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Citation

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Abstract

Counterfeiting is a global phenomenon. Because counterfeiting has drastically increased over the past several decades, it is easier for consumers to obtain counterfeited merchandise without any penalties. As the seriousness of the issue increases, companies and scholars suggest that consumer education and awareness may reduce the impact of counterfeit manufacturing. Recently, the luxury goods industry has become one market that is highly affected by counterfeiting, due to their popularity with consumers (Phau, Teah, & Lee, 2009). Based on a thorough analysis of literature, many factors have been examined that influence consumers' attitudes and purchasing intentions towards luxury counterfeits. Results show that luxury counterfeit products are purchased because of their low price and the specific characteristics that the genuine luxury brand portrays such as uniqueness and exclusivity.

This pilot study presents the topic of luxury counterfeiting, consumers' awareness and perceptions of counterfeiting, and attitudes and behaviors towards counterfeit products. A survey was conducted on a Mid-southern university campus to measure consumer awareness and perceptions on luxury counterfeits. Three primary factors were measured: awareness of luxury counterfeits, purchase intentions towards counterfeits, and the specific type of luxury counterfeit products owned.

Results indicate strong support for the effectiveness of a consumer education seminar on knowledge, attitudes, and planned behavior towards consumption of counterfeit merchandise. No statistical significance between the three variables, participants' sex, ethnicity, and annual income can be determined due to the low number of respondents. However, the descriptive statistics indicate that further study utilizing a larger population is warranted.

Keywords: Counterfeiting, luxury brand, conspicuous consumption, trademark

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Introduction

Historically speaking, the need for luxury has often emerged in structured society, but the 19th century marked the beginning of luxury brands. Luxury fashion drastically advanced during this time due to the invention of the sewing machine and Haute Couture. Luxury fashion was established by the 20th century, and the associated brands were beginning to be recognized as trademarks, making global branding an important business concept. Technology significantly impacts luxury fashion and is a driving force that utilizes the latest trends, encompassing even more sectors of society. Today, luxury products are affordable to more than just the upper class, in particular, they have recently become available to the middle class who has more money than ever before (Hauck & Stanforth, 2007).

In the fashion industry, luxury brand products are in high in demand among consumers across the globe. In response to noteworthy consumer interest, luxury manufactures have created business strategies aimed at improving consumer demand by enhancing availability through the expansion of their geographical coverage and market accessibility. A variety of factors have increased the growth of the luxury market. According to Truong, McColl, and Kitchen (2009), two main reasons may explain this growth. First, a global improvement in economic conditions has led to a more favorable environment for luxury consumption. These factors include reduced unemployment, rising disposable income, lower manufacturing expenses, and growing wealthy classes in emerging countries. The second factor contributing to the growth in the luxury market is the increased demand for luxury brand products among the lower socio-economic classes.

Consumers buy more luxury goods today than ever before. A variety of influences explain why consumer demand has increased for luxury products. These influences include the

way luxury denotes a feeling of exclusivity, the superior quality of the products, self-gratification, and sensory pleasure. (Vigneron & Johnson, 2004).

With luxury fashion growing rapidly over the last two decades, sales of personal luxury products have tripled (Salhenia, 2016). As the market for luxury fashion expands, so does the concern for protecting the brand's intellectual property. Counterfeits "are those bearing a trademark that is identical to, or indistinguishable from, a trademark registered to another party and infringe the rights of the holder of the trademark" (Bian & Moutinho, 2011, p. 379). Counterfeiting has existed for a long time and is a concern in the luxury market due to the expensive and distinguishable characteristics of luxury brands. With the development of new technology, counterfeit sales are increasing rapidly. According to the Organisation for Economic Cooperation and Development and the EU Intellectual Property Office (2019), counterfeit products accounted for 3.3% of the world trade in 2016.

Consumers purchase luxury counterfeits for many reasons. They may see the consumption of counterfeits as an attempt to assume particular personality and social traits thereby gaining social approval. The more socially aware a consumer is, the more he or she may be personally conscious of the desirable characteristics that luxury offers. This may lead the consumer to have favorable feelings that are compatible with a socially desirable profile (Cordell, Wongtada, & Kieschnick, 1996). Ultimately, consumers' awareness and perceptions of luxury counterfeits result in a desire to obtain the genuine luxury brand (Hieke, 2010).

The purpose of this study is to understand consumers' awareness and perceptions of luxury counterfeits. The following objectives were created to meet this purpose:

1. Determine consumers' awareness of luxury counterfeits.

2. Describe the impact counterfeits have on the luxury industry.

Research Questions:

1. How prominent is the problem of luxury counterfeit products on a university campus?

2. Are students aware of the effects of luxury counterfeiting?

Glossary of Terms:

Counterfeiting – "an infringement of the legal rights of an owner of intellectual property" (Lambkin & Tyndall, 2009, p. 36).

Luxury Brand – "a brand that consistently delivers a unique emotional value and possesses the capacity of creating a lifestyle experience through a strong identity, a high level of creativity, and closely controlled quality, quantity, and distribution, all of which justifies for a premium price" (Hameide, 2011, p.111).

