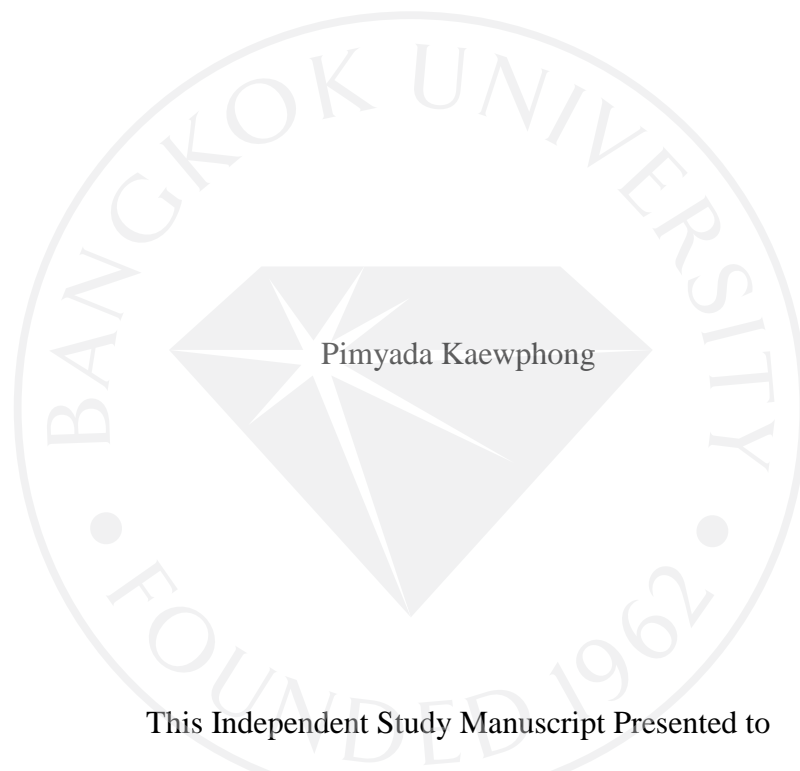


**FACTOR POSITIVELY IMPACTING CONSUMERS' ATTITUDE TOWARD
COUNTERFEIT BAGS OF CONSUMERS IN SIAM SQUARE AREA
OF BANGKOK**



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OF BANGKOK



This Independent Study Manuscript Presented to
The Graduate School of Bangkok University
in Partial Fulfillment
of the Requirements for the Degree
Master of Business Administration

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**This Independent Study has been approved by
the Graduate School
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Title: FACTOR POSITIVELY IMPACTING CONSUMERS' ATTITUDE TOWARD
COUNTERFEIT BAGS OF CONSUMERS IN SIAM SQUARE AREA OF
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Factor Positively Impacting Consumers' Attitude Toward Counterfeit Bags of Consumers in Siam Square area of Bangkok (81 pp.)

Advisor: Penjira Kanthawongs, Ph.D.

ABSTRACT

The purpose of this study was to examine the independent positively impacting consumers' attitude toward counterfeit bags. Those independent factors were similarity perception, economic benefits of counterfeits, hedonic benefits of counterfeits, materialism, social consequences, social psychology, corporate social responsibility, and self - congruity with the counterfeits affecting attitude toward counterfeit bags. The number of respondents who had participants was 250 people collected with a survey questionnaire located in Siam Square area in Bangkok. The majorities of respondents were females at the age of 24 to 29 years old. Almost all were singles with bachelor degrees. Most of them were students with an income range of less than 20,000 baht per month. Most of the respondents had counterfeit bags and paid money on average less than 1,000 to 5,000 baht. In addition, they bought from online markets which were Facebook and Instagram. The data sets utilized descriptive statistics and multiple regression analysis. The researcher found that self-congruity with the counterfeits ($\beta = 0.431$), corporate social responsibility ($\beta = 0.271$), and materialism ($\beta = 0.177$) accounted for 63.5% positively impacting consumers' attitude toward counterfeit bags in Siam Square area of Bangkok with statistical significant at .01.

Keywords: Counterfeit bags, Purchase Intentions, Attitudes toward Counterfeits

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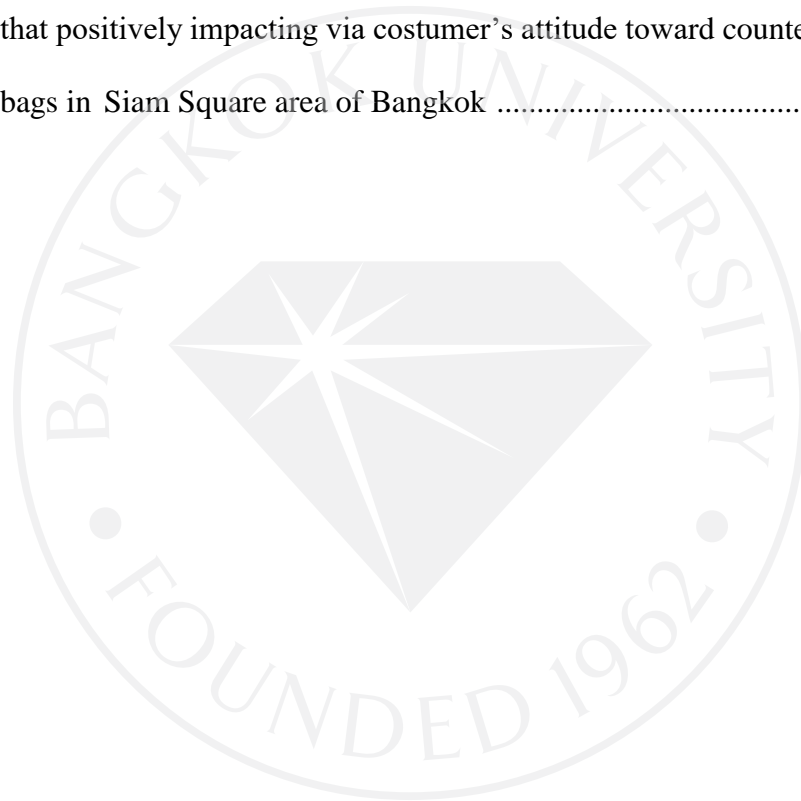
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CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem statement

In the present time, fashion has a great impact on the way people dressed up. Counterfeiting was a global problem and the fact that counterfeiting was illegal and its harmful effects on genuine brands and the wider society were well known. According to a report produced by the organization for Economic Co-operation and Development, the counterfeit industry was worth more than \$460 billion in 2013, the equivalent of up to 2.5% of legal world trade (Marticotte & Arcand, 2017). Acknowledging that it was difficult to calculate accurate figures, some observers deem those estimates to be conservative. Many reasons were invoked to explain why people were interested in counterfeit products. The lower price of counterfeits vs. genuine brands appears was the primary factor driving sales (Kaufmann, Petrovici, Filho, & Ayres, 2016). For the problem statement was according to appraisal theory, emotions could have a functional purpose as they could motivate an individual toward one behavior rather than another. Thus, consumers who felt bad about counterfeits should be less likely to buy them. This responsible behavior would be in line with their moral judgment (Marticotte & Arcand, 2017). However, considering the size of the market for fake products, some consumers did not feel bad enough to stop buying them.

For instance, some consumers might think that buying counterfeits wasn't a bad choice because they see it as a normal bag, but others might think that buying

counterfeits bag was a bad choice. They did not feel strongly enough to refrain from buying them as emotions were composed of two dimensions: valence and intensity showed that consumers assess both sides of the situation (good vs. bad) simultaneously and that this struggle between good and bad was typical when buying luxury brand counterfeits. Although the penalties were more severe, the counterfeit was continued distribution in multiple formats. Sometimes, consumers knew that the product was counterfeit, but the person view and intention of consumers, buying counterfeit bags was a low price than the authentic products, about 50%, so it made consumers still popular consumer counterfeit bags

Therefore, the problem above was counterfeit bags. The research was interested in the study of consumer's perceptions, attitudes, and values through the analysis and study of consumer attitudes affecting counterfeit bags.

1.2 SWOT analysis

In the present time, everyone wanted to be stylish but with the economic and social conditions that made everyone had different costs. Most of the people wanted themselves to look good, so, they chose to use brand name products that were counterfeit bags. There were hundreds of famous handbags were counterfeited by Chinese manufacturers as supply and demand went expanded in the market of fakes. This paragraph would show the SWOT analysis of three most counterfeited handbags which were Louis Vuitton, Chanel, and Hermes. To recognize why these three brands leading in fashion trends and this information also gave the researcher knowledge of which factor could be measure and affect the dependent variable.

Table 1: SWOT analysis of Louis Vuitton, Chanel, and Hermes

	Louis Vuitton	Chanel	Hermes
Strengths	<ol style="list-style-type: none"> 1. Strong association to quality. 2. Attractively designed and outstanding. 3. Had own uniqueness. 	<ol style="list-style-type: none"> 1. High Value. 2. High revenue based on its brand value. 3. Perfect design and style. 	<ol style="list-style-type: none"> 1 Strong brand image. 2. Global presence. 3. Brand strategy.
Weakness	<ol style="list-style-type: none"> 1. Extremely high Pricing. 2. Lack of sensitivity to foreign cultures. 	<ol style="list-style-type: none"> 1. Competing with many other premium brands. 2. Lose to other brands. 	<ol style="list-style-type: none"> 1. More Competition in the market. 2. Counterfeit products.
Opportunities	<ol style="list-style-type: none"> 1. The growth rate of luxury markets was 4 percent per year. 2. Increase in the number of working women. 	<ol style="list-style-type: none"> 1. Focused on E-commerce and make it strong. 2. To increase the markets. 3. Created new product. 	<ol style="list-style-type: none"> 1. Global expansion. 2. Strengthen brand equity. Hermes needs to work on the brand equity of its wide product ranges.
Threats	<ol style="list-style-type: none"> 1. Counterfeit products in the market. 2. Ability to created exclusive merchandise 	<ol style="list-style-type: none"> 1. Huge competition exists 2. The copied product much 	<ol style="list-style-type: none"> 1. Brand Took over. 2. Economic instability.

(Continued)

Table 1(Continued): SWOT analysis of Louis Vuitton, Chanel, and Hermes.

Threats (Continued)	and also need to customize for individual cultures.	cheaper and not expensive rates.	
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Sources: Bhasin, H. (2017). *SWOT Analysis of Louis Vuitton. (2017)*. Retrieved from

<https://www.marketing91.com/swot-analysis-louis-vuitton/>

Bhasin, H. (2017). *SWOT Analysis of Chanel. (2018)*. Retrieved from

<https://www.marketing91.com/swot-analysis-chanel/>

Bhasin, H. (2017). *SWOT Analysis of Hermes. (2019)*. Retrieved from

<https://www.marketing91.com/swot-analysis-of-hermes-international/>

1.3 Objective of Research

The purpose of this research was to investigate to study the independent positively impacting consumers' attitudes toward counterfeit bags in Siam Square area of Bangkok. Those independent factors were similarity perception, economic benefits of counterfeits, hedonic benefits of counterfeits, materialism, social consequences, psychosocial, corporate social responsibility, and self - congruity with the counterfeits and attitude toward counterfeit bags.

1.4 Contribution of the Study

This independent study was studied about factor positively impacting consumers' attitude toward counterfeit bags of consumers in Siam Square area of Bangkok. The study was focused to identify the factor impacting attitude toward

counterfeit bags and the scope of sample was the resident who lived in Siam Square Area of Bangkok.

1.4.1 The contributions of this research could be offer benefits to investigate the behavior of the people who were buying counterfeit bags in Siam Square, Bangkok.

1.4.2 This research was to enlarge the information on positively impacting consumers' attitudes towards counterfeit bags.

1.4.3 This study extended the insight on how individual factor, similarity perception, economic benefits of counterfeits, hedonic benefits of counterfeits, materialism, social consequences, social psychology, corporate social responsibility, self - congruity with the counterfeits and attitude toward counterfeit bags which would be beneficial to researcher in the future research.

CHAPTER 2

LITERATURE REVIEW

2.1 Related Theories and Previous Studies

In the present time, people pay more attention to the fashion, but with the economic and social conditions that made everyone had different costs.

