

# Factors Influencing Consumers' Purchase Intention of Counterfeit 'Kente' Products in the Kwabre East District

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## Abstract

This study examined factors that influence consumers' purchase intentions of counterfeit *kente* products. Employing a quantitative approach and a systematic random sampling technique, self-administered questionnaires were used to collect data from 379 households within the Kwabre-East District. Pearson Correlation and Regression were the statistical tools used to test the postulated hypotheses. The findings indicated that informative susceptibility, as a social factor, has a positive significant effect on consumers' purchase intention. Social characteristics, as a composite variable, has a positive effect on purchase intention towards counterfeit *kente* products. Again, among the personality factors, price consciousness and value consciousness had a direct effect on purchase intention. Personal factors also had a positive effect on purchase intention towards counterfeit *kente* products. The results imply that manufacturers and marketers of original *kente* products should create awareness of the original and authentic *kente* products and their impact on the economy. Sellers should also initiate promotional programmes that would divert the attention of consumers from the counterfeit *kente* to the genuine *kente* cloth. With informative susceptibility having a significant influence on purchase intention, sellers of the original *kente* can also fall on opinion leaders who play important role as points of reference for consumers who may have little or no knowledge about the differences of the *kente* cloth. Thus, since opinion leaders serve as reference groups because they are deemed to have expert knowledge of the differences between original and counterfeit *kente* products, consumers perception are also expected to change in terms of developing positive attitude towards original products and negative attitudes towards counterfeit.

**Keywords:** Counterfeit, *kente*, purchase intention, value consciousness, personality factor

## Introduction

Counterfeiting of original products has become a worldwide canker, especially in the situation that the economic globalization keeps improving (Sheng, Liang, Qiong & Jian, 2012). It has been posing a lot of industrial and social harm (Nguyen & Tran, 2013), but the social benefits of counterfeit motivate consumers to patronize them in spite of their harm (Triandewi and Tjiptono, 2013). Among the numerous reasons why people patronize counterfeits are value for money, opportunity to use much cheaper products without worrying about it being damaged, and hunt for social status attached to the brand (Dhingra & Ambika, 2014). According to Bian and Moutinho (2009), the exchange of counterfeit products has caused a financial loss of approximately \$300 billion. Moreover, literature shows that 5% of all traded goods are counterfeits (De Matos, Ituassu, & Rossi, 2007). Such an act damages brand equity, devalues the image of the original goods, reduce sales for genuine manufacturers, decrease tax revenues, surges unemployment, and deceives consumers (Quartey & Abor, 2011; Riquelme, Sayed Abbas, & Rios, 2012). Because counterfeit products are easy and less costly to produce, they have caused unfair competition in the market (Nguyen & Tran, 2013), which has made investment in research and development very risky. In spite of all the economic and social problems associated with counterfeits, manufacturers find the business lucrative, the reason being that the margins are high and demand is strong (Ang, Chen, Lim, & Tambyah, 2001).

In Ghana, the textile industry, which was very vibrant, has declined for some years now because it has suffered from the cheap textile importation from India and China (Amankwah-Amoah, 2015). The textile industry used to contribute enormously to the manufacturing sector. It employed more than 30,000 workers some years back, but currently the industry has less than 3,000 workers (Quartey & Abor, 2011). This phenomenon has led to high unemployment level in the Ghanaian textile industry (Ghartey & Boachie-Mensah, 2015). Among the Ghanaian textiles, the textile that is highly valued within the Ghanaian culture, and carries prestige, is the locally woven *kente* cloth, which was previously made for royalty and the wealthy (Badoe & Opoku-Asare, 2014). Of late, this locally woven *kente* cloth has become a victim of counterfeiting which is killing the then valuable image of the original *kente* cloth. However, it is very rare to get available statistics to quantify the harm caused, but the rate at which the imported and counterfeit *kente* has gained roots in the Ghanaian market is a clear indication that the local *kente* industry is doomed. On the market, there is counterfeit for almost all the original *kente* designs, which is devaluing the original *kente* cloth. According to Eisend & Schuchert-güler (2006), the sale of counterfeit products does an enormous financial and reputational loss to the original brand manufacturers, in this case, the *kente* weavers. In view of this problem, most of the weavers are no more in business, because they do not find weaving lucrative as it used to be (GNA, 2017). The conventional wisdom is that counterfeiting affects branded goods negatively (Simona, Giacomo, & Stefano, 2012).