Conspicuous Consumption – "undertaken or pursued in order to enhance one's position in society, which can be achieved through signaling wealth, public demonstration and communicating affluence to others" (O'Cass & Frost, 2002, p. 70).

Trademark – "used by producers to distinguish their products from competing products" (The Organisation for Economic Co-Operation and Development, 2007, p.10).

Literature Review

Luxury History

Luxury goods have a long history– at least in some form (Bastien, Berry, & Kapferer, 2009). Luxury connotes a feeling of uniqueness, craftsmanship and exclusivity. For more than a century, luxury goods have been important objects of consumption. They have shaped fashion and trends, forming the consumption culture. Luxury goods generally have a high price, are superior in quality, and serve as a symbol of wealth. High price is one of the characteristics that makes luxury products inaccessible to most people. It plays a positive role in determining the

perception of an item's quality and can increase a product's rarity. Luxury goods also have the ability to combine classic and contemporary designs (Keller, 2009). A distinctive design combined with timelessness leads to aesthetics, a characteristic associated with luxury (Morris, 1999). Aesthetics is one of the characteristics that differentiates luxury from non-luxury because it communicates the underlying quality.

Luxury brands are perceived as high quality and have unique elements that cannot be found in other brands. Many luxury brands have a long history, which contributes to the authenticity of the brand. History and heritage are associations with a brand's past that provide an authentic aspect and a unique brand identity (Keller, 2009). Luxury brands' primary attributes are the highly recognizable brand identity and exclusivity. In order to be exclusive, luxury brands must be something special and out of the ordinary. There are many definitions of luxury brands in research and most of them share the same aspects of what a luxury brand must obtain to fit into the category of luxury. Luxury brands have several important characteristics including a well-known brand identity, uniqueness, a heritage of craftsmanship, excellent quality, a recognizable design, and exclusivity (Nueno & Quelch, 1998).

History and Theory of Counterfeiting

Counterfeiting is the production and sale of fake products in the marketplace. Counterfeits possess a registered trademark or name, and are often produced to take advantage of the benefits generated by the original, branded products (Bian & Veloutsou, 2007). One of the oldest and most widespread forms of counterfeiting is that of currency counterfeiting. For example, during the Roman Empire, the production of counterfeited silver coins began and was intended to compensate for the shortage of official currency (Gaspar, 2015). During the second half of the nineteenth century in the United States, counterfeiting currency was widespread

(Bultinck, 2010). Roughly half of the banknotes in circulation were forgeries. This extensive counterfeiting ended when the government created the Federal Reserve, the first central bank of the United States.

Technological advancements and globalization have substantially contributed to the growth of the counterfeiting problem (Wang & Song, 2013). This phenomenon dramatically developed beginning in the 1970's and has become a major concern for governments and businesses (Bian & Veloutsou, 2007). Counterfeiting poses a threat to the welfare of consumers and negatively impacts innovation. Two major forces drive the counterfeit trade. On the supply side, it is driven by institutional factors, such as the likelihood of detection and the penalties imposed in a market. On the demand side, consumer behavior is the main motive. In research, price has been cited as the most influential reason as to why consumer demand for counterfeit products has increased in recent years (Gentry, Putrevu, & Shultz, 2006).

Consumer Motives for Counterfeit Consumption

Past literature suggests that there are a variety of motives for purchasing a counterfeit product. Consumers may buy luxury counterfeit products as status symbols to be categorized as a prestigious social group in which they would like to belong. When a person wears a luxury counterfeit product, they are choosing to identify with the people wearing the original luxury products and are claiming to belong to the same social class as the original luxury brand users. (Wilcox, Kim, & Sen, 2009). A counterfeit product's price is a fraction of the genuine product's price, and it has been suggested that some consumers may buy counterfeit products to avoid the increased cost of buying an original (Carpenter & Lear, 2011). Even though luxury counterfeit products are often lower quality, they offer other utilities which are associated with consumers of luxury brand products such as personal status (Wilcox et al., 2009).

Attitudes and Behaviors towards Counterfeit Products

According to Huang, Lee, and Ho (2004), attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object. It is the way one thinks, feels, and acts toward some aspect of their environment. Attitudes serve important social functions such as self-expression and self-presentation. Wilcox et al. (2009) found that the demand for counterfeit products continues to grow because of the value-expressive functions that the genuine brand delivers. For example, a person may purchase a Gucci counterfeit because the brand is a reflection of their personality.

Past studies analyzed the factors influencing attitudes towards counterfeit products. Kim and Karpova (2010) designed a study to examine consumer motivations that could explain attitudes toward purchasing fashion counterfeit goods. They conducted a survey on 336 women in the United States to determine factors affecting attitude towards purchasing fashion counterfeits. Their results indicated that product appearance, past purchase behavior, and value consciousness influenced consumers' attitudes towards purchasing fashion counterfeits.

Phau and Teah (2009) explored how social and personality factors influence Chinese consumers' attitudes towards counterfeits of luxury brands and how these two sets of variables influence purchase intention by conducting a self-administered questionnaire. They analyzed the effect of normative and information susceptibility, collectivism, value consciousness, integrity, and status consumption on the attitudes and purchase intentions of consumers towards counterfeits of luxury brands. In total, 270 questionnaires were collected and 202 were usable. Their results indicate that information and normative susceptibility have an effect on attitude, but collectivism does not. They also concluded from their results that value consciousness and status consumption directly influence purchase intention.

