An Investigation on the Personal Factors and Product Factors Influencing Intentions to Purchase Counterfeit Fashion Products among Chinese Consumers

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Abstract
The counterfeit products will reduce the profits of original brands in foreign or local, and undermine the good brand image established by long-term efforts. Considering the counterfeit products in the market of China, this research aims at identifying the key constructs of fashion counterfeits and purchase intention, and then construct a research model on the basis to investigate the factors affecting Chinese consumers purchase of fashion counterfeits, this research also aimed at analysing the personal factors and product factors affecting the intention to purchasing fashion counterfeits of the Chinese customers in Beijing, China.

Key words: Counterfeit Products; Personal Factor; Product Factor; Purchase Intention

INTRODUCTION

Market development has prompted the emergence of more and more products that meet the needs of consumers. However, some fraudulent behaviours emerged in the process of development, which because that some businesses want to increase sales at a lower cost (Ranjbarian et al., 2012). Counterfeiting is an act of companies that do not produce in a reasonable manner, which means to product and sell counterfeit products, and resulting in lots of counterfeit products (Wang & Song, 2013). Counterfeit products refer to the products which use the illegal trademarks to its own product, which means to counterfeit other brands to deceive consumers, or using fixed packaging, logo and others of other original brands (Hussain et al. 2017). According to Quoquab et al. (2017), counterfeiting has long become a very common phenomenon, while it exists all over the world including China, and has had a profound impact on the open economy. According to (Quoquab et al., 2017), the worth of these counterfeit products, was only $650 billion in 2008, but the value of these counterfeit products has leapt to $1.7 trillion by 2016, which reached 1/500 of the present economic output globally. Similarly, counterfeiting is not optimistic in China. As pointed out in the Global Brand Counterfeiting Report in Sofya (2019), there are a great amount of counterfeit products in the Chinese market and about four-fifths of the world's counterfeit products come from China. The value of new counterfeit products will reach nearly $20 billion per year (EUIPO, 2016).

Research Objectives

The objectives of this research are:

1. To identify the key constructs of fashion counterfeits and purchase intention, and then construct a research model on the basis to investigate the factors that affect Chinese consumers purchase of fashion counterfeits

2. To find the influence of personal factors on Chinese customer intention to purchase fashion counterfeits

3. To discuss the influence of product factors on Chinese customer intention to purchase fashion counterfeits

4. To recommend marketing strategy related to protest against fashion counterfeits for international fashion brands to attract Chinese customers more buy their products than Counterfeits

LITERATURE REVIEW

Contextual Background

Counterfeit Fashion Products

As per Chen et al. (2016), counterfeit products are those products unauthorised with low standards and poor quality which the original well-known brands have not produced. And these fake products negatively affected the authorised companies normal production operations. Similarly, Chaudhry & Stumpf (2011) defined counterfeit products as the products that use illegal channels to copy other brands and use other brands trademarks, labels and packaging. Similarly, Chiu &Leng (2016) regarded counterfeit products as illegal traders using trademarks or logos of other well-known original brands to help their products get sales points and enhance consumer attraction. In addition, the intentional purchase of counterfeit products is widely regarded by scholars as a consumer misbehaviour, derived from a morality acceptable to consumers. Wang & Song (2013) believed that counterfeiting behaviour is particularly specific, such as the continuous advancement of technology, which provides the possibility for enterprises to produce counterfeit products. The technology also enables more people to have the opportunity to know and get familiar with the counterfeit products. Additionally, the development of the global market and the convenience of international transportation and product circulation also facilitate the circulation of the counterfeit products in global markets (Chen et al., 2016).

Counterfeit products cover a wide range of industries, including the software industry, music, auto parts, cosmetics, clothing and food etc. (Chiu & Leng, 2016). Specifically, in recent years, counterfeiting has been particularly prevalent in the well-known fashion industry, including the advanced or imported apparel industry, luggage and cosmetics industries. Sharma et al. (2016) believed that the luxury fashion industries are often accompanied by high profits due to the high perceived value and good brand image. High perceived value and high profit attract other unscrupulous companies to copy well-known brands, as well as trademarks or packaging. Many scholars emphasised the harm that this kind of counterfeiting behaviour has on the original well-known brands, including Poddar et al. (2012), which pointed out counterfeiting influences the sales

of the original famous brands, the famous brand image of the well-known original brand, while the inferiority of counterfeiting also results in the undermining of brand reputation and customer lost.
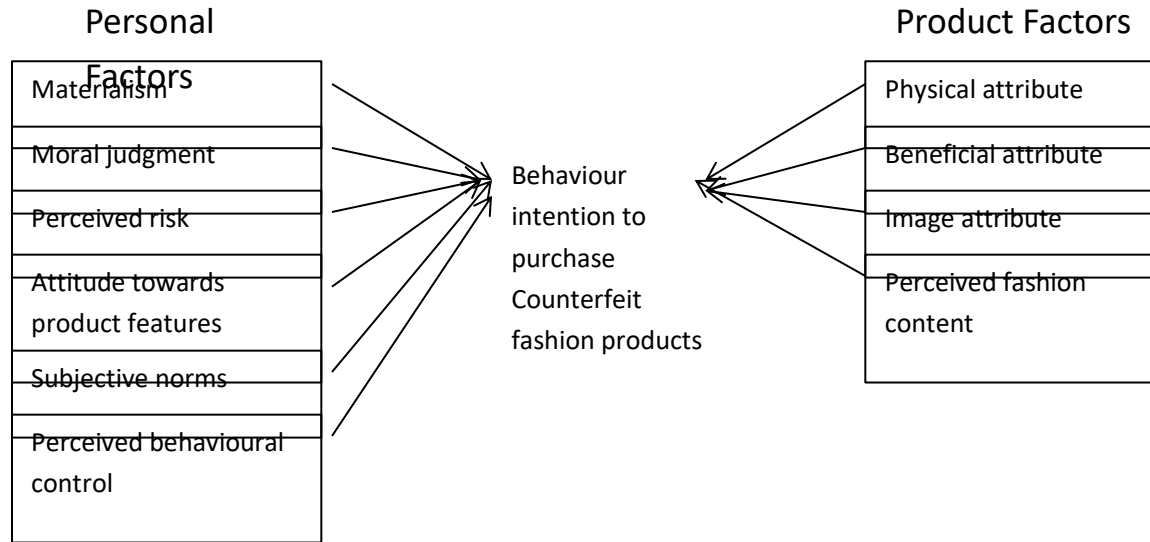
Purchasing Intention

In the consumer purchasing behaviour study, purchasing intention plays an important role. Chen et al. (2016) suggested that consumer-specific behaviours can be reflected and predicted from the consumer intentions about products or services. These intentions are consistent with the consumers actions and purposes and can largely reflect consumer behaviour. According to Chiu & Leng (2016), purchasing intention embodies a consumers willingness to participate in the purchasing process, or the willingness to obtain a service or product. Purchasing intention is generated by consumers in order to meet their own needs or other goals. Similarly, Jiang & Cova (2012) pointed out that purchasing intention is the situation that one is willing to invest in a transaction. According to Sharma et al. (2016), purchasing intention is related closely to consumers' attitudes as well as perceptions, and a consumers positive attitude or good perception of a particular product will promote the formation of purchasing intention for the product. In addition, Koay (2018) also believed that consumers will also be based on perceived quality of goods or services, perceived value and price as well as an assessment of a specific product/service, and a willingness to buy. In fashion brand market, consumers' purchase of the counterfeit fashion products reflects consumers willingness to participate in counterfeit products transactions and obtain counterfeit products in order to meet certain specific needs, such as use, vanity, etc. (Sharma et al., 2016).

