taklit ürün satın alma niyeti üzerindeki etkilerinde, taklit ürünlere yönelik tutumun tam aracılık rolüne sahip olduğu sonucuna da ulaşılmıştır. Elde edilen bu sonuçlar, teorik ve uygulama yönelik önemli katkılar sağlamaktadır.

Anahtar Kelimeler: Taklit Ürün, Materyalizm, Gösterişçi Tüketim, Utanma Duygusu, Satın Alma Niyeti.

The Effect of Materialism, Conspicuous Consumption and Sense of Shame on Intention to Purchase Counterfeit Products and the Mediating Role of Attitude

Counterfeiting, which dates back to ancient times, is a growing concern today. It is described as the unauthorized and unlicensed manufacture and sale of brands, products, patents, and other intellectual property rights belonging to another organization (Kapferer, 1995). Counterfeit items, also known as fakes, imitations, and replicas, might have the same or very similar attributes to the actual products (Torun, 2020). In the past, counterfeits of luxury products were made in the counterfeit product market, which has grown fast with technical improvements in recent years, while counterfeits of various products are produced and sold today. Despite counterfeiting being punishable by law in Turkey, as it is in most others, the manufacturing and consumption of counterfeit products are on the rise. While some consumers purchase counterfeit products knowingly, others may purchase counterfeit products unknowingly (Seyrek & Sürme, 2016).

Consumers' purchases of counterfeit products are motivated by a variety of factors. One of these factors is materialism, which is defined as the value placed on physical materials. Consumers exist with materials in today's environment, when greater value is ascribed to material items, and consumers with a high materialism propensity exhibit the material elements they have. Because materialistic consumers seek products that would elevate their status, they might satisfy this need with counterfeit products (Wilcox, Kim & Sen, 2009). The concept of conspicuous consumerism is also related to both counterfeit products and materialism. Consumers are more concerned with the psychological advantage of a product than the physical benefit it will bring them, and as a result, they may participate in consumption behavior only for bragging rights. Consumers may acquire counterfeit products since the products that help to show off are luxury products, and luxury products are economically expensive (Yaprak & Güzel, 2020). The emotion of guilt is another powerful motivator for purchasing counterfeit products. Young consumers, in particular, may risk embarrassment if it is discovered that they use counterfeit products among their peers. This may deter young buyers from purchasing counterfeit products (Davidson, Nepomuceno & Laroche, 2019). However, if a consumer who wants to buy counterfeit products believes that everyone around him/her consumes counterfeit products or that counterfeit product consumption is widespread in his/her community, he/she will develop a favorable attitude toward counterfeit products and will be more likely to engage in purchasing behavior (Thaichon & Quach, 2016).

Previous research has found that young consumers and adults are more likely than children and the elderly to purchase counterfeit products (Lee & Trim, 2019). Given that young people are more likely to buy counterfeit products, university students, who are among young consumers, were chosen as the sample in the current study. Because there is much research on the buying of counterfeit products by young people in the literature (Seyrek & Sürme, 2016; Özkoç, Gün Eroğlu & Kazancı, 2018), it is critical to determine what factors influence young people's purchasing intentions. The study's major goal in this context is to discover the effect of materialistic characteristics, conspicuous consumption behavior, a sense of shame caused by buying counterfeit products, and attitudes towards counterfeit products on university students' intentions to purchase counterfeit products. The theoretical framework, literature, and hypothesis development are covered in the first section of the study. The method, analysis, and findings are covered in the second section, and the conclusion, discussion, and suggestions are covered in the final section.

Theoretical Framework and Hypothesis Development

Counterfeit product consumption is a contemporary consumer trend that has grown fast. Consumers normally buy counterfeit products consciously and freely, but they can also be duped into doing so

(Bian et al. 2016; Jiang, Cui & Shan, 2023). According to Lee and Trim (2019), counterfeit purchasing behavior is on the rise, particularly among young buyers. While some studies claim that the young generation buys counterfeit products to protest consumption, others claim that the motivation to be accepted by their peers, expressed as peer influence, is successful (Francis, Burgess & Lu, 2015; Thaichon & Quach, 2016). Counterfeit originated in 27 BC when a wine merchant attempted to imitate a local wine to sell it as Roman wine (Phillips, 2007). Many criminal consequences, including death, were enforced to deter counterfeiting, which became prevalent in the following years, but the manufacture and consumption of counterfeit products continued to rise day by day. Previously, only counterfeits of pricey products were manufactured; today, consumers seek counterfeits of a wide range of products. Based on consumers purchasing counterfeits of expensive products, it has been discovered that factors such as status, image, prestige, uniqueness, recognition, and acceptability are effective (Husic & Cicic, 2009). Counterfeit products are also known as imitation, fake, copy, and replica, and are often considered to be of poorer quality than the original. Counterfeit is described as the unauthorized and unauthorized production of items whose intellectual rights in terms of name, content, symbol, brand, and so on belong to someone else (Bian & Veloutsou, 2007). Many factors contribute to people purchasing counterfeit products rather than original products. According to the research on the subject, a lack of economic ability to purchase original products leads to the acquisition of counterfeit products. Counterfeits of original products, especially those with prestige and status, are purchased to demonstrate behavior (Ergin, 2010). Various reasons contribute to the purchase of counterfeit products, but some factors prevent the purchase of counterfeit products. In this regard, considerations such as the inferior quality of counterfeit products in comparison to the originals, as well as the physiological, economic, psychological, and social hazards that may be experienced when purchasing counterfeit products, are particularly essential (Havlena & DeSarbo, 1991). The current study looked at the effects of materialism, conspicuous consumption, shame, and attitudes about counterfeit products on young consumers' purchases of counterfeit products. Within the scope of the literature review, the associated ideas are described and hypotheses are formed in the remainder of the study.

