

Applying the Functional Theory of Attitude to Counterfeit Purchase

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Prior research on counterfeit purchase behavior does not explain the reasons for the differences in the underlying consumer motivation and decision-making process for counterfeit purchase. We address this gap with a new conceptual framework incorporating five attitude functions (value-expressive (AVE), social-adjustive (ASA), ego-defensive (AED), knowledge (AKN) and utilitarian (AUT)) to explore the differences in their direct and indirect influences on the evaluation of counterfeit products. We found support for the hypothesized direct influences of AVE (-ve), AED (+ve), AKN (+ve) and AUT (-ve) on counterfeit product evaluation. Our findings also revealed that AKN and AUT, respectively, moderated various direct influences of other attitude functions on counterfeit product evaluation. This study offers a new perspective to examine the direct and interactive impacts of different consumer motives on counterfeit purchase decision. All these will provide useful inputs for policy makers and authentic brand marketers to fine-tune their strategies to deter counterfeit purchase.

Keywords: counterfeit purchase, attitude function

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