Hidayat and Diwasasri (2013) examined the influence of antecedents of attitudes towards counterfeiting products of Indonesian consumers and its relationship to purchase intentions of counterfeit products. Approximately 250 respondents ages 16-40 participated in the study. The results using path coefficient analysis showed that social and personality factors significantly impact attitudes. Their findings concluded that positive attitudes towards counterfeit products strengthen purchase intentions, regardless of socio-economic status.

Consumers' Perceptions of Luxury Counterfeits

Consumers act and react on the basis of their perception. Perception is assumed to play a key role in consumers' purchase intentions. Based on previous research, it may be determined that consumers' perceptions and purchase intentions are related.

Cheung and Prendergast (2006) investigated buyers' perceptions of pirated video discs in China by conducting a three-part questionnaire. Their research examined the customers' purchase frequencies and buying procedures, as well as their perceptions of the pirated video discs. The findings showed favorable perceptions towards counterfeit products.

Gistri, Romani, and Gabrielli (2009) conducted a qualitative study with 15 participants from six different regions of Italy to better understand their experiences and perceptions regarding luxury counterfeit products. One participant reflected that her father purposefully purchases counterfeit merchandise from Italy even though their family can afford the authentic items. The participant stated that her father does this because it is less expensive, and the majority of people never suspect that the items are counterfeit. In support of this man's argument, another interviewee noticed that if someone is wearing nice, clean clothes and presents him or herself in a proper manner, the general public will never assume that anything he or she is wearing is counterfeit (Gistri et al., 2009).

Cuno (2008) conducted a study investigating the perceptions of college students towards purchasing counterfeit goods. The survey consisted of three sections: attitudes, buying behaviors, and demographics. A total of 519 surveys were collected. The results indicated that consumers' perceptions of counterfeit goods are positively related with purchase intentions; those who have previously purchased counterfeit goods hold attitudes more supportive than consumers who have not.

The Effect of Education on Purchase Intentions of Luxury Counterfeits

As the severity of the counterfeiting problem rises, businesses and scholars suggest that consumer education and awareness could lessen the impact of counterfeit manufacturing (Juggessur, 2011; Marcketti & Shelley, 2009). Romani, Gistri, and Pace (2012) noted that there are two major benefits for educating consumers on the effects of counterfeiting: it increases consumers' willingness to purchase authentic merchandise and it helps combat counterfeiting in general. Previous research has been conducted by scholars to analyze the correlation between consumer education and purchase intentions towards luxury counterfeits.

Kozar and Marcketti (2008) conducted a study to address the relationship between the purchase of counterfeit apparel goods by college students and their knowledge of counterfeiting. A survey was administered to 741 undergraduate and graduate students at two Midwestern universities. Their findings showed a negative correlation between participants' knowledge of counterfeiting and purchase intentions towards counterfeit merchandise. They concluded that students who were more educated on the topic of counterfeiting and its negative repercussions were more likely to identify the production, selling, and buying of counterfeit merchandise as an illegal act. In turn, those participants who viewed counterfeiting as illegal were less likely to knowingly buy counterfeit merchandise. Kozar and Marcketti (2008) note that Family and

Consumer Sciences courses provide an exceptional opportunity to educate students on ethical issues such as the subject of counterfeit merchandise consumption. To strengthen the need for consumer education, Kozar and Marcketti (2008) stated, "It is evident from this study that education has a significant impact on college students' ethical decision making" (p. 50).

Marcketti and Shelley (2009) performed a study exploring the relationship between knowledge of counterfeiting and the consumer's willingness towards paying a premium for non-counterfeit goods. A survey was conducted with 244 undergraduate student participants enrolled in an apparel program at a large Midwestern university. Their findings supported that if participants are educated on the adverse impacts of counterfeiting, it may change their future purchase intentions. From the results, it was determined that many consumers are uneducated on the subject of counterfeiting, and with substantial knowledge of the subject came a greater desire to purchase the genuine products. In terms of improving the counterfeit pandemic, Marcketti and Shelley (2009) stated that "educational programming that provides relevant facts regarding the negative outcomes of purchasing counterfeit apparel goods may influence consumer buying intentions" (p. 335).

Economic Luxury and Counterfeit

The luxury designer brand market is growing at an increasingly rapid rate. From an economic point of view, Veblen's (1934) theory of conspicuous consumption exists, and it relates to luxury designer brands/products. Veblen (1934) acknowledged that luxury designer goods are of value, due to their high price, high quality, and low utility. During 2012, consumption of luxury goods worldwide was estimated at $450 billion dollars per year (Verdict Research Co., 2007)**.**

Counterfeiting is a growing problem, and according the International Chamber of Commerce (2017), the global economic value of counterfeiting could reach $2.3 trillion U.S. by 2022. Cademan, Henriksson, & Nyqvist (2012) stated that "there are different types of counterfeit products and depending on their character different laws regulates the market. The most common violation is counterfeiters' crime against companies' trademarks" (p. 1)

