

Consumers Buying Behavior Towards Piracy Products in Kathmandu Valley

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Abstract

This study examines consumers' buying behavior towards piracy products in Kathmandu Valley. Consumers' perception on piracy is the dependent variable. Similarly, the selected independent variables are peer pressure, price, easily accessible, design and packaging, ethical awareness and socioeconomic status. The study is based on primary data of consumers' residing in Kathmandu Valley with 140 respondents. To achieve the purpose of the study, the structured questionnaire is prepared. The Kendall's tau correlation coefficients and regression models are estimated to test the relationship, significance and impact of determinants of factors affecting consumers' perception on piracy products.

The study showed that peer pressure has a positive impact on consumers' perception on piracy. It implies that increase in pressure from the peers towards pirated products stimulate the buying behavior of consumers towards piracy products. Likewise, price has a positive impact on consumers' perception on piracy. It implies that fair price of pirated products stimulate the buying behavior of consumers towards piracy products. Similarly, easily accessible has a positive impact on consumers' perception on piracy. It indicates that increase in easily accessible pirated product stimulate the buying behavior of consumers towards piracy products. Similarly, design and packaging have a positive impact on consumers' perception on piracy, indicating that well designed and packaged pirated product stimulate the buying behavior of consumers towards piracy products. Likewise, ethical awareness has a positive impact on consumers' perception on piracy. It indicates that increase in ethical awareness of pirated products stimulate the buying behavior of consumers towards piracy products. Likewise, socioeconomic status has a positive impact on consumers' perception on piracy. It implies that better consumers' socioeconomic status stimulate the buying behavior of consumers towards piracy products.

Keywords: consumers' perception on piracy, peer pressure, price, easily accessible, design and packaging, ethical awareness, socioeconomic status

1. Introduction

There has been an increase in the trade of counterfeit goods world over and this has become a global phenomenon (Hamelin *et al.*, 2013). In today's tight economy, consumers have no choice but to look for ways to save money. Often in this pursuit to save, they end up opting for counterfeits. Consumers possibly believe that low priced products and discount stores can meet their status needs (Eastman, 2011). Value, customer satisfaction, and the status of original luxury brand names did not decrease due to the widespread availability of counterfeits (Nia and Zaichkowsky, 2000). Potential investments in research and development are at stake from the unfair competition generated by counterfeits (Maldonado and Hume, 2005).

Counterfeit products are defined as identical copies of authentic products and account for at least five percent of the world's trade (Carpenter and Lear, 2011). Counterfeiting products have coexisted with genuine brands on the market for many years. The impact of this phenomenon is that the manufacturers of the genuine luxury goods have lost more than \$600 billion in revenue (Turunen and Laaksonen, 2011). Similarly, Lewis (2009) discussed about the fake and the fatal, as par him intellectual property is as important as physical

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property. In addition, Mramba (2015) investigated that a consumer's purchase decisions are influenced by many factors, including personal, psychological, social and cultural factors, thus making it difficult for marketers to predict how consumers buy a particular product.

Koay *et al.* (2021) explored predicting consumers' digital piracy behavior: Does past experience matter? The study revealed that the influence of attitude, subjective norm and moral obligation on intention is significantly different between experienced and non-experienced consumers. Similarly, Harun *et al.* (2020) examined understanding experienced consumers towards repeat purchase of counterfeit products. The study revealed that there is a negative relationship with repurchase behavior indicating that experienced consumers in counterfeit products purchase fake goods to minimize the economic effect. Likewise, Ahadiat *et al.* (2021) investigated the theory of planned behavior and marketing ethics theory in predicting digital piracy intentions. The study concluded that while digital piracy expectations and behavior management significantly impact digital piracy intentions. Moral obligations and perceived benefits directly influence digital piracy. Furthermore, Bajwa and Singh (2019) assessed demographic characteristics and consumer purchase behavior towards counterfeit cosmetic brands. The study showed that larger family size was responsible for purchasing counterfeit cosmetic brands. Similarly, Sasongko (2017) analyzed product attributes and norms roles in forming intentions to buy counterfeit products. The study concluded that price have the main driving factor for the consumers buying intention towards counterfeit products.

