

CONSUMER ATTITUDE TOWARDS BUYING COUNTERFEIT AND GENUINE PRODUCTS

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ABSTRACT: *This study was conducted in Cantilan to know the consumer attitude towards buying counterfeit and genuine products to the people, in determining the profile of the respondent, age, gender, and civil status, and what are the consumer attitudes to the community in terms of the problem encountered, preference appreciable and monthly income. Based on this study, the profile of respondents in terms of age, the majority were ages 26-39 years old because in this stage, most of them have already a family wherein their basic necessities will increase. In terms of gender, the majority are female, because in a family the wife is the one who's responsible for budgeting, so once it is shortage she is forced to engage in buying counterfeit and genuine products in order to sustain the needs of her family. In civil status, the majority are married because they already a family to sustain their needs especially if the children who are studying. In consumer attitudes towards buying counterfeit and genuine products in Cantilan in terms of income, the perception of the respondents is that the cooperatives greatly help in poverty reduction. Based on the foregoing findings of the study, the researchers conclude that the consumer attitude has an efficient and moderate contribution to the community. They also need to improve their products in a certain community like the counterfeit and genuine products for the people of Cantilan. Based on the foregoing conclusions the researchers offer the following recommendations: the consumer attitudes, it must offer more products such as the quality of the products to our friends and social circle on the basis of quality, the latest in new technology that helps people to acquire the quality of the products. It also uses active participation methods in which consumers learn how to work together in the products. Must expand the scope of beneficiaries to have a positive impact as well as providing the advice of others before making a purchase.*

Keywords: consumer behavior, attitude, counterfeiting, genuine products

1. INTRODUCTION

Every product has evaluated and developed all time for customer need that is heart competition in a commercial sale. Otherwise, the customers that have purchasing power can be changed to another royalty brand. The better they understand the factors underlying consumer behavior, the better they are in developing effective marketing strategies to meet consumer needs [1].

It's reasonable to consider for a trader to select a product that sells and supports the several factors that have an effect on making a purchase. Marketing strategies, sex, age, occupation, prices and also the product name have a reputation value. The last factor is important to study that's why the brand name has effected customer decisions [2].

Locally, the product names have a reputation value that is the trusted brand, the product that sells for the student and people in Cantilan will be in trends to respond to the customer in this age. This study concern with the behavior in making a purchase that brand is what consumer purchase and the product is what consumer use, this shows that genuine or branching is very important.

Scheinberg, 1992 says the original name is the trusted brand that has effected to make a purchase present, Students and consumers can't say that they don't love their brand name and specifically, the genuine brand is a part factor to making a purchase.

Even though the imitated brand has copyright infringement but the student buys the owner that product. Maybe, the lower prices and closer style of real brands are instead in use. The student would like to view every week and someone chooses to the owner while the imitated brand name from the

genuine in the leading department stores has student only high purchasing power that only a few percentages.

All behavior from the customer and the students is a thing to study to know the consumer attitude and behavior towards buying counterfeit and genuine products.

Consumer behavior is the study of how individuals make the decision to spend their available resources on the consumption-related item. It includes the study of what they buy, why they buy it, where they buy it, how often buy it, and how often they use it [3].

The aim of marketing is to meet and satisfy the target costumers' needs and wants. The field of consumer behavior studies how consumers select, buy, use and dispose of products, services, ideas, or experiences to satisfy needs and desires [4]. Marketers have come to realize that their effectiveness in meeting consumer needs directly influences their profitability. The better they understand the factors underlying consumer behavior. The better able they are developing effective marketing strategies to meet consumer needs [5].

Consumers make many buying decisions every day. Most large company's research consumer buying decisions in great detail to answer a question about what consumers buy, where they buy, how and how much they buy, when they buy, and why they buy [6]. Possibly the most challenging concept in marketing deals with understanding why buyers do what they do. But such knowledge is critical for marketers since having a strong understanding of buyer behavior on what is important to the consumer and also suggest the important influences on consumer decision-making. Using the information, marketers can create marketing programs that they believe will be of interest to consumers [7].

