

A Comprehensive Model on Consumer's Purchase Intention towards Counterfeit Mobiles in Pakistan

Naveed Ahmad¹, Mina Yousif², Kamran Shabeer³, Mohammad Imran⁴

¹Head of management & Social sciences, Indus International Institute, Dera Ghazi Khan, Pakistan

²Faculty of management Sciences, Bahaudin zakariya University, Multan, Pakistan

³MBA Student, Bahaudin zakariya University, Multan, Pakistan

⁴MBA Student, Islamia University, Bahawalpur, Pakistan

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ABSTRACT

The aim of this study is to examine the impact of price consciousness, peer pressure, past experience and attitude on consumer's purchase intention towards the counterfeit mobiles in the context of Pakistan. Data were collected from a sample of 213 university students in Pakistan with an 80 % response rate, mostly graduate and male students participate in this paper. The results showed that all the variables positively influence the consumer's purchase intention towards counterfeit mobiles. In this study we collected the data from a selected area but situation can be different in other areas. The findings will be help full to policy makers and managers of branded products about the factors which motivate the consumers to purchase counterfeit products.

KEYWORDS: Price Consciousness, Peer Pressure, Past Experience, Attitude, Purchase Intention.

1. INTRODUCTION

Globalization has reduced the boundaries across the countries that is why counterfeit product sale have increased and creating problems for the branded products. Counterfeiting means the copy of branded products which look like to those products .The sale and production of counterfeit products are increasing rapidly and circulate in the whole world (International Anti-Counterfeiting Coalition, 2002). According to Bian and Veloutsou, (2005). Counterfeiting has been popped out since 1970s. Counterfeiting has become the global industry in the world. According to IACC (2008) counterfeiting industry has covered 5-7 percent of trade in the world. Trade in counterfeit goods has reached \$600 billion annually on a worldwide basis. At 2015, the value of counterfeit goods has reached \$1.7 trillion in the world estimated by the ICC. There are many countries which create counterfeit goods in the world but China is the main producer in the world. In Pakistan, the demand of counterfeit products is increasing rapidly because people are price conscious despite quality due to their low income. USA is the main consumer of the counterfeit goods in the world. (Chaudhry and Zimmerman, 2009). According to Chaudhry et al, (2005) the counterfeiting trade in USA is up to \$200 billion and in UK 2.8 billion annually basis (ACG, 2001). Procter and Gamble estimated that 20 percent of all P&G products sold in China are imitating (Strategic Direction 2003). All the industries are in the world hit by counterfeiting. (Cuno, 2008). many manufacturers companies and Hundreds of jobs are economically affected by counterfeiting practices. (Vida, 2007).

Price is a main determinant in the purchasing of counterfeit mobiles. . Price is an important factor which creates the difference between original and fake product, with larger difference lead to strong purchase intention (Huang, Lee, and Ho, 2004; Albers-Miller, 1999) at consumer mind original product are charged high prices as compare to counterfeit products, despite the quality (Ang, et al .2001). If both counterfeit and original products offer the same characteristics in the product then these things have a strong impression on the consumer's decision so, they prefer counterfeit products as compare to original products.

Previous studies have mostly reviewed the possible factors that may influence purchase intention towards Counterfeit products like brand status (Churchill, 1979), peer pressure (Clasen. & Brown, 1985), social influence (Wiedmann et al. 2009), low price, easy access (Lee and Workman), value consciousness (Lichtenstein et al. 1993) and so on. To understand the consumer's purchase intention towards the counterfeit mobiles needed a more comprehensive research model. Therefore, in this study we analyze the effect of peer pressure, past experience, risk averseness, price consciousness and attitude on purchase intention towards counterfeit mobiles.