Saeed and Paracha (2019) explored why counterfeit? A study of purchase behavior of Pakistani consumers towards counterfeit luxury goods. The study revealed that all independent variables such as economic benefits, collectivism, Hedonic motives, Materialism and Perceived value have a significant influence on consumer purchase behavior towards counterfeit luxury goods. Similarly, Bupalan *et al.* (2019) examined consumers repurchase intention towards counterfeit products. The study showed that attitude, perceived behavioral control, product involvement and brand image are crucial determinants affecting purchase intention towards counterfeit products. Additionally, Tseng *et al.* (2021) investigated a comparative study of consumers' intention to purchase counterfeit outdoor products in Taiwan and Hong Kong. The study revealed that attitude towards buying counterfeit outdoor products, perceived behavioral control and subjective norm have a positive impact on purchase intention. Likewise, Dwobeng *et al.* (2020) examined the factors influencing consumers purchase intention of counterfeit 'Kente' products in the Kwabre east district. The study concluded that price consciousness and value consciousness have direct impact on purchase intention. In addition, Angkouw and Rumokoy (2016) found perceived price have significant influence to the consumer purchase intention of buying counterfeit shoes in Manado.

Scotto *et al.* (2021) assessed determinants of Turkish consumer attitudes towards counterfeit luxury goods. The study revealed that consumers purchase intention of counterfeit luxury goods are dependent on their attitudes towards counterfeit where fashion consciousness, ease of access and ethical judgment are key factors that influence consumers attitude toward counterfeit luxury goods. Similarly, Salman and Minwalla (2012) examined consumers need for uniqueness, attitude and ethical behavior towards counterfeit products in Pakistan. The study showed that consumer who believe that purchasing counterfeit is ethical will not mind purchasing counterfeits and attitudes towards counterfeit are strongly related to ethical beliefs of consumers. Likewise, Budiman (2012) investigated analysis of

consumer attitudes to purchase intentions of counterfeiting bag product in Indonesia. The study revealed that respondent's attitude has stronger encouragement towards the intention on buying the counterfeit bags. Moreover, Ha and Tam (2015) analyzed attitudes and purchase intention towards counterfeiting luxurious fashion products in Vietnam. The study showed positive correlation between attitudes and intention of purchase of counterfeiting product was found where highest impact factor was social influence. Similarly, Singh (2019) examined an empirical study on the consumer behavior towards counterfeit products. The study found past experience, social influence and low price have strong influence on consumer intention of counterfeit purchasing. Similarly, Likewise, Khraim (2018) investigated the influence of price, status consumption and reference the influence of price, status consumption and reference groups in consumer attitude to purchase counterfeit sports groups on consumer attitude to purchase counterfeit sports product in UAE. The study found price and reference groups have positive influence in consumers attitude to purchase counterfeited sports products in UAE. Additionally, Gul *et al.* (2020) analyzed effects of counterfeits on branded products in garment industry: A prospective on consumer behavior. The study found that the purchase intention of branded products and attitude towards branded products have positive impact whereas perceived quality of branded products has negative impact on counterfeit products.

Consumer purchasing behavior is essential for assessing and evaluating a specific product (Rai *et al.*, 2023). Likewise, Malla and Yukongdi (2020) assessed determinants of purchase intention towards counterfeit fashion products. The study revealed that price consciousness has a positive effect on purchase intention, whereas perceived risk has a negative influence and only one of the social factors, normative susceptibility have a significant positive influence on intention to purchase counterfeit products. Moreover, Chapagain and Sawagvudcharee (2019) explored factors influencing brand choice of mobile phones in Kathmandu Valley. The study revealed that brand attitude, brand image, brand attributes and reference group have a positive significant effect on selection of mobile phone brand. Additionally, Adhikari and Bishwakarma (2017) examined determinants of purchase intention towards counterfeit apparels in Nepalese consumers. The study found that personal gratification has significant effect on the purchase intention towards counterfeit products.

The above discussion reveals that the empirical evidences vary greatly across the studies concerning the consumers perception on piracy. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The main purpose of the study is to analyze consumers perception on piracy in Kathmandu Valley. Specifically, it examines the impact of peer pressure, price, easily accessible, design and packaging, ethical awareness and socioeconomic status on consumers perception on piracy in Kathmandu Valley.

The remainder of this study is organized as follows. Section two describes the sample, data and methodology. Section three presents the empirical results and the final section draws the conclusion.

