

IMPACT OF SUBJECTIVE NORM ON THE PURCHASE INTENTION OF COUNTERFEIT MOBILE PHONES IN KENYA

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Abstract

Trade in counterfeit goods is considered a big threat to most industries and economies. The trade in imitation products is no longer confined to branded luxury and final goods as has always been assumed. Counterfeit and imitation goods are increasingly getting into other sectors, including the fast-moving consumer goods, business to business industries as input as well as in automotive industries with very severe consequences to the consumers, population, brand owners and economies. Those whose referents (relatives or friends) approve of their decision to buy counterfeit products hold more favourable attitudes. This Subjective norm is believed to have a relationship with attitudes towards counterfeit goods. The goal of the study was to examine the relationship between subjective norm and purchase intention of counterfeits. Data was collected using computer assisted online tool using non-probability sampling. The target population was drawn from young and middle generations within Nairobi county with a sample size of 500 persons. The study used a questionnaire with a 5 point Likert scale to collect data and used Cronbach's alpha to test for its internal consistency. Data was analysed using descriptive statistics and inferential statistics analysis in the SPSS. The findings from this research indicates that subjective norm significantly influences purchase intention of customers ($R^2 = 0.017$, $p < 0.05$) towards counterfeits mobile phone among the young and middle aged generations in Nairobi County. This study will aid in the development of targeted

interventions to mitigate against possible loss of business due to purchase of counterfeits. The research findings can be used to formulate strategies for academia, practitioners and policy makers to help eradicate, or least curb counterfeiting activities.

Keywords: Purchase intention, Subjective norm, Counterfeits, Culture, Kenya

INTRODUCTION

Intangible assets, such as goodwill and intellectual property, constitute a significant share of many companies' equity. They are often the result of extensive investments in research and development, careful brand management, and a consistent pledge to high quality, reliability, and exclusiveness. The importance of intangible assets has been said by the resource-based view (RBV) as a unique bundle of idiosyncratic resources and capabilities where the primary task of management is to maximize value through the optimal deployment of existing resources. The RBV of the firm predicts that certain types of resources owned and controlled by firms have the potential to generate competitive advantage and eventually superior firm performance (Ainuddin et al., 2007). Teece, (1987); Levin et al., (1987) have opined that the owner of a resource should to receive a return equal to the value created by that resource, with Knowledge and creativity being one such resource.

A counterfeit product is defined as an illegal replication of a legitimate product, and mimics its labeling, packaging, and trademarks (Bian and Moutinho 2011). They not only damage brands that are renowned for their excellence, but also the corresponding companies whose brands require high levels of research and development (R&D) expenditure (Yao 2015). Intended acquisition of counterfeits is considered as consumer misbehavior, which differs from commonly recognized norms (Lee and Workman 2011).

Product counterfeiting has developed into a severe threat to licit companies and consumers alike (Organization for Economic Cooperation and Development, 1998). Gilgoff, (2004) says that Counterfeiting has become a global issue that causes significant economic and social problems while Bian *et al.*, 2016 says that counterfeiting is increasing at a faster pace than ever before and is developing into a significant global economic problem, particularly in the luxury goods market (Bian & Veloutsou, 2007; Commuri, 2009).

For instance, the International Chamber of Commerce (ICC) reported that by adding the amount of pirated digital instruments to counterfeit goods, the sum was worth \$650 billion in 2008 alone (Marcelo, 2011). Furthermore, research conducted by the ICC (2009) showed that international counterfeit products' value will increase to \$1.7 trillion by 2016, which is equal to

2% of the current global economic output. The Organization for Economic Cooperation and Development (OECD, 2009) estimated that the counterfeit market's value is 5 to 7 percent of the global trade.

Norms are principles that are abided by when individuals carry out or are forbidden to carry out a certain action. They are a kind of attribute of a team. The influence of norms is rooted in the relationship of individuals or members of other teams. Subjective norm is a social factor referring to the perceived social pressure to perform or not to perform a given behaviour (Ajzen, 1991). Subjective norm refers to the social pressure perceived by individuals when they are deciding whether to perform a certain behavior or not. It reflects others' or teams' influence on individuals' decisions. Compared with objective social norms, subjective norms have greater influence on behaviors.

