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Emotional variables and their influence on the purchase behavior of counterfeits

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Abstract

Counterfeiting presents serious problems, ranging from economic, to social and political issues (Eisend & Schuchert-Güler, 2006). Specifically, the literature suggests that the purchase and ownership of counterfeits can be influenced by emotions and was already been investigated by many authors (Kim, Cho, & Johnson, 2009; Penz & Stöttinger, 2012; Zampetakis, 2014). Thus, we aim to investigate the relationships between emotions and counterfeiting. In order to decide which were the main emotions to be studied, it was conducted a qualitative phase with semi-structured interviews. It was decided to test the emotions shame and fear in the quantitative phase. The experiment was an online survey, investigating if the perception of Social Risk would moderate the impact of Conspicuity on Shame and/or Fear, but it was not statistically significant. However, we concluded that an increase in social risk on a high conspicuity situation causes an increase in shame. And, the social risk of a high conspicuous product has a higher negative variation than the low conspicuous product. In addition, it was performed several Pearson correlation coefficient analyses, which indicates that when the purchase intention of counterfeits increases, the individual feels less ashamed when wearing a counterfeited product. Finally, this research offers some methodological contributions, using an experimental approach to understand shame and fear and its relationship with the perception of social risk and conspicuity.

Keywords: counterfeiting; shame; fear; conspicuity; perception of social risk; consumer behavior.

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CHAPTER 1

INTRODUCTION

1.1. Theme

Counterfeiting presents serious problems, ranging from economic, to social and political issues (Eisend & Schuchert-Güler, 2006). It has many consequences for companies, such as threat to consumer confidence in the original brand (Tom, Garibaldi, Zeng, & Pilcher, 1998), but it can be also responsible for loss of jobs (Eisend & Schuchert-Güler, 2006; Wilcox, Kim, & Sen, 2009) and damage a nation's industrial competitiveness (Bloch, Bush, & Campbell, 1993). The seriousness of the problem led to many research being conducted to understand both the impacts of counterfeiting in today's society and the reasons why customers buy those products (Albers-Miller, 1999; Eisend & Schuchert-Güler, 2006; Wee, Ta, & Cheok, 1995; Wee, Ta, & Cheok, 1995; Yoo & Lee, 2009).

According to OECD/EUIPO (2016), counterfeit and piracy goods accounted for 2.5% of the world trade in 2013, or around USD 461 billion. In some regions of the world (e.g., in the European Union), this value can increase up to 5% (USD 116 billion). A research made by Frontier Economics (2016) predicted counterfeiting and piracy will have a negative impact of USD 991 billion in the value of the international trade in 2022. These goods have been produced and imported from different countries, being China the biggest producing market (OECD, 2008). In addition, according to OECD/EUIPO (2016), China represented 63.2% of total seizures of fake goods in 2013. This means the Chinese country is the largest producer and exporter of counterfeited and pirated products in the world, followed by Hong Kong (21.3%) and Turkey (3.3%).

In the past years, there has been an expansion of the types of product infringement, from more luxurious products (e.g., watches, handbags, and designer clothing) to personal items and products that can be impactful on health care (e.g., food and drinks, pharmaceutical and medical equipment) (OECD, 2008). Counterfeit products can be harmful to the customers' health when these products do not correspond with safety norms (IACC, 2005)

and for the economy, as it does decrease tax revenues by not reporting their transactions (Yoo & Lee, 2009) and brands' revenues. Besides that, counterfeiting causes a negative effect on the innovation in intellectual-property-based businesses, since it decreases private investments in research, development and creative activities. Therefore, the misappropriation or theft of those intangible assets can decrease the growth and innovation rates in industries (OECD/EUIPO, 2016).

In the Brazilian context, the consumption of counterfeited and pirated products increased in the past years. The growth of counterfeiting products ranged from an overall of 17% to 45% of counterfeiting in clothing, toys, and shoes from 2005 to 2006 (IBOPE, 2006). The same study showed that 60% of the respondents had bought a counterfeited product at least once in their life. A more recent study performed in 2016 by Federação do Comércio do Rio de Janeiro (Fecomércio/RJ) showed that three out of ten Brazilians have the habit of purchasing counterfeited and illegal products (Brito, 2017).

Due to this increase in the consumption of counterfeited goods and its consequences to the society and economy, it is important to understand why consumers are willing to purchase fake products instead of the original ones. Researchers have been studying the causes that could be influencing consumers to purchase counterfeited products, such as demographic factors (Eisend & Schuchert-Güler, 2006; Phau, Prendergast, & Hing, 2001), product attributes (Wee, Ta, & Cheok, 1995), social aspects (Eisend & Schuchert-Güler, 2006) and, also consumer's emotions (Zampetakis, 2014; Penz & Stöttinger, 2012; Kim, Cho, & Johnson, 2009). In the literature, the main emotions studied are guilt and shame but there is a lack of studies in these field for others emotions as well.

1.2. Motivation and Objective

The main motivation for the conduction of this project is the damage to economies and society due to the production and consumption of counterfeited goods. Furthermore, it is necessary to have more research to gain a better understanding of why consumers buy fake products.

The assumption behind this research is that emotions influence consumers in the purchase and use of counterfeited or original products. Taking into consideration the

complexity of customer behavior, the focus of this project was the emotional perspective of what are the drivers that influence customers to purchase fake products. The emotions investigated were fear, shame, guilt, and hope. Hence, in the context of this project, the research problem is: "what are the roles of the emotions and their influence on the buying behavior of counterfeit products?"

The objective of this research is to raise the main emotional variables related to the behavior for buying counterfeit products, by investigating the literature of Marketing and Psychology and also conducting an exploratory field research. Furthermore, the objective is to investigate the influence of variables, namely fear, shame, guilt, and hope, on the motivation of the consumption of counterfeits. It also investigates the role of moderating variables in the relationship between emotional variables and the consumption of counterfeit products.

This report aims to present the main research activities developed from August 2017 to July 2018, under the supervision of Prof. Dr. Delane Botelho (EAESP-FGV). With regard to the methodology adopted, first of all, it was conducted a literature review encompassing as main topics: counterfeit products, emotions, emotions in counterfeit products, conspicuous consumption, and perception of social risk. Following, it was performed interviews to gain insights and understanding about how the consumer behavior concerning counterfeit products is. In the next step, it was elaborated a questionnaire addressing questions to investigate the behavior of consumers regarding counterfeits, in particular, the emotions influencing their behavior. Interesting findings were identified in this last quantitative research.

1.3. Report Structure

This report is composed of five chapters. In Chapter 1, the context, relevance, objective, and motivation of the project are presented. Following, Chapter 2 presents the literature review, discussing in more details the topics directly related to this research. Chapter 3 and Chapter 4 contains the qualitative and quantitative research and an explanation of the methods and tools used to perform those activities. Results are presented in Chapter 5 together with the conclusions, implications, limitations of the project, and perspectives for future research.

CHAPTER 2

LITERATURE REVIEW

2.1. Counterfeit Products

There are four categories in which products with infringement of intellectual properties can be assigned (Lai & Zaichkowsky, 1999): imitation brands, gray markets, piracy, and counterfeit. According to Lai & Zaichkowsky (1999), imitation brands are products that have similar names, logos, shapes, and even meanings and try to resemble genuine brands or known products, while gray markets are illegal sales of the surplus of remaining authentic products that were produced. Still, according to these authors, a counterfeit is an illegal product that resembles an authentic one and usually intends to deceive the customer. On the other hand, piracy does not have this goal and mostly occurs involving copies of software, music, and video. Although researchers in the literature have been using these definitions to differentiate both piracy and counterfeited goods (Gentry, Putrevu, & Shultz, 2006; Phau, Prendergast, & Hing, 2001; Wilcox, Kim, & Sen, 2009), consumers usually use these terms as synonymous (Kim, Cho, & Johnson, 2009).

In particular, a counterfeit good can be a low-quality product, an imitation of a good produced by a known and trustable brand in an attempt to sell it for a cheaper price (IACC, 2018). When customers are purchasing counterfeited products, either they are aware that the product is fake or they are not. In the first case, they know the product is counterfeited by considering the environment where the purchase is occurring, the price and quality of the product (Gentry, Putrevu, & Shultz, 2006; Nia & Zaichkowsky, 2000). This transaction is called non-deceptive counterfeiting (Grossman & Shapiro, 1988). The second case is when the customers believe they are buying an authentic product when, in reality, it is from another manufacturer; this refers to deceptive counterfeiting (Grossman & Shapiro, 1988). It is possible to verify that in any of those two cases, the degree of deceptiveness depends on the experience, knowledge, and awareness of the customers (Eisend & Schuchert-Güler, 2006).

The purchase of counterfeit product has been a difficult issue to solve, especially in the luxury brand market (Wilcox, Kim, & Sen, 2009). Due to the increase in the purchase of those products, many researchers have been studying the possible causes for it, especially what motivates individuals to look for a counterfeited product, instead of an original. Due to the importance of the topic, studies have been conducted to understand different perspectives of purchase and ownership of counterfeits. On purchase intention of brands and their corresponding counterfeits, Wee, Ta, & Cheok (1995) studied variables, such as income, age, and product attributes, while others studied past behavior, attitudes (economic and hedonic benefits), and individual characteristics (social status and self-image) (Yoo & Lee, 2009). From the psychological perspective, Penz & Stöttinger (2012) reported that it can entail distinct emotions (i.e., pride, fear, shame, and sense of accomplishment) and motivations. Furthermore, Penz & Stöttinger (2005) claims there are two reasons why customers buy fake products: the psychical products attributes and the intangible brand image associated.

Based on those studied, researchers have divided those variables into groups, in which the five main determinants and moderators that can influence the purchase of counterfeited products are: person-related, product-related, social context, cultural context, and purchase situation (Eisend & Schuchert-Güler, 2006):

The person-related moderator is divided into two subgroups: (i) the *demographic*, which is the impacts of gender, age, education, and income on customer intention to purchase ingenuine products (Eisend & Schuchert-Güler, 2006; Phau, Prendergast, & Hing, 2001), and (ii) the *psychographic*, such as status, social class, novelty seeking (Wee, Ta, & Cheok, 1995), risk-taking (Michaelidou & Christodoulides, 2011; Wee, Ta, & Cheok, 1995), and emotional variables. Other authors studied perspectives, such as hedonic purposes and self-image (Yoo & Lee, 2009), as well as value-consciousness, integrity, and need for personal gratification (Ang, Cheng, Lim, & Tambyah, 2001).

In addition to the psychographic perspective, some authors are focusing on analyzing the ethical dimensions in predicting attitude and purchase intentions toward counterfeiting (Hilton, Choi, & Chen, 2004; Michaelidou & Christodoulides, 2011). The ethical obligation can be defined as an individual's internalized ethical rules, which reflect their personal beliefs about right and wrong (Shaw, Shiu, & Clarke, 2000). Consumers may feel ethically obligated not to buy counterfeit luxury products; however, they do not feel obligated when purchasing

counterfeited music, films, and games, since those are more acceptable (Michaelidou & Christodoulides, 2011). Furthermore, according to Chiou, Huang, & Lee (2005), the social consensus - level of social agreement about the goodness or evil – is an important factor in predicting moral judgments and decisions.

The product-related factor is based on the products attributes, for example, durability, quality, and physical appearance (Wee, Ta, & Cheok, 1995). The quality of counterfeited products has improved a lot due to technological improvement and increase in accessibility (Gentry, Putrevu, & Shultz, 2006; IACC, 2005) and, according to Wilcox, Kim, & Sen (2009), this increase in the quality is one of the main causes why counterfeiting is rising. Furthermore, the purchase intention can also augment if the customer can verify and compare the quality of a genuine product with a counterfeited one (Eisend & Schuchert-Güler, 2006). In this category, the price is also a very important factor influencing the purchase of imitation goods (Albers-Miller, 1999; Bloch, Bush, & Campbell, 1993; Phau, Prendergast, & Hing, 2001; Tom, Garibaldi, Zeng, & Pilcher, 1998). This can be due to the fact that some consumers value cost-benefit products (Albers-Miller, 1999) and have the opportunity to buy branded products for a lower price (Tom, Garibaldi, Zeng, & Pilcher, 1998) and getting prestige without having to pay for it (Bloch, Bush, & Campbell, 1993).

The last three groups (social context, cultural context, and purchase situation) are other moderators that impact the customer's behavioral intention regarding counterfeited products (Eisend & Schuchert-Güler, 2006). The social context and cultural context influence how people behave and their attitudes towards counterfeits (Lai & Zaichkowsky, 1999). According to Albers-Miller (1999), individuals are most likely to purchase an illegal good if there is peer pressure than when they are alone. Similarly, the mood of the selling place and purchase situation (Eisend & Schuchert-Güler, 2006) are also important groups to be taken into consideration when studying counterfeiting consumption.