Materialism

The concept of materialism is described concisely as the value placed on physical items or the importance placed on worldly commodities by the consumer. Children and the elderly are more prone to materialism than young people and adults (Belk, 1985). Because younger generations present themselves as materialistic, they are more prone to consume counterfeit products. The fundamental reason for this is that this generation is more exposed to mass media and consequently places greater emphasis on material components (Gonzalez-Fuentes, 2019). It is suggested that people who buy and consume counterfeit products are more materialistic. Consumers with a high level of materialism pay greater attention to branded products and are more prone to purchase counterfeits if their economic power is insufficient. Furthermore, materialistic consumers are more likely to favor pricey brands to get a reputation (Kapferer & Valette-Florence, 2019). Materialistic consumers feel that even if the products they purchase a counterfeit, the status provided by these products will offer them enjoyment (Tunçel, 2022). Consumers who purchase a counterfeit of an original product attempt to acquire the benefits they anticipate from the original product (gaining status, social acceptance, etc.) through the purchase of the counterfeit (Shavitt, 1989). Materialistic consumers seek to buy things that will help them obtain social approval and prestige, and they tend to buy more than other types of consumers (Mason, 2001). These people also display their items in order to distinguish themselves from others. Materialistic consumers who wish to satisfy these demands but do not have enough financial power are easily lured to buy counterfeit products because of the status that having pricey things will bring (Trinh, 2012).

Much research in the literature shows a positive relationship between materialism and the intention to buy counterfeit products (Lu & Lu, 2010; Wilcox et al., 2009). Some research, however, discovered a negative link (Furnham & Valgeirsson, 2007), while others showed no effect (Phau, Sequeira & Dix, 2009). This disparity in results can be explained by the fact that variables other than materialism may influence the inclination to purchase counterfeit products. Furthermore, some materialistic consumers may not purchase counterfeit products because they can afford to buy original products or because they are afraid of losing their reputation if others discover that they use counterfeit products. Many studies, however, have found that materialistic consumers are more likely to purchase counterfeit products (Sharma & Chan, 2011). The following hypothesis was developed in this direction.

H1. Materialism positively affects the intention to purchase counterfeit products.

Conspicuous Consumption

The theory of conspicuous consumption (Veblen, 1899) is the earliest hypothesis that attempts to explain consumers' appetite for expensive things. According to this hypothesis, the social standing and prestige gained by purchasing and using expensive things motivate people to purchase them. As a result, the social benefits of the products used are more essential than their physical benefits (Mason, 2001). If the need for luxury things is purely for vanity, counterfeits of these products can be purchased. According to Pham and Nasir (2016), a sizable proportion of buyers choose to buy counterfeits rather than original products. People employ conspicuous consumption to demonstrate their social standing (Kastanakis & Balabanis, 2014). The concept was defined by O'cass and McEwen (2004) as "the behavior that people exhibit while using the products they buy to demonstrate their prestige to others." People engage in conspicuous consumption to represent riches and to demonstrate power and status (Phau, Teah, & Lee, 2009). Conspicuous consumption has increased as a result of the recent expansion of counterfeit product markets. Counterfeit products suit the needs of people who cannot afford the originals of high-priced items but wish to demonstrate their status (Wilke & Zaichkowsky, 1999). Buying counterfeit products solely for status display is explained as a distinguishing trait of ostentatious consumption (Ponsford, 2016). Consumers who intentionally purchase counterfeit products place a premium on the prestige that the product will bring, even if they are aware that the product is counterfeit and of poor quality (Mason, 2001). Consumers of counterfeit products want extravagant products to demonstrate their status (Chen et al., 2015). As a result of conspicuous consumption, counterfeits of expensive goods are purchased (Quach & Thaichon, 2018). In other words, people buy products not merely to meet their requirements, but also to demonstrate and flaunt their material assets. Consumers who wish to be recognized by purchasing well-known, expensive, and prominent products may resort to counterfeits to continue showing off when they cannot afford the originals (Yaprak & Güzel, 2020). Ferraro, Kirmani and Matherly (2013) discovered a link between conspicuous consumption and the intention to buy counterfeit products. The following hypothesis was formed in this situation.

H2. Conspicuous consumption positively affects the intention to purchase counterfeit products.

Sense of Shame

Shame is a complex and distinctive human emotion that influences social motivation and interaction (Davidson et al., 2019). A sense of shame is a significant factor that influences a person's social activities and consumption habits (Krishna, Herd & Aydinoglu, 2015). When applied to the subject, this idea relates to the fear of social disapproval caused by purchasing and consuming counterfeit products (Jiang et al., 2023). Much marketing research has claimed that there is a negative relationship between shame towards the product utilized and buy intention (Penz & Stottinger, 2005; Davidson et al., 2019). Given that shame is a social risk, numerous research has found that perceived risk has a negative impact on attitudes toward counterfeit products and purchase intent (De Matos, Ituassu & Rossi, 2007; Viot,

Le Roux & Kremer, 2014). However, if a buyer does not see any difference between the counterfeit and the original product, he or she will not feel any social danger, such as humiliation, and will continue to buy counterfeit products (Ergin, 2010). Consumption of counterfeit products is likely to diminish in cultures where the consumption of counterfeit products is condemned, or if the consumer's reference groups disapprove of the consumption of counterfeit products. According to Davidson et al. (2019), the sensation of a sense of shame caused by utilizing counterfeit products diminishes the inclination to purchase counterfeit products. Consumers who use counterfeit items believe they will face social consequences because they are afraid of being recognized as counterfeit consumers in their social setting. Being identified as a counterfeit consumer in the social context harms one's reputation and poses a social risk (Sharma & Chan, 2011). As a result, a person who is concerned about losing his or her reputation is more likely to avoid purchasing counterfeit products (Shan, Jiang & Cui, 2021). According to studies, the fear of being viewed as a counterfeit user in social connections causes shame and bad views toward counterfeit consumption (Liao & Hsieh, 2013; Wang, Stoner & John, 2019). According to Bian and Moutinho (2011), buyers are hesitant to purchase counterfeit products because they are concerned about how other people would respond if they did. Consumers are aware that they are engaging in unlawful activity because counterfeiting is illegal (Martinez & Jaeger, 2016). As a result, fear of unfavorable social reactions from the consumption of counterfeit products, as well as feelings of a sense of shame, are negatively associated with the intention to purchase counterfeit products (Jiang et al., 2023). While Tang, Tian, and Zaichkowsky (2014) found that social and physical hazards influence buyers' intentions to buy counterfeit products, Engizek and Şekerkaya (2015) discovered that perceived social risk influences counterfeit buying behavior. As a result, a hypothesis was devised:

H3. A sense of shame negatively affects the intention to purchase counterfeit products.