2. Methodologies aspect

The study is based on primary data. The data were gathered from 140 respondents

through questionnaire. The study employed convenience sampling method. The respondents' views were collected on peer pressure, price, easily accessible, design and packaging, ethical awareness and socioeconomic status of consumers and their intention towards the pirated products in Kathmandu Valley. The study is based on descriptive and causal comparative research designs.

The Model

The model estimated in this study assumes that consumers perception on piracy as a dependent variable and the independent variables are peer pressure, price, easily accessible, design and packaging, ethical awareness and socioeconomic status. Therefore, the model to be estimated in this study is stated as follows:

$$CP = \beta_0 + \beta_1 PP + \beta_2 P + \beta_3 EAC + \beta_4 DP + \beta_5 EA + \beta_6 SS + e$$

Where,

CP = Consumers Perception on Piracy

PP = Peer Pressure

P = Price

EAC = Easily Accessible

DP = Design and Packaging

EA = Ethical Awareness

SS = Socioeconomic Status

Peer pressure was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "I am more likely to purchase piracy product if my friends have good opinion about them.," "Peer recommendations strongly influence my decision to buy piracy product." and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.905$).

Price was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "I am more attracted on buying piracy product if the price is cheaper than of real one.," "I think cheaper piracy product is a best replacement for higher cost real product." and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.803$).

Easily Accessible was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "Since the pirated product are easily accessible, I am more likely in buying them.," "I am ready to compromise in quality of pirated product if they are easily accessible." and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.792$).

Design and Packaging was measured using a 5-point Likert scale where the

respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The design and packaging of piracy product are appealing and influence my purchasing decision.” “The design and packaging of piracy products strongly influence my overall perception of their worthiness as a purchase.” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.733$).

Ethical Awareness was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The more I know about piracy product, the less likely I am to buy them.” “My level of awareness regarding piracy products significantly influences my overall perception of their acceptability.” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.803$).

Socioeconomic Status was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I am more likely to consider to buying piracy product due to my socioeconomic status.” “My socioeconomic status influences my decision to purchase piracy products.” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.810$).

The following section describes the independent variables used in this study along with hypothesis formulation.

Peer pressure

Pressure from peers, family and society could be one of the factors that influence student’s decision to purchase genuine products or counterfeit luxury branded products, depending on their social group standard (Sharma and Chan, 2017). Long and Vinh (2017) concluded that social factors have a negative impact on consumer attitudes toward counterfeit products. Teah (2008) revealed that social influence and price consciousness have significant influences on the attitudes towards counterfeits of luxury brands whereas both sensitive information ability and standards have negative impact on consumer attitudes towards counterfeit products. The desire of students to develop consistent beliefs, views, and specifications of buying decisions with others is known as susceptibility to normative influence (Wang, 2017). Based on it, this study develops the following hypothesis:

H_1 : There is a positive relationship between peer pressure and consumers perception on piracy.

Price

The perception of price explains information about a product and provides a deep meaning for the consumers (Kotler and Keller, 2016). Hence, price is an important factor in the purchasing decision, especially for products that are frequently purchased, and in turn, influences the choices of which store, product, and brand to patronize (Faith and Agwu, 2014). Komaladewi and Indika (2017) showed that most respondents consider price as an important factor influencing their purchase decisions. Fair price refers to the adjustment of a price that offers a combination of quality and appropriate services at a reasonable price (Kotler and Keller, 2016). Based on it, this study develops the following hypothesis:

H₂: There is a positive relationship between price and consumers perception on piracy.

Easily Accessible

Availability is directly related to the motivation and ultimate consumption of counterfeit goods (Penz & Stöttinger, 2005). With an emphasis on non-deceptive products, they are purposely placed in locations often trafficked by consumers including street vendors, outdoor markets (Chaudary *et al.*, 2014). Deceptive counterfeit items can be found just about anywhere and even retailers are unaware of the fact, they are technically accessories to the distribution of counterfeit goods (Chaudhry *et al.*, 2005). Novialeta and Slamet (2020) found that availability of information regarding the product has a positive and significant impact on customer satisfaction. The lengthy supply chain of counterfeited products enhances purchase intentions for high spenders than low spender (e.g., in case of VCDs) (Prendergast *et al.*, 2002). Based on it, this study develops the following hypothesis:

H₃: There is a positive relationship between easily accessible and consumers perception on piracy.