Factors Influencing Purchase of Counterfeit Fashion Products

Lots of scholars studied the influence of price on consumer purchase of the counterfeit fashion product, because price is no doubted a most important marketplace cue (Jiang & Cova, 2012), while the cheap counterfeit fashion products are compared to expensive branded ones. Originals are more attractive to consumers, especially price-sensitive consumers (Ranjbarian et al., 2012). However, according to Shah et al. (2010), consumer concerns and responses to price and price promotions are very heterogeneous. Therefore, researchers must pay attention to other factors in addition to the price factor to examine the consumers' purchasing intention toward the counterfeit fashion product.

This research aimed at studying the factors affecting consumer purchase of the counterfeit fashion product. Independent of price consideration, this research firstly posed 10 possible non-price determinants of consumer behavioural intention toward counterfeit fashion product purchase. Six are personal psychographic factors and four are product related factors. The conceptual framework is shown in the below figure.

Personal Factors

| Materialism |
| Moral judgment |
| Perceived risk |
| Attitude towards product features |
| Subjective norms |
| Perceived behavioural control |

Behaviour intention to purchase Counterfeit fashion products

Product Factors

| Physical attribute |
| Beneficial attribute |
| Image attribute |
| Perceived fashion content |

Conceptual Framework in this research

Source: The author

Personal Factors Influencing Purchase of Counterfeit Fashion Products

Materialism

Materialism, according to Jiang & Cova (2012), is that individuals want to own something, such as cars, houses and high-end fashion products, reflecting the psychology of a customer who attaches importance to worldly possessions. Ranjbarian et al. (2012) pointed out that at the highest level of materialism, such as an individual who wants to have a central position in life, with or without possession, can bring the greatest satisfaction to the individual, otherwise the individual will become unsatisfied. Koay (2018) developed three characteristics for materialism, i.e., possessiveness, non-generosity, and envy, and pointed out that owning counterfeit fashion product is a way for consumers to satisfy their materialistic needs at a relatively low cost. The stronger a consumer's materialistic desire, the more likely the consumer is to buy the counterfeit fashion products. Jian et al. (2018) also considered that a consumer's intention to buy the counterfeit fashion product may be resulted from materialistic needs to ones own life, and that this desire can be conveniently met at a lower cost.

Moral Judgment

Consumer ethics mainly includes the standards, principles, and moral rules related to consumer choice and purchases of specific goods and services (Wang & Song, 2013). When consumers value honesty, politeness as well as responsibility and have a strong sense of morality and principle, consumers are likely to hold a negative attitude toward the counterfeit products and thus refuse to

purhcase these products (Ha & Lennon, 2006).Phau, Sequeira & Dix (2009) also held that the less ethical a consumer is, the more likely the consumer is to tolerate and purchase the counterfeit product. As with the above studies, Fernandes (2013) also held the view that moral judgment is a very crucial factor influencing consumers attitude and intention toward the purchase of counterfeit fashion products, because when buying specific products the consumers of counterfeit products will indeed consider and value ethical issues.

Perceived Risk

Perceived risk is the realisation that an individual may not be able to achieve a goal while doing something, or that a certain situation may limit the goal (Penz, Schlegelmilch & Stöttinger, 2008). Many of the consumers past literature has identified that perceived risk is a highly crucial issue in consumer purchase decisions and buying behaviour. Consumers attempt to reduce the uncertainty and reduce disappointing results in the purchase process (Michaelidou & Christodoulides, 2011). Koay (2018) believed that in the consumer shopping environment, consumers perceived risk is related to the probability that a certain product cannot satisfy the customers' expectations or will fail to work, and the specific product may even exert a negative influence upon what a person thinks about and also may make the customers very frustrated. According to previous scholars such as Bhatia (2018), who held that perceived risk negatively affects customer purchasing intention for the counterfeit product.

Attitude towards Product Features

Attitude reflects the consumers persistent behavioural tendency to express a continuous like or dislike of a particular object (Maldonado & Hume, 2005). In academia, the relation between attitudes and behavioural intentions is best supported. It is the theory of planned behaviour. According to the theory, personal attitudes are related to individual behavioural intentions and can predict an individuals future intentions. Poddar et al. (2012) believed that the attitude towards product features of the counterfeit product is mostly decided by consumer assessment and evaluation of counterfeit features in terms of the reliability, practicality, as well as product quality features. Haque et al. (2009) considered that the reliability, practicality, as well as product quality attributes determined if the product is fit or not for the customer. For example, Chiu & Leng (2016) pointed out that it is more possible for the individuals to purchase counterfeit products if the counterfeit products can meet the individuals' personal need for the functionality just like the original brand could. The main reason is that these consumers believe that counterfeit products can reflect the same or similar product quality, or reliability, or practicality as the original brand, which can meet their purchasing needs (Michaelidou & Christodoulides, 2011).

Subjective Norms

According to Chen et al. (2015), subjective norms are the perceived social pressure when a person decides whether or not to take a particular behaviour, i.e., the effect on an individual of the individuals or groups that have an influence on the individuals behavioural decisions (i.e., salient individuals or groups) when the individual predicts the behaviour of others and decides whether or not to take a particular behaviour. As pointed out by Li et al. (2018), in most cases, subjective norms such as social pressure are relevant in counterfeit fashion product purchase. It was found that most Chinese consumers conform to what the reference groups such as friends and family, their own role models, and their peers are doing as a result of the Chinas unique collectivism culture (Bian & Veloutsou, 2017). Most Chinese consumers will imitate the behaviour of their loved ones, colleagues, or their own teams, and believe that this is completely correct, because this behaviour may help to improve their sense of belongingness to the team and make them feel that they belong to the same class group (Michaelidou & Christodoulides, 2011).

Perceived Behavioural Control

Perceived behavioural control reflects a persons perception of whether it is easy or difficult to perform an action (Bian & Veloutsou, 2017). Perceived behavioural control mainly considers the presence of control factors which may promote or hinder that behaviour (Quoquab et al., 2017). According to Hanzae & Taghipourian (2012), in counterfeit fashion product purchase, the personal perceived behavioural control factors chiefly include the information about the counterfeit, the time needed for counterfeit fashion products, and individual consumers ability to solve problems when encountering difficulties in buying the counterfeit fashion product. When the individual perceives that the counterfeit fashion product is easy to access, the information is easy to master and could be obtained quickly, or when consumers encounter many difficulties in buying the counterfeit fashion product and the consumers have the ability to solve them, then the consumers will generate a strong intention to buying the counterfeit fashion product (Bian, Haque & Smith, 2015).