Subjective norm has been reported to have a relationship with attitudes towards counterfeit goods (De Matos et al., 2007; Kim and Karpova, 2010; Rahman et al., 2011; Cheng et al., 2011; Shen et al., 2001; Ang et al., 2001; Burke, 2006). Chang (1998), Shimp and Kavas (1984), Vallerand et al. (1992) and Tarkiainen and Sundqvist (2005) have found in their studies that there exists a significant causal path between subjective norms and attitude leading toward behavior (buying intention).

The individual's stance, whether idealist or relativist, has a significant impact in shaping their ethical decisions, as ethical concerns related to what is right and what is wrong play a vital role in buying behavior (Li and Seaton 2015).

The theory of planned behavior (TPB) an extension of the theory of reasoned action (Ajzen & Fishbein, 1977; Fishbein & Ajzen, 1975) positions the buying decision process within the framework of rational decision-making practices, based on values, perceptions and attitudes by emphasizing the restraint that the individual has over their buying decision. The theory implies that the degree of intention 'exhibited by an individual is the best predictor of attitude towards a product. In recent years, research related to local food consumption has been active as well, and many studies have successfully applied the theory of planned behavior (TPB) for predicting local food choice behavior (e.g., Rainbolt, Onozaka, & McFadden, 2012; Robinson & Smith, 2002). The TPB was also verified as a statistically acceptable model for explaining consumer behaviors regarding sustainable food (Han & Hansen, 2012).

Through the concept of 'subjective norm' TRA acknowledges the power of other people in influencing behavior (Solomon, Bamossy *et al.* 2006); explicitly, it accounts for the thoughts of others toward the certain behavior, and it moderated by the extent to which the consumer is motivated to comply to these views.

GAP

The issue of subjective norm has not been studied extensively, not in all contexts, as far as we know. Chakraborty, Allred, & Bristol, 1996 asserted that consumers' ethnocentrism affects a consumer decisions on attitude and hence there is need to understand the influence of subjective norm in different contexts. Sulaiman Al-Rafee & Ali E. Dashti (2012) found that that antecedents of intentions towards digital piracy and counterfeits differ depending on the particular culture.

Besides research gaps have emerged around the new customers' behaviors considering the multimedia environment, with multiple screens and communication channels, looking at understanding how social media and digital technology change customers' experiences and the path they follow to decide and effectuate their purchases (MSI, 2014b). This makes it essential to understand why customers are willing, or not, to buy products and especially to investigate the factors that affect their purchase intention (Wang, Yeh, & Liao, 2013).

To explore further on this, this study focuses on examining the effect of subjective norm on consumer intention to purchase counterfeit mobile phones among Kenyans aged between 20 years to 50 years.

LITERATURE REVIEW

This chapter reviews the literature that has been written on the topics relevant to the study. It reviews the concept of counterfeiting, Purchase Intentions, Consumer purchase behaviour and subjective norm. The chapter concludes with a theoretical review on the study supporting theories, Theory of reasoned action, Theory of planned behaviour and the Theory of moral reasoning.

Counterfeits

Counterfeits are reproductions of a trademarked brand (Cordell et al., 1996), which are closely similar or identical to genuine articles. This includes packaging, labelling and trademarks, to intentionally pass off as the original product (Kay, 1990; Ang et al., 2001; Chow, 2000). Lai and Zaichkowsky (1999) stated that counterfeiting and piracy are the same since they are both the reproduction of identical copies of authentic products.

Research has identified two types of consumers of counterfeit products. The first is a victim, who unknowingly and unintentionally purchases counterfeit goods due to them being so closely like the genuine article (Grossman and Shapiro, 1988; Bloch et al., 1993; Mitchell and Papavassiliou, 1997; Tom et al., 1998). However, the second is a willing participant or consumer of counterfeit products, wherein they sought out counterfeit products even when they

knew that the products were illegal (Bloch et al., 1993; Cordell et al., 1996; Prendergast et al., 2002). This would include where counterfeiters use the so-called bait and-switch strategy where the original image and description of a product are displayed on the website, yet an imitation is delivered (Mavlanova and Benbunan-Fich 2011).