Counterfeiting was a global problem as illegal products that were similar with genuine products, but typically lower in performance, reliability, and quality (Wilcox, Kim, & Sen, 2009). Counterfeit luxury goods ruin the reputation of brands, contributes to an unethical labor market, and subsidizes organized crime. We already knew there were counterfeit handbags out there. While distinguishing a fake from a real handbag used to be a fairly straightforward and easily Google-able process, it's now incredibly difficult to tell real from replica. The cost could be cheaper than the genuine, so that the counterfeiters made much more of the profit.

2.1.1 Similarity perception of the product was an important reason for buying fashion counterfeits (Kim & Karpova, 2010). According to similarity perception was the cause of mixed feelings like shame, guilt, and pride experienced by consumers of counterfeits (Marticotte & Arcand, 2017). For instance, it had been shown that the higher the perceived similarity with regard to criteria such as quality, physical appearance and durability, the more likely it was that the consumer was willing to buy the counterfeit. The researcher had found that consumers who were more "value conscious" had a greater willingness to buy counterfeits (Marticotte & Arcand, 2017). The researcher said about similarity perception was a mix of price, quality and the image conveyed by the counterfeit. Also, the consumer might take pleasure in seeing

a less expensive, acceptable alternative to the luxury product, and believed that the price asked for the original was not deserved.

2.1.2 According to Economics benefits counterfeits, the primary welfare effect of counterfeiting depends crucially on whether consumers were deceived into belief that a fake good was produced by the owner of the trademark (Lacroix & Jolibert, 2017). Vulnerable consumers also found another advantage in their low-cost purchases. False users found an appreciation of economic benefits as well as the difference between the price and the quality of the fake and the original. The choice always depend on the client. Consumers chose their ability if they decided to idols, and from that point they did not take care of the quality of counterfeits. The researcher said consumers take real economic benefits from counterfeit purchases, they would have more positive attitude toward counterfeits (Jamil, Ali, & Akram, 2018).

2.1.3 According to Hedonic benefits of counterfeits was related to the brand. Fraud was a better and cheaper option when consumers were looking for hedonic benefits because they were less concerned about the quality of fraud. The appearance and awareness of fake costumes came with the ability to fulfill a short term goal. Therefore, these benefits, which were sought by fake consumers, could be positive linked to false buying intentions (Jamil et al., 2018). The researcher showed that learned that consumers bought counterfeit products not only for economic benefits but also took advantage of other brands such as logos, celebrities, celebrities and celebrities.

2.1.4 According to Materialism was regarded as the extent to which individuals attempting to engage in the construction and maintenance of the self through the acquisition and used of products, services, experiences, or relationships

that were perceived to provide desirable symbolic value. The extended to which individuals attempting to engage in the construction and maintenance of the self through the acquisition and used of products, services, experiences, or relationships that were perceived to provide desirable symbolic values. The attached importance on possession and acquisition of material goods, seeking to achieve life goals and desired comfort conditions (Kaufmann et al., 2016). Materialists place possessions and their acquisition at the center of their lives and views them as essential to their satisfaction and well-being in life. Their primary goal of material possessions was to impressed others rather than themselves. The researcher showed that both counterfeits and originals fit the purpose of consumers' external physical vanity. This was achieved through prestige and display effect, despite significant quality differences. Consumers would have an identical appearance whether they wear a counterfeit or an original. Consumers of counterfeits need the only verisimilitude and therefore purchase just the prestige of the originals without paying for it.

2.1.5 According to Social Consequences, buying intentions toward counterfeits found that consumers who were less prone to conform to social expectations were more likely had a positive attitude toward counterfeiting. In other words, being less sensitive about following rules or underestimating the negative impacts of counterfeiting would lead to a higher likelihood of buying a counterfeit argued that consumers bought counterfeits for hedonistic purposes as was the case with luxury brand counterfeits and thus would be less sensitive to the negative social impacts of the counterfeits on a collective level, relative to the personal gains derived from possessing the counterfeit product another component of the attitude toward the counterfeit was the individual's sensitivity regarding the negative social consequences of counterfeiting

(Phau & Teah, 2009). This was due to the illegality of the counterfeit market and its ill effects on society. According to the researcher said that consumers who are more respectful of subjective norms were less likely to buy counterfeits. Subjective norms were the social pressures that individuals feel pushing them to comply with the rules governing our society. Consumers' perceptions of the risks the counterfeits posed for the economy, the firm and the brands were predicted of societal order.

2.1.6 According to the science of social psychology provided of attitudes, with a particular emphasis on cognitive processes and developed the first formal models of persuasion, with the goal of understanding how advertisers and other people could present their messages to make them most effective. Social psychology began when scientists first started to systematically and formally measure the thoughts, feelings, and behaviors of human beings (Kruglanski & Stroebe, 2005). Social psychology was the studied of the dynamic relationship between individuals and the people around them. The researcher said that human behavior is determined by both a person's characteristics and the social situation. They also believe that the social situation was frequently a stronger influence on behavior than were a person's characteristics.

2.1.7 Corporate Social Responsibility belief, likely mediates the effect of brand conspicuousness on consumers' attitudes toward a responsible luxury brand, but those beliefs are unlikely to be the sole mediator of the effect. But those beliefs were unlikely to be the sole mediator of the effect. Even though CSR rarely was the main criterion for purchase decisions, previous research highlights that CSR offers one of the primary bases of consumers' identification with brands. The acknowledges that CSR rarely was the most important criterion that consumers used to make purchase decisions (Janssen, Vanhamme, & Leblanc, 2017). Consumer brand identification was

a key determinant of the creation and development of strong and meaningful relationships between a brand and its consumers, which could help consumers, satisfy one or more of their self-definitional needs, the researcher said something about a brand's values, concerning important social issues.

2.1.8 Self-congruity's importance had been confirmed in various venues, such as sponsorship events, retail store choice. In response to progression in self-congruity research that suggested conflicting conclusions about the theory's validity, conducted a meta-analysis of self-congruity and found evidence of a robust self-congruity effect. Their conclusions showed that the self-congruity construct was a robust and valid basic for emerging and current consumer identity and symbolic consumption research. The researcher said about the congruity between a celebrity's and a brand's image could strengthen consumers' attitudes towards that brand (Kamins, 1990).

2.1.9 Attitude toward counterfeiting had been discussed many times in the marketing literature. According to Theory of Reasoned Action, attitude correlates positively with behavioral intention that was finally antecedent from the actual behavior. The consumers admit that buying the counterfeit bags was not something right. But respondents also do not regard that buying the counterfeit products was crime (Budiman, 2012). Attitude was considered to be highly correlated with one's intentions, which in turn was a reasonable predictor of behavior. Not only the attitude one has toward an object will affect people intentions toward it, but also what influences one receives from his/her reference group would be important, namely the subjective norms. In summary, intentions to perform a behavior would be influenced by individual and interpersonal level factors.

2.2 Hypothesis

2.2.1 Similarity perception (SP) had the positive impact on Attitude toward counterfeit bags (ATC).

2.2.2 Economics benefits counterfeits (EB) had the positive impact on Attitude toward counterfeit bags (ATC).

2.2.3 Hedonic benefits of counterfeits (HB) had the positive impact on Attitude toward counterfeit bags (ATC).

2.2.4 Materialism (M) had the positive impact on Attitude toward counterfeit bags (ATC).

2.2.5 Social consequences (SC) had the positive impact on Attitude toward counterfeit bags (ATC).

2.2.6 Social Psychology (SPS) had the positive impact on Attitude toward counterfeit bags (ATC).

2.2.7 Corporate social responsibility (CSR) had the positive impact on Attitude toward counterfeit bags (ATC).

2.2.8 Self - Congruity with the counterfeits (SCC) had the positive impact on Attitude toward counterfeit bags (ATC).

2.2.9 All variables which were Similarity perception (SP), Economics benefits counterfeits (EB), Hedonic benefits of counterfeits (HB), Materialism (M), Social consequences (SC), Social Psychology (SPS), Corporate social responsibility (CSR), and Self - Congruity with the counterfeits (SCC) had the positive impact on Attitude toward counterfeit bags (ATC)

2.3 Conceptual framework

Independent Variables

Dependent Variables

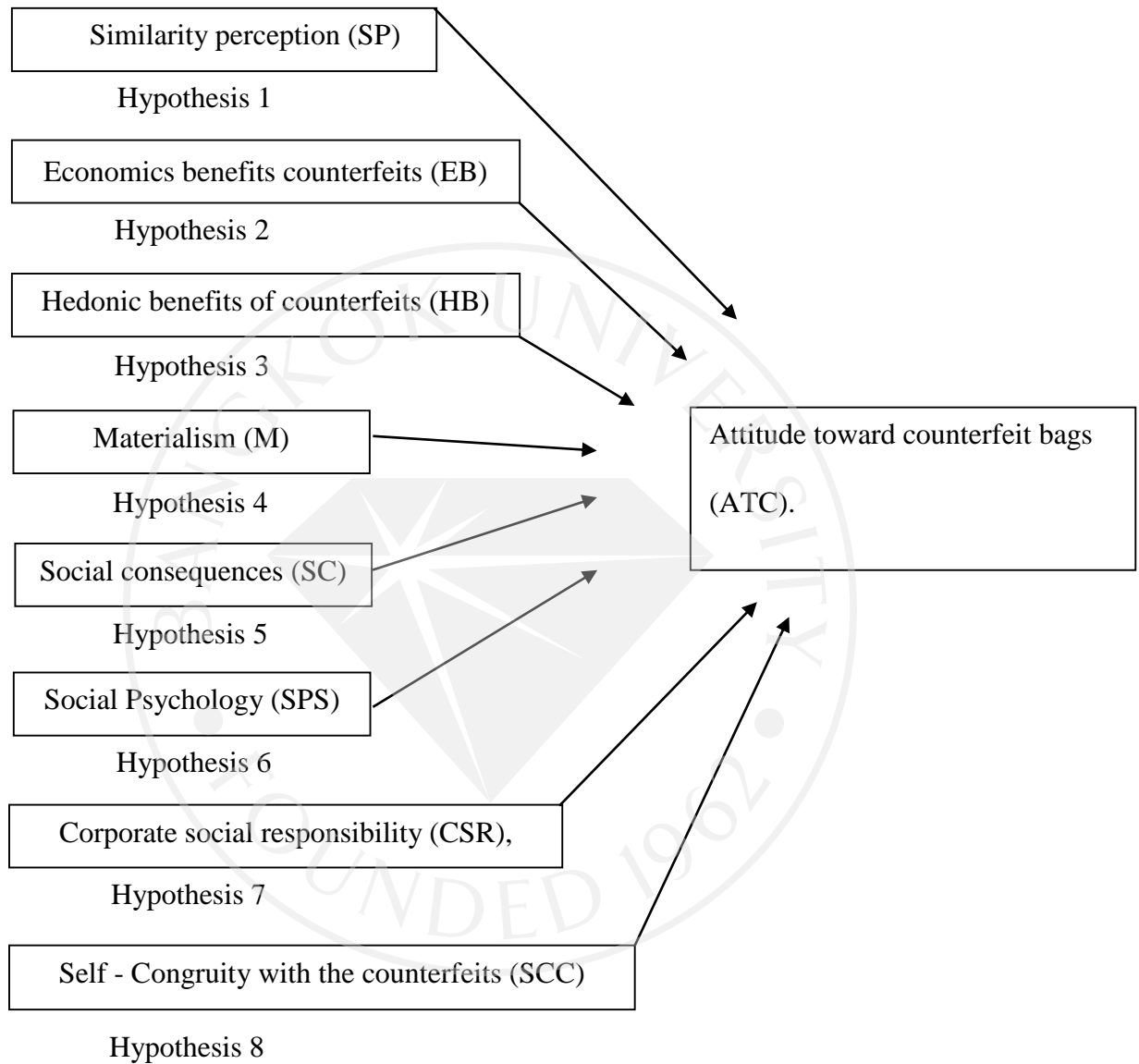


Figure 2.1: Theoretical framework attitude toward counterfeit bags.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This independent study focused on seeking for the factor positively impacting consumers' attitude toward counterfeit bags in Siam Square area of Bangkok. The methodology was based on the quantitative approach. The survey method and data collection through questionnaires were chosen for this research.