Design and packaging

Packaging and its sub-factors have a positive effect on consumer purchase intentions (Ahmad *et al.*, 2012). An innovative packaging design can change product perception and create a new market position (Rundh, 2005). Attractive packaging is necessarily for gaining the competitive edge on the competitors because now a day's time is very shorter and very person is busy in their work so that the visual packaging is most important as compare to the verbal (Kuuykate *et al.*, 2009). Product packaging design was declared as the most important factor that interacts with consumers face-to-face and increases a brand's positive image, and thus increases the retail performance (Aday and Yener, 2014). Therefore, marketers have to declare the correct packaging elements that target their consumers emotionally and mentally. Based on it, this study develops the following hypothesis:

H₄: There is a positive relationship between design and packaging and consumers perception on piracy.

Ethical awareness

The ethics of consumers can be described as “the moral values and criteria that influence their behavior as they acquire and consume the products and services (Sagar *et al.*, 2011). Individuals with a higher ability to create a justification for their unusual behavior have shown a greater inclination toward the counterfeit products (Vida, 2007). When individuals face an ethical issue and when they have to make a decision, then they go through various phases, such as identifying an ethical dispute, forming an ethical sentence, and articulating behavioral intents (Nagar and Singh, 2021). As individuals may have various ethical beliefs influencing their involvement with counterfeit products (Stumpf *et al.*, 2011). Based on it, this study develops the following hypothesis:

H₅: There is a positive relationship between ethical awareness and consumers' perception on piracy.

Socioeconomic status

The status consciousness is the behavioral propensity to value status and obtain and

use goods that deliver status to its consumers, and through such acquisitions, individuals do not strive to enhance their self-image but also communicate it to others as well (Nia and Zaikowsky, 2000). Social status is a distinct variable that possibly affects the buying intention of counterfeited goods (Shin and Jin, 2021). The more an individual strive for status, the more they show a positive attitude towards the consumption of status symbol products, and consumers purchase luxury products because these products enhance their social status (Shan *et al.*, 2022). Therefore, by purchasing these products at lesser prices and pretending as if they are using branded products, individuals strive to link themselves with the impression generated by the branded products (Wilcox *et al.*, 2009). Based on it, this study develops the following hypothesis:

H₆: There is a positive relationship between socioeconomic status and consumers perception on piracy.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with means and standard deviations have been computed, and the results are presented in Table 1.

Table 1

Kendall's Tau correlation coefficient matrix

This table presents Kendall's Tau coefficients between dependent and independent variables. The correlation coefficients are based on 140 observations. The dependent variable is CP (Consumers Perception on piracy) and the independent variable are PP (peer pressure), P (Price), EAC (easily accessible), DP (design and packaging), EA (ethical awareness) and SS (socioeconomic status).

Variables	Mean	S. D	CP	PP	P	EAC	DP	EA	SS
CP	3.236	0.864	1						
PP	3.310	1.161	0.176**	1					
P	3.456	0.932	0.226**	0.360**	1				
EAC	3.521	0.903	0.223**	0.395**	0.434**	1			
DP	3.419	0.820	0.239**	0.364**	0.381**	0.380**	1		
EA	3.393	0.944	0.293**	0.283**	0.356**	0.332**	0.343**	1	
SS	3.306	0.883	0.237**	0.383**	0.308**	0.365**	0.336**	0.486**	1

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 shows the Kendall's Tau correlation coefficients of dependent and independent variables for consumers' perception on piracy. The study indicates that peer pressure is positively correlated to consumers' perception on piracy. This means that increase in peer pressure, higher would be the consumers' perception on piracy. Likewise, price is positively correlated to consumers' perception on piracy. This implies that increase in price of pirated product increases the perception of consumers towards pirated products. Similarly, easily accessible is positively correlated to consumers' perception on piracy. It indicates that easier accessibility of pirated products increases the perception of consumers. Similarly, design and packaging are positively correlated to consumers' perception on piracy, indicating

that well designed and packaged pirated product increases the perception of consumers on them. Likewise, ethical awareness is positively correlated to consumers' perception on piracy which indicates that that higher the ethical awareness of prated products, higher would be the consumers' perception on piracy. Similarly, socioeconomic status is positively correlated with consumers' perception on piracy which indicates that increase in socioeconomic status results in increase of consumers' perception on pirated products.

Regression analysis

Having indicated Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2.