Counterfeit brands are commonly regarded as 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” (Bian & Veloutsou, 2007, p. 211). Price is often the main method for consumers to identify counterfeit products and the main motivator for buyers to buy pirated products (Cordell, Wongtada, & Kieschnick, 1996). The price of a pirated product is normally only a fraction of the price of the genuine product. Six main types of counterfeiting have been identified in previous studies (e.g., Key, 1990; Phau & Prendergast, 1998; Spink & Moyer, 2011)

Purchase intention

A buyer’s attitude and valuation and exterior components build buyer’s purchase intention, and is a vital reason to forecast buyer conduct (Fishbein and Ajzen, 1975). Purchase intention can amount the chances of a buyer to purchase a product, and the greater the purchase intention, the larger a buyer’s intention to purchase merchandise (Dodds et al. 1991; Schiffman and Kanuk, 2000). In recent years, many studies have successfully applied the theory of planned behavior (TPB) for predicting local food choice behavior (e.g., Rainbolt, Onozaka, & McFadden, 2012; Robinson & Smith, 2002). The TPB was also verified as a statistically acceptable model for explaining consumer behaviors regarding sustainable food (Han & Hansen, 2012). According Belch and Belch (2011), previous consuming experience is an important factor that influences several steps in the consumer decision-making process such as information search, attitudes formation, evaluation of alternatives, and ultimate purchase intention and purchase

Subjective norm

It is a social factor referring to the perceived social pressure to perform a given behavior (Ajzen, 1991). Subjective norm is the perceived social pressures to perform a given behavior and the motivation to comply with those pressures (Hyde & White, 2009). Subjective norms are the individual's interpretation of the opinions of important others regarding the behavior in question (Cialdini and Trost). Norms have the capacity to influence human behavior because they make clear behaviors that are expected of us by those in our social world (Cialdini 2001; Cialdini and Trost 1998,).

The rationale for subjective norm is that people may choose to perform a certain behavior if they believe one or more important referents think they should, even if they do not favor the behavior or its consequences (Venkatesh & Davis, 2000). The influence of Subjective norm (SN) on consumer behavior has been enthused by increase of social network sites (SNS), such as Facebook, Myspace, and Twitter which have gained phenomenal popularity in recent years and have been a subject of growing interest in both scholarly and practitioner worlds, making it imperative to understand such important drivers of technology adoption and usage (Qin, Kim, Hsu, & Tan, 2011). The Theory of reasoned action (TRA) predicts that when other important individuals approve of or support the behavior, the decision makers are more likely to engage in the behavior. Individuals may be influenced by family members, friends or colleagues. Kim and Karpova (2010) found a direct relationship between SN and purchase intention when explaining attitudes toward purchasing counterfeit fashion goods among US college students.

Subjective norm has been reported to have a relationship with attitudes towards counterfeit goods (De Matos et al., 2007; Kim and Karpova, 2010; Rahman et al., 2011; Cheng et al., 2011; Shen et al., 2001; Ang et al., 2001; Burke, 2006). Since attitudes are formed through interactions with others (Kiecolt, 1988), those whose referents (relatives or friends) approve of their decision to buy counterfeit products hold more favourable attitudes (Ajzen, 1991). Taromina and Chong, 2010 reports that in countries such as China, social reputation is important and brands are viewed as symbols of success, therefore the desire to possess brand name products is greater and buying counterfeit goods leads to the fulfilment of this desire.

Literature consistently states that those whose social groups approve of their decision to buy counterfeit products have a more favourable attitude and stronger intent to purchase such goods (Ajzen, 1991; Penz and Stottinger, 2005); indeed Eastman et al. (1999, p. 42) says some individuals under tremendous subjective pressure to appear to be in the upper social class are driven towards conspicuous consumption of products that confer or symbolise status and end up buying counterfeits if they can't afford such eye-catching goods.

Hypothesis

Hence, it was expected that:

H₀. Consumers perceiving that their friends/relatives approve (do not approve) their behavior of buying a counterfeit will have favorable (unfavorable) behavior towards counterfeits.