3.2 Population and Sample Selection

According to the objective, this research aimed to seek for the key factors impacting consumers' attitude toward counterfeit bags from customers in Siam Square area of Bangkok, Thailand. The survey was distributed to both offline and online channels. For offline channel, the customers in brand name shops and retail stores around Siam Square. For online channel, the survey was distributed to members in online community e.g. Facebook page and Instagram. The questionnaire was sent directly to target sample via their inbox

After pilot data collection, the author test by collecting 40 surveys and calculated the optimal number of samples using G*power version 3.1.9.2. The application was created by Erdfelder, Faul, and Buchner (1996) from the conceptual practice from J. Cohen (1977) and Wiratchai (2012) approved by with the Power (1- β) of 0.80, Alpha (α) of 0.20, Number of Test Predictor of 8, Effect Size of 0.0528266 (Calculated by Partial R^2 of 0.050176). As a result of G*power calculation, the

minimum number of the total sample size was 183 (Cohen, 1977). Consequently, total 250 sets of the questionnaire would be collected from participants.

3.3 Research Instrument and Content Validity

3.3.1 Exploring published articles and journals from www.emeraldinsight.com and www.sciencedirect.com which related to counterfeit brands, consumer behavior, for perception impacting and purchase intention, together with guidance from an advisor.

3.3.2 Creating questionnaire form which selected from articles and journals to get approval from an advisor.

3.3.3 Passing completed questionnaire form to 2 experts in the fashion trends, Mr.Thitiwat Kanokvongpisit, Carnival store, Sales Manager, and Mr. Napawat Chaiyatat, Owner's street fashion on online market gave the advices to be more precise. After that, finalizing questionnaire referred to comments from the experts including an advisor's guidance.

3.3.4 Launching 40 pilots testing of questionnaires. Next step was to conduct the reliability test of each variable in individual factor by using Cronbach's Alpha Coefficient. Value of Cronbach's Alpha was between $0 \leq \alpha \leq 1$, higher value means higher reliability and closely related of a section.

3.3.5 Analysis of the reliability test was executed for 40 people testing of questionnaires in order to ensure the grouping of question and the consistency of each factor were aligned with theories of study.

From instruments mentioned above, the questionnaire form that created from related principles could be divided into three parts with total forty eight questions.

Part 1 Consisting of 10 questions which were 6 closed-ended response questions about demographic and general information such as Gender, Age, Status, Level of education, Monthly income and Professional status. Another 4 questions were about respondent's consumer behavior. The questionnaire of this section consisted of following questions.

- Your favorable brand of bags?
- Do you have counterfeit bags?
- Budget do you purchase for counterfeit bags a?
- Where did you buy counterfeit bags?

Part2 Closed-ended response questions about “Factor Positively Impacting Consumers’ Attitude Toward Counterfeit Bags in Siam Square area of Bangkok”.

The purpose was to gain the attitude toward questions of each variable consist of:

Similarity Perception (SP)	4 Questions
Economic benefits of counterfeits (EB)	4 Questions
Hedonic benefits of counterfeits (EB)	4 Questions
Materialism (M)	4 Questions
Social Consequences (SC)	4 Questions
Social Psychology (SPS)	4 Questions
Corporate Social Responsibility (CSR)	4 Questions
Self - Congruity with the counterfeits (SCC)	4 Questions
Attitude toward counterfeit bags (ATC)	4 Questions

This part was evaluated from interval scale by using a five-point scales ranking from 1 (lowest agreeable level) to 5 (Highest agreeable level).

Part 3 Open-ended response question for participants to recommend other factors that might positively affect to the attitude toward counterfeit bags.

3.4 Testing Research Instrument

The researcher examined the validity and appropriateness of each question with 3 experts using an Index of item-Objective Congruence: IOC. After revising questionnaires align with experts recommend, the 40 people testing of questionnaires were collected. The Cronbach's Alpha Coefficient of each factor was computed, result value was between 0.668-0.950 which exceed 0.65 regarding the suggested level (Nunnally, 1978).

Table 3.1: Cronbach's Alpha Coefficient of 40 pilots testing of questionnaires

Questionnaire	n = 40	n = 250
Variable Factor		
Similarity Perception (SP)	.883	.841
Economic benefits of counterfeits (EB)	.902	.863
Hedonic benefits of counterfeits (HB)	.921	.777
Materialism (M)	.707	.661
Social Consequences (SC)	.747	.747
Social Psychological (SPS)	.778	.749
Corporate Social Responsibility (CSR)	.602	.549
Self - Congruity with the Counterfeits (SCC)	.825	.768
Independent Factor		
Attitude toward Counterfeit bags (ATC)	.807	.708

By utilizing principal component analysis (PAC) and Varimax rotation method (Kline, 2002) that were based on SPSS to make assessments the of validity of construct for the pilot test. In this study, consequently, loading value generated from the principal components analysis was utilized to determine the final number of factors would be taken in full-scale test. The Varimax rotation method was used to rotate axes for providing factors with meaningful interpretations. A loading value should greater than 0.3 (Kline, 2002). The details of values of each variable were showed in Table 3.3

The researcher used factor analysis technique to investigate construct validity as well as analyzed factor loading value of each factor. However, factor loading value result should exceed 0.3 to ensure the reliable component of questions (Kline, 2002).

Factor analysis was conducted based on these factors: Similarity Perception (SP), Economic benefits of counterfeits (EB), Hedonic benefits of counterfeits (HB), Materialism (M), Social Consequences (SC), Social Psychology (SPS), Corporate Social Responsibility (CSR), Self - Congruity with the Counterfeits (SCC) and Attitude toward Counterfeit bags (ATC) at n = 250.

Table 3.2: Factor positively impacting consumers' attitude toward counterfeit bags in

Siam Square area of Bangkok at n = 250

	SP	EB	HB	M	SC	SPS	CSR	SCC	ATC
SP1	0.795								
SP2	0.781								
SP3	0.669								
SP4	0.721								
EB1		0.697							
EB2		0.722							
EB3		0.773							
EB4		0.783							
HB1			0.745						
HB2			0.634						
HB3			0.662						
HB4			0.529						

(Continued)

Table 3.2 (Continued): Factor positively impacting consumers' attitude toward counterfeit bags in Siam Square area of Bangkok at n = 250

	SP	EB	HB	M	SC	SPS	CSR	SCC	ATC
M1				0.397					
M2				<u>0.032</u>					
M3				0.398					
M4				0.660					
SC1					0.339				
SC2					<u>0.162</u>				
SC3					0.733				
SC4					<u>0.068</u>				
SPS1						0.349			
SPS2						0.487			
SPS3						0.728			
SPS4						<u>0.292</u>			
CSR1							0.759		
CSR2							<u>0.157</u>		
CSR3							0.769		
CSR4							<u>0.151</u>		
SCC1								0.800	
SCC2								0.726	

(Continued)

Table 3.2 (Continued): Factor positively impacting consumers' attitude toward counterfeit bags in Siam Square area of Bangkok at n = 250

	SP	EB	HB	M	SC	SPS	CSR	SCC	ATC
SCC3								0.755	
SCC4								0.126	
ATC1									0.508
ATC2									0.677
ATC3									0.311
ATC4									0.817

3.5 Statistics for Data Analysis

The questionnaire collected was analyzed using IBM® SPSS® Statistics version 23 by using Statistically Significant level of .01.

Descriptive statistics analysis such as demographic, general information and respondent's customer behavior were measured by using Frequency and Percentage; whereas the scale ranking as similarity perception, economic benefits of counterfeits, hedonic benefits of counterfeits, materialism, social consequences, social psychology,

corporate social responsibility, self - congruity with the counterfeits and attitude toward counterfeit bags were measured by using Mean (\bar{x}) and Standard Deviation (S.D). Furthermore, Pearson's Correlation Coefficient and Multiple Regression analysis were used for inferential statistical analysis to evaluate independent variable.



CHAPTER 4

RESEARCH RESULTS

The aim of this research was to explore factor positively impacting consumers' attitude toward counterfeit bags in Siam Square area of Bangkok. The data was collected from 250 respondents by the survey questionnaire, and then the data analysis completed by SPSS version 24. The Cronbach's Alpha Coefficient of each factor was computed which had the result value between 0.807-0.708 as table 3.1, meaning that all alpha coefficient passed the suggested level (Nunnally, 1978) and had proven to be reliable.

4.1 Summary of Demographic Data

According to the questionnaires, the data collected was included demographic factors to see the overall characteristics. The demographic factors were included Gender, Age, Status, Level of Education, Monthly Income and Professional Status. Moreover, the questionnaire also collected the information about impacting via costumer's attitude toward counterfeit bags. The information was included Brands of bags attention, with or without, price for counterfeit bags, and place of purchase.

From overall 250 respondents, it could be divided into 2 groups of gender which 60.4% were females and 39.6% respondents were males. Therefore, the data collected showed that the sample were more female than male.

From overall 250 respondents, it could be divided into 5 groups as per samples' age were 18 to 23 years old, 24 to 29 years old, 30 to 39 years old, 40 to 49 years old, and Equal and over 50 years old. The largest portion was samples with age between 24 to 29 years old in an amount 56.4%. This descriptive statistic showed that

the young workers age and middle age were the main respondents for this independent study.

For the summary of the samples' marital status from questionnaire collected. From overall 250 respondents, it can be divided into 3 groups as per samples' marital status were Single, Married, and Divorced/Widowed/Separate. The biggest portion was samples with Single marital status in an amount of 90%. These descriptive statistics showed that the samples for this independent study were single without Family for taking care of.

From overall 250 respondents, it could be divided into 5 groups as per samples' highest education level were Under Bachelor Degree, Bachelor Degree, Master Degree, Doctorate Degree, and Other. The largest portion was samples with bachelor's degree as the highest level of education in an amount of 63.6%. These descriptive statistics showed that the samples had bachelor degree level of education as the majority.

The information displayed was the table summary of the samples' monthly income range from questionnaire collected. From overall 250 respondents, it could be divided into 8 groups as per samples' monthly income range. The largest portion was samples with range of income less than 20,000 Baht per month in an amount of 65.6%. The second largest portion was samples with range of income of 20,001 to 50,000 Baht per month in an amount of 16.8%. These descriptive statistics showed that due to age of younger sample so the monthly income for this sample was around less than 20,000 Baht.

From overall 250 respondents, it could be divided into 7 groups as per samples' Professional status were State enterprise employee, Private employee, Self-

employed, Searching for job, Housewives, Students, and other. The largest portion was students with ratio 40.4% and self-employed with 20%. These descriptive statistics showed that the samples significant portion was students.

The information displayed was the table summary of the samples' favorite brand of bags from questionnaire collected. From overall 250 respondents, it could be divided into various groups as per samples' favorable brands of bags, For example, Chanel, Louis Vuitton, Gucci, Prada, Hermes, and Balenciaga. The largest portions of samples' favorite brand were Chanel in an amount of 25.6% following by Louis Vuitton for 11.6%. These descriptive statistics showed that the samples preferred to intention Chanel as their favorite choice.

The information displayed was the table summary of the samples' with or without counterfeit bags range from questionnaire collected the percentage of respondents had counterfeit bags was 72.4%.

From the table summary of the samples' preferred price for counterfeit bags from questionnaire collected. From overall 250 respondents, the largest portion was samples with preferred price ranged less than 10,000 Baht in an amount of 42.4%. The second largest portion was samples with preferred price ranged between 1,001 to 5,000 Baht in an amount of 23.6%. From the result, it displayed the trend that the lower price of counterfeit bags.

From the table summary of the samples' Place of purchase from questionnaire collected. From overall 250 respondents, it was divided into 5 groups as per samples' place were Siam Square, Jatujak Market, Platinum Fashion Mall, MBK Center, and Online Market. The largest portion was samples purchasing counterfeit bags from online market (Instagram, Facebook and etc.) amount of 68%. This information

showed that the majority of place to purchase counterfeit bags for the sample was mostly in the online market.

Therefore, from the demographic statistics analysis, the respondent who were interested in counterfeit bags had the following characteristics of Female of young generation (younger than 29 years old), Single, graduated in bachelor's degree and students.

4.2 Results of Research Variables

The analysis of the correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient of independent variable and the dependent variable using Pearson's Correlation Coefficient of similarity perception, economic benefits of counterfeits, hedonic benefits of counterfeits, materialism, social consequences, social psychological, corporate social responsibility, self - congruity with the counterfeits that positively impacting via customer's attitude toward counterfeit bags.