In addition to this, also need to know the meaning of the word "imitate foreign brands". Imitate foreign brands means the product copy as products of a foreign brand. Popular products make copies are bags, watches, clothes, and shoes. The imitate foreign brands products that we know and see often in everywhere are Channel, Louis Vuitton, Nike, Christian Dior, Gucci and etc. [8].

Objectives of the study:

This study will assess the consumer preference for buying among counterfeit and genuine products in Cantilan. Specifically, this study sought to answer the following questions:

1. What is the demographic profile in terms of:
 - 1.1 Age;
 - 1.2 Gender;
 - 1.3 Civil status and;
 - 1.4 Income
2. What are the consumer attitudes towards buying counterfeit and genuine products?
3. What are the consumer preference for buying counterfeit and genuine products?
4. What are the problems encountered by buying counterfeit and genuine products?

Significance of the study:

This study is important to the customers who avail the counterfeit and genuine products. As this study made by researchers is important, the services in every individual who became a customer of the counterfeit and genuine here in Cantilan:

Customer – to let them know the companies has a fair contribution and interest to the customer and to investing the production of counterfeit and genuine products.

Community – to widen their knowledge about the consumer attitude towards buying counterfeit and genuine products that can satisfy their desires, wants, and needs to the lifestyle.

Student – the study may be benefited through improved methods of instruction. The study improved a lot with the methods of instruction. It may also give a legal basis on the practices and theories regarding the strategic aspect of a product.

Researcher – this study will be an effective tool and reference for a future researcher who intends to make further relevant studies.

2. MATERIALS AND METHODS

Research Design

The method used in this study was the descriptive method. The questionnaire was an appropriate instrument in gathering data for consumer attitudes towards buying counterfeit and genuine products in Cantilan, Surigao del Sur.

Research Instruments

The descriptive survey method of the research was utilized in this study using a questionnaire as the main instrument in gathering data of the study.

This method is a fact-finding investigation which gathers data, based on the present condition when the study was conducted.

Research Respondents

The subjects and respondents of the study are people in Cantilan and the consumer who buy counterfeit and genuine

products. There is 30,231 total population with a sample size of 395.

Research Instrument

The instrument used in data gathering was a questionnaire. The constructions of the questionnaire were developed accurately by the researcher in a way that the respondent may understand the question clearly.

There were two parts of the questionnaires. Part 1 was about the demographic profile of the respondents in terms of Age, Gender, Status, and Income. Part II includes consumer attitudes towards buying.

Data Gathering Procedure

The researcher sent a letter of request signed by the instructor and by the adviser asking permission from the participant they distributed the questionnaire before examining the consumer attitude towards buying counterfeit and genuine products.

The researcher gives the participants the option to answer it while they wait or the researchers would retrieve the questionnaire the next day. Upon the retrieval of the questionnaire, the researchers examined it and were able to analyze the consumer attitude towards buying counterfeit and genuine products.

3. RESULTS AND DISCUSSION

This chapter presents the results of the information and data gathered from the retrieved questionnaire given by our respondents. The data collection are summarized, analyzed and interpreted as follows:

Table 2 Profile of the Respondents in terms of Age

Age	Frequency	Percentage
18-25	90	22.8%
26-39	209	52.90%
40-50	57	14.40%
51-60 above	39	9.90%
total	N=395	100%

This table presented the profile of the respondents in terms of their age. It was found out that the majority of the respondents were ages 26-39 years old with a percentage of 52.90%. The researchers concluded that in our research ages 18-25 years old got a second highest frequency and percentage for the reason that in this stage most of them have already a family wherein their basic necessities will increase. So in order to sustain it, they availed consumer attitudes towards buying counterfeit and genuine products and also they were already matured enough or in other words they were in legal age to engage towards buying the products.

Table 3 Profile of Respondents in terms of Gender

Gender	Frequency	Percentage
Female	249	63%
Male	146	37%
total	N=395	100%

This table presented the profile of the respondents in terms of their gender. It was found out that the majority of the respondents are mostly female w/ a percentage of 63%. The researchers concluded that females got the majority percentage because in a family wife is the one who budgets money, so once it is a shortage, she is forced to buy the products to sustain the needs of her family. In addition, women have an impact in consumer attitude towards buying through measuring the self-esteem, confidence level and have

a decision making power. Women's attitudes provide greater access to knowledge and resources, more autonomy in decision making, greater ability to plan lives within the household to the community to enhance their income and livelihood opportunities. It is also necessary to the women more and more in social, economic, and legal matters for the interest of the family in particular and the nation in general. That's why the respondents are mostly female.