Attitude toward Counterfeit Products

Attitude is a significant issue in consumer behavior, and attitude influences whether or not consumers take action (Aaker, 1995). Consumers' thoughts toward whether or not to purchase a product may differ. As a result, consumers' sentiments regarding counterfeit products are determined by whether or not they purchase counterfeit products. Much prior research has found that attitudes about counterfeit products have a beneficial effect on purchase intent (Kwong et al., 2003) According to Marticotte and Arcand (2017), consumer perceptions toward the original product and counterfeit products have a considerable impact on purchase intention. However, there is research that comes to the opposite conclusion. Wee, Ta, and Cheok (1999) discovered that consumers with negative opinions regarding counterfeit product consumption are less likely to buy counterfeit watches, wallets, and bags. Social risk is another factor influencing consumer attitudes toward counterfeit items (Bian et al., 2016). In their study, De Matos et al. (2007) stated that when a person's relatives and friends approve of counterfeit consumption, that person develops good attitudes toward counterfeit products, and when they do not, that person develops negative attitudes. As a result, a consumer who is aware that his or her peers use counterfeit products will not feel humiliated and will have a positive attitude toward counterfeit products because a sense of shame will not occur. There is also a link between materialism and conspicuous consumption behavior, as well as attitudes toward counterfeit products. According to previous research, materialistic people are more likely to purchase counterfeit items because they consider material possessions as a method to express their successes (Davidson et al., 2019). Conspicuous consumers choose things or brands that act as indicators of social standing. As a result, customers purchase counterfeit products to advance in society (Jiang & Cova, 2012). People who indulge in conspicuous consumption must first acquire a favorable attitude toward counterfeit products before they may purchase them. As a result, when a person has a positive attitude toward counterfeit products, he or she is more likely to purchase counterfeit products willingly; however, when a person has a negative attitude toward counterfeit

products, he or she is less likely to purchase counterfeit products (Ramayah et al., 2003; De Matos et al., 2007). The following hypotheses were developed in this context.

H4: Materialism positively affects attitude towards counterfeit products.

H5: Conspicuous consumption positively affects the attitude towards counterfeit products.

H6: Sense of shame negatively affects the attitude towards counterfeit products.

H7: Attitude towards counterfeit products positively affects the intention to purchase counterfeit products.

Mediation Effects

The study included an attitude toward counterfeit products as a mediating variable in the model. As a result, the impact of attitude toward counterfeit products in mediating the effects of materialism, conspicuous consumption, and a sense of shame on the intention to purchase counterfeit products is also investigated. There are studies in the literature that look at attitudes regarding counterfeit products as a mediating variable (Xi & Cheng, 2017; Saeed, Nazim & Abbas, 2022; Liaquat et al., 2020). While a good attitude toward counterfeit products boosts the intention to purchase them, a negative attitude inhibits it (Cheng, Fu & Tu, 2011). According to Xi and Cheng (2017), attitude toward counterfeit products modulates the association between materialism and the intention to buy counterfeit products. As a result, adopting materialism as a personal value will foster a more favorable attitude toward counterfeit products, leading to purchase intent. Furthermore, social pressure will shape a person's intention to buy or not buy counterfeit products by instilling a like or dislike attitude toward counterfeit products. Ahmad et al. (2014) discovered that attitude toward counterfeit products has a mediating role in the influence of peer pressure on the intention to purchase counterfeit products in their study. According to Phau et al. (2009), there is a negative association between conspicuous consumption and the intention to buy counterfeit products, and conspicuous consumption is a key predictor for consumers to buy counterfeit products intentionally. Saeed et al. (2022) discovered that one's attitude toward counterfeit products has a mediating role in the effect of conspicuous consumption on one's propensity to purchase counterfeit products. Similarly, Liaquat et al. (2020) discovered that attitude toward counterfeit products serves as a mediator between social status and propensity to purchase counterfeit products. The following mediation hypotheses were proposed in this context.

H8. Attitude toward counterfeit products mediates the effect of materialism on the intention to purchase counterfeit products.

H9. Attitude toward counterfeit products mediates the effect of conspicuous consumption on the intention to purchase counterfeit products.

H10. Attitude towards counterfeit products mediates the effect of a sense of shame on the intention to purchase counterfeit products.

Research Methodology

Data Collection and Sample Characteristics

The study's population consists of university students in Turkey. To reach university students in less time and at a cheaper cost, the snowball sampling approach was chosen, and data were collected using an online survey form created on Google Forms. The survey link for the online survey form was distributed to university students via social media platforms, and students were encouraged to share the survey link with other university students they knew. Because only university students were required to take part in the survey, a filter question "Are you a university student?" was added to the survey

form's input, and students who answered "Yes" to this question were allowed to proceed. Between July 15 and August 5, 2023, 477 students took part in the survey, with 75 of them answering "No" to the filter question. As a result, the data of 402 university students was considered usable data. The demographic information of the university students who participated in the survey is summarized in Table 1.

