

Counterfeit Products in the Market, Effected from Cheaper Prices, and the Willingness of Consumers to Purchases those – Case in Kosovo

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Abstract: The purpose of this article was to answer the research question which states; why in our market there have a part of counterfeit products (products with the signs of well-known trademarks, as a original brands). What are the factors that influencing presence of such products and same time the consumers to purchase counterfeited products in developing economies with the case of Kosovo. The study employed a convenience sampling technique and collected 74 questionnaires in Prizren region, Kosovo. Data were analyzed by using descriptive statistical analysis, linear regression and is reflected the matrix table of correlation coefficients. The results of this research show that: the first, the findings confirms that in the market there has presence of counterfeit products. The second, there have several factors that influencing the presence of counterfeit products in the market, as the cheaper prices of such products, the willingness of consumers to bought counterfeit products even when consumers are fully aware that they are buying no genuine brands and the consumers does not requirement to proof of product name on invoice, when bought them. Therefore those factors stimulate more the presence of counterfeit products in the market, as reflected statistically significant results.

Keywords: Counterfeiting, consumers behavior, luxury brands, attitudes, purchase, trademarks.

INTRODUCTION

The market for counterfeit goods worldwide has continued to grow significantly over the years, attracting the curiosity of researchers. Knowing that counterfeit brands are those bearing a trade mark that is identical to, or indistinguishable from, a trade mark registered to another party and infringes on the rights of the holder of the trade mark. In this way, was thought that even in market in Kosovo there have counterfeit products, from well-known brands, and the aim of this research is to confirm if there have presence of counterfeit brands and why in our market there have a part of counterfeit products with the signs of the well-known brands, or as a original brands. In effort to find the factors that influencing the presence of counterfeit brands in our market, in this research are asked several questions for consumers, to take answers in related: to confirm that a part of products in our market are counterfeit products with the signs of well-known trademarks (as a original brands); if the presence of the counterfeit products are selling with cheaper prices than original brands; if the consumers are fully aware that they are purchase counterfeit products; if the consumers are requirement from seller to proof the original product name on invoice; if they know the products in the market that those are original or counterfeit; if the consumers knowledge about intelectually property protecty legislation

and others. The results of this research showed that in the market have presence of the counterfeit products, that are copied the name and signs of well-known brands, because those product offer by cheaper prices, the consumers are willingness to bought counterfeit products even when consumers are fully aware that they are buying no genuine brands, does not requirement to proof of product name on invoice when bought them, therefore these factors stimulate more the presence of counterfeit products in the market. This article contain the review literature and based in it is built hypotheses. In this article have seven independent variables and a dependent variable. Quantitative data approach was used, and statistical results were derived from these data. The survey used random sampling. The data were collected from 74 questionnaires, in electronic form throughout online apps, which in this form we also received the answers. In this article was made a description of the results for each question posed, and at the same time there was presented the answers from the respondents in percentage. In the same time it was made Inferential statistics where through their are tested the hypotheses and are drew the conclusions about populations in this research, using linear regression, matrix table of correlation coefficients. In this article could find of described the results from the statistical analysis, which reflects the results of the six independent variables under consideration, and one of dependent variable, show statistical analysis that there is a statistically significant result between three independent variables and one dependent variables. While for four other independent variable are not found results statistical significant. The statistical significant are presented, when

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P Value is smaller than the value of α , which α in our case was determined $\alpha=0.05$.