Product Factors Influencing Purchase of Counterfeit Fashion Products

The consumer associates many attributes with a specific brand or product. Consumer perception of a particular brand or product affects the individuals intention to purchase the product and purchasing decisions. According to Hanzae & Taghipourian (2012), product attributes are those that describe and embody the characteristics of the product. Bian, Haque & Smith (2015) from the narrow view perspective pointed out that the product is a link that includes a set of intrinsic properties and extrinsic properties. The intrinsic properties of the product are things that directly affect the product nature, while the product's external properties are attached to the product and something above. Both intrinsic and extrinsic properties affect the characteristics of the product and influence the consumers perception and evaluation of the product. Bhatia (2018) found that there are six product attributes that affect consumers behavioural intentions toward counterfeit

fashion product, i.e., product durability, perceived fashion content, product image, as well as the product's physical appearance, quality, and purpose.

Physical Attribute

According to Fernandes (2013), among all product attributes, durability, product physical appearance, and quality are collectively referred to as physical attributes, which are consumers observations of the appearance of the product. For many consumers who like counterfeit fashion product, the product's physical appearance may be far more important than the quality. As a result, many consumers cannot help but want to buy the counterfeit product as a reuslt of the attractive appearance. That is to say, the beautiful and luxurious appearance of counterfeit fashion product actively generates consumers purchasing intentions (Haque et al., 2009).

Beneficial Attribute

According to Quoquab et al. (2017), the consumer perceived benefit attribute embodies what the consumers think that a product could do and accomplish for them. Because benefits refer to what the consumers are looking for when buying a certain product or service in terms of achieving a specific goal. These benefits also help bring the ceramic end states or value that the consumers want. At the same time, Tang, Tian & Zaichkowsky (2014) pointed out that whether counterfeit fashion product can perform the same function as original product or help consumers achieve the same purpose reflects the beneficial attribute of the product. Consumers purchase a product for some purpose or a specific purpose when purchasing counterfeit fashion product. In addition to herd mentality, or materialistic psychology, etc., consumers also hope to obtain some of the same or close benefit to the original products from the counterfeit fashion products. For example, counterfeit fashion leather provides similar warmth to that of the product original, while the counterfeit watch could as well function as a reminder of time (Li et al., 2018).

Image Attribute

Image attribute reflects the consumers perception of product related to a particular group, social status as well as role, and self-image (Bian & Veloutsou, 2017). Status-conscious consumers are more inclined to purchase the products of famous brands, because these products could convey their status and social image, or reflect their high social class (Fernandes, 2013). Quoquab et al. (2017) pointed out that if the counterfeit fashion products can reflect the very same social image attributes as the original product, it can attract consumers, especially those who value their image and status, to help the consumers form a high-level image in the society.

Perceived Fashion Content

Many products have fashion content, especially counterfeit fashion product, which regards fashion element and fashion content as the core of products as well as an important element to attract consumers (Quoquab et al., 2017). In general, consumers who like counterfeit fashion product mostly like fashion content, so that the more fashion elements that counterfeit fashion product embodies, the closer the fashion content is to the original product, the more attractive the products are, and the stronger the consumer purchasing intention toward the products is (Quoquab et al., 2017).

This research focused upon the main personal as well as product factors influencing Chinese consumers purchase of the counterfeit fashion product. Based on the above literature review, the researcher proposed the following research hypotheses.

Research hypothesis 1: In terms of personal factors, materialism positively influences consumer purchase intention toward counterfeit fashion products

Research hypothesis 2: In terms of personal factors, low moral judgment positively influences consumer purchase intention toward counterfeit fashion products

Research hypothesis 3: In terms of personal factors, perceived low risk positively influences consumer purchase intention toward counterfeit fashion products

Research hypothesis 4: In terms of personal factors, attitude towards product features positively influences consumer purchase intention toward counterfeit fashion products

Research hypothesis 5: In terms of personal factors, subjective norms positively influence consumer purchase intention toward counterfeit fashion products

Research hypothesis 6: In terms of personal factors, perceived behavioural control positively influences consumer purchase intention toward counterfeit fashion products

Research hypothesis 7: In terms of product factors, physical attribute positively influences consumer purchase intention toward counterfeit fashion products

Research hypothesis 8: In terms of product factors, beneficial attribute positively influences consumer purchase intention toward counterfeit fashion products

Research hypothesis 9: In terms of product factors, image attribute positively influences consumer purchase intention toward counterfeit fashion products

Research hypothesis 10: In terms of product factors, perceived fashion content positively influences consumer purchase intention toward counterfeit fashion products.

METHODOLOGY

In this research, the researcher is committed to determining the personal factors and product attribute factors that influencing the intentions to purchase counterfeit fashion products among Chinese consumers. These influencing factors are objective and the factors do not change due to different subjective opinions of consumers and the factors can be quantifying measure. At the same time, in order to explore the influence of these product factors and personal factors, the researcher must go deep into the consumer group to investigate and obtain a large amount of quantitative information, and identify the influencing relationships and achieving the research objectives. Positivism philosophy holds that the world and its influencing factors are objective, and that the world is explored using experiments, surveys, and measurements, which is in line with the characteristics of this research (Christensen, Johnson & Turner, 2011), so that positivism philosophy can help a lot in the research. Therefore, this research adopted positivism in terms of research philosophy. At the same time, Basu, Basu & Lee (2015) explored the factors affecting consumer purchase of counterfeit products, and also considered the factors affecting consumer purchase as objective reality, and used positivism as research philosophy to conduct research through surveys and experimental methods. It further supports the positivism research philosophy adopted in this research.

In the existing academic theoretical research, there are many related studies that discuss factors affecting customers purchase towards counterfeit products. For example, Koay (2018) developed three characteristics for materialism, i.e., possessiveness, non-generosity, and envy, and pointed out that owning counterfeit fashion product is a way for consumers to satisfy their materialistic needs at a relatively low cost. However, the literatures are based on western backgrounds, and China has its own national conditions, and Chinese consumers have their own unique characteristics as well. Therefore, the researcher hoped to propose some hypotheses about Chinese consumer purchases counterfeit products based on the existing research literatures and hoped to collect data through survey, and verify the hypotheses, and draw conclusions, so as to identify the factors influencing Chinese consumer purchases counterfeit products. The whole process is in line with the logical process of the deductive approach. The researcher therefore followed the deductive approach.

Survey as a Research Strategy

This research support of a large amount of data was also indispensable. The researchers adaptation of survey as research strategy could ensure that a large amount of supporting data would be collected. Bryman (2015) believed that survey also has such advantages as low research costs, and standardised forms. For this research, the researchers research time and funding were both limited, and the low cost advantage of survey could help the researcher save research fund and use limited

fund for data collection and data analysis. Moreover, conducting surveys in a standardised form, such as using a unified questionnaire (Bryman, 2015), can help the researcher in this research reduce the interference of subjective factors in the survey process, making the collection process more objective and fairer. In addition, the data collected by survey are mostly quantifiable statistics (Jiang & Cova, 2012), which can be analysed easily with data analysis tools by the researcher and help the researcher find the statistical significance easily. In short, survey is a research strategy suitable for this academic research.