Table 1

Demographic Statistics of the Sample

Demographic characteristics		Frequency	Percentage
Gender	Males	278	69.2
	Females	124	30.8
Marital Status	Married	19	4.7
	Single	383	95.3
Age	17 years and below	17	4.2
	18-20	133	33.1
	21-23	196	48.8
	24-26	31	7.7
	27 and above	25	6.2
Education Status	Primary	197	49.0
	Undergraduate	200	49.8
	Postgraduate	5	1.2
Income Status	9.000 TL and below	178	44.3
	9.001-15.000	103	25.6
	15.001-21.000	67	16.7
	21.001-27.000	27	6.7
	27.001 and above	27	6.7
Total number of participants (N) = 402			

Research Instrument

The data was gathered using an online questionnaire. The first section of the questionnaire, which is divided into three sections, includes a filter question that allows only university students to participate, the second section includes 20 items about the dependent, independent, and mediating variables used in the research, and the third section includes questions about the participants' demographic characteristics. Validated multi-item scales developed from earlier research on the subject were employed in the study, and a 5-point Likert-type scale (1. Strongly Disagree-5. Strongly Agree) was used for rating these scales. Materialism was measured with 5 items, sense of shame with 5 items (Richins & Dawson, 1992; Jiang et al., 2023), conspicuous consumption with 5 items (Othman, 1989; Tokmak, 2019), attitude toward counterfeit products with 3 items, and intention to purchase counterfeit products with 3 items (Liu & Shi, 2019; Khan, Fazili & Bashir, 2023). Because several of the scales utilized in the study were written in English, they were first translated into Turkish. The translation-back translation approach was employed in the Turkish translation process, and 2 academicians and 21 university students were used for pretest purposes to guarantee the content validity of the scales. Data collection began after a few form modifications were made in response to feedback from experts and pretest. To avoid skewness issues, the data gathered during the pretest stage were not included in the analyses.

Measurement Model

The data acquired for this study was analyzed using the SPSS 21 and AMOS 24 package programs. For normality, reliability, and validity analysis, the SPSS program was utilized, and the AMOS program was employed to assess the research hypotheses. Structural Equation Modeling (SEM) was employed in the study to examine mediation relationships, and goodness of fit values were utilized to establish if the model was compatible or not. Model adjustments and covariance connections were constructed, and the model was run again, to confirm that the goodness of fit values produced by SEM are within the intended range. The study hypotheses were examined within the framework of the model, which yielded good fit values after running the model again. Because the research hypotheses contain assumptions about mediation links, bootstrap values, as well as direct and indirect effects, were used to evaluate mediation relationships. The bootstrap technique was used since the mediation tests proposed by Baron and Kenny (1986) are said to be unsatisfactory in typical mediation analysis. To begin, a normality analysis was carried out to check whether the research data were normally distributed, and it was discovered that the kurtosis and skewness values of all variables were within the range of the baseline values. Skewness values should be between -2 and +2, while kurtosis values should be between -7 and +7 (George & Mallery, 2016). Cronbach's alpha (α) and composite reliability (CR) tests were employed to assess scale construct reliability, while average variance extracted (AVE) values were utilized to corroborate the study constructs' discriminant and convergent validity. The following conditions must be met by measurement models: factor loadings for all indicators must be larger than 0.5 (Hair et al., 2013), CR values must be greater than 0.7 (Bagozzi and YI, 1988), and AVE must be greater than 0.5 (Fornell and Larcker, 1981). As a consequence of the reliability study, a value of 0.70 or above is considered acceptable; however, if the value increases when one of the sub-items is removed from the analysis, it is advised that the relevant item(s) be removed from the analysis. As a result of the reliability analysis, the value for the materialism variable was determined to be 0.751, but when the MA3 item was removed, the value increased to 0.779; the value for the conspicuous consumption tendency variable was determined to be 0.705, but when the CC3 item was removed, the value increased to 0.741; and finally, the value for the sense of shame variable was determined to be 0.885, but when the SS1 item was removed, the value increased to 0.892. As a result, three items relating to the important variables were left out of the analysis. Table 2 summarizes the information acquired regarding the research scales within the context of this information.

When the factor loading, α, CR, and AVE values for each variable and factor are examined, all values obtained are greater than the reference values. The reliability and convergent validity of the research scales are ensured by these findings. Following convergent validity, the discriminant validity of the constructs was investigated. The name of the discriminant analysis used is Fornell & Larcker discriminant analysis or HTMT. The discriminant validity of each construct utilized in the research is calculated by comparing the square root of the AVE value of that construct with the correlation coefficients of that construct with other constructs. As a result of this comparison, the square root of the construct's AVE value must be bigger than the construct's correlational values with other constructs in order to establish discriminant validity (Chin, 1998). Table 3 reveals that the research scales show discriminant validity as well.

Table 2

Results of Internal Consistency and Convergent Validity Tests

Construct	Item	Standardized Factor Loading	Cronbach alfa (α)	CR	AVE
Materialism (MAT)	MA1	0.561	0.779	0.810	0.523
	MA2	0.531			
	MA4	0.825			
	MA5	0.836			
Conspicuous Consumption (COC)	CC1	0.766	0.741	0.762	0.520
	CC2	0.680			
	CC4	0.603			
Sense of Shame (SOS)	SS2	0.722	0.892	0.894	0.680
	SS3	0.841			
	SS4	0.893			
	SS5	0.833			
Attitude (ATT)	AT1	0.825	0.801	0.809	0.589
	AT2	0.821			
	AT3	0.641			
Intention to Purchase Counterfeit Products (PCP)	PC1	0.527	0.720	0.777	0.547
	PC2	0.829			
	PC3	0.822			

Table 3

Correlation of the constructs and Test for Discriminant Validity

|	MAT	COC	SOS	ATT	PCP
MAT	**0.723**				
COC	0.466	**0.721**			
SOS	0.217	0.449	**0.824**		
ATT	0.307	0.192	-0.056	**0.767**	
PCP	0.227	0.197	-0.017	0.519	**0.739**

Note. Correlation is significant at the 0.01 level (2-tailed).

Structural Model and Hypothesis Testing

The structural model of the research and the hypotheses defended within the scope of the model were tested using SEM analysis. The structural model subjected to SEM examination and the resulting data are shown below.