Table 2

Estimated regression results of peer pressure, price, easily accessible, design and packaging, ethical awareness and socioeconomic status on consumers perception on piracy

The results are based on 140 respondents residing in Kathmandu Valley by using linear regression. The model is $CP = \beta_0 + \beta_1 PP + \beta_2 P + \beta_3 EAC + \beta_4 DP + \beta_5 EA + \beta_6 SS + e$, where the dependent variable is CP (Consumers Perception on piracy) and the independent variable is PP (peer pressure), P (price), EAC (easily accessible), DP (design and packaging), EA (ethical awareness) and SS (socioeconomic status).

Model	Intercept	Regression coefficients of						Adj. R _{bar} ²	SEE	F-value
		PP	P	EAC	DP	EA	SS			
1	2.559 (11.975) **	0.205 (3.358) **						0.069	0.8345	11.274
2	2.559 (11.975) **		0.205 (3.358) **					0.087	0.8262	14.286
3	2.210 (7.833) **			0.291 (3.752) **				0.093	0.8267	14.076
4	2.000 (6.753) **				0.361 (4.289) **			0.111	0.8152	18.396
5	1.928 (7.740) **					0.386 (5.450) **		0.171	0.7873	29.705
6	2.011 (7.624) **						0.370 (4.803) **	0.137	0.8033	23.067
7	2.121 (7.624) **	0.119 (1.715)	0.208 (2.401) *					0.100	0.8204	8.714
8	1.915 (6.218) **	0.082 (1.111)	0.152 (1.617)	0.149 (1.522)				0.108	0.8165	6.638
9	1.631 (4.873) **	0.014 (0.196)	0.099 (1.029)	0.102 (1.025)	0.213 (2.049) *			0.129	0.8071	6.144
10	1.435 (4.329) **	0.014 (0.196)	0.043 (0.451)	0.055 (0.564)	0.131 (1.258)	0.267 (3.007) **		0.178	0.7841	7.016
11	1.358 (4.018) **	1.358 (4.018) **	0.037 (0.387)	0.055 (0.564)	0.129 (1.235)	0.211 (2.075) *	0.125 (1.159)	0.180	0.7831	6.086

Notes:

- i. Figures in parenthesis are t-values.
- ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- iii. Consumers' perception on piracy is dependent variable.

The regression results show that the beta coefficients for peer pressure are positive

with consumers' perception on piracy. It indicates that peer pressure has a positive impact on consumers' perception on piracy. This finding is consistent with the findings of Sharma and Chan (2017). Likewise, the beta coefficients for price are positive with consumer satisfaction. It indicates that price has a positive impact on consumers' perception on piracy. This finding is consistent with the findings of Komaladewi and Indika (2017). In addition, the beta coefficients for easily accessible is positive with consumers perception on piracy. It indicates that easily accessible has a positive impact on consumers' perception on piracy. This finding is consistent with the findings of Ergin (2010). Similarly, the beta coefficients for design and packaging are positive with consumers perception on piracy. It indicates packaging has a positive impact on the consumers' perception on piracy. This finding is consistent with the findings of Aday and Yener (2014). Similarly, the beta coefficients for ethical awareness are positive with consumers' perception on piracy. It indicates that ethical awareness has a positive impact on consumers' perception on piracy. This finding is consistent with the findings of Nagar and Singh (2021). In addition, the beta coefficients for socioeconomic status are positive with consumers' perception on piracy. It indicates that socioeconomic status has a positive impact on consumers' perception on piracy. This finding is consistent with the findings of Shin and Jin (2021).

4. Summary and conclusion

This study can provide valuable insights on career adaptability and how it can impact consumers' perception on piracy. It will also be helpful for the organizations as it gives a clearer picture to them regarding consumers' perception on piracy. It can also be helpful to generate useful ideas during production of the new products that could be used to increase positive perception towards genuine products and decrease perception towards piracy.

This study attempts to examine the consumer buying behavior towards pirated product in Kathmandu Valley. The study is based on primary data collected from 140 respondents residing in Kathmandu Valley.

The study showed that all peer pressure, price, easily accessible, design and packaging, ethical awareness and socioeconomic status have positive relationship with consumers' perception on piracy. .

The study also concluded that the most influencing factor is ethical awareness followed by socioeconomic status and design and packaging that explains consumers' perception on piracy.

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