Some researchers view counterfeits as theft, intending to deceive the consumer. They are driven by huge profits and markups and are relatively easy to purchase. Researchers generally assume that counterfeit goods are hidden competitors for original luxury brands; therefore, they hypothesize only negative effects on the original brands. Counterfeiting has become pandemic and accounted for an estimated $512 billion, or seven percent of global trade in 2007 (Burnside, 2018). U.S. Customs and Border Protection and U.S. Immigration and Customs Enforcement seized 34,143 counterfeit goods in 2017 (U.S. Customs and Border Protection, 2018). Intellectual Property Rights (IPR) seizures increased by eight percent from 2016 to 2017 (U.S. Customs and Border Protection, 2018). Apparel and accessories had the highest number of IPR seizures in the merchandise category, resulting in approximately 15% of all IPR seizures in the fiscal year of 2017 (U.S. Customs and Border Protection, 2018). Commuri (2009) estimates that counterfeiting and illegal trade offset the sales of genuine items by between $15 billion and $50 billion annually.

Materials and Methods

Method Design and Purpose

The purpose of this pilot study was to gain a better understanding of consumers' awareness and perceptions of luxury counterfeits. This study was a non-experimental, quantitative design. A 10-question online survey was created using Qualtrics to evaluate

students' awareness of counterfeit luxury goods (Appendix A). Institutional Review Board (IRB) approval was obtained for protocol number 1902177267 (Appendix B). The survey instrument collected data on demographics and two additional factors: experiences and perceptions regarding luxury counterfeit products. The demographic information collected included age, gender, household income, ethnicity, and academic major or area of study. Part one of the survey gathered knowledge of the participants' prior exposure to and awareness of luxury counterfeits. The second part of the survey collected the participants' demographics. To analyze the data, participants' awareness and perceptions of luxury counterfeits were reported as descriptive statistics.

Subject Selection

A convenience sample of college students who attend a major Mid-southern university was used. The sampling frame was developed using specific demographics and psychographics that are most suitable for the questionnaire. This population is appropriate for the study because the ages of the participants are in the specific age range for high luxury counterfeit abuse. Young adults in college are among the most likely to abuse the law and purchase luxury counterfeits (Bloch, Bush, & Campbell, 1993).

The sample size was 57 respondents. Eligible participants were individuals who were at least 18 years of age, with Internet access. All responses were kept confidential to the extent allowed by law and university policy, and the participants' identities were protected for all published work. Participants had the option to opt out of the study.

Results

In total, 57 questionnaires were completed and all data were determined to be useable. The questionnaire was distributed through internal e-mail at a Mid-southern university, and sent

to current undergraduate students. The questionnaire became available on March 27, 2019 and

closed on April 3, 2019.

The first part of the survey measured the subjects' prior exposure and awareness towards

luxury counterfeits. Of the respondents, 96.5% were familiar with luxury counterfeits and 3.5%

of respondents were not familiar with luxury counterfeits (Table 1). Out of the 57 respondents,

30 claimed to have purchased and/or owned a luxury counterfeit while 27 claimed to have never

purchased and/or owned a luxury counterfeit (Table 2). The product category with the highest

number of luxury counterfeits based on the respondents' answers was handbags. Eighteen

respondents claimed to have purchased and/or owned a luxury counterfeit handbag, six

respondents claimed to have purchased and/or owned luxury counterfeit sunglasses, and four

respondents claimed to have purchased and/or owned luxury counterfeit jewelry. One respondent

claimed to have purchased and/or owned a luxury counterfeit belt while another respondent

claimed to have purchased and/or owned luxury counterfeit shoes. Lastly, one respondent

claimed to have purchased and/or owned a luxury counterfeit watch (Table 3). There were 51.8%

of respondents who claimed to have purchased and/or owned one to three luxury counterfeits,

44.6% of respondents had never purchased and/or owned a luxury counterfeit, 1.8% of

respondents had purchased and/or owned four to six luxury counterfeits, and 1.8% of

respondents had purchased and/or owned seven to nine luxury counterfeits (Table 4). The most

popular channel through which respondents preferred to shop for luxury counterfeits was street

vendors, (n=22) respondents. The second most preferred place to shop for luxury counterfeits

was through online shopping, (n=8) respondents. One respondent preferred a different type of

channel but did not specify (Table 5).

It is essential to analyze the demographic characteristics of the sample acquired from the personal survey method. This justifies the level of representativeness of the target population. The demographics included: age, gender, ethnicity, household income, and major.

Over 98% of respondents were between the ages of 18 and 24, and 1.8% of respondents were between the ages 41 and 55. This was not unexpected, as it can be assumed that the vast majority of university students are between the ages of 18 and 24 (Table 6).

For the gender group profile, 96.5% of the respondents were female and 3.5% of the respondents were male (Table 7). Of the 57 respondents, 89.5% were White or European, 5.3% were Black or African American, and 3.5% were Hispanic or Latino, and 1.8% of were two or more races (Table 8).

For income, 23.2% of respondents had an income of $0-24,999, 3.6% of respondents had an income of $25,000-49,999, 8.9% of respondents had an income of $50,000-74,999, 12.5% of respondents had an income of $75,000-99,999, 7.1% of respondents had an income of $100,000-149,999, 21.4% of respondents had an income of $200,000 or more, and 12.5% of respondents preferred not to answer (Table 9).