Table 4.1: Analysis of correlation between independent variable and the dependent variable using Pearson's Correlation Coefficient.

(Descriptive Statistic)

	Mean	S.D.	N
Similarity Perception (SP)	3.3620	.77060	250
Economic benefits of counterfeits (EB)	3.1290	.81963	250
Hedonic benefits of counterfeits (HB)	3.0760	.79577	250
Materialism (M)	3.4040	.64921	250
Social Consequences (SC)	3.2430	.71396	250
Social Psychological (SPS)	3.1800	.65637	250
Corporate Social Responsibility (CSR)	3.3160	.60879	250
Self - Congruity with the counterfeits	3.2430	.76521	250
Attitude toward counterfeit bags (ATC)	3.2970	.63928	250

From the Table 4.1, the data collected in the survey for this variable mainly focused on the Similarity Perception (SP) the descriptive statistics analysis showed that the SP, in total, mean was equal to 3.36, Standard Deviation was 0.77.

The data collected in the survey for this variable mainly focused on the Economic benefits of counterfeits (EB) the descriptive statistics analysis showed that the EB, in total, mean was equal to 3.12, Standard Deviation was 0.81.

The data collected in the survey for this variable mainly focused on the Hedonic benefits of counterfeits (HB) the descriptive statistics analysis showed that the HB, in total, mean was equal to 3.07, Standard Deviation was 0.79.

The data collected in the survey for this variable mainly focused on the Materialism (M) the descriptive statistics analysis showed that the M, in total, mean was equal to 3.40, Standard Deviation was 0.64.

The data collected in the survey for this variable mainly focused on the Social Consequences (SC) the descriptive statistics analysis showed that the SC, in total, mean was equal to 3.24, Standard Deviation was 0.71.

The data collected in the survey for this variable mainly focused on the Social Psychological (SPS) the descriptive statistics analysis showed that the SPS, in total, mean was equal to 3.18, Standard Deviation was 0.65.

The data collected in the survey for this variable mainly focused on the Corporate Social Responsibility (CSR) the descriptive statistics analysis showed that the CSR, in total, mean was equal to 3.31, Standard Deviation was 0.60.

The data collected in the survey for this variable mainly focused on the Self - Congruity with the counterfeit (SCC) the descriptive statistics analysis showed that the SCC, in total, mean was equal to 3.24, Standard Deviation was 0.76.

The data collected in the survey for this variable mainly focused on the Attitude toward counterfeit bags (ATC) the descriptive statistics analysis showed that the ATC, in total, mean was equal to 3.29, Standard Deviation was 0.63.

From the statistical analysis, the result showed the highest ranking from the sample they had chosen among brands; “Materialism” was a factor was definitely their choice and tended to purchase the “Counterfeit bags”, Moreover, from analysis in Mean from this sample, the statement with highest level was Materialism (M) because Mean was equal to 3.40 with highest level of agreement with the statement, Standard deviation is (SD=0.64)

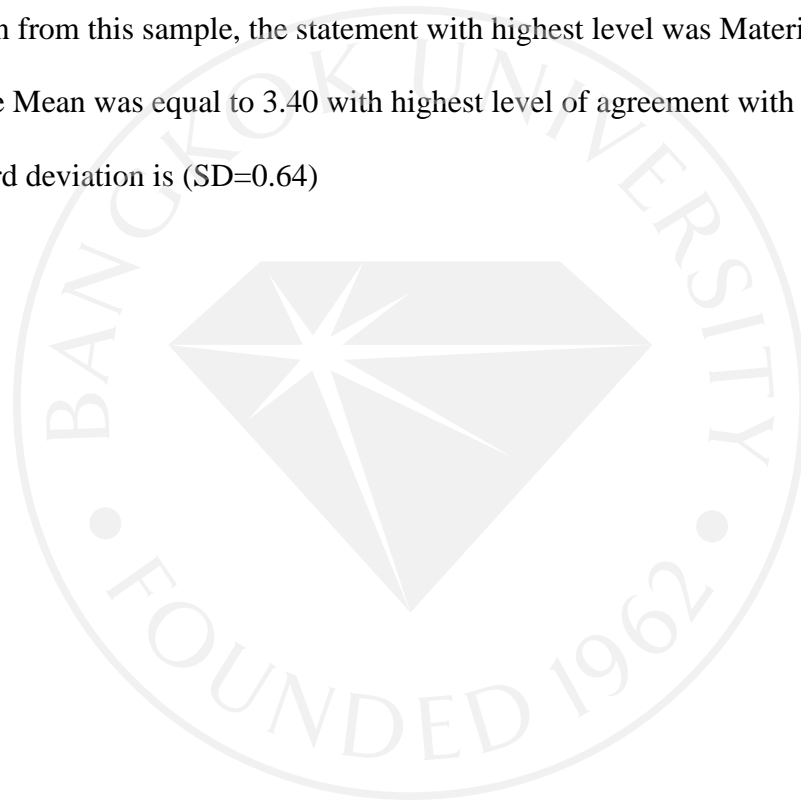


Table 4.2 : Analysis of correlation between independent variable and the dependent variable using Pearson’s Correlation Coefficient of similarity perception, economic benefits of counterfeits, hedonic benefits of counterfeits, materialism, social consequences, social psychology, corporate social responsibility, self - congruity with the counterfeits that positively impacting via costumer’s attitude toward counterfeit bags.

Variable	SP	EB	HB	M	SC	SPS	CSR	SCC	ATC
Similarity Perception (SP)	1								
Economic benefits of counterfeits (EB)	.755**	1							
Hedonic benefits of counterfeits (HB)	.715**	.819**	1						
Materialism (M)	.112	.326**	.426**	1					
Social Consequences (SC)	.148*	.278**	.207**	.223**	1				
Social Psychological (SPS)	.596**	.687**	.629**	.239**	.454**	1			
Corporate Social Responsibility (CSR)	.106	.369**	.329**	.364**	.443**	.471**	1		
Self - Congruity with the counterfeits (SCC)	.427**	.514**	.606**	.436**	.267**	.547**	.408**	1	
Attitude toward counterfeit bags (ATC)	.249**	.445**	.495*	.520*	.277**	.476**	.561**	.717**	1

** Correlation is significant at the .01 level(2-tailed)

From table 4.2, the table showed the summary of correlations of factors from al key studies. The statistical analysis showed that SP, EB, HB, M, SC, SPS, CSR, and SCC had the positive correlations on ATC with Statistically Significant level at 0.01.

For the Similarity Perception (SP) as hypothesis 1, Similarity Perception (SP) had the positive relationship toward Attitude toward counterfeit bags (ATC). The Pearson Correlation Coefficient was significant at .01 level (Pearson's Correlation Coefficients = .249)

For the Economic benefits of counterfeits (EB) as hypothesis 2, Economic benefits of counterfeits (EB) had the positive relationship toward Attitude toward counterfeit bags (ATC). The Pearson Correlation Coefficient was significant at .01 level (Pearson's Correlation Coefficients = .445)

For the Hedonic benefits of counterfeits (HB) as hypothesis 3, Hedonic benefits of counterfeits (HB) had the positive relationship toward Attitude toward counterfeit bags (ATC). The Pearson Correlation Coefficient was significant at .01 level (Pearson's Correlation Coefficients = .495)

For the Materialism (M) as hypothesis 4, Materialism (M) had the positive relationship toward Attitude toward counterfeit bags (ATC). The Pearson Correlation Coefficient was significant at .01 level (Pearson's Correlation Coefficients = .520)

For the Social Consequences (SC) as hypothesis 5, Social Consequences (SC) had the positive relationship toward Attitude toward counterfeit bags (ATC). The Pearson Correlation Coefficient was significant at .01 level (Pearson's Correlation Coefficients = .277)

For the Social Psychological (SPS) as hypothesis 6, Social Psychological (SPS) had the positive relationship toward Attitude toward counterfeit bags (ATC). The Pearson Correlation Coefficient was significant at .01 level (Pearson's Correlation Coefficients = .476)

For the Corporate Social Responsibility (CSR) as hypothesis 7, Corporate Social Responsibility (CSR) had the positive relationship toward Attitude toward counterfeit bags (ATC). The Pearson Correlation Coefficient was significant at .01 level (Pearson's Correlation Coefficients = .561)

For the Self - Congruity with the counterfeits (SCC) as hypothesis 8, Self - Congruity with the counterfeits (SCC) had the positive relationship toward Attitude toward counterfeit bags (ATC). The Pearson Correlation Coefficient was significant at .01 level (Pearson's Correlation Coefficients = .717)

4.3 Results of Hypothesis Testing

Table 4.3: Analysis of variance (ANOVA) of similarity perception, economic benefits of counterfeits, hedonic benefits of counterfeits, materialism, social consequences, social psychological, corporate social responsibility, self - congruity with the counterfeits that positively impacting on attitude toward counterfeit of customer.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.549	8	8.074	52.351	.000
	Residual	37.169	241	.154		
	Total	101.760	249			

From table 4.3 above, ANOVA analysis confirmed that independent factor comprised of similarity perception, economic benefits of counterfeits, hedonic benefits of counterfeits, materialism, social consequences, psychosocial, corporate social responsibility, self - congruity with the counterfeits had influence on attitude toward counterfeit bags because Sig. of the equation equaled 0.000 at .01 significant level.

Table 4.4: Multiple Regression Analysis of independent variables positively impacting costumer's attitude toward counterfeit bags.

Dependent Variables: Attitude toward counterfeit bags, R = .797 , R² = .635 ,						
Constant(a) = .458						
<u>Independent Variables</u>	<u>Std. Beta</u> <u>(β)</u>	<u>Std</u> <u>Error</u>	<u>T</u>	<u>Sig</u>	<u>Tolerance</u>	<u>VIF</u>
(Constant)	-	.204	2.252	.025	-	-
Similarity Perception (SP)	-.096	.057	-1.678	.095	.322	3.107
Economic benefits of counterfeits (EB)	.057	.063	.907	.365	.233	4.300
Hedonic benefits of counterfeits (HB)	.012	.064	.183	.855	.241	4.145
Materialism (M)	.177**	.047	.3.756	.000	.661	1.513
Social Consequences (SC)	-.045	.042	-.1.072	.285	.705	1.419
Social Psychological (SPS)	.060	.062	.964	.336	.373	2.679
Corporate Social Responsibility (CSR)	.271**	.053	5.098	.000	.590	1.694
Self - Congruity with the counterfeits (SCC)	.431**	.045	9.638	.000	.530	1.888

**significant at the .01 level

From table 4.4, Multiple Regression Analysis results can be defined that three independent variables, which were self-congruity with the counterfeits (Sig =0.000), corporate social responsibility (Sig =0.000), and Materialism (Sig = 0.000) could be as the predictors for attitude toward counterfeit bags. On the other hand, there were another five independent variables that had no positively impact on the attitude toward counterfeit bags which were similarity perception (Sig =0.095), economic benefits of counterfeits (Sig =0.365), hedonic benefits of counterfeits (Sig = 0.855), social consequence (Sig = 0.285) and psychosocial (Sig = 0.336). Thus, these five independent variables were not a significant predictor of attitude toward counterfeit bags.

The most predictive independent variables were self-congruity with the counterfeits ($\beta = 0.431$), corporate social responsibility ($\beta = 0.271$), and materialism ($\beta = 0.177$). As a result, corporate social responsibility, self-congruity with the counterfeits, and materialism could be shown the positively impacting on attitude toward counterfeit bags at 63.5%. The rest 36.5% were influenced by other variables which were not in used in this research. The standard error was ± 0.204 by the following equation

$$Y (\text{Attitude toward counterfeit bags}) = 0.458 + 0.431 (\text{Self-congruity with the counterfeits}) + 0.271 (\text{Corporate social responsibility}) + 0.177 (\text{Materialism})$$

From this equation

If self-congruity with the counterfeit value increased by 1 point while other factors remained, attitude toward counterfeit would be increased by 0.431 points.

If corporate social responsibility value increased by 1 point while other factors remained, attitude toward counterfeit would be increased by 0.271 points.

If materialism value increased by 1 point while other factors remained, attitude toward counterfeit would be increased by 0.177 points.