Due to the objective of this research, the project was performed on non-deceptive counterfeits. This means the consumer is fully aware that he/she is buying a counterfeited good. Since there are several reasons and motivations for why people decide to purchase fake products, in this research, the emotional dimension was chosen to be investigated.

2.2. Conspicuous Consumption

According to Wilcox, Kim, & Sen (2009) brand conspicuousness is important in determining the attitude towards purchasing counterfeit brands. One of the reasons why consumers purchase luxury brands is the need to convey a desirable status. Those brands tend to offer a variety of products that range from highly conspicuous to low conspicuous products. The highly conspicuous products have as an objective to communicate a positive image associated with the brand (Bian, Haque, & Smith, 2015), while a non-conspicuous counterfeit (e.g., a jacket without a logo) is usually preferred by consumers that wants to enhance self-worth or for private use only (Bian, Haque, & Smith, 2015).

There could be many motivations why customers prefer a high or low conspicuous clothing, customers prefer to purchase a non-conspicuous counterfeit over a conspicuous one because they will regret their illegal purchase if someone discovers that the product is not original (Chen, Teng, Liu, & Zhu, 2015).

2.3. Emotions

Emotions can be defined as a mental state of readiness that arises from cognitive appraisals of events or thoughts and is accompanied by psychological processes (Bagozzi, Gopinath, & Nyer, 1999). Another definition of emotions is, according to Lazarus (1991), a concept that subsumes psychological stress and coping within itself and unites motivation, cognition, and adaptation in a complex configuration. There are many comparisons between emotions and other concepts, for example, mood. Emotions can be expressed physically (i.e., facial expressions and gestures) and have a higher intensity when compared with mood (Bagozzi, Gopinath, & Nyer, 1999). Another difference between emotions and mood is that the former has usually an object and does not last as long as the latter (Bagozzi, Gopinath, & Nyer, 1999).

The first emotions to emerge in an individual are the primary/basic emotions. In the humankind, those are interest, joy, surprise, distress, anger, disgust, contempt, and fear (Izard, 1972). They are also called fundamental emotions since they are assumed to have a unique and universally recognized facial expression and a unique feeling state (Izard, 1992). These

emotions appear in the first few months of a child and not at the same time. Different from other kinds of emotion, the primary emotions do not require much self-awareness nor cognitive activities (Lewis M. , 2003).

After the development of the primary emotions, the individual starts becoming conscious of himself/herself and the appearance of other kinds of emotions begin to emerge, i.e., the self-conscious emotions (Lewis M. , 2003). Those emotions include embarrassment, shame, guilt, and hope (Tracy, Robins, & Tangney, 2007). Different from other basic emotions, self-conscious emotions require the individuals to have self-awareness and self-representation (Tracy, Robins, & Tangney, 2007). According to Lewis M. (2003), it requires more than self-awareness to be able to express self-conscious emotions, the individual must have standards, rules, and goals. In addition, those emotions are related to the attainment of social goals and achievements, for example, maintenance of social status and prevention of group rejection (Tracy, Robins, & Tangney, 2007). Self-conscious emotions, such as guilt, shame, and embarrassment, are pervasive in daily life. Authors have been studying those emotions in various topics, for example, product consumption, decision-making, and purchase intention. Furthermore, they are known for shaping people's behavior so that they avoid experiencing those emotions (Bedford & Hwang, 2003). In the decade of 1980s, there was no clear distinction between those three emotions. They were not considered different emotions and there was almost no research conducted on these self-conscious emotions (Tangney, Mashek, & Stuewig, 2005).

In consumer theory, many researchers tried to study how emotions influence in the individual attitudes and behavior. Pham (2007) studied how emotions could interfere in reasoning processes, the ability of self-control and tendency to take risks. In other words, an emotional state can interfere in a person's logical reasoning, in which can influence individual behavior and decision-making process. This usually involves emotions that are more intense, for example, high anxiety. Sherman, Mathur, & Smith (1997) stated that the emotional state may be a factor in determining purchase behavior, while in psychology, Leone, Perugini, & Bagozzi (2005) studied how emotional anticipations influenced decision making to adapt or avoid unwanted situations.

In this research, we focused on both basic emotions and self-conscious emotions to understand their influence on the consumption of counterfeited products. Following, we present the emotions, which were addressed in this project.

2.2.1. Fear

Fear is one of the basic emotions to be found in many animals, not only in humankind. This emotion is easily recognizable and fundamentally different from other emotions (Smith & Ellsworth, 1985). This means that it is not subjected to any culture or society since all humans can feel this emotion.

Fear has been used as a negative appeal in marketing and advertisement to create an emotional imbalance in the individual and influence behavior (Brennan & Binney, 2010). The concept of fear is described as an emotional reaction to the threat of punishment – a stimulus that the individual is willing to terminate, scape, and avoid (Gray, 1987). Smith & Ellsworth (1985) suggest fear is an unpleasant state that demands extreme amounts of anticipated effort and high situational control, in which the individual has no control over the situation. These results were also uncovered by other authors who indicated that fear is an emotion in which is aroused in situations with uncertainty and lack of individual's control (Lerner & Dacher, 2000; Lerner, Han, & Keltner, 2007; Smith & Ellsworth, 1985). This work relates to the emotion hope, as uncertainty can arouse both fear and hope.

According to Lerner, Han, & Keltner (2007), fearful people are more likely to make a pessimistic risk assessment; therefore, fear is responsible for influencing the individual's judgment of risk. Similarly, fearful people are more likely to make a pessimistic judgment about the future. This is closely related to counterfeiting consumption as an individual's express pessimistic risk estimates and risk-averse choices (Zampetakis, 2014). The consumption of counterfeit products might be prevented if the consumers are afraid of being punished because of their misbehavior, especially when they fear being detected wearing counterfeited products (Penz & Stöttinger, 2005).

2.2.2. Shame and Embarrassment

Shame is a self-conscious emotion that has been studied by many authors due to its distinct characteristics from other emotions (Lewis M. , 2003; Tracy, Robins, & Tangney, 2007). Shame is defined by Scheff (2000) as a group of emotions that include a large number

of variants and cognates, such as embarrassment, humiliation, and other feelings of failure or inadequacy. According to this author, it involves a feeling of threat of social bonds and differs from fear and anger, as it is uniquely social. Shame, therefore, will only be aroused if the individual cares about what others think of him. The emotion is described as an unpleased state and, hence, individuals want to avoid thinking about those situations (Smith & Ellsworth, 1985).

Similarly, Bedford & Hwang (2003) states shame is the feeling of loss of standing in the eyes of oneself or significant others and can occur as the result of a failure to live up to expectations for a person of one's role or status. Therefore, to be in a state of shame, the individual must be able to compare his/her action against a standard, either his/her own behavior or others' behavior (Lewis M. , 2003). According to Smith & Ellsworth (1985), shame is characterized by having a high sense of self-responsibility and self-blame.

Some authors view shame as a different emotion from embarrassment. According to Lewis, Haviland-Jones, & Barrett (2010), the main difference between shame and embarrassment is the intensity level. Embarrassment is less painful since it is less intense and does not involve disruption of thoughts. It is also more likely to show physiological changes (e.g., blushing and increase of heartbeat) and usually occurs in unexpected situations (Tangney, Mashek, & Stuewig, 2005). Embarrassment may also show to the individual what are the social actions that must be avoided. In addition, once individuals are embarrassed, they tend to engage in corrective behaviors (Keltner & Haidt, 1999). On the other hand, an ashamed individual can have the desire of hiding or disappearing (Lewis, Haviland-Jones, & Barrett, 2010). Furthermore, shame is more likely to involve a sense of moral transgression than embarrassment (Tangney, Mashek, & Stuewig, 2005).

Some authors have been studying shame in the marketing dimensions and its capacity to induce compliant behaviors. According to Brennan & Binney (2010), social marketing has been exploring the use of this emotion, along with fear and guilt. In counterfeiting consumption, this emotion has been the most studied when comparing with the others.

2.2.3. Guilt

The concept of guilt has been studied by many authors in the psychology, consumer behavior, and marketing. In the psychology perspective, guilt is an interpersonal feeling in

which is associated with the recognition that an individual has violated personally important moral or social standard (Kugler & Jones, 1992). Other authors suggest that guilt refers to the wrongdoing, the violation of a certain internal rule (Bedford & Hwang, 2003) that means that is not only internal, but external influences can cause guilt. For example, in situations where there is a possibility of social exclusion because the individual transgressed a norm, the aroused anxiety can take the form of guilt (Baumeister, Stillwell, & Heatherton, 1994). Furthermore, guilty individuals are motivated to make amends in the situation (Tangney, Mashek, & Stuewig, 2005), even if it is not possible to undo the event.

In the marketing perspective, according to Lascu (1991), the definition of customer guilt is an affect triggered by the anxiety consumer experiences upon the cognition that he is transgressing a moral, societal, or ethical principle. Lascu (1991) also proposes that transgression can take many forms, from purchasing a product that does not meet quality standards to not purchasing a product that is prescribed by a community as a "must have" product. In the first situation, the feeling of guilt can be also generated, when the purchase of a product violates the individual's internal standards, for example, of a counterfeited product, or after an impulsive buying and hedonic consumption (Okada, 2005). In the latter situation, by not purchasing the product, the individual can feel guilt by not corresponding societal, ethical, and moral norms. Nowadays, marketers are using the feeling of guilt as a way of persuading and manipulate customers to purchase products (Burnett & Lunsford, 1994; Cotte, Coulter, & Moore, 2005). In other words, advertisements and marketing efforts are attempting to persuade customers to purchase a product to avoid the feeling of guilt. In fact, sometimes marketers are trying to diminish the importance of guilt, by stating that pleasure is more important than guilt (Lascu, 1991). Similarly, according to Burnett & Lunsford (1994), customer guilt may be useful for marketers to use persuasion tactics to influence purchase intention and decision making.

Guilt and Fear

According to Lascu (1991), fear and guilt can interact with them. For the author, guilt is a posteriori emotional response, which means that it arouses after an action. While fear is a priori emotional response, occurring before an action. In addition to that, Brennan & Binney (2010) stated that in social marketing campaigns, fear appeals are threatening, while guilt appeals are timed to make people behave morally towards others.

Guilt and Shame

According to Eisenberg (2000), guilt and shame have been used as synonyms in the past. They both can be related to embarrassment, foolishness, and humiliation; however, shame is more related to those other characteristics due to the likelihood of social exposure (Brennan & Binney, 2010). They are both negative emotions of self-condemnation and lack of self-control (Chun, Patrick, & MacInnis, 2007). Furthermore, they are considered as self-conscious emotions, since it is necessary that the individuals have an understanding and evaluation of the self (Eisenberg, 2000). The unpleasant state resulted when those emotions occur can require a lot of mental and physical effort (Zampetakis, 2014). It is worth highlighting that both guilt and shame can co-occur depending on the situation (Eisenberg, 2000).

The main difference between those two emotions is the degree of focus on the self (Lewis H. B., 1971). Shame has a higher focus on the self and is more painful than guilt since it is a consequence of the individual evaluation (Lewis H. B., 1971; Tangney J. P., 1998). This emotion gives the individual the sense of "being small" and powerlessness, and the desire to hide or disappear (Tangney J. P., 1998). On the other hand, according to the authors, guilt is less painful and less devastating than shame because it focuses on the behavior instead of the self. The emotion can involve a sense of remorse, tension, and regret (Eisenberg, 2000; Lewis H. B., 1971; Tangney J. P., 1998); however, it does not affect the individual's core identity. Furthermore, while guilt can evoke the motivation to amend the wrongdoing, shame does not.

2.2.4. Hope

Among other future-directed affective states, hope is a powerful emotion to face a challenging environment (Bruininks & Malle, 2005; Snyder, 2000). Hope is a two-dimensional construct defined as a cognitive set that is based on a reciprocally-derived sense of successful agency and pathways (Snyder, 2000). Agency is a mental willpower component that drives the individual to pursue his/her goal by using a pathway – a person's determination to pursue a goal. In addition, a pathway is a means that an individual creates to achieve something, in other words, it is a person's ability to imagine routes to the desired goals. There can be many pathways thoughts to achieve a goal. The higher the "waypower capabilities" of

an individual, the higher the number of alternative routes towards a goal he/she can think of. Similarly, according to MacInnis & De Mello (2005), hope is an emotion evoked in response to an uncertain but possible goal-congruent outcome. In other words, hope is a feeling of desiring something, but without the guarantee of achieving it.

