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**Consumer Attitudes Towards Counterfeit Goods:
The Case of Clothes in Bethlehem Governorate**

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**Consumer Attitudes Towards Counterfeit Goods:
The Case of Clothes in Bethlehem Governorate**

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The case of Clothes in Bethlehem Governorate

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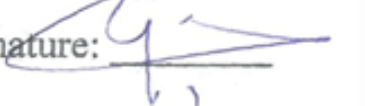
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Dedication

To my dear family

To the first and inspiration for succeed in my life, to the source of genuine kindness, to the one who wholeheartedly keeps praying for me, to the flower of my life, my mother.

To my first teacher who taught me the meanings of life, who planted in my heart the seeds of each and every meaningful value, my father.

To the candles that have been enlightening my way: Khalil, Dima, Yazan and their families.

To my partners in my journey of life, my genuine friends

To my late friend, Shadi As'sad, may his soul rest in peace.

To my precious homeland, to the beautiful Palestine, the entire land of Palestine from the river to the sea.

To the martyrs and prisoners of Palestine

I dedicate this work to all of you.

Declaration:

The work contained in this thesis has not been previously submitted for any academic degree or diploma at any higher education institution. To the best of my knowledge, this thesis contains no materials previously published or written by another person except where reference is made.

Signed: _____


Qais Mohammed Khalil AL-lahham

Date: 10/8/2022

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To the staff and administration of Al-Quds University represented by Prof. Imad Abu Kishk, the President the university. To the Students Movement at Al-Quds University.

Special thanks and great gratitude are also extended to my mother, who was, and still, the source of genuine love and support as well as my family and friends

الشكر اولا واخيرا لله...

ثم الشكر موصول الى مشرفي البروفيسور محمود الجعفري لما قدمه من جهد و وقت لتمام هذه الرسالة، ايضا شكري و تقديري للجنة المناقشة ممثلة بالدكتورة محاسن عنبتاوي و الدكتور اسماعيل رومي.

الى اسرة جامعة القدس ممثلة بالبروفيسور عماد ابو كشك رئيس جامعة القدس، والحركة الطلابية فيها

شكر خاص وامتنان عظيم لامي، مصدر الدعم وتشجيعي لاتمام هذه الرسالة، كما ابي وعائلتي واصدقائي.

Abstract

This study sheds light on the factors that influence the behavior of Palestinian consumers of the counterfeit clothes based on an analysis of a case-study in Bethlehem Governorate. Due to the unprecedented large scale spread of counterfeit clothes, the study aims to identify the economic, social and personal factors that greatly impact the decision of consumers to purchase counterfeit clothes. Moreover, this study adopted the descriptive method to collect 399 questionnaire responses which were randomly distributed among clothing consumers in Bethlehem Governorate.

Furthermore, this study compares between imported and local counterfeit clothing according to quality, price and design in an attempt to provide sufficient and realistic data that helps competent authorities to support the local clothing industry.

Statistical analysis of the results illustrated the significant impact of economic and personal factors, quality and choice of the brand by Palestinian consumers with regard to purchase of counterfeit clothes. The researcher explains the importance of supporting locally-produced clothing to compete with imported counterfeit textiles and brands.

Based on the results of this research, the researcher emphasized the significance of consolidating Palestinian-Turkish economic relations for the sake of improving the current situation of the locally produced clothes industry sector in the Palestinian markets.

سلوك المستهلك تجاه السلع المقلدة: حالة تطبيقية على الملابس في محافظة بيت لحم

اعداد الباحث: قيس محمد خليل اللحام

المشرف: د. محمود الجعفري

الملخص

تسلط هذه الدراسة الضوء على العوامل التي تؤثر على سلوك المستهلك الفلسطيني تجاه الملابس المقلدة في السوق الفلسطيني، وذلك استناداً إلى تحليل ودراسة تلك العوامل على المستهلك للملابس المقلدة في محافظة بيت لحم. كما تهدف هذه الدراسة للتعرف على العوامل الأكثر تأثيراً على قرار المستهلك بشراء هذا النوع من الملابس خاصة العوامل الاقتصادية والشخصية. علاوة على ذلك، تم استخدام المنهج الوصفي، وتم توزيع 399 استبانة عشوائياً على مستهلكي الملابس في محافظة بيت لحم.

ولتحقيق اهداف الدراسة تم عمل مقارنة بين الملابس المصنعة محلياً من جهة، وبين الملابس المقلدة المستوردة من الخارج من جهة أخرى وذلك بهدف التوصل إلى بيانات واقعية وحقيقية من شأنها أن تساعد جهات الاختصاص في دعم المشاريع المحلية والحد من استيراد الملابس المقلدة.

تُظهر النتائج الاحصائية لهذه الدراسة التأثير الكبير للعوامل الاقتصادية والشخصية على المستهلك الفلسطيني تجاه شراء الملابس المقلدة، واستناداً إلى هذه البيانات والنتائج فقد وضح الباحث أهمية دعم الصناعات المحلية من أجل منحها القدرة على منافسة الملابس المستوردة. واستناداً إلى تلك النتائج فقد أوصى الباحث بأهمية تعميق العلاقات الاقتصادية الفلسطينية التركية واستغلالها بهدف تطوير الوضع الاقتصادي فيما يخص الملابس المنتجة محلياً، وفرض ضرائب اضافية على الملابس المقلدة المستوردة.

Table of Contents

CHAPTER ONE:

Background

1. Introduction	1
1.1 Main features of counterfeit cloth industry	4
1.1.1 The importance of registered brands and trademarks	4
1.1.2 Types of brand	4
1.1.3 Process of fraud	5
1.1.4 Counterfeit methods	5
1.1.5 Styles of counterfeit products	6
1.1.6 World-wide counterfeit	6
1.2 Local markets of counterfeiting production and marketing	8
1.2.1 Producing and importing clothes	8
1.2.2 The expansion of counterfeit in the Palestinian markets	9
1.2.3 The reasons behind the growth of counterfeit	11
1.3 Problem Statement	12
1.4 Significant of the Study	14
1.5 Research Objectives	14
1.6 Research Questions	15

CHAPTER TWO:

Literature Review

2 Introduction	16
2.1 Consumers' Attitudes	16
2.2 Impact of price and quality on purchasing counterfeit goods	18
2.3 Brand/ Mental image	19
2.4 Local and imported clothes	20
2.5 Summary of literature review	21
2.6 What makes this research different from other studies?	26

CHAPTER THREE:

Research Model, Hypotheses Development and Methodology

3	Introduction	27
3.1	Research model	27
3.2	Research hypothesis	31
3.3	Resources of Research and Design	31
3.4	Data collection instrument	32
3.5	Interval Scale	34
3.6	Sampling design	34
3.7	Questionnaire description	37

CHAPTER FOUR:

Statistical Analysis

4.0	Introduction	38
4.1	Characteristics of the sample	38
4.2	Analyzing customer's attitudes toward purchasing counterfeit clothes	40
4.2.1	Impact of economic factors on Purchasing Counterfeit Clothes	41
4.2.2	Impact of personal factors on purchasing counterfeit Clothes	42
4.2.3	Impact of social factors on purchasing counterfeit Clothes	43
4.2.4	Impact of mental image on purchasing counterfeit Clothes	44
4.2.5	Impact of product's quality on purchasing counterfeit Clothes	45
4.2.6	Impact of the producing country on purchasing counterfeit clothes	46
4.2.7	Impact of choice of brand on purchasing counterfeit clothes	47
4.2.8	Impact of buying counterfeit produced in West-Bank compared with imported products	48
4.2.9	Impact of expenditure on purchasing counterfeit clothes	49
4.3	Hypothesis Testing in Linear Regression	50
4.4	Comparison Between Imported and Locally Counterfeit Clothes	51
4.5	Differences and Similarities Between the Level of Customers' Attitudes of purchasing decision with Respect to Demographic Variables	53
4.5.1	Differences in gender	53

4.5.2 Differences in age	53
4.5.3 Differences in academic qualifications	54
4.5.4 Differences in monthly income	54
4.5.5 Differences in occupation	55
4.5.6 Differences in place of residency	56

CHAPTER FIVE

Policy and Marketing Implication

5 Introduction	66
5.1 Factors affecting the decision to buy counterfeit clothes	66
5.2 Variation in dependent variables with respect to the interactions between attitudes and demographic factors manufacturing policies	67
5.3 Manufacturing policies	67
5.4 Partnership with Turkish producers	68

CHAPTER SIX:

Conclusions and Recommendations

6 Introduction	70
6.1 Conclusions	70
6.2 Recommendations	72
References	73
Appendix A	79

List of Tables

Table (1.1): Percentage of counterfeit goods confiscated in the world (OECD, 2017	7
Table (1.2): PCBS's report in 2020 shows the top exporting countries to Palestine	12
Table (1.3): PCBS's report from (2014-2018), shows the volume of imported goods in the clothes and shoes sectors	13
Table (2.1): Different studies for a literature review, to identify similar and different studies	22
Table (3.1): Cronbach's alpha	33
Table (3.2): Population of each residential area over 4,000 people	36
Table (4.1): Sample demographic	39
Table (4.2): Impact of economic factors on purchasing counterfeit clothes	41
Table (4.3): Impact of personal factors on purchasing counterfeit clothes	42
Table (4.4): Impact of social factors on purchasing counterfeit clothes	43
Table (4.5): Impact of mental image on purchasing counterfeit clothes	44
Table (4.6): Impact of product's quality on purchasing counterfeit clothes	45
Table (4.7): Impact of Country of Origin / provenance on purchasing counterfeit clothes	46
Table (4.8): Impact of choice of brand on purchasing counterfeit clothes	47
Table (4.9): Impact of determinants of buying counterfeit, locally produced clothes compared to counterfeit and imported ones on purchasing counterfeit clothes	48
Table (4.10): Impact of expenditure on counterfeit clothes on purchasing counterfeit clothes	49
Table (4.11): Multiple linear regression test	51
Table (4.12): Buy locally produced counterfeit clothes of famous well-known brands	52
Table (4.13): Tendency towards imported counterfeit clothes and locally produced counterfeit clothes	52
Table (4.14): Price effect on produces counterfeit clothes	52

Table (4.5.1): T-test and f-test for study factors and demographics	56
Table (4.5.2): Factors with a statistically significant difference between gender groups (t-test)	57
Table (4.5.3): Factors with a statistically significant difference between age groups (LSD test)	57
Table (4.5.4): Factors with a statistically significant difference between monthly income groups (LSD test)	58
Table (4.5.5): Factors with a statistically significant difference between occupation groups (LSD test)	59
Table (4.5.6): Factors with a statistically significant difference between places of residence groups (LSD test)	62

List of Figures

Figure (1.1): Footwear, clothing and leather goods account for the top three industries most hit. (OECD, 2016)	7
Figure (3.1): Research Model	30
Figure (4.5.1): Mean plot of social factors and age groups	63
Figure (4.5.2): Mean plot of economic factors and monthly income groups	63
Figure (4.5.3): mean plot of economic factors and occupational groups	64
Figure (4.5.4): Mean plot of social factors and occupational groups	64
Figure (4.5.5): Mean plot of mental image factors and occupational groups	65
Figure (4.5.6): Mean plot of quality factors and place of residence groups	65

CHAPTER ONE

Background

1.0 Introduction

Counterfeit goods are defined as “products that are identical to authentic ones”. It is essential to understand consumers’ behavior and market performance based on the consumers’ shopping strategies. Most developing countries, particularly in Asia, have been facing the issue of counterfeiting due to infringement of patent laws. This could be attributed to the fact that the consumers are intentionally shopping and using counterfeit goods and have no intention of buying the original products. Such behavior can be interpreted as a way of showing off and impressing others with cheap products. (Lai & Zaichowsky, 1999; Fink, Maskus & Qian, 2016; Phau, Sequeira, and Dix, 2009).

A global trend has been observed in manufacture, distribution, and consumption of counterfeit luxury goods. Trademarks are created by counterfeiters and sold at a low price and are manually reproduced. Consequently, trademarks and copyrights of authorized brands are being used illegally. Items of a brand name or logo without the permission of the registered owner are counterfeited, or “faked”. (Norum & Cuno, 2011; Veloutsonand Bian, 2008; Kim & Latour, 2012; Chiu, Lee& Won, 2014).

There are two groups of counterfeit product’s consumers: The first are those who believe that they are buying an original product or garment while, in fact, they do purchase a counterfeit product. The other group are the consumers who deliberately decided to buy a counterfeit goods and products. (Viot, Le Roux, Kremer,2014).

Many types of goods and products, including electronics, medications, airplanes and vehicle components and even food products have been found as counterfeit. Also, counterfeit products sometimes have catastrophic consequences (Carpenter, 2011).

In most countries, including the U.S, trafficking of counterfeit merchandise is considered illegal. Luxury fashion items are the counterfeit product category that American customers buy the most, second, only to CDs and software. Customers are becoming more interested in buying such phony products as a result of the rise in the quantity of counterfeit goods on the market. (K. Edwards & J.Carpenter, 2013; Bhatia, 2018).

No brand or product is immune to counterfeiting, so the consequences are seen as a major problem causing problems for the original producers. In addition, the product's development and marketing of products are all affected by counterfeit as well as brand name associated with the counterfeit product's quality (Lee & Workman, 2011; Osman, Alam, -Al-Islam, Chowdhury & Faruq. 2019).

Recently, it has become difficult to distinguish who is wearing an original or a fake brand because the association of the brand in the minds of consumers reflects a certain social situation. The search for the brand and wearing it has become a means to fill a psychological deficiency among consumers.¹

The market of counterfeit items is massive, and it includes a wide range of counterfeit goods, ranging from inexpensive items to pricey ones. The products could be categorized all over the world into different product categories. Demand for counterfeit goods is increasing due to a number of economic, personal, cultural, demographic and other factors that influence the demand for counterfeit goods. Generally, people are keen to spend disproportionate parts of their income on purchasing luxury products. (Chiu & Leng, 2016; Quoquab & Thurasamy, 2017; Wiedmann et al., 2007)

Low-income consumers tend to purchase luxury goods that are counterfeit in many countries with non-fragile intellectual property laws. Brands usually reflect the culture, beliefs, values, as well as the national aspirations of the consumers. Consequently, people having high or low income are highly encouraged to use the top branded luxurious commodities that fit their social status. (Eisend, Hartmann, & Apaolaza, 2017).

On the other hand, for low-income families, counterfeit luxurious items seem to be as good as brand-new items. In spite of being affordable, counterfeit goods are potentially harmful due to their poor quality. (Chiu & Leng, 2016; Aaker, 1991; Sharma & Chan, 2011).

The rising growth of fancy and luxurious businesses is seriously hampered by counterfeiting: brands copy-rights are being destroyed and the brand's reputation is being harmed; this causes significant losses in their profits (Wilke & Zaichkowsky 1999).

Around 7% of goods in Europe are counterfeit (around €121 billion is the estimated amount of counterfeit goods per year). This kind of business causes the economy in a country like the UK to lose more than £9 billion every year because of the unpaid taxes, not to mention the

¹A. Shalabi (personal communication, April, 2022)

damage of losing almost 60,000 jobs every year. The issue of counterfeit goods is a double-edged sword: On one hand, it has a great negative impact on luxury goods, on the other hand, it positively helps people to save money by purchasing counterfeit goods. (Fionnuala P. Richardson, 2020; Phau, Sequeira & Dix, 2009).

The Ministry of National Economy confirms that counterfeit shoes and clothes are the most common among counterfeit industries in the Palestinian market. Some merchants import shoes and clothes without trademarks. Then, through specialized workshops, put the trademarks of major companies on them to mislead the consumer that they are original and international goods. (Al Jazeera, 2013).

Counterfeit clothing has become a reality; this study seeks to reduce it and produce local clothing of quality and price that compete with imported counterfeit clothing.

1.1 The main features of counterfeit cloth industry

The discussion in this section focuses on the main dimensions of counterfeit cloth industry. The discussion is based on the literature of some international journals. Later on, some certain aspects of the global business of counterfeit clothes industry is going to be discussed.