Table 1. Studies in subjective norm

Researchers/Authors	Year	Area studied
Parthasarathy and Mittelstaedt	1995	Survey among 205 US students. The willingness to engage in piracy to be strongly affected by the attitude towards piracy, subjective norms, perceived utility the software, and the willingness to seek help from others to reduce non-monetary costs.
Prendergast et al	2002	Survey in Hong Kong of 200 consumers who have previously bought counterfeit goods. Important factors of influence for the purchasing decision were price, the perceived level of quality, friends' and family opinion, age, money previously spent on counterfeits, and ethical and legal issues.
Hoe et al.	2003	Study among 20 consumers under the age of 30 in the UK. Fashion counterfeits are substitute for upscale designer brands. Counterfeits help their buyers to create identities, communicate values, and impress others.
Peace et al.	2003	Extension of the theory of reasoned action by a factor of perceived behavioral control as posited by the theory of reasoned action, and punishment certainty/severity.
Wang et al	2005	Survey involving 314 Chinese students. Impact of personal/social factors and attitude measures on counterfeit purchase intentions
Moore and Chang	2006	Model of ethical decision making based on the four-component model of morality. Survey among 243 students in Hong Kong.

Theoretical background

The theory of reasoned action (TRA) and theory of planned behaviour (TPB) have both been applied as frameworks in examinations of predicting behaviours based on attitudes and beliefs (van Zanten, 2005). TRA suggests that the best predictor of a behaviour is the intention of the individual to perform said behaviour. In turn, behavioural intentions are influenced and affected by attitudes and subjective norms (Thompson and Vourvachis, 1995; Ajzen and Fishbein, 1980). Attitudes are determined by a person's "salient beliefs about" an object or behaviour and subjective norms are determined by normative beliefs, those beliefs related to whether a person believes others think they should, or should not, engage in a behaviour (Ajzen and Fishbein, 1980).

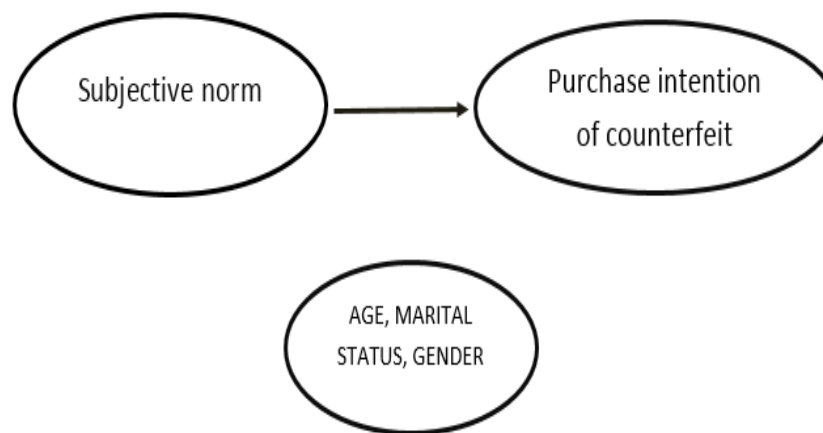
Subjective Norm was found to be significant in the study conducted by O'Callaghan et al. (1997) which examined intention to consume alcohol as well as research conducted by Johnston and White (2003) which found that both SN and group norm predicted intentions to drink to excess.

While purchasing counterfeited products, consumers seem to be aware of the compromises they have made. Consumers appreciate that genuine products will have a higher price and counterfeit products will have a lower price and possibly lower quality; this fact may discourage individuals to show intentions to purchase counterfeit products (Ha and Tam 2015).

Conceptual model

Based on the theoretical background presented above, Figure 1 shows the model proposed and submitted to empirical test.

Figure 1. Conceptual model



METHODOLOGY

Research design

The study used descriptive survey research design and employed cross sectional/snap shot survey method using self-administered questionnaire to investigate the effect of subjective norm on the purchase intention of mobile phone counterfeits.

Target population, sample and sampling technique

The study assessed the effect of subjective norm on the purchase intention of mobile phone counterfeits focusing on individuals aged 20 years -50 years. A sample size 500 respondents was used which elicited for representativeness, efficiency, flexibility and accuracy of data. Probability sampling was used as it's the most appropriate in quantitative research (Bryman & Bell (2011)). Sampling was among university students and graduates using convenient random sampling.