Furthermore, it is important to understand what barriers are in the context of hope. According to Snyder (2000), barriers are obstacles that make the pursuit of a goal more difficult. An individual can be able to think about many routes to achieving a certain goal, but it is also known that obstacles may appear. Those individuals that have high willpower and waypower usually have a higher level of hope.

It is also very important to differentiate hope from other constructs, for example, expectations and optimism. The first difference between hope and expectation is that the former is an emotion, while the latter is a belief. Furthermore, unlike hope, expectation does not necessarily involve having a goal congruent outcome, since this belief might occur in goal incongruent and goal irrelevant situations as well (MacInnis & De Mello, 2005). With regard to optimism, it is a generalized expectancy that the future will be positive (Scheier & Carver, 1985). It is a stable personality characteristic that has implications in how people regulate their behavior. For example, optimistic people have favorable expectations for the future and can be associated with active coping efforts in most of the situations they encounter (Carver, Scheier, & Weintraub, 1989). Different from hope, optimism will exist independently from a particular situation, since it can be considered a personality trait.

Even though there are such initiatives, it is observed it is necessary more investigation on hope in the counterfeiting consumption, as discussed in the next section.

2.4. Emotions in Counterfeit Product

In this section, the implications of emotions in the purchase and ownership of counterfeit products are discussed, as already investigated by many authors (Kim, Cho, & Johnson, 2009; Penz & Stöttinger, 2012; Zampetakis, 2014).

By using a survey, Zampetakis (2014) studied eight basic emotions (proud, guilty, ashamed, fear, angry, distresses, interest, and excitement/happy) that could be influencing the

purchase of counterfeits. The results showed that in some situations, consumers of counterfeited goods can feel mixed emotions (positive and negative), in which can provide evidence that under-non-deceptive counterfeiting, there can result in very complex emotional reactions. According to the author, consumers with positive emotions tend to have stronger attitudes toward counterfeits when compared with customers with negative emotions.

Kim, Cho, & Johnson (2009) studied how moral affect is relevant when understanding people's motivations in purchase intention of counterfeited goods. The authors focused on shame and guilt in their study. Shame was chosen because this emotion can influence customers not to buy counterfeits since they would be contributing to an illegal business. On the other hand, guilt can hinder such behavior because customers will likely interpret as wrong and would avoid experiences of regret and remorse. The authors found out that people with higher proneness to guilt are more likely to judge counterfeiting purchases as morally wrong. However, regarding purchase intention, shame and guilt were not statistically significant. A similar concept was analyzed by Penz & Stöttinger (2005), who studied embarrassment suggested customers who purchase counterfeited products may avoid being "detected" with an illegal product.

Penz & Stöttinger (2012) suggests that once an individual is detected using a counterfeited product, it may induce negative emotions, such as shame or fear. The emotion hope was studied mainly in the consumption of luxury (original) products. Penz & Stöttinger (2012) provided insights into how hope could be an emotion in which appeared when an individual purchased a branded product, this could be also a reality for counterfeited products as well. Individuals might opt to purchase fake goods to help them construct their self-image by using the brand as a mean.

Table 1 summarizes the closer related works to the project.

Title/References	Objectives	Conclusions
Influence of moral affect, judgment, and intensity on decision making concerning counterfeit, gray-market, and imitation products (Kim, Cho, & Johnson, 2009)	Investigation of decision processes based on moral judgment, moral intensity and moral affect (specifically shame and guilt) regarding the purchase intent of counterfeited, gray-market and imitation products.	Shame didn't have a significant impact on purchase intent. However, guilt had a negative influence on purchasing intent for gray-market products. In counterfeiting, guilt may not have presented any significant influence because participants perceived differences in the type of products.
A comparison of the emotional and motivational aspects of the purchase of luxury products versus counterfeits. (Penz & Stöttinger, 2012)	Exploration of emotional and motivational aspects of owning and purchasing a fake product.	Buying a counterfeited product can be fun and enjoyable. However, it can entail fear and shame of being detected.
The emotional dimension of the consumption of luxury counterfeit goods: an empirical taxonomy. (Zampetakis, 2014)	Development of a customer taxonomy focusing on the emotion dimension during the consumption of counterfeits.	In non-deceptive counterfeiting experiences, individuals can have mixed emotions, both positive and negative. Shame and guilt were experienced in 36.5% of the sample.
This study	Raise the main emotional variables related to the behavior of buying counterfeit products.	

Table 1: Literature relating Emotions and Counterfeited Products

2.5. Perception of Social Risk

Risk is defined as a measurable uncertainty. Every time an individual decides something, he/she will encounter risk. It is possible to diminish risk, but not avoid it completely (Fraedrich & Ferrell, 1992). The authors state the measure of risk with three main components: (i) the magnitude of loss; (ii) the chance of loss; and (iii) the exposure to loss.

Perceived risk has been very popular in consumer psychology (Dholakia, 2001). In the consumer research perspective, perceived risk is the consumer's perceptions of the uncertainty and adverse consequences of buying a product or service (Dowling & Staelin, 1994). As an example, a customer purchasing pastries might worry about being unhealthy when consuming the product; this is a case where there is a risk involving the consumption of the product. Furthermore, the perceived risk might influence the consumer decision-making process (Matos, Ituassu, & Rossi, 2007) and also could shape consumer behavior when paired with product involvement (Dholakia, 2001).

Depending on the nature of the situation, six main components of risk can exist (Jacoby & Kaplan, 1972), which are useful for the understanding of perceived risk in the consumer research.

1. Financial risk: the probability of losing money by the intended decision;
2. Performance risk: the probability that there will be something wrong with a product or service purchased;
3. Physical risk: the probability of a service or product being harmful or injurious;
4. Psychological risk: the probability of product or service will not fit for the individual's self-image or self-concept;
5. Social risk: the probability that a product or service will influence how others think of the individual, sometimes fused with psychological risk; and
6. Overall risk: the overall probability of how risky this product or service is to the individual.

The main difference between the psychological and social risk is that the former is usually referred to how the individual perceives himself/herself, and the latter will focus on how others perceive his/her purchase (Jacoby & Kaplan, 1972). Since counterfeiting is an illegal practice, some customers may find themselves in an ethical dilemma, which can affect their decision-making process.

In the emotional perspective, hope is studied by MacInnis & De Mello (2005). The authors analyzed how hope should affect the consumer's when assessing the possibility of a negative consequence occur. In this case, the perception of risk may decrease when there are high levels of hope. This could be applied to the counterfeited consumption as well, meaning

that individuals might lower the perception of social risk to purchase a fake product because they have high levels of hope. Furthermore, consumers with high levels of hope might bear higher financial risks (MacInnis & De Mello, 2005).

All types of risk can influence the consumption of counterfeited products (Matos, Ituassu, & Rossi, 2007; Wee, Ta, & Cheok, 1995). For example, the purchase of a faulty and low-quality counterfeited product can, at the same time, cause a financial, performance, and functional risk. The social risk is verified when the consumption of counterfeit is disapproved by the social group (Wee, Ta, & Cheok, 1995). Penz & Stöttinger (2012) suggest that to reduce risks in the consumption of counterfeited products, customers would only buy counterfeits that are fairly well-done copies. However, the risk is still present and may bring negative emotions, such as fear and shame.

CHAPTER 3

QUALITATIVE RESEARCH

3.1. METHOD

In this qualitative phase, it was used in the Exploratory Methodology. According to Churchill & Iacobucci (2006), this method is used when there is a need for augmenting the researcher's familiarity with the problem, furthermore, it is helpful when there is not much information about the subject. It also has the objective of gaining insights and ideas that could help formulate hypotheses and establishing priorities (Churchill & Iacobucci, 2006). The technique used in the qualitative phase was semi-structured in-depth interviews, followed by an ethnographic-based method of interviews. The ethnographic method refers to the introduction of new elements during the interview, to stimulate insights, thoughts, and make the interviewer talk about what they know (Spradley, 2016). It was chosen interviews over other types of qualitative techniques, such as focus groups, because of the delicate topics, which might be associated with crime and unethical practices. In a focus group, it would be difficult to have an in-depth understanding of the individual and may create social pressure to conform to the majority's opinion. In addition to that, interviews made possible to obtain motivations, attitudes and, emotions, which provided insights into the what main factors influencing the purchase and ownership of counterfeited products.

Since exploratory research is more flexible than other methods, a script (Appendix A) was developed with open-ended questions, in order not limit the interviewer's answer (Kotler, 2000) and obtain as much information as possible. The script was created based on the literature studied, presented in the literature review of this report. Not all the questions were asked since each interview followed different narratives and depending on the interviewee, some topics were easier to be addressed. In general, the first section of the interview was an attempt at understanding the individuals' demographics and individual characteristics. In the second section, the questions were developed to understand more the perceptions, motivations, attitudes toward both counterfeited and original products, and consumer habits (purchase or not counterfeited products). The last section was focused on understanding the

emotions that could be influencing the consumption of those products. The emotions chosen to be studied were hope, shame, and guilt, but other emotions were not discarded. In summary, the main topics addressed in the script were as followed:

a) understand the main attributes of a product that is relevant for the customer; how they decide which product they are going to buy and what are the reasoning behind it.

b) identify what are the attributes that differentiate brand products and counterfeits; and the positive or negative attitudes toward the purchase and consumption of those products.

c) identify the emotions and motivations that drive the consumption of those two groups of products; identify the main motives of why those emotions would appear. Hope, shame, and guilt were studied, and if not shown in by the interviewee spontaneously, it would be asked.

It was done in total eight interviews during October 18th and November 1st, 2017. Since it was a convenience sample, most of the interviewees were from São Paulo and had between 19 and 23 years old. With the consent of the interviewee, 7 out of 8 were recorded and transcribed. Based on the transcription, it was possible to analyze and formulate our hypotheses. During the interviews, it was also needed to use other synonymous for counterfeited products such as "non-original" and "replica" to make the interviewee more comfortable.

Table 2 shows some information about the interviewees:

Participant	Gender	Age	City of birth	Social Class	Purchase Habits
P1	Female	19	São Paulo, SP	Middle-Class	Only branded products
P2	Male	19	São Paulo, SP	High-Class	Only branded products
P3	Female	23	Recife, PE	Middle-Class	Only branded products
P4	Male	19	São Paulo, SP	Middle-Class	Both branded and counterfeited products
P5	Male	22	São Paulo, SP	High-Class	Only branded products
P6	Female	21	São Paulo, SP	Middle-Class	Only branded products
P7	Male	22	São Paulo, SP	Middle-Class	Only counterfeited
P8	Female	19	São Paulo, SP	Lower-Class	Both branded and counterfeited products

Table 2: Demographic Information of the Interviewees

There are many different techniques that can be used to analyze the data gathering. In this study, all the information from the interviews were analyzed using two different methods: the content analysis method and a coding-based method.

The content analysis approach is used for reducing systematically the amount of textual material in a research, such as interview data, documentation and media products (Flick, 2014). First, it is selected the interviews or the parts relevant for answering the research question, then it was analyzed the situation of the interview (e.g., who was involved, the place it took place). Next, as Flick (2014) suggested, it was defined what he intends to do with the material – in this projects' case, compare the interviews based on their consumption behavior, attitudes towards counterfeits and emotions. Since the content analysis allowed for a reduction of the material available from the data collection, it was used a coding-based methodology afterward, in which is suitable for systematizing information. The coding was done by assigning parts of all the interviews into specific categories, then analyzed then by comparing the individuals and the codes they were assigned.

3.2. Results

The first topic analyzed are the main attributes of a product that makes the customer choose between a few alternatives. In the first part of the interview, it was necessary to verify how much the individual was familiarized with the purchase of original products, their preferences, and habits. Each of the individuals has a different perspective regarding the purchase of original products. Although most of them have already bought original and brand products, the reasons and motivations for why they chose to buy them were very distinct. When asked about why they would prefer a brand clothing over a counterfeited one, the responses were very similar for almost all respondents:

Interviewee P5: (Male)

"The reason I buy a branded outfit is that the quality is good. If I'm buying a fake, I'm buying just to show off the brand and I'm not buying the quality of the piece. So, I do not see any compensation."

Interviewee P1: (Female)

"Because usually counterfeit does not have the same quality. For example, sunglasses need to protect you from the sun's rays; or a purse, it would ruin after a while, but it fulfilled its function even being fake, to store things inside. But I would like it to last. Otherwise, it gets expensive - you get what you pay for."

From both interviews, it is possible to notice that quality is a very important product attribute. Even if the counterfeited product functions the same way as the original one, it is still perceived as lower quality and lower durability. From the analysis of all interviews, quality and durability were mentioned by all interviewees, which shows the influence of those attributes when choosing to purchase an original and branded product over a counterfeited one. This result was also uncovered by Tom, Garibaldi, Zeng, & Pilcher (1998), in which individuals indicated greater satisfaction in original products due to their better durability and quality, and price in counterfeited goods.