DISCUSSION AND RESULTS

Personal Information Analysis

Gender		
	Frequency	Valid Percent
Male	78	45.6
Female	93	54.4
Age		
	Frequency	Valid Percent
Under 25	7	4.1
25-35	80	46.8
35-45	63	36.8
45-55	18	10.5
Over 55	3	1.8
Marital status		

	Frequency	Valid Percent
Single	32	18.7
Married	56	32.7
Divorced	69	40.4
Widow	14	8.2
Education		

	Frequency	Valid Percent
Bachelor	10	5.8
Master	97	56.7
Doctor and above	64	37.4
Annual income		

	Frequency	Valid Percent
50,000 yuan and below	15	8.8
50,001-100,000 yuan	85	49.7
100,001-150,000 yuan	59	34.5
150,001-300,000 yuan	12	7

Source: The author

According to the table female participants accounted for 54.4%, greater than the 45.6% of male participants. Wang & Song (2013) believed that women, compared with men, have more vanity in shopping and enjoy respected information. Self-awareness also prompted women to tend to buy luxury goods, including fashion counterfeits. Moreover, there are more participants between the

ages of 25 and 45, and the number of participants under 25 and over 46 is relatively low. Zarrad & Debabi (2012) pointed out that the groups in their 20s to 40s value being respected and therefore need fashion counterfeits to package themselves. In addition, there are more respondents married and divorced than those single and widow. This may be because the majority of single people are younger and of lower income, and fashion counterfeits are not cheap. The proportion of widow person in society is generally lower than married people and divorced people. It is also said that the proportion of different types of people surveyed is roughly the same as the proportion of people with different marital status in the society. Furthermore, the proportion of respondents with a master's degree, doctor and above is larger, accounting for 94.1% of the total number, which indicates that people with a higher degree of education prefer to purchase fashion counterfeits, which may be because they hope to be respected and have a higher self-awareness. Finally, the proportion of respondents with an average annual income 50,001-150,000 yuan is the largest, at 84.2%, indicating that fashion counterfeits are loved by the middle class in China. This may be because people with an annual income below 50,001 yuan cannot afford to buy fashion counterfeits, while people with an annual income above 150,000 yuan have enough income to buy the original products.

Reliability Analysis

Table - The data reliability analysis

Dimension		Alpha value
Personal factors	Materialism	0.913
	Moral judgment	0.786
	Perceived risk	0.733
	Attitude towards product features	0.937
	Subjective norms	0.925
	Perceived behavioral control	0.934
Product factors	Physical attributes	0.775
	Beneficial attribute	0.873

	Image attribute	0.602
	Perceived fashion content	0.948
Purchasing intention		0.879

Source: The author

Brannen (2017) believed that a questionnaire must be valid and reliable, and the results of multiple questionnaire tests should be consistent. The researcher used Cronbach's alpha method to test the reliability of the collected data. According to this method, the greater the alpha value, the higher the reliability of the collected data. And usually the alpha value over 0.9 means that the reliability is very high, and the alpha A value between 0.8 and 0.9 indicates good reliability. If the alpha value is between 0.6 and 0.8, the reliability is average (Brannen, 2017). According to the data reliability analysis shown in Table 4.2, the Alpha value exceeds 0.6, and the Alpha value of seven indicators exceeds 0.8, indicating that the data collected by the questionnaire has a high reliability.

Analysis of the Influence of Personal Factors on Purchasing Intention

Mean Value Analysis of Purchasing Intention and Personal Factors

Each item includes five options, including strongly disagree, disagree, neutral, agree, and strongly agree, which are represented by the values 1, 2, 3, 4, and 5, respectively. The higher the value chosen by the respondent, the more the respondent agrees with the described point of view. If the average value chosen by the respondent exceeds 3, it means that most of the respondents are positive about the described point of view. On the contrary, if the mean value is less than 3, it indicates that most of the respondents did not agree with the point of view described (Omair, 2014).

Table -Mean value analysis of purchasing intention

	N	Minimum	Maximum	Mean
I would intend to buy counterfeit fashion products	171	2.00	5.00	4.0117
I encourage friends and relatives to buy counterfeit products.	171	2.00	5.00	3.4503
I shall buy more counterfeit products in future	171	1.00	5.00	3.4737
Valid N (listwise)	171			

Source: The author

According to the Table, for the three items, the minimum mean value is 3.4503, the maximum mean value is 4.0117, and the mean values all exceed 3, indicating that most of the respondents think that they have a strong intention to purchase fashion counterfeit products, and that they also encourage friends and relatives to buy these products and are willing to buy these products in the future.

Table - Mean value analysis of personal factors

	Descriptive Statistics			
		Minimum	Maximum	Mean
Materialism	I admire people who own expensive homes, cars, and Fashion Products	1	5	3.9649
	I like to own things that impress people	1	5	4.0117
	I enjoy spending money on things that aren't practical	2	5	4.0292
Low Moral judgment	Counterfeiting infringes on intellectual property rights	1	5	3.4854

	Counterfeiting damages the original industry.	1	5	3.7895
	Obtaining counterfeit goods is unethical.	1	5	3.8246
Perceived low risk	The risk that I take when I buy a counterfeited product is high	1	5	3.8596
	There is high probability that the product doesn't work	2	5	3.614
	Spending money with a counterfeited product might be a bad decision	1	5	3.7602
Attitude towards product features	Generally speaking, counterfeit products have satisfying quality	1	5	4.0117
	Generally speaking, counterfeit products are practical	2	5	4.0292
	Generally speaking, counterfeit products are reliable	1	5	3.9766
Subjective norms	My relatives and friends approve my decision to buy counterfeited products	2	5	3.7076
	I obey directions or suggestions of surrounding people to join in buying or using counterfeit products.	1	5	3.7427
	My relatives and friends think that I should buy counterfeited products	1	5	3.7485
Perceived behavioral control	I think that information about counterfeit products are easily accessible	1	5	3.7427

The time required to access counterfeit products is short	1	5	3.7485
I have the ability to solve difficulties I may face in counterfeit product purchases	1	5	3.6842

Source: The author

According to Table, the minimum mean value is 3.4854 and the maximum mean value is 4.0292, and the mean values all exceed 3, indicating that most of the respondents agree with the views described on the left side of the table. Specifically, for the description corresponding to the attitude towards product features factor and the description corresponding to materialism factor, the respondents have a very high degree of certainty, of which the mean value is about 4.0. It shows that most Chinese consumers have a positive attitude towards fashion counterfeit products features. At the same time, the data also shows that most Chinese consumers have materialism ideas.

The other personal factors in the table also have mean values greater than 3, indicating that most Chinese consumers have a lower moral judgment, and think that The risk of buying a counterfeited product is low, and subjectively believe that the people around them agree with their purchase of counterfeited products.