From table 4.4 used to test the following hypothesis.

Hypothesis 9, by using Multiple Regression Analysis. The result showed that corporate social responsibility and self-congruity with the counterfeit had positive influence on attitude toward counterfeit at statistically significant level of .01; but on the similarity perception, economic benefits of counterfeits, hedonic benefits of counterfeits, materialism, social consequences as well as psychosocial had no positive influence on attitude toward counterfeit at .01 statistic significant.

In statistics, Multicollinearity is a circumstance of a very high relationship among the independent variables (StatisticSolutions, 2017). High multicollinearity indicated the high degree of correlation between independent variables which might be caused the deviation from the true value. Likewise, multicollinearity should not occur as it could lead to incorrect interpreting of multiple regression results.

Multicollinearity can be examined by Variance Inflation Factor (VIF) value or Tolerance value. Variance Inflation Factor (VIF) value should not exceed 4 and Tolerance value should exceed 0.2 (O'Brien, 2007).

The result from table 4.4 showed that Tolerance value of each independent variables exceeded 0.2 with the less Tolerance was 0.233. Furthermore, Variance Inflation Factor (VIF) value of each independent variables value not over than 4 with the highest value was 4.300. All in all, there had no multicollinearity among the independent variables.

4.4 Summary of Hypothesis Testing

Result of Multiple Regression Analysis found that corporate social responsibility and self-congruity with the counterfeit had positively impacting consumers' attitude toward counterfeit bags in Siam Square area of Bangkok at statistical significant level of .01, whereas similarity perception, economic benefits of counterfeits, hedonic benefits of counterfeits, materialism, social consequences and psychosocial had no positive impact on attitude toward counterfeit bags of customers in Bangkok as Figure 4.1 below.

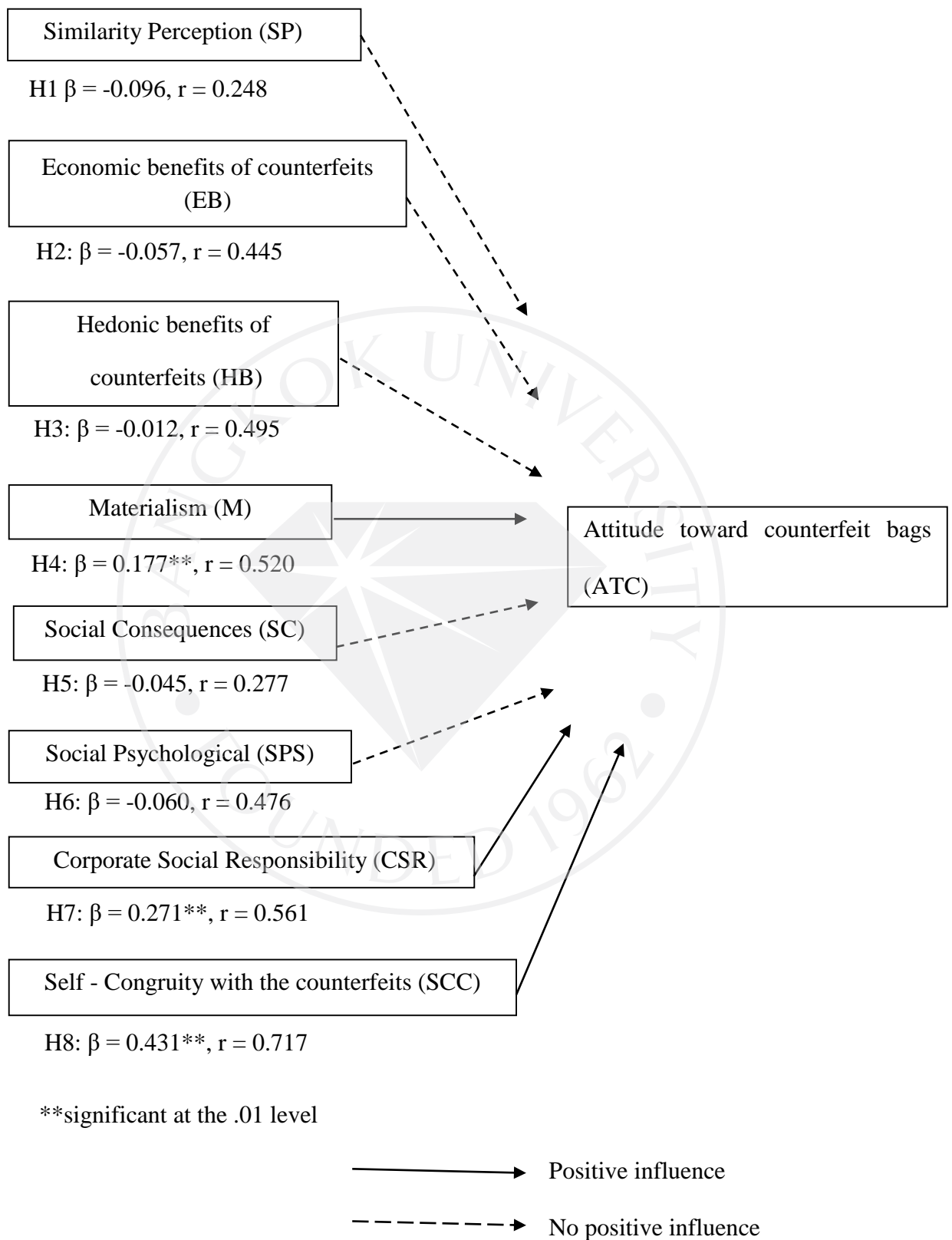


Figure 4.1: Result of Multiple Regression Analysis from scope of Research

CHAPTER 5

DISCUSSION

The data collection from this independent study was analyzed in Chapter 4. The Factor analysis for the demographic section was included Gender, Age, Status, Level of Education, Monthly Income and Professional Status. The possible factors from literature reviewed were collected to estimate the level of agreement for the statement were similarity perception (SP), economic benefits of counterfeits (EB), hedonic benefits of counterfeits (HB), materialism (M), social consequences (SC), social psychology (SPS), corporate social responsibility (CSR), self - congruity with the counterfeits (SCC) and attitude toward counterfeit bags.(ATC). A quantitative research method was used for this research through questionnaires surveys to collecting data.

The populations were collected from 250 respondents who attitude intentions towards counterfeit bags in Siam Square. The data analysis completed by SPSS version 23, the results could be concluded as the following.

5.1 Research Findings and Conclusion

According to 250 samples collected from the questionnaires. Demographically, the sample were female respondents (60.4%) were in sample than male respondents (39.6%). The main sample was 24-29 years old (56.4%). Sample's education was mostly bachelor's degree (63.6%). Monthly income of the samples was less than 20,000 Baht per month (65.6%) and professional status was students (40.4%).

Regarding the analysis results based on hypothesis could be summarized that there was three accepted hypothesis as follow: self-congruity with the counterfeits ($\beta = 0.431$), corporate social responsibility ($\beta = 0.271$), and materialism ($\beta = 0.112$).

Therefore, the result could be concluded that corporate social responsibility and self-congruity with the counterfeits, and materialism had positive influence on attitude toward counterfeits at statistically significant level of .01.

In addition, these three factors were explained the positively impacting on attitude toward counterfeit bags was influenced by other variables which were not in used in this research. Furthermore, the result of Variance Inflation Factor (VIF) value was not exceeding 4 that means there had no Multicollinearity among the independent variables. The standard error was ± 0.204 by the following equation

$$Y \text{ (attitude toward counterfeit bags)} = 0.485 + 0.431 \text{ (self-congruity with the counterfeits)} + 0.271 \text{ (corporate social responsibility)} + 0.112 \text{ (Materialism)}$$

5.2 Discussion

From the independent study's objective, it aimed to seek for the factors positively impacting consumers' attitude toward counterfeit bags in Siam Square area of Bangkok. which include of similarity perception, economic benefits of counterfeits, hedonic benefits of counterfeits, materialism, social consequences, psychosocial, corporate social responsibility, self - congruity with the counterfeits and attitude toward counterfeit bags. The 250 respondents were recruited to complete the survey with questionnaire method. Then analyzed the data by SPSS program and found the interesting point as the following

Hypothesis 1, Similarity perception (SP) had a positively impacted toward attitude toward counterfeit bag. The analysis revealed that similarity perception had a positive relationship toward attitude toward counterfeit bags (Pearson's Correlation = 0.249) at .01 significant level. In this case, similarity perceptions had no effect to attitude toward counterfeit bags because buying intentions toward counterfeits are negatively related to the consumer's attitude toward respecting laws (Kim & Karpova, 2010) have found that consumers who are less prone to conform to social expectations are more likely to have a positive attitude toward counterfeiting.

Hypothesis 2, Economic benefits of counterfeits (EB) as hypothesis 2, Economic benefits of counterfeits (EB) had the positive relationship toward attitude toward counterfeit bags (ATC). The Pearson Correlation Coefficient was significant at .01 level (Pearson's Correlation Coefficients = .445). In part of economic benefits ,counterfeits' prices were a mere fraction of genuine items' prices, consumers enjoy economic benefits and felt values (Yoo & Lee, 2009). A counterfeit was a lower-quality, lower-price choice whereas a genuine item was a higher-quality, higher-price choice. They did not see counterfeits as inferior choices when they experience budget constraints and appreciate economic benefits of counterfeits values.(Yoo & Lee, 2009).

Hypothesis 3, Hedonic benefits of counterfeits (HB) as hypothesis 3, Hedonic benefits of counterfeits (HB) had the positive relationship toward attitude toward counterfeit bags (ATC). The Pearson Correlation Coefficient was significant at .01 level (Pearson's Correlation Coefficients = .495). When consumers pursue hedonic rather than utilitarian needs, they will easily accept counterfeits. Furthermore, they were not much concerned about the low quality (Yoo & Lee, 2009). However, they

presented a stronger influence on the counterfeits' consumers. Both original and fake brands could promote hedonic benefits.

Hypothesis 4, Materialism (M) as hypothesis 4, Materialism (M) had the positive relationship toward Attitude toward counterfeit bags (ATC). The Pearson Correlation Coefficient was significant at .01 level (Pearson's Correlation Coefficients = .520). For materialism had positive toward counterfeit bags because of consumers would have the identical appearance whether they wore a counterfeit or an original. Materialism had a modest but significant impact on the intention of purchasing either original or counterfeit products. Consumers of counterfeits needed only verisimilitude and therefore purchase just the prestige of the originals without paid for it (Penz & Stoettinger, 2004).

Hypothesis 5, Social Consequences (SC) as hypothesis 5, Social Consequences (SC) had the positive relationship toward Attitude toward counterfeit bags (ATC). The Pearson Correlation Coefficient was significant at .01 level (Pearson's Correlation Coefficients = .277). In terms of social consequences were the prices we paid for bad behavior, lapses in judgement, or bad decisions. Another component of the attitude toward the counterfeit was the individual's sensitivity regarding the negative social consequences of counterfeiting (Phau & Teah, 2009). Being was sensitive about following rules or underestimating the negative impacts of counterfeiting that led to a higher likelihood of buying a counterfeit (Yoo & Lee, 2009).

Hypothesis 6, Social Psychological (SPS) as hypothesis 6, Social Psychological (SPS) had the positive relationship toward Attitude toward counterfeit bags (ATC). The Pearson Correlation Coefficient was significant at .01 level

(Pearson's Correlation Coefficients = .476). According to the psychosocial, Psychological needs of the individual was a conflict with the needs of society. Consumers had an identical appearance whether they wear a counterfeit or an original. Moreover, consumers perceive different levels (e.g., low, high) and various facets of risks (Christodoulides & Michaelidou, 2010). Financial, performance, physical, psychological, and social risks were among the first identified dimensions (Jacoby & Kaplan, 1972)

Hypothesis 7, Corporate Social Responsibility (CSR) as hypothesis 7, Corporate Social Responsibility (CSR) had the positive relationship toward Attitude toward counterfeit bags (ATC). The Pearson Correlation Coefficient was significant at .01 level (Pearson's Correlation Coefficients = .561). CSR was an organizational policy. While in many areas such as environmental or labor regulations, employers might choose to comply with the law or go beyond the law, other organizations might have chosen to flout the law. These organizations were taking on clear legal risks. People also beware of nature legal risk. Even though CSR rarely was the main criterion for purchase decisions, previous research highlights that CSR offers one of the primary bases of consumers' identification with brands (Bhattacharya et al., 2016). Researcher also suggests that people had positive views of themselves as good, decent, and moral persons (Rimé, Philippot, Boca, & Mesquita, 1992) because congruent values are particularly important in defining the extent to which consumers develop a sense of connection with a brand (Bhattacharya & Sen, 2003) consumers should perceived at least some congruence between themselves and socially responsible luxury brands.