The aim of our work is on the determinants of consumer purchase intention towards the counterfeit mobiles by studying the existing findings, and in doing so, provide a general idea relate to this topic and identify potential gaps. Consumer objectives to buy counterfeit mobiles can be explained by giving the further theoretical concepts that

*Corresponding Author: Naveed Ahmad, Head of management & Social sciences, Indus International Institute, Dera Ghazi Khan, Pakistan. Email: naveedahmad@indusdkg.edu.pk

based on our quantitative study. This research paper focuses on our country's university student's purchase intention towards counterfeit mobiles.

2. LITERATURE REVIEW

2.1. Purchase Intention

Purchase intention means a customer's decision about a specific product. This decision takes on the stems of some measure for example the consumer will see the products for purchasing and anticipating to purchase the products in the future (MacKenzie and Belch, 1986). According to, Fishbein and Ajzen, (1975) a customer's purchase intention shape by estimate, attitude and outer factors. Previous studies show purchase intention is directly affected by consumer attitude. When a customer may effort to purchase goods is considered his purchase intention (Dodds, Monroe and Grewal, 1991). The linkage attitude, intention and behavior mostly studied in marketing literature. When marketers estimate the consumer behavior then consumer intention has more significant because intention shape the behavior. Demographic variables were also taken into account. Kwong, Tau, Lee and Tse (2003) there is a strong linkage attitude, intention and behavior which is proved by 10000 samples of Meta-analysis (Kim and Hunter, 1993). According to the TRA (theory of reasoned action) Purchase intention depends on the attitude which make behavior (Chen & Tang, 2006). Morwitz, (1997, 2001) Claimed that actual purchases are not completely associated with purchase intention. Because behavior can be affected by environment (Backhaus et al., 2005; Sun and Morwitz, 2005; Young et al., 1998). Phau and Tech (2009) concluded, consumer's purchase intention towards counterfeit products is directly affected by consumer's positive attitude about them. In Pakistan, Mostly peoples are illiterate, and they have not ability to compare the counterfeits and branded products, they have mainly focus on price. So, peoples are more intended to purchase the counterfeit products. As ACG Survey Report, (2004) showed that every consumer has not ability to difference between fake and original products.

2.2. Past Experience

Past studies showed that there are a positive relationship between consumer behavior and learning (Bentlar and Speckart, 1979). Past experience is the best indicator for creating a trust in the mind of consumer and which effect on both current and future purchases (Delgado-Ballester and Munuera-Aleman 2005). People who have purchased counterfeit product in the past have a positive attitude (Tom et al. 1998; Wang et al. 2005). Mostly consumer depend on their past experience because it became their habit (Bamberg, Ajzen, and Schmidt 2003). Consumer purchase intention is highly influenced by the past behavior suggested by existing studies (Conner and Armitage, 1998). The consistency in consumer behavior toward his purchasing created by past experience not cognitive evaluation (Bamberg, Ajzen, & Schmidt, 2003). Consumer past experience directly impacts on intention and then behavior as well (Ouelette and Wood, 1998). Past purchases and experiences to guide the consumer for future purchasing (Conner and Armitage, 1998). If a consumer satisfies by his purchasing then he will use positive word of mouth for that (D'Souza et al. 2006). Some consumer did not show positive intention and have not agreed to purchase the counterfeit products, whether it facilitate by many benefits to them. Because they become loyal to their products. A consumer who has no experience about any specific product had a negative attitude. Mostly customer give high weightage to their experience during their purchasing and purchase repeatedly.

H1. Past experience is positively correlated with consumer's attitude towards counterfeit mobiles.

H2. Past experience is positively correlated with consumer's purchase intention towards counterfeit mobiles.