Correlation Analysis of Personal Factors and Purchasing Intention

Cohen, West & Aiken (2014) determined that correlation analysis of variables can help determine the direction and strength of the mutual influence relationship. In correlation analysis, when the value of statistical significance (Sig.) is significantly lower than 0.01, it means that there is a correlation between the two variables tested at the 0.01 level (Cohen, West & Aiken, 2014). Correlation coefficient (R) is often used to evaluate the statistical relationship between two variables, including the direction and impact of the correlation (Egghe & Leydesdorff, 2009). When R is between -1 and 0, it means that there is a negative correlation between the two variables, and when R is between -1 and 0, it indicates that there is a positive correlation between the two variables. Regarding the impact of the correlation, when the absolute value of R is between 0.70 and 0.99, it indicates that there is a very strong correlation between the two variables. When the absolute value of R is between 0.40 and 0.69, it indicates that there is a moderate correlation between the two variables. When the absolute value of R is between 0.10 and 0.39, it indicates that there is a weak correlation between the two variables. When the absolute value of R is less than 0.1, it indicates that there is no significant relationship between the two variables or that the correlation is not obvious or very weak (Chapman, 2012).

Table - Correlation analysis of six personal factors and purchasing intention

Correlations			
		purchasing intention	Materialism
purchasing intention	Pearson Correlation	1	.775**
	Sig. (2-tailed)		0
Materialism	Pearson Correlation	.775**	1
	Sig. (2-tailed)	0	
		Low Moral judgment	purchasing intention
Low Moral judgment	Pearson Correlation	1	.437**
	Sig. (2-tailed)		0
purchasing intention	Pearson Correlation	.437**	1
	Sig. (2-tailed)	0	
		Perceived low risk	purchasing intention
Perceived low risk	Pearson Correlation	1	.560**
	Sig. (2-tailed)		0

purchasing intention	Pearson Correlation	.560**	1
	Sig. (2-tailed)	0	
		purchasing intention	Attitude
purchasing intention	Pearson Correlation		.740**
	Sig. (2-tailed)		0
Attitude	Pearson Correlation	.740**	1
	Sig. (2-tailed)	0	
		purchasing intention	Subjective norms
purchasing intention	Pearson Correlation		.695**
	Sig. (2-tailed)		0
Subjective norms	Pearson Correlation	.695**	1
	Sig. (2-tailed)	0	
		purchasing intention	Perceived behavioral control
Purchasing intention	Pearson Correlation	1	.666**

	Sig. (2-tailed)		0
Perceived behavioral control	Pearson Correlation	.666**	1
	Sig. (2-tailed)	0	

Source: The author

According to Table, the Sig. (2-tailed) values are all 0, which are significantly less than 0.01, indicating that the six personal factors are all related to purchasing intention. There is a significant correlation at the level of 0.01. At the same time, it is found that the Pearson correlation values of the six correlations are all positive, all greater than 0. According to the positive and negative values of the Pearson correlation value, the direction of the correlation between the two variables can be determined (Chapman, 2012). All six personal factors have a positive correlation with purchasing intention at the 0.01 level.

The Pearson correlation value between materialism and purchasing intention is 0.775, and the Pearson correlation value between attitude towards product features and purchasing intention is 0.740. Both correlation values exceed 0.7, indicating that these two variables both have a very strong correlation. This means that the materialism of Chinese consumers has a very strong positive impact on the purchase intention toward counterfeited fashion products. This finding supports many previous research results. For example, Koay (2018) developed three materialism characteristics, including envy, non-generosity, and possessiveness, and held that owning counterfeit fashion product is a way for the consumers of satisfying the materialistic needs at relatively low costs. The stronger the materialistic desire of a consumer is, the more likely the consumer is to purchase a counterfeit fashion product.

In addition, the Pearson correlation value between subjective and purchasing intention of most respondents is 0.695, while the Pearson correlation value between perceived behavioural control and purchasing intention is 0.666, and the Pearson correlation value between perceived low risk and purchasing intention is 0.560, and finally the Pearson correlation value between low moral judgment and purchasing intention is 0.437. The above four Pearson correlation values are between 0.40 and 0.69, indicating that there is a moderate correlation between the two variables.

The positive impact relationships found above are supported by many previous research results. For example, for moral judgment, Ha & Lennon (2006) pointed out that the consumers tend to hold a negative attitude toward the counterfeit products and will refuse to purchase the counterfeit products. In terms of perceived risk, Michaelidou & Christodoulides (2011) thought that the

consumers try to reduce the uncertainty and avoid the disappointing results in the process of purchase. Moreover, Li et al. (2018) pointed out that in most cases the subjective norms such as social pressure are related with the counterfeit fashion products in the purchase process. Furthermore, as pointed out by Hanzae & Taghipourian (2012), when an individual consumer perceives that it is easy to access the counterfeit fashion products, the information is easy to access to and could be accessed in a relatively short time, or when the consumers encounter a lot of difficulties in the purchase of the counterfeit fashion products and the consumers have the ability to solve the problems, then the consumers will generate a strong intention to purchase the counterfeit fashion product.

Personal Factors and Purchasing Intention

Regression analysis is a way of mathematically sorting out which independent variable factors do affect the dependent variable and use regression equations to show the relationship (Chatterjee & Hadi, 2015).

Table- Regression analysis of materialism and purchasing intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775[a]	.601	.598	.47576

a. Predictors: (Constant), Materialism

ANOVAb

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.525	1	57.525	254.142	.000[a]
	Residual	38.253	169	.226		

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775[a]	.601	.598	.47576
	Total	95.778	170	

a. Predictors: (Constant), Materialism

b. Dependent Variable: purchasing intention

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.260	.154		8.183	.000
Materialism	.596	.037	.775	15.942	.000

a. Dependent Variable: purchasing intention

Source: The author

In ANOVAb, the value of Sig. reflects the level at which the two variables have a causal relationship. The value of Sig. less than 0.01 indicates that there is a causal relationship at the level of 0.01 (Seber & Lee, 2012). In model summary, the R square is a statistic that measures the goodness of fit. This indicator reflects the degree of fit of the regression line to the observed value. If the observation point is close to the regression line, that is, the higher the value of the R square is, the closer it is to 1, the better the fit is; while if the value of the R square is lower, the closer the value is to 0, the worse the fit is (Hartung et al., 2011). If the relationship between two variables

can be expressed by a regression equation, then in Coefficientsa, the general model of the regression equation is y = ax + b, where y is the dependent variable, x is the independent variable, a is the coefficient of the independent variable. When a is greater than 0, it means that the two variables have a positive impact relationship, and otherwise when a is less than 0, it means that there is a negative impact relationship between the two variables. b is expressed as constant in the table (Fox, 2015).

According to the Table, the Sig. in ANOVAb is 0.000, less than 0.01, which indicates that materialism and purchasing intention has a causal relationship at the significance level of 0.01. At the same time, in the Model Summary, the value of R square can be seen to be 0.601, indicating that the observation point is closer to the regression line, and according to the R Square, it can reflect the proportion of the variation of the dependent variable that can be explained by the regression equation (Chatterjee & Hadi, 2015), explaining that the variation of materialism can explain 60.1% of the variation of purchasing intention. Finally, according to the data in Coefficientsa formed by data analysis, a regression equation for the interaction between materialism and purchasing intention can be found, i.e., purchasing intention = 1.260 + 0.596 * Materialism + ε. This equation means that one unit change in materialism can bring about 0.596 unit change in the purchase intention of Chinese consumers. Through correlation analysis, it can be found that there is a positive relationship between materialism and purchasing intention. In other words, the stronger the materialism thought of Chinese consumers, the stronger the intention to purchasing counterfeit fashion products.