Another important insight from the interviews is that not only customers purchase branded products for the better quality they offer, but also because of the intangible value that those products represent. The following citations shows the interviewee P2, who never bought or used counterfeited products and, interviewee P8, who never bought an original luxury item, and uses counterfeits:

Interviewee P2: (Male)

"You often buy a brand clothing and it lasts a lot longer than any other clothing. But I also buy some "normal clothes" (not luxury brands), I think they complement each other (luxury and not luxury brands). [...] It is different. When you buy an original piece, you have the finishing, the provenance, the leather they use. It's not just a piece of clothing, you know?"

"I really like Louis Vuitton, Gucci. I think they are beautiful. I like the quality of leather, especially for accessories. You have a differentiated piece."

Interviewee P8: (Male)

"People have a little sense of the brand's value, how much value that brand stands for. They already have a preview of what that means. [...] That is not intentional, but

unconsciously, you end up feeling this way [feeling with status]. You see what brand clothes the others have, and what the others think about them. If you are using it... I do think people feel that way, with status."

"I think it's biased by the way you're dressing. If you dress well, with expensive things, people will look at you with a more respectful look, and then if you're wearing a more "popular" outfit ... very, very, basic, people will sort of ignore you."

Interviewee P7 (Male)

"It is very the question of idealizing the brand. She has a dream to reach that level. Her boss uses, or she uses to feel powerful. But often you know that she is not powerful, but it is a product that is attainable and that is cheap. It ends up buying even knowing it's fake."

The respondent P2 also stated the importance of quality but made sure to point out how the details and manufacture process is relevant when differentiating a luxury from a counterfeited product. He stated that "*It's not just a piece of clothing*" and "*You have a differentiated piece*", in which relates to the fact that people want to differentiate themselves by using a luxury item. The interviewee P8 pointed out another aspect, the social status that you receive from using a counterfeited product. In this case, it is possible to state that for this interviewee it is necessary to use similar clothing to feel part of the community. The consumption of counterfeit items is his way of seeking external validation and trying to be accepted by the people around him. Matos, Ituassu, & Rossi (2007) suggested that people searching for a sense of accomplishment have positives attitudes toward counterfeiting. Even both interviewees having different consumer habits, they agree that brand products are not just about the product attributes, such as quality. It is a set of intangible aspects as well, in which have a huge influence in the purchase of original or counterfeited products. These interviewees, although very different approaches, reached similar conclusions, the brand is an important factor that contributes to distinctiveness and status (Penz & Stöttinger, 2005).

After analyzing what are the possible reasons for purchasing branded or counterfeited products, it was needed to understand what the main emotions take place when the person purchase or use a counterfeited product. Most of the interviewees (six out of eight) considered that producing counterfeited products was unethical, however, some did comment that using or purchasing the product is not as unethical, depending on the type of product. Guilt was an

emotion studied by Zampetakis (2014) and Kim, Cho, & Johnson (2009), in which is closely related to unethical practices, has not appeared in any of the interviews. When it was asked the participants if they would feel guilty to buy a branded clothing, they would deny it. Although guilt did not appear spontaneously, the interviewees did comment about being ashamed if they were found using a counterfeited product. Most of them, when thinking about the possibility of someone finding out about it, had similar approaches to the situation:

Interviewee P2: (Male)

"If I had been wearing fake clothes and someone figured it out? I guess I would not like it very much. I think I would give the wrong impression to the other person, you know? Sometimes that... that you're trying to show off. [...] Usually, the behavior of those people when they discover is a little offensive, they want to "attack" you. [...] I would not feel bad or sad, but it would be an uncomfortable situation."

Interviewee P4 (Female)

"I do not mind using... I never bought it, but I would not mind buying it as long as its quality was good and did not look "fake", you know. So there are those fake products that are very ugly, so you can even see that it is a cheap product. I do not know, there are people who use, and they don't care, but I end up caring a little, because of the visual of what I'm buying."

Interviewee P5: (Male)

"Apart from the fakes that are very faithful to the originals, I also do not want to be caught using a fake, people would get the wrong idea... I don't know... That you're trying to show off something, but since it's fake, show the others that you bought just to show off."

Interviewee P7 (Male)

"I do not like wearing branded clothing, mainly because of my style. So, the problem of showing off and looking like an "outdoor", I do not like. However, if it is a cool shirt and discreet, I see no problem wearing it for casual things. I do not like anything that is very visible, a very visible stamp. Maybe I would use, but it's not something I would be proud to use."

Interviewee P8 (Male)

"My friends, my locality, the club where I train, they are super elitist. For example, they wear a lot of brand clothes, so that might be why I feel a need for getting involved (by using brand clothes). [...] If it's a person who uses counterfeit too, then it is ok (if they found out). But if you're a non-user, then you'd be embarrassed."

All of them had a common ground, they cared about what other people would think of them if they would use counterfeited products. This means that social rejection and public shame were two situations in which the interviewees wanted to avoid, therefore considering this when deciding whether or not to use a counterfeited product. For the most part, the interviewees feared that someone would find out that they were using fake products, followed by feeling ashamed if that happened. Also, in the case of P8, peer pressure is also something to take into consideration. The interviewee P8 was hoping that he could get involved with others if he used counterfeits, but at the same time, he would be ashamed if someone who uses originals to find out if he is using a counterfeited product. The respondent does feel shame in some situations when he uses counterfeited products and, at the same time, feel hope as to be accepted by others. Therefore, it was possible to verify that the emotions shame, fear, and hope appeared.

In the next section, it was discussed how the coding method was done and the main conclusions from the interviews.

3.3. Discussion

Although it is important to make a content analysis, as a way of systematizing all the interviews, it was applied a coding-based analysis, which provided more information about what was discovered during the interviews. In order to perform this analysis, words and phrases from the interviews were assigned in one or more groups and, eventually refined and agglomerated into codes. Table 4 presents the main codes and their description, along with the number of interviewees sharing the same opinion.

During the analysis, it was possible to verify the existence of four main categories regarding the elements and information of the codes (see Table 3). The first category was Social Pressure, which takes into consideration the individual in response to his social

environment; the second category was Emotions towards counterfeited and original products; the third was Quality, a product attribute; and lastly, Monetary Reasons, influencing the consumption of counterfeited or original products based on the individual's financial power.

Category	Codes
Social Pressure	C1, C3, C8, C11, C12
Emotions	C2, C6, C7, C13, C14
Quality	C4
Monetary Reasons	C5, C9, C10

Table 3: Categories and Codes

Category	Code	Description	Number of Occurrences
Social pressure	C1	Producing counterfeits is unethical	P1, P3, P4, P5, P6, P7
Emotion	C2	The use of counterfeits would make me feel shame	P1, P2, P3, P5, P8
Social pressure	C3	Brand products can give you status and distinctiveness	P1, P2, P3, P4
Quality	C4	Brand products have better quality than counterfeits	P1, P2, P5
Monetary Reasons	C5	Brand products are too expensive and not worth the money	P4, P7, P8
Emotion	C6	The use of brand products would make me feel shame	P5, P6, P6
Emotion	C7	The use of brand products would make me feel hope	P2, P4, P8
Social pressure	C8	The use of brand products would make me feel acceptable	P2, P4, P8
Monetary Reasons	C9	Counterfeits are not worth the money because of their quality	P2, P3, P5
Monetary Reasons	C10	Counterfeits are worth the money	P4, P7
Social pressure	C11	The use of counterfeits would make me feel acceptable	P4, P8
Social pressure	C12	Counterfeits can give you status and distinctiveness	P8
Emotion	C13	The use of counterfeits would make me feel guilty	P3
Emotion	C14	The use of counterfeits would make me feel hope	P8

Table 4: Codes, Description, and Interviewees in Descending Order

In Table 4, it is possible to conclude that most of the interviewees agreed that counterfeiting was unethical (Code C1). However, they might feel ethically obliged not to buy luxury counterfeited products, in which is this study focused on, this does not mean that purchasing music, games and films are perceived as a negative behavior as well (Michaelidou & Christodoulides, 2011). Clearly, there is a need for more inputs for understanding if consumer ethics can influence purchase intention and the emotions in question.

The interviewees preferred the original branded products for almost all product attributes, except price (Code C5). For some customers, branded products can give status and distinctiveness, which sometimes can be more important than price or other product attributes (Code C3). Furthermore, most of the interviewees agreed that the quality and durability of

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brand products are better than the counterfeited ones and would prefer to buy them if those were the only relevant attributes (Code C4).

In the emotional dimension, although it was expected that guilt would appear more times (Code C13), the interviewees were more inclined to be ashamed of being discovered using counterfeits, instead of being guilty. They stated that it is not something they would be proud to be "fake" or as a show off (Code C2). They also feared someone would find out that they were using counterfeits. Hope was not encountered much, people were inclined to use counterfeits because of their utility and price-benefit (Code C14).

CHAPTER 4

QUANTITATIVE ANALYSIS

Based on the literature review and the analysis of the interviews, it was developed several hypotheses to be tested. In this study, it was applied an experiment.

4.1. Hypothesis

Based on the literature review and interviews, the emotions shame and fear were very present. People feared the possibility of someone finding out the use of counterfeited products. They did not want to appear to be showing off something they were not. Although fake products are used to seek external validation and trying to be accepted by others (Matos, Ituassu, & Rossi, 2007), ethics might influence the decision-making process of the individual. Most interviewees view the production of counterfeiting as unethical, in this study, we want to understand if the ethicality of a consumer influences any of the two negative emotions, shame, and fear. When consumers face a counterfeit consumption situation, there might be a trade-off between a cost-effective deal vs the negative feelings evoked by ethical concerns (Zampetakis, 2014), this might evoke shame and embarrassment in the individual. Likely, people are self-conscious and are especially concerned on the impression they make on others (Penz & Stöttinger, 2005), therefore consumers with high ethical principles might be more vulnerable to be ashamed and higher levels of fear. Thus, the first hypothesis in our project was:

H1	H1a	The higher the ethicality of a consumer the more shameful s/he feels when wearing a counterfeit product.
	H1b	The higher the ethicality of a consumer the more fear s/he feels when wearing a counterfeit product.

Furthermore, the individual might make choices not to purchase fake products when risks are high because they fear someone will find out. Zampetakis (2014) suggests that the higher the fear, the more likely the consumer will make pessimistic risk estimates and risk-averse choices, which means that fear might be influenced by how people perceive social risk – the risk of looking bad in the eyes of the others. In addition to that, it is possible that both

fear and shame will be evoked differently depending on the type of product analyzed (e.g., conspicuous and non-conspicuous products). The conspicuity of a product could have impacts on the emotions the individual feel, for example, the purchase of socks of a luxury brand could evoke less shame or fear than a T-shirt, since the first is not as visible as the latter. We want to verify if the level of perception of social risk and conspicuity had any influence on the level of shame and fear on the individual. This gives the second hypothesis of the project:

H2	H2a	Perception of Social Risk moderates the impact of Conspicuity on Shame
	H2b	Perception of Social Risk moderates the impact of Conspicuity on Fear

Finally, we want to understand if emotions are related to other constructs, such as purchase intention of counterfeits (certainly/never would purchase) and attitudes toward counterfeiting. If the attitude towards an object is positive, the individual is likely to decide to buy it, therefore it could be an important predictor of behavior (Wee, Ta, & Cheok, 1995). Likewise, when the consumption of a product is socially disapproved and unethical, it is assumed that the purchase intention and attitude towards it will be unfavorable as well. Both hypotheses H3 and H4 follow this reasoning:

H3	H3a	Shame and Purchase Intention of Counterfeit are negatively correlated (those who are ashamed of being detected using counterfeit are less prone to buy counterfeits)
	H3b	Fear and Purchase Intention of Counterfeit are negatively correlated (those who are fearful of being detected using counterfeit are less prone to buy counterfeits)
H4	H4a	Attitude towards Counterfeiting and Shame are positively correlated (those who have negative attitudes towards Counterfeiting are more prone to be ashamed)
	H4b	Attitude towards Counterfeiting and Fear are positively correlated (those who have negative attitudes towards Counterfeiting are more prone to be fearful)

Kim, Cho, & Johnson (2009) have studied shame and purchase intention, however, they did not have significant results. The main objective of those hypotheses is to verify if an individual's attitudes towards counterfeiting will influence levels of shame and fear, and also if their purchase intention will also influence those emotions.

In the next section, it is presented the method used to test the hypotheses.

4.2. Method

The experiment was developed to evaluate either shame and fear were evoked in some situations: if the product has high or low conspicuity and if the product has a high or low

perception of social risk. It was also needed to check the person´s ethical behavior, attitude toward counterfeiting and its purchase intention.