Figure 1

Structural Model
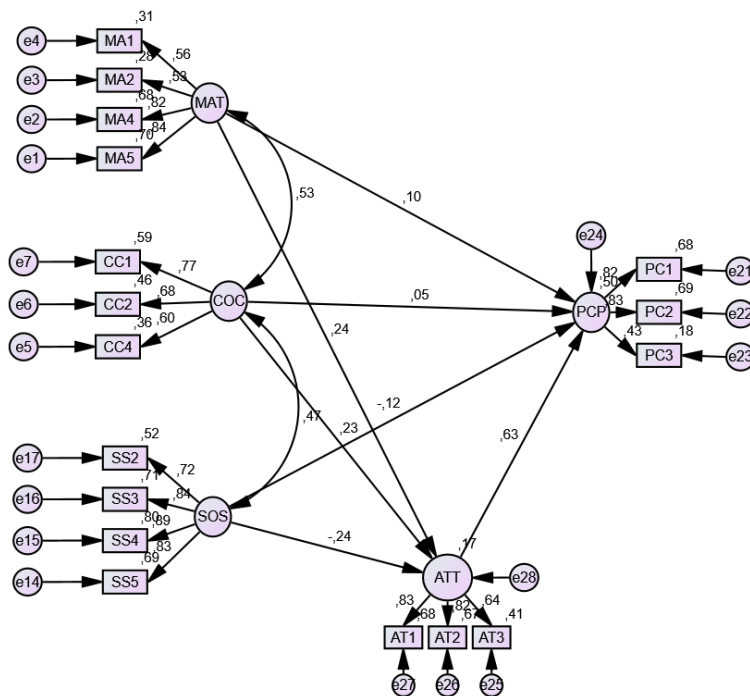
To determine whether the structural model fits, goodness-of-fit values are used. df (ratio of chi-square statistics to the degree of freedom), GFI (goodness-of-fit index), CFI (comparative fit index), RMSEA (root mean square error of approximation), NFI (normed fit index), AGFI (adjusted goodness-of-fit index), IFI (incremental fit index), and TLI (Tucker-Lewis index) are the most commonly used goodness-of-fit values in the literature. Because some of the goodness-of-fit values were not within the acceptable range when the structural model was first run (GFI: 0.891; NFI: 0.861; RMSEA: 0.084), covariance links were established between the independent variables within the framework of the structural model's modifications, and the model was run again. The table below shows the goodness of fit values obtained by re-running the structural model after the modifications.

Table 4

Goodness of Fit Results

Fit Indices	Good	Acceptable	Model
X^2	p> 0.05 (significant)		247.928
df	-		110
X^2/df	< 3	3<(x^2/df)<5	2.254
GFI	>0.95	>0.90	0.934
CFI	>0.95	>0.90	0.953
RMSEA	<0.05	<0.08	0.056
NFI	>0.95	>0.90	0.919
AGFI	>0.95	>0.90	0.909
IFI	>0.95	>0.90	0.953
TLI	>0.95	>0.90	0.942

When the structural model's goodness of fit values are analyzed, all values produced are within the good and acceptable goodness of fit range (Tabachnick and Fidell, 2013), and the structural model exhibits a satisfactory fit with the research data. Standardized direct and indirect impact coefficients, bootstrap, and p values were used to evaluate the hypotheses developed within the scope of the research model. Table 5 displays the findings for the research hypotheses.

Table 5

Hypothesis Results

Hypotheses	Direct Impact	Indirect Effect	Mediating Effect	Bootstrap Lower Bound	Bootstrap Upper Bound	P Value	Result
H1. MAT-PCP	0.276					***	Supported
H2. COC-PCP	0.163					0.009	Supported
H3. SOS-PCP	-0.224					***	Supported
H4. MAT-ATT	0.235					0.004	Supported
H5. COC-ATT	0.233					0.022	Supported
H6. SOS-ATT	-0.244					0.001	Supported
H7. ATT-PCP	0.625					***	Supported
H8. MAT-ATT-PCT		0.147	Full (0.176)	0.060	0.254	0.019	Supported
H9. COC-ATT-PCP		0.146	Full (0.550)	0.040	0.268	0.018	Supported
H10. SOS-ATT-PCP		-0.152	Full (0.074)	-0.247	-0.068	0.016	Supported

Note. *p < 0.01, **p < 0.05, ***p < 0.10

When the hypothesis results for effects are examined, it is discovered that all hypotheses are supported at the p<0.05 significance level. Materialism, conspicuous consumption, and an attitude toward counterfeit products all favorably influence the intention to purchase counterfeit products, whereas the sense of shame has a negative impact (H1, H2, H3, H7). Furthermore, materialism and conspicuous consumption have a positive effect on attitudes toward counterfeit products, whereas the sense of shame has a negative effect (H4, H5, H6). When the mediation results are reviewed, it is clear that attitude toward counterfeit products plays a full mediation function in the impacts of materialism, conspicuous consumption, and sense of shame on the intention to purchase counterfeit products (H8, H9, H10).

Discussion and Conclusion

When the research findings are analyzed, it is discovered that materialism has a strong positive effect on the intention to purchase counterfeit products. As a result, it was discovered that materialistic pupils aim to purchase counterfeit products. At the same time, another finding shows that materialistic students have a favorable attitude toward counterfeit products. Much prior research has found that young people tend to be more materialistic (Gonzalez-Fuentes, 2019). Materialistic consumers value material components more to acquire status and have a desire to purchase pricey products. Consumers who lack economic power but have a strong desire for materialism purchase counterfeits of these things (Kapferer & Valette-Florence, 2019). There are numerous studies in the literature that claim a positive association exists between materialism and the intention to purchase counterfeit products (Wilcox et al., 2009; Sharma & Chan, 2010; Lu & Lu, 2010). To purchase counterfeit products, a consumer must first develop a favorable attitude toward counterfeit products. As a result, the findings regarding the link between materialism, attitude, and purchase intention are consistent with the literature. Similarly, students with conspicuous consumption tendencies have favorable sentiments regarding counterfeit products as well as buy intent. People with conspicuous consumption habits must first have a good attitude toward counterfeit products to purchase them. According to Quach and Thaichon (2018), the

buying of counterfeits, particularly of expensive things, is the result of conspicuous consumption. Ferraro et al. (2013) discovered a link between conspicuous consumption and willingness to purchase counterfeit products. When these findings are compared to those found in the literature, it is clear that they are consistent.