This data analysis finding can get support from many scholars in the past. For example, Hussain et al. (2017) observed the consumers in China and found that many Chinese consumers have strong materialistic desires and are likely to neglect such personal feelings as guilt, illegalness, or even shame in the purchase and utilisation of counterfeit product, and that it is the strong materialism that makes the consumers make the decision to purchase counterfeit fashion product. According to Jian et al. (2018), consumer intention to purchasing counterfeit fashion products may be resulted from the materialistic needs, and that such desire could be met conveniently at lower costs.

The regression analysis of the other five personal factors and purchasing intention is shown in Table below

Regression analysis of other five personal factors and purchasing intention

	Sig.	R Square	Equation of linear regression

Low Moral judgment and purchasing intention	0.000	0.191	purchasing intention =2.219+0.385* Low Moral judgment +ε
Perceived Low risk and purchasing intention	0.000	0.313	purchasing intention =1.563+0.556* Perceived Low risk +ε
Attitude towards product features and purchasing intention	0.000	0.548	purchasing intention =1.372+0.567* Attitude +ε
Subjective norms and purchasing intention	0.000	0.483	purchasing intention =1.553+0.561* Subjective norms +ε
Perceived behavioral control and purchasing intention	0.000	0.443	purchasing intention =1.563+0.556* Perceived behavioral control +ε

Source: The author

The data in the Table shows that low moral judgment, perceived low risk, attitude towards product features, subjective norms, as well as perceived behavioural control all have a significant causal relationship with purchasing intention at the level of 0.01, and the regression equation is also shown in Table 4.7, which shows that one unit change in low moral judgment can cause 0.385 unit change in purchasing intention, while one unit change in perceived low risk can cause 0.556 unit change in purchasing intention, and that one unit change in attitude can cause 0.567 unit change in purchasing intention, while one unit change in subjective norms can cause 0.561 unit change in purchase intention, and one unit change in perceived behavioural control can cause 0.556 unit change in purchase intention. In other words, it is clear that there is a causal relationship between them. The lower the moral judgment level, the lower the consumer's perception of the purchase risk. At the same time, the better the consumer's attitude towards product features, the higher the subjective norms, the stronger the ability to perform behavioural control, and the stronger the consumer's purchase intention toward counterfeit fashion products.

These findings also confirm the findings of many scholars in the past. For example, Ha & Lennon (2006), Phau, Sequeira & Dix (2009) have all explored that the low level of moral judgment will lead to a stronger intention to purchase counterfeited fashion products. According to Bhatia (2018), perceived risk negatively affects customer purchase intention toward counterfeit. That is, low consumer perceived risk will contribute to the purchase of counterfeit products. Similarly, Chen et al. (2015) also held that when the attitude toward counterfeit fashion products is favourable, the

individual tends to purchase counterfeit fashion products. In contrast, if the attitude is unfavourable, then the individual may not purchase counterfeit fashion products. Other scholars including Hanzaee & Taghipourian (2012), Quoquab et al. (2017) also supported the positive influence of subjective norms and perceived behavioural control on the purchase of counterfeit fashion products.

Regarding the relationship between personal factors and purchase intentions of Chinese consumers towards counterfeit fashion products, this research also made some new findings. In the regression equation, the coefficients of the independent variables are different. They reflect the change of the dependent variable when the independent variables change by one unit, which is the magnitude of the influence of a specific personal factor on purchase intention. Materialism has the greatest coefficient of 0.596, followed by the coefficient of attitude, perceived behavioural control, perceived low risk, subjective norms, and moral judgment, so that it can be seen that among all personal factors, materialism has the strongest influence on purchase intention, followed by attitude, perceived behavioural control, and perceived low risk, subjective norms, while the moral judgment of Chinese consumers has the least impact on the purchase intention toward counterfeit fashion products. These new findings make up for the current gap in academic theory.

The above findings also validate the research hypotheses 1, 2, 3, 4, 5, and 6. That is, the personal factors including materialism, low moral judgment, perceived low risk, attitude towards product features, subjective norms, and perceived behavioural control all positively affect Chinese consumers' intention toward the purchase of counterfeit fashion products. These findings also achieved research objective 2, namely the influence of personal factors on Chinese customer intention to purchasing fashion counterfeits in Beijing, China.

Analysis of the Influence of Product Factors on Purchasing Intention

Table-Mean value analysis of product factors

Descriptive Statistics				
		Minimum	Maximum	Mean
Physical attributes	I think that counterfeit fashion products are durable	1	5	3.7368
	I think that the appearance of counterfeit fashion products is very beautiful.	1	5	3.6842

	I think that the quality of counterfeit fashion products can be as good as the original product.	2	5	3.7836
Beneficial attribute	I think that counterfeit fashion products can provide the same functionality as the original product.	2	5	3.7836
	I think that the function of counterfeit fashion products can achieve my purpose like original product.	1	5	3.8304
	Counterfeit fashion products can bring me fun	2	5	3.8713
Image attribute	The counterfeit fashion product is a statement of my self-image	1	5	3.8304
	The counterfeit fashion product brings me exclusivity	2	5	3.8713
	The counterfeit fashion product can make me attract other people's attention	1	5	3.4854
Perceived fashion content	I really like the fashion elements embodied in counterfeit fashion products.	1	5	3.7485
	Counterfeit fashion products have the same fashion elements as original products, which appeals to me	1	5	3.6842

I am attracted to the fashion elements of counterfeit fashion products, even if I know that they are in vogue for only a limited period of time	1	5	3.7368

Source: The author

According to the mean value analysis of product factors shown in the Table, for the 12 questions of the four aspects of product factors, the minimum mean value is 3.4854 and the maximum mean value is 3.8713, while the mean is greater than 3, indicating that most respondents agree with the views described on the left side of the table. Specifically, for the description of the beneficial attribute, the respondents have a very high degree of certainty, of which the mean value is between 3.7 and 3.8. This shows that most Chinese consumers have a positive attitude towards the beneficial attribute of counterfeit products, thinking that these products can provide the same functions as the original product, can achieve consumer goals, and can bring consumers fun. In addition, in other aspects of product factors, most Chinese consumers also affirmed that the physical attributes of counterfeit products are satisfactory to them, that the counterfeit products are durable and beautiful, and that the product quality is also very good. Most Chinese consumers also affirm that counterfeit products have good image attribute as well as good perceived fashion content, and that the counterfeit products can help reflect consumers' higher self-image and help attract the attention of people around them. At the same time, the fashion elements embodied in these products are very popular with consumers.

Correlation Analysis of Product Factors and Purchasing Intention

In this section, the researcher still needed to analyse the product factors and purchasing intention to help discover the direction and strength of the relationship between the product factors and purchasing intention.