2.3. Price Consciousness

Price conscious can be defined 'as someone who is price-conscious knows how much things cost and avoids buying things that are considered too expensive. Hayley (2005) founded consumer's decision may affect by price consciousness because in this case consumer just focus on cheaper price to their rivals. In Pakistan mostly people are price conscious and buy counterfeit products due to their small income. Similarly, the consumers of Brazil and USA buy counterfeit products due to their low income and limited education (Stumpf et al., 2011). The prices of counterfeit products are low as compare to original products. Generally, consumers take decision about their purchasing on the basis of two main components price and quality. The counterfeit products have low price and low quality from genuine products (Gentry et al. 2006; Prendergast et al. 2002). But consumers buy counterfeit products with low quality due to their limited budget and take it better choice for them (Dodge et al. 1996; Nia and Zaichkowsky 2000). Price is a main variable of purchasing the counterfeit products the result of different studies (Bloch et al., 1993; Albers-Millers, 1999). According to Bloch et al. (1993) consumer for getting the economic benefit buy counterfeit goods. Previous studies showed that there are many reasons which arousing the demand for counterfeit goods but the main reason is low price (Dodge et al., 1996; Albers_Miller, 1999, Prendergast et al., 2002;

Harvey and Walls, 2003). price difference is an important factor which affect the customer decision about counterfeit goods (Cespedes et al. 1988; and Cordell et al. 1996).

H3. Price consciousness has positive affect on consumer's attitude towards counterfeit mobiles.

H4. Price consciousness has positive affect on consumer's purchase intention towards counterfeit mobiles.

2.4. Peer pressure

A person has social circle which constitutes friends, siblings and acquaintances as considered peers (Pilgrim and Lawrence, 2001). Consumer decision is affected by the extensive pressure of peers. Consumers illicit behavior depend on the peer pressure if they to do so (Albers-Miller, 1999). The consumer buys most things due to the peer pressure. Generally, peers influence the individual towards the wrong behavior. When a respondent is alone and have not significant knowledge about the product then he purchases the counterfeit product Lesly (Conger, 1980). Peer pressure motivates the consumer to improper behavior as the leading factor (Bearden et al., 1994; Kallis et al., 1986; Powers and Angling, 1996). Peers have a significant pressure on any consumer's purchasing. Peers through their interaction provide attitude, values and norms to an individual and peers belong to the normative reference group (Childers and Rao, 1992; Subramanian an Subramanian, 1995; Bristol and Mangleburg, 2005). Generally, peers influence the individual towards the wrong behavior. According to Hollinger & Clark, (1983) for crime social controls is a better warning as physical controls. Consumer behavior established by social groups it may be lawful or unlawful or assist as a deterrent proposed by previous studies (Ang et al. 2001; Albers-Miller 1999). Consumer purchase intention towards counterfeit luxury brands affected by both personal and social factors according to TRA (theory of reasoned action)(Phau, 2009). Social groups who preferred genuine products over counterfeits and have a negative experience about counterfeit will be give the bad impact on the consumer mind of purchasing counterfeit products. Susceptibility have two types, informative and normative susceptibility. In informative consumer unintentionally purchase counterfeit goods and in normative consumer make the decision by the judgment of other people, knowing that how others could be influenced by their judgments (Ang et al., 2001). Consumer attitude negatively impacted by informative vulnerability (Ang et al., 2001).

H5. Peer pressure has positive impact on consumer's attitude towards counterfeit mobiles.

H6. Peer pressure has positive impact on consumer's purchase intention towards counterfeit mobiles.

2.5. Attitude

Attitude is a responsive situation to initiate the propensity in an unfavorable and favorable approaches. To diagnose the environment, attitude is inner condition that people use to make the behavior (Aaker et al. 1995). As (Huang et al., 2004) proved that attitude can be measure through existing studies not directly. Internal estimations of the objects or events is an individual's attitude which is depend on his or her faiths. (14) Attitude direct the masses how to react to their surroundings by two types, constructive and deconstructive. The purchasing of counterfeit goods not only attitude but sensitivity may also affect. (Singhapakdi, 2004). Consumer's attitude and subjective norms are functions of purchase intention, and this purchase intention formed the behavior suggested by theory of reasoned action TRA (theory of reasoned action) (Taylor, 2001). Consumers have diverse attitude about their purchasing .Some consumer have similar attitude and others have diverse attitude to the purchase of counterfeit products (18). It is an important to know what factors affect the consumer's attitude toward the counterfeit products, as Augusto, Iguassu and Rossi, (2007) Penz and Stottinger, (2005) stated reliability, practical, quality feature influence customer attitude towards buy counterfeit products. And consumer do not feel remorse, shame and guilt when buy fake products. According to Swami et al. (2008) Up to half 60 respondents buy imitated goods knowingly when available as previous studies showed. In the same way Lee and Workman have discovered counterfeit goods are more purchased by Korean students as compare to American students as latter have previously know the privacy. Consumer attitude towards counterfeit goods have positively impact on purchase intention as past studies shown (Nancy D.; Kwong et al.; Wang et al, Penz all)

