

Buying fakes: Country's cultural orientation shapes the relationship between consumers' perceived social norms and counterfeit purchase behavior

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Abstract

As a globally prevalent phenomenon, buying counterfeit products harms consumers, economies, societies, governments, and the environment. A cross-sectional survey ($N = 13,053$) of consumers from 17 nations explored cross-country differences in perceived social norms about buying counterfeits. The study examined the hierarchy of normative influence (distal vs. proximal) on counterfeit purchase behavior. The current research expands the hierarchical norms approach by examining how the cultural values of power distance and individualism/collectivism predict normative perceptions and counterfeit buying behavior. Findings showed that personal injunctive norms (close friends) mediated the relationship between societal injunctive norms (peers in the same country) on past counterfeit purchase behavior, which were moderated by cultural dimensions.

Keywords: consumers' counterfeit purchase; hierarchical social norms; individualism/collectivism; power distance; e-commerce