Data collection instrument

A well-structured questionnaire was used for data collection and Cronbach's alpha was used to test the reliability of the measures of the instrument. The survey instrument was pilot tested and reviewed by 45 individuals who fall within the Criteria of the unit of analysis to ensure that it operationalized the theoretical concept. The final questionnaire contained a total of 20 items which were measured on 5-point scales and included some demographic variables such as age and gender

Data Collection Methods and Sources

Data was collected using web-based self-administered survey forms sent to the target population. Bryman and Bell (2011) reports that self-completion questionnaire ensures objectivity since the respondent answers without the aid of an interviewer while survey method is the most common method regarding social science when the predicted population is too large to be observed.

Data analysis and presentation

The data was analysed using both descriptive statistics and inferential statistics including correlation analysis, analysis of variance and regression using SPSS. To establish the relationships between the research variables, simple regression equations were used. Per Pall (2010), regression analysis provides estimate equations to predict the magnitude of the dependent variable and provide values for the predictor variables to get how much of the variance in the dependent variable can be explained by the independent variables. Pearson Correlation analysis was done to show the nature and strength of the relationship among variables of the study.

Statistical measurement model

Hair *et al.*, 2010 reports that a model allows for specification of relationships between variables. The effect of subjective norm on counterfeit consumer purchase intention was given as shown in equation 1.

$$PI = \alpha + \beta X + e \quad \text{Equation 1}$$

Where: PI = Intention to Purchase counterfeits

X = subjective norm

α = constant and the model equation intercept

β = Beta values

e = Error term.

RESULTS AND DISCUSSIONS

Purchase Intentions

On expressing their views on purchase intension, the respondents seemed to disagree with almost all the indicators of purchase intention with a mean close to 2 (disagree) as detailed in table 2. With a standard deviation of greater than 1 in all the indicators of purchase intension, the results show that the respondents were of different opinions regarding this aspect.

Table 1: Response on purchase intention

Opinions	N	Min	Max	Mean	Std. Dev.
Think about a counterfeited product as a choice when buying something	450	1	5	2.23	1.196
Buy a counterfeited product	450	1	5	2.15	1.173
Recommend to friends and relatives that they buy a counterfeit product	450	1	5	1.93	1.156
Recommend to friends and relatives that they buy a counterfeited phone	450	1	5	1.96	1.208
Say favourable things about counterfeit phones.	450	1	5	2.07	1.263

Key: 1=strongly disagree; 2= Disagree, 3= Neutral, 4= Agree, 5=strongly agree

Subjective Norm

From table 3, respondents agreed on four aspects; that peers/colleagues, important friends, parents and siblings influence their decision on buying mobile counterfeits. These aspects had means approximately close to 3.0 (Neutral) but moving towards agree with close standard deviation implying that the respondents were in greater agreement in their responses. They disagreed (mean of close to 2) on one aspect that relatives and friends approve their decision to buy counterfeited products. This could be attributed to the fact that Nairobi is increasingly becoming more cosmopolitan with strong Western influences and the consequent pressure to conform either to the local standards or to the international standards due to exposure in the internet since Nairobi has also been voted one of the most technology savvy cities in Africa. This may have encouraged a certain degree of individualism (Li and Su, 2007) and is consistent with the findings of Gilok Choi & Hyewon Chung (2013) that subjective norm was a significant predictor of both perceived usefulness and perceived ease of use of social network sites, which implies that perceived social pressure plays a critical role in visit and purchase of such sites

Table 3: Response on subjective norm

Opinions	N	Min	Max	Mean	Std. Dev.
Peers/colleagues	450	1	5	3.07	1.286
Important friends	450	1	5	3.14	1.296
Parents	450	1	5	3.17	1.384
Siblings	450	1	5	3.16	1.333
My relatives and friends approve my decision to buy counterfeited products	450	1	5	2.14	1.305

Key: 1=strongly disagree; 2= Disagree, 3=Neutral 4=Agree 5 =strongly agree

Reliability Analysis

Reliability analysis was performed on both dependent and independent variables to ascertain the properties of measurement scale and the items that compose the scales. The range of the Cronbach Alpha obtained were within the acceptable levels as elaborated in table 4. This indicated a strong internal consistency among measures of variable items. Nachmias and Nachmias (2006) explained that a Cronbach's alpha test confirms the reliability and consistency of a tool. According to Sekaran (2010), the closer the alpha is to 1 the higher the reliability and a value of at least 0.7 is recommended.