Because counterfeit products are easy and less costly to produce, they have caused unfair competition in the market (Nguyen & Tran, 2013), which has made investment in research and development very risky. In spite of all the economic and social problems associated with counterfeits, manufacturers find the business lucrative. The reason being that the margins are high, and demand is strong (Ang et al., 2001). The price sensitivity nature of consumers makes them react to price differences (T. Han & Chung, 2014). One can, therefore, say that price is an obvious reason why consumers buy counterfeit (Wee, Tan, & Cheok, 1995). But there is the need to look beyond price as a motivating factor to purchase counterfeit. Besides, original product manufacturers cannot curb the issue of pricing. The reason being that it does not make economic sense to compare the price of original to counterfeit (Wee et al., 1995). Literature, however, proposes that price is not the only reason behind the purchase of counterfeits, because consumers who can afford the genuine product still buy the counterfeit (Ghartey & Boachie-Mensah, 2015; Hadiwijaya, 2015).

Inasmuch as there are many studies conducted by previous researchers, they have differed in product categories, location and respondents who are of different social and economic background (Park-Poaps & Kang, 2018). Further, Hussain, Kofinas and Win (2017) conducted a study on intention to purchase counterfeit luxury brands and found that well-known brands are liked and, hence, targets for counterfeiting. Morra et al. (2018) also examined the net effect of social media marketing (SMM), user-generated content (UGC), and firm-created content (FCC) on overall brand equity (OBE) and purchase intention towards genuine and counterfeit fashion luxury products, using undergraduate students in Italy. Results showed that OBE and purchase intention towards fashion counterfeit products were positively influenced by UGC. Also, there was significant impact of OBE and FCC on purchase intention towards genuine luxury brands. Because counterfeit products are easy and less costly to produce, they have caused unfair competition in the market (Nguyen & Tran, 2013), which has made investment in research and development very risky. Even though there are studies that looked at counterfeiting from both supply side and demand side, there is much attention on the supply side than the demand side of counterfeit products (Wee, Tan, & Cheok, 1995). Therefore, research addressing counterfeiting from the demand side would be necessary (Wang et al., 2005; Jalalian, Koshksaray, & Jafari, 2013). In fact, almost all the studies on counterfeit are outside the borders of Ghana (Jaiyeoba et al., 2015; Budiman, 2012; Hennigs, Wiedmann, Klarmann, & Behrens, 2015; Hadiwijaya, 2015), with different social and economic environment.

Previous studies have revealed that lower prices of counterfeit motivate consumers to choose counterfeits over the original (Ang et al., 2001). It is not brand, quality, or function, but lower prices of pirated products that motivate consumer purchase (Eisend & Schuchert-güler, 2006; Lan, Liu, Fang, & Lin, 2012). Ang and Lim (2006) stated that some consumers are of the view that cheaper counterfeits serve the needs of those who cannot afford the original. Therefore, the purpose of selling counterfeit is to satisfy customers but not to deceive them, because they buy them knowingly (Hyejeong Kim & Karpova, 2010). Consumers see counterfeits as a means of meeting their needs at a very low price (Nia & Zaichkowsky, 2000). Researchers have also called for studies to consider a particular textile or any frequently counterfeited product; study rural areas; as well as consider consumers of different socio-economic statuses. It is against this backdrop that this study seeks to assess the factors that influence consumers' intention to purchase imported counterfeit *kente* products in Kwabre-East District.

In view of this, the paper addresses these gaps by formulating two research objectives in an attempt to close the inherent gap in literature. The first objective is to assess the social factors that influence consumers' purchase intention of counterfeit *kente* products, and the second objective is to examine the effect of personality factors on consumers' purchase intention of counterfeit *kente* product. It is expected that the results from the study would help to find ways to reduce the patronage of such imported *kente* products. Overall, the paper contributes to empirical research on social and personality factors that influence consumers' purchase intention of counterfeit products, particularly textiles, and further deepens our understanding of consumer decision-making with regards to counterfeit textiles.

## Literature Review

### *Theory of Planned Behaviour*

The theory of planned behaviour (TPB) posits that behaviour is determined by the intention to engage in such behaviour, which in turn, is determined by the attitude towards the behaviour, the subjective norm and the perceived behavioural control (Ajzen, 1991; Ajzen & Fishbein, 2005). As noted by Phau and Teah (2009), purchase behaviour is determined by the purchase intention, and the purchase intention is also determined by attitude. The TPB goes further to establish that some opportunities and resources must prevail before purchase behaviour can be performed. Among these opportunities and resources is the accessibility of the counterfeit product (Phau et al., 2009). Regardless of how favourable a consumer's purchase intention is, and how he/she wants to conform to the social pressure, if the counterfeit is unavailable, his/her purchase intention cannot be performed. Counterfeits are, therefore, existing because of brands and the value they promise. People usually perform their favourable purchase intention of buying counterfeits as a means of attaining the prestige of the branded product without paying for it (Cordell, Wongtada, & Kieschnick, 1996).

