

國際真品來源國形象、品牌形象對消費者倫理信念與仿冒品購買意願關係之干擾效應

許家玉、陳木榮

E-mail: 9510817@mail.dyu.edu.tw

摘要

仿冒品市場交易的日益熱絡，除了衝擊企業利潤外，也間接造成國家形象的受損。仿冒品的盛行主要源起於所有的消費行為皆含有不可或缺的消费倫理成分，因此了解消費者從事不倫理消費行為的原因，將有助於降低消費者買仿冒品的行為。過去學者研究結果顯示，真品的來源國形象與品牌形象皆會對消費者購買行為產生影響，但此結論是否同樣適用於仿冒品？因此遂引發本研究探討真品的來源國形象、品牌形象、消費倫理信念與購買意願之間的關係。研究結果發現，台灣消費者購買仿冒品的意願會受到消費倫理信念的影響，即倫理信念愈高，購買仿冒品意願愈低，但此結果在中國地區則不顯著。此外，真品來源國形象及品牌形象對消費倫理信念與購買仿冒品意願的干擾效果，在台灣與中國均呈現不顯著，即表示消費者購買仿冒品時，真品來源國形象與品牌形象不會對購買行為產生干擾效果。

關鍵詞：真品，仿冒品，來源國形象，品牌形象，消費倫理信念，購買意願

目錄

封面內頁 簽名頁 授權書.....	iii	中文摘要.....	iv	英文摘要.....	v
要.....	v	誌謝.....	vi	目錄.....	vii
目錄.....	ix	表目錄.....	x	第一章 緒論 第一節 研究背景與動機.....	1
第二節 研究目的.....	6	第三節 研究流程.....	7	第二章 文獻探討 第一節 仿冒品之定義與種類.....	9
第二節 來源國形象與仿冒品購買意願.....	11	第三節 品牌形象與購買仿冒品行為.....	21	第四節 消費倫理信念與購買仿冒品行為.....	31
第五節 購買意願.....	37	第三章 研究方法 第一節 研究架構.....	39	第二節 研究假說.....	41
第三節 變項之操作性定義與衡量.....	43	第四節 資料分析方法.....	48	第四章 研究結果 第一節 前測.....	50
第二節 正式測試.....	52	第三節 研究變項之分析.....	56	第五章 結論 第一節 研究結論.....	65
第二節 理論與實務之意涵.....	67	第三節 未來研究方向與建議.....	69	第四節 研究限制.....	70
參考文獻.....	72	附錄.....	86	附錄一 前測問卷.....	86
附錄二 台灣正式問卷.....	89	附錄三 中國正式問卷.....	92		

參考文獻

1. 吳裕民 (1988), 「本國學生對國產品與進口品態度差異之研究」, 台灣大學商學研究所碩士論文。
2. 張秀惠 (1989), 「產品屬性、個人特徵與來源國形象之研究 - 以家電產品為例」, 台灣大學商學研究所碩士論文。
3. 黃鈺文 (1991), 「不同來源國與製造地形象對消費者產品態度的影響」, 政治大學國際貿易研究所碩士論文。
4. 黃光順 (1994), 「工業品來源國效應與定位實證研究 - 以電子零組件產品為例」, 成功大學企業管理研究所碩士論文。
5. 吳裕文 (1994), 「來源國產品形象之研究」, 中正大學企業管理研究所碩士論文。
6. 鄭銘源 (1995), 「來源國形象對產品評估之直接效應與間接效應」, 交通大學管理科學研究所碩士論文。
7. 吳柏青 (1996), 「國家刻板印象參考價格與產品知識對產品評價的影響—以大學生評價汽車產品為例」, 成功大學交通管理研究所碩士論文。
8. 謝志偉 (1996), 「產品設計國組裝國主要零件來源國對消費者行為之影響」, 台灣大學國際貿易研究所碩士論文。
9. 邱映婷 (1997), 「產品來源國對特定品牌產品評價之研究—以化妝品為實證分析」, 中央大學企業管理研究所碩士論文。
10. 許婷婷 (1998), 「品牌聯盟與來源國效應對產品評價之影響」, 成功大學交通管理研究所碩士論文。
11. 郝靜宜 (1998), 「消費者對消費性產品品牌形象之研究」, 中國文化大學國際企業管理研究所碩士論文。
12. 林淑惠 (1999), 「產品來源國效應之價值分析」, 暨南大學國際企業研究所碩士論文。
13. 李筱瑩 (2001), 「產品來源國與消費者本國中心主義對消費者產品評價影響之研究」, 東吳大學國際貿易學系碩士論文。
14. 曾瑞媛 (2001), 「品牌來源國籍品牌權益影響消費者購買產品及服務意願之研究」, 真理大學管理科學研究所碩士論文。
15. 金明吉 (2002), 「來源國效應、品牌形象認知對產品品質認知影響-以資訊科技產品為例」, 輔仁大學管理學研究所碩士論文。
16. 陳泊錦 (2002), 「來源國形象與愛國心對服務性商品消費者評價之影響」, 真理大學科學管理研究所。
17. 呂智忠 (2003), 「國家文化特質與消費倫理信念對消費者採購仿冒品行為之影響」, 東華大學國際企業研究所碩士論文。
18. 呂彥妮 (2003), 「消費者道德信念, 個人/集體主義傾向與相依性對消費者購買仿冒品行為之影響」, 東華大學國際企業研究所碩士論文。
19. 陳建翰 (2003), 「產品涉入程度、品牌形象、品牌權益與顧客回應間之關係探討」, 東華大學企業管理研究所碩士論文。
20. 吳毓仁 (2004), 「智慧財產權的執行與仿冒廠商間侵權競爭」, 暨南國際大學經濟學系碩士論文。
21. 秦嘉志 (2004),

