

Doctoral Dissertation Abstracts

Counterfeits as a Obstacle for B2b Marketing –A Study of Market and Consumer Orientations on the Reselling and Procurement of Counterfeits

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The emergence of ‘economical spare-parts’ available at affordable prices has resulted in abundance of counterfeit products in the markets. As the extent of counterfeiting is increasing in almost every industry, it becomes critical to develop measures that can help to prevent selling and buying of counterfeit products. In exploring resellers selling and consumers’ buying behavior of counterfeit products, this study was designed to examine the influence of market orientation and consumer orientations, on that generate the supply and demand for counterfeit brands. This study employed five theoretical frameworks: (a) Market Orientation Scale, (b) the Theory of Planned behavior, (c) Value-Attitude-Behavioral intention system, (d) Bandwagon effect in the theory of consumer demand, and (e) Aberrant consumer behavior.

Specifically, this study investigates industrial resellers and consumers’ intentions to purchase counterfeit brands based on their market orientation (Customer orientation, Competitor orientation and inter-functional co-ordinations) and personal consumer orientation (ethical value, social responsibility, legal and price quality schema), Subjective norm towards the reselling and purchase of counterfeit brands. Further this study aims to explore the role of price sensitivity as a moderator in understanding intentions to resell and purchase counterfeit and original B2B spare parts.

This study was conducted in the context of B2B spare parts that consist of Electrical, Garment machinery and Automobile. A one-to-one survey methodology was employed to collect the data from 60 resellers and 30 end users. The data were analyzed using Pearson correlation and R test. Out of nine hypotheses, seven were significant, as expected, however, rest two was not found significant. Price sensitivity did not act as a moderator due to non significant relationships between attitude and intentions to purchase counterfeit and original brands. Research and

managerial implications, limitations, and suggestions for future research were drawn based on the results.

Keywords: Marketing Research, Market Orientation, Counterfeits, Consumer Orientation