Of the 57 respondents, there were a total of 10 different university major fields of study represented. The areas of study included: Apparel Merchandising and Product Development, Accounting, Biology, Business, Kinesiology, Marketing, Nursing, Political Science, Psychology, and Supply Chain Management. Most respondents were Apparel Merchandising and Product Development majors, totaling 38 students. The remaining respondents' majors were as follows: six Biology majors, four Nursing majors, two Accounting majors, two Psychology majors, one Business major, one Marketing major, one Political Science major, one Supply Chain Management major, and one Kinesiology major.

The results of this thesis could support that consumers who are aware of the implications of luxury counterfeits may purchase fewer of these products. Due to the fact that most of the respondents stated that they had purchased and/or owned a luxury counterfeit, further study is indicated utilizing a larger audience. When examining the correlation between the male respondents and female respondents, no conclusion could be reported due to a low number of male participants.

Conclusions, Implications, and Discussion

The results indicate that consumers are aware of and may still intend to purchase luxury counterfeits. It has been concluded that consumers' perceptions of luxury counterfeits impact their purchase intentions. It may also be concluded that Apparel Merchandising and Product Development students have the most adequate understanding of luxury counterfeits.

Of the 38 Apparel Merchandising and Product Development respondents, 17 (44.7%) reported that they had purchased and/or owned a luxury counterfeit, while 21 (55.3%) reported that they had not. Of all the other majors, 15 respondents (78.9%) reported that they have purchased and/or owned a luxury counterfeit, while 4 (21.1%) reported they had not. Therefore, this pilot study could indicate that educating consumers on the negative impacts of luxury counterfeits has a positive impact on the luxury industry.

Limitations of this study are the participants' honesty, the sample size, and the consumers' perceptions of different luxury brands and their counterfeit garments. The results of the data indicate that further research is necessary to determine if the same results can be replicated with a larger number of respondents. If similar results are found, this research could support an increase in counterfeiting education, reducing the problem and financially benefiting luxury brands.