「消費價值與消費者涉入對仿冒品購買行為 影響之研究—以名牌服飾為例」, 真理大學管理科學研究所碩士論文。22. 謝雅菱 (2005), 「製造來源國與品牌名稱對消費者購買意願 影響之研究-以國際性服飾品牌為例」, 大葉大學國際企業管理 學系碩士論文。23. 梁靜茹 (2005), 「消費者相依性特質對仿冒品侵權態度、消費者的消費倫理信念與購買仿冒品意向關係之研究」, 東華大學國際企業研究所碩士論文。24. 陳振遂, 「品牌聯想策略對品牌權益影響之研究」, 管理學報, 2001年, 第18卷, 第1期, 頁75-98。25. 張重昭; 謝千之, 「產品資訊、參考價格與知覺品質對消費者 行為之影響」, 管理學報, 2000年, 第47期, 頁161-190。26. 林素吟, 「服務品質、滿意度與購買意圖關係之研究: 層級干擾回歸分析之應用」, 管理評論, 2005年, 第2期, 頁1-17。27. 蔡東峻; 李奇勳; 吳萬益, 「價格、保證及來源國形象對產品 評價與購買意願的影響」, 管理學報, 2004年, 第21卷, 第1期, 頁21-46。28. 許士軍 (1987), 「管理學」, 台北: 東華書局。29. 吳萬益、林清河 (2000), 「企業研究方法」, 初版, 台北: 華泰書局。30. 邱皓政 (2000), 「社會與行為科學的量化研究與統計分析」, 臺北: 五南書局。31. 陳順宇 (1998), 「多變量分析」, 第二版, 華泰書局。32. 劉錦秀、鄭雅云譯 (2004), 「LV 時尚王國」, 新商業周刊叢書。網路參考資料 1. 聯合報, 2005/01/23, http://mag.udn.com/mag/life/storypage.jsp?f_ART_ID=7382, 2. 錢雜誌, 常見的名牌仿冒品現形記, 馬婉珍 http://magazines.sina.com.tw/money/contents/200403/200403-004_1.html 3. 灣行政院大陸委員會的新聞稿, 民國94/6/24, 編號第102號, <http://www.mac.gov.tw> 4. 世界海關組織統計, 新聞出處經濟日報, 2005/04/13 5. 義大利法令, 聯合新聞網, 王慧美, 2005/6/24 6. 經濟部智慧財產局, <http://www.tipo.gov.tw> 7. 東森新聞網, 2005年台灣國民所得, 2006/6/19, <http://www.ettoday.com/2006/06/19/320-1955757.htm> 8. 中國網, 2005年中國國民所得, 2006/6/27, http://www.pra-tw.org/view_topic.aspx?t=933&view=next 英文文獻 1. Aaker, David A. (1991), *Managing Brand Equity*, New York: The Free Press, pp.15-16. 2. Aaker, David A. (1996), *Building Strong Brand*. New York: The Free Press. 3. Ahmed, S. A., and A. d' Astous (1996), "Country-of-Origin and Brand Effects: A Multi-Dimensional and Multi-Attribute Study", *Journal of International Consumer Marketing*, vol.9 (2), pp.93-115. 4. Albers-Miller, N. (1999), "Consumer Misbehavior: Why People Buy Illicit Goods", *Journal of Consumer Marketing*, vol.16 (3), pp.273-287. 5. Al-Khatib, J. A., S. J. Vitell, and M.Y.A. Rawwas (1997), "Consumer Ethics: A Cross-cultural Investigation", *European Journal of Marketing*, vol.31, pp.750-767. 6. Ang, S.H., P.S. Cheng, E.A. Lin, and S.K. Tambyah (2001), "Spot the Difference: Consumer Responses Towards Counterfeits", *The Journal of Consumer Marketing*, vol.18 (3), pp.219-233. 7. Antil, J. H. (1984), "Socially Responsible Consumers: Profile and Implications for Public Policy", *Journal of Macromarketing*, vol.4, pp.18-39. 8. Bamossy, G. & D. Scammon (1985), *Product counterfeiting: consumers and manufacturing beware in Hirshmen, E.C. and Holbrook, M.B., Advances in Consumer Research*, vol.12, Association for Consumer Research, Provo, UT, pp.334-342. 9. Baugh, C. C., and A. Yaprak (1993), "Mapping Country – of-Origin Recent Developments and Emerging Research Avenues", in *Product-Country Images: Impact and Role in International Marketing*, Papadopoulos, N., and Heslop, L. A., eds., Binghamton, N.Y.: International Business Press, pp.89-99. 10. Bernstein, P. (1985), "Cheating- The New National Pastime?", *Business*, pp.24-33. 11. Bhat, S. & Reddy, S. (1998), "Symbolic and functional Positioning of brands", *Journal of Consumer Marketing*, vol.15 (1), pp.32-44. 12. Biel, A. (1992), "How brand image drives brand equity", *Journal of Advertising Research*, vol.32, pp.6-12. 13. Bilkey, Warren J. and Erik Nes. (1982), "Country – of-Origin Effects on Product Evaluations", *Journal of International Business Studies*, vol.13 (1), pp.89-99. 