Literature has extensively utilized Fishbein and Ajzen's TPB to predict and fathom motivational influence on behaviour. It is widely known from literature that TPB predicts behavioural intention very well and useful for identifying where and how to target strategies for changing behaviour (Madden et al., 1992). Budiman (2012) used the TPB to analyze consumer attitude toward purchase intentions of counterfeiting bag products in Indonesia. Han, Sheu, and Li-Tzang (2011) applied the TPB in their study of green hotel choices whilst Zheng and Chi, (2014) used the TPB to identify and understand the factors influencing purchasing environmentally friendly apparel among US consumers. Ghartey and Boachie-Mensah (2015), in a similar way, used the TPB to examine the influence of social and personality factors on consumer attitude towards counterfeit textile products. Their study found that consumer attitude plays a major role in consumers purchase decisions. Jalalian et al. (2013) applied the TPB to provide insight on integrity and subjective norms as non-price determinants of intention to purchase counterfeit goods. This study, in a similar way, uses the TPB to investigate how social and personality factors influence consumers' attitude towards the purchase of counterfeit *kente* products.

### *Counterfeit Products*

The act of counterfeiting is a serious canker affecting both less and well-developed countries worldwide (De Matos et al., 2007). According to the International Anticounterfeiting Coalition (as cited in Matos, Ituassu, & Rossi, 2005), approximately 5 percent of all products worldwide are counterfeits. Simona, Giacomo, and Stefano (2012) defined counterfeiting as the unauthorized manufacturing of articles that mimic certain characteristics of genuine goods and that may pass themselves off as legitimate companies' registered products. This definition is of the view that coming out with a product possessing some features of an already registered product by a legitimate company, and to sell that as if it is a registered product, is an act of counterfeiting.

Ang and Lim (2006) looked at counterfeits as reproduced copies that are identical to the legitimate articles, including packaging, trademarks, and even labelling. They emphasized that such products lure consumers into thinking that they are the original products. By inference from these definitions, counterfeits can be defined as unauthorized products that portray some features of a genuine product, making them identical to deceive the public

into thinking that they are genuine products. There are three kinds of consumer goods that are mostly counterfeited – those that are very expensive, those in high demand, and those that can be easily copied (Dhingra & Ambika, 2014).

#### *Purchase Intention*

According to Balakrishnan, Dahnil, and Yi (2012), purchase intention is referred to subjective judgment by consumers that is reflected after the buying of a product or service. It entails essential meanings, which include consumers' willingness to consider buying, buying intention in the future, and decision of repurchase (Hadiwijaya, 2015). According to the Theory of Planned Behaviour (TPB), purchase behaviour is determined by the purchase intention, while purchase intention is, in turn, determined by attitude (Phau & Teah, 2011). Wee et al. (1995) concluded that the more favourable consumer attitudes towards counterfeit are, the higher the chances that they will purchase counterfeit brands. Such consumers are more likely to recommend others to purchase counterfeit. When this happens, it becomes a measurement of purchase intention (Lourerio, 2014). Consumers' purchase intention is influenced by numerous factors. Literature is largely in support of two groups of such factors – social factors and personality factors (Phau & Teah, 2009; Hidayat & Diwassari, 2013). The social factors are in two folds – informational susceptibility and normative susceptibility. On the other hand, the personality factors comprise factors such as price consciousness, value consciousness, integrity, novelty seeking, personal gratification and status consumption (Teah & Phau, 2011; Ghartey & Boachie-Mensah, 2015; Hennigs, Wiedmann, Klarmann, & Behrens, 2015).

#### *Social factors that influence purchase intention*

The social factors include informational and normative susceptibility. The informational susceptibility is the purchase decision based on an expert's opinion (Wang, Zhang, Zang & Ouyang, 2005) or observing peoples' behaviour (Kim & Karpova, 2010). The opinions from experts could influence a consumer to have a favourable attitude towards imported counterfeit *kente* product, and, in turn, influence the intention to make purchase of such counterfeit *kente* product. This is what the theory of planned behaviour (TPB) says by positing that behaviour is determined by the intention to engage in such behaviour, which, in turn, is determined by the attitude towards the behaviour, the subjective norm (informative and normative susceptibility) and the perceived behavioural control (Ajzen, 1991; Ajzen & Fishbein, 1980).

The normative susceptibility, as a social factor that influences purchase intention, is related to the purchase decision based on the expectation of what would impress others (Hoppe, Vieira, & Barcellos, 2013). When consumers think that significant others of great caliber may not approve the buying of counterfeit, the consumers are likely to have negative attitude towards purchasing counterfeit. Therefore, they would not have a favourable attitude towards counterfeit *kente* product and end up with no intention to make purchase of such products.