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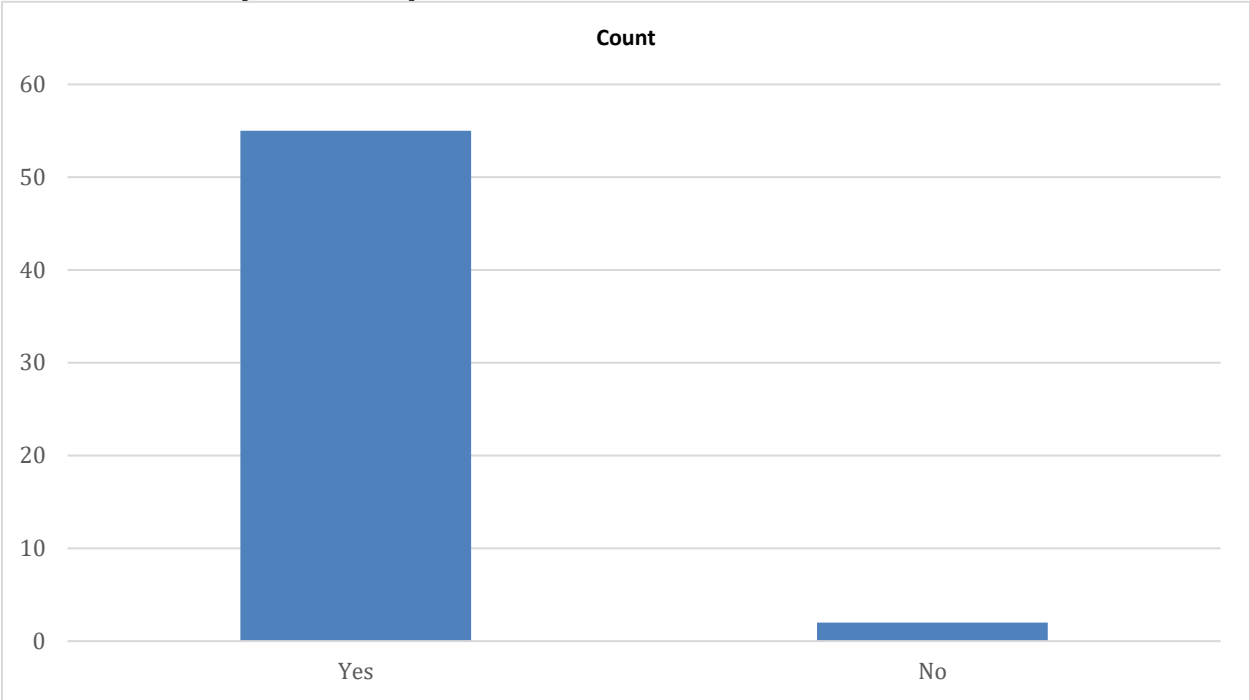
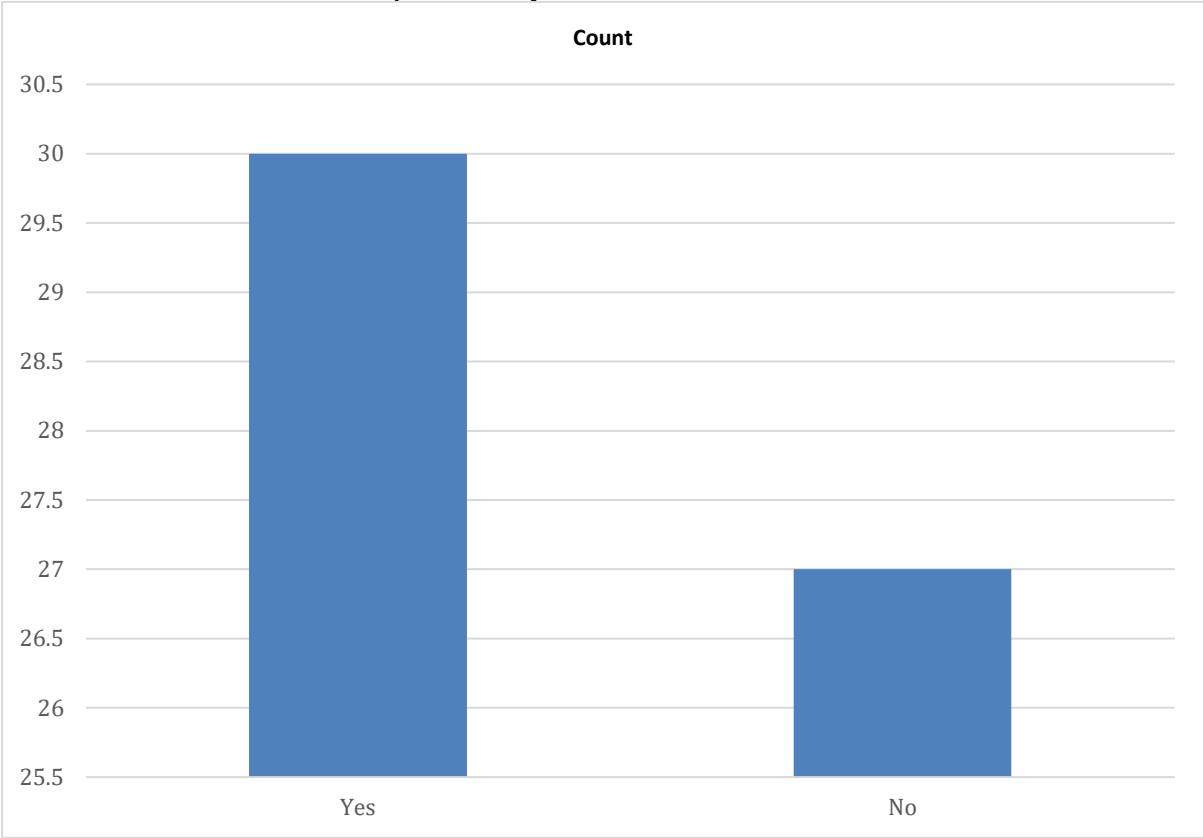Table 1. Familiarity with Luxury Counterfeits.

Table 2. Counterfeit Ownership of Luxury Products.