All four conditions were pre-tested, as well as all other parts of the questionnaire. A first pre-test was done with a total of three individuals to check the general understanding of the questions, evaluating the dynamics and the effectiveness of the images used in the questionnaire. These pre-tests were done using a physical copy of the questionnaire. A second pre-test was done with more six individuals with the objective of validating measurement scales and translation issues. This time, a pre-test was done in an online data collection tool called *Qualtrics* and modified as needed.

In the qualitative analysis, there was not much difference between genders. Both female and male had similar approaches and behavior toward branded and counterfeited products. Therefore, it was decided to do a single questionnaire for both genders.

The data collection was done through the use of an online questionnaire (Appendix B) in the platform *Qualtrics*. It was composed by the dependent variable (shame and fear), the independent variables (conspicuity and perception of social risk), the covariables and constructs (independence, ethicality, attitude towards counterfeiting and involvement with clothing) and, manipulation check and demographics questions.

The instructions were developed so the person must put her/himself into the character and decide whether to purchase the counterfeited product or not. It was used a 2 (message with high x low priming for conspicuity) x 2 (message with high x low priming for the perception of social risk), which means that four scenarios were manipulating the variables conspicuity and perception of social risk. The questionnaire was sent to these respondents, each was randomly given one of four scenarios. Participation was voluntary and as a compensation, each could enter a raffle to win a gift card. The scenarios are summarized in Table 5.

	HIGH perception of social risk	**LOW perception of social risk**
HIGH Conspicuity	N = 60 The T-shirt bought will be used alone. Your friends will detect that you are using a fake product.	N = 49 The T-shirt bought will be used alone. Your friends will not detect that you are using a fake product.
LOW Conspicuity	N = 53 The T-shirt bought will be used with a sweatshirt. Your friends will detect that you are using a fake product.	N = 63 The T-shirt bought will be used with a sweatshirt. Your friends will not detect that you are using a fake product.

Table 5: Summary of the Scenarios Developed for the Experiment

The story emphasizes that the character should buy a T-shirt either to use it under a sweatshirt or to use it alone, along with photos of both situations. Comparing a branded T-shirt to be used alone and a branded T-shirt to be used under another clothing, the first is highly conspicuous, while the second is less visible to the public, and does not attract attention from the public. This way it was possible to manipulate the conspicuity of a product and verify if it would have any impact on being ashamed or fearful.

Figure 1: Photo shown in High Conspicuity Scenario

Figure 2: Photo shown in Low Conspicuity Scenario

Among all 254 people who started the questionnaire, only 225 answered all questions, resulting in a response rate of 88.58%. The sampling method was a convenience sample, hence non-probabilistic. Approximately were 56% men and 43% woman; the great majority of the respondents were between 18-25 years old. Table 6 presents the demographics of the respondents.

	Demographic	Frequency	Percentage
	Male	127	56.44%
Gender	Female	97	43.11%
	Other	1	0.44%
	Total	225	100.00%
	<17	7	3.11%
	18-25	185	82.22%
Age	26-30	22	9.78%
	31-40	8	3.56%
	41-50	3	1.33%
	>50	0	0.00%
	Total	225	100.00%
	Complete Primary Education	0	0.00%
	Incomplete High School	1	0.44%
	Complete High School	11	4.89%
Highest educational qualification	Incomplete College Diploma	173	76.89%
	Complete College Diploma	12	5.33%
	Incomplete Post-Graduation	11	4.89%
	Complete Post-Graduation	17	7.56%
	Total	225	100.00%
Income	< R$ 2.000,00	16	7.11%
	R$ 2.000,00 - R$ 4.000,00	36	16.00%

R$ 4.000,00 - R$ 8.000,00	40	17.78%
R$ 8.000,00 - R$ 16.000,00	50	22.22%
R$ 16.000,00 - R$ 32.000,00	39	17.33%
> R$ 32.000,00	44	19.56%
Total	225	100.00%

Table 6: Demographic Characteristics of the Respondents

4.3. Scales

The scales in this research are be multi-items scales. The respondents should indicate their degree of agreement on a 5-point Likert scale (1 = totally agree and 5 = totally disagree).

To measure shame, it was used a scale adapted from Kim & Johnson (2014). In this research, the scenario would ask what the participant would feel if his friends detected he/she was using a counterfeited product. This was evaluated by asking participants to choose a point in a 5-point Likert scale between "not at all" to "extremely". It was used the entire original scale, which contained three items. The items were translated and pre-tested:

1. not at all shameful / extremely shameful
2. not at all embarrassed / extremely embarrassed
3. not at all humiliated / extremely humiliated

Similarly, in this experiment, fear was a dependent variable to be measured. The objective was to verify if fear is an emotion that could be influencing the consumption of fake products. To measure fear, it was used a scale developed by Duhachek (2005). The author used four main items in his research in which corresponded with feelings of threat. The items were used in a 5-point Likert scale ranging from "not at all" to "extremely", and they were translated and pre-tested:

1. not at all threatened / extremely threatened
2. not at all worried / extremely worried
3. not at all fearful / extremely fearful
4. not at all anxious / extremely anxious

We chose to measure the variable independence - an aspect of self-concept involving how one relates to others - because it is assumed that the more independent the individual is, the less perception of social risk will influence him and his emotions. Furthermore, we want

to verify if people that were more independent had lower chances to use counterfeit without taking into consideration other's opinion. The scale was based on Choi & Miracle (2004) and was composed of short phrases to be analyzed by the respondent. This means that the respondent should evaluate if he considered him/herself independent of others. From a scale with 29 items, it was chosen six to be used in this project:

1. My personal identity, independent of others, is very important to me.
2. I prefer to be self-reliant rather than dependent on others.
3. It is important to me to act as an independent person.
4. I have an opinion about most things: I know what I like, and I know what I don t like.
5. I enjoy being unique and different from others.
6. I don't change my opinions in conformity with those of the majority.

It was also necessary to measure ethicality since it could be a factor influencing the behavior and attitude towards counterfeiting. According to Penz & Stöttinger (2005) respondents who have a higher ethical disposition would react more ashamed if people discovered they were wearing counterfeits. The scale was developed by Hennig-Thurau, Henning, & Sattler (2007), in which measured the moral variables of pirating movies. It was necessary to adapt the items to be used in this project.

1. I consider that buying a counterfeit/pirate brand is unfair to the original brand.
2. I consider buying a fake product something totally unethical.
3. When I buy a counterfeit product, I harm someone.

As another independent variable, it was decided to measure the individuals' attitude towards counterfeiting. With this measure, it would be possible to verify if there is any correlation between how the individual perceives counterfeiting and his emotions. The scale used was developed by Yoon (2011), who studied digital piracy in his research:

1. Counterfeiting is a foolish idea.
2. Counterfeiting is a harmful idea.
3. Counterfeiting is a bad idea.
4. Overall, my attitude toward counterfeiting is unfavorable.

Involvement with clothing is another construct to be measured and used as a covariable for our research. Depending on the involvement of the individual and how he perceives clothing, it could influence in many other constructs, such as the studied emotions, attitudes towards counterfeiting, and purchase intention. The scale was adapted from Michaelidou & Dibb (2006):

1. I can think of instances where a personal experience was affected by the way I was dressed.
2. Because of my personal values, I feel that clothing ought to be important to me.
3. I rate my dress sense as being of high importance to me.
4. I attach great importance to the way people are dressed.
5. It is true that clothing interests me a lot.
6. Clothing is a topic about which I am indifferent.
7. Relative to other products, clothing is of great importance to me.
8. I am not at all interested in clothes.

4.4. Data Analysis

For analyzing the data of the questionnaire, it was performed several descriptive analysis techniques and univariable procedures with the *software* SPSS (*Statistical Package for the Social Sciences*). The software provided tools for calculating reliability tests, t-tests, and factor analysis (dimension reduction technique). Furthermore, the experiment required an analysis of (co)variance (ANOVA and ANCOVA), allowing to analyze the effects of various independent variables and the influence of covariables.

Reliability refers to "the degree to which instruments truly measure the constructs which they are intended to measure", which means that it should be consistent and free of errors when measuring a variable (Peter, 1979). To verify if the data is reliable or not, it was performed the Cronbach's alpha reliability test. This test measures the internal consistency and assesses the homogeneity of a set of items. It is the most common measure used in multi-point items (Peter, 1979) and the alpha can vary between 0 and 1; a value of 0.7 or higher is considered a good reliability.

By calculating the Cronbach's Alpha, all but one variable had an alpha higher than 0.7, meaning that their internal consistency is reliable to be used in the quantitative analysis. The only construct which had a lower alpha was the variable independence ($\alpha = 0.521$).

Scale	No of items	Cronbach's Alpha	Internal consistency
Independent Variables			
Shame	3	0.877	Good
Fear	4	0.856	Good
Covariables / Moderators			
Ethicality	3	0.769	Good
Independence	6	0.521	Poor
Attitudes towards Counterfeits	4	0.843	Good
Involvement with Clothing	8	0.872	Good

Table 7: Reliability Test using Alpha

In was also performed a manipulation check to verify if the manipulated variables affect the dependent variable of interest. According to Table 8, the significance of both dependent variables, Perception of Social Risk and Conspicuity, were lower than 5%, which means the manipulation was effective.

	No of respondents	Mean	Standard Deviation	Significance (two-tailed)
High Perception of Social Risk	113	2.27	1.376	< 0,001
Low Perception of Social Risk	112	2.98	1.178	< 0,001
High Conspicuity	109	4.11	1.100	0.004
Low Conspicuity	116	3.69	1.075	0.004

Table 8: Manipulation Check for the variables Perception of Social Risk and Conspicuity

4.5. Results

4.5.1. Descriptive Analysis

In Table 9, it is presented the descriptive statistics for all the items in the scale. This provided insights that would help us to have a brief idea of the data and if there are no discrepancies between items of the same scale.

Scale		Mean	SD
Shame (Kim & Johnson, 2014)			
SH1	not at all shameful / extremely shameful	2.63	1.33
SH2	not at all embarrassed / extremely embarrassed	3.89	1.10
SH3	not at all humiliated / extremely humiliated	2.76	1.13
Fear (Duhachek, 2005)			
FR1	not at all threatened / extremely threatened	1.43	0.50
FR2	not at all worried / extremely worried	1.98	1.04
FR3	not at all fearful / extremely fearful	1.91	1.05
FR4	not at all anxious / extremely anxious	1.38	0.84
Independence (Choi & Miracle, 2004)			
ID1	My personal identity, independent of others, is very important to me	4.41	0.78
ID2	I prefer to be self-reliant rather than dependent on others	4.54	0.65
ID3	It is important to me to act as an independent person	4.41	0.77
ID4	I have an opinion about most things: I know what I like, and I know what I don t like	4.02	0.87
ID5	I enjoy being unique and different from others	3.57	1.01
ID6	I don't change my opinions in conformity with those of the majority	3.86	1.05
Ethicality (Hennig-Thurau, Henning, & Sattler, 2007)			
ET1	I consider that buying a counterfeit/pirate brand is unfair to the original brand	3.59	1.14
ET2	I consider buying a fake product something totally unethical	3.06	1.20
ET3	When I buy a counterfeit product, I harm someone	3.39	1.18
Attitude towards Counterfeiting (Yoon, 2011)			
CT1	Counterfeiting is a foolish idea	3.57	0.61
CT2	Counterfeiting is a harmful idea	3.02	0.98
CT3	Counterfeiting is a bad idea	3.09	0.70
CT4	Overall, my attitude toward counterfeiting is unfavorable	3.62	1.01
Involvement with clothing (Michaelidou & Dibb, 2006)			
CL1	I can think of instances where a personal experience was affected by the way I was dressed.	2.79	1.17
CL2	Because of my personal values, I feel that clothing ought to be important to me.	3.41	1.12
CL3	I rate my dress sense as being of high importance to me.	3.43	1.12
CL4	I attach great importance to the way people are dressed.	3.37	1.46
CL5	It is true that clothing interests me a lot.	3.00	1.28
CL6	Clothing is a topic about which I am indifferent.	3.28	1.23
CL7	Relative to other products, clothing is of great importance to me.	2.81	1.23
CL8	I am not at all interested in clothes.	3.22	1.31
Purchase Intention			
PI1	Would you purchase the counterfeited T-shirt?	2.75	1.12
PI2	I would buy the ORIGINAL T-shirt for R$100.00/ I would buy the COUNTERFEITED T-shirt for R$30.00	----	----

Table 9: Descriptive Statistics for each Variable

By analyzing the data, PI1 indicates that there is a balance between the 5-Likert points (normal curve), this shows that the data is adequate to be used in this study. Furthermore, 57% of the respondents choose to purchase the original T-shirt and the 43% choose the counterfeited, which means that there are enough individuals to be studied in both groups.