14. Bloch, P.H., Bush, R.F. and Campbell, L. (1993), "Consumer 'accomplices' in product counterfeiting", *Journal of Consumer Marketing*, vol.10 (4), pp.27-36. 15. Bullmore, J. (1984), "The brand and its image revisited", *International Journal of Advertising*, vol.3, pp.235-238. 16. Chan, A., S. Wong, and P. Leung (1998), "Ethical Beliefs of Chinese Consumers in Hong Kong", *Journal of Business Ethics*, vol.17, pp.1163-1170. 17. Chang, Tung-Zong and Albert R. Wildt (1994), "Price, Product Information, and Purchase Intention: An Empirical Study", *Journal of the Academy of Marketing Science* 22, no.1, pp.16-27. 18. Chao, P. (1989), "Export and Reverse Investment: Strategic Implications for Newly Industrialized Countries", *Journal of International Business Studies*, vol.20 (1), pp.75-91. 19. Chao, P. (1993), "Partitioning Country of Origin Effects: Consumer Evaluations of a Hybrid Product", *Journal of International Business Studies*, vol.24 (2), pp.291-306. 20. Chernatony, L. D., and McWilliam, G. (1989), "Branding terminology the real debate", *Marketing Intelligence and Planning*, vol.7 (8), pp.29-32. 21. Cole, C. (1989), "Deterrence and Consumer Fraud", *Journal of Retailing*, vol.65, pp.107-120. 22. Cordell, V. V. (1992), "Effects of Consumer Preferences for Foreign Sourced Products", *Journal of International Business Studies*, vol.5 (2), pp.251-269. 23. Cox, D., A. D. Cox and G. P. Moschis (1990), "When Consumer Behavior Goes Bad: An investigation of Adolescent Shoplifting", *Journal of Consumer Research*, vol.17, pp.149-159. 24. Davis, R. M. (1979), "Comparison of Consumer Acceptance of Rights and Responsibilities", in N.M. Ackerman (ed.), *Ethics and the Consumer Interest*, pp.68-70. 25. DeVellis, R.F. (1991), *Scale Development: Theory and Applications*, Newbury Park, CA: Sage Publications. 26. Dobni, D. (1990), "In search of brand image: A foundation analysis. *Advances in Consumer Research*", vol.17, pp.110-119. 27. Dodge, H.R., Edwards, E.A., and Fullerton, S. (1996), "Consumer Transgression in the Marketplace: Consumers' Perspectives", *Psychology & Marketing*, vol.13 (8), pp.821-835. 28. Elliott, Gregory R, Cameron, Ross C. (1994), "Consumer Perception of Product Quality and the Country-of-Origin Effect", *Journal of International Marketing*, Chicago, Iss. 2; pp.49. 29. Engel, F. E. D., Blackwell and P. W. Miniard (1993), *Consumer Behavior*, 6th Ed, The Dryden Press, pp.3. 30. Erffmer, R. C., B. D. Keillor, and D. T. LeClair (1999), "An Empirical Investigation of Japanese Consumer Ethics", *Journal of Business Ethics*, vol.18, pp.35-50. 31. Fishbein, Martin. and Icek Ajzen (1975), "Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research", Reading, MA: Addison- Wesley Publishing Company. 32. Frankena, W.K. (1963), *Ethics*, New Jersey: Prentice Hall. 33. Friedmann, R., and Lessig, V. P. (1987), "Psychological Meaning of Products and Positioning", *Journal of Product Innovation Management*, vol.4, pp.265- 273. 34. Gardner, B.B. and S.J. Levy (1955), "The Product and the Brand", *Harvard Business Review*, vol.33, pp.33-39. 35.