Table 3. Ownership of Specific Luxury Counterfeit Categories.
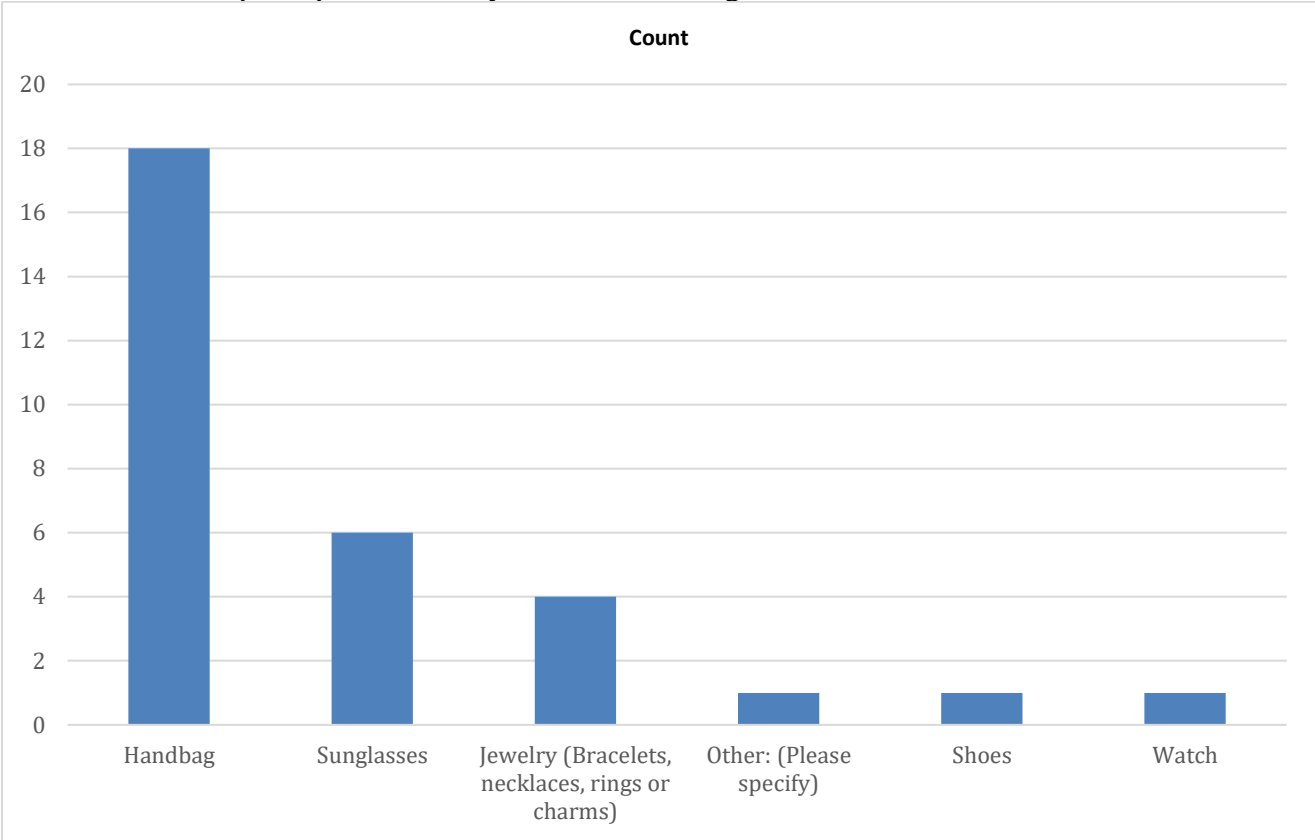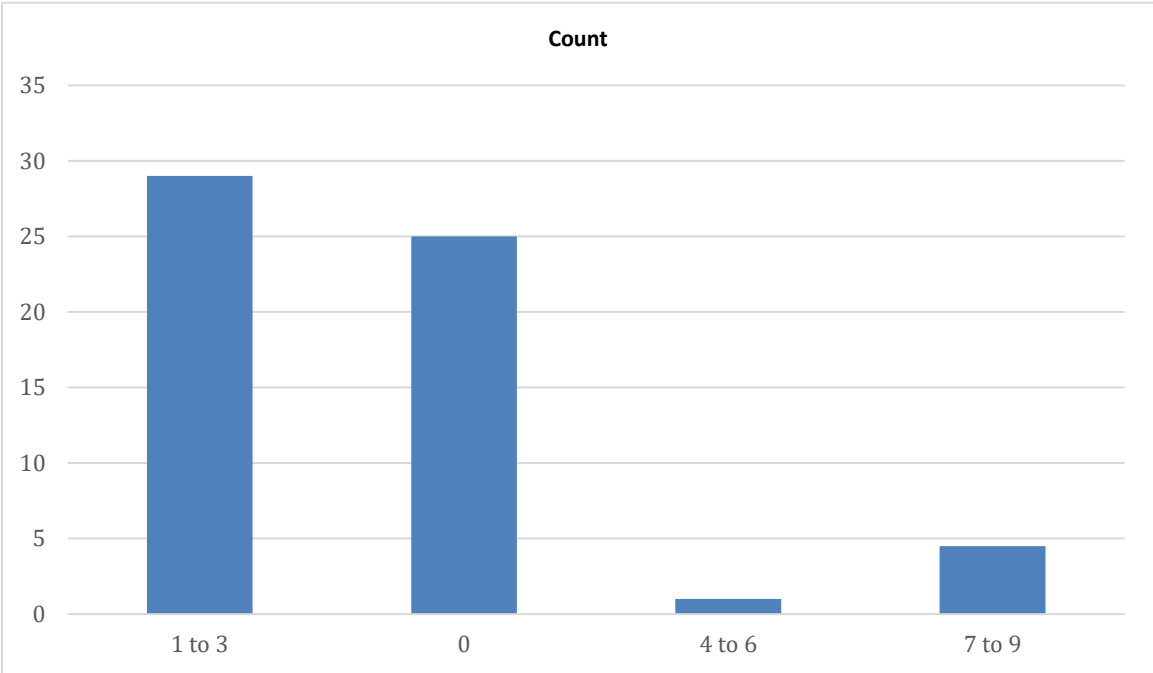
Table 4. Number of Luxury Counterfeits Owned.