H7. Attitude directly correlated with consumer's purchase intention towards counterfeit mobiles.

Attitude as a Mediating Variable

In this study we take attitude as a mediating variable. According to Baron and Kenny, (1986) mediating effect means when an independent variable effect on dependent variable through another variable. Many exiting studies show the direct effects of the above variables but we further predict the relationship between all the variables through mediating effect.

H8: the relationship between price consciousness and consumer's purchase intention towards counterfeit mobiles through mediating effect of attitude.

H9: the relationship between peer pressure and consumer's purchase intention towards counterfeit mobiles through mediating effect of attitude

H10: the mediating effect of attitude on the relationship of past experience and consumer's purchase intention towards counterfeit mobiles.

3. METHODOLOGY

3.1. Sample and Data

A research was conducted in BZU sub campus DG khan, Pakistan. A self-administrated questionnaire was circulated via email and by hand among both who had bought had not counterfeit products. We received 213 filled questionnaires totally, in which 192 from by hand out of 240 and 21 from email. The questionnaire based on 5 points Likert scale. The questionnaire was developed in English and convert into Urdu. We used both languages (Urdu and English) in questionnaire for increasing accuracy because Urdu is the local language and easy to understand for respondents. We target the students because their attitude and behavior are to consider same (Calder et al. 1981; Stayman and Brown, 1992). The students with these characteristics make suitable population for our study.

3.2. Instrument and Measures

The questionnaire consisted of two divisions, 1st part was consisted of demographic information about gender, age and education and second parts was consisted of 20 statements about different variables like peer pressure, past experience, attitude towards counterfeit mobiles, purchase intention towards counterfeit mobiles, price conscious and risk averseness. The scale items of peer pressure were taken from Wiedmann et al. (2009) past experience were adopted from Tom et al. (1998), and risk averseness adopted from (Huang et al., 2004; Donthu and Garcia, 1999). The attitude was measure by using items scale and taken from De Matos et al. (2007) and purchase intention consistent Schlosser et al. (2006). The scale items of price consciousness adapted according to our research which is used by Lichtenstein, Netemeyer, and Burton (1990). We develop our questionnaire on basis of 5 point Likert scale to get the response to our respondents. (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Demographic characteristics of respondents

The total respondents which gave the response were 213, in which 125 male and 88 were female the response rate was 80% of total respondents. Mostly, the age group in the range of 21-25 and graduate (117) showed interest in our research.

Table no-1.Demographic Characteristics of Respondents

Variables	Category	N	%
Gender	Male	125	58.7
	Female	88	41.3
	Total	213	100.0
Age	15-20	45	21.1
	21-25	149	70.0
	26-30	12	5.6
	above30	7	3.3
	Total	213	100.0
Education	Undergraduate	49	23.0
	Graduate	117	54.9
	Postgraduate	47	22.1
	Total	213	100.0

Exploratory factor analysis

The KMO and Bartlett's Test were used for exploratory factor analysis. The KMO value exists between 0-1, and near to 1 indicate good value for factor analysis. The KMO value of this study is .845 which show highly appropriate values for factor analysis. In this study the value of Bartlett's Test of Sphericity is .000 which shows highly significant and preferable index for good factor analysis (Tabachnick and Fidell, 2007). After performing exploratory factor analysis delete the questions whose factor loading are not sufficient, but in our study all factors load sufficiently and did not delete any question.