1.1.1 The importance of registered brands and trademarks

Trademarks have been taken on the utmost importance in terms of knowledge and currency. They serve to distinguish the services and products of various companies, allowing consumers to know the source of the goods and service that will be purchased. In general, having a legally registered brand name has the following advantages:

- i. Product protection
- ii. Brand helps to differentiate goods and products in the crowded markets.
- iii. Branding guarantees credibility.
- iv. Consumers' protection
- v. Brands increase awareness.
- vi. A unique mark of identity. (Will Kenton, 2022)

1.1.2 Types of Brands

Brands are categorized into the following categories:

- i. Corporate Brands: Branding is a strategy adopted and adapted by companies to distinguish themselves from their competitors, in terms of pricing, missions, targeted markets and business values. The latter must be taken into consideration in the decision-making in order to meet with the needs of this type.
- ii. Service brands: Services are products that customers buy sight-unseen. When the customers buy a service, he/she trust the seller to deliver exactly what was promised.
- iii. Business brands: in addition to or instead of branding its products and services, a business can brand itself.
- iv. Personal brands: customers have personal brand, if they know the name or recognize face, they hold the brand image in their minds.(Indeed Career Guide, 2021)

1.1.3 Process of fraud

Fraud is defined as an intentionally deceptive behavior aims to provide the offender with an unlawful gain or deny a victim's right. False statements intentionally hidden or raised to deceive another party in order to gain something that could not be gained without the deception. (GAN Integrity. 2022)

There is another definition to fraud: “All multifarious means which human ingenuity can devise, and which are resorted to by one individual to get an advantage over another by false suggestions or suppression of the truth. It includes all surprises, tricks, cunning or dissembling and any unfair way which another is cheated”. (Chiu, Lee& Won, 2014)

Due to buying counterfeit products, the majority of Palestinian consumers are aware of counterfeit clothes. The Palestinians actually have weak purchasing power, which is governed by economic conditions and income that could be attributed to the fact that merchants may offer original clothes to attract. Gradually they sell counterfeit goods that are similar to the ones that have been shown. Consumers cannot discover the counterfeit good he has purchased, consequently, the Palestinian consumer falls victim to fraud. (Al Jazeera, 2013)

1.1.4 Counterfeit methods

The trademark is a way to protect the quality that be sold to consumers. It prevents mixing goods and products that are registered under a specific trademark with similar products that are registered under different ones. It also helps in building trust between producers and consumers when certain products are registered under a trust worthy trademark. Usually producers use the brand to identify its products. However, there are several ways trademarks can be counterfeited in certain products such as clothes (رانيا و نادية، 2011), for example:

- i. By name: through the brand name, changed by adding a letter or changing the order of letters.
- ii. Visually: the counterfeiter creates a brand, based on the same shape, color and symbol of the original brand.

- iii. By mental simulation: creating a mental affinity between counterfeit brand and original brand, using words that are synonyms within the brand structure.

1.1.5 Styles of counterfeit products

Partial counterfeit: this style means the process of re-copying or impersonating all or some of the distinguishing characteristics of a brand or commercial product. This style usually aims to mislead the consumer about the original identity of the goods. (abdul-azeez & faroj 2008)

Smart counterfeit: this style is based on using some characteristics of the original product to produce a product that is registered under its own brand, to meet the same needs required in the original product. It is considered as a competitive product rather than a counterfeit product. (Abdul-Azeez & Faroj 2008)

1.1.6 World-wide counterfeit

Productions of counterfeit goods have been massively increasing all over the world. Therefore, trade volume of counterfeit and pirated products could have amounted to as much as \$509 billion in 2016, estimated to be 3.3% of world trade – up from \$461 billion in 2013, representing 2.5% of world trade. (Danny, 2021)

Counterfeit goods are of low quality, importers and wholesalers seek to get as high profits as they can. Usually, counterfeit products are exported when they are shipped with fake documents as being of good quality. Counterfeit goods are transported by several means, where the best of which is sea transport. Furthermore, parcels transported by worldwide postal is considered as one of the most difficult means of transportation to detect counterfeit goods. (Global Guide, 2021)

In the OECD estimated in its 2018 publication, inflows of counterfeit products are being smuggled in the following means:

- ⌚ Sea – 51%
- ⌚ Postal and express service – 23%

- ⌚ Air – 18%
- ⌚ Road – 8%.

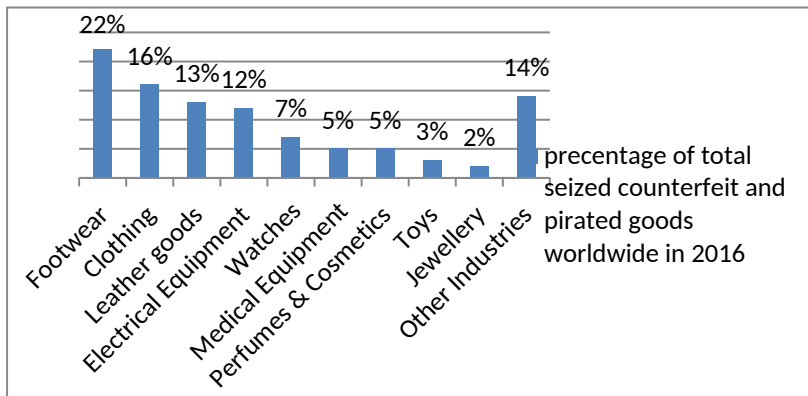


Figure (1.1): Footwear, clothing, and leather goods account for the top three industries most hit based on the statistics of OECD in 2016.

Counterfeit of a massive market and products that are distributed to most countries of the world, and they come from several countries: China, Turkey, Singapore, Thailand and India. The following reveals the percentages of counterfeit goods confiscated in the world:

Table (1.1): The percentages of counterfeit goods confiscated in the world (OECD, 2017)

Most of the countries that export counterfeit goods	Percentage of counterfeit goods seized in the world	Countries most targeted for counterfeit of their products	The most counterfeited goods	Counterfeit percentage
China	63.2%	USA	Handbags, travel bags	48.3%
Turkey	32.1%	Italy	Watches and jewelry	36%
Singapore	1.9%	France	Clothes	6.7%
Thailand	1.6%	Switzerland	Shoes	3.1%
India	1.2%	Japan	Phones and other goods	5.9%

China plays a significant role in trading the counterfeit goods and products. It used smart counterfeit style, which makes it circumvent the major manufacturers of original products. Its percentage of exported counterfeit goods and products is about 1.5% of its total GDP, or about 12.5% of its total exports.

Trading the counterfeit goods and products is gradually increasing over time. China owns a large share of the counterfeit goods market due to the low wages and cheap raw material that is being used in this cheap industry. Therefore, one could conclude why many companies seek to set up factories there. (Baily, 2016)

1.2 Local markets of counterfeit production and marketing

The process of production and importing counterfeit clothes is going to be discussed and analyzed in this section. While production of clothes tends to be slightly increasing over time, importing them tends to be increases dramatically as will be discussed below

1.2.1 Producing and importing clothes

The textile and clothing industry were ones of the most successful industries in Palestine between the years 1976 and 1987. These fields occupied 22% of the industrial areas in West Bank and 37% in Gaza Strip. In 1994, the number of clothing and textile facilities in West Bank and Gaza Strip became 1,842. However, after the signing of the "Declaration of principles" in 1993 between the PLO and Israeli Occupation, new challenges started to appear when foreign competitors entered the Palestinian markets. (Wafa.Ps, 2021)

The number of clothing and textile facilities in Palestine has reached 2009 (PCBS, 2019), figures indicate a slight increase in the number of factories from 1994 to 2019.

Unfortunately, statistics about importing counterfeit goods in Palestine are not available. But the increase in the import of clothes from China and Turkey is an indication of the increase in the import of counterfeit clothes. Both the Palestinian and the Israeli Occupation authorities have signed economic agreements which declare that the Palestinians must import their goods and products only through the Israel ports. In fact, Palestinians have almost no control over the imported goods in terms of quality, volume and value.

The demand for counterfeit goods in Palestine is increasing due to the difficult economic circumstances and the low level of income. Thus, Palestinian consumers look for counterfeit as substitute goods for local production. Usually, consumers purchase counterfeit products at nominal prices greatly lower than the prices of the original products.¹

1.2.2 The expansion of counterfeit in the Palestinian markets

The demand for counterfeit goods and products has been increasing rapidly in Palestine. This dramatic increase can be attributed to the following reasons:

1- Monitoring markets to protect consumers:

The possibility of ending the phenomenon of counterfeit goods is almost impossible. That could be attributed to the fact that counterfeit goods are widely spread among all commodities in market of Palestine. Therefore, the Palestinian Ministry of Economy focuses on monitoring the markets and keeps their eye on the basic commodities such as food and medicine and some other goods such as clothes. In contrast, the monitoring the latter isn't as effective as it should be. For example, clothes are largely consumed by the Palestinian consumers due to the lack of real and serious monitoring compliance with the required specifications. Consequently, it becomes very difficult for the Palestinian Ministry of Economy to control and detect counterfeit goods. (Palestinian Ministry of Economy, 2018)

Palestinian Consumer Protection Association (PCPA) controls and prioritizes basic commodities that are likely to cause harm to consumers, such as children's toys, medicine and food.

It's easy for counterfeit goods and products to infiltrate into the Palestinian market. In fact, there is no control over the border crossings where most goods and products get to the Palestinian markets. However, there are many serious attempts by the Palestinian Ministry of Economy to control the flow of counterfeit goods and products and spot them in the local market.

¹O. Al-Hremi (personal communication, June, 2022)

2- Consumers' awareness

Consumer awareness means that consumers are aware of their rights and the information about products, goods, and services.

The concept of consumer awareness when buying counterfeit clothing is related to the quality and design of clothing, since it meets his needs. Also interested in where they are made, as there is a demand for clothes made in Turkey.(القيلوبي, 1996).

Increasing the number of counterfeit products stores in Palestine, has deceived customers as shops selling original products, this is evidence of the poor awareness of the Palestinian consumer. ¹

3- The low prices of the counterfeit goods and products

The difficult economic conditions in Palestine push consumers to buy counterfeit goods. The percentage on unemployment in Palestine is estimated by 25% of (PCBS, 2022).

Usually, consumers look for the lower price goods and products which sit his financial situation. Due to the severe economic conditions, the Palestinian consumers focus on basic goods and products. However, clothes are considered as one of the basic goods and consumers tend to buy counterfeit clothes at the lowest cost. The Palestinian consumers care about prices in the first place and then quality comes second.²

4- The weakness of the Palestinian quality standards

Despite the presence of the Palestine Standards Institution and taking the necessary measures to monitor the circulation of counterfeit goods, the performance of the Institution is still not as efficient as it should be.

- ⌚ There are more than 3,500 Palestinian quality standards. Most of them relate to health issues.
- ⌚ 50 standards for clothes include verification methods, threads used and sizes (PSI, 2017)

¹H. Qfisha (personal communication, May, 2022)

²A. Awwad (personal communication, April, 2022)

1.2.3 The reasons behind the growth in counterfeit goods and products

There are several reasons behind the increasing growth trading of counterfeit goods and products:

1-The easy-access to global markets:

The communication between individuals has become much easier due to technological development and the growth of the global markets. As a result, counterfeiters started using e-commerce and social media, what made it easier to promote and sell counterfeit goods and product.

When the local market depends on the imported goods and products and local products can't compete with imported products, it makes the local market full of imported and counterfeit goods. Statistics shows that the value of the volume of the Palestinian importing 638.4 million dollars compared to 158.3 million dollars coming from exporting (PCBS, 2021).

The vast majority of Palestinian consumers cares about texture, design and quality of goods and products but at a reasonable price and obtains these qualities at the same time. The counterfeit clothing industry is rising locally and produced by Turkey, for instance, due to the fact that shipping is much easier from this country to Palestine than other countries.¹

2- The social factors:

Poverty, unemployment, high standards of living and low wages push consumers to change their economic behavior towards counterfeit products as a substitute to the original ones. These social and financial factors make counterfeit goods economically reasonable for low-income families (Alnimre, Khalaf 1999). The Palestinian consumers in general suffer from difficult social life conditions, what causes them to look for alternatives to the original clothes that meet their needs close to what the original clothes provides, and this is one of the reasons why counterfeit clothes is being used as an alternative to the original clothes.²

¹A. Awwad (personal communication, April, 2022)

²H. Qfisha (personal communication, May, 2022)

3-The economic situation

People in the third world, including Palestinians, are suffering from difficult economic conditions, economic conditions push people to be economic and very well-calculated when it comes to their expenditures expenses, which encourage them to purchase counterfeit goods.

Concerning per capita income, the average income of the Palestinian citizen is less than 1400\$, which causes the Palestinian consumer to look for the counterfeit goods and products more often than the original ones. (PCBS, 2021)

Due to of the difficult economic situation in Palestine, consumers buy several pieces of counterfeit clothing at the price of one original piece.¹ Due to the same difficult economic conditions, consumers are always looking for an alternative to the original products which usually come with high prices. This is one of the reasons why counterfeit clothes usually replace expensive original clothes.²

1.3 Problem statement

Due to the importance and prevalence of counterfeit goods especially clothes, low-income consumers buy counterfeit clothes in Bethlehem Governorate. The problem of the study focuses on examining the consumers' attitudes towards imported counterfeit clothes. The study will highlight the most important factors affecting consumers' decision. The discussion and analysis in this section will focus on understanding the impact of factors towards purchasing counterfeit clothes.

Table (1.2): PCBS's report in 2020 shows the top exporting countries to Palestine

Country	Imports	Exports
Israel occupation	3,342,670	886,050
Asian countries	1,238,066	18,897
Europe countries	910,594	22,341
Arab countries	393,653	109,078

Source: The Palestinian Central Bureau of Statistics (2020)

¹A. Awwad (personal communication, April, 2022)

²H. Qfisha (personal communication, May, 2022)

The volume of Palestine's imports of goods is very large compared to exports. However, the Palestinian markets are deeply connected to the Israeli borders and markets due to the fact that there is no Palestinians sovereignty over crossings and borders. Consequently, the huge import volume strengthens the link between the Palestinian market and the Israeli occupation markets. (A. Zorob 2005)

Yet, there are no available statistics or figures that specify the exact size or volume of counterfeit goods on the Palestinian market, the size of the counterfeit imports goods can be seen in the PCBS's report from (2014-2018), which shows the rise of goods from China and Turkey.

Table (1.3): PCBS's report from (2014-2018), shows the volume of imported goods in the clothes and shoes sectors (value in 100 USD)

Year	Total imports of Textiles	Imports of all kinds of clothes	shoes and others imports	The rate of increase in total import	Ratio of increase/decrease for clothes	Increase/decrease ratio for shoes
2014	102,402	81,985	20,417	%16.46	%20.38	%3
2015	126,402	101,145	25,095	%23.37	%22.90	%18.6
2016	136,523	112,146	24,317	%8.14	%10.87	%3-
2017	122,586	96,213	26,534	%10.20-	%16.6-	%8
2018	136,907	106,939	29,968	%11.6	%10	%11.4

Source: The Palestinian Central Bureau of Statistics (2014-2018)

The Palestinian market is full of imported clothes compared to locally manufactured ones. The textile and clothing factories in the Bethlehem Governorate contribute in about 23.70% of the production in the Palestinian local market (PCBS, 2019).

1.4 Significance of the study

Could expenditure on counterfeit clothes enhance clothes industry in Palestine?

1. The importance of this study stems from shedding light on the major factors affecting consumer behavior towards choosing locally-made counterfeit clothes.
2. Furthermore more, this study aims to identify the main factors which affect the consumers' behavior regarding purchasing counterfeit clothes. Also this can benefit the workers in the counterfeit clothes sector to identify these factors and interest in improving them to make more profits.
3. This study also aims to explain how consumers' attitudes towards the local clothing could be empowered and strengthened.
4. To know the imported raw material or ready-made clothes.
5. To shed light on the possibilities of meeting the needs of the consumer through the producing clothes by local firms.

Those who might benefit from this study are:

- The Ministry of National Economy (MNE).
- The Society of customer protection (SCP).
- Many clothing and textile factories.
- The consumers.