Purchase Intention				
PI1	**Would you purchase the counterfeited T-shirt?**	Mean	N	Std. Deviation
	Never	4.14	27	0.83
	Probably not	3.62	82	0.91
	Maybe	3.10	48	0.84
	Probably yes	2.95	55	0.85

	Certainly	2.64	13	0.94
	Total	**3.35**	**225**	**0.96**
PI2	**In the situation described, what choice would you make?**			
	I would buy the ORIGINAL T-shirt for R$100.00		128	
	I would buy the COUNTERFEITED T-shirt for R$30.00		97	
	Total		**225**	

Table 10: Descriptive Statistics for Purchase Intention

First, it was necessary to understand who the buyers of counterfeits are and if there is any difference between certain groups, such as income, ethics, and gender. It was performed a univariate analysis of variance (ANOVA) to verify if purchase intention of counterfeited products (PI1) could be influenced by certain independent variables. By using the means of each construct, the test has shown statistic significant results on ethicality (M_ETHICS, F = 5.70, p = <0,001), attitudes towards counterfeiting (M_COUNTERF, F = 4.32, p = <0.001), income (F = 2.30, p = 0,045). Figure 3 suggests the decrease of the intention to purchase counterfeited goods when the attitude towards counterfeiting increases, this means the individual is less prompt to purchase a counterfeited product if his attitude towards counterfeiting is lower. The same result is verified on the individual's ethicality: the highest the ethical judgment, the lower intention to purchase fakes. Other variables, such as age, education qualification, gender and involvement with clothing were not significant.
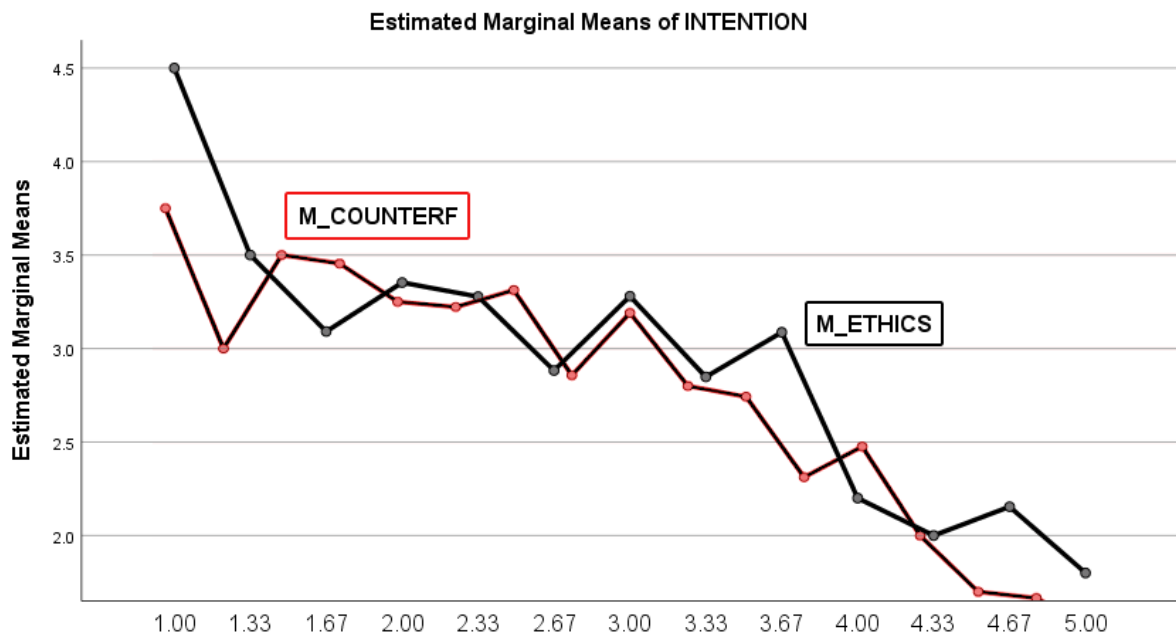

Figure 3: Graphic of the ANOVA for Attitudes towards Counterfeiting (in red) and Ethicality (in black)

4.5.2. Hypotheses Test

To perform a univariate analysis, it was performed a factorial analysis to verify what items of each scale were correlated and could be put together into only one factor. All items correlate satisfactorily and no item exclusion, except ethics and attitude towards counterfeiting, in which one item was excluded in each scale. The percentage of each factor that explained the variance was between 70% to 80%.

Name of the Factor	Number of Items	% Variance Explained
ETHICS (Ethicality)	2 out of 3	77.86%
SHAME	3	80.39%
FEAR	4	72.56%
COUNTERF (Attitude towards Counterfeiting)	3 out of 4	74.11%
INTENTION (Purchase Intention)	1	100%

Table 11: Factors of each Variable

In order to test H1a (the higher the ethicality of a consumer the more shameful s/he feels when wearing a counterfeit product) and H1b (the higher the ethicality of a consumer the more fear s/he feels when wearing a counterfeit product) it was performed two ANOVA tests. As seen in Table 12, this has shown statistically significant results (ETHICS, $F = 2.85$, $p = <0.001$) in the test. We can conclude that the higher ethicality of the individual, the higher the shame. On the other hand, after performing the same test for H1b (see Table 13), fear has not shown a significant result ($F = 1$, $p = 0.46$). Therefore, we not reject H1a and reject H1b.

Tests of Between-Subjects Effects

Dependent Variable: SHAME

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	53.073[a]	22	2.412	2.851	.000
Intercept	.493	1	.493	.583	.446
ETHICS	53.073	22	2.412	2.851	.000
Error	170.927	202	.846		
Total	224.000	225			
Corrected Total	224.000	224			

a. R Squared = .237 (Adjusted R Squared = .154)

Table 12: Output from ANOVA test on H1a

Tests of Between-Subjects Effects

Dependent Variable: FEAR

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	22.100[a]	22	1.005	1.005	.460
Intercept	.266	1	.266	.266	.607
ETHICS	22.100	22	1.005	1.005	.460
Error	201.900	202	1.000		
Total	224.000	225			
Corrected Total	224.000	224			

a. R Squared = .099 (Adjusted R Squared = .000)

Table 13: Output from AVONA test on H1b

To test H2a (Perception of Social Risk moderates the impact of Conspicuity on Shame), Figure 4 presents graphically the interaction between those two independent variables in the dependent variable. The figure suggests that an increase in social risk on a high conspicuity situation causes an increase in shame. However, this is not the same in a low conspicuity scenario, in which by increasing social risk makes shame to decrease. According to Field (2009), non-parallel lines indicate an interaction effect, since the lines are crossing each other in Figure 4, this shows a possible interaction between them (HIGH_CONSP*HIGH_RISK), however the test indicates a non statistically significant result (F = 0.913, p = 0.34). For this test, it was used a covariable – a variable not part of the experimental manipulation but has influence on the dependent variable (Field, 2009). It was used Attitude towards Counterfeiting variable to covariate with the dependent variables (COUNTERF, F = 38.75, p = <0,001).

Tests of Between-Subjects Effects

Dependent Variable: SHAME

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	34.550[a]	4	8.637	10.030	.000
Intercept	.010	1	.010	.011	.916
COUNTERF	33.373	1	33.373	38.754	.000
HIGH_CONSP	.196	1	.196	.227	.634
HIGH_RISK	.077	1	.077	.089	.766
HIGH_CONSP * HIGH_RISK	.787	1	.787	.913	.340
Error	189.450	220	.861		
Total	224.000	225			
Corrected Total	224.000	224			

a. R Squared = .154 (Adjusted R Squared = .139)

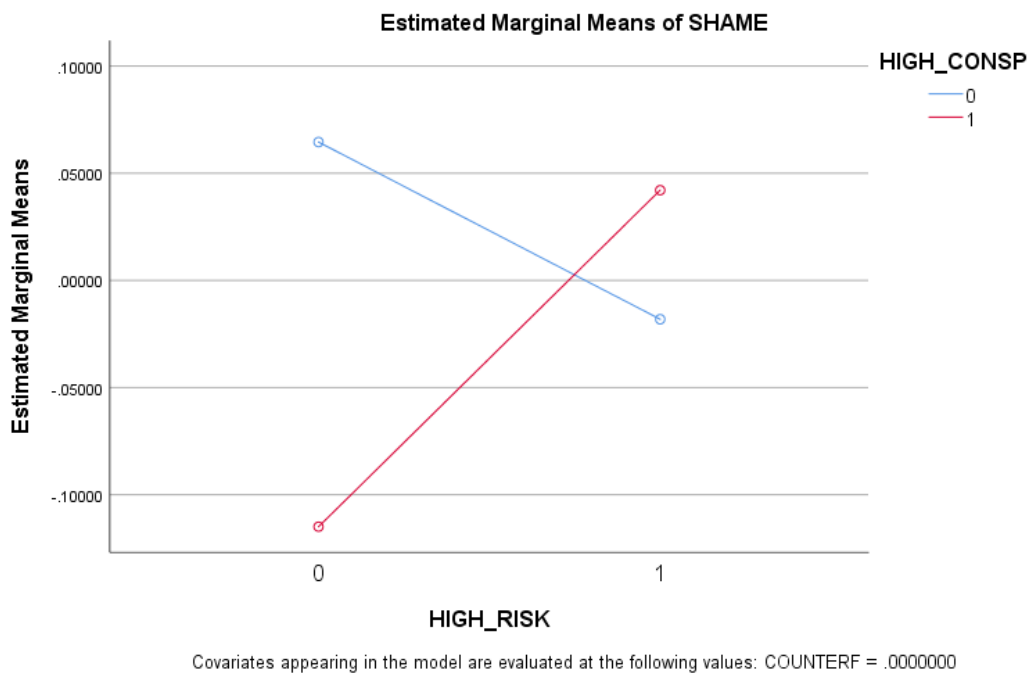*Table 14: Shame and Conspicuity moderated by Perception of Social Risk*

Figure 4: Effect of Perception of Social Risk and Conspicuity in Shame (high perceived social risk = 1 and high conspicuity = 1)

The next result informs the results for H2b (Perception of Social Risk moderates the impact of Conspicuity on Fear). The ANOVA table suggests that the F-test is not significant (F = 0.081, p = 0.77) when analyzing the interaction between those two independent variables (HIGH_CONSP*HIGH_RISK). Figure 5 shows that the social risk decreases the fear in relation to both high and low conspicuity products, this is the opposite of what was expected.

It also suggests that the social risk of a high conspicuous product has a higher negative variation than the low conspicuous product, which is unexpected. The crossing of the lines means an interaction between the dependent variables, although it was not significant.

Tests of Between-Subjects Effects

Dependent Variable: FEAR

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.562ª	3	.187	.185	.906
Intercept	.001	1	.001	.001	.980
HIGH_CONSP	.021	1	.021	.021	.885
HIGH_RISK	.448	1	.448	.443	.507
HIGH_CONSP * HIGH_RISK	.082	1	.082	.081	.776
Error	223.438	221	1.011		
Total	224.000	225			
Corrected Total	224.000	224			

a. R Squared = .003 (Adjusted R Squared = -.011)