Since there are four product factors involved, the researcher analysed the four product factors and purchasing intentions, and the results are uniformly presented in the Table

Table - Correlation analysis of product factors and purchasing intention

Correlations

		purchasing intention	physical attributes
purchasing intention	Pearson Correlation	1	.697[**]
	Sig. (2-tailed)		0
physical attributes	Pearson Correlation	.697[**]	1
	Sig. (2-tailed)	0	

		purchasing intention	beneficial attributes
purchasing intention	Pearson Correlation	1	.634[**]
	Sig. (2-tailed)		0
beneficial attributes	Pearson Correlation	.634[**]	1
	Sig. (2-tailed)	0	

		purchasing intention	image attribute
purchasing intention	Pearson Correlation	1	.655[**]
	Sig. (2-tailed)		0
image attributes	Pearson Correlation	.655[**]	1

		purchasing intention	perceived fashion content
	Sig. (2-tailed)	0	
purchasing intention	Pearson Correlation	1	.590[**]
	Sig. (2-tailed)		0
perceived fashion content	Pearson Correlation	.590[**]	1
	Sig. (2-tailed)	0	

Source: The author

According to the data analysis results shown in Table above, for the correlation between the four product factors and purchasing intention, the Sig. (2-tailed) values are all 0, which are significantly less than 0.01, indicating that the four product factors are all related to purchasing intention. There is a significant correlation at the level of 0.01. At the same time, by analysing the values of Pearson correlation, it was found that the Pearson correlation value of the four correlations are all positive, all greater than 0. The direction of the correlation between two variables is determined according to the positive or negative values of the Pearson correlation value (Egghe & Leydesdorff, 2009). It can be judged that there is a positive correlation between these four product factors and purchasing intention at the level of 0.01. After that, the strength of the correlation between the four product factors and purchasing intention was specifically analysed, and the Pearson correlation values between the four product factors and purchasing intention were found to be between 0.40 and 0.69. That is, the four factors all showed a positive and moderate relationship. The Pearson correlation value between physical attributes and purchasing intention is the highest, at 0.697. The Pearson correlation value between image attributes and purchasing intention is the second highest, at 0.655. The Pearson correlation value between beneficial attributes and purchasing intention is 0.634. The Pearson correlation value between perceived fashion content and purchasing intention is 0.590. These data fully demonstrate that there is a moderate positive correlation between Chinese consumers' perception of physical attributes of counterfeit fashion products and Chinese consumers' purchasing intention toward counterfeit fashion products. Similarly, there is a moderate positive correlation between Chinese consumers' perceptions of counterfeit fashion

products, official attributes, image attributes, as well as perceived fashion content and Chinese consumers' purchasing intentions of counterfeit fashion products.

Some literature from past research can support the findings of this research. According to Fernandes (2013), For many consumers who like counterfeit fashion product, the physical appearance of the product may be more important than the quality of the product. As a result, many consumers cannot help but want to buy the counterfeit products because of the attractive appearance of the counterfeit fashion products. Tang, Tian & Zaichkowsky (2014) pointed out that Consumers purchase a product for some purpose or a specific purpose when purchasing counterfeit fashion product. In addition to herd mentality, or materialistic psychology, etc., consumers also hope to obtain some of the same or close benefit to the original products from the counterfeit fashion products, while such pursuit of beneficial attributes also positively affects the intention to purchasing the products. In addition, Quoquab et al. (2017) also acknowledged the relevance of perceived fashion content to consumers' purchases of counterfeit fashion products. In general, consumers who like counterfeit fashion product mostly like fashion content, so that the more fashion elements that counterfeit fashion product embodies, the more attractive these products are to the consumers, and therefore consumers are willing to generate the intention to buying the products. Finally, Quoquab et al. (2017) also found a correlation between the consumers' perceived image attribute of counterfeit fashion products and consumer purchase intentions in research, and pointed out that if the counterfeit fashion product can reflect the same social image attributes as the original products, it can attract consumers, especially those who value their image and status, to help the consumers form a high-level image in the society.

Regression Analysis of Product Factors and Purchasing Intention

Table-Regression analysis of product factors and purchasing intention

	Sig.	R Square	Equation of linear regression
Physical attributes and purchasing intention	0.000	0.486	purchasing intention =1.233+0.646* physical attributes +ε
Beneficial attributes and purchasing intention	0.000	0.402	purchasing intention =1.424+0.580* beneficial attributes +ε
Image attributes and purchasing intention	0.000	0.429	purchasing intention =0.988+0.713* image attributes +ε

Perceived fashion content and purchasing intention	0.000	0.348	purchasing intention =1.313+0.628* Perceived fashion content +ε

Source: The author

The data in Table above shows that physical attributes, beneficial attributes, image attributes, as well as perceived fashion content all have significant causal relationships with purchasing intention at the level of 0.01, and their regression equations are shown in Table 4-10. It can be found that one unit change of physical attributes can cause a 0.646 unit change of purchasing intention, one unit change of general attributes can cause a 0.580 unit change of purchasing intention, and one unit change of image attributes can cause 0.713 unit change of purchasing intention, while one unit change of perceived fashion content can cause a 0.628 unit change of purchasing intentions. In other words, it is clear that there is a causal relationship between them. These findings prove that the better the physical attributes of counterfeited fashion products, the more likely the consumers are to purchase counterfeited fashion products, and the more likely the consumers are to pursue counterfeited fashion. The better the general attributes of products, the stronger the consumer intention to purchasing counterfeited fashion products. Similarly, the better the image attributes of counterfeited fashion products perceived by Chinese consumers, the stronger the intention to purchasing counterfeited fashion products. Similarly, the better the Chinese consumers' perception of the perceived fashion content of the counterfeited fashion products, the stronger the intention to purchasing the counterfeited fashion products.

These findings also confirm the findings of many scholars in the past. For example, Haque et al. (2009) held that the physical appearance of the product may be more important than the quality of the product. As a result, many consumers cannot help but want to buy the counterfeit products because of the attractive appearance of the counterfeit fashion products. That is to say, the beautiful and luxurious appearance of counterfeit fashion product actively generates consumers' purchasing intentions. Li et al., (2018) pointed out that consumers also hope to obtain some of the same or close benefit to the original products from the counterfeit fashion products. That is to say, the closer the beneficial attribute of the counterfeit fashion products is to the function of the original product, the more likely the consumer is to purchase the counterfeit product. Furthermore, Quoquab et al. (2017) pointed out that if the counterfeit fashion product can reflect the same social image attributes as the original product, it can attract consumers. That is to say, the image attributes of the counterfeit fashion products as the original product positively affect consumers' intention to purchasing these products. Similarly, Quoquab et al. (2017) also maintained that consumers who like counterfeit fashion product mostly like fashion content, so that the more fashion elements that counterfeit fashion product embodies, the closer the fashion content is to the original product, the more attractive these products are to the consumers, and the stronger the consumer purchasing

intention toward the products is. The theories of these scholars have supported the research findings about the Chinese consumers in this research, which shows that these product factors have the same impact on the consumers' purchase intentions toward counterfeited fashion products all over the world.