#### *Personality factors that influence purchase intention*

The personality factors include price-consciousness, value-consciousness, integrity, need for personal gratification and novelty seeking (Ang & Lim, 2006; Ghartey, 2015). Price is an important variable considered when choosing counterfeit product (De Matos et al., 2007). There is a common belief that higher price connotes higher quality, but consumers who are emphatic about low price will choose counterfeit over genuine products. Price consciousness is explained as the extent to which a consumer focuses solely on paying low price. Such consumers are those who cannot afford the original product, yet they want to claim the status associated with it (Kim & Karpova, 2010).

Value consciousness is explained as a consumers' concern for the price paid compared to the quality received (Jaiyeoba et al., 2015). That is, an apprehension for paying lesser prices, due to some quality constraint (Ang et al., 2001). Counterfeits are known to perform similar functions as the original but at lower price. Value conscious consumers will opt for counterfeit due to the distinct price advantage counterfeit has over genuine product (Bloch, Bush & Campbell, 1993).

Integrity represents the level of consumers' ethical standards and obedience to the law (Wang et al., 2005), and one of the basic values that affect the judgment of surrendering to unethical activities (Steenhaut & Van Kenhove, 2006). It is determined by individual's ethical standards and adherence to the law (Phau & Teah, 2009). A consumer who perceives integrity as crucial is less likely to buy counterfeit of an original good. Literature depicts that consumers who are more lawfully minded, have unfavourable attitude toward counterfeits and less willing to purchase them (Cordell et al. 1996; Phau et al., 2009). The more integrity is to a consumer, the more negative the consumer will perceive the purchase of imported counterfeit *kente* products.

Personal gratification is concerned with the need for a sense of accomplishment, social recognition, and to enjoy the finer things in life (Ang et al., 2001). Consumers who want to be socially recognized and enjoy finer things in life will buy original products. Novelty implies the curiosity of human to pursue variety and differences (Wang et al., 2005). Such consumers prefer products with low purchase risk. The low cost of counterfeit satisfies this desire

(Jaiyeoba et al., 2015; Wang et al., 2005). It is, therefore, expected that novelty seekers will find counterfeit products favourable.

*Research Hypotheses*

From the foregoing, it can be hypothesised that:

- H<sub>1a</sub>: Information susceptibility is positively related to consumers' intention to purchase counterfeit *kente* products.
- H<sub>1b</sub>: Normative susceptibility is negatively related to consumers' intention to purchase counterfeit *kente* products.
- H<sub>2a</sub>: Price consciousness has a positive relationship with consumers' intention to purchase counterfeit *kente* products.
- H<sub>2b</sub>: Value consciousness has a positive relationship on consumers' intention to purchase counterfeit *kente* products.
- H<sub>2c</sub>: Integrity is negatively related to consumers' intention to purchase counterfeit *kente* products.
- H<sub>2d</sub>: Personal gratification is negatively related to consumers' intention to purchase counterfeit *kente* products.
- H<sub>2e</sub>: Novelty seeking has a positive relationship with consumers' intention to purchase counterfeit *kente* products.
- H<sub>3a</sub>: Social characteristics have a positive effect on purchase intention towards counterfeit *kente* products.
- H<sub>3b</sub>: Personal characteristics have a positive effect on purchase intention towards counterfeit *kente* products.