Although tendencies toward utilizing counterfeit products are increasing, one factor that contributes to not using counterfeit products is a sense of shame. According to the findings of the study, sense of shame has a considerable detrimental impact on attitudes toward counterfeit products and purchase intent. As a result, university students have bad attitudes about counterfeit products and do not purchase counterfeit products since they will feel ashamed if they use counterfeit products. Much research has found a negative association between a sense of shame about the product and purchase intention (Penz & Stottinger, 2005; Davidson et al., 2019). According to Bian and Moutinho (2011), consumers who are fearful of the reactions of others as a result of counterfeit use are less likely to purchase counterfeit products. Given that sense of shame is a social risk, numerous research has found that perceived risk has a negative impact on attitudes and purchase intentions toward counterfeit products (De Matos et al., 2007; Viot et al., 2014). As a result, the findings involving a sense of shame, attitude, and purchase intention support the literature.

When the mediation results are investigated, it is discovered that attitude toward counterfeit products plays a full mediating role in the impacts of materialism, conspicuous consumption, and the sense of shame on the intention to purchase counterfeit products. Much prior research has employed attitude as a mediating variable (Xi & Cheng, 2017; Liaquat et al., 2020). Through attitude toward counterfeit products, the consequences of materialism, conspicuous consumption, and the sense of shame in the intention to purchase counterfeit products are realized. An attitude toward something must be created before planning to perform it. As a result, having favorable and negative attitudes about counterfeit products is required to have the intention to purchase or not purchase counterfeit products. Previous research has found that attitude toward counterfeit products modulates the links between materialism, conspicuous consumption, and intention to buy counterfeit products (Saeed et al., 2022; Xi & Cheng, 2017). Although there has been no direct study on the mediation of attitude in the a relationship between sense of shame and intention to purchase counterfeit products, social (peer) pressure will shape a person's intention to purchase or not to purchase counterfeit products by forming a liking or disliking attitude toward counterfeit products. As a result, the obtained mediation hypotheses are similar to those found in the literature.

Theoretical and Practical Contributions

The study's findings have significant implications for both theory and practice. The findings have significance, particularly in terms of establishing the factors influencing university students' attitudes and buying intentions toward counterfeit products. Although there have been a few studies on the relationship between materialism and attitudes toward counterfeit products and purchase intention, there have been almost no studies on the relationship between conspicuous consumption and a sense of shame, as well as attitudes toward counterfeit products and purchase intention. Examining these variables within the context of a model is thus a significant theoretical contribution. Furthermore, the role of attitude as a mediator between these variables is critical for subject evaluation. Consumers first form an attitude toward counterfeit products and then decide whether or not to purchase them. The fact that the current study was conducted in a developing country is also significant when compared to studies undertaken in industrialized countries. In terms of practical contributions, manufacturers or marketers can identify the factors that influence consumers' willingness to purchase counterfeit items and take appropriate action. They can create marketing tactics that focus on educating consumers not to use counterfeit items or rewarding them to buy original products in order to reduce the factors that

encourage consumers to purchase counterfeits rather than originals. Manufacturers of original items, for example, can focus on distinguishing aspects such as special designs, and emblems, and look to prevent duplication of their products. Messages about how customers would be seen in society when they use counterfeit products can be transmitted through communication channels, especially given the detrimental impacts of humiliation on attitudes toward counterfeit products and purchase intention. Because attitude is a factor in purchase intention and attitude is a dynamic notion, young people's attitudes toward counterfeit products can also be influenced by using promotion techniques.

Limitations and Suggestions

The study contains several limitations, in addition to its significant theoretical and practical contributions. For starters, because the study used a non-random sample procedure, the results gained cannot be generalized and only apply to the students who participated in the survey. Second, the study did not focus on specific product groups or brands but rather attempted to determine customer behavior toward counterfeit products in general. Finally, among the factors that influence the intention to purchase counterfeit products, materialism, conspicuous consumption, and a sense of shame were added to the model. More variables (moral values, perception of counterfeit, danger, price, and so on) are expected to have an impact on the intention to purchase counterfeit products. Within the constraints of these limitations, it is suggested that future researchers who research this topic use methods that allow the results to be more generalized; for example, selecting any brand or product group, investigating the purchase intention towards counterfeits of this brand and product group, and repeating the research by adding different independent, mediating, and moderating variables that may be effective on the intention to purchase counterfeit. Furthermore, user satisfaction with counterfeit products can be studied by researching users who have purchased counterfeit products.

Compliance with Ethical Standards

Ethical Approval

This study was approved by the Gümüşhane University Scientific Research and Publication Ethics Committee, Approval Number E-95674917-108.99-181951, on June 14, 2023.

Author Contributions
The author solely contributed to the conception and design of the study, data collection and analysis, as well as the writing and revision of the manuscript.

Declaration of Conflicting Interests
The author declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

Funding
The author received no financial support for the research, authorship, and/or publication of this article.

References

Aaker, D. (1995). *Strategic market management*. John Wiley & Sons, Inc.

Ahmad, N., Yousif, M., Shabeer, K. P., Imran, M., & Khan, D. G. (2014). A comprehensive model on consumer's purchase intention towards counterfeit mobiles in Pakistan. *Journal of Basic and Applied Scientific Research, 4*(5), 131-140.

Bagozzi, R. P. & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science, 16*(1), 74-94.

Belk, R. W. (1985). Materialism: Trait aspects of living in the material world. *Journal of Consumer Research,12*, 265–280.

Bian, X., & Moutinho, L. (2011). The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits: direct and indirect effects. *European Journal of Marketing 45*(1/2), 191-216.

Bian, X., & Veloutsou, C. (2007). Consumers' attitudes regarding non-deceptive counterfeit brands in the UK and China. *Journal of Brand Management, 14*(3), 211-222.

Bian, X., Wang, K., Smith, A., & Yannopoulou, N. (2016). New insights into unethical counterfeit consumption. *Journal of Business Research, 69*, 4249-4258.

Chen, J., Teng, L., Liu, S., & Zhu, H. (2015). Anticipating regret and consumers' preferences for counterfeit luxury products. *Journal of Business Research, 68*(3), 507-515.