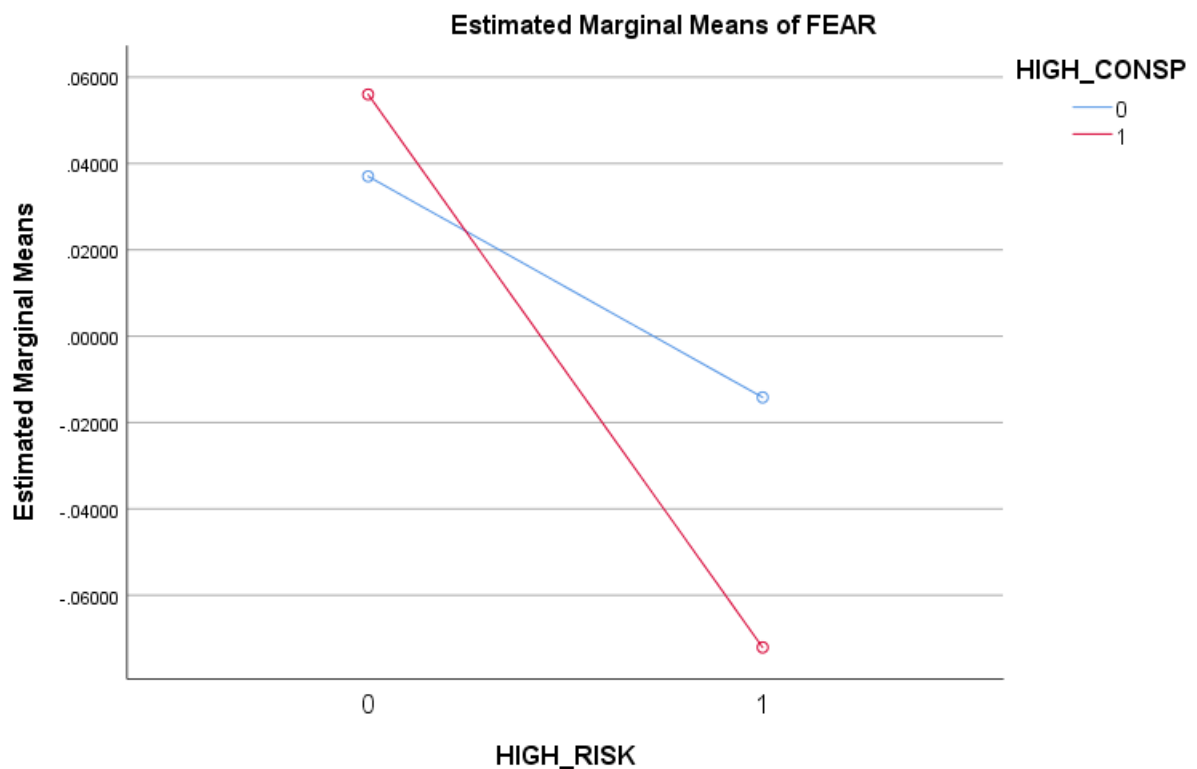*Table 15: Fear and Conspicuity moderated by Perception of Social Risk*

Figure 5: Effect of perception of Social Risk and Conspicuity in Fear (high perceived social risk = 1 and high conspicuity = 1)

To test H3a (Shame and Purchase Intention of Counterfeit are negatively correlated) and H3b (Fear and Purchase Intention of Counterfeit are negatively correlated), it was performed a Pearson correlation coefficient analysis, in which measure the linear correlation between two variables. The H3a has shown significant results ($p < 0,001$), this means that when the purchase intention of counterfeits increases, the individual feels less ashamed when wearing a counterfeited product (see Table 16). The test H3b was also significant ($p < 0,001$) showing that fear has the same behavior as shame regarding the purchase intention of counterfeits (see Table 17).

Correlations

		SHAME	INTENTION
SHAME	Pearson Correlation	1	-.448[**]
	Sig. (2-tailed)		.000
	N	225	225
INTENTION	Pearson Correlation	-.448[**]	1
	Sig. (2-tailed)	.000	
	N	225	225

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

Table 16: Pearson Correlation for H3a

Correlations

		FEAR	INTENTION
FEAR	Pearson Correlation	1	-.310[**]
	Sig. (2-tailed)		.000
	N	225	225
INTENTION	Pearson Correlation	-.310[**]	1
	Sig. (2-tailed)	.000	
	N	225	225

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

Table 17: Pearson Correlation for H3b

The same procedure was performed on H4a (Attitude towards Counterfeiting and Shame are positively correlated) and H4b (Attitude towards Counterfeiting and Fear are positively correlated). Both hypotheses has been shown statistically significant ($p<0.001$). This result suggests that if an individual has a negative attitude towards counterfeiting, there is an increase in shame and/or fear.

Correlations

		SHAME	COUNTERF
SHAME	Pearson Correlation	1	.387**
	Sig. (2-tailed)		.000
	N	225	225
COUNTERF	Pearson Correlation	.387**	1
	Sig. (2-tailed)	.000	
	N	225	225

**. Correlation is significant at the 0.01 level (2-tailed).
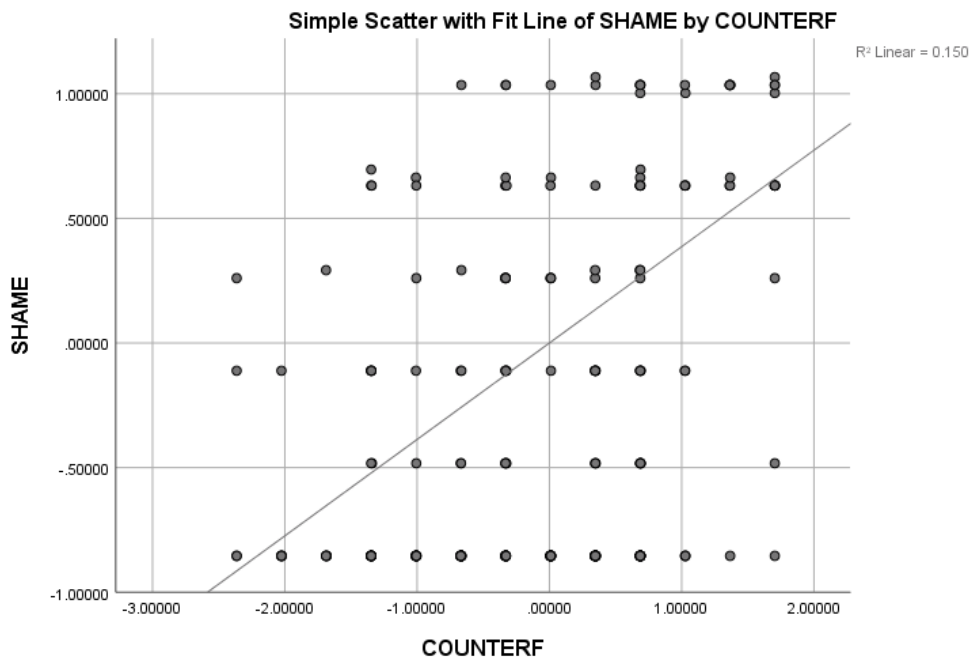
Table 18: Pearson Correlation for H4a

Figure 6: Graphical representation of H4a

Correlations

		FEAR	COUNTERF
FEAR	Pearson Correlation	1	.191**
	Sig. (2-tailed)		.004
	N	225	225
COUNTERF	Pearson Correlation	.191**	1
	Sig. (2-tailed)	.004	
	N	225	225

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

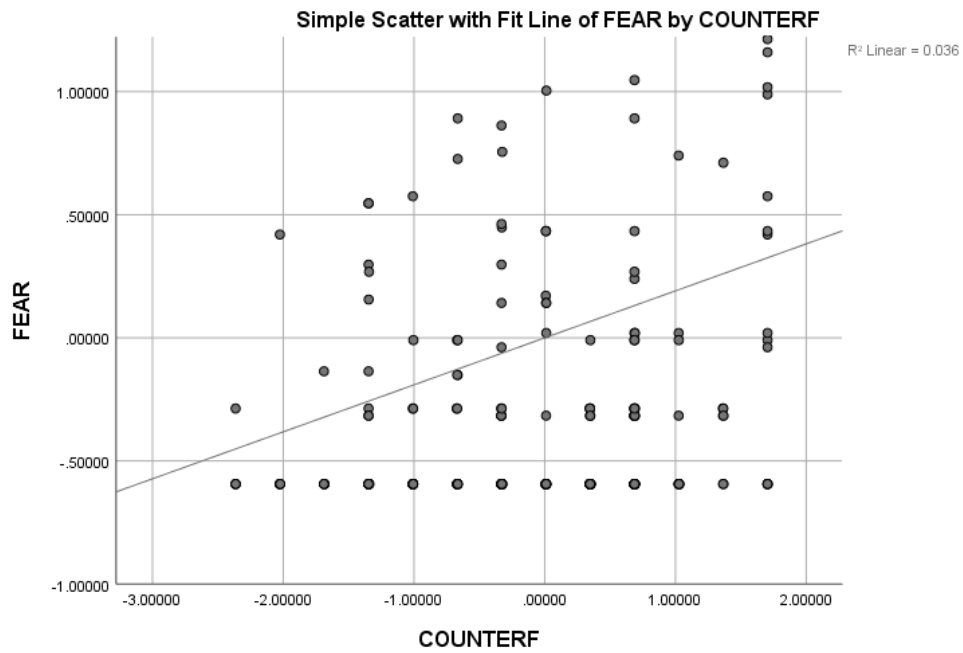*Table 19: Pearson Correlation for H4b*

Figure 7: Graphical representation of H4b

Although it was measured the variables Independence and Involvement with clothing, they were not used in this research. The former had a very small Cronbach's Alpha, which made it unreliable to be used. The latter had no influence at all in any of the COANOVAs tested as a covariable.

In the next chapter, it was discussed the main conclusions of the research, their implications, limitations, and some insights are suggested for future research.

CHAPTER 5

FINAL REMARKS

5.1. Main Conclusions

This study sought to verify the emotional variables influencing the purchase behavior of counterfeited products. One of the main objectives was to analyze if Conspicuity of a product paired with the Perception of Social Risk could increase negative emotions, such as Shame and Fear of being discovered using a counterfeited product. In this situation, it was also analyzed if ethicality, purchase intention, and attitude towards counterfeiting could be factors that could be explaining the amount of shame and fear individuals evoked. Table 20 shows the hypothesis tested and its results:

		HYPOTHESIS	TEST
H1	H1a	The higher the ethicality of a consumer the more shameful s/he feels when wearing a counterfeit product.	Not rejected
	H1b	The higher the ethicality of a consumer the more fear s/he feels when wearing a counterfeit product.	Rejected
H2	H2a	Perception of Social Risk moderates the impact of Conspicuity on Shame	Rejected
	H2b	Perception of Social Risk moderates the impact of Conspicuity on Fear	Rejected
H3	H3a	Shame and Purchase Intention of Counterfeit are negatively correlated (those who are ashamed of being detected using counterfeit are less prone to buy counterfeits)	Not rejected
	H3b	Fear and Purchase Intention of Counterfeit are negatively correlated (those who are fearful of being detected using counterfeit are less prone to buy counterfeits)	Not rejected
H4	H4a	Attitude towards Counterfeiting and Shame are positively correlated (those who have negative attitudes towards Counterfeiting are more prone to be ashamed)	Not rejected
	H4b	Attitude towards Counterfeiting and Fear are positively correlated (those who have negative attitudes towards Counterfeiting are more prone to be fearful)	Not rejected

Table 20: Results of the Hypothesis

In order to develop hypothesis H1, we based on similar studies from Ha & Lennon (2006) and Penz & Stöttinger (2012). The former uncovered that consumers' intended behavior in ethical contexts (e.g., buying counterfeits) seems to be guided by their ethical judgments and the latter studied how customers could evoke shame and fear of being detected using fake products. Based on the quantitative analysis, it was possible to find support to not

reject H1a, which means that a higher ethicality of a consumer evokes higher levels of shame when wearing a counterfeited product. On the other hand, fear has not proven an emotion influenced by the consumer's ethicality, thus, H1b was rejected.

The study manipulated the variables Perception of Social Risk and Conspicuity. It was expected that social risk could have an influence on shame since the consumption of counterfeit could be disapproved by the social group (Wee, Ta, & Cheok, 1995). Although it was clear from the qualitative research that it would be the case, it was not statistically significant. In addition to that, it was also expected that a less conspicuous product would decrease the proneness of being ashamed or fearful. However, in this study, hypothesis H2a and H2b were rejected.

The hypothesis H3 suggests that those who are ashamed/fearful of being detected using counterfeit are less prone to buy counterfeits. Individuals who are ashamed or fearful to be detected using a fake product may avoid even purchasing them since they might view this behavior as bad and wrong (Kim, Cho, & Johnson, 2009). In this study, the result for H3a was significant and was not rejected. Kim, Cho, & Johnson (2009) performed a similar study, however, their hypothesis was rejected. This might have clear insights that more research needs to be done regarding shame and purchase intention of counterfeits. H3b was also significant, which suggests consumers might be prevented from purchasing fake products if they are afraid of being punished because of their misbehavior (Penz & Stöttinger, 2005).

In hypothesis H4, it was assumed that those who have negative attitudes towards counterfeiting are more prone to be ashamed or fearful. Individuals might be afraid that they will be found using fake products, since they would be contributing to an illegal business, thus evoking shame of being discovered. The hypothesis H4a and H4b were not rejected as, which indicates that people who have negative attitudes toward counterfeiting may have higher levels of shame and fear.

5.2. Implications

Three out of ten Brazilians have the habit of purchasing counterfeited and illegal products (Brito, 2017). Based on this research, this report contributes with new information that may be relevant to those involved in this sector. By using a theoretical base composed

mainly of international scientific articles, this research sought to emphasize the emotions of purchasing counterfeits from the Brazilian perspective.

This research can provide several insights for managers and companies. Opposite from the emotions studied by Penz & Stöttinger (2012), the emotions shame and fear are primarily negative. This could be a call for companies to communicate with potential consumers the outcomes of buying a counterfeited product and the emotions this behavior evokes. As our research indicates, if the company ought to decrease purchase intention of counterfeited products, performing marketing strategies to reduce the attractiveness of counterfeits, should evoke shame.