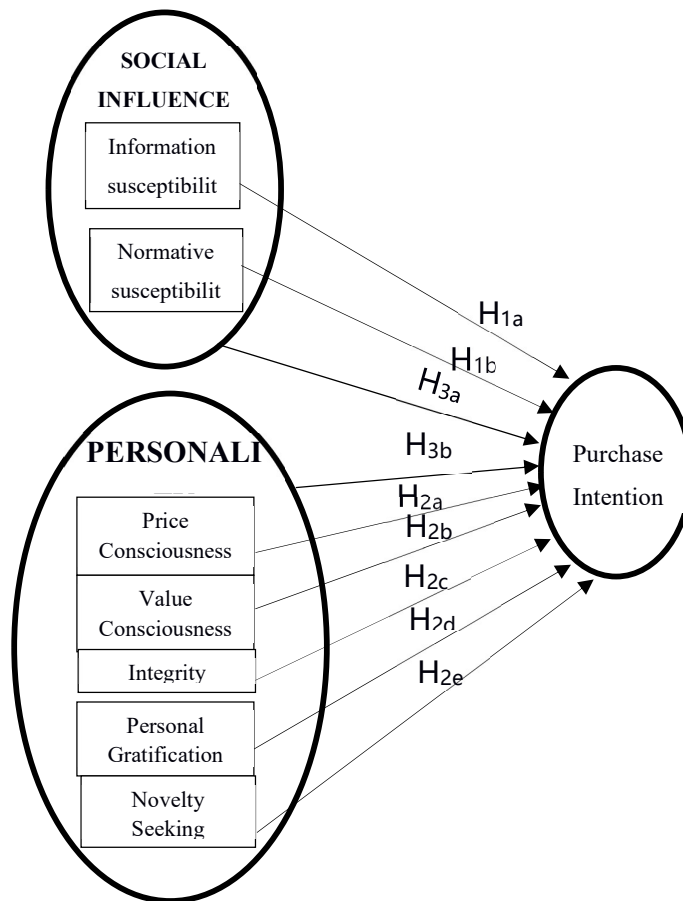


Figure 1: Conceptual Framework on the Relationship between Social and Personal Factors and Consumer Purchase Intentions

The conceptual framework depicts the relationship between the independent variables and the dependent. First, the study proposes that there is a relationship between the individual social factors (informative and normative susceptibility) and consumers purchase intention (H<sub>1a</sub> and H<sub>1b</sub>) Second, the figure also depicts a relationship between the individual personality factors (price consciousness, value consciousness, integrity, personal gratification, novelty seeking) and consumers' purchase intention (H<sub>2a</sub>, H<sub>2b</sub>, H<sub>2c</sub>, H<sub>2d</sub> and H<sub>2e</sub>). Finally, the figure shows that the composite of social factors and personal factors do influence consumers' purchase intention (H<sub>3a</sub> and H<sub>3b</sub>). The next section describes the methods employed.

## Methodology

This paper employed the quantitative approach for the research. The reason being that the study assesses the relationship and effect of social and personality factors on purchase intention, and test hypotheses as well. The probability sampling technique was used to ensure generalizability of findings (Saunders, Lewis & Thornhill, 2012). Again, the descriptive research was chosen because it consists of a cross-sectional design with which data are mostly collected using questionnaire (Bryman & Bell, 2007). Besides, survey method of research is quite common due to its merit of allowing collection of large amounts of data from a sizeable population in a highly economical way.

The Kwabre East District has a household population of 113,350 with total number of 27,122 households and 11,217 houses. The district has average household size of 4.2 persons per household (Ghana statistical service, 2012). The district was chosen because it is noted for the weaving of 'kente', which happens to be the main economic activity of the area. A sample size of 379 households were involved in the study. The entire household population of the district was divided into twenty relevant strata based on communities. Proportionate sampling was used to determine the proportion of households that were selected from each community. The proportion for each community was determined by dividing the number of households within each community by the total number of households of all the twenty communities. The proportion (quotient) was multiplied by the sample size of 379 to get the proportionate number of households allotted to each community. To reach the proportionate sample of a community, sampling frame was generated (list of households). From the household list, sampling fraction was determined for each community to know the regular interval at which a household would be selected. The first respondent was chosen at random, but the subsequent ones were chosen at a regular interval based on the sampling fraction. This method of sampling is the systematic random sampling. The respondents of this study comprised the consumers who make purchase decision in the household selected. In a household where both the husband and the wife or even the children make the purchase decision, one of them was permitted to respond to the questionnaire.

The District is bound to the north by Sekyere South District, to the south by Kumasi Metropolis, to the east by Ejisu Juaben District, and to the west by Afigya Kwabre District. Kwabre East has a youthful population; even though 42 percent of the population is rural. Majority of the population is economically active. Some of the major settlement in the District include Meduma, Ahwiaa, Mamponteng, Kenyase, Aboaso, Fawoade, Ntonso, Adanwomase etc. The District has *kente* weaving as its main occupation i.e., home of *kente*. The weaving industry at Adanwomase, Sakora-Wonoo, Abira, Old Asonomaso, Kasaam and Bamang, and the Adinkra industry at Ntonso enhance tourist visit to familiarize themselves with information about the industry. The Kwabre East District was chosen as a study area because of their in-depth knowledge about the traditional *kente* cloth and their distinctive socioeconomic background. Weaving of original *kente* is also their main occupation.

### Survey Instrument

The survey instrument was developed from established scales from previous studies on counterfeit. It consisted of 5 items measuring purchase intention (De Mato et al., 2007; Nuyen & Tran (2013), 5 items measuring information susceptibility, and 7 items to measure normative susceptibility (Phau & Teah, 2009; Bearden, Netemeyer & Teel 1989). Again, it had 4 items to measure price consciousness (Lichtenstein, Netemeyer, & Burton, 1990; Huang, Lee & Ho 2004; De Matos, Ituassu & Rossi, 2007), 5 questions to measure value consciousness (Lichtenstein, Ridgway & Netemeyer, 1993; Nuyen and Tran, 2013), 4 items to measure Integrity (Ang et al., 2001; De Mato et al., 2007), 4 items to measure personal gratification (Ang et al., 2001; Nuyen & Tran, 2013) and 4 items to measure novelty seeking (Wee, Tan & Cheok, 1995).