Cheng, S. I., Fu, H. H., & Tu, L. T. C. (2011). Examining customer purchase intentions for counterfeit products based on a modified theory of planned behavior. *International Journal of Humanities and Social Science, 1*(10), 278-284.

Chin, W. W. (1998). The partial least squares approach to structural equation modeling. In G. A. Marcoulides (Ed.), *Modern methods for business research* (pp. 295–358). Erlbaum

Davidson, A., Nepomuceno, M. V., & Laroche, M. (2019). Shame on you: When materialism leads to purchase intentions toward counterfeit products. *Journal of Business Ethics, 155*(2), 479-494.

De Matos, C. A., Ituassu, C. T., & Rossi, C. A. V. (2007). Consumer attitudes toward counterfeits: A review and extension. *Journal of Consumer Marketing, 24*(1), 36e47.

Engizek, N., & Şekerkaya, A. (2015). Tüketicilerin lüks markaların taklitlerini satın alma seviyeleri açısından farklılıklarının incelenmesi üzerine bir araştırma. *Öneri Dergisi, 11*(43), 145-184.

Ergin, E. (2010). The rise in the sales of counterfeit brands: the case of Turkish consumers. *African Journal of Business Management, 4*(10), 2181-2186.

Ferraro, R., Kirmani, A., & Matherly, T. (2013). Look at me! Look at me! Conspicuous brand usage, self–brand connection, and dilution. *Journal of Marketing Research, 50*(4), 477–488.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research, 18*(1), 39–50.

Francis, J. E., Burgess, L., & Lu, M. (2015). Hip to be cool: A gen Y view of counterfeit luxury products. *Journal of Brand Management, 22*(7), 588-602.

Furnham, A., & Valgeirsson, H. (2007). The effect of life values and materialism on buying counterfeit products. *The Journal of Socio-Economics, 36*(5), 677-685.

George, D., & Mallery, P. (2016). *IBM SPSS statistics 23 step by step: A simple guide and reference* (14th ed.). Routledge.

Gonzalez-Fuentes, M. (2019). Millennials' national and global identities as drivers of materialism and consumer ethnocentrism. *The Journal of Social Psychology, 159*(2), 170-189.

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial least squares structural equation modeling: rigorous applications, better results and higher acceptance. *Long Range Planning: International Journal of Strategic Management, 46*(1-2), 1-12.

Havlena, W. J., & DeSarbo, W. S. (1991). On the measurement of perceived consumer risk. *Decision Sciences, 22*(4), 927-939.

Husic, M., & Cicic, M. (2009). Luxury consumption factors. *Journal of Fashion Marketing and Management, 13*, 231-245.

Jiang, L., & Cova, V. (2012). Love for luxury, preference for counterfeits – A qualitative study in counterfeit luxury consumption in China. *International Journal of Marketing Studies, 4*(1), 1-9.

Jiang, L., Cui, A. P., & Shan, J. (2023). The risk of embarrassment in buying luxury counterfeits: do face-conscious consumers care?. *European Journal of Marketing, 57*(8), 1996-2020.

Kapferer, J.-N. (1995). Brand confusion: Empirical study of a legal concept. *Psychology & Marketing, 12*(6), 551–568.

Kapferer, J.-N., & Valette-Florence, P. (2019). How selfsuccess drives luxury demand: an integrated model of luxury growth and country comparisons. *Journal of Business Research, 102*, 273-287.

Kastanakis, M. N., & Balabanis, G. (2014). Explaining variation in conspicuous luxury consumption: An individual differences' perspective. *Journal of Business Research, 67*(10), 2147–2154.

Khan, S., Fazili, A. I., & Bashir, I. (2023). Signaling norm salience through perceived peer counterfeit consumption. *Journal of Product & Brand Management, 32*(6), 812-827.

Krishna, A., Herd, K. B., & Aydinoglu, N. Z. (2015). Wetting the bed at twenty-one: Embarrassment as a private emotion. *Journal of Consumer Psychology, 25*(3), 473-486.

Kwong, K. K., Yau, O. H., Lee, J. S., Sin, L. Y., & Alan, C. (2003). The effects of attitudinal and demographic factors on intention to buy pirated CDs: The case of Chinese consumers. *Journal of Business Ethics, 47*(3), 223-235.

Lee, Y., & Trim, P.R. (2019). Refining brand strategy: insights into how the 'informed poseur' legitimizes purchasing counterfeits. *Journal of Brand Management, 26*(5), 595-613.

Liao, C.-H., & Hsieh, I.-Y. (2013). Determinants of consumer's willingness to purchase Gray-Market smartphones. *Journal of Business Ethics, 114*(3), 409-424.

Liaquat, M., Hafeez, M. H., Chaudhary, A. H., & Irshad, S. (2020). Antecedents of purchase intentions towards counterfeit: Via mediating effect of attitude. *Pakistan Journal of Social Sciences, 40*(1), 243-260.

Liu, J., & Shi, R. (2019). How do online comments affect perceived descriptive norms of e-cigarette use? The role of quasi-statistical sense, valence perceptions, and exposure dosage. *Journal of Computer-Mediated Communication, 24*(1), 1–20.

Lu, L.-C., & Lu, C.-J. (2010). Moral philosophy, materialism, and consumer ethics: an exploratory study in Indonesia. *Journal of Business Ethics, 94*(2), 193-210.

Marticotte, F., & Arcand, M. (2017). Schadenfreude, attitude and the purchase intentions of a counterfeit luxury brand. *Journal of Business Research, 77*, 175-183.

Martinez, L. F., & Jaeger, D. S. (2016). Ethical decision making in counterfeit purchase situations: The influence of moral awareness and moral emotions on moral judgment and purchase intentions. *Journal of Consumer Marketing, 33*(3), 213-223.

Mason, R. (2001). Conspicuous consumption: A literature review. *European Journal of Marketing, 18*(3), 26–39.

O'Cass, A., & McEwen, H. (2004). Exploring consumer status and conspicuous consumption. *Journal of Consumer Behaviour, 4*(1), 25–39.

Othman, N. (1989). *Materialism: Its relationship to some selected aspects of consumer behavior* (Unpublished PhD thesis). Graduate College of the Oklahoma State University, USA.