Table 4: Reliability Analysis

Variable	Cronbach Alpha	No. of items
Purchase Intention	0.865	5
Subjective norm	0.845	5

Kaiser-Meyer-Olkin (KMO) and Bartlett's Test

Kaiser-Meyer-Olkin (KMO) Test is a measure of how suited the data is for Factor Analysis. The test measures sampling adequacy for each variable in the model and for the complete model. KMO test measures sample adequacy and it ranges between 0 and 1. A value close to 1 indicates that patterns of correlations are compact and hence the Factor Analysis is reliable and appropriate for the study. The statistic is a measure of the proportion of variance among variables that might be common variance. Bartlett's test of sphericity tests the hypothesis that the correlation matrix is an identity matrix, which would indicate that the study variables are unrelated and therefore unsuitable for structure detection. The test checks if the observed correlation matrix diverges significantly from the identity matrix

Factor Analysis

Factor analysis operates on the notion that measurable and observable variables can be reduced to fewer latent variables that share a common variance and are unobservable, which is known as reducing dimensionality (Bartholomew *et al.*, 2011). To achieve this, both the dependent and independent variables were subjected to factor reduction.

Factor Analysis on Purchase Intention

Before carrying out factor analysis on purchase intention to see if data was adequate for Factor analyses, KMO test Factor analysis was done. The KMO test (Table 5) showed that the data was adequate for Factor analysis since the KMO score was 0.801 while the Bartlett's Test of Sphericity showed a Chi Square of 1202.4 at $P < 0.01$.

Table 5: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.801
Approx. Chi-Square		1202.384
Bartlett's Test of Sphericity	Df	10
	Sig.	.000

A Principal Component Analysis with varimax rotation was performed on five (5) Purchase Intention measures to examine the dimensionality of PI and to find out if all the variables were significant to PI. The other objective was to group the common factors and to retain a small number of factors which had the highest influence (Noor, Chen, & Romiza, 2011).

Table 6 shows the variance explained for the dependent variable purchase intention (PI). Out of the five (5) factors that were considered to explain on purchase intention, only one factor (Recommend to friends and relatives that they buy a counterfeited phone) was extracted and explained 65.5% of the variance observed in purchase intention. This was therefore used to mean purchase intention in the subsequent analysis.

Table 6: Total Variance Explained on Purchase Intention

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.276	65.520	65.520	3.276	65.520	65.520
2	.838	16.762	82.281			
3	.420	8.403	90.685			
4	.300	6.008	96.693			
5	.165	3.307	100.000			

Extraction Method: Principal Component Analysis.

Factor Analysis on Subjective norm

From previous studies five factors were used to explain subjective norm. Before factor analysis, KMO measure of sample adequacy was done to establish if the data was adequate for factor analysis. The KMO results was 0.797 which indicated that the set of variables were suitable for factorization. Bartlett's test of sphericity was significant (Chi-square 1179.748, $p < 0.000$). This indicated that the data could be put to factor analysis.

Table 7: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.797
	Approx. Chi-Square	1179.748
Bartlett's Test of Sphericity	df	10
	Sig.	.000

Based on correlations

When the five factors were subjected to factor analysis to identify the ones that explain most variation in Subjective Norm, only one (Siblings) was found to have Eigenvalues beyond the critical 1 and as such that factor, contributing 63.8% of total variation in Subjective Norm was extracted to further explain variation in subjective norm (table 8).

Table 8: Total Variance Explained on social norm

component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.189	63.790	63.790	3.189	63.790	63.790
2	.892	17.847	81.637			
3	.496	9.929	91.566			
4	.240	4.797	96.363			
5	.182	3.637	100.000			

Extraction Method: Principal Component Analysis. Source:

Correlation Analysis

To establish the relationship between the variables of the study, Pearson's Correlation analysis which is a measure of linear association between two variables was used. The test was done to identify the strength and direction of the associations among the variables of the study. Table 9

shows that the independent variable subjective norm is weakly but positively correlated with purchase intention of counterfeit mobile phones ($r = 0.130$, $p = 0.01$).