### Reliability Analysis

The reliability test was done, using SPSS Cronbach's alpha technique. For the various fields, values of Cronbach's alpha ranged from 0.706 to 0.877; this range is high and good. The entire questionnaire showed a Cronbach's alpha of 0.872, which indicates good reliability for the entire questionnaire, because it is above 0.7 and closer to 1. Table 1 shows the results of the reliability analysis.

Table 1: Cronbach's Alpha for Reliability Test

Field	Number of items	Cronbach's alpha
Intention	5	0.833
Informative Susceptibility	5	0.839
Normative Susceptibility	7	0.791

Price Consciousness	4	0.877
Value Consciousness	5	0.733
Integrity	4	0.803
Personal Gratification	4	0.869
Novelty Seeking	4	0.706
Total	38	0.872

### Results and Discussion

Preliminary tests were done using the appropriate test tools to ensure that all the regression assumptions were not violated.

Table 2: Regression Analysis of Social Characteristics and Intention to Purchase counterfeit *kente* products

Variable	Coefficients	SE	Beta	t-ratio	P-value	95% CI	
						LB	UB
(Constant)	2.381	0.512		2.534	0.001	0.746	3.010
IS	0.195	0.061	0.196	3.224	0.001	0.076	0.314
NS	-0.045	0.082	-0.034	-0.551	0.582	-0.206	0.116

Dependent variable: Purchase intention, CI = Confidence Interval for B; LB = Lower Bound; UB = Upper Bound, SE= Standard error

Hypothesis 1a was formulated to determine the relationship between information susceptibility and purchase intention of consumers. The results from Table 2 shows a significant positive effect of information susceptibility on purchase intention (t-ratio = 3.224,  $p = 0.001 < p = 0.05$ ) such that a unit change in information susceptibility would cause the purchase intention of the consumers towards imported counterfeit *kente* products to change by 0.195. This implies that low or little experience or information about *kente* products has effect on the decision to purchase imported counterfeit *kente* products. Wang et al. (2005) and Jaiyeoba et al. (2015) had similar finding and indicated that little knowledge concerning the product influence the intention to purchase the product. On the contrary Teah and Phau (2011) found that information susceptibility has no significant relationship with purchase intention in that, an expert's opinion does not influence a consumer's purchase intention. Hence, the hypothesis that "*Information susceptibility is positively related to consumers' intention to purchase imported counterfeit kente products*" was accepted by the present study.

Hypothesis 1b was formulated to determine the relationship between normative susceptibility and purchase intention of consumers. The results also indicated a negative insignificant effect of normative susceptibility on purchase intention (t-ratio = -0.551,  $p = 0.582 > p = 0.05$ ). This implies that one-unit increase in normative susceptibility will decrease purchase intention toward imported counterfeit *kente* products by 0.045, indicating that the desire to impress others does not influence the intention to purchase imported counterfeit *kente* products. In contrast, Teah and Phau (2011) found that normative susceptibility has significant relationship with purchase intention, denoting that their desire to impress others does influence a consumer's purchase intention. Hence, the hypothesis that "*Normative susceptibility is negatively related to consumers' intention to purchase imported counterfeit kente products*" was rejected by the present study.

Table 3: ANOVA and Regression Coefficients of Social Characteristics and Purchase Intention

R	R Square	Adjusted Square	R	Sum of Squares	df	Mean Square	F	P-value
0.180	0.032	0.027		480.432	2	8.042	6.227	0.002

The result from Table 3 depicts that social characteristics, as a composite variable, significantly affects the consumers' intentions to purchase imported counterfeit *kente* products, and it is key in determining variations in purchase intentions ( $F = 6.22, R = 0.180, P = 0.002$ ). Hypothesis 3a was formulated to find out whether social characteristics positively affect purchase intention of consumers towards imported *kente* products. From the results in Table 3, hypothesis 3a, that “*Social characteristics have a positive effect on purchase intention towards imported counterfeit kente products,*” was accepted. The results are in line with Jaiyeoba et al.’s (2015), which reported that social factors have significant relationship with purchase intention towards counterfeit fashion products among Botswana college students. These findings also confirm the results of Hadiwijaya (2015), who concluded that social influence has significant impact on consumer’s purchase intention.