Özkoç, H. H., Gün Eroğlu, Ş., & Kazancı, E. (2018). Taklit ürün ve tüketici etiği: Üniversite öğrencilerinin açık parfüm kullanma eğilimleri üzerine bir araştırma. *Pamukkale Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, 32*, 319-332.

Penz, E., & Stottinger, B. (2005). Forget the "real" thing: Take the copy! An explanatory model for the volitional purchase of counterfeit products. In G. Menon & A. R. Rao (Eds.), *Advances in consumer research* (pp. 568-575). Association for Consumer Research.

Pham, T., & Nasir, M. A. (2016). Conspicuous consumption, luxury products and counterfeit market in the UK. *The European Journal of Applied Economics, 13*, 72 - 83.

Phau, I., Sequeira, M., & Dix, S. (2009). Consumers' willingness to knowingly purchase counterfeit products. *Direct Marketing: An International Journal, 3*(4), 262-281.

Phau, I., Teah, M., & Lee, A. (2009). Targeting buyers of counterfeits of luxury brands: A study on attitudes of Singapore consumers. *Journal of Targeting, Measurement and Analysis for Marketing, 17*(1), 3-15.

Phillips, T. (2007). *Knockoff: the deadly trade in counterfeit products: The true story of the worlds fastest growing crime wave*. Kogan Page.

Ponsford, M. (2016). Curtailing counterfeit consumption: Deciphering ethical attitudes and consumer intention. *Journal of Civil & Legal Sciences, 5*(1), 1000167.

Quach, S., & Thaichon, P. (2018). Dark motives? Counterfeit selling framework: An investigate on the supply side of the non?deceptive market. *Marketing Intelligence & Planning, 36*(2), 245-259.

Ramayah, T., Jantan, M., Chow, J., & Nasirin, S. (2003). Counterfeit music CDs: Social and personality influences, demographics, attitudes and purchase intention: some insights from Malaysia. In *Academic The Proceedings of the 2nd European Conference On Research Methods In Business And Management*, Reading University, UK.

Richins, M. L., & Dawson, S. (1992). A consumer values orientation for materialism and its measurement: Scale development and validation. *Journal of Consumer Research, 19*(3), 303–316.

Saeed, R., Nazim, M., & Abbas, R. (2022). Determinants of purchase intentions of counterfeit brands: a study of young consumers in pakistan. *Pakistan Journal of Social Sciences, 36*(2), 969-979.

Seyrek, İ. H., & Sürme, M. (2016). Üniversite öğrencilerinin taklit ürün satın alma niyetlerine etki eden faktörler. *Journal of Management and Economics Research, 14*(3), 111-123.

Shan, J., Jiang, L., & Cui, A. P. (2021). Adouble-edged sword: how the dual characteristics of face motivate and prevent counterfeit luxury consumption. *Journal of Business Research, 134*, 59-69.

Sharma, P., & Chan, R. Y. K. (2011). Counterfeit proneness: Conceptualisation and scale development. *Journal of Marketing Management, 27*(5/6), 602-626.

Shavitt, S. (1989). Products, personalities and situations in attitude functions: Implications for consumer behavior. *Advances in Consumer Research, 16*, 300–305.

Tabachnick, B. G., & Fidell, L. S. (2013). *Using multivariate statistics* (6th ed.). Pearson.

Tang, F., Tian, V., & Zaichkowsky, J. (2014). Understanding counterfeit consumption. *Asia Pacific Journal of Marketing and Logistics, 26*, 4–20.

Thaichon, P., & Quach, S. (2016). Dark motives-counterfeit purchase framework: Internal and external motives behind counterfeit purchase via digital platforms. *Journal of Retailing and Consumer Services, 33*, 82-91.

Tokmak, G. (2019). Materyalist eğilim ve tüketici ahlakının gösterişçi tüketim eğilimi üzerindeki etkisi. *IBAD Sosyal Bilimler Dergisi, 5,* 359-378.

Torun, T. (2020). Tüketicilerde taklit ürün satın alma isteği demografik faktörlerin, kişilik özelliklerinin ve tüketici etnosentrizmin etkisi. *Pearson Journal of Social Sciences & Humanities, 6*(6), 240-251.

Trinh, V.-D., & Phau, I. (2012). The overlooked component in the consumption of counterfeit luxury brands studies: materialism - A literature review. *Contemporary Management Research, 8*(3). 251-264.

Tunçel, N. (2022). Willingness to purchase counterfeit luxury brands: A cross-cultural comparison. *International Journal of Consumer Studies, 46*(2), 494-514.

Veblen, T. (1899). *The theory of the leisure class*. Macmillan.

Viot, C., Le Roux, A., & Kremer, F. (2014). Attitude towards the purchase of counterfeits: Antecedents and effect on intention to purchase. *Recherche et Applications en Marketing, 29*(2), 3-31.

Wang, Y., Stoner, J. L., & John, D. R. (2019). Counterfeit luxury consumption in a social context: The effects on females' moral disengagement and behavior. *Journal of Consumer Psychology, 29*(2), 207-225.

Wee, C., Ta, S., & Cheok, K. (1995). Non-price determinants of intention to purchase counterfeit products: An exploratory study. *International Marketing Review, 12*(6), 19-46.

Wilcox, K., Kim, H. M., & Sen, S. (2009). Why do consumers buy counterfeit luxury brands? *Journal of Marketing Research, 46*(2), 247-259.

Wilke, R., & Zaichkowsky, J. L. (1999). Brand imitation and its effects on innovation, competition, and brand equity. *Business Horizons, 42*(6), 9-18.

Xi, E.A.C., & Cheng, K.T.G. (2017). The determinants of purchase intention on counterfeit sportswear. *Journal of Applied Structural Equation Modeling, 1*(1), 13-26.

Yaprak, B., & Güzel, D. (2020). Tüketicilerin taklit ürün satın alma niyetini etkileyen faktörlerin belirlenmesi: hazır giyim sektörü üzerine bir araştırma. *Kırklareli Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, 9*(2), 236-268.