REVIEW LITERATURE AND HYPOTHESES

Intellectual property rights are the rights given to persons over the creations of their minds. They usually give the creator an exclusive right over the use of his/her creation for a certain period of time (World Trade Organization). Intellectual property rights are customarily divided into two areas: (i) Copyright and rights related to copyright and (ii) Industrial property. Copyright and rights related to copyright - The rights of authors of literary and artistic works are protected by copyright, for a minimum period of 50 years after the death of the author. Also protected through copyright and related rights are the rights of performers producers of phonograms and broadcasting organizations. The main social purpose of protection of copyright and related rights is to encourage and reward creative work. Industrial property - usefully be divided into two main areas: One area can be characterized as the protection of distinctive signs, in particular trademarks and geographical indications and the other types of industrial property are protected primarily to stimulate innovation, design and the creation of technology (World Trade Organization, 2023). In this case this paper focused to the protection of such distinctive signs aims to stimulate and ensure fair competition and to protect consumers, by enabling them to make informed choices between various goods and services. The protection may last indefinitely, provide the sign in question continues to be distinctive. Firms often register trademarks as they launch new products or services, Trademarks are an important and widely used form of IP protection and as the end product of the innovation process, they may be considered a measure of innovation outputs that have asset pricing implications. It is found that the market does not efficiently price new trademarks (Po-Hsuan Hsu, 2022). As could to know from everyone, the most popular trademarks in the world have much more and more, but for instance we written several from them to be clear about this terms, as: Apple, Microsoft, Amazon, Google, Samsung, Toyota, Coca Cola, and Mercedes Benz etc. Trademark is words or symbol that is used to distinguish the products or service of one manufacture ore supplier from those of another. By registering a trademark, a supplier can obtain, in that country, a monopoly in his trademark, in relation to specified good and services. Unlike other forms of intellectual property, the period of this monopoly can be unlimited, provided the registration is renewed and otherwise property maintained (Blackett, 1998). Brand image plays an important role in the development of a brand because the brand image influences brand reputation and credibility which later becomes 'guideline' for consumer audience to try or use a product or service then giving rise to a particular experience (brand experience) that will determine whether the consumer will be loyal to the brand or just becoming an opportunist, easy to switch to another brand (Wijaya, 2013). Brands are a very important part of firms' marketing plans and strategies. They are used to protect firms' products and business identity, but also for other purposes, such as product differentiation (Sandro Mendonça, 2004). Knowing, firms marketing strategies focus on influencing consumer demand based on how they perceive such

trademarks (Bah, 2018). Firms spend considerable efforts to build brand awareness and associations among consumers (Alexander Krasnikov, 2009). The results show that trademarks have a positive effect on firm value (Philipp G. Sandner, 2011).

We think is important to written in this even for EU Court of Justice issues judgment on Amazon's liability regarding counterfeit goods sold on the Amazon Marketplace. The Court of Justice of the European Union (CJEU) issued a judgment dealing with whether Amazon may be held liable for trademark infringement, when infringing products are sold by third-party sellers on the Amazon Marketplace.

The Court in order to determine whether a marketplace operator does itself use a sign which allegedly infringes a trademark, it is necessary to ascertain whether the third party seller's advertisement may establish a link between the service offered by that operator and the allegedly infringing sign, on the ground that a well-informed and reasonably observant user might believe that the operator is marketing, in its own name and on its own account, the goods for which the sign in question is being used.

The Court held that the following circumstances, consisting in the operating procedures of the website as organized by the operator, may contribute to give that impression to such a well-informed and reasonably observant user:

Using a uniform method of presenting the offers published on the website, displaying both the operator's own advertisements and those of third-party sellers;

Placing the operator's own logo as a renowned distributor on the website and on all those advertisements;

Describing the various offers, independently from their origin, as 'bestsellers' or 'most sought after' or 'most popular';

Providing services to the third-party sellers in relation to the latter's goods, such as inter alia, dealing with the users' questions relating to those goods or to the storage, shipping and management of returns of these goods. (Taugane Laumeau, 2023).

Relationship Between Trademarks, Counterfeit Brands, Prices Products and Consumers Behavior

The market for counterfeit goods worldwide has continued to grow significantly over the years, attracting the curiosity of researchers. Research fronts in counterfeiting research, notably are in: anti-counterfeiting strategies for combating crime; counterfeiting and intellectual property rights; counterfeiting of luxury products; consumer ethics; consumer psychology and brand protection (Kovačević, 2022). Trade in counterfeit products has been expanding continuously. The emergence of the internet, the process of globalization as well as the increase of digitalization have enabled counterfeit products to infiltrate legitimate supply chains, causing harm not only to national economies but also to holders of intellectual property rights -IPR (Toshevska-Trpchevska, 2022). From different research is found regards between consumer's behavior and counterfeit brands. It is estimated that the value of counterfeit goods in the world market has grown by 1,100 percent between 1984 and 1994, while the International