1.5 Research Objectives

Due to the largely wide-spread of counterfeit clothes and the continuous increases in the demand for them, this study seeks to:

1. Determine the impact of the loyalty to the registered brands on customer's behavior toward counterfeit clothes.
2. Utilize variety of markets and products in order to evaluate their impacts on consumers' behavior towards the locally-produced counterfeit clothes.
3. Identify the factors effect on the consumers' behavior towards counterfeit clothes from the perspective of Bethlehem governorate's consumers.

4. Identify the relationship between the factors that affect the consumers' behavior and consumers' choices regarding counterfeit clothes.
5. Examine to what extent it is possible to locally produce clothes with good quality and low prices. By smart counterfeit style
6. Compares between the imported counterfeit clothes and locally produced clothes. To learn about the factors that drive to purchase of imported counterfeit clothes, and to improve locally produced clothes

1.6 Research Questions

This study seeks to answer the following question:

What are the most important factors affecting consumer behavior towards purchasing clothes produced locally instead of imported counterfeit clothes?

Furthermore, this study aims to answer four more sub-questions, which are:

1. How could productivity of locally clothes be expanded?
2. What are the major factors which would lead to increase the demand on local clothes?
3. How many jobs could be provided by local clothing industry yearly?
4. What are the needed requirements to promote local clothing regarding quality, design, low price and local investment in clothing and textile production?

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The previous chapter introduced the main purposes of this study. This chapter will shed light on the background of counterfeit goods and products, and the major psychological, social theories regarding consumer behavior. It also aims to identify the major factors that impact purchase of counterfeit clothes, especially in the case of countries which produce clothes registered under legal brands and trademarks and distinguish between original goods and products and counterfeit ones. Thus, the main purpose of this chapter is to review relevant literature that supports the research objectives.

2.1 Consumers' Attitudes

The following studies show consumers' behaviors and the main factors that have an impact on their decision to purchase counterfeit goods and products. According to Theory of reasoned action (TRA) and theory of planned behavior (TPB), customers usually look for the easiest way to reach satisfaction taking into consideration their own preferences in buying what they need.

Generally speaking, consumers' behavior is influenced and shaped by cultural, social, personal and psychological factors. "Consumers attitude is a learned predisposition to behave in a consistently favorable or unfavorable manner with respect to a given object". As a result, cultural factors such as national culture and subculture, and social factors such as roles, statuses and families, are social factors that should be taken into consideration, not to mention psychological factors such as motives and perceptions. Furthermore, we can't exclude the personal factors and demographic variables, such as age, occupation, income and lifestyles. (Kotler, 2000; Schiffman & Kanuk, 1997; Kim & Latour, 2010).

Psychological standards were proven to have an influence on consumers' behavioral intention to purchase counterfeit goods. Eisend, Hartmann & Apaolaza, (2017) analyzed 98 separate and random studies which focused on psychological and demographic impact on the brand signal. Psychographic variable provide identity building than demographic variable through brands. Counterfeit brands can be an alternative to original brands. It could bring a

psychological satisfaction and a required status of consumer. Counterfeit products purchased in developing countries are more common than in developed countries. Due to different social behaviors in developing countries, there is a kind of social acceptance to buy counterfeit goods and products.

Chen, Teng & Liao, (2018), found that consumers desire to purchase counterfeit goods mediated by one of two moral strategies: Moral rationalization or moral decoupling. Customers are justified immoral behaviors by avoiding guilt; this encourages purchase of counterfeit products. “Moral rationalization is defined as the cognitive process that individuals use to reconstruct immoral actions into less immoral actions”(Reed, Aquino, & Levy, 2017). It is the psychological process chosen to justify an improper action that is defined as moral decoupling. When people face a moral dilemma in acquiring counterfeit goods, they are compelled to use the moral rationalization approach. As a result, buyers easily come up with justifications for buying counterfeit goods. (Bhattachajee et al. 2013)

Furthermore, many other studies found that demographic factor has a significant impact on consumers’ attitude toward purchase of counterfeit goods and products. A study conducted in USA by Morgan (2014), noted that it may be true that women are more ethical, when it comes to purchasing, than men. Purchasing products that match the consumer's personal identity act as a form of self-expression. Another study which was conducted in USA by Edwards and Carpenter (2013) indicated that counterfeit goods purchased by young consumers due to their lower earning shows almost the same results of the previous one. By analyzing the behavior of a random sample of American students, the results show that they do not mind purchasing counterfeit goods and products. The results also showed that one of the major impacts on the decision of purchasing counterfeit goods and products was level of education. Purchase of counterfeit products decreases as the level of education increases. The previous behavior has a positive impact on the purchase decision and makes an impression which tempts people to purchase.

Another study conducted by Cuno, A. (2008) studied the consumers’ attitudes of people who had previously purchased counterfeit goods and products. The study tool was a questionnaire consisting of twenty seven questions, and it was randomly distributed over a sample of Missouri University students. Two groups of students were selected: the first group was from the Textile and Apparel Management (TAM) department, and the other group was students who do not study at this department. The results of this study showed that consumers who had

previously purchased counterfeit goods had more attitudes in favor of buying counterfeit goods than those who did not. The latter had justified their behaviour by saying that counterfeit goods and products are not different than the original ones. This study urges an extended community education regarding the damage of counterfeit goods and products. It also urged introducing punishment of consumers of these goods and products in addition to producers.

2.2 The impact of price and quality on purchasing counterfeit goods

Prior researchers examined the impact of price and quality on purchasing decision of consumers is always looking for ways to fulfill their basic and luxurious needs, within their financial limitations and capabilities.

Archambeau (2019) analyzed the major factor of counterfeiting in the EU. He focused in particular on goods and products that are harmful to health and safety of potential consumers. The study used RAPEX system to mark and spot counterfeit goods. In order to have a deep look at counterfeit goods and products, there are three main topics that should be taken into consideration: type of product, country of origin where it was produced and most importantly: and level of risk that this product may have. This phenomenon may have a great risk on peoples' health; this makes it difficult to know whether these counterfeit goods are dangerous or not. Components and quality of products are important factors of purchasing decision.

Moving to the Asian market, there are several factors that significantly influence attitudes towards luxury counterfeits of the Singaporean consumers. For instance, they include social influence, brand awareness, and price quality axe. Counterfeit brands are purchased by consumers who do not care about the quality of the product. Despite being of less quality, counterfeit goods and products always save consumers' money compared to original ones. Although consumers have a stable income, the price and quality of counterfeits are still the main incentives that push consumers to look for counterfeit goods rather than original products. (Lan and Lee, 2009)

However, several studies have found that price and quality have the greatest impact on consumers' attitudes toward purchasing counterfeit goods and products. A study conducted in France by (Viot, Le Roux, Kremer,2014), found that individual motives have a positive

relationship with purchase of counterfeit goods. Materialism does not affect a person's behavior toward buying counterfeit goods and products. Another study by Chiu, Lee, and Won in Taiwan and Hong Kong (2014), was conducted on the price and quality impact on purchasing decision. It concluded that consumers' perception of counterfeit goods and products versus a original ones is shaped by price and quality, which are the most important factors that control the purchasing decision when product quality information is not available or when consumers cannot assess product quality. In fact, consumers judgment tends to believe that a high price equals high quality. Low price indicates that counterfeit goods are attractive to be purchased. Another research by Haesun & Kang (2018) indicate that consumers justify their purchase of counterfeit goods by considering that counterfeiting is a more fair price than luxury goods that are not interested in low-income consumers.

2.3 Brand/ Mental image

In this section, impacts of the brand on purchasing decision are investigated. In particular, brand image gives preferences to purchase. Consumers build identities by making use of brand image, where brand reflects the status and prestige of the consumer as he/she thinks.

Researchers found that college students deliberately buy counterfeit goods and products (Chakraborty, Allred, Sukhdial, & Bristol, 1997). A questionnaire was distributed randomly over female students during a study conducted by Kim and Karpova (2010) at a university campus. The study revealed that product appearance or way products look are one of the most important factors in purchasing counterfeit clothes.

Furthermore, past experiences of purchasing counterfeit goods and products may explain the consumers' decision to deliberately purchase counterfeit clothes. In the case of online shopping, the appearance of the product is crucial since there is a high demand on buying things online. There is a positive connection between brand image and intention to purchase counterfeit clothes.

Moreover, several studies found that brand image has a great impact on consumers' attitude toward purchasing counterfeit goods and products. A study conducted by Eisend, Hartmann & Apaolaza (2017), shows that consumers who are trying to establish their own business identity resort to counterfeit brands due to the high cost of genuine luxury brands. Counterfeit brands can deliver positive image, a psychographic characteristic such as the status seeking,

enhances counterfeit consumption. Furthermore, a study conducted by Lan, Min and Lee (2009) explains that people tend to have a positive image of their social status and the brand image reflects the social class of the consumers. Consumers search for this prestige and tend to associate themselves with high social classes above. At the same time, such people cannot afford buying expensive original goods and products, so they look for a cheaper alternative that replaces the original.

2.4 Local and imported clothes

The following studies shed light on the importance of knowing where counterfeit goods and products are produced and how this factor affects the purchasing decision. Furthermore, they shed light and discuss the major differences between imported counterfeit goods and products and locally produced ones.

A comparative study was conducted in Canada by Wall & Heslop (1989) and focused on finding the determining factors of the consumers' attitudes toward local versus imported products. Manufacturers, retailers, consumer groups and government policy makers in many industrialized nations have always been concerned about the increase in import of clothing and footwear. Consumers in general have positive attitudes towards locally-made clothing and footwear as well as show support for local goods and products of good price and quality. Quality is one of the most important factors that impact the consumers' behavior toward purchasing goods. Low-wage countries supply most of the imported clothes and shoes. However, these countries can manufacture high-quality clothes using the newest technologies at a low cost.

Strengthening the local industry is the first step to achieve the country's economic success. According to a study conducted in Zimbabwe by L. Majoni (2015), it aimed to study the impact of importing cheap imported clothes on local clothing producers, to understand how cheap imports can hamper domestic clothes sector. The researcher used qualitative and quantitative methodology to a large extent. Importing cheap clothes imposes unfair competition for local producers and hinders the revival of the local economy. Government should impose a complete ban on counterfeit and cheap clothes to revive the local textile sector and prevent it from collapse.

2.5 Summary of literature review

This table shows the different studies that are discussed in the literature review in order to identify the similarities and differences in each of them.

- Several studies agreed on the great impact and the significant importance of the price and quality on the consumers' decision of purchasing counterfeit goods and products, such as: (Lan, Min, and Lee, 2009; Chiu , Lee, and Won,2014; Park & Kang ,2017; Eisend, Hartmann &Apaolaza,2017; Chen, Teng& Liao,2018).
- Several studies revealed that the brand image has a significant impact on the consumers' attitudes towards buying counterfeit clothes, such as: (Lan, Min, and Lee, 2009; Archambeau,2019;Eisend, Hartmann &Apaolaza,2017; Kim and Karpova,2010; Edwards and Carpenter,2013; Morgan ,2014)
- Several studies found that the preference of the local goods and products over the imported ones had a significant impact on purchasing decision and the consumers' attitudes if the price and quality is competitive. One of these studies is (Wall & Heslop, 1989; Majoni, 2015).

In Palestinian case,

It is important to know and understand that the Palestinian local markets are flooded with imported clothes and textiles. The reality says that there are no serious restrictions to stop the flow of these imported goods and products and this could be attributed to the fact that the Palestine authority has no control over its borders or the crossings to the major Palestinians cities. In addition to that, the Palestinians authority had signed a number of economical agreements with some countries, such as Turkey, who already have strong relationship with Israel.

The following table summarizes the main findings of the previously discussed studies regarding the factors which impact consumer' attitudes and decisions regarding counterfeit goods and products:

Table (2.1): Different studies for a literature review, to identify similar and different studies

The axis	Authors / Year	Study Title	Country	Study Methodology	Main Findings
Effect price-quality on purchase counterfeit goods	(Archambeau,2019)	QUALITATIVE STUDY ON RISKS POSED BY COUNTERFEITS TO CONSUMERS	UE	RAPEX system	This phenomenon has a healthy risk
-Effect price-quality on purchase counterfeit goods	(Lan, Min, and Lee,2009)	Targeting buyers of counterfeits of luxury brands: A study on attitudes of Singaporean consumers	Singapore	Analytical descriptive approach / Questionnaires	Standard factors affects on purchase counterfeit of luxury brand
- Brand image	(Catherine ,André and Florence,2014)	Attitude towards the purchase of counterfeits: Antecedents and effect on intention to purchase	France	-	Individual motivations and deterrents are the only antecedents of attitude towards counterfeits

<p>Effect price-quality on purchase counterfeit goods</p>	<p>Chiu , Lee, and Won,2014</p>	<p>Consumer behavior toward counterfeit sporting goods</p>	<p>Taiwan and Hong Kong</p>	<p>Analytical descriptive approach / Questionnaires</p>	<p>Low price indicates that counterfeit goods are attractive to be purchased</p>
<p>Effect price-quality on purchase counterfeit goods</p>	<p>(Park & Kang ,2017)</p>	<p>An experiment on non-luxury fashion counterfeit purchase: the effects of brand reputation, fashion attributes, and attitudes toward counterfeiting</p>	<p>USA</p>	<p>Analytical descriptive approach / Questionnaires</p>	<p>Low prices push the consumer to buy counterfeit goods instead of the original big company products</p>
<p>-Consumers attitude - Brand image</p>	<p>(Eisend, Hartmann & Apaolaza,2017)</p>	<p>Who Buys Counterfeit Luxury Brands? A Meta-Analytic Synthesis of Consumers in Developing and Developed Markets</p>	<p>-</p>	<p>A qualitative analysis of primary and secondary data collected from interviews, observations and literature</p>	<p>-Developing countries have more acceptance than developed countries in purchase counterfeit goods -A counterfeit brand can provide a good image to the consumer at a lower price</p>

Consumers attitude	(Chen, Teng& Liao,2018)	Counterfeit Luxuries: Does Moral Reasoning Strategy Influence Consumers' Pursuit of Counterfeits	-	Exploratory factor analysis	Consumers of counterfeit goods find moral justification for buying counterfeit goods
Consumers attitude	(Morgan,2014)	Who You Are Affects What You Buy: The Influence of Consumer Identity on Brand Preferences	USA-Elon University	Statistical analysis	The decision to buy counterfeit goods depends on the behavior of the person , gender does not matter
Consumers attitude	(Edwards and Carpenter,2013)	U.S. consumer attitudes toward counterfeit fashion products	USA	A qualitative analysis of primary and secondary data collected from interviews, observations and literature	Awareness of social value and costs influences purchase intent
Consumers attitude	(Cuno, A., 2008)	COLLEGE STUDENTS ETHICAL PERCEPTIONS ON BUYING COUNTERFEIT PRODUCTS	USA- Missouri University	Analytical descriptive approach / Questionnaires	Previous behavior in purchasing counterfeit goods has an impact on the decision to purchase counterfeit goods in the future

Brand image	(Kim and Karpova,2010)	Consumer Attitudes toward Fashion Counterfeits: Application of the Theory of Planned Behavior	-	Analytical descriptive approach / Questionnaires	There is a relationship between brand image and intent of purchase counterfeit clothes
Local and imported clothing	(Wall & Heslop,1989)	Consumer attitudes towards the quality of domestic and imported apparel and footwear	Canada	The Fishbein-Rosenberg multi-attribute model	A national product with good quality and price that competes with imported products
Local and imported clothing	(Learnmore, Majoni, 2015)	An analysis of cheap clothing imports as a challenge affecting the revival of textile and clothing manufacturing sector: A case study of Zimbabwe (2000-2014)	Zimbabwe	qualitative and quantitative	-Importing counterfeit clothes harms the national economy -Imposing sanctions on the import of counterfeit and cheap clothes

2.6 What makes this research different from other recent studies?

Markets of counterfeit goods have been increasing over time. Consumers of counterfeit goods have the largest share in the clothing market in general. According to previous studies, several factors impact the decision of purchase of counterfeit goods, most important of which are economic situation, quality products, social and consumer's attitudes.

The factors affecting the purchase decision differ from one consumer to another, but the most important factors that the consumer looks up to are the price and quality.