Hypothesis 8, Self - Congruity with the counterfeits (SCC) as hypothesis 8, Self - Congruity with the counterfeits (SCC) had the positive relationship toward Attitude toward counterfeit bags (ATC). The Pearson Correlation Coefficient was significant at .01 level (Pearson's Correlation Coefficients = .717). In terms of self – congruity, considered an important variable in the decision-making process when chosen a vacation destination. Although it had been empirically tested that self-congruity influences the purchase decision in other industries (Palacio, Meneses, & Moreno-Gil, 2007)..

Hypothesis 9, the result from Multiple Regression Analysis showed that there were three factors impacting consumers' attitude toward counterfeit bags which were materialism, self-congruity with the counterfeits, and corporate social responsibility, at statistically significant level of .01. The research suggested that materialism was the strength point with consumers' attitude toward counterfeit bags. Materialists placed wealth and power as the center of life and see it as important for satisfaction and prosperity in life (Yoo & Lee, 2009). Materialists were encouraged to consume products in abundance, so that materialism could affect the attitudes and purchase intentions of artificial luxury brand products. When consumers tried to improve their social status in the future to be higher, they would become less price sensitive and prefer to buy original products that cost even ten times more than similar counterfeit products (Yoo & Lee, 2009). Corporate social responsibility had directly impact to brand attitude toward counterfeit bags was the basic psychology process that consumers feel with the brands customers of luxury companies seem to be more sensitive to CSR-related topics. Customers not only could avoid purchasing, but also have the option to dissent (Bonacchi, Perego, & Ravagli, 2012), and self-congruity

with the counterfeits had directly impact to attitude toward counterfeit bags. Self-congruity was considered an important variable in the decision-making process and influences the purchase decision behavior. The implications of the study for understood of how consumers purchased and used counterfeits had direct effect to impact the attitude toward counterfeit bags should focus on the point (Augusto & Torres, 2018)

5.3 Recommendation for Managerial Implication

5.3 Recommendation for Managerial Implication

The results of this research might help to know more about the consumer perception toward counterfeit bags and also decisions for future development in lacking area, including promotes the benefits of fashion to wider communities. As discussed above, the corporate social responsibility and self-congruity with the counterfeit, and materialism had positive impact on attitude toward counterfeit bags of customers were

5.3.1 Therefore, self-congruity construct had a strong supported for symbolic consumption, which focuses on luxury merchandise, services and new model of innovative merchandise. Thus, the important elements for the brand or merchandise were to better position their brand name that would accommodate consumer self-images congruence behavior.

5.3.2 According corporate social responsibility had directly influenced with attitude toward counterfeit bags described by corporate social responsibility was a broad concept that can take many forms depending on the company and industry. In some group of people chose to buy counterfeit bags because of the cheap price, even though it's illegal which it doesn't matter if people chose to use a genuine or fake

product if they felt comfortable of using it without any threat to society and natural resources.

5.3.3 Materialism was a significant factor that influences impact to attitude, the lack of study on materialism may have obstructed organizations' planning of more effective anti-counterfeiting strategies. Furthermore, the research of this subject will help the management of authentic brands to provide a better understanding of what drives consumers toward counterfeits of luxury brands so that they would be able to design better anti-counterfeit strategies.

5.4 Recommendation for Future Research

This independent study explored the sample in Siam Square area of Bangkok. This study examined part of knowledge on consumers' attitude toward counterfeit bags. This research detected that some questions had factor loading value less than 0.3, which should be deleted from the group or using confirmatory factor analysis in the future research. Furthermore, it was not worthy to made a comparison of purchase behaviors between online and offline, since counterfeit bags was a fashion trend at present, investigates customers' inclination toward this format could give ideas about customers' style desires.

Therefore, in future research should be studied for larger-scale of populations in order to increase more comprehensive understanding of positive factors that influence customers maintaining their attitudes toward counterfeits. Furthermore, the findings could different in another country or city. For this reason, it would be suggested that a future study should research in another area to compare with the result.

As a result, this study could educate to counterfeit industry or counterfeit company which factor important to attitude toward counterfeit bags. These factors had positively impact which were Corporate social responsibility, Self - congruity, and Materialism, which company or industry could improve on these point as well as customer engagement strategy in the future.



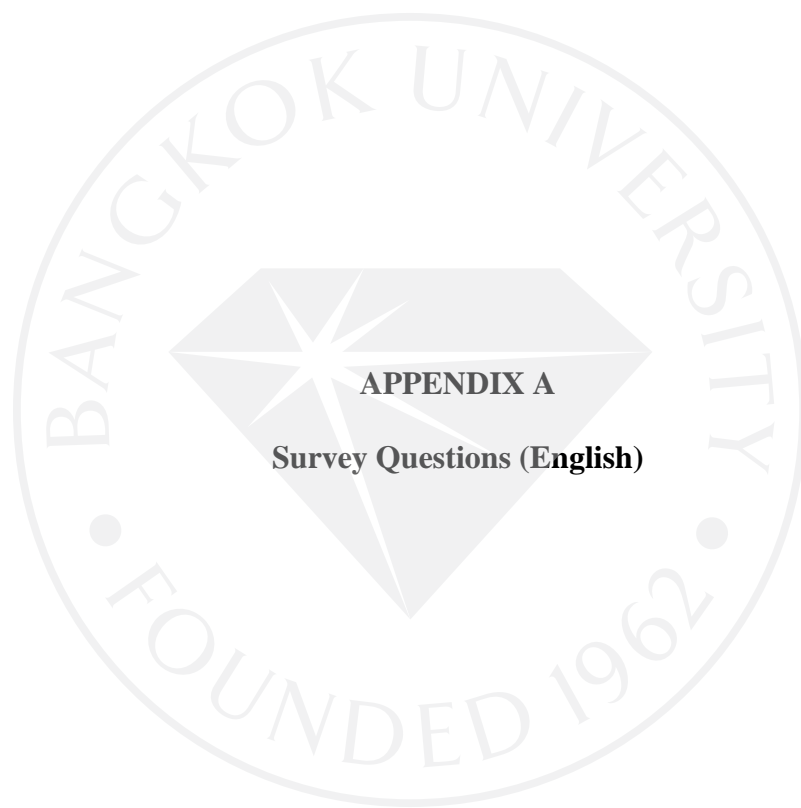
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มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

Questionnaire

Factor positively impacting consumers' attitude toward counterfeit bags in Siam
Square area of Bangkok

Instruction: Objective of this survey is to collected data for use in Master of Business Administration Research, Bangkok University. The result of this research will be benefit to counterfeit bags. In this regard, cooperation from the respondents are needed. I, Pimyada Kaewphong, master's degree of business administration student from Bangkok University thankfully for your cooperation.

Instruction: Please answer the following question and put ✓ in that matches you most.

1. Gender

1) Male

2) Female

2. Age

1) 18-23 years old

2) 24-29 years old

3) 30-39 years old

4) 40-49 years old

5) Equal and over 50

3. Status

1) Single

2) Married

3) Divorced/ Widowed/ Separated

4. Level of education

- | | |
|--|--|
| <input type="checkbox"/> 1) Under Bachelor Degree | <input type="checkbox"/> 2) Bachelor Degree |
| <input type="checkbox"/> 3) Master Degree | <input type="checkbox"/> 4) Doctorate Degree |
| <input type="checkbox"/> 5) Others, Please Specify | |

5. Monthly income

- | | |
|---|--|
| <input type="checkbox"/> 1) Less than 20,000 baht | <input type="checkbox"/> 2) 20,001–50,000 baht |
| <input type="checkbox"/> 3) 50,001-80,000 baht | <input type="checkbox"/> 4) 80,001-100,000 baht |
| <input type="checkbox"/> 5) 100,001-150,000 baht | <input type="checkbox"/> 6) 150,001-200,000 baht |
| <input type="checkbox"/> 7) 200,001–500,000 baht | <input type="checkbox"/> 8) More than 500,001 baht |

6. Professional Status

- | | |
|--|---|
| <input type="checkbox"/> 1) State enterprise employee | <input type="checkbox"/> 2) Private employee |
| <input type="checkbox"/> 3) Self-Employed | <input type="checkbox"/> 4) Searching for job |
| <input type="checkbox"/> 5) Housewives | <input type="checkbox"/> 6) Student |
| <input type="checkbox"/> 7) Others, Please Specify | |

7. Your favorable brand of bags?

- | | |
|------------------------------------|---|
| <input type="checkbox"/> 1) Chanel | <input type="checkbox"/> 2) Louis Vuitton |
| <input type="checkbox"/> 3) Gucci | <input type="checkbox"/> 4) Prada |
| <input type="checkbox"/> 5) Hermes | <input type="checkbox"/> 6) Balenciaga |

8. Do you have counterfeit bags?

- 1) Yes, Please specific.....
- 2) No

9. Budget do you purchase for counterfeit bags?

- 1) Less than 1,000 baht 2) 1,001-3,000 baht
- 3) 3,001-5,000 baht 4) 5,001-7,000 baht
- 5) 7,001-9,000 baht 6) 9,001-10,000 baht
- 7) More than 11,001

10. Where did you buy counterfeit bags? (you can answer only one)

- 1) Siam Square 2) Jatujak Market
- 3) Platinum Fashion Mall 4) MBK Center
- 5) Online Market (Facebook, Instagram, and etc.)

Please mark every question with only one ✓ in the box that most corresponds to your comments.

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
Similarity Perception (SP)						
1	I think counterfeit bags are as reliable as the original version.					
2	I think counterfeit bags have similar quality to the original.					
3	I think counterfeit bags provided similar functions to the genuine bags.					
4	Considering price, I prefer counterfeit bags.					
Economic benefits of counterfeits (EB)						
1	I would buy counterfeit bags because the luxury brands it too expensive.					
2	I would buy counterfeit bags without hesitation if I have a chance to buy it.					
3	I would buy counterfeit bags t if I cannot afford to buy the luxury brand.					
4	I may buy counterfeit bags if I prefer specific brand.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Hedonic benefits of counterfeits (HB)						
1	I think buying counterfeit bags to show that I am a wise shopper.					
2	I would buy counterfeit bags because it's like playing a practical joke on the manufacturer of the luxury.					
3	I would buy counterfeit bags even if I could easily afford to buy genuine.					
4	I would buy counterfeit bags because counterfeit bags are "little guys" who fight big business.					
Materialism (M)						
1	I put more emphasis on material thing than most people I know.					
2	I have things to enjoy my life.					
3	My life would be better if I owned certain things I do not have.					
4	I like a lot luxury item in my life.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Social Consequences (SC)						
1	Buying counterfeit bags is infringing intellectual property.					
2	Buying counterfeit bags will hurt the good industry.					
3	Buying counterfeit bags would damage interests the right of genuine brand.					
4	Buying counterfeit bags would damage the world economy.					
Social psychology (SPS)						
1	If I use counterfeit bags, people's opinion of me would still be positive.					
2	It would not be embarrassing if someone discovers that I wear a fake					
3	I would feel comfortable using counterfeit bags in public.					
4	I would like to be sure not to receive negative criticism from people I meet if I use counterfeit bags.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Corporate Social Responsibility Beliefs. (CSR)						
1	I believe counterfeit bags sustainability claim is not credible.					
2	Counterfeit bag does not environmentally responsibility.					
3	Using counterfeit bags might not protect the environment.					
4	Counterfeit bags are not fit to sustainability.					
Self - Congruity with the counterfeits. (SCC)						
1	Using counterfeit bags are consistent with how I see myself					
2	Using counterfeit bags reflects who I am.					
3	Counterfeit bags are very much like me.					
4	People similar to me use counterfeit bags.					

		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
Attitude toward Counterfeit bags (ATC)						
1	Counterfeit bags have a lot of benefit.					
2	I have favorable opinion about counterfeit bags.					
3	Buying counterfeit bags would be a good decision.					
4	I think counterfeit bags would satisfy my needs.					