Chamber of Commerce states that it accounts for 8 per cent of world trade. No product category is left unscathed, not just luxury brands, but also a wide array of consumer goods including such products as washing powder, spirits, food, pharmaceutical products, prints and other (Xuemei Bian, 2017). In a study by (Arghavan Nia, 2000) brands owners, indicated that almost 30 percent of respondents owned no counterfeits and only original goods, the others 70 percent of respondents indicated that the value, satisfaction, and status of original luxury brand names were not decreased by the wide availability of counterfeits. Further, the majority of respondents disagreed that the availability of counterfeits negatively affects their purchase intentions of original luxury brands. In a study is explore the relationship between the consumption of counterfeit luxury goods and identity construction. The argument is that through the consumption of counterfeit luxury goods consumers obtain real and symbolic benefits that allow them to express a desired social image and further their identity (Perez, 2010). It has been well established that counterfeit brands are those bearing a trade mark that is identical to, or indistinguishable from, a trade mark registered to another party and infringes on the rights of the holder of the trade mark. Counterfeits are available quite extensively, and with a number of forms of deception. For some counterfeit brands, consumers do not know that they are not genuine when they are purchased; while for others, consumers are fully aware that they are buying no genuine brands. Their quality varies. Some counterfeit products are so good that even the brand owners are not able to distinguish them from genuine products without the help of laboratory tests, while others are very poor and dangerous (Xuemei Bian, 2017). Factors such as ethics, social status and attitude are not significant in influencing consumers to purchase counterfeited goods (mobile phones) in developing economies (Nandonde, 2022). To various studies have found relationship between trademark and consumers behavior. There is a significant positive relationship between the trademark name of product and the behavior of the consumer, which requires companies to have names of their products that are easy to recognize by consumer. And there is a significant positive relationship between the trademark logo and consumer behavior (Tarig Osman Abdallah Helal, 2020).

Is found that consumers who pay attention to the producer or the brand also pay attention to the symbols placed on products (Nikodemska-Wolowik, 2021). Consumers who voluntarily acquire both original luxury brands and their counterfeits transfer the symbolic personality traits of the original brand to the counterfeit, but feeling higher levels of love towards the original brands than towards their counterfeits (Castaño, 2014). By the result of a research, where is measures customers' willingness to knowingly purchase counterfeit luxury brands. The result show that the useful life of a counterfeit luxury brand showed significant influence on consumers' willingness to purchase (Phau, 2009). Consumer behavior in relationship with counterfeiting has affected even product type, price and place of purchase (Le Roux, 2019). In a study that aimed to analyze the influence of price-quality inference and attitudes towards economic rewards of purchasing counterfeit products on the intentions to purchase non-deceptive counterfeit products. The results established that the respondents' price-quality inference of counterfeit

products was positively associated with the attitudes towards economic rewards of purchasing counterfeit products and intention to purchase counterfeit products. Furthermore, the study revealed that attitudes towards economic rewards of purchasing counterfeit products partially mediated the influence of price-quality inference on customer intention to acquire non-deceptive counterfeit goods (Ndfirepi, 2022).

As it was presented above, there were developed hypotheses based on preliminary theories, as a following table:

Table 1. Summary of Primary Research Questions.

Code	Primary Questions	Dependent Variable	Independent Variable
H1	<i>If products that have copied the name and signs of well-known brands are being sold at cheaper prices in the market, this then this stimulate the presence of counterfeit products in the market.</i>	<i>The stimulate presence of counterfeit products in the market.</i>	<i>Cheaper prices</i>
H2	<i>If the products that are bought in the market, consumers do not required that those are evidenced by the name of those products on the purchase invoices then this stimulate the presence of counterfeit products in the market.</i>	<i>The stimulate presence of counterfeit products in the market.</i>	<i>Non requirement to proof of product name on invoice.</i>
H3	<i>If the consumers purchases counterfeit products, even consumers are fully aware that they are buying no genuine brands, then this stimulate more the presence of counterfeit products in the market.</i>	<i>The stimulate presence of counterfeit products in the market.</i>	<i>Purchase of counterfeit products even Consumers are fully aware that they are buying no genuine brands.</i>
H4	<i>If the consumers often do not knows the counterfeit products in the market then this stimulate more the presence of counterfeit products in the market.</i>	<i>The stimulate presence of counterfeit products in the market.</i>	<i>Do not knows counterfeit products.</i>
H5	<i>If the others purchase of counterfeit products even when them are fully aware that they are buying no genuine brands then this stimulate more the presence of counterfeit products in the market.</i>	<i>The stimulate presence of counterfeit products in the market.</i>	<i>Others purchase of counterfeit products even are fully aware that they are buying no genuine brands.</i>