Table no- 2a KMO and Bartlett Test

KMO measure of sampling adequacy			0.681
Approx. Chi Square			1915.501
Bartlett's test of sphericity	df	861	
	Sig.		0.000

Table no- 2b Measurements of Scale Items

Scale	Items	Factor loadings	Mean	Std. Deviation
Past Experience	PE1.I have bought counterfeit mobile in the past.	.745	2.6009	1.43257
	PE2.I am intended to buy counterfeit mobile in the future as well.	.613	2.2582	1.21856
	PE3.I found counterfeit mobile phones a better choice to have in the past.	.766	23.192	1.22531
Peer Pressure	PP1.I would purchase counterfeit mobiles just because my friends wanted me to.	.399	2.1925	1.14741
	PP2.I like to know what counterfeit mobiles make good impression on others.	.625	2.6573	1.31390
	PP3.Before purchasing counterfeit mobile, it is important to know what kind of persons buy certain brands.	.772	3.1315	1.27812
	PP4.I tend to pay attention to what counterfeit mobiles others are buying.	.626	2.6995	1.32603
Price consciousness	PC1.When buying mobile, I look for the cheapest.	.733	2.6714	1.24574
	PC2 .When buying mobile, I consider the price first.	.814	3.1033	1.30985
	PC3.I will shop at more than one store to take advantages of low Priced mobile.	.539	2.9014	1.37177
Attitude towards Counterfeit Mobiles	ATT1.Buying counterfeit mobile phones generally benefits the consumer.	.776	2.9390	1.28527
	ATT2.There is nothing wrong with purchasing counterfeit mobiles.	.620	3.0657	1.24211
	ATT3.Generally speaking, buying counterfeit mobiles is a better choice	.626	2.8685	1.19417
Purchase Intention towards Counterfeit Mobiles	PI1.I would intend to buy counterfeit mobiles.	.726	2.6761	1.31150
	PI2.I would actively seek those mobiles that have high perceived value.	.497	2.8873	1.33051
	PI3.My willingness to buy counterfeit mobiles is high.	.778	2.3380	1.34175
	PI4.I have intention to buy counterfeit mobiles.	.742	2.3521	1.31857

Confirmatory Factor Analysis

Confirmatory factor analysis is performed after exploratory factor analysis to check the model fitness. So, In order to check the model fitness we performed confirmatory analysis. According to Hair et al. (1998) the value of GFI and PGFI should be above from 0.90 and 0.80, correspondingly, and the value of RMSEA should be below from 0.08. The results of analysis showed that our model was a good fit.(table no.3)

Table no-3 Confirmatory Factor Analysis

	χ^2	P	DF	CMIN/DF	GFI	AGFI	NFI	CFI	PCFI	RMSEA
Model	136.987	.036	109	1.257	.927	.898	.855	.957	.774	.035

Reliability Analysis

Reliability means the internal consistency of constructs (Cronbach alpha). Different researchers give different criteria for its adoption. As Nunnally, (1970) and Moss et al. (2007) recommended a standard that the value of cronbach alpha should be above from 0.5. All the variables of our research are reliable because meet the criterion.

Table no-4 Reliability Analysis

Variables	Items	Alpha value
Past experience	3	.684
Peer pressure	4	.642
Price consciousness	3	.605
Attitude	3	.567
Purchase intention	4	.763

