

The Moderating Effect of Image of Genuine Goods' Country of Origin、 Brand Image on the Relationship between the ...

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ABSTRACT

The counterfeit market has been ever booming, not only it will impact corporate profitability, but also indirectly damages a country's image. Counterfeits prevail mainly comes from the unethical behavior of all consumers which are inevitable. Therefore, knowing the reason that consumers are conducting these unethical buying behaviors will help to reduce the behavior of consumers buying counterfeits. Past research from the scholars indicates that image of genuine goods ' country of origin and brand image will influence consumers buying behaviors. But the conclusion is: Will this be the same for counterfeits? As a result, this opens up the discussion of the research between genuine goods ' country of origin、 brand image、 consumer ethical beliefs and purchase intentions. From the research, Taiwanese consumers' behaviors of buying counterfeit products are influenced by their ethic beliefs. In other words, the higher the ethic beliefs, the less they are to buy counterfeit products. However, the case in China is not as obvious. In addition, base on consumer's ethic beliefs, genuine goods ' country of origin and brand image for authentic products will influence consumers' buying decision on counterfeits, in both Taiwan and China do not show obvious signs which means when consumers buy the counterfeit product, country of origin and brand image do not affect their buying behavior.

Keywords : genuine goods, counterfeit, country of origin, brand image, consumer ethical beliefs, purchase intentions

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