H6	<i>If the counterfeit products can be imported from difference countries than this stimulate more the presence of counterfeit products in the market.</i>	<i>The stimulate presence of counterfeit products in the market.</i>	<i>Importing from difference countries.</i>
H7	<i>If the consumers do not have knowledge about intellectually property protect legislation then this stimulate more the presence of counterfeit products in the market.</i>	<i>The stimulate presence of counterfeit products in the market.</i>	<i>Knowledge about intellectually property protects legislation.</i>

RESEARCH METHODOLOGY

Quantitative data approach was used, and statistical results were derived from these data. To obtain a representative sample for certain region of Prizren, Kosovo, the survey used random sampling. The data were collected from the questionnaires, in electronic form throughout online apps, which in this form we also received the answers. This data collection tool through the questionnaire enables it to automatically reflect the descriptive statistical analysis, but also contains the data in excel form collected and prepared to be used further for statistical analysis. A total of 74 questionnaires were completed by the time we stopped collecting and started analyzing the data. The data collection was carried out in Republic of Kosovo. From the collected data, two types of analysis were made, such as: firstly, descriptive statistical analysis was made and secondly, correlation analysis was performed and regression analysis, where through which enable us to find relationship between the variables in the research, where it was derived the coefficient of correlation and coefficient of P-Value through linear regression.

DATA COLLECTION AND ANALYSIS

Descriptive Analysis

In order to prove the first hypothesis, data were collected from the questionnaire, where the respondents were asked if they think, that a part of products in our market, with the signs of well-known trademarks (as a original brands), are the counterfeit products? From the answers received, it is shown that out of 73 respondents who answered this question, 65 respondents or 86.6% of them answered “Yes” that they thought there in the market have present of counterfeit products; 3 respondents or 4.1% of them answered “No”; until only 5 of them or 6.8% reported “do not know” if have the presence of counterfeit products. Therefore, seeing this result that there in the market has presence of the counterfeit products, this question was posed as a dependent variable, to see why there is such a high presence of those products. It should be emphasized that the presence on the market of counterfeit products is a violation of intellectual property rights and at the same time can mislead the consumers, respectively consumer fraud. Results of the answers are presented in the following table:

Table 2. Overview of presence of the counterfeit products in our market, according to the answers of the respondents (Source: Authors’ calculation 2023).

Question 1 (Q1): Do you think, that a part of products in our market, with the signs of well-known trademarks (as a original brands), are the counterfeit products?		
Answers	Number of respondents	Percent
YES	65	89.0%
NO	3	4.1%
I don’t know	5	6.8%
Total	73	100.00%

In an effort to find the factors, why there have presence of counterfeit products in our market, from the data collected from the questionnaire, there were found three correlative relationship, such as: The first, products that have copied the name and signs of well-known brands (original brands) are being sold at cheaper prices in the market, The second, products that are bought in the market, consumers do not required that those are evidenced by the name of those products on the purchase invoices and the third, the consumers purchases counterfeit products, even consumers are fully aware that they are buying no genuine brands. There were presented these as independent variables which were tested statistically.

In order to find out what the consumers think about the cheaper prices for counterfeit products in the market, answers were received from 72 respondents, of which 48 or 66.7% said “yes” that counterfeit products have cheaper price, 15 respondents or 20.8% said “No”, while only 9 or 12.5% said “do not know” if that counterfeit products selling by cheaper prices. As presented in the following table:

Table 3. Overview of price level of the counterfeit products in our market, according to the answers of the respondents (Source: Authors’ calculation 2023).