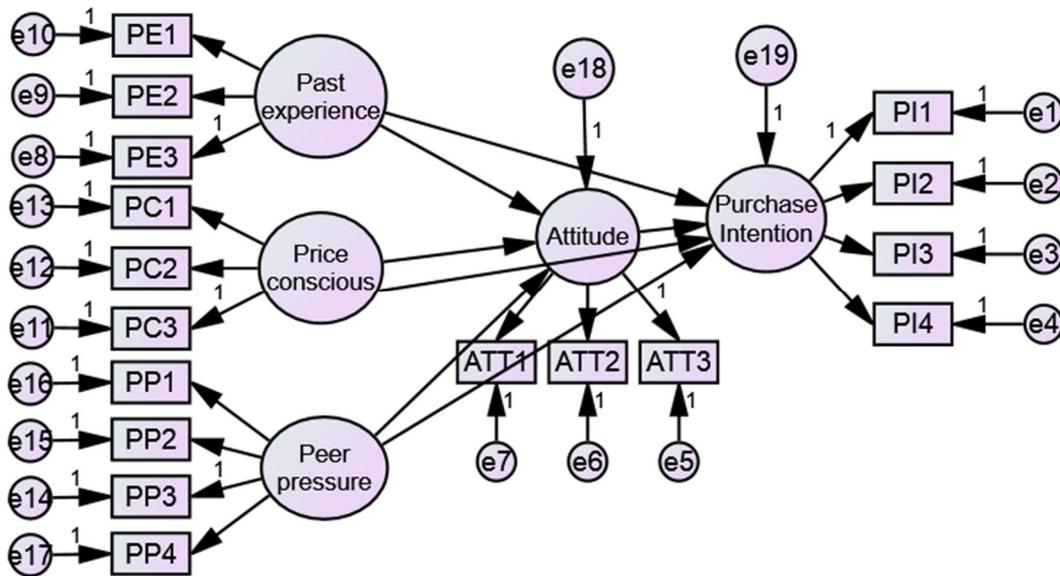
Correlation Analysis

Results show the positive correlation between all the variables. Past experience is insignificant correlate with price consciousness and significant correlation between the remaining variables.

Table no-5. Correlation Analysis

	PE	PP	PC	ATT	PI
PE	1				
PP	.384**	1			
PC	.166*	.381**	1		
ATT	.273**	.259**	.182**	1	
PI	.444**	.438**	.231**	.372**	1

Hypothesis testing



(Structural Model)

H1: The analysis found that past experience had positive impact on consumer’s attitude towards counterfeit mobiles with ($\beta=.389$, $p<0.001$). H1 is accepted.
 H2: Results showed that the past experience was positively correlated with consumer’s purchase intention towards counterfeit mobiles at significance level 0.004, $\beta=.370$. H2 is accepted.
 H3: The regression analysis found that the price consciousness was positively related to consumer’s attitude towards counterfeit mobiles with ($\beta=.051$, $p<0.689$). H3 is rejected.
 H4: Consumer’s purchase intention towards counterfeit mobiles was positively predicted by price consciousness with ($\beta=.101$, $p<0.360$).H4 is rejected.
 H5: Peer pressure was positively correlated with consumer’s attitude towards counterfeit mobiles as results showed with ($\beta=.247$, $p<0.057$). H5 is accepted.
 H6: The results proved that peer pressure had positive impact on consumer’s purchase intention towards counterfeit mobiles with ($\beta=.394$, $p<0.003$).H6 is accepted.
 H7: H7 is accepted. The regression analysis results showed that there was a positive relationship between consumer’s attitude towards counterfeit mobiles and purchase intention towards counterfeit mobiles with ($\beta=.300$, $p<0.013$).
 H8: Results showed that past experience positively impact on consumer’s purchase intention towards counterfeit mobiles indirectly (mediating effect) with ($\beta=.117$, $p<0.007$).H7 is accepted.
 H9: Price consciousness through attitude positive influence the consumer’s purchase intention towards counterfeit mobiles with ($\beta=.015$, $p<0.506$).H9 is accepted.
 H10:we found that the peer pressure has a positive impact on purchase intention towards counterfeit mobiles indirectly with ($\beta=.074$, $p<0.025$).H10 is accepted.