Table 4 Profile of Respondents in terms of Civil Status

Civil Status	Frequency	Percentage
Single	145	54.90%
Married	217	36.70%
Widow/widower	24	6.10%
Separated	9	2.30%
total	N=395	100%

This table presented the profile of the respondents in terms of their civil status. It was found that majority of the respondents are married. It is because they have already a family to sustain their needs especially if they have children who are studying. This implies that most married individuals were more interested in buying products, this may be attributed to the community that consumer attitudes may offer which may be needed by households. That's why in this status they are involved in consumer attitudes.

Table 5 Profile of Respondents in terms of Monthly income

Monthly income	Frequency	Percentage
5,000 and below	214	54.20%
5,001-10,000	116	29.40%
10,001-15,000	40	10.10%
15,001 and above	25	6.30%
total	N=395	100%

This presents the demographic profile of the respondents in terms of their monthly income. There are 214 respondents for the monthly income of 5,000 and below with a percentage of 54.2%. Consumer helps the people to increase their monthly income through salary and other people to provide capital to improve the income to buy a product and daily needs. Base on the items on this table, the researcher found out the monthly income moderately help increase the income of the people in the community with the frequency of 395 respondents moderately agreed. In addition, the consumer is one reason that can help poverty reduction to become more competitive.

Table 6 Consumer attitudes for counterfeit and genuine products

Consumer Attitude	Counterfeit		Genuine	
	Weighted mean	Verbal Description	Weighted mean	Verbal Description
Counterfeit products have similar quality to the genuine products	2.95	Moderate	2.90	Moderate
Counterfeit products are as reliable of that of genuine products	2.94	Moderate	2.88	Moderate
Counterfeit products provided similar functions to the genuine products	2.83	Moderate	2.89	Moderate
I prefer products that appear after the latest in new technology	2.83	Moderate	2.84	Moderate
Buying a product is a choice	2.97	Moderate	2.97	Moderate

Grand total mean	2.90	Moderate	2.90	Moderate
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This presented the consumer attitudes for counterfeit and genuine products. The consumer expects the brand we buy to support the social causes and also it provides their needs with opportunities to upgrade their skills through buying the products. The researchers found out that the products prefer that appear after the latest in a new technology providing for buying products with a grand mean of 2.97 where the respondents moderately agreed. Based on the items on this table, the consumer attitudes were really good because of the products they conducted for the consumer attitudes to become more competitive individually.

Table 7 Consumer Preferences Appreciable for counterfeit and genuine products

Consumer Preferences Appreciable	Counterfeit		Genuine	
	Weighted mean	Verbal Description	Weighted mean	Verbal Description
1. TV	2.85	Moderate	3.18	Moderate
2. Refrigerator	2.75	Moderate	3.11	Moderate
3. Car	2.61	Moderate	2.99	Moderate
4. Cellphone	2.66	Moderate	3.12	Moderate
5. Accessories	2.68	Moderate	3.12	Moderate
Grand total mean	2.71	Moderate	3.10	Moderate

This table presented the consumer preference appreciable for counterfeit and genuine products. For a TV with a weighted mean of 2.85 that helps people to acquire knowledge to make better use of natural resources and protect the environment, it also helps the consumer to buy products. The refrigerator also uses active participation methods in which consumers learn how to work together in these products. In this research, the researchers found out that the car requires to the consumer with a weighted mean of 2.61 and with a verbal description of moderate. In addition, the cellphone also helps people to prevent exploitation of the less privileged by the community.