Question 9 (Q9): Do you think that, in our market have presence of the counterfeit products that are selling with cheaper prices than original brands?		
Answers	Number of Respondents	Percent
YES	48	66.7%
NO	15	20.8%
I don’t know	9	12.5%
Total	72	100.00%

In an effort to find out another independent variable “Non requirement from customers for proof of product name on invoice” from data collected from the questionnaire, presented the answers in the following table:

Table No.4: Overview of non requirement from customers to proof of original product brand on invoice, according to the answers of the respondents (Source: Authors' calculation 2023)

Question 8 (Q8): When you are buying the products in the market, is the description of the name of product and name/sign of original brand in the purchases invoice that given to you by the seller?		
Answers	Number of Respondents	Percent
Yes, description of product name, but not name of original of brand.	21	29.6%
Yes, description of product name, and the name of original brand.	21	29.6%
I never have saw it	27	38.0%
I did not receive receipt when I purchased those products	2	2.8%
Total	71	100.00%

Up to the above, when are asked the respondents (Q8); When you are buying the products in the market, is the description of the name of product and name/sign of original brand in the purchases invoice that given to you by the seller? The answers that were received from 71 respondents, of which 21 or 29.6% said “Yes”, description of product name, but not name of original of brand; 21 or 29.6% said “Yes”, description of product name, and the name of original brand; 27 or 38.0% said “never have saw it” and 2 or 2.8% said “did not receive receipt when purchased those products”. This situation, affected to stimulate presence of counterfeit products in the market.

In an effort to find out another independent variable “Purchase of products even consumers are fully aware that they are buying no genuine brands” from data collected from the questionnaire, presented the answers in the following table:

Table No.5: Overview, purchase of products even consumers are fully aware that they are buying no genuine brands, according to the answers of the respondents (Source: Authors' calculation 2023)

Question No.11 (Q11): Do you purchase often the products with the name or signs of the original brands, even you are fully aware that those are counterfeit products?		
Answers	Number of respondents	Percent
Never	15	20.8%
Sometimes	49	68.1%
Often	5	6.9%
Very often	3	4.2%
Total	72	100.00%

Up to the above table, when are asked the respondents (Q11): Do you purchase often the products with the name or signs of the original brands, even you are fully aware that those are counterfeit products? The answers that were re-

ceived from 72 respondents, of which 15 or 20.8% said “never”; 49 respondent or 68.10% said “sometimes”; 5 or 6.9% said “often” and 3 respondent or 4.2% “very often”. This situation, affected to stimulate presence of counterfeit products in the market.

Descriptive Statistics

Up to the above, it was made a description of the results for each question posed, and at the same time there were presented the answers from the respondents in percentage, in the following we can present a descriptive statistical analysis table, which includes the number of respondents, minimum, maximum, mean, the standard deviation. As in the following table:

Table 6. Descriptive Statistics (Source: Authors' Calculation 2023).

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PF	72	1.0	3.0	1.181	.5393
DPF	72	1.0	3.0	2.139	.8443
NF	72	1.0	4.0	2.625	1.3783
PÇU	72	1.0	3.0	1.458	.7108
BPF	72	1.0	4.0	1.944	.6690
TBPF	72	1.0	3.0	1.375	.7207
NNJI	72	1.0	5.0	1.319	.9319
IMF	72	1.0	3.0	2.403	.6642
DLIGJ	72	1.0	3.0	1.958	.7950
Valid N (listwise)	72				

HYPOTHESIS TESTING

Significant of the Correlation Coefficient

Correlative and significant relationships between them can be seen from the correlation analysis.

PF has a correlation with PÇU with the coefficients $r = 0.259^*$, while the statistical significance is $p=0.028 < 0.05$.

PF has a correlation with BPF with the coefficients $r = 0.262^*$, while the statistical significance is $p=0.026 < 0.05$.

Table 7. Correlation Matrix (Source: Authors' Calculation 2023).