Please recommend for other factors that might positively affect to the attitude toward counterfeit bags.

Thank you for your cooperation

Miss Pimyada Kaewphong

E-Mail: Pimyada.Kaew@bumail.net



APPENDIX B

Survey Questions (Thai)



มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

แบบสอบถาม

ปัจจัยที่ส่งผลกระทบต่อทัศนคติบวกต่อกระเป๋าลอมของผู้บริโภคในเขตสยามสแควร์
กรุงเทพมหานคร

คำชี้แจง: แบบสอบถามนี้มีวัตถุประสงค์เก็บรวบรวมข้อมูล เพื่อนำไปประกอบการศึกษาระดับปริญญาโท บริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยกรุงเทพ และสามารถนำผลการวิจัยไปใช้ประโยชน์ได้อย่างมีประสิทธิภาพ ดังนั้นจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามให้ตรงตามความเห็นของท่านมากที่สุด โอกาสนี้ผู้ศึกษาวิจัยนางสาว พิมพ์ญาดา แก้วผ่อง นักศึกษาปริญญาโท สาขาวิชาเอกบริหารธุรกิจ คณะบริหารธุรกิจ มหาวิทยาลัยกรุงเทพ ขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

1. เพศ

- 1) ชาย 2) หญิง

2. อายุ

- 1) ตั้งแต่ 18 ถึง 23 ปี 2) 24-29 ปี
 3) 30-39 ปี 4) 40-49 ปี
 5) มากกว่า 50 ปี

3. สถานภาพ

- 1) โสด 2) สมรส 3) หย่าร้าง/ หม้าย/ แยกกันอยู่

4. ระดับการศึกษา

- 1) ต่ำกว่าปริญญาตรี 2) ปริญญาตรี
- 3) ปริญญาโท 4) ปริญญาเอก
- 5) อื่น ๆ โปรดระบุ.....

5. รายได้ต่อเดือน

- 1) ต่ำกว่า 20,000 บาท
- 2) 20,001-50,000 บาท
- 3) 50,001-80,000 บาท
- 4) 80,001-100,000 บาท
- 5) 100,001-150,000 บาท
- 6) 150,001-200,000 บาท
- 7) 200,001-500,000 บาท
- 8) มากกว่า 500,001 บาท

6. อาชีพ

- 1) พนักงานรัฐวิสาหกิจ/ รัฐบาล
- 2) พนักงานบริษัทเอกชน/ รับจ้าง
- 3) ธุรกิจส่วนตัว/ ค้าขาย
- 4) อยู่ในช่วงหางาน
- 5) ไม่ประกอบอาชีพ
- 6) นักเรียน/ นักศึกษา
- 8) อื่น ๆ โปรดระบุ.....

7. แบรินด์ที่ท่านชื่นชอบ (สามารถเลือกได้มากกว่าหนึ่งทางเลือก)

- | | |
|---|---|
| <input type="checkbox"/> 1) Chanel | <input type="checkbox"/> 2) Louis Vuitton |
| <input type="checkbox"/> 3) Gucci | <input type="checkbox"/> 4) Prada |
| <input type="checkbox"/> 5) Hermes | <input type="checkbox"/> 4) Balenciaga |
| <input type="checkbox"/> 4) อื่นๆ โปรดระบุ..... | |

8. ท่านมีกระเป๋าปลอมหรือไม่?

- 1) มี โปรดระบุ.....
- 2) ไม่มี

9. งบประมาณเท่าไรสำหรับการซื้อกระเป๋าปลอม

- | | |
|--|--|
| <input type="checkbox"/> 1) น้อยกว่า 1,000 บาท | <input type="checkbox"/> 2) 1,001-3,000 บาท |
| <input type="checkbox"/> 3) 3,001-5,000 บาท | <input type="checkbox"/> 4) 5,001-7,000 บาท |
| <input type="checkbox"/> 5) 7,001-9,000 บาท | <input type="checkbox"/> 6) 9,001-11,000 บาท |
| <input type="checkbox"/> 7) มากกว่า 11,000 บาท | |

9. ท่านซื้อกระเป๋าปลอมที่ไหน

- | | |
|--|--|
| <input type="checkbox"/> 1) สยามสแควร์ | <input type="checkbox"/> 2) ตลาดนัดจตุจักร |
| <input type="checkbox"/> 3) แพลตตินั่ม แฟชั่นมอลล์ | <input type="checkbox"/> 3) มาบุญครองเซ็นเตอร์ |
| <input type="checkbox"/> 5) ออนไลน์ (Instagram, Facebook, และ อื่นๆ) | |

โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
การรับรู้ความคล้ายคลึงกัน (Similarity perception)						
1	ท่านคิดว่ากระเป๋าสของปลอมสามารถเชื่อถือได้เหมือนของจริง					
2	ท่านคิดว่ากระเป๋าสของปลอมมีคุณภาพเสมือนกระเป๋าสของแท้					
3	ท่านคิดว่ากระเป๋าสของปลอมสามารถใช้งานที่คล้ายกระเป๋าสของแท้					
4	ถ้าพิจารณาถึงเรื่องราคาท่านชอบกระเป๋าสของปลอม					
ประโยชน์ทางเศรษฐกิจของกระเป๋าสปลอม (Economic benefits of counterfeits)						
1	ท่านจะซื้อกระเป๋าสของปลอมเพราะกระเป๋าสแท้มีราคาแพงเกินไป					
2	ท่านจะซื้อกระเป๋าสของปลอมโดยไม่มีกัลังเลที่จะซื้อ					
3	ท่านจะซื้อกระเป๋าสของปลอมเพราะท่านไม่สามารถซื้อแบรนด์ของแท้					
4	ท่านอาจจะซื้อกระเป๋าสของปลอมเฉพาะแบรนด์ที่ชอบ					
ประโยชน์ที่พึงประสงค์ของกระเป๋าสปลอม (Hedonic benefits of counterfeits)						
1	ท่านคิดว่าการซื้อกระเป๋าสของปลอมเพื่อแสดงให้เห็นว่าท่านเป็นนักชอปที่ชาญฉลาด					
2	ท่านจะซื้อกระเป๋าสของปลอมเพราะเหมือนการล้อเลียนของผู้ผลิตของแท้					
3	ท่านจะซื้อกระเป๋าสของปลอมเพราะจ่ายได้ง่ายกว่าการซื้อของแท้					
4	ท่านจะซื้อกระเป๋าสของปลอมเพราะกระเป๋าสของปลอมคือ "ธุรกิจรายย่อย" ที่ต่อสู้กับธุรกิจรายใหญ่					
วัตถุนิยม (Materialism)						

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
1	ท่านให้ความสำคัญกับสิ่งของที่ท่านมีมากกว่าที่คนอื่นจะรู้					
2	ท่านมีของที่ทำให้ท่านมีความสุขกับชีวิต					
3	ชีวิตท่านจะดีกว่านี้ถ้าท่านเป็นเจ้าของ ของสิ่งที่ท่านไม่เคยมี					
4	ท่านชอบทำให้สิ่งของหรูหราในการใช้ชีวิตของท่าน					
ผลกระทบทางสังคม (Social consequences)						
1	การซื้อกระเป๋าของปลอมเป็นการละเมิดทรัพย์สินทางปัญญา					
2	การซื้อกระเป๋าของปลอมจะทำร้ายอุตสาหกรรมที่ดี					
3	การซื้อกระเป๋าของปลอมจะละเมิดผลประโยชน์ของกระเป๋าของแท้					
4	การซื้อกระเป๋าของปลอมจะทำลายเศรษฐกิจโลก					
จิตสังคม (Social psychology)						
1	ถ้าท่านใช้กระเป๋าของปลอม คนอื่นๆก็ยังคงคิดกับท่านในแง่บวก					
2	มันไม่น่าอายเวลาคนอื่นรู้ว่าท่านใช้ของปลอม					
3	ท่านรู้สึกสบายใจเวลาใช้กระเป๋าของปลอมในที่สาธารณะ					
4	ท่านแน่ใจว่าจะได้รับคำวิจารณ์ในแง่บวก จากบุคคลที่พบเห็นท่านใช้กระเป๋าของปลอม					
ความเชื่อมั่นในการรับผิดชอบทางสังคม (Corporate social responsibility beliefs.)						

		ระดับความเห็นด้วย				
		มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
1	ท่านเชื่อว่าชื่อเรียกร่องการพัฒนากระเป๋าของปลอมไม่มีความน่าเชื่อถือ					
2	กระเป๋าของปลอมไม่เป็นความรับผิดชอบต่อสิ่งแวดล้อม					
3	กระเป๋าของปลอมดูเหมือนจะไม่ปกป้องสิ่งแวดล้อม					
4	กระเป๋าของปลอมไม่เหมาะสมกับความยั่งยืน					
ความเป็นตัวของตัวเองต่อกระเป๋าของปลอม (Self - Congruity with the counterfeits.)						
1	การใช้กระเป๋าของปลอมสอดคล้องการเป็นตัวท่าน					
2	การใช้กระเป๋าของปลอมสะท้อนความเป็นท่าน					
3	การใช้กระเป๋าของปลอมเหมาะกับท่าน					
4	คนส่วนใหญ่ที่คล้ายกับท่านใช้ของปลอม					
ทัศนคติต่อกระเป๋าของปลอม (Attitude toward the counterfeit bags)						
1	กระเป๋าของปลอมมีลักษณะที่เป็นประโยชน์มาก					
2	ท่านมีความคิดในทางที่ดีเกี่ยวกับกระเป๋าของปลอม					
3	การซื้อกระเป๋าของปลอมจะเป็นการตัดสินใจที่ดี					
4	ท่านคิดว่ากระเป๋าของปลอมจะตอบสนองความพึงพอใจของท่าน					

ขอให้ท่านแนะนำเพิ่มเติมสำหรับปัจจัยอื่น ๆ ที่มีผลต่อทัศนคติต่อกระเป๋าของปลอม

โอกาสนี้ผู้ศึกษาวินิจฉัยขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

นางสาว พิมพ์ญาดา แก้วผ่อง

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March 17, 2018

Reference: Acceptance to be the Advisor in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Dr. Penjira Kanthawongs
 Advisor, Bangkok University

I, PimyadaKaewphong, a Master of Business Administration student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Impacting Attitude toward Counterfeit Bags of Consumers in Siam Square Area in Bangkok. Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1** as **comprehensible**, **0** as **uncertain**, or **-1** as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature. [Redacted]

(Dr. Penjira Kanthawongs)

Advisor

Signature. [Redacted]

(Pimyada Kaewphong)

Researcher

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March 17, 2018

Reference: Acceptance to be the Advisor in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Mr. Thitiwat Kanokvongpisit
Carnival Store, Siam Square (Sales Manager)

I, Pimyada Kaewphong, a Master of Business Administration student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Impacting Attitude toward Counterfeit Bags of Consumers in Siam Square Area in Bangkok. Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with **+1 as comprehensible, 0 as uncertain, or -1 as incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature 

(Mr. Thitiwat Kanokvongpisit)

Expert

Signature 

(Pimyada Kaewphong)

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March 17, 2018

Reference: Acceptance to be the Advisor in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Mr. Napawat Chaiyatat
Siam Square (Owner online store)

I, Pimyada Kaewphong, a Master of Business Administration student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent Study titled, Impacting Attitude toward Counterfeit Bags of Consumers in Siam Square Area in Bangkok. Due to your expertise in research, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence: IOC with +1 ascomprehensible, 0asuncertain, or -1 asincomprehensible by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature. 

(Mr. Napawat Chaiyatat)

Expert

Signature. 