Table 9: Correlations output

		SMEAN(pi4)	SMEAN(SN4)
Purchase intention	Pearson Correlation	1	
	Sig. (2-tailed)		
Subjective norm	Pearson Correlation	.130**	1
	Sig. (2-tailed)	.006	

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

Regression Analysis

The hypothesis of the study stated that subjective norm has no influence on the purchase intention of counterfeit mobile phones in Kenya. As indicated in table 10 the regression model was statistically significant ($R^2 = 0.017$, $p < 0.05$). This implies that 1.7% of the variance in the purchase intention of mobile phone counterfeits is explained by subjective norm. Standardized coefficient Beta (β) for subjective norms was significant and positive, ($\beta = .130^{**}$, $p < 0.01$) meaning that there was a significant relationship between consumer subjective norms and purchasing intention towards counterfeit mobile phones. This therefore led to rejection of the null hypothesis that subjective norm has no significant influence on the purchase intention of counterfeit mobile phones in Kenya. Similar studies have also reported that the subjective norm is an important determinant of intention to purchase green products (Paul et al., 2016), and organic food (Dean et al., 2012).

Table 10: Regression Output

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.130 ^a	.017	.015	1.199

a. Dependent Variable: purchase Intention

a. Predictors: (Constant), Subjective norm

CONCLUSION

This study discusses an important issue in today's telecommunications market and adopts several personality factors to be examined as the possible drivers of consumers' willingness to

purchase counterfeit mobile phones. This seems to fit well with today's day and age where mobile phones (and gadgets of the like) have become a necessary tool of trade.

Based on the findings of this study, it is therefore concluded that the perceived social pressure to perform or not to perform behavior among individuals aged 20-50 significantly influence their intention to purchase mobile phone counterfeits in Kenya. This indicates their subjective norm is an important predictor of their intention to purchase counterfeit mobile phones.

RECOMMENDATIONS

It is recommended that since subjective norm has a role to play in influencing the consumer purchase intention of mobile counterfeits, it should be considered among other factors as a key predictor of consumer behaviour. Intellectual property owners and brand builders as well as Government agencies should carry out thorough consumer education, as this may help in making consumers make own decisions. One way to combat this behavior is to use repetition of advertising messages such as "the best clone would not be close to an original" to reinforce the quality and value of the original brand (Wee et al., 1995).

The findings offer some useful information to marketers in both private and public sector for both goods and services, whether for profit or not that they should endeavor to find which specific factors influence individuals' purchase intentions toward the goods or service they offer. As s Yeon Ho Shin & Murat Hancer (2016), the information of antecedents of individuals' purchase intentions will enable them to develop more effective marketing strategies or policies so that marketing campaigns or non-Governmental food programs should access consumers' attitude, subjective norm, perceived behavioral control as well as moral norm. This ensures a degree of precision of the product offered in meeting consumer needs. According to Fishbein and Ajzen (1975), attitude is a subjective likelihood and it can be accessed from examining advantages or disadvantages. Hence, marketing messages or campaigns should highlight various benefits of local food. Farmers, marketers, state-government administrators should also understand that significant reference groups, such as family members or friends can influence the subjective likelihood of local food consumers.

LIMITATIONS AND FUTURE RESEARCH

This study has limitations in accuracy of the measurement in data collection since Counterfeits data is not easy to collect due to the nature of the products in question. Cordell et al. (1996) pointed out that the purchase of counterfeit goods falls in the class of non-normative consumers' behaviors and is part of the behaviors supporting illegal transactions. As result, the respondent

may conceal their real attitude and willingness to purchase counterfeits. Besides to note is that the study was based on a single economic sector in the republic of Kenya, the mobile phone sector, and this limited the generalizability of the results more so given that the mobile telephony in Africa is still not fully integrated in the society. It is therefore recommended that due to the dynamic nature of the major variables used in this study, the use of the study in different cultural contexts even within Africa in future would provide important insights.

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