Table 4: Regression Analysis of Personality Factors and Intention to Purchase Imported counterfeit *kente* products

Variable	Coefficients	SE	Beta	t-ratio	P-value	95% CI	
						LB	UB
(Constant)	2.268	0.662		3.426	0.001	0.966	3.57
PC	0.108	0.05	0.123	2.184	0.030	0.011	0.206
VC	0.154	0.075	0.11	2.058	0.040	0.007	0.302
INT	-0.175	0.092	-0.103	-1.911	0.057	-0.356	0.005
PG	-0.076	0.072	-0.064	-1.061	0.289	-0.218	0.065
NVS	0.061	0.055	0.061	1.116	0.265	-0.047	0.169

Dependent variable; Purchase intention; CI = Confidence Interval; LB = Lower Bound; UB = Upper Bound, SE= Standard error

Presented in Table 4 is the regression analysis of personality factors and intention to purchase counterfeit *kente* products. The relationship between price and value consciousness and purchase intention was significant with t-ratio of 2.184 and 2.058, respectively. This implies that a unit change in price and value consciousness would cause the purchase intention of the consumers toward imported counterfeit *kente* products to change by 0.108 and 0.154, respectively. These direct and significant influence of price and value consciousness on the intention of consumers to purchase counterfeit *kente* products is in line with Ghartey and Boachie-Mensah's (2015) findings, which also reported that price consciousness has a significant positive relationship with attitude towards textile products. De Matos et al.(2007) proposed that consumer’s price-quality schema has a positive influence on attitude towards textile products. Contrary to the findings in this study, Huang, Lee, and Ho (2004) revealed that price consciousness is insignificant so far as attitude toward textile purchase is concerned. Furthermore, Turkyilmaz and Uslu (2014) postulated that value consciousness has a positive effect on consumers’ intention to purchase fake products. Ang and Lim (2001) also reported a positive influence of value consciousness on attitude towards piracy. On the other hand, Teah and Phau’s (2011) findings were contrary to the finding of this study where they found that there is no significant relationship between value consciousness and purchase intention. Hence, the hypotheses H2a and H2b were accepted by this study.

The results from Table 4 also revealed that integrity was negatively related to purchase intention such that a unit increase in integrity of the consumers would result in a decrease in the intention of the consumers to purchase imported counterfeit *kente* products by 0.175 (t-ratio = -1.911,  $P = 0.057 > p = 0.05$ ). This implies that integrity does not influence the intention of consumers to purchase imported counterfeit *kente* products. This is supported by Turkyilmaz and Uslu (2014), who pointed out that as the level of integrity increases, the tendency to purchase counterfeits decreases. The reason may be that those who uphold integrity think that purchasing fake products is unethical and fails to reflect their identities. Phau et al.(2009) also stated that a consumer who perceives integrity as crucial is less likely to buy counterfeit of an original good. Also, in support is De Matos et al.’s (2007) studies on Consumer attitude towards counterfeits, which found that integrity is one of the factors that influences consumer attitude towards counterfeit; the more a person values integrity, the less favourable attitude he/she has towards counterfeits. However, Ghartey and Boachie-Mensah (2015) found out that a unit increase in integrity will improve consumer’s attitude towards counterfeit textile product by 0.374 units. This tells us that, the higher integrity level,



the more favourable consumers' attitude towards counterfeits becomes, which is contrary to the findings of the present study. Hence, the hypothesis that "*Integrity is negatively related to consumers' intention to purchase imported counterfeit kente products*" was rejected.

Personal gratification showed a negative influence on the intention to purchase imported counterfeit *kente* products ( $t\text{-ratio} = -1.061, P = 0.289 > p = 0.05$ ) such that a unit increase in personal gratification of consumers would result in a decrease in the intention of the consumers to purchase imported counterfeit *kente* products by 0.076 units (Table 4). The outcomes of this study are similar to that of Nguyen and Tran's (2013) and Jaiyeoba et al's. (2015), where they postulated that "Personal gratification has a negative influence on attitude towards non-deceptive counterfeit fashion products". This means that consumers who yearn for accomplishment, social recognition and desire to enjoy finer things are less prone to purchase counterfeit. In support of the current study's findings is Turkyilmaz and Uslu (2014). They pointed out that personal gratification has a negative effect on consumer's intention to purchase counterfeit. Phau and Teah (2009) also stated that consumers with high sense of personal gratification put much emphasis on their appearance. Hence, the hypothesis that "*Personal gratification is negatively related to consumers' intention to purchase imported counterfeit kente products*" was rejected.