5.2. Limitations and Future Research

This study has provided new insights; however, several limitations were verified during the process. Although emotions have been studied in marketing and psychology, this subject is still little analyzed in the counterfeiting context. This study was performed in the Brazilian market, more specifically in the city of São Paulo, thus could not be valid for other countries or cities. In future researches, other cities and could be used to understand if there are significant differences in the perception of the local purchase relationship, emotions evoked and attitudes. In addition to that, the convenience sampling process may impede the generalization of the overall results of this research project.

Further research is also suggested to test the effect of perception of social risk on the relationship between shame and counterfeit consumption behaviors. The perception of social risk does not moderate the impact of conspicuity on shame/fear, but it may moderate other types of constructs. Furthermore, this variable may have different effects on the other studied variables, such as the purchase intention and the attitude towards counterfeit, depending on the type of product and the brand of the product.

In the qualitative research, the topic studied is illegal and unethical in many instances. Although the method to facilitate the gathering of information was Ethnography method (Spradley, 2016), it was also needed to use other synonymous for counterfeited products such as "non-original" and "replica" to make the interviewee more comfortable in sharing information. In relation to the in-depth interviews, the could have been biased regarding the

small number of interviewees and the researcher's bias in the interpretation of the data, which can be often subjective.

Third, concerning the quantitative research, the results are only valid for the sample studied, but can also generate insights of the real world. Likely, there are other variables that could cause effects on shame and fear, such as past experiences, brand image, type of product, and purchase situation, in which were not studied in this research. Furthermore, respondents have similar demographics and, therefore more limited than the general population. Future researchers may want to perform a sampling method in a heterogeneous population to enhance generalizability.

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APPENDIXES

Appendix A – Interview Protocol

Oi, eu me chamo _____ e sou aluna da FGV. Faço parte de um grupo que pesquisa a relação das pessoas com marcas. As perguntas que eu vou te fazer não têm resposta errada ou certa, elas são de opinião mesmo. Se você não quiser falar sobre alguma coisa, não tem problema, a gente deixa o assunto de lado e partimos para o próximo. Eu vou gravar a conversa para poder ouvir depois e ver as semelhanças com as minhas outras entrevistas, mas você não será identificado em nenhum resultado do nosso estudo. Você tem alguma pergunta antes de começarmos?

Introdução

- Você poderia se apresentar dizendo nome, com o que trabalha e contando um pouco sobre o seu dia a dia?
- O que você acha de produtos "de marca"?
    - É importante ter uma marca reconhecida para todos os tipos de produtos?
- Quais marcas você admira e tem vontade de ter?
- Você já comprou produtos não-originais de alguma marca?
- Me conte sobre a sua experiência com produtos não-originais.

Processo de Compra

- Conte-me mais sobre como foi comprar estes produtos? Onde foi, com quem foi?
    - Onde você compra este tipo de produtos?
    - E como foi a definição de preço?
- É fácil de encontrar?
- Tem diferença comprar em loja ou pela internet?
    - Como funciona a relação com o vendedor nas duas situações?
    - E a escolha do produto?
    - Quais as vantagens e desvantagens de cada tipo de experiência?

Os produtos

- Qual a diferença destes produtos para os originais?
- Onde você acha que eles são produzidos?
- Qual a relação da fabricação destes com a dos originais?
  - o Você acha que a origem é a mesma?
  - o A fábrica é diferente?
- Existem riscos em comprar estes produtos?
- Existem produtos não-originais que são mais aceitáveis que outros?
  - o Tem algum que você não compra? Tem algum que você sempre compra?

Atitude em relação a falsificados

- Quais produtos não-originais valem a pena ser comprados?
  - o Por quê estes diferentes produtos são importantes para você?
- E quais não valem?
- Por quais motivos você prefere os originais?
  - o E qual o impacto de preço nesta decisão?
  - o E da qualidade?
- E os falsificados?
- Qual o perfil de pessoas que você acha que compram produtos não-originais?
  - o Você vê motivos diferentes para tipos diferentes de pessoas? Como por idade, sexo,
  - o O que elas buscam quando compram estes produtos?
  - o Você vê alguma relação com as pessoas que elas convivem?
- Você tem amigos que compram estes produtos?
  - o Quais produtos eles compram?
  - o Vocês trocam experiências de compra?

A experiência de uso

- Tem alguma característica que chame atenção na escolha destes produtos?
  - o O que você observa quando está escolhendo estes produtos?
  - o A identificação da marca é importante?
- Como você se sente por usar estes produtos?

- o Sente diferença entre usar eles ou os originais?
- o Alguém já percebeu que você estava usando um produto não-original?
- o E se percebesse, como seria para você? Como você se sentiria?
- Como você reage se alguém elogia um produto não-original seu?
  - o E você conta que ele não é original?
  - o Dá a dica para a outra pessoa comprar também?
- Existe algum risco de ser - Que riscos são estes?
  - o Dura o mesmo tempo que o original?
  - o Eles podem te prejudicar de alguma forma?
- O que faria você parar de comprar produtos não-originais?
  - o Se a marca não fosse importante, mesmo assim você o compraria?

Encerramento

- Tem mais algum tópico que não abordamos sobre produtos não originais.

Appendix B – Questionnaire for the Experiment

Ethics and Independence

Você está participando de uma pesquisa da Fundação Getulio Vargas sobre comportamento de consumidores que levará no máximo 7 minutos para ser respondida. Não existem respostas certas e erradas, mas dê sua opinião sincera. Você não será identificado(a), portanto garantimos sigilo e confidencialidade de suas respostas. Muito obrigado por participar.

Considero que comprar um produto falsificado/pirata é agir de forma injusta com a marca original.

Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
○	○	○	○	○

Independentemente da opinião dos outros, minha identidade pessoal é muito importante para mim.

Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
○	○	○	○	○

Considero a compra de um produto falsificado algo totalmente antiético.

Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
○	○	○	○	○

Eu prefiro depender de mim mesmo do que depender dos outros.

Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
○	○	○	○	○

Acredito que quando compro um produto falsificado, estou prejudicando alguém.

Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
○	○	○	○	○

É importante para mim agir como uma pessoa independente.

Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
○	○	○	○	○

Tenho uma opinião própria sobre a maioria das coisas: sei do que gosto e do que não gosto.

Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
○	○	○	○	○

Gosto de ser único e diferente dos outros.				
Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
○	○	○	○	○

Não mudo minhas opiniões para estar em conformidade com a maioria.				
Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
○	○	○	○	○

Situações

Suponha que você irá neste final de semana a um evento esportivo com seus amigos, e você precisa de uma camiseta. Como você está com pouco dinheiro, pensa em tentar encontrar um bom desconto. Você vai a uma boa loja e vê uma camiseta ORIGINAL de uma marca top, que é sua preferida, por R$100,00. Mais tarde você passa por uma barraca de rua que vende uma camiseta MUITO SIMILAR à original, porém é uma FALSIFICAÇÃO da sua marca preferida, pelo preço de R$30,00. Você conhece bem seus amigos, que são muito ligados em roupas, e VÃO notar que você estará usando uma versão FALSIFICADA da sua marca preferida.

Suponha que você irá neste final de semana a um evento esportivo com seus amigos, e você precisa de uma camiseta. Como você está com pouco dinheiro, pensa em tentar encontrar um bom desconto. Você vai a uma boa loja e vê uma camiseta ORIGINAL de uma marca top, que é sua preferida por R$100,00. Mais tarde você passa por uma barraca de rua que vende uma camiseta MUITO SIMILAR à original, porém é uma FALSIFICAÇÃO da sua marca preferida, pelo preço de R$30,00. Você conhece bem seus amigos que, apesar de serem muito ligados em roupas, NÃO vão notar que você estará usando uma versão FALSIFICADA da sua marca preferida.

Suponha que você irá neste final de semana a um evento esportivo com seus amigos, e você precisa de uma camiseta para usar por baixo de seu agasalho. Como você está com pouco dinheiro, pensa em tentar encontrar um bom desconto. Você vai a uma boa loja e vê uma camiseta ORIGINAL de uma marca top, que é sua preferida por R$100,00. Mais tarde você passa por uma barraca de rua que vende uma camiseta MUITO SIMILAR à original, porém é uma FALSIFICAÇÃO da sua marca preferida, pelo preço de R$30,00. Você conhece bem seus amigos que, apesar de serem muito ligados em roupas, NÃO vão notar que você estará usando uma versão FALSIFICADA da sua marca preferida.

Suponha que você irá neste final de semana a um evento esportivo com seus amigos, e você precisa de uma camiseta para usar por baixo de seu agasalho. Como você está com pouco dinheiro, pensa em tentar encontrar um bom desconto. Você vai a uma boa loja e vê uma camiseta ORIGINAL de uma marca top, que é sua preferida por R$100,00. Mais tarde você passa por uma barraca de rua que vende uma camiseta MUITO SIMILAR à original, porém é uma FALSIFICAÇÃO da sua marca preferida, pelo preço de R$30,00. Você conhece bem seus amigos, que são muito ligados em roupas, e VÃO notar que você estará usando uma versão FALSIFICADA da sua marca preferida.

Comprar

Meus amigos vão notar que estarei usando um produto falsificado.				
Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
○	○	○	○	○

A camiseta que usarei estará à vista para as pessoas.				
Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
○	○	○	○	○

Você compraria a camiseta falsificada?				
De jeito nenhum	Provavelmente não	Talvez	Provavelmente sim	Com toda certeza
○	○	○	○	○

Na situação descrita, qual escolha você faria?
○ Compraria a camiseta ORIGINAL por R$ 100,00
○ Compraria a camiseta FALSIFICADA por R$ 30,00

P2

Ao usar a camiseta FALSIFICADA no evento esportivo com seus amigos, você se sentiria...				
	Nem um pouco	Pouco	Um pouco/mais ou menos	Muito	Extremamente
Envergonhado	○	○	○	○	○
Constrangido	○	○	○	○	○
Humilhado	○	○	○	○	○
Ameaçado	○	○	○	○	○

	Nem um pouco	Pouco	Um pouco/mais ou menos	Muito	Extremamente
Preocupado	○	○	○	○	○
Com medo	○	○	○	○	○
Ansioso	○	○	○	○	○

Falsificação é uma ideia tola.

Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
○	○	○	○	○

Falsificação é uma ideia prejudicial.

Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
○	○	○	○	○

Falsificação é uma ideia ruim.

Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
○	○	○	○	○

No geral, minha atitude em relação à falsificação é desfavorável.

Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
○	○	○	○	○

Lembro-me de situações em que minhas experiências pessoais foram afetadas pela forma como me vestia.

Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
○	○	○	○	○

Por causa de meus valores, sinto que roupas são importantes para mim.

Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
○	○	○	○	○

Classifico o estilo de me vestir como sendo de grande importância para mim.

Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
○	○	○	○	○

Atribuo grande importância à maneira como as pessoas estão vestidas.

Discordo totalmente	Discordo parcialmente	Não concordo nem	Concordo parcialmente	Concordo Totalmente

		discordo		
◯	◯	◯	◯	◯

É verdade que roupas me interessam muito.

Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
◯	◯	◯	◯	◯

Vestiário é um tópico que eu sou indiferente.

Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
◯	◯	◯	◯	◯

Comparado a outros produtos, o vestuário é o mais importante para mim.

Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
◯	◯	◯	◯	◯

Eu não estou interessado em roupas.

Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo Totalmente
◯	◯	◯	◯	◯

Qual o seu gênero?

◯ Feminino

◯ Masculino

◯ Outro

Qual a sua faixa etária?

◯ Até 17 anos

◯ De 18 a 25 anos

◯ De 25 a 30 anos

◯ De 31 a 40 anos

◯ De 41 a 50 anos

◯ Acima de 50 anos

Qual o seu grau de instrução?

◯ Ensino fundamental completo

◯ Ensino médio incompleto

◯ Ensino médio completo

◯

66

○ Ensino superior incompleto

○ Ensino superior completo

○ Pós-graduação incompleta

○ Pós-graduação completa

Qual a sua renda familiar mensal?

○ Abaixo de R$ 2.000,00

○ R$ 2.000,00 – R$ 4.000,00

○ R$ 4.000,00 – R$ 8.000,00

○ R$ 8.000,00 – R$ 16.000,00

○ R$ 16.000,00 – R$ 32.000,00

○ Acima de R$ 32.000,00

Quantas pessoas há em sua família que são dependentes desta renda?

○ 1

○ 2

○ 3

○ 4

○ 5

○ Mais de 5

Starbucks

Caso queira participar do sorteio de um cartão-presente de R$ 50,00 no Starbucks, insira o seu email.