(Pimyada Kaewphong)

Researcher

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
Similarity Perception (SP) (Marticotte & Arcand, 2017)	SP1: Counterfeits of luxury brands are as reliable as the original version.	SP1: I think counterfeit bags are as reliable as the original version	BA1: ท่านคิดว่ากระเป๋าของปลอมสามารถเชื่อถือได้เหมือนของจริง			
	SP2: Counterfeits of luxury brands have similar quality to the original.	SP2: I think counterfeit bags have similar quality to the original.	SP2: ท่านคิดว่ากระเป๋าของปลอมมีคุณภาพเสมือนกระเป๋าของแท้			
	SP3: Counterfeit products provided similar functions to the genuine products.	SP3: I think counterfeit bags provided similar functions to the genuine products.	SP3: ท่านคิดว่ากระเป๋าของปลอมสามารถใช้งานที่คล้ายกันกับกระเป๋าของแท้			
	SP4: Considering price, I prefer counterfeit products.	SP4: Considering price, I prefer counterfeit products	SP4: ถ้าพิจารณาถึงเรื่องราคาท่านชอบกระเป๋าของปลอม			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
Economic Benefits of Counterfeits (EB) (Kaufmann et al., 2016)	EB1 : I buy Counterfeit product if I think original designer products are too expensive.	EB1: I would Buy counterfeit bags because the luxury brands it too expensive.	EB1: ท่านจะซื้อกระเป๋าของปลอมเพราะกระเป๋าแท้มีราคาแพงเกินไป			
	EB2: I buy counterfeit product without hesitation if I have a chance to buy the counterfeits.	EB2: I would buy counterfeit bags without hesitation if I have a chance to buy it.	EB2: ท่านจะซื้อกระเป๋าของปลอมโดยไม่มี การลังเลที่จะซื้อ			
	EB3: I buy counterfeit product if I cannot afford to buy designer brand.	EB3: I would buy counterfeit bags if I cannot afford to buy designer brand.	EB3: ท่านจะซื้อกระเป๋าของปลอมเพราะท่านไม่สามารถซื้อแบรนด์ของแท้			
	EB4: I buy counterfeit product, instead of designer products, if I prefer specific brand.	EB4: I may buy counterfeit bags if I Prefer specific brand.	EB4: ท่านอาจจะซื้อกระเป๋าของปลอมเฉพาะแบรนด์ที่ชอบ			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
Hedonic Benefits of Counterfeits (HB) (Kaufmann et al., 2016)	HB1: Buying counterfeit products demonstrate that I am a wise shopper	HB1: I think buying counterfeit bags to show that I am a wise shopper.	HB1: ท่านคิดว่าการซื้อกระเป๋าของปลอมเพื่อแสดงให้เห็นว่าท่านเป็นนักชอปที่ชาญฉลาด			
	HB2: I like buying counterfeits because it's like playing a practical joke on the manufacturer of the genuine.	HB2: I would buy counterfeit bags because it's like playing a practical joke on the manufacturer of the genuine.	HB2: ท่านจะซื้อกระเป๋าของปลอมเพราะเหมือนการล้อเลียนผู้ผลิตของแท้			
	HB3: I would buy counterfeits product even if I could easily afford to buy genuine.	HB3: I would buy counterfeit bags even if I could easily afford to buy genuine.	HB3: ท่านจะซื้อกระเป๋าของปลอมเพราะจ่ายได้ง่ายกว่าการซื้อของแท้			
	HB4: I buy counterfeits because counterfeiter s are "little	HB4: I would buy counterfeit bags because counterfeit	HB4: ท่านจะซื้อกระเป๋าของปลอมเพราะ			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	guys” who fight big business.	bags are “little guys” who fight big business.	กระเป๋าของปลอมคือ "ธุรกิจรายย่อย" ที่ต่อสู้กับธุรกิจรายใหญ่			
Materialism (M) (Kaufmann et al., 2016)	M1: I put less emphasis on material thing than most people I know.	M1: I put More emphasis on material thing than most people I know.	M1: ท่านให้ความสำคัญกับสิ่งของที่ท่านมากกว่าที่คนอื่นจะรู้			
	M2: I have things to enjoy my life.	M2: I have things to enjoy my life.	M2: ท่านมีของที่ทำให้ท่านมีความสุขกับชีวิต			
	M3: My life would be better if I owned certain things I do not have	M3: My life would be better if I owned certain things I do not have.	M3: ชีวิตท่านจะดีกว่านี้ถ้าท่านเป็นเจ้าของของสิ่งที่ท่านไม่มี			
	M4: I like a lot luxury in my life.	M4: I like a lot luxury item in my life.	M4: ท่านชอบทำให้สิ่งของหรูหราในชีวิตของท่าน			
Social congruity	SC1: Buying counterfeits	SC1: Buying counterfeit	SC1: การซื้อ			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
(SC) (Marticotte & Arcand, 2017)	of luxury brands infringes intellectual property.	bags are infringing intellectual property.	กระเป๋าของ ปลอมเป็นการ ละเมิด ทรัพย์สิน ทางปัญญา			
	SC2: Buying counterfeit bags of luxury brands will hurt the luxury good industry.	SC2: Buying counterfeit bags will hurt the good industry.	SC2: การซื้อ กระเป๋าของ ปลอมจะทำ ร้าย อุตสาหกรรม ที่ดี			
	SC3: Buying counterfeit bags does not damage interests the right of genuine brand.	SC3: Buying counterfeit bags would damage interests the right of genuine brand.	SC3: การซื้อ กระเป๋าของ ปลอมจะ ละเมิด ผลประโยชน์ ของกระเป๋า ของแท้			
	SC4: Buying counterfeit bags of luxury brands does not damage the world economy.	SC4: Buying counterfeit bags would damage the world economy.	SC4: การซื้อ กระเป๋าของ ปลอมจะ ทำลาย เศรษฐกิจโลก			
Social Psychology (SPS) (Pueschel, Chamaret, & Parguel, 2017)	SPS1: People's opinion of me would be negatively affected.	SPS1: If I use counterfeit bags, people's opinion of me would still be positive.	PC1: ถ้าท่าน ใช้กระเป๋าของ ปลอมคนอื่นก็ ยังติดกับท่าน ในแง่บวก			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	SPS2: It would be embarrassing if someone discovers that I wear a fake.	SPS2: It would not be embarrassing if someone discovers that I wear a fake.	SPS2: มันไม่น่าอายเวลาคนอื่นรู้ว่าท่านใช้ของปลอม			
	SPS3: I would not feel comfortable having it in public.	SPS3: I would Feel comfortable using counterfeit bags in public.	SPS3: ท่านรู้สึกสบายใจเวลาใช้กระเป๋าของปลอมในที่สาธารณะ			
	SPS4: I would like to be sure not to receive negative criticism from people I meet	SPS4: I would like to be sure not to receive negative criticism from people I meet if I use counterfeit bags.	SPS4: ท่านแน่ใจว่าจะได้รับคำวิจารณ์ในแง่บวกจากบุคคลที่พบเห็นท่านใช้กระเป๋าของปลอม			
Corporate Social Responsibility (CSR) (Janssen et al., 2017)	CSR1: I believe Sarine's sustainability claim is credible.	CSR1: I believe counterfeit bags sustainability claim is not credible.	CB1: ท่านเชื่อว่าข้อเรียกร้องการพัฒนากระเป๋าของปลอมไม่มีความน่าเชื่อถือ			
	CSR2: Sarine is environmentally	CSR2: Counterfeit bag does not	CSR2: กระเป๋าของปลอมไม่			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	responsibility	environmentally responsibility.	เป็นความรับผิดชอบต่อสิ่งแวดล้อมถึงตัวตนของท่าน			
	CSR3: Sarine seems to protect the environment.	CSR3: Using counterfeit bags might not protect the environment.	CSR3: กระเป๋าของปลอมดูเหมือนจะไม่ปกป้องสิ่งแวดล้อม			
	CSR4: Sarine fits to sustainability .	CSR4: Counterfeit bags are not fit to sustainability.	CSR4: กระเป๋าของปลอมไม่เหมาะกับความยั่งยืน			
Self - congruity with the brand.(SCB) (Janssen et al., 2017)	SCC1: Sarine is consistent with how I see myself.	SCC1: Using counterfeit bags are consistent with how I see myself.	SCC1: การใช้กระเป๋าของปลอมสอดคล้องการเป็นตัวท่าน			
	SCC2: Sarine reflects who I am	SCC2: Using counterfeit bags reflects who I am.	SCC2: การใช้กระเป๋าของปลอมสะท้อนความเป็นท่าน			
	SCC3: Sarine is very much like me.	SCC3: Counterfeit bags are very much like me.	SCC3: การใช้กระเป๋าของ			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
			ปลอมเหมาะสม กับท่าน			
	SCB4: People similar to me were Sarine.	SCC4: People similar to me use counterfeit bags.	SCC4: คน ส่วนใหญ่ที่ คล้ายกับ ท่านใช้ของ ปลอม			
Attitude toward Counterfeit bags (ATC) (Janssen et al., 2017)	ATC1: Sarine has a lot of beneficial characteristic .	ATC1: Counterfeit bags have a lot of benefit.	ATC1: กระเป๋าของ ปลอมมี ลักษณะที่ เป็น ประโยชน์ มาก			
	ATC2: I have favorable opinion about Sarine.	ATC2: I have favorable opinion about counterfeit bags.	ATC2: ฉันมี ความคิด ในทางที่ดี เกี่ยวกับ กระเป๋าของ ปลอม.			
	ATC3: Buying Sarine is a good decision.	ATC3: Buying counterfeit bags would be a good decision.	ATC3: การ ซื้อกระเป๋า ของปลอมจะ เป็นการ ตัดสินใจที่ดี			
	ATC4: I think Sarine is a satisfactory brand.	ATC4: I think counterfeit bags would satisfy my needs.	ATC4: ฉัน คิดว่ากระเป๋า ของปลอมจะ ตอบสนอง			

<u>Factors</u>	<u>Original Eng. v.</u>	<u>Adjusting Eng. v.</u>	<u>Adjusted Thai v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
			ความพึง พอใจ ของฉันทัน			

Reference only for form to expert:

- Janssen, C., Vanhamme, J., & Leblanc, S. (2017). Should luxury brands say it out loud? Brand conspicuousness and consumer perceptions of responsible luxury. *Journal of Business Research*, 77, 167-174. doi: <https://doi.org/10.1016/j.jbusres.2016.12.009>
- Kaufmann, H. R., Petrovici, D. A., Filho, C. G., & Ayres, A. (2016). Identifying moderators of brand attachment for driving customer purchase intention of original vs counterfeits of luxury brands. *Journal of Business Research*, 69(12), 5735-5747. doi: <https://doi.org/10.1016/j.jbusres.2016.05.003>
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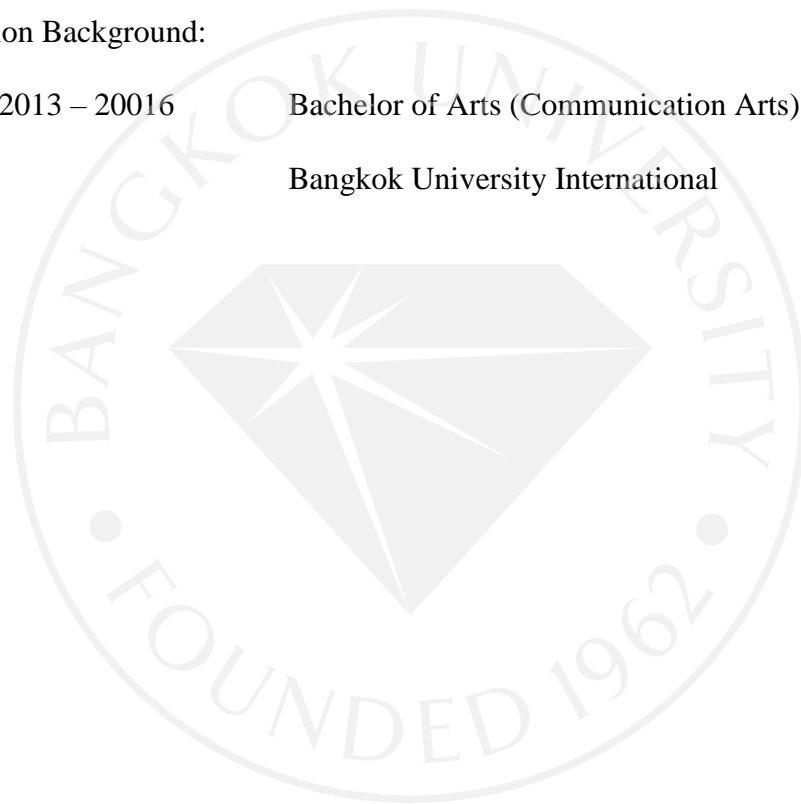
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