This study focuses on the major factors that push consumers to buy counterfeit goods and products. What makes this research different and highly distinguished is that it sheds light on the factors that impact the consumers' attitudes towards purchase of locally manufactured clothes and distinguish them from imported counterfeit clothes.

Furthermore, this study examines the projected extent towards manufacture and produce of counterfeit clothing locally in Palestine – clothes that meet the Palestinian consumers' needs in terms of quality and price, especially when we take into consideration that the demand on counterfeit clothing is rapidly and steadily increasing in Palestine due to difficult economic and social life conditions.

However, basic raw materials for clothes production (threads) should be imported from other countries instead of importing final goods products. This step can help in producing the products at lower price and with a good quality.

CHAPTER THREE

Theoretical Framework

Research Model, Hypothesis and Methodology

3.0 Introduction

The theoretical framework, research model, research hypotheses and research methodology will be discussed. Furthermore, consumers' attitudes towards counterfeit clothes in Bethlehem governorate will be analyzed. Several statistical tests were conducted in order to evaluate the customers' attitudes toward counterfeit products.

There are several factors that impact the consumers' behavior to purchase counterfeit clothes in general, and in Bethlehem governorate in particular. These factors are represented in eight independent variables and only one dependent variable. These variables are briefly defined as shown below.

3.1 Research model

Based on previous studies that include conceptual framework, variables network are discussed as the following:

The dependent variable –purchasing decision: expenditure on counterfeit clothes: is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. The amount of money paid by customers in return for purchasing counterfeit clothes when the goods and products are deliberately made to appear as if they were original. Some customers purchase these products without being aware that they are fake or counterfeit. At the same time, there are other customers who buy them deliberately based on income, price and quality. (OECD, 1998)

The independent Variables:

Economic variables: They include income, own-prices, and prices of substitute products. The economic variable is considered as the main reason that pushes consumers to buy counterfeit instead of luxury clothes. The low price is one of the most important features of counterfeit

clothes. It could be attributed to the fact that manufacturers imitate the design of original clothes. (Gani, Alam, Al-Islam, Chowdhury and Faruq, 2019)

Brand/ Mental image: “The set of beliefs, ideas, and impression that a person holds regarding an object”. The customers who buy counterfeit clothes seek to satisfy their own prestige and brand image of original clothes, without the need to pay high prices. Customers usually look for appearances, to reflect a particular social situation. (Kotler, Keller, Lane, 2006)

Choice of brand: The name of well-known brands usually reflects the quality and preference of the clothes. This name brings a sense of safety to consumers because it guarantees the quality and the standards of this good or product. (Eisend, Hartman & Apaolaza, 2017)

Country of origin: Place and country of manufacture of counterfeit clothes. Well-known brand clothes are made in specific countries. Restrictions should be imposed on counterfeit goods and products in order to prevent exporting them to other countries. China has the biggest share in manufacturing and producing counterfeit goods and products. However, in this study, the possibility to manufacture counterfeit clothes in Palestine will be examined. (OECD, 1998)

Quality: It usually expresses the function of any good or product. The quality also reflects the products durability, reliability, and repair and to what extent that product is user-friendly. The characteristic of quality of any product or service also reflects the extent it can meet customers' needs whether expressed or implied. (Kotler and Armstrong, 2004; Kotler, 2002)

Personal factors: Purchase of clothes depends on personal needs and behavior. Personal factors are deeply connected with the customers' awareness of price, quality, color and design. Customers also look for satisfaction by choosing appropriate brands that fit them. (Morgan, 2014)

Social factors: The social factors are considered as external factors that influence consumers purchasing decisions. Moreover, family and peers usually have an influence on the purchasing decision. The culture of society has a great on impact customers' decision when it comes to design and colors of clothes. Thus, it is obvious why some consumers are afraid of people's criticism. (Durmaz, 2014)

Comparison between local and imported counterfeit clothes: Production of counterfeit clothes locally in order to succeed and compete with imported counterfeit goods. Local products focus mainly on quality, price, income and design which are superior to imported products. It must provide either a cheaper price, or a higher quality than the imported one. (Learnmore, Majoni, 2015)

Independent & dependent variables, & the corresponding hypothesis.

Figure (3.1) shows the factors influencing the purchase decision regarding purchasing counterfeit or original clothes.

(+) means positive relationship, otherwise (-) means is no relationship ¹

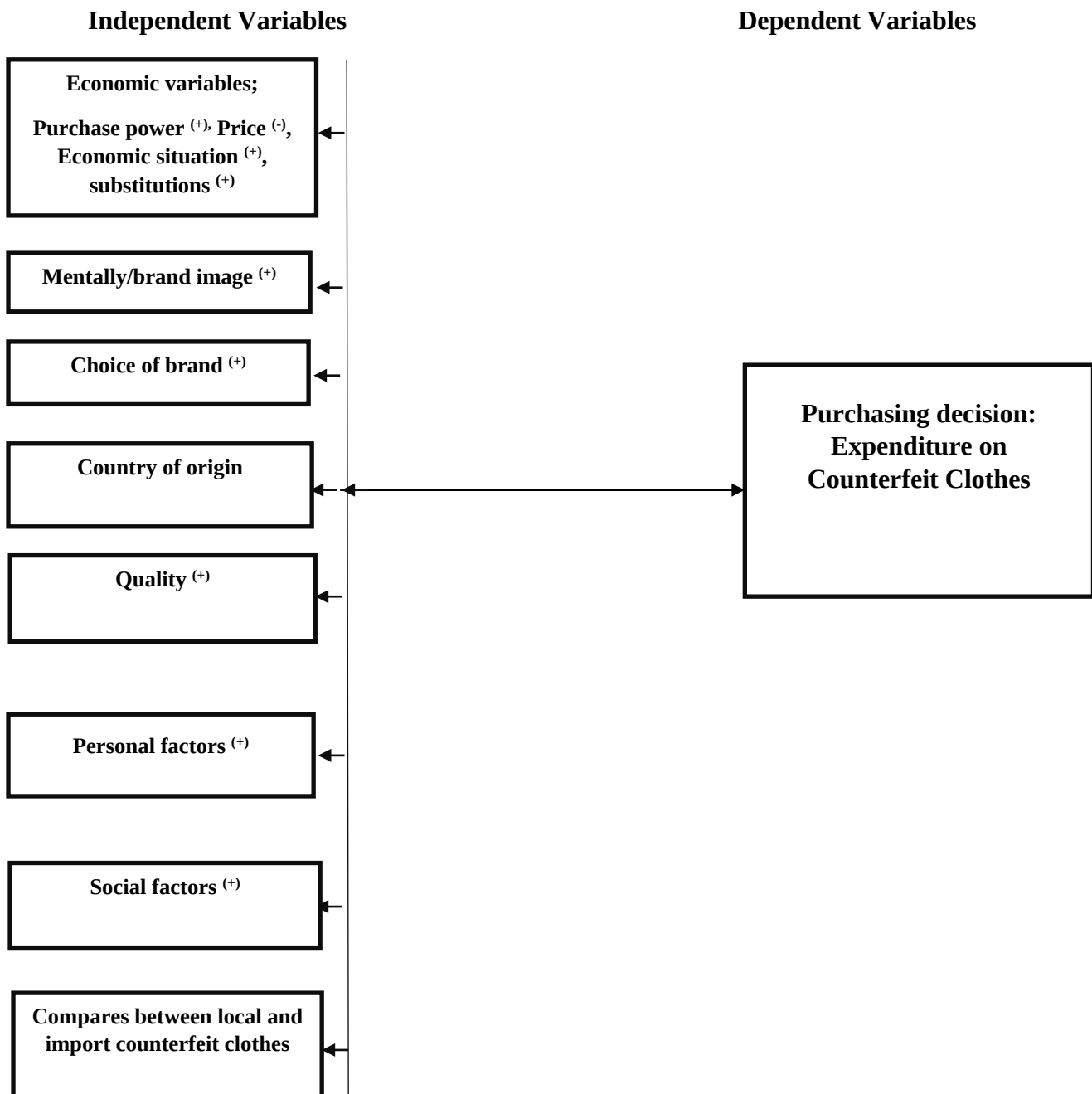


Figure (3.1); Research Model

¹ (+, -) mean the expected relationship between the explanatory variable and dependent variables

3.2 Research Hypothesis

It is important to taking into account the previous definitions of each variable, the independent variables, dependent variables and the anticipated relationship between them; the signals + and - stand as alternative hypothesis, where in this study, primary data will be used to test the signals.

It is expected to have the following hypotheses based on the model shown above:

- 1- Economic variables have a positive relationship with expenditure on counterfeit clothes (purchase power (+), price (-), economic situation (+), substitutions (+)).
- 2- Mental/brand image has a positive relationship with expenditure on counterfeit clothes.
- 3- Choice of brand has a positive relationship with expenditure on counterfeit clothes.
- 4- The producing country of counterfeit clothes has an unknown relationship with expenditure on counterfeit clothes.
- 5- Quality has positive relationship with expenditure on counterfeit clothes.
- 6- Personal factors have a positive relationship with expenditure on counterfeit clothes.
- 7- Social factors have a positive relationship with expenditure on counterfeit clothes.
- 8- The comparison between local and imported counterfeit clothes has an unknown relationship with expenditure on counterfeit clothes.

Methodology

3.3 Resources and Research Design

Research design is a framework for collection and analysis of data to answer the research question and to meet research objectives. In business research methods, research design usually provides reasoned justification for choice of data sources collection methods and analysis techniques. The researcher used the case study design to focus on a complete contextual analysis of a smaller number of events or circumstances and their interrelationships. (Saunders, Lewis and Thornhill. 2019)

This study takes into consideration an in-depth analysis of the matters pertaining to consumer attitudes towards counterfeit clothes in Bethlehem governorate. It investigates the impact of several factors on consumer behavior to purchasing counterfeit clothes. Those factors include

economic variables, brand image, choice of brand, country of origin, quality, personal, social factors, and it compares between local and imported counterfeit clothes.

There are three main sources in collecting the data:

- ⌚ Primary data: The data was gathered through the distribution of survey. Therefore, a questionnaire was designed to obtain the necessary information to analyze data needed to fulfill the objective of the study.
- ⌚ Secondary data: Data was collected through revision of publication, articles, internet and book. This research used data and reports from the Palestinian Central Bureau of Statistics.
- ⌚ Thirdly: Interviews consisting of unstructured questions.

3.4 Data collection instrument

It is defined as the process of gathering data on specified variables from appropriate and reliable sources in order to identify the research problem and fulfill research ultimate goal. Some basic data were collected from original sources for the specific objectives of the research. A questionnaire was personally and randomly distributed in order to ensure collection of complete responses from the sample of consumers. The questionnaire is composed of three main sections:

- 1) Demographic information of the sample.
- 2) Purchasing behavior of counterfeit clothes.
- 3) Comparison between imported and locally-made counterfeit clothes.

Section 1 includes an introduction, demographic information that was added to describe the characteristics of the research sample and measure the differences between their answers. The information includes gender, age, academic qualification, monthly average salary, occupation, address, and percentage of monthly spending on clothes.

Section 2 includes nine fields which include sixty three questions where the sample needs to answer based on a scale that varies from strongly agree to strongly disagree. It describes consumer's behavior towards imported counterfeit clothes.

Section 3 compares between the imported and locally counterfeit clothes.

Taking into account the mother tongue of the Palestinian consumer, the questionnaire was submitted in Arabic to ensure that it is well understood by the respondents.

After the data was gathered, it was organized then statistically analyzed and (SPSS) program was used for this purpose. Data was analyzed using descriptive statistics, which include means(X), standard deviations(s) analysis and coefficient of variations (CA), when $CA=(S/X)*100\%$.

Reliability and validity which are important aspects of selecting a survey instrument were also examined. Reliability measures how closely the items in the scale are related. Validity refers to measure the correctness of the scale. (Lani, J. 2021)

A pilot was conducted on a sample of 30 questionnaires to ensure that the paragraphs and the questionnaire are well-structured, well understood and it is user-friendly. Moreover, Cronbach's alpha was used as a function of the covariance among items and measure how closely the items in the scale are related. (Goforth, 2017)

Table (3.1) shows that Cronbach's alpha statistics for the questionnaire items in all aspects is more than 0.700, which represent a good and reliable set of items.

Table (3.1): Cronbach's alpha statistic

Aspect	Cronbach's Alpha	No. of Items
Economic Factors	0.700	5
Personal Factors	0.700	14
Social Factor	0.821	7
Mental Image	0.893	4
Product's Quality	0.816	10
Country of Origin / provenance	0.812	4
Choice of brand	0.832	8
Determinants of buying counterfeit, locally produced clothes compared to counterfeit and imported ones	0.810	5
Expenditure on counterfeit clothes	0.700	6
Overall	0.924	63

3.5 Interval Scale

A 5-point Likert –scale was made, where **1 = strongly disagree, 2 = disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree.**

The method of scoring

To determine the minimum and the maximum length of the 5-point Likert type scale, the range is calculated by $(5 - 1 = 4)$ then divided by five as it is the greatest value of the scale ($4 \div 5 = 0.80$). Afterwards, number one (which is the least value in the scale) was added in order to identify the maximum of this cell (Kostoulas, 2020). The length of the cells is determined below:

- ⌚ From 1 to 1.80 represents (Very poor).
- ⌚ From 1.81 until 2.60 represents (Poor).
- ⌚ From 2.61 until 3.40 represents (Moderate).
- ⌚ From 3.41 until 4.20 represents (High).
- ⌚ From 4.21 until 5.00 represents (Very high).

3.6 Sampling design

In general, population in statistics who are able to make a purchase decision represents all the subjects of the study. Individuals over the age of 18 are the most capable segments of society to make a purchase decision. This research population covers consumers purchase clothes in Bethlehem Governorate in order to examine the factors that impact their purchasing counterfeit clothes.

The goal of sampling is to be both representative and unbiased. The study focused on consumers who purchase counterfeit clothes in Bethlehem Governorate. Bethlehem is considered as one of the largest governorates in Palestine, with an area of 659 km² and a population of 234,802. It consists of three main cities: Bethlehem, Beit Jala, and Beit Sahour

in addition to three sub-cities: Al Doha, Al Khader and Al-Ubedia), villages and refugee camps. (PCBS, 2021)

This study covers the household expenditure on counterfeit clothes in Bethlehem governorate. Based on data available on cities, towns, villages and camps from PCBS there are (42,691) household in Bethlehem governorate. Our sample will be stratified proposal sample. The sample will divided based on proportion of each cities, town, villages and camps with respect to total population.

For a population of more than 200,000 people, a sample size of 384 respondents was recommended to the researcher. Due to the fact that the exact quantity of counterfeit clothes purchased by customers is unknown, the sample size calculation formula was not applicable. (Sekaran and Bougie, 2016).

Consequently, 399 questionnaires were distributed over centers of population in the Bethlehem Governorate. The questionnaire was distributed in areas with a population of more than 4000 people. For more than 85% of the population of Bethlehem Governorate who live in areas with a population of more than 4000 people, as table (3.2) illustrates:

Table (3.2) population of each residential area of more than over 4,000 people

Residential area	Population	Questionnaires No.	Percentage
Bethlehem	30,880	63	15.7%
BeitJala	14,563	29	7.26%
BeitSahour	14,344	29	7.26%
Al-Doha	13,773	28	7%
Al-Khader	12,917	26	6.5%
Al-Ubedia	15,617	31	7.77%
BeitFajar	14,602	29	7.26%
Dehesha Camp	9,510	20	5%
Tqou	9,469	19	4.76%
Nahalen	9,441	19	4.76%
Zaatra	8,477	17	4.26%
Hindaza	8,119	16	4%
Janata	7,923	16	4%
Hosan	7,612	15	3.76%
Ertas	6,205	13	3.26%
Bateer	5,072	10	2.5%
Dar-Salah	4,955	10	2.5%
Alshawawra	4,494	9	2.25%
Total	=197,973	=399	100%

Source: PCBS 2021

Ratio= (# of population in area / # of population of Bethlehem Governorate, which has more than 4,000 people) * # of questionnaires.

3.7 Questionnaire description

The questionnaire was door- door and randomly distributed over the research sample. The researcher asked about who is in charge of purchasing clothes for the family. The person who filled out the questionnaire had filled it on the spot for the sake of the credibility of the provided data. Moreover, each respondent was given enough time to fill out the questionnaire.