Correlations Matrix Table										
		PF	DPF	NF	PÇU	BPF	TBPF	NNJI	IMF	DLIGJ
PF	Pearson Correlation	1	-.118	.054	.259*	.262*	.077	-.060	.030	-.179

	Sig. (2-tailed)		.325	.649	.028	.026	.520	.615	.802	.132
	N	72	72	72	72	72	72	72	72	72
DPF	Pearson Correlation	-.118	1	.057	.033	-.036	-.110	-.093	.250*	-.222
	Sig. (2-tailed)	.325		.631	.782	.764	.358	.437	.034	.061
	N	72	72	72	72	72	72	72	72	72
NF	Pearson Correlation	.054	.057	1	-.239*	-.069	-.083	.007	-.140	.217
	Sig. (2-tailed)	.649	.631		.043	.566	.487	.954	.239	.067
	N	72	72	72	72	72	72	72	72	72
PÇU	Pearson Correlation	.259*	.033	-.239*	1	-.123	.485**	.159	-.158	-.065
	Sig. (2-tailed)	.028	.782	.043		.302	.000	.183	.185	.585
	N	72	72	72	72	72	72	72	72	72
BPF	Pearson Correlation	.262*	-.036	-.069	-.123	1	-.015	-.039	.019	-.031
	Sig. (2-tailed)	.026	.764	.566	.302		.903	.746	.872	.797
	N	72	72	72	72	72	72	72	72	72
TBPF	Pearson Correlation	.077	-.110	-.083	.485**	-.015	1	.281*	-.261*	.052
	Sig. (2-tailed)	.520	.358	.487	.000	.903		.017	.027	.663
	N	72	72	72	72	72	72	72	72	72
NNJI	Pearson Correlation	-.060	-.093	.007	.159	-.039	.281*	1	-.188	.227
	Sig. (2-tailed)	.615	.437	.954	.183	.746	.017		.114	.055
	N	72	72	72	72	72	72	72	72	72
IMF	Pearson Correlation	.030	.250*	-.140	-.158	.019	-.261*	-.188	1	-.101
	Sig. (2-tailed)	.802	.034	.239	.185	.872	.027	.114		.398
	N	72	72	72	72	72	72	72	72	72
DLIGJ	Pearson Correlation	-.179	-.222	.217	-.065	-.031	.052	.227	-.101	1
	Sig. (2-tailed)	.132	.061	.067	.585	.797	.663	.055	.398	
	N	72	72	72	72	72	72	72	72	72
*. Correlation is significant at the 0.05 level (2-tailed).										
**. Correlation is significant at the 0.01 level (2-tailed).										

Linear Regression Analysis

As knows linear regression is the most basic and commonly used predictive analysis. Regression estimates are used to describe data and to explain the relationship between one depended variable and eight independent variables. Following is presented the regression equation:

$$Y_i = \beta_0 + \beta_1 x_1 + \dots + \beta_k x_k$$

Y1 – Present of counterfeit products in the market (PF).

X1 - The consumers often do not knows the counterfeit products in the market (DPF).

X2 - The consumers do not requirement from seller for proof the original product name on invoice (NF)

X3 – The counterfeit products, with sign of origjinal brand, selling with cheaper prices in the market (PÇU).

X4 - Purchase of counterfeit products even consumers are fully aware that they are buying no genuine brands (BPF).

X5 - The others purchase of counterfeit products even when them are fully aware that they are buying no genuine brands (TBPF).

X6 – Importin of the counterfeit products (IMF).

X7 – Knowledge about intelectually property protecty legislation (DLIGJ).

$$Y1 (PF) = \beta_0 + \beta_1 DPF + \beta_2 NF + \beta_3 PÇU + \beta_4 BPF + \beta_5 TBPF + \beta_6 IMF + \beta_7 DLIGJ + \epsilon$$

Table 8. Model Summary (Source: Authors' Calculation 2023).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.515 ^a	.266	.185	.4868

Elements of this table, relevant for interpreting the results are: R and R-Square. R-Value represents the correlation between the dependent variable and independent variables, and R-Square shows the total variation for the dependent variable that could be explained by the independent variables. In this case R-value is 0.51, and R-Square or coefficient of determination is 0.266 or otherwise around 27 % of the variations of the dependent variables are explained through the variations of the variables of independence.

Table 9. ANOVA Table.