In addition, regarding the relationship between product factors and purchase intentions toward counterfeit fashion products, this research made some new findings. Among the coefficients of all regression equations, the image attributes have the greatest coefficient, which is 0.713, while the coefficient of physical attributes is 0.646, and the coefficient of perceived fashion content is 0.628, and the coefficient of beneficial attributes is 0.580. Therefore, it can be seen that among all product factors, image attributes have the strongest influence on purchase intention, followed by physical attributes, perceived fashion content, and beneficial attributes. These new findings make up for the current gap in academic theory.

These findings also validate the research hypotheses 7, 8, 9, and 10. The product factors such as physical attributes, beneficial attributes, image attributes, as well as perceived fashion content have been found to have a positive impact on Chinese consumers' perception of and purchasing intention toward counterfeited fashion products. These findings also achieved research objective 3, namely the influence of product factors on Chinese customer intention to purchasing fashion counterfeits in Beijing, China.

RECOMMENDATIONS

. In order to protest against fashion counterfeits for international fashion brands to attract Chinese customers more buy their products than counterfeits, the researcher proposed the following recommendations.

First of all, help Chinese consumers develop a good perception of original products. On one hand, Chinese consumers are more sensitive to risk perception, and increasing information transparency, improving service quality and product quality in the marketing field are ways to helpful to reduce perceived risk (Kerin & Hartley, 2015). International fashion brands can try to attract Chinese consumers by reducing the risk of purchasing authentic original products, such as increasing the transparency of authentic original products information, improving service and after-sales service during the purchase process, and improving the quality of original products. On the other hand, the attitude towards product features of Chinese consumers will affect the purchase intentions, and advertising is a good way to improve brand reputation and affect consumer attitudes to products (Lovelock & Patterson, 2015). International fashion brands can try to use advertising and the way of publicity or celebrity endorsement to help the Chinese consumers to better realise the benefits

of original products and the differences from counterfeit products, thereby attracting consumers to purchase the original products.

Secondly, improve the attributes of original products. This research found that Chinese consumers will be attracted by the products physical attributes, beneficial attributes, image attributes and fashion content. Kerin & Hartley (2015) believed that product characteristics are the factors that can more strongly influence consumers purchase intention than other external factors. Therefore, international fashion brands can improve the physical appearance, and quality of products, add unique features not available in counterfeit products, which can meet consumer needs, or design some unique elements so that consumers can reflect a unique and status image which the counterfeit products cannot reflect. In the end, add some fashion elements that counterfeit products cannot imitate to attract consumers.

CONCLUSION

Through data analysis, it is found that the research findings in this research help achieve the research objectives and validate the research hypotheses.

Research objective 1: To identify the key constructs of fashion counterfeits and purchase intention, and then construct a research model on the basis to investigate the factors that affect Chinese consumers purchase of fashion counterfeits

This research built a model of the factors influencing Chinese consumers purchase intention toward counterfeited fashion products, and founds that many personal factors (e.g., materialism, attitude towards features of counterfeited fashion products, low moral judgment, perceived low risk, subjective norms, and perceived behavioural control) as well as product factors (e.g., physical attributes, beneficial attributes, image attributes, and perceived fashion content) have an impact on the purchase intentions of Chinese consumers. Moreover, based on this model, the researcher specifically analysed how different personal factors and product factors affect the purchase intentions of Chinese consumers toward counterfeited fashion products.

Research objective 2: To analyse the personal factors influencing Chinese customer intention to purchase fashion counterfeits in Beijing, China

Through investigation and data analysis, the researcher found that six personal factors, including materialism, attitude towards features of counterfeited fashion products, low moral judgment, perceived low risk, subjective norms, and perceived behavioural control, have varying degrees of positive impact on the Chinese consumers purchasing intention toward counterfeited fashion products. Some theories in the academic world support the findings of this research. For example, Hussain et al. (2017), and Jian et al. (2018) believed that many consumers in China have strong materialistic desires and it is this very strong materialism that prompts the Chinese consumers to make the decision to purchase counterfeited fashion products. Ha & Lennon (2006), and Phau, Sequeira & Dix (2009) explored and found that the low level of moral judgment will bring a stronger intention to purchasing counterfeited fashion products, and the Chinese consumption consumers with moral sense will actively refuse to purchase the counterfeit products, while consumers who are not sensitive to morality will ignore morality. The less the consumers value morality, the stronger the intention to purchasing counterfeited fashion products. At the same time, Michaelidou & Christodoulides (2011) and Bhatia (2018) also held that perceived risk has a negative relationship with customer purchasing intention towards the counterfeit products. That is, consumers perception of low risk will bring consumers to purchase counterfeit products. Chen et al. (2015) held that consumers positive attitude towards counterfeit products will positively influence the purchase intention, and Hanzaee & Taghipourian (2012), Quoquab et al. (2017) also

supported the positive impact of subjective norms and perceived behavioural control on purchasing counterfeit fashion products. Since most scholars support the positive influence relationships, this research drew the following research conclusions: the personal factors including materialism, attitude towards features of counterfeited fashion products, low moral judgment, perceived low risk, subjective norms, and perceived behavioural control have positive effects to varying degrees on consumers purchase intention toward counterfeit fashion products.

In addition, there are also some new findings in this research. That is, materialism has the strongest impact on purchase intentions, followed by altitude, perceived behavioural control, perceived low risk, subjective norms, while the moral judgment of Chinese consumers has the weakast impact on the purchase of counterfeit fashion products. These new findings make up for the current gap in academic theory.

Research objective 3: To analyse the product factors influencing Chinese customer intention to purchase fashion counterfeits in Beijing, China

Through investigation and data analysis, the researcher found that four product factors, including physical attributes, beneficial attributes, image attributes, and perceived fashion content, have different degrees of positive impact on Chinese consumers purchase intention toward counterfeited fashion products. Some theories in academia support the findings of this research. For example, Haque et al. (2009), Fernandes (2013) held that many consumers cannot help but want to buy the counterfeit products because of the attractive appearance of the counterfeit fashion products. That is to say, the beautiful and luxurious appearance of counterfeit fashion products actively generates consumers purchasing intentions. Li et al., (2018), and Quoquab et al. (2017) also maintained that the closer the beneficial attribute of the counterfeit fashion products is to the function of the original product, the more likely the consumer is to purchase the counterfeit product. Quoquab et al. (2017), and Bian & Veloutsou (2017) supported the view that image attributes and perceived fashion content appeal to consumers, prompting consumers to buy counterfeit fashion products. Although there are still some opposing views, they are caused by different research backgrounds and do not affect the correctness of this research. Therefore, this research concluded that the four product factors, including physical attributes, beneficial attributes, image attributes, and perceived fashion content, have a different degree of positive impact on Chinese consumers purchase intention toward counterfeit fashion products.

In addition, there are also some new findings in this research. Among all product factors, image attributes have the strongest impact on purchase intentions, followed by physical attributes, perceived fashion content, and beneficial attributes. These new findings make up for the gaps in current academic theory.

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