CHAPTER FOUR

Statistical Analysis

Introduction

This section tackles the presentation and analysis of the data collected according to the study field:

Section 1) Demography of the sample

Section 2) Analysis of research factors

Section 3) Test of research hypotheses

Section 4) Comparison between imported and locally-made counterfeit clothes

Section 5) Differences and similarities between level of customers' attitudes with respect to demographic variables.

4.1 Characteristics of the Sample

Table (4.1) shows that research sample consists of 399 respondents; 61.2% were females while the rest were males. 84% of the samples were over the age of 26 and two-thirds of the respondents (66.4%) have a bachelor degree. Regarding to the respondents' monthly income, 73.7% earn between 1500-4500 NIS per month, while only 17.3% of respondents have extra sources of income.

For number of family size, 93.5% have 3 individuals or more. Regarding occupations, 56.4% are employees in private sector, 28.1% in public sector, 6.0% in free business and 8.4% are unemployed. Regarding respondents' percentage of monthly expenditure on clothes, 50.3% of them spend from 10% to 29% of their income on clothes, while the majority of respondents (70.9%) buy clothes based on the necessary needs. However, 59.4% have three or more family members who purchase clothes by themselves.

Table (4.1): The demography of the sample

		Frequency	Percentage
Gender	Male	155	38.8
	Female	244	61.2
Age	25 years or less	63	15.8
	26-35 years old	130	32.6
	36-45 years old	116	29.1
	46 years and over	90	22.6
Academic qualification	Tawjihi or less	43	10.8
	Diploma	40	10.0
	Bachelor's degree	265	66.4
	Postgraduate	51	12.8
Monthly income	1500 shekels or less	47	11.8
	1501 – 2500	73	18.3
	2501 – 3500	127	31.8
	3501-4500	94	23.6
	4501 shekels or more	58	14.5
Do you have extra sources of income?	Yes	69	17.3
	No	330	82.7
Number of family members	2 individuals	26	6.5
	3 individuals	54	13.5
	4 individuals	96	24.1
	5 individuals	91	22.8
	6 individuals or more	132	33.1
Your Occupation	An employee in the public sector	112	28.1
	An employee in the private sector	225	56.4
	Free business	24	6.0
	A worker in Israel	6	1.5
	Unemployed	32	8.0
What is your percentage of monthly expenditure of	Less than 10%	86	22.9
	10% - 29%	189	50.3

income on clothes	30% - 49%	56	14.9
	50% - 69%	27	7.2
	70% - 89%	7	1.9
	more than 90%	10	2.7
Number of family members who depend on you to buy clothes	0	50	13.7
	1 – 3	98	26.9
	3 – 4	128	35.2
	5 – 6	69	19.0
	7 – 8	19	5.2
Clothes are bought on occasions	holidays / Eids	107	26.8
	Weddings	9	2.3
	If necessary	283	70.9
	Total	399	100.0

4.2 Analyzing customers' attitudes toward purchasing counterfeit clothes

In this section, the impact of factors on expenditure on counterfeit clothes will be discussed and analyzed. The factors include:

- 1- Economic variables.
- 2- Brand image.
- 3- Choice of brand.
- 4- Producing country of counterfeit clothes.
- 5- Quality.
- 6- Personal factors.
- 7- Social factors
- 8- A comparison between locally-made and imported counterfeit clothes.

Each factor will be discussed separately and statistical results will be utilized to explain customers' attitudes toward purchase of counterfeit clothes.

4.2.1 Impact of economic factors on purchasing counterfeit clothes

Table (4.2) illustrates that the current economic situation, purchasing power, price, global economy and economic factors are the most important of factors that greatly impact customers' purchase of clothes. Taking the economic situation into consideration, most customers lack the power to allocate a monthly budget to purchase clothes. However, the research revealed that economic factors and current financial situation are the most stable factors. However, prices of counterfeit clothes, purchasing power and global economy are less stable factors.

Table (4.2): Impact of economic factors on purchasing counterfeit clothes

	Mean	Std. Deviation	Percentage	Score	C.V ¹
Your purchasing power affects your purchase of counterfeit clothes.	3.88	0.83	78%	High	21.4%
Current economic situation affects your purchase of counterfeit clothes.	4.05	0.80	81%	High	19.7%
Instability of the global economy affects your purchase of counterfeit clothes.	3.84	0.88	77%	High	23%
High prices of counterfeit clothes force you to buy less.	3.99	0.85	80%	High	21.3%
Do you allocate a monthly budget for purchasing clothes?	3.24	1.05	65%	Moderate	32.4%
Economic Factors	3.80	0.58	76%	High	15.2%

¹ Coefficient of variation mean the stability of factor (S.D/ Mean)

C.V: shows the extent of variability of data in a sample in relation to the mean of repetition over time

D-V (purchasing counterfeit). If C.V< 20%, it is considered a stable factor

When C.V decrease, consistency increase

4.2.2 Impact of personal factors on purchasing counterfeit clothes

Table (4.3) indicates that factors such as: personal needs, confidence, age, sales, buying counterfeit clothes for children, buying clothes from multiple places or from particular stores and variety of clothes are the factors that have the greatest impact on purchasing counterfeit clothes. However, buying clothes on a regular basis, the brand's design, prices of well-known brands and prices of designer have less impact on purchase of counterfeit clothes.

Nevertheless, well-known celebrities have no impact on purchasing counterfeit clothes. The statistical analysis reveals that personal needs and clothes that fit the age in addition to confidence are the most stable. Moreover, purchasing clothes from multiple stores and variety of counterfeit clothes are less stable factors, where purchasing factors remain completely unstable; it should be noted that the standard deviation of some factors is high.

Table (4.3): The impact of personal factors on purchasing counterfeit clothes

	Mean	Std. Deviation	Percentage	Score	C.V
You buy clothes according to your personal needs.	4.27	0.63	85%	Very high	14.7%
You buy counterfeit clothes that fit your age.	4.01	0.76	80%	High	18.9%
You prefer to buy counterfeit clothes for young people (children).	3.47	1.04	69%	High	29.9%
You try to imitate celebrities when you buy counterfeit clothes.	2.39	1.09	48%	Poor	45.6%
You buy clothes from multiple stores from your area of residence.	3.74	0.83	75%	High	22%
Having a wide variety of counterfeit clothes makes you buy counterfeit clothes.	3.63	0.90	73%	High	24.8%
You periodically do inventory to your clothes in the closet to determine what you are going to buy.	3.40	0.99	68%	Moderate	29%
You buy clothes from specific stores	3.43	0.95	69%	High	27.6%

You buy your clothes from multiple places from more than one city.	3.46	0.94	69%	High	27%
You wait for seasonal sales to buy well-known popular brands.	3.60	1.02	72%	High	28%
You feel confident choosing the clothes you wear.	4.07	0.75	81%	High	18.4%
You like to swank when you wear designer branded clothes.	3.07	1.09	61%	Moderate	35%
You are interested in the pricing policies of famous clothing brands.	3.07	0.99	61%	Moderate	32%
You are interested in the prices of designer branded clothes.	2.96	1.08	59%	Moderate	36%
Personal Factors	3.26	0.68	65%	Moderate	20.8%

4.2.3 Impact of social factors on purchasing counterfeit clothes

The statistics shown in Table (4.4) indicate that there is a moderate impact of the social factors on purchasing counterfeit clothes. Two factors: take into account the culture and friend judgment have a significant impact on purchasing counterfeit clothes. Statistics also show that the social factors are less stable factors, although the factor of positive feedback from friends and peers is considered as less stable. In contract, the impacts of the rest of the factors are unstable; it should be noted that the standard deviation of some factors is high.

Table (4.4): Impact of social factors on purchasing counterfeit clothes

	Mean	Std. Deviation	Percentage	Score	C.V
You ask family members for advice when you buy counterfeit clothes.	3.36	1.02	67%	Moderate	30%
You take into account the culture and traditions of your community.	3.64	0.94	73%	High	25.8%
Family members interfere in your decision to purchase counterfeit clothes.	2.93	1.01	59%	Moderate	34.4%
You take into account the family	3.25	0.98	65%	Moderate	30%

recommendations when purchasing counterfeit clothes.					
You try good clothes if one of your friends talks about it positively.	3.60	0.86	72%	High	23.8%
You collect information about counterfeit clothing before purchasing them.	2.94	0.99	59%	Moderate	33.6%
You are interested in purchasing brands of counterfeit clothes that fit your social position and prestige.	3.06	1.03	61%	Moderate	33.6%
Social factors.	3.26	0.68	65%	Moderate	20.8%

4.2.4 Impact of mental image on purchasing counterfeit clothes

Statistical results shown in Table (4.5) indicate the impact of mental image factors on purchasing counterfeit clothes; it is classified as moderate. All factors in mental images moderately impact purchasing counterfeit clothes. Statistics also reveal that all factors of mental image are unstable; it should be noted that the standard deviation of some factors is high.

Table (4.5): Impact of mental image on purchasing counterfeit clothes

	Mean	Std. Deviation	Percentage	Score	C.V
You feel more self-respected when you wear clothes from designer branded clothes.	2.98	1.05	60%	Moderate	35%
You feel a kind of superior when wearing designer branded clothes.	2.97	1.05	59%	Moderate	35%
Others admire you more when you wear designer branded clothes.	3.27	0.99	65%	Moderate	30%
You receive / get more acceptance from the society and those around you when you wear designer branded clothes.	2.85	0.99	57%	Moderate	34.7%
Mental Image	3.02	0.89	60%	Moderate	29%

4.2.5 Impact of product's quality on purchasing counterfeit clothes

Table (4.6) indicates the high impact of product's quality on purchasing counterfeit clothes. Nevertheless, others' judgment of quality or a famous brand has a moderate impact on purchasing counterfeit clothes. Furthermore, the impact of products' quality on purchasing counterfeit clothes is stable; while other people's judgment of the quality by texture, design and colors, product information, labels and reputation of the store are less stable factors.

However, statistics show that the following factors have an unstable impact on purchasing counterfeit clothes: judgment on the quality by knowing its provenance (origin), brand, and location of the store and fame of the brands.

Table (4.6): Impact of product's quality on purchasing counterfeit clothes

	Mean	Std. Deviation	Percentage	Score	C.V
The quality of counterfeit clothing plays an important role in purchasing	4.11	0.69	82%	High	16.7%
The counterfeit clothing needs to have product information labels	3.59	0.84	72%	High	23.4%
You make judgments on the quality of clothes through the brand	3.35	0.98	67%	Moderate	29%
Clothes from famous brands make you want to buy them	3.23	1.00	65%	Moderate	31%
You make judgments on the quality of the clothes by the texture of the fabric	3.90	0.80	78%	High	20.5%
You make judgments on the quality of clothes by the design	3.79	0.82	76%	High	21.6%
You make judgments on the quality of clothes by knowing its provenance	3.49	0.93	70%	High	26.6%
You make judgments on the quality of clothes by consistency of colors	3.74	0.90	75%	High	24%
The reputation of the store plays an important role in your purchase decision	3.70	0.87	74%	High	23.5%
The location of the store plays an important role in your purchase decision	3.46	0.93	69%	High	26.8%
Product's quality	3.64	0.54	73%	High	14.8%

4.2.6 Impact of producing country on purchasing counterfeit clothes

Table (4.7) indicates that the factor of country of origin (the producing country of counterfeit clothes) and checking country of origin of brand impacts moderately on decision. However, country of origin and provenance highly impact purchase of counterfeit clothes. Furthermore, the country of origin and provenance are considered as stable factors. The following factors are considered as less stable: difference in quality of counterfeit branded in addition to well-known brands. Moreover, they are affected by country and country-related quality. The country of origin and clothing brand are considered as unstable factors.

Table (4.7): Impact of country of origin / provenance on purchasing counterfeit clothes

	Mean	Std. Deviation	Percentage	Score	C.V
You take into consideration to looking at the country of origin when choosing counterfeit clothing brand	3.40	0.95	0.68	Moderate	28%
The quality of the counterfeit clothing brand is related to the country of origin	3.52	0.88	0.70	High	25%
Counterfeit clothing of well-known brands is affected by the country of origin.	3.61	0.82	0.72	High	22.7%
Do you think that there is a difference in the quality of counterfeit branded clothing according to their country of origin	3.73	0.79	0.75	High	21%
Country of origin / provenance	3.57	0.69	0.71	High	19.3

4.2.7 Impact of choice of brand on purchasing counterfeit clothes

Statistical results shown in Table (4.8) indicate the moderate impact of choice of brand factor. The way shop owners' treat customers and the way clothes are being presented have an effect on purchasing counterfeit clothes. However, the way the shop owners' treat customers and the way clothes are being displayed are less stable factors. Moreover, the rest of the factors are considered unstable, while the quality of branded counterfeit clothing is classified as less stable. Finally, choice of the brand is considered as a stable factor.

Table (4.8): Impact of choosing the brand on purchasing counterfeit clothes

	Mean	Std. Deviation	Percentage	Score	C.V
You have a tendency to keep buying counterfeit clothes of famous brands	3.21	0.87	0.64	Moderate	27%
You keep yourself updated regarding the news of the brands because you continue to buy counterfeit clothes of famous brands	2.88	0.92	0.58	Moderate	32%
You encourage your friends and colleagues to buy and own counterfeit clothes of famous brands	3.09	0.92	0.62	Moderate	29.7%
Counterfeit clothing brand reflects the good quality of the product	3.39	0.86	0.68	Moderate	25.3%
You think that counterfeit clothes with well-known brands are more unique and have a better quality than clothes that do not carry a distinguished brand	3.23	0.98	0.65	Moderate	30%
The way clothes are displayed on storefronts plays an important role in purchasing	3.80	0.79	0.76	High	20.7%
The way shop owners' treat their costumers affects their purchasing decision	4.03	0.85	0.81	High	21%
Choice of the brand	3.36	0.60	0.67	Moderate	17.8%

4.2.8 Impact of determinants of purchasing locally-made counterfeit clothes in the West Bank compared with imported ones.

Statistical results shown in Table (4.9) illustrate the high impact of comparison between locally-made counterfeit clothes and imported ones. Although the prices of locally-made counterfeit products factor is considered a moderate factor, the prices of locally-made counterfeit products factor is unstable, while the rest of the factors are less stable. Under these conditions, the factor of locally-made counterfeit clothes compared with imported ones is considered as a stable.

Table (4.9): Impact of determinants of buying counterfeit, locally produced clothes compared to counterfeit and imported ones on purchasing counterfeit clothes

	Mean	Std. Deviation	Percentage	Score	C.V
You compare the quality of locally produced clothes to the imported ones	3.71	0.86	0.74	High	23%
You compare the design of locally produced to the imported ones	3.65	0.82	0.73	High	22.4%
When buying, you take into account the price differences between locally produced and imported clothes	3.82	0.77	0.76	High	20%
The prices of locally produced counterfeit suit the average income of the Palestinian consumer	3.34	0.98	0.67	Moderate	29.3%
You compare the design of locally produced clothes to the imported ones	3.61	0.80	0.72	High	22%
Determinants of buying counterfeit, locally produced clothes compared to counterfeit and imported ones	3.63	0.64	0.73	High	19%

4.2.9 Impact of purchasing decision on expenditure counterfeit clothes

Table (4.10) shows that the income, low prices, characteristics of counterfeit and purpose of use are most important factors which highly affect purchasing counterfeit clothes. However, under these conditions, those two factors have a moderate impact on the purchase: The brand name and buying counterfeit clothes even when people have a good income. However, statistics show that the characteristic of the counterfeit clothes is considered as a stable factor. At the same time, the purpose of use, income and low prices are considered as less stable factors. Furthermore, the brand name and buying counterfeit clothes even when people have a good income are considered as unstable factors. Under these conditions expenditure on counterfeit clothes is stable factor.