Gardner, D. M., Harris J., and Kim, J. (1999) , "The Fraudulent Consumer", in Gregory Gundlach, William Wilkie and Patrick Murphy (eds.) , Marketing and Public Policy Conference Proceedings, pp.48-54. 36. Guieford, J. P. (1965) , Fundamental Statistics in Psychology and Education, 4th ed., New York: McGraw - Hill. 37. Haldeman, V. A., J. M. Peters, and P. A. Tripple (1987) , "Measuring a Consumer Energy Conservation Ethic:An Analysis of Components", Journal of Consumer Affairs, vol.21, pp.70-85. 38. Hampton, Geralk M., (1977) , "Perceived Risks in Buying Products Made Abroad by American Firms ", Baylor Business Studies, October, pp.53-64. 39. Han, C. M. (1989) , "Country Image: Halo or Summary Construct?", Journal of Marketing, vol.26 (May) , pp.222-229. 40. Han, C. M. and V. Terpstra (1988) , "Country-of-Origin Effect for Uni- National and Bi-National Products", Journal of International Business Studies, vol.19 (Summer) , pp.235-253. 41. Han, C. M. (1990) , "Testing the Role of Country Image in Consumer Choice Behavior", European Journal of Marketing, vol.24 (6) , pp.24-40. 42. Herzog H., (1963) , "Behavioral Science Concepts for Analyzing the Consumer", in Marketing and the Behavioral Sciences, Perry Bliss, ed. Boston, MA: Allyn and Bacon, pp.76-86. 43. Hong, S. and R. Jr. Wyer (1989) , "Effect of Country of Origin and Product Attribute Information on Product Evaluation: An Information Processing Perspective", Journal of Consumer Research, vol.16, pp.174-187. 44. Israel D Nebenzahl, Eugene D Jaffe, Shlomo I Lampert. (1997) , "Towards a Theory of Country Image Effect on Product Evaluation", Management International Review, vol.37, pp.231-247. 45. Iyer, G. R. and J. K. Kalita (1997) , "The Impact of Country-of-Origin and Country-of-Manufacture Clues on Consumer Perceptions of Quality and Value", Journal of Global Marketing, vol.11 (1) , pp.7-28. 46. Johansson and H. B. Thorelli (1985) , "International Product Positioning", Journal of International Business Studies. Fall, pp.57-75. 47. Johansson, J. K. and I. D. Nebenzahl (1986) , "Multination Production: Effect on Brand Value", Journal of International Business Study, vol.17 (3) , pp.101- 126. 48. Kallis, M. J., K. A. Krentier and D. J. Vanier (1986) , "The Value of User Image in Quailing Aberrant Consumer Behavior", Journal of the Academy of Marketing Science, vol.14, pp.29-35. 49. Kamins, M. A. and L. J. Marks (1991) , "The Perception of Kosher as a Third Party Certification Claim in Advertising for Familiar and Unfamiliar Brands", Journal of the Academy of Marketing Science, vol.19 (3) , pp.177-185. 50. Kapferer, Jean (1992) , "Strategic Brand Management", New York:The Free Press. 51. Keller, Kevin Lane (1993) , "Conceptualizing, measuring, and managing customer-based brand equity", Journal of Marketing, vol.57 (January) , pp.1-22. 52. Keller, Kevin Lane (2001) , "Building and Managing Corporate Brand Equity, In M. Schultz, M.J. Hatch , & M.J. Larsen (Eds.) The Expressive Organization:Linking identity, reputation, and the corporate brand, London: Oxford University Press. 53. Kolter Philp (1996) , Marketing Management. New Jersey:Prentice-Hall Incorporation. 54. Lanza del Rio (2001) , "The effects of brand associations on consumer response", Journal of Consumer Marketing, vol.18 (5) , pp.410-425. 55. Lee, C. W., Y. Suh and B. J. Moon (2001) , "Product - Country Image: The Roles of Country-of-Original and Country-of-Target in Consumer ' s Prototype Product Evaluations", Journal of International Consumer Marketing, vol.13 (3) , pp.47-62. 