Table no.6 Regression analysis

	Relationships	Estimate	S.E	significance	Results	
Direct effects	PC → ATT	.051	.136	.689	Rejected	
	PP → ATT	.247	.133	.057	Accepted	
	PE → ATT	.389	.111	.001	Accepted	
	PC → PI	.101	.109	.360	Rejected	
	PP → PI	.394	.129	.003	Accepted	
	PE → PI	.370	.121	.004	Accepted	
	ATT → PI	.300	.139	.013	Accepted	
	Indirect effects	PC→ATT→PI	0.15	.045	.506	Rejected
		PP →ATT→ PI	0.74	.053	.025	Accepted
PE →ATT→PI		.117	.064	.007	Accepted	

DISCUSSION

In this study we measure the effect of different variables which can affect directly or indirectly the consumer’s purchase intention towards the counterfeit mobiles. We found that price consciousness has positive effect on consumer’s purchase intention towards counterfeit mobiles, because they earned low income and counterfeit mobiles have low price .The findings of this research is also supported by previous studies (Lichtenstein et al., 1993, Huang et al., 2004). Mostly people which have low income cannot afford the branded products. Therefore, people provoke to use the counterfeit products due to their low price (Staake and Fleisch, 2008). They do not feel shame in using the counterfeit goods. People are price conscious and preferred the cheaper products. In case of low price in market, people chosen counterfeit as compared to original (Bloch et al., 1993; Gentry et al., 2006; Ergin, 2010).

Price consciousness not significantly affect the consumer’s intention towards counterfeit mobiles because students try to become unique from others. The results shown that peer pressure has a positive impact on purchase intention towards counterfeit mobiles and this relation is also proved by previous studies like Makgosa and Mohube, (2007); and Fatima, 2012). Another variable is past experience which influence the consumer’s purchase intention towards counterfeit mobiles positively as suggested by (Ang et al. 2001) and (De Matos et al.2007), because past purchasing have a great impact on consumer’s future decision. Similarly, the consumer’s purchase intention towards counterfeit mobiles is positively affected by consumer’s attitude. This findings is also supported by existing study of Yoo and Lee (2009) who found that there is positive relationship between consumer’s attitude and purchase intention towards counterfeit mobiles.

CONCLUSION

In our conclusion, we have explored the counterfeit market in terms of the consumer attitude. Consumer have diverse behavior toward the purchasing. There are different measures and dimension to recognize the consumer attitude. Most of the research have concluded that consumer attitude have strong effect on the consumer purchase intention. Our survey shows that if consumer have more intended about their purchasing then their attitude become stronger due to low price and past behavior. They positively effect on the purchase intention. Social behavior also move the consumer to purchase the counterfeit mobiles. The consumer demand of counterfeiting mobiles increases due to the positive word of mouth. Counterfeiting market is not one place, it has been expanded at a larger scale. It can be seen at low or very high industry. That can be harmful. Price conscious, peer pressure and past behavior have significant relationship between the attitude and purchase intention. Our analysis show that peoples in Pakistan are price conscious they mostly preferred to the low price. So, they chose the counterfeiting mobiles. Because counterfeiting mobiles have low charged and approximately have all technologies that low income people became aware the new knowledge. The outcomes which we have found that branded mobiles manufacturers should keep the fair price for the customer that they attract.

LIMITATIONS

Different factors toward the counterfeit product shows complex behavior of consumer. Our research is based on the counterfeit mobiles. Majority of the consumer utilize the counterfeit mobiles. We have taken in our study counterfeit mobiles but future researcher can presented another categories of counterfeit products. Because mobiles are the electronic product but in any food industry can harmful for the consumer health. Counterfeit mobiles are commonly utilize because many low income people can take benefit from the new technologies e.g. touch screen mobile. In our survey, we choose the selected area to take the response from their respondents. The future effort can be on cross sectional areas and can acquire different demographic result. The research can be explored by taking different age group, different occupation and different income. Because low income consumer purchase counterfeit mobiles due to their low income but those consumer that have high income, why they purchase the counterfeit mobiles? Upcoming researcher can take different variable and mediator, they take emotional attachment in spite of attitude. We explore our behavior in forthcoming study on counterfeits.

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