Table (4.10): Impact of purchasing decision on expenditure counterfeit clothes

	Mean	Std. Deviation	Percentage	Score	C.V
Your purchase of counterfeit clothing depends on your monthly income	3.99	0.84	0.80	High	21%
Low prices of counterfeit clothes make you buy them	3.89	0.89	0.78	High	22.8%
Your purchase of counterfeit clothing depends on the purpose of its use	3.82	0.79	0.76	High	20%
You buy counterfeit clothes even if you have a good income	3.24	0.99	0.65	Moderate	30%
You focus on counterfeit clothing brand name when you want to buy an item, regardless of its price	2.98	1.01	0.60	Moderate	33.8%
Characteristics/ features of counterfeit clothing items contribute to your purchasing decision	3.88	0.68	0.78	High	17.5%
Expenditure on counterfeit clothes	3.64	0.49	0.73	High	13.4%

4.3 Hypothesis testing in linear regression

In general, the regression model was conducted to evaluate the impact of average level set factors such as: Economic factors, personal factors, social factors, brand image, product's quality, and country of origin, choice of brand and comparison between local and import counterfeit clothes.

To assess the alternative hypothesis (there is statistically significant relationship between independent variables and expenditure on counterfeit clothes) multiple linear regression test was performed.

Table (4.11) illustrates that the value of R square is 0.531, which indicates that 53.1% of the variations in expenditure on counterfeit clothes could be explained by independent factors. In addition, F test for the regression model is significant (F-Sig. (p-value less than 0.05), which indicates a significant regression model that can estimate the relationship between independent variables and expenditure of counterfeit clothes.

Moreover, Table (4.11) shows that economic factors, personal factors, product's quality, and choice of the brand are statistically significant positive relationships. As expected towards expenditure on counterfeit clothes, where t-Sig. (p-value less than 0.05) for the factors, the B coefficient indicates a positive significant relationship for these factors since the coefficient is positive.

Finally, Table (4.11) shows that there is no statistically significant relationship between social factors, mental Image, country of origin, and compares between local and import counterfeit clothes factor on expenditure on counterfeit clothes. Mental image and country of origin has negative relationship with expenditure on counterfeit clothes.

Table (4.11): multiple linear regression test to assess the relationship between independent variables and expenditure on counterfeit clothes

R Square	0.531		
F test	55.121		
Sig.	0.000		
Factors	Coefficients B	T test	Sig.
(Constant)	0.193	1.105	0.270
Economic Factors	0.270	8.256	0.000
Personal Factors	0.488	8.964	0.000
Social factors	0.004	0.131	0.896
Brand Image	-0.020	-0.841	0.401
Product's quality	0.125	3.075	0.002
Country of Origin	-0.021	-0.675	0.500
Choice of brand	0.101	2.756	0.006
Compares between local and import counterfeit clothes	0.015	0.463	0.643

If the row not shaded, it means the coefficient estimate is not significant at $\alpha = 0.05$. When the row is shaded, it means that the coefficient estimate is significant $\alpha \leq 0.05$

4.4 Comparison between imported and locally counterfeit clothes

Table (4.12) reveals that 76.9% of respondents would buy locally produced counterfeit clothes of famous well-known brands, comparing to 23.1% who would not. Furthermore Table (4.13) shows that it seems that slightly over two thirds of respondents (64.9%) have tendency toward buying both imported and locally produced counterfeit clothes, while 17.8% tend to buy imported counterfeit clothes, and 17.3% tend to buy locally produced counterfeit clothes.

When respondents were asked in an open-ended question on identifying original products compared with counterfeit locally produced or imported clothes, there responds clustered in the cloth features where original clothes have edgy design, better quality, higher price, vibrant colors, and smoother textures. Additionally, customer can distinguish the original clothes from the names of the stores; these products are usually found in high-end stores, and finally identify original clothes by logos and the clothes codes.

Table (4.12): If you were offered to buy locally-produced counterfeit clothes of famous well-known brands, would you buy them?

	Frequency	Percentage
Yes	307	76.9
No	92	23.1
Total	399	100.0

Table (4.13): What is your buying tendency towards imported counterfeit clothes and locally-produced counterfeit clothes?

	Frequency	Percentage
I buy imported counterfeit clothes	71	17.8
I buy locally produced counterfeit clothes	69	17.3
I buy both	259	64.9
Total	399	100.0

Table (4.14) indicates that the high prices of counterfeit clothes push consumers to buy less with a mean of 3.99 ± 0.85 . Moreover, low prices of counterfeit clothes make consumers buy it more with a mean of 3.89 ± 0.89 , which indicated that consumers would buy counterfeit clothes with low prices.

Table (4.14): price effect on produces counterfeit clothes

	Mean	Std. Deviation	Percentage	Score
The high prices of counterfeit clothes force you to buy less	3.99	0.85	80%	High
Low prices of counterfeit clothes make you buy them	3.89	0.89	78%	High

4.5 Differences and similarities between the levels of customers' attitudes of purchasing decision with respect to demographic variables

The differences in the characteristics of demographic variables are reflected in responding of attitude toward purchasing counterfeit clothes. However, the difference in the level of attitude toward purchasing is dependent variable.

Therefore, the implication of the results will be discussed in this section. These results are of interest of producers, wholesalers, retailers and importers of counterfeit products.

4.5.1 Differences in gender

Table (4.5.1), reveals that there is no statistically significant difference (since the significant value is less or equal to 0.05) between the gender groups (males and female) in relation to economic factors, personal factors, social factors, quality factor and the brand factor. In contract, it seems that there is a statistically significant difference (since the significant value is larger than 0.05) between male and female in relation to mental image, country of manufacture factor and compares between local and import counterfeit clothes factor, in general, statistical means for males were higher than females. In contrast, standard deviations were lower for males than females (4.5.2).

4.5.2 Differences in age

In addition, Table (4.5.1), indicates that there is no statistically significant difference between the age groups (25 years or less, 26-35 years old, 36-45 years old, 46 years and over) in relation to economic factors, personal factors, mental image, quality factor, country of manufacture, the brand factor, and compares between local and import counterfeit clothes factor. However, it seems that there is a statistically significant difference between age groups and social factors.

According to Table (4.5.3) there is a statistically difference between the age group 25 years or less and (36-45 years old and 46 years and over) for social factors, where the response in both groups (36-45 years old and 46 years and over) have higher social factors mean than

response in 25 years or less group. Additionally, there is a statistically significant difference between the age group 26-35 years old and the age groups (36-45 years old and 46 years and more) for social factors, where the response in both groups have higher social factors mean than respond in 26-35 years group.

4.5.3 Differences in academic qualifications

According to Table (4.5.1) it shows that there is no statically significant difference between the study factors (Economic Factors, Personal Factors, Social Factor, Mental Image, product's quality, product's quality, Brand, and Compares between local and import counterfeit clothes) with the Academic qualification categories (Tawjihi or less, Diploma, Bachelor's degree, and Postgraduate).

4.5.4 Differences in monthly income

According to Table (4.5.1) it shows that there is no statically significant difference between (Personal factors, Social Factor, Mental Image, product's quality, product's quality, Brand, and Compares between local and import counterfeit clothes) and the monthly income groups (1500 shekels or less, 1501 – 2500, 2501 – 3500, 3501-4500, and 4501 shekels or more). Despite that, it shows that that there is statically significant difference between Economic Factors and monthly income groups.

According to Table (4.5.4) it there is a statistically difference between the monthly income groups 1500 shekels or less and (2501 – 3500 and 3501 - 4500) for economic factors, where the response in both groups (2501 – 3500 and 3501 - 4500) have higher economic factors the response in 1500 shekels or less group. Additionally, there is a statistically significant difference between monthly income groups 2501 – 3500 and 4501 shekels or more for economic factors, where the response in 2501 – 3500 have higher economic factors mean than response in 4501 shekels or more group.

4.5.5 Differences in occupation

According to Table (4.5.1) there is no statically significant difference between (Personal factors, product's quality, product's quality, Brand, and Compares between local and import counterfeit clothes) and the occupation groups (An employee in the public sector, An employee in the private sector, Free business, A worker in Israel, and Unemployed) Despite that, it shows that that there is statically significant difference between (Economic Factors, Social Factor, and Mental Image) and occupation groups.

According to Table (4.5.5) there is a statistically difference between occupation groups a public sector employee and (An employee in the private sector and Free business) for economic factors, where the response in a public sector employee have higher economic factors the response in (An employee in the private sector and Free business) group. Additionally, there is a statistically significant difference between occupation groups a free business and Unemployed for economic factors, where the free business has lower economic factors mean than unemployed response group.

According to Table (4.5.5) there is a statistically difference between occupation groups a public sector employee and unemployed for social factors, where unemployed response has higher social factors than a public sector employee. Additionally, there is a statistically significant difference between occupation groups a private sector employee and unemployed for social factors, where unemployed response has higher social factors than a private sector employee.

Furthermore, Table (4.5.5) shows a statistically difference between occupation groups a public sector employee and (private sector employee, free business, and unemployed) for mental image factors, where public employee group mean for mental image factors is less than (private sector employee, free business, and unemployed)

4.5.6 Differences in place of residency

Table (4.5.1) finally shows there is no statically significant difference between (economic factors, personal factors, social factors, mental image, product's quality, Brand, and Compares between local and import counterfeit clothes) and the place of residence groups (city, village, and camp). Despite that, it shows that that there is statically significant difference products quality and place of residencegroups. According to Table (4.5.6) it there is a statistically difference between place of residence groups a city for product quality factors, where the response in a city have higher quality factors the response in villages and camp.

Table (4.5.1): t-test and f-test for study factors and demographics

		Economic Factors	Personal Factors	Social Factor	Mental Image	product's quality	Country of manufacture	Brand	Compares between local and import counterfeit clothes
Gender	T	-1.599	-0.689	-0.065	2.275	0.986	3.148	0.710	2.543
	Sig. (2-tailed)	0.111	0.492	0.949	0.023	0.325	0.002	0.478	0.011
Age	F	2.024	0.863	8.540	1.293	2.485	0.828	0.059	1.736
	Sig.	0.110	0.460	0.000	0.276	0.060	0.479	0.981	0.159
Academic qualification	F	0.707	0.732	2.022	1.295	1.893	1.369	1.020	2.066
	Sig.	0.548	0.533	0.110	0.276	0.130	0.252	0.384	0.104

Monthly income	F	2.995	0.558	0.737	1.670	1.171	1.126	1.468	0.605
	Sig.	0.019	0.693	0.567	0.156	0.323	0.344	0.211	0.659
Occupation	F	3.091	1.082	2.443	3.996	0.776	0.303	2.34	2.132
	Sig.	0.016	0.365	0.046	0.003	0.541	0.876	0.055	0.076
Place of residence	F	0.392	0.124	2.245	0.410	3.374	0.613	0.927	1.548
	Sig.	0.676	0.883	0.107	0.664	0.035	0.542	0.397	0.214

Table (4.5.2): factors with a statistical significant difference between gender groups (t-test)

Gender		Mean	Std. Deviation
Mental Image	Male	3.15	0.86
	Female	2.94	0.90
Country of manufacture	Male	3.70	0.64
	Female	3.48	0.70
Compares between local and import counterfeit clothes	Male	3.73	0.59
	Female	3.56	0.66

Table (4.5.3): factors with a statistical significant difference between age groups (LSD test)

		Mean	Std. Deviation		Mean Difference	Sig.
	25 years or less	3.19	0.67	26-35 years old	0.15	0.14
				36-45 years old	-.20258*	0.05
				46 years and	-.23424*	0.03

Social Factors				over		
	26-35 years old	3.04	0.72	25 years or less	-0.15	0.14
				36-45 years old	-.35356*	0.00
				46 years and over	-.38523*	0.00
	36-45 years old	3.40	0.66	25 years or less	.20258*	0.05
				26-35 years old	.35356*	0.00
				46 years and over	-0.03	0.73
	46 years and over	3.43	0.54	25 years or less	.23424*	0.03
				26-35 years old	.38523*	0.00
				36-45 years old	0.03	0.73

Table (4.5.4): factors with a statistically significant difference between monthly income groups (LSD test)

		Mean	Std. Deviation		Mean Difference	Sig.
				2501 – 3500	-.26944*	0.006
				3501-4500	-.20821*	0.044
				4501 shekels or more	-0.02589	0.819
	1501 - 2500	3.86	0.62	1500 shekels or less	0.18845	0.081
				2501 – 3500	-0.08099	0.339
				3501-4500	-0.01976	0.826
				4501 shekels or	0.16256	0.110

				more		
	2501 – 3500	3.94	0.50	1500 shekels or less	.26944*	0.006
				1501 - 2500	0.08099	0.339
				3501-4500	0.06123	0.435
				4501 shekels or more	.24355*	0.008
	3501-4500	3.88	0.59	1500 shekels or less	.20821*	0.044
				1501 - 2500	0.01976	0.826
				2501 – 3500	-0.06123	0.435
				4501 shekels or more	0.18232	0.059
	4501 shekels or more	3.69	0.60	1500 shekels or less	0.02589	0.819
				1501 - 2500	-0.16256	0.110
				2501 – 3500	-.24355*	0.008
				3501-4500	-0.18232	0.059

Table (4.5.5): factors with a statistically significant difference between occupation groups (LSD test)

		Mean	Std. Deviation		Mean Difference	Sig.
Economic Factors	An employee in the public sector	3.96	0.51	An employee in the private sector	.16365*	0.014
				Free business	.39753*	0.002
				A worker in Israel	0.12968	0.591
				Unemployed	0.03890	0.736
	An employee in the private sector	3.80	0.61	An employee in the public sector	-.16365*	0.014
				Free business	0.23389	0.059
				A worker in Israel	-0.03397	0.887
				Unemployed	-0.12474	0.252
		Free business	3.57	0.68	An employee in the public sector	-.39753*

				An employee in the private sector	-0.23389	0.059
				A worker in Israel	-0.26786	0.309
				Unemployed	-.35863*	0.022
	A worker in Israel	3.83	0.35	An employee in the public sector	-0.12968	0.591
				An employee in the private sector	0.03397	0.887
				Free business	0.26786	0.309
				Unemployed	-0.09077	0.723
	Unemployed	3.92	0.51	An employee in the public sector	-0.03890	0.736
				An employee in the private sector	0.12474	0.252
				Free business	.35863*	0.022
				A worker in Israel	0.09077	0.723
Social Factor	An employee in the public sector	3.16	0.66	An employee in the private sector	-0.08692	0.264
				Free business	-0.19303	0.202
				A worker in Israel	-0.38946	0.167
				Unemployed	-.38202*	0.005
	An employee in the private sector	3.25	0.72	An employee in the public sector	0.08692	0.264
				Free business	-0.10611	0.462
				A worker in Israel	-0.30254	0.277
				Unemployed	-.29510*	0.021
	Free business	3.35	0.45	An employee in the public sector	0.19303	0.202
				An employee in the private sector	0.10611	0.462
				A worker in Israel	-0.19643	0.522
				Unemployed	-0.18899	0.298
	A worker in Israel	3.55	0.60	An employee in the public sector	0.38946	0.167
				An employee in the private sector	0.30254	0.277
				Free business	0.19643	0.522
				Unemployed	0.00744	0.980
	Unemployed	3.54	0.50	An employee in the	.38202*	0.005

				public sector		
				An employee in the private sector	.29510*	0.021
				Free business	0.18899	0.298
				A worker in Israel	-0.00744	0.980
Mental Image	An employee in the public sector	2.77	0.94	An employee in the private sector	-.29211*	0.004
				Free business	-.49628*	0.012
				A worker in Israel	-0.22545	0.539
				Unemployed	-.57701*	0.001
	An employee in the private sector	3.07	0.89	An employee in the public sector	.29211*	0.004
				Free business	-0.20417	0.278
				A worker in Israel	0.06667	0.854
				Unemployed	-0.28490	0.086
	Free business	3.27	0.70	An employee in the public sector	.49628*	0.012
				An employee in the private sector	0.20417	0.278
				A worker in Israel	0.27083	0.499
				Unemployed	-0.08073	0.733
	A worker in Israel	3.00	0.85	An employee in the public sector	0.22545	0.539
				An employee in the private sector	-0.06667	0.854
				Free business	-0.27083	0.499
				Unemployed	-0.35156	0.368
	Unemployed	3.35	0.61	An employee in the public sector	.57701*	0.001
				An employee in the private sector	0.28490	0.086
				Free business	0.08073	0.733
				A worker in Israel	0.35156	0.368