56. Levy, Sidney J. (1978) , "Market Place Behavior It ' s Meaning for Management", New York: AMACOM, pp.171. 57. Li, Z. G., L. W. Murray and D. Scott (2000) , "Global Sourcing, Multiple Country of Original Factor, and Country Reactions", Journal of Business Research, vol.47 (2) , pp.121-131. 58. Manrai, L. A., Dana-Nicoleta Lascu, and Ajay K. Manrai (1998) , "Interactive Effects of Country of Origin and Product Category on Product Evaluations", International Business Review, vol.7, pp.591-615. 59. Martin, I. M., and Eroglu, S. (1993) , "Measuring a multi-dimensional construct: Country image", Journal of Business Research, vol.28 (2) , pp.191- 210. 60. McDonald, G. & C. Roberts (1994) , Product Piracy: The Problem that Will not Go Away, Journal of Product and Brand Management, pp.55-65. 61. Meenaghan, Tony (1995) , "The role of advertising in brand image development", Journal of Product and Brand Management, vol.4 (4) , pp.23-34. 62. Monroe, and R. Krishnan (1985) , "The Effect of Price on Subjective Product Evaluation", In Perceived Quality : How Consumers View Stores and Merchandise. Eds. Jacob and Jerry C. OlsonLexington. MA: Lexington Books, pp.209-232. 63. Moschis, G. P. and J. Powell (1986) , "The Juvenile Shoplifter", The Marketing Miz, vol.10, pp.1-14. 64. Morwitz, Vicki G; Schmittlein, David (1992) , "Using Segmentation to Improve Sales Forecasts Based on Purchase Intent: Which "Intenders" Actually Buy?" Journal of Marketing Research; Nov. pp.391-405. 65. Muncy, J. A. and S. J. Vitell (1992) , "Consumer Ethics: An Investigation of the Ethical Beliefs of the Final Consumer", Journal of Business Research, vol.24, pp.297-311. 66. Muncy, J. A. and Eastman, J. K. (1998) , "Materialism and Consumer Ethics: An Exploratory Study", Journal of Business Ethics, vol.171 (2) , pp.137-145. 67. Nagashima, A. (1970) , "A Comparison of Japanese and U.S. Attitudes Toward Foreign Products", Journal of Marketing, vol.34 (January) , pp.68-74. 68. Nagashima, A. (1977) , "A Comparative ' Made In ' Product Image Survey Among Japanese Businessmen", Journal of Marketing. vol.41 (July) , pp.95-100. 69. Newman, J.W. (1957) , New Insight, New Progress for Marketing. Harvard Business Review, 35, 5. 70. Noth, W. (1988) , "The language of commodities groundwork for A semiotics of consumer goods", International Journal of Research in Marketing, vol.4, pp.173-186. 71. Neumann, F.L. (1992) , Viewpoint:Ethics and Integrity - Beyond Internal Control, Managerial Auditing Journal, vol.7 (2) , pp.1-4. 72. Papadopoulos, N. and L. Heslop (1993) , "Product-Country Image: Impact and Role in International Marketing", International Business Press. 73. Parameswaran, Ravi and Yapark Attila (1987) , "A Cross -National Comparison of Consumer Research Measures", Journal of International Business Studies, Spring, pp.35-49. 74. Park, C. W., Joworski, B. J., and MachInnis, D. J. (1986) , "Strategic Brand Concept-Image Management", Journal of Marketing, vol.50 (4) , pp.135-145. 75. Peter, J. P., & Olson. P. (1994) , "Understanding Consumer Behavior", Burr Ridge, IL: Richard D. Irwin, Inc. 76. Peterson, Robert A., and Alain J. P. Jolibert (1995) , "A Meta-Analysis of Country-of-Origin Effects", Journal of International Business Studies, vol.26 (4) , pp. 883-900. 77. Pisharodi, R. M., and Parameswaran, R. (1992) , "Confirmatory Factor Analysis of a Country-Of-Origin Scale:Initial Results", Advances in Consumer Research, vol.19, pp.706-714. 78. Polonsky, M. J., Brito, P. Q., Pinto, J., and Higgs-Kleyn, N. (2001) , "Consumer Ethics in the European Union:A Comparison of Northern and Southern Views", Journal of Business Ethics, vol.31 (2) ,