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	5.487	7	.784	3.308	.005 ^b
	Residual	15.166	64	.237		
	Total	20.653	71			
a. Dependent Variable: Presence of counterfeit products in the market						
b. Predictors: (Constant),						

This is the table that shows the output of the ANOVA analysis and whether there is a statistically significant difference between our group means. We can see that the significance value is 0.005, ($p = .005$), which is below 0.05.

Table 10. Regression Coefficients of the Independent Variables (Source: Authors' Calculation 2023).

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.389	.432		.902	.370
	DPF	-.143	.073	-.223	-1.944	.056
	NF	.097	.046	.248	2.124	.038
	PCU	.288	.088	.380	3.286	.002
	BPF	.247	.088	.307	2.822	.006
	TBPF	-.031	.065	-.054	-.477	.635
	IMF	.115	.094	.142	1.225	.225
	DLIGJ	-.150	.079	-.222	-1.912	.060

a. Dependent Variable: Presence of counterfeit products in the market

To describe the result from the statistical testing, referring to the table above, which reflects the results of the six independent variables under consideration, and one of dependent variable, show statistical analysis that there is a statistically significant result between the dependent variable and independent variables.

The independent variable PCU in relation to the dependent variable PF was statistically significant, since the result between these variables is the coefficient P Value = 0.002, which value is smaller than the value of α , which in our case was determined $\alpha=0.05$, $p 0.002 < 0.05$.

The independent variable BPF in relation to the dependent variable PF was statistically significant, since the result between these variables is the coefficient P Value = 0.006, which value is smaller than the value of α , which in our case was determined $\alpha=0.05$, $p 0.006 < 0.05$.

The independent variable NF in relation to the dependent variable PF was statistically significant, since the result between these variables is the coefficient P Value = 0.038, which value is smaller than the value of α , which in our case was determined $\alpha=0.05$, $p 0.038 < 0.05$.

The independent variable DPF in relation to the dependent variable PF was statistically not significant, since the result between these variables is the coefficient P Value = 0.056, which value is greater than the value of α , which in our case was determined $\alpha=0.05$, $p 0.056 > 0.05$.

The independent variable DLIGJ in relation to the dependent variable PF was statistically not significant, since the result between these variables is the coefficient P Value = 0.060, which value is greater than the value of α , which in our case was determined $\alpha=0.05$, $p 0.060 > 0.05$.

The independent variable TBPF in relation to the dependent variable PF was statistically not significant, since the result between these variables is the coefficient P Value = 0.0635, which value is greater than the value of α , which in our case was determined $\alpha=0.05$, $p 0.0635 > 0.05$.

The independent variable IMF in relation to the dependent variable PF was statistically not significant, since the result between these variables is the coefficient P Value = 0.225, which value is greater than the value of α , which in our case was determined $\alpha=0.05$, $p 0.225 > 0.05$.

CONCLUSIONS

From the research that were accomplished on this subject, in addition to others that were described above, there are drawn some conclusions that are also supported by statistical results, which we will describe as follows:

In the market have presence of the counterfeit products, that are copied the name and signs of well-known brands.

The cheaper prices that offer for counterfeit products is one of several factors that stimulate the presence of counterfeit product in the market.

The consumers does not requirement to proof of product name on invoice, when bought them, therefore, this factor stimulated the presence of counterfeit products that are copied the name and signs of the well-known brands in the market.

In most cases the sellers can not to deceiving the consumers. The consumers are willingness to bought counterfeit products even when consumers are fully aware that they are buying no genuine brands, then this factor stimulate more the presence of counterfeit products in the market.

In this research, are asked the respondents and the same time to given their opinion in the question, as: Why do consumers bought the counterfeit products (with the name of well-known trademarks), even consumers are fully aware that they are buying no genuine brands? In the following, are summarizing the comments, answers that have common elements. Consumers bought counterfeit products (with well-known brand names) even though they are not original brand because: They are attracted by their cheapest price; they feel proud because they carry those products of certain brand; it is enough for a part of consumers, just to have name and sign of original brand (well-know); the desire to follow the clothing trend on the one hand, until they does not high standard of living on the other hand; their desire to appear to be living like rich people; are influenced daily by the advertising of these brands; those products in certain cases could to be even good quality.

DECLARATION OF CONFLICTING INTERESTS

The Authors declare that there is no conflict of interest.

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