Table (4.5.6): factors with a statistically significant difference between places of residence groups (LSD test)

Products' quality		Mean	Std. Deviation	Place of residency	Mean Difference	Sig.
	City	3.82	0.51	Village	.18663*	0.010
				Camp	0.17889	0.181
	Village	3.63	0.53	City	-.18663*	0.010
				Camp	-0.00774	0.948
	Camp	3.64	0.36	City	-0.17889	0.181
				Village	0.00774	0.948

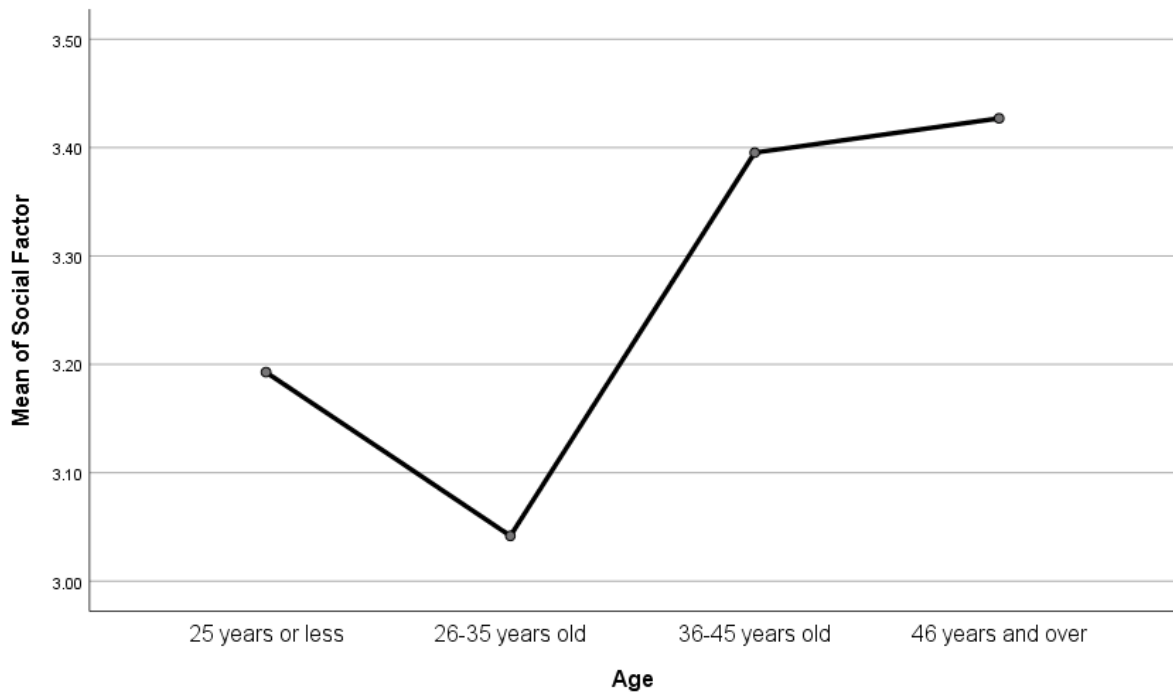


Figure (4.5.1): Mean plot of social factors and age groups

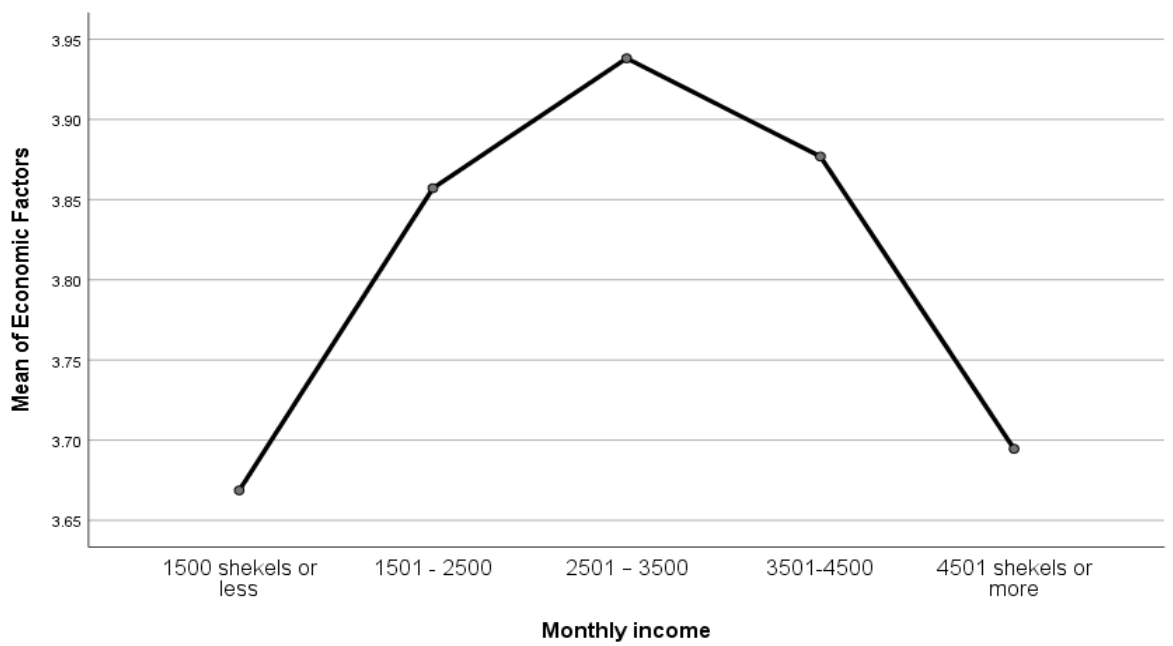


Figure (4.5.2): Mean plot of economic factors and monthly income groups

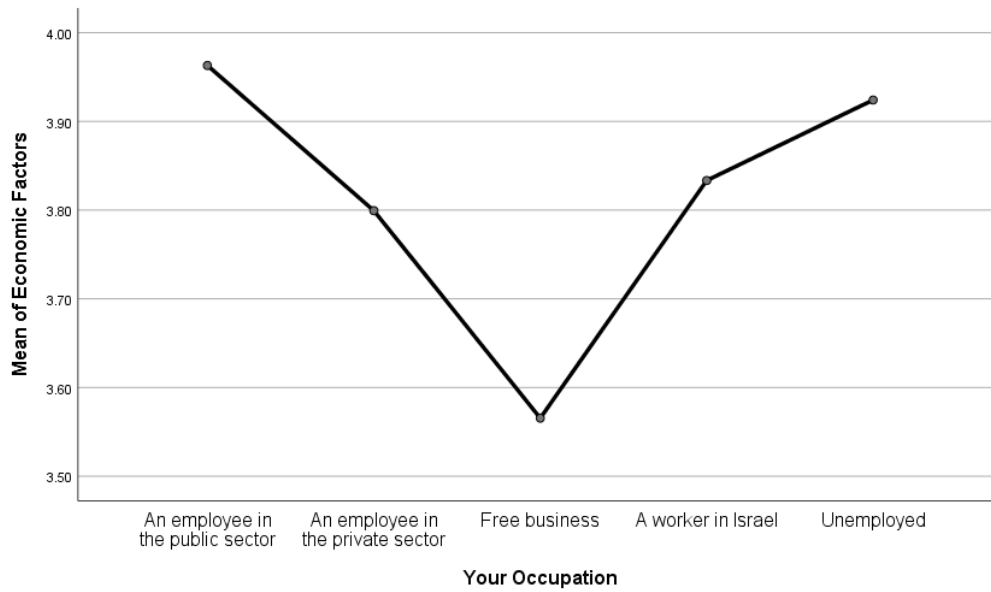


Figure (4.5.3): mean plot of economic factors and occupational groups

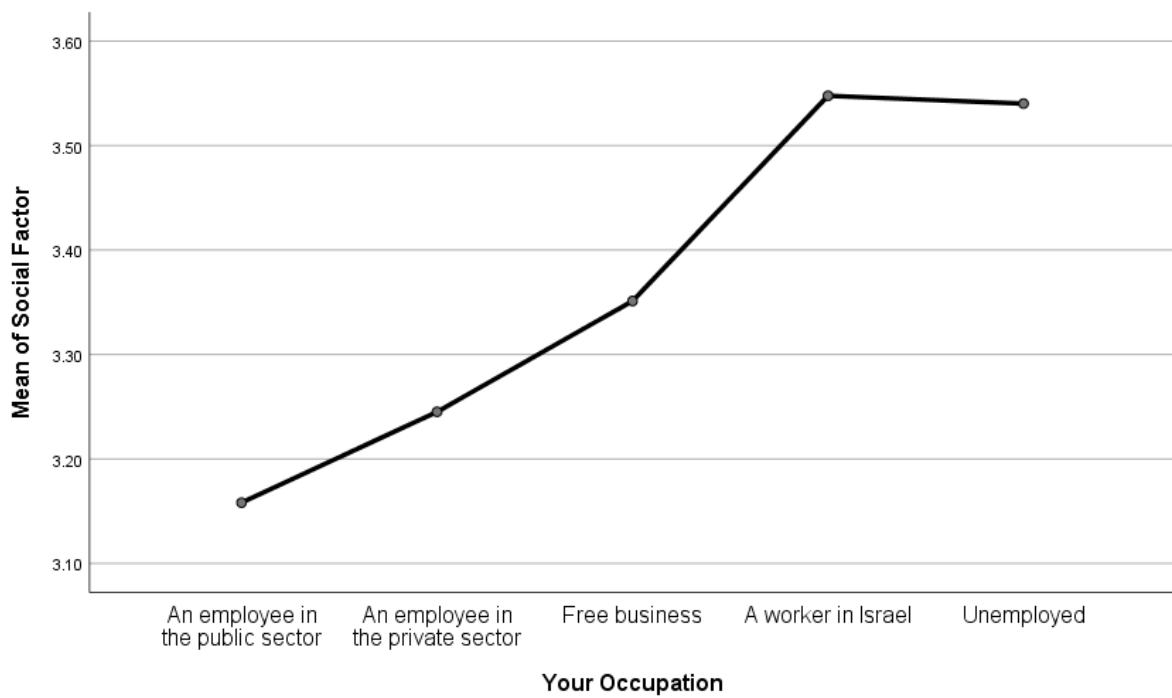


Figure (4.5.4): Mean plot of social factors and occupational groups

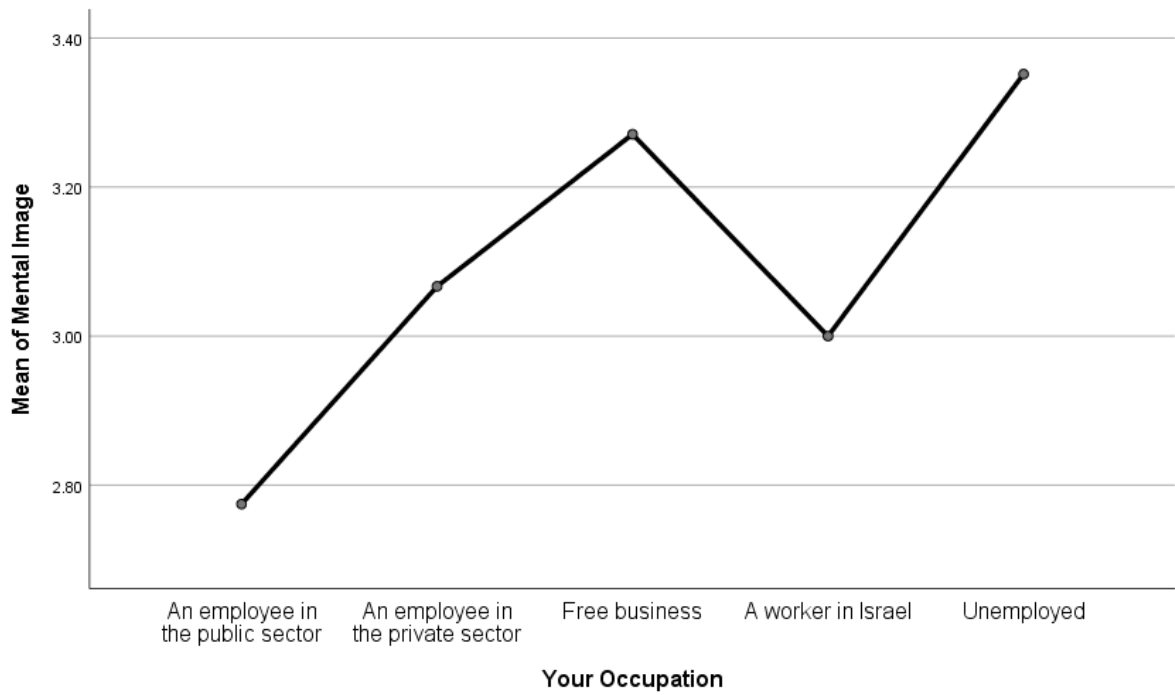


Figure (4.5.5): Mean plot of mental image factors and occupational groups

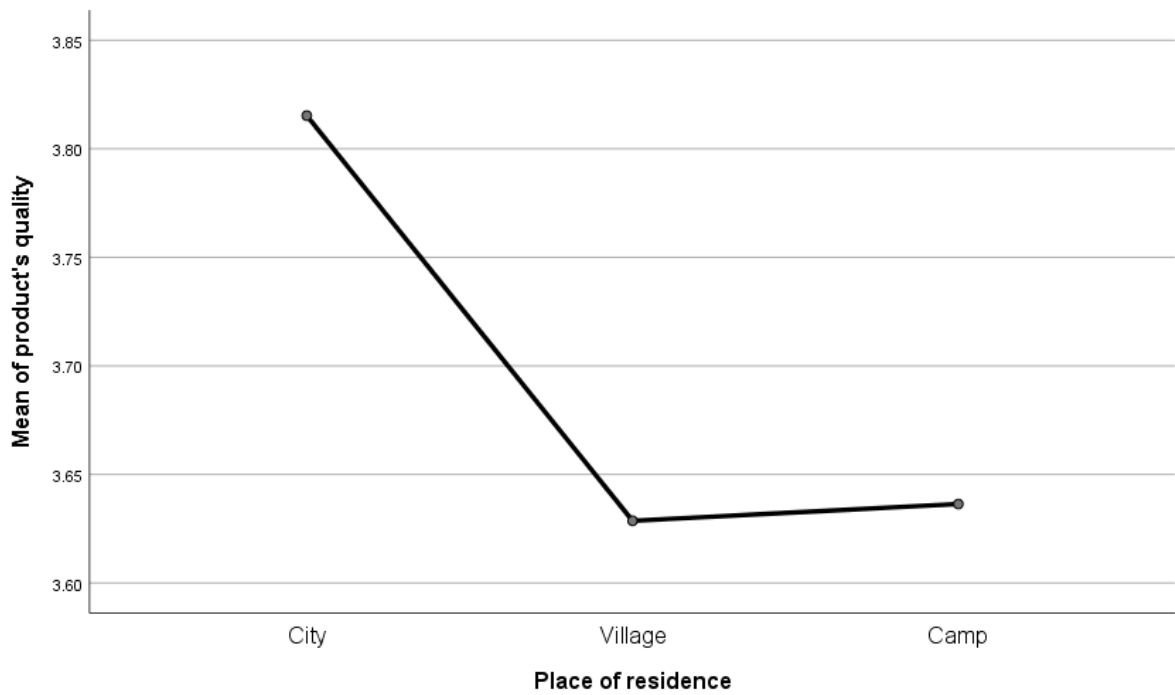


Figure (4.5.6): Mean plot of quality factors and place of residence groups

CHAPTER FIVE

Policy and Marketing Implications

5.0 Introduction

This chapter provides policy and marketing implications. Local counterfeit clothing industry could lead to: Increase number of industries, job creation, importing raw materials instead of the final product and increasing profits.

5.1 Factors affecting the decision to buy counterfeit clothes

Based on the analysis, it has been proven that there are four independent variables that influence the decision to purchase counterfeit clothing; they are: economic factors, personal factors, product's quality and choosing the brand.