pp.117-130. 79. Prendergast, G, Leung Hing Chuen, Ian Phau (2002) , Understanding Consumer Demand for Non-deceptive Pirated Brands, *Marketing Intelligence & Planning*, vol.20 (7) , pp.405-416. 80. Rallapalli, K. C., Vitell S. J., Wiebe, F. A., and Barnes J. H. (1994) , "Consumer Ethical Beliefs and Personality Traits: An Exploratory Analysis", *Journal of Business Ethics*, vol.13 (7) , pp.487-495. 81. Rawwas, M. Y. A., G. L. Patzer and M. L. Klassen (1995) , "Consumer Ethics Cross-cultural Settings Entrepreneurial Implications", *European Journal of Marketing*, vol.29, pp.62-78. 82. Rawwas, M. Y. A. and Singhapakdi, A. (1998) , "Do Consumers ' Ethical Beliefs Vary with Age? A Substantiation of Kohlberg ' s Typology in Marketing", *Journal of Marketing Theory and Practice*, vol.6 (2) , pp.26-38. 83. Reynolds, F.D. and Wells, W. D. (1977) , *Consumer Behavior*, New York: Mc Graw – Hill Book Co., p.32. 84. Reynolds, Thomas J. and Jonathan Gutman (1984) , "Advertising as Image Management", *Journal of Advertising Research*, vol.24 (February/March) , pp.27-38. 85. Rogers, Thomas M., Peter F. Kaminski, Denise D. Schoenbachler, and Geoffrey L.Gordon (1994) , "The Effect of Country-of-Origin Information on Consumer Purchase Decision Processes When Price and Quality Information Are Available", *Journal of Informational Consumer Marketing*, vol.7 (2) , pp.73-109. 86. Roth, M. S. and J. B. Romeo (1992) , "Matching Product Category and Country Image Perception: A Framework for Managing Country-of-Origin Effects", *Psychological Review*, vol.86 (2) , pp.87-123. 87. Roth, Marvin S. (1995) , "Effects of global market conditions on brand image customization and brand performance", *Journal of Advertising*, vol.24 (4) , pp.55-72. 88. Samiee, Saeed (1994) , "Customer Evaluation of Products in a Global Market", *Journal of International Business Studies*, vol. 25 (3) , pp.579-604. 89. Schubert, J. T. (1979) , "Consumer Abuse: Some Recommendations for Change", in N.M. Ackerman (ed.) , *Ethics and the Consumer Interest*, pp.146-149. 90. Schwepker, C. H. and Good, D. J. (1999) , "The Impact of Sales Quotas on Moral Judgment in the Financial Services Industry", *Journal of Services Marketing*, vol.13 (1) , pp.38-58. 91. Simon, H. A. (1974) , "How Big is a Chunk?" *Science*, vol.183 (Feb) , pp.1-23. 92. Singhapakdi A., Rawwas, M. Y. A., Marta, J. K., and Ahmed, M. I. (1999) , "A Cross-cultural Study of Consumer Perceptions about Marketing Ethics", *Journal of Consumer Marketing*, vol.16 (3) , pp.257-272. 93. Stampfl, R. W. (1979) , "Multi-Disciplinary Foundations for a Consumer Code of Ethics", in N.M. Ackerman (ed.) , *Ethics and the Consumer Interest*, pp.12-20. 