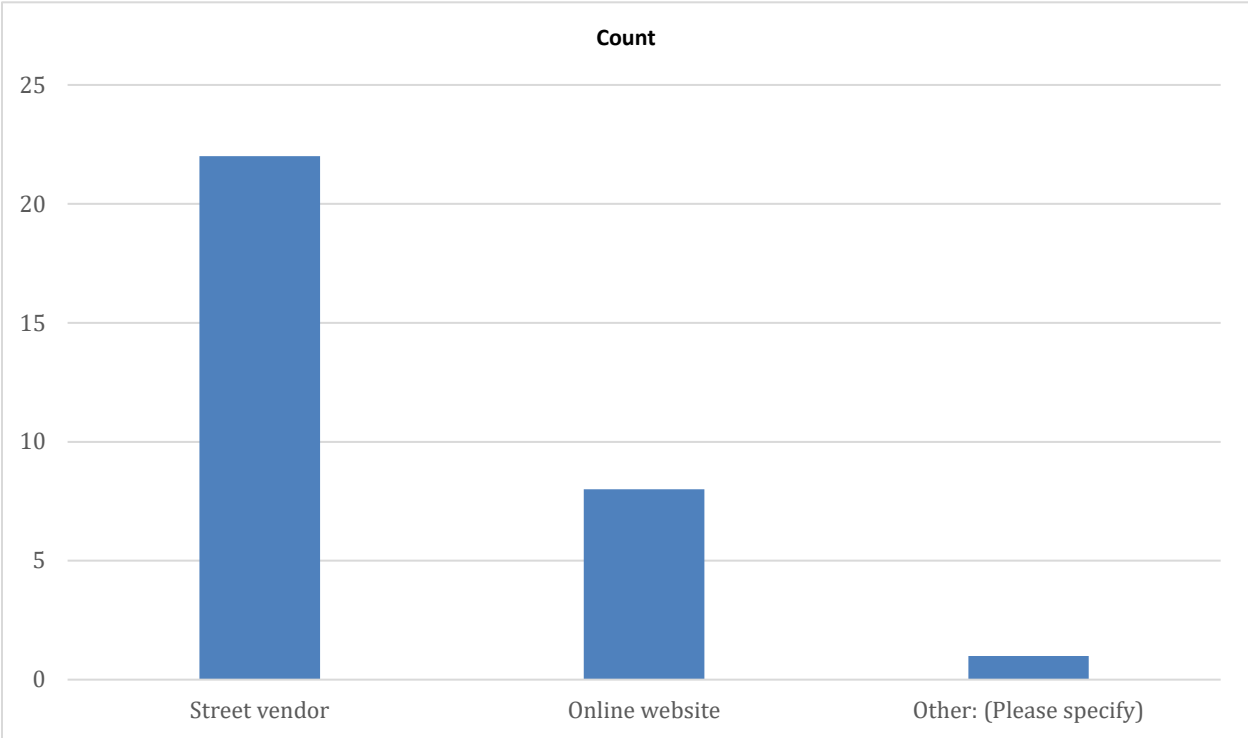Table 5. Specified Purchasing Channel for Luxury Counterfeits.

Table 6. Age.

Count

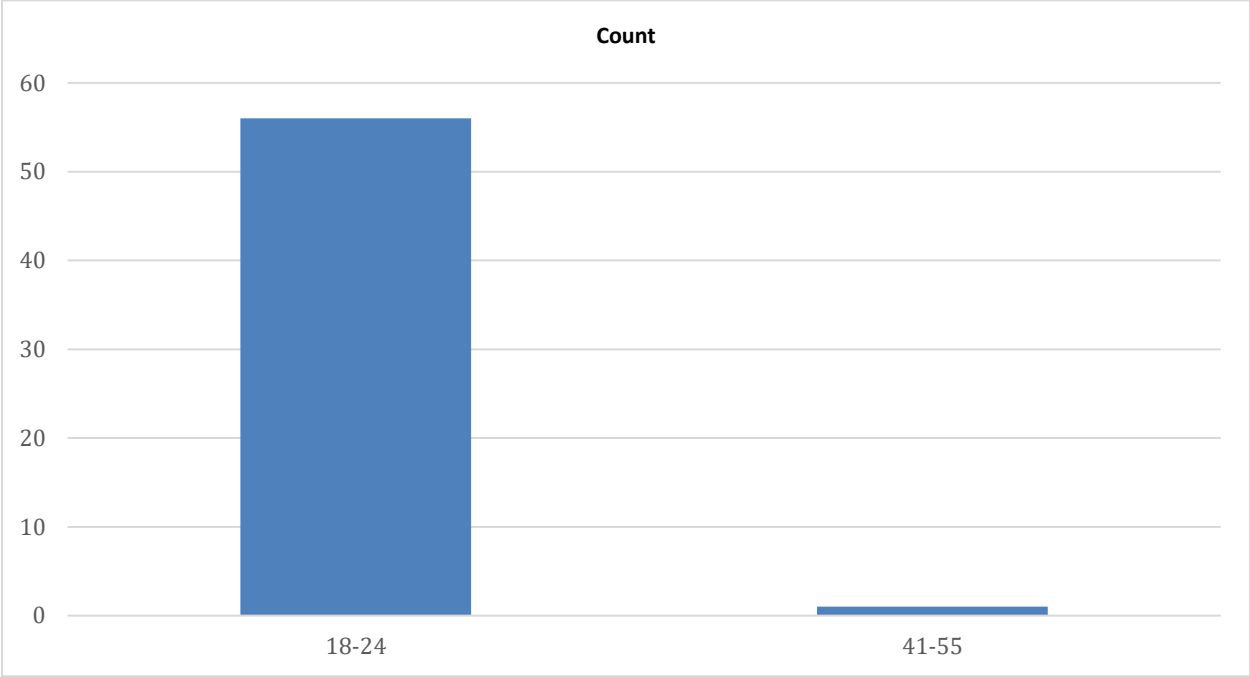