Table 7 Problem encountered for Counterfeit and Genuine products

Problem encountered	Counterfeit		Genuine	
	Weighted mean	Verbal Description	Weighted mean	Verbal Description
I buy only branded product	2.79	Moderate	2.99	Moderate
I use the product counterfeit because they are most available	2.81	Moderate	2.86	Moderate
The price affects me to advice in buying	2.79	Moderate	2.93	Moderate
The given options should be improved for quality development	2.83	Moderate	2.89	Moderate
I consider risk management to be useful	2.79	Moderate	2.93	Moderate
I use the expertise and information services of enforcing authorities	2.78	Moderate	2.91	Moderate
I prefer the product to our friends and social circle on the basis	2.79	Moderate	2.95	Moderate

of quality				
I would rate the quality of the product	2.77	Moderate	3.01	Moderate
Grand total mean	2.79	Moderate	2.93	Moderate

This table presented the problem encountered for counterfeit and genuine products. The problem of the consumer is to increase the price of products. The consumer also provides capital to improve their daily needs. Based on the items on this table the researchers found out that the counterfeit moderately helps increase the income of the people in the community with the grand mean of 2.79, respondents moderately agreed. Unlike the product of genuine the grand mean is 2.93, so the respondents moderately agreed. In addition, the problem encountered is one of the reasons that can help poverty to defend their interest. It provides to the poor by allowing them to convert individual risk into collective risk and inequality to give a better life for mankind.

4. CONCLUSIONS

The results and findings of the study were summarized and on the basis of these findings, conclusions were drawn and the recommendation was given.

The study is designed to determine the contribution of consumer attitudes towards buying counterfeit and genuine products in the Cantilan community and how does it affect the lives of people living on.

The researcher conducted a survey in the community of their demographic profile in terms of age, gender, civil status, and monthly income. Moreover, the researcher also includes the consumer attitudes towards buying counterfeit and genuine products contribution of the customer in the community in terms of consumer attitudes, consumer preference appreciable and the problem encountered.

The collection of data must be done through a researcher-made questionnaire answered by the respondents in Cantilan. The data were analyzed and interpreted by calculating the average mean and using a verbal description.

Findings:

1. Profile of Respondents

- 1.1 In terms of age, it was found out that the majority of the respondents were ages 26-39 years old. It is because in this stage most of them have already a family wherein their basic necessities will increase. So in order to sustain it, they involved in the consumer attitude.
- 1.2 In terms of gender, the majority of the respondents are female. It is because, in a family wife is the one who budgets the money, so once it is a shortage, she is forced to buy the products to sustain the needs of her family.
- 1.3 In terms of civil status, the majority of the respondents were married. It is because they have a family to sustain their needs especially if they have children who are studying. That's why in this status, they are involved in consumer attitudes.
- 1.4 In monthly income, consumer helps the people to increase their monthly income through salary

and other people provides capital to improve the income to buy a product and daily needs.

2. Consumer attitudes towards buying counterfeit and genuine products.

- 2.1 In terms of income, the perception of the respondents is a consumer attitude that helps in poverty reduction.
- 2.2 In terms of preference are provided greater products of their own.
- 2.3 In terms of the problem encountered the perception of the respondents is the consumer requires the given options and should be improved for quality development.

Therefore conclude, that consumer attitude is one of the reasons for the community that their lives become better. The researchers concluded that consumer attitude has an efficient and moderate contribution to the community. They also need to improve their contribution to a certain community like counterfeit and genuine products for the students not only for this but also for other products in order to sustain the needs of the people in Cantilan.

The more favorable consumer attitudes towards buying counterfeit are the higher the chance that consumer will purchase counterfeit products. The consumer would most likely to buy even to pay more for a product that has status. Should their peers or family members know that they buy counterfeit products, the status of the consumers would feel that their image is tarnished thus their attitudes towards counterfeit products would be unfavorable. Consumers with high personal gratification will value the original version of the branded products, thus have a negative attitude towards the counterfeit products. The consumer attitudes must offer the quality of the products to our friends and social causes circle on the basis of quality. Consumer attitudes must offer the latest in new technology and the after latest in new technology.

In terms of income, the consumer is the one who budgets the money, so once it is a shortage, the consumer is forced to buy the two kinds of products counterfeit and genuine products. Consumer attitude must expand the scope beneficiaries to have a positive impact as well as providing the advice of other people making a purchase.

Consumer preferences that help people to acquire the quality of the products. It also uses active participation methods in which consumers learn how to work together in the products. The value as counterfeit products usually provides similar function to the genuine products but for a lower price, a consumer who is value-conscious may choose counterfeit products over the genuine products

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