94. Strutton, D., Vitell, S. J., and Pelton L. E. (1994) , "How Consumers May Justify Inappropriate Behavior in Market Settings: An Application on the Techniques of Neutralization", *Journal of Business Research*, vol.30 (3) , pp.253-260. 95. Swaidan, Z. (1999) , *Consumer Ethics and Acculturation: The Case of the Muslim Minority in the U.S.*, unpublished doctoral dissertation, University of Mississippi. 96. Swee Hoon Ang and Peng Sim Cheng and Alison A.C. Lim and Siok Kuan Tambyah (2001) , "Spot the difference: consumer responses towards counterfeits" *Journal of Consumer Marketing*, vol.18 (3) , pp.219-235. 97. Thakor, M.V., and Lea Prevel Katsanis (1997) , "A Model of Brand and Country Effects on Quality Dimensions: Issues and Implications", *Journal of International Consumer Marketing*, vol.9 (3) , pp.79-100. 98. Tom, G., Garibaldi, B., Zeng, Y. and Pitcher, J. (1998) , Consumer demand for counterfeit goods, *Psychology and Marketing*, vol.15 (5) , pp.405-421. 99. Verlegh, Peeter W. J. and Jan-Benedict E. M. Steenkamp (1999) , "A Review and Meta-Analysis of Country-of Original Research", *Journal of Economic Psychology*, vol.20, pp.521-546. 100. Vitell, S. J., Singhapakdi, A., and Thomas, J. (2001) , "Consumer Ethics: An Application and Empirical Testing of Hunt-Vitell Theory of Ethics", *Journal of Consumer Marketing*, vol.18 (2) , pp.153-178. 101. Vitell, S. J. (2003) , "Consumer Ethics Research: Review, Synthesis and Suggestions for the Future", *Journal of Business Ethics*, vol. 43, pp.33-47. 102. Vitell, S. J., J. R. Lumpkin and Y. A. Rawwas (1991) , "Consumer Ethics: An Investigation of the Ethical Beliefs of Elderly Consumers", *Journal of Business Ethics*, vol.10, pp.365-367. 103. Wall, M., J. Liefeld and L. A. Heslop (1991) , "Impact of Country of Original Cues on Consumer Judgment in Multi-Cue Situation: a Covariance Analysis", *Journal of the Academy of Marketing Science*, vol.19 (2) , pp.105-113. 104. Wang, Chih-Kang and C. W. Lamb (1983) , "The Impact of selected environment forces upon consumers ' willingness to foreign products", *Journal of the Academy of Marketing Science*, vol.11 (2) , pp.71-84. 105. Wilkes, R. E. (1978) , "Fraudulent Behavior by Consumers", *Journal of Marketing*, vol.42 (4) , pp.67-75. 106. Wright, P. L. (1975) , "Consumer Choice Strategy: Simplifying vs. Optimizing", *Journal of Marketing Research*, vol.11 (Feb) , pp.60-67. 107. Walters, C. G. (1978) "Consumer Behavior : Theory and Practice", Homewood, Ill:Richard D. Irwin, Inc. 108. Wee, Chow-Hou, Tan, Soo-Jiuan and Cheok, Kim-Hong (1995) , "Non-price determinants of intention to purchase counterfeit goods: an exploratory study", *International Marketing Review*, vol.12 (6) , pp.19-46.