Table 4 again revealed that novelty seeking influences the intention to purchase imported counterfeit *kente* products, as indicated by  $t\text{-ratio}$  of 1.116; however, the influence was not significant. These findings mean that novelty seeking consumers are prone to the purchase of counterfeit, as was established by Hennigs et al (2015). Findings of the current study is also similar to that of Gharthey and Boachie-Mensah's (2015), where they found that there was a positive relationship between novelty seeking and consumers' attitude towards counterfeit products. However, Wee et al. (1995) demonstrated that novelty seeking has no influence on consumer attitude towards fake textile products. Hence, the hypothesis that "*Novelty seeking has a positive relationship with consumers' intention to purchase imported counterfeit kente products*" was, therefore, rejected. This infers that consumers who are inquisitive to seek variety and differences are not prone to counterfeit as the hypothesis postulated, even though such consumers are inclined to products with less purchase risk. This is consistent with the findings of Phau and Teah (2013).

Table 5: ANOVA and Regression Coefficients of Personality Factors and Purchase Intention

R	R Square	Adjusted Square	R Sum of Squares	of Df	Mean Square	F	P-value
0.184	0.034	0.021	479.645	5	3.374	2.596	0.025

Furthermore, the F-statistic of 2.596 at a probability of less than one percent indicates that personality factors have significant ( $P = 0.025$ ) influence in explaining the variations in respondents' intention to purchase counterfeit *kente* products. Hypothesis 3b was formulated to find out whether personal characteristics, as a composite variable, positively affect purchase intention of consumers towards imported *kente* products. From this result, the hypothesis 3b that "*Personal characteristics have a positive effect on purchase intention towards imported counterfeit kente products*" was accepted. The result obtained for this regression is presented in Table 5. An  $R^2$  of 0.034 indicates that 3.4% of the variation in the purchase intention of the consumers results from personality factors.

## Conclusion

The purpose of this study is to examine the factors that influence consumers' purchase intentions towards counterfeit *kente* products in the Kwabre-East District. Based on the analysis and findings of this study, the following conclusions are made: With respect to the social factors, it is only information susceptibility that showed a positive significant effect on consumers purchase intention. This implies that consumers in Kwabre-East District consider information susceptibility, and not normative susceptibility, as a determinant of purchase intention. They are of the view that their purchase intention could be determined by experts' opinions, and it is not so important that others would like the *kente* products they buy.

The findings showed that price consciousness and value consciousness have a direct effect on purchase intention. This indicates that consumers, who are price conscious, and are much concerned about the value they would get from the price they are paying, have positive purchase intention towards imported counterfeit *kente* products. All the other variables, that is, integrity, personal gratification and novelty seeking, affect purchase intention directly or indirectly. But per the findings, their effects on purchase intention were not significant. This means that consumers do not consider these variables very important so far as their purchase intention is concerned. Finally, the composite effect of social and personality factors on purchase intention was not significant, which led to the rejection of hypothesis three.

The results have implications for *kente* manufacturers and marketers. Manufacturers and marketers should bring to the notice of consumers the awareness of the original *kente* products, and the benefits such products bring to the

*kente* industry and the economy, at large. Manufacturers could offer comprehensive educational documentary on how these original *kente* products are made. This could help provide and encourage positive purchase intention that some consumers have towards the original products.

Manufacturers could embark on social events or promotional programmes (for example, *kente* festival) to educate and remind consumers of their rich culture, and the value the original *kente* connotes. By so doing, the purchase intention of those buying the counterfeit *kente* products could be shifted to the original *kente* product. Also, *kente* manufacturers should try all they can to reduce the prices of the original *kente* products. They can do this by introducing different grades according to different customer groups, which would also result in developing different pricing strategies for the different grades. This could encourage those who are interested in the *kente* but cannot afford to patronize the original *kente* cloth. Existing consumers as well as new ones could be motivated to patronize the original *kente* products when new and stylish designs are released more often.

Marketers should educate consumers on the value of the original *kente* through their marketing communications programmes. For example, advertisement on '*kente*', and how different it is from the imported ones, would help to edify consumers about the features of the original *kente* cloth. Policy makers should also put in place measures to check the importation of counterfeit textiles, in general, and the *kente* cloth, in particular. Consumers could be informed and educated by showing adverts that portray the negative economic impacts resulting from imported counterfeit *kente* products in this case. In addition, the *kente* manufacturers should put much emphasis on the prestige, value and status symbol that the original *kente* product conveys.

This paper focused on how social and personality factors influence the purchase of one product, counterfeit '*kente*,' in one district in Ghana. Future research could look at any other products that are frequently counterfeited. Since this study adopted the quantitative research approach, a future research can adopt the qualitative approach and employ a more interactive research instrument, like an interview or focus group discussion. This would help provide further insights into consumer attitudes towards such counterfeit products.

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