Economic factors are one of the most important factors affecting the purchase decision. The results of the analysis proved that the Palestinian consumer cares greatly about economic factors. The low price is one of the most important motives for buying counterfeit clothes. The demand for counterfeit clothes increases when the price is reduced. Attention to the pricing policy of counterfeit clothing and keeping it low.

Personal factors influence the purchase decision. The Palestinian consumer believes that counterfeit clothing meets his/her needs.

One of the most important factors affecting the purchase decision is the quality of the product. Even if the price is very important in the eyes of the Palestinian consumer, the consumer aspires to have good quality. It is one of the motives that encourage consumers to buy counterfeit clothes.

The results prove that the choosing the brand and its logo have an influence on the buying decision. Palestinian consumer prefers counterfeit clothes with famous brands.

5.2 Variation in dependent variables with respect to the interactions between attitudes and demographic factors

Manufacturers may better serve the needs and wants of counterfeit clothes buyers by classifying them based on their characteristics. Additionally, it enables companies to focus their marketing strategies and advertising campaigns based on demographic factors.

The results indicate that individuals especially men, who are over 36 years old, have job in public sector, and who earn income between (2500-4500) NIS have higher tendency towards counterfeit clothes.

Differences between respondents groups regarding demographic are observable in five factors affecting the decision of purchase counterfeit clothes and one factor not effect.

There is a difference with respect to following demographic factors: gender, age, monthly income, occupation and place of residence. The study and classification of these factors facilitates understanding the market requirements and needs of counterfeit clothes concerning. Academic qualification there is no statically difference with the respect to these factors.

5.3 Manufacturing policies

There is a need to set-up certain policies to promote products and marketing in the local market. Based on results of this study, there are several recommendations to replace locally manufactured clothes instead of importing counterfeit clothes. Taking into account the most important factors that resulted from this study are: Economic factors, personal factors, quality and choosing the brand.

The price is commensurate with the income of the Palestinian consumer by providing the right quality to meet the needs of the consumer, through good texture and nature of components of the clothes. The final product must include a well-known brand.

Traveling to Turkey is the first destination for Palestinians, due to the political, economic and trade relations with Turkey, importing Turkish goods is easier than other goods.

There is a direct demand for Turkish goods in the local markets or indirectly through shopping from the Turkish markets by Palestinian travelers and tourists in largest market Turkish clothes. (New Turk Post, 2018)

5.4 Partnership with Turkish producers

Supporting the local industry by increasing taxes on the imported clothes is a great step towards changing the reality. Moreover, importing the needed raw material for the clothing industries instead of importing final goods and products is also crucial. This will provide a good environment that is going to support the local clothing industries, not to mention the jobs opportunities that such steps will create. Furthermore, it is important to reduce the taxes on the local industries in order to encourage investors to open more factories that produce locally-made goods and products.

The Turkish-Palestinian relationship must be positively utilized in light of the Turkish support for the Palestinian people. If so, this utilization can be helpful in order to produce locally-made clothes in West Bank and Gaza strip, clothes that has the quality of the imported ones from Turkey. This could be achieved by establishing local factories, importing raw materials from Turkey with low importing taxes. In addition to that, the Turkish experience must be utilized in order to creating industrial zones in Palestine under the supervision and monitoring of Turkish businessmen in the field of clothing and textiles.

In other hand, there should be an encouraging economic environment that motivates Palestinian investors to invest in Turkey with Turkish businessmen in this field. However, producing clothes for the Turkish and Palestinian markets requires encouraging tax-refund policies in favor of the clothing industry.

When producers succeed to compete with other imported products in the local market, exporting clothes to Arab and Europeans countries will flourish. The policy of locally manufacturing clothing will revive some complementary industries such as:

- ⌚ Locally manufactured shoes
- ⌚ Under-wear

This study aimed to shed light on the importance of utilizing the high demand on imported counterfeit clothes and instead, to produce them locally with the same quality at a lower

price. Investors and businessmen should be encouraged to invest locally instead of investing in Israel and other countries in this region.

CHAPTER SIX

Conclusions and Recommendations

6.0 Introduction

In this chapter, we will discuss and illustrate the most important results of which this study revealed. The results show significant information regarding the behavior of the Palestinian consumers' towards buying counterfeit clothes. It is crucial to provide such information to stakeholders, producers, customers, the Palestinian Consumer Protection society, the Palestinian Ministry of National Economy and the Palestinian Ministry of Finance. Several recommendations will be mentioned of which they can help to come up and then develop strategies for the production, pricing and marketing in order to strengthen production and marketing of counterfeit clothes.

6.1 Conclusions

This research examined the factors that have the greatest impact on purchase of counterfeit clothes by the Palestinian consumers. The main purpose of this research was to assess the factors that have significant impact on purchase of counterfeit clothes and the possibility of manufacturing them locally.

Furthermore, this research investigated ways to understand the characteristics and needs that must be met in the locally-produced clothing industry in addition to understanding the economic behavior of the Palestinian consumer towards the locally-produced clothes according to specifications that fit their needs. This can help in coming up with direct marketing strategies for locally produced clothing.

Economic factors, personal factors, product quality and choice of the brand are factors that have significant impact on purchasing decision of counterfeit clothes.

The main findings and results of this study are as follows:

1. The Palestinian consumers are fully aware the differences between original and counterfeit clothes. The main factor behind their economic behavior is the low or affordable prices. They judge the quality of the clothes by its texture and components.
2. Economic and personal factors are the most important factors that impact the Palestinian consumers' decision to purchase counterfeit clothes.
3. The gender of the consumer influences the decision of purchasing clothes. It was clear through the statistics that male consumers are more interested in buying counterfeit clothes than female consumers. This can be clearly found through factors of brand image, country of origin and in the comparisons between local and imported counterfeit clothes.
4. The Palestinian consumers usually buy what suits their personal interests of counterfeit clothes.
5. The Palestinian consumers prefer to buy counterfeit clothes bearing the logo of a well-known brand. His/her decision is affected according to the purpose of use of the clothes for occasions they need them for.
6. Despite the quality of original clothes, the Palestinian consumers buy counterfeit clothes as an alternative to original clothes which usually sold for high prices.
7. The most locally-produced clothes purchased are the ones that take into account the low price and high quality.
8. The way shop owners' treat their customers and the way clothes are displayed have significant impact on purchasing counterfeit clothes.
9. The occupation impacts the economic behavior of the Palestinian consumers towards buying counterfeit clothes. The workers at the public sector and the unemployed consumers are more likely to purchase counterfeit clothes than consumers who work for the private sector.
10. The place of residency has a significant impact on the decision of purchasing counterfeit clothing. Residents of the cities care more about the quality of clothes than the residents of camps and villages.

6.2 Recommendations

Palestinian consumers' behavior and attitude are determined mainly by economic factors. The statistical results revealed in this study showed that the income of 73.7% of the respondents is between 1500-4500 NIS, so they purchase counterfeit clothes that fit the level of their income. This is an indication and a motive for competent authorities to take advantage of this data in the production and marketing of locally produced clothes that meet the needs of this large segment of consumers. Consequently, it provides the right price and quality to compete with imported clothes.

Therefore, the main recommendations of this study are the following:

1. Adding more restrictions by government institutions regarding importing counterfeit clothes through raising taxes. This may promote the local production of clothes.
2. Reducing the taxes on imported raw materials.
3. Supporting and encouraging local clothes factories by reducing taxes in order to obtain low prices and high quality that compete with imported clothing.
4. Establishing local factories in partnership with Turkish producers under their supervision, or with another producer under certain conditions
5. Establishing Palestinian factories in Turkey in partnership with Turkish producers and exporting clothes to the Palestinian market, provided that the tax on clothes produced from these factories is low.
6. Increasing the government support for the local textile and clothing industry in order to encourage investors and businessmen to invest and open more factories; this will provide more job opportunities and support to the local economy.

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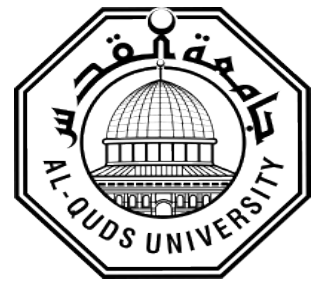
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APPENDIX A – the questionnaire:

Al- Quds University

Deanship of Postgraduate Studies



Questionnaire

Dear sir/ Madam,

This study aims to identify “**the factors that affect consumer’s behavior towards buying counterfeit¹ clothes and producing them locally instead of being imported.**” Accordingly, we kindly ask you to provide us with your credible and honest answers on the below questions and sections. please note that your identity will not be revealed through the required information in which you are expected to share, and no information contained in this study will be provided to any party whatsoever. All provided information will be treated with the utmost confidence and confidentiality.

Furthermore, your decision to be part of this study is completely optional. If you do not wish to participate, do not return the questionnaire to us. If you decide to participate, we would like to inform you that the questionnaire will take approximately (10) minutes to be filled in. Please answer the questions in the space

Designated for them, and you can also fill out the Questionnaire at the time that suits you.

Your first thoughts are usually your best! Even if you feel that the given items may not directly apply to your opinion, please do not ignore them. Your answers are essential in recognizing the factors that influence consumer’s behavior towards buying counterfeit

¹Counterfeit clothing is clothing that imitates or resembles the original, high-quality clothes and world-famous brand, but counterfeit clothing items are sold at low prices but are similar to the original in texture, shape and/or design

clothing, and there are no costs associated with completing this questionnaire other than your time. We hope you are willing to fill in the questionnaire, and thank you for giving us part of your time.

Thank you for your cooperation

Researcher: Qais Al-Lahham

Supervised by: Prof. Dr. Mahmoud Eljafari

Section One:

Personal Data: Please put (✓) besides the answer that applies to you:

1. **Gender:**

A. () Male B. () Female

2. **Age:**

- A. () 25 years or less
- B. () 26-35 years old
- C. () 36-45 years old
- D. () 46 years and over

3. **Academic qualification:**

- A. () Tawjihi or less
- B. () Diploma
- C. () Bachelor's degree
- D. () Postgraduate

4. **Monthly income:**

- A. () 1500 shekels or less
- B. () 1501 - 2500
- C. () 2501 – 3500
- D. () 3501-4500
- E. () 4501 shekels or more

5. **Do you have additional income?**

A. () Yes B. () No

6. **What is your percentage of monthly expenditure of income on clothes? (_____ %)**

7. **Number of family members:**
- A. () 2 individuals
 - B. () 3 individuals
 - C. () 4 people
 - D. () 5 members.
 - E. () 6 people or more
8. **The number of family members who depend on you to buy clothes () individual/ s.**
9. **Clothes are bought on occasions:**
- A. () holidays / Eids
 - B. () weddings
 - C. () If necessary
10. **Your Occupation:**
- A. () An employee in the public sector
 - B. () An employee in the private sector
 - C. () Free business
 - D. () A worker in Israel
 - E. () Unemployed
11. **Place of residence:**
- A. City
 - B. Town
 - C. Village
 - D. Camp

Section Two:

Factors that affect consumer behavior towards buying counterfeit clothes and producing them locally instead of importing them. Kindly read the following Items, and choose the appropriate answer by putting a tick (✓) in the place that expresses your opinion:

No.	Item	Degree of Response				
First Aspect: Economic Factors		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
.1	Your purchasing power affects your purchase of counterfeit clothing					
.2	The current economic situation affects your purchase of counterfeit clothing					
.3	Global economic fluctuations affect your purchase of counterfeit clothing					
.4	The high prices of counterfeit clothes force you to buy less					
.5	Do You allocate a monthly budget for purchasing clothes					
Second Aspect: Personal Factors		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
.6	You buy clothes according to your personal needs					
.7	You Buy counterfeit clothes that fit your age					
.8	You Prefer to buy counterfeit clothes for young					

	people (children)					
.9	You try to Imitate celebrities when you buy counterfeit clothes					
.10	You buy clothes from multiple stores from your area of residence					
.11	Having a wide variety of counterfeit clothes makes you buy counterfeit clothes					
.12	You periodically do inventory to your clothes in the closet to determine what you are going to buy					
.13	You buy clothes from specific stores					
.14	You buy your clothes from multiple places in more than one city					
.15	You wait for seasonal sales to buy well-known popular brands					
.16	You feel confident choosing the clothes you wear					
.17	You like to swank when you wear designer branded clothes					
.18	You are interested in the					

	pricing policies of famous clothing brands					
.19	You are interested in the prices of designer branded clothes					
Third Aspect: Social Factor		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
.20	You ask family members for advice when buying counterfeit clothes					
.21	You take into account the culture and traditions of your community					
.22	Family members interfere in your purchase choice of counterfeit clothes					
.23	You take into account the tips and recommendations of the family when buying counterfeit clothes					
.24	You try on good clothes if one of your friends talks about it positively					
.25	You collect information about counterfeit clothing before purchasing them					
.26	You are interested in brands when choosing counterfeit clothes that suit your social					

	position and prestige					
Fourth Aspect: Mental Image		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
.27	You feel more self-respected when you wear clothes from designer branded clothes					
.28	You feel a kind of superior when wearing designer branded clothes					
.29	Others admire you more when you wear designer branded clothes					
.30	You receive / get more acceptance from society and those around you when you wear designer branded clothes					
Fifth Aspect: product's quality		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
.31	The quality of counterfeit clothing plays an important role in purchasing					
.32	The counterfeit clothing needs to have product information labels					
.33	You make judgments on the quality of clothes through the brand					

.34	Clothes from famous brands make you want to buy them					
.35	You make judgments on the quality of the clothes by the texture of the fabric					
.36	You make judgments on the quality of clothes by the design					
.37	You make judgments on the quality of clothes by knowing its provenance					
.38	You make judgments on the quality of clothes by its consistency of colors					
.39	The reputation of the store plays an important role in your purchase decision					
.40	The location of the store plays an important role in your purchase decision					
Sixth Aspect: Country of Origin / provenance		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
.41	You take into consideration to looking at the country of origin when choosing counterfeit clothing brand					
.42	The quality of the counterfeit clothing brand is related to					

	the country of origin					
.43	Counterfeit clothing of well-known brands is affected by the country of origin.					
.44	Do you think that there is a difference in the quality of counterfeit branded clothing according to their country of origin					
Seventh Aspect: Choosing the brand		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
.45	You buy counterfeit clothes of famous brands					
.46	You have a tendency to keep buying counterfeit clothes of famous brands					
.47	You keep yourself updated regarding the news of the brands because you continue to buy counterfeit clothes of famous brands					
.48	You encourage your friends and colleagues to buy and own counterfeit clothes of famous brands					
.49	The counterfeit clothing brand reflects the good quality of the product					

.50	You think that counterfeit clothes with well-known brands are more unique and have a better quality than clothes that do not carry a distinguished brand					
.51	The way clothes are displayed on storefronts plays an important role in purchasing					
.52	The way shop owners' treat their costumers affect their purchasing decision					
Eighth Aspect: Determinants of buying counterfeit, locally produced clothes compared to counterfeit and imported ones		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
.53	You Compare the quality of locally produced clothes to the imported ones					
.54	You Compare the design of locally produced to the imported ones					
.55	When buying, you take into account the price differences between locally produced and imported clothes					
.56	The prices of locally produced counterfeit suit the average of income of the					

	Palestinian consumer					
.57	You Compare the design of locally produced clothes to the imported ones					
Ninth Aspect: expenditure on counterfeit clothes		Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
.58	Your purchase of counterfeit clothing depends on your monthly income					
.59	Low prices of counterfeit clothes make you buy them					
.60	Your purchase of counterfeit clothing depends on the purpose of its use					
.61	You buy counterfeit clothes even if you have a good income					
62	You focus on the counterfeit clothing brand name when you want to buy an item, regardless of its price					
63	The characteristics/ features of counterfeit clothing items contributes to your purchasing decision					

Third section: Open questions:

1- How do you distinguish between the quality of the original and counterfeit locally or imported clothes?

2- If you were offered to buy locally produced counterfeit clothes of famous well-known brands, would you buy them?

- A. () Yes
- B. () No

3- What are your buying tendency towards imported counterfeit clothes and locally produced counterfeit clothes?

- A. () I buy imported counterfeit clothes
- B. () I buy locally produced counterfeit clothes
- C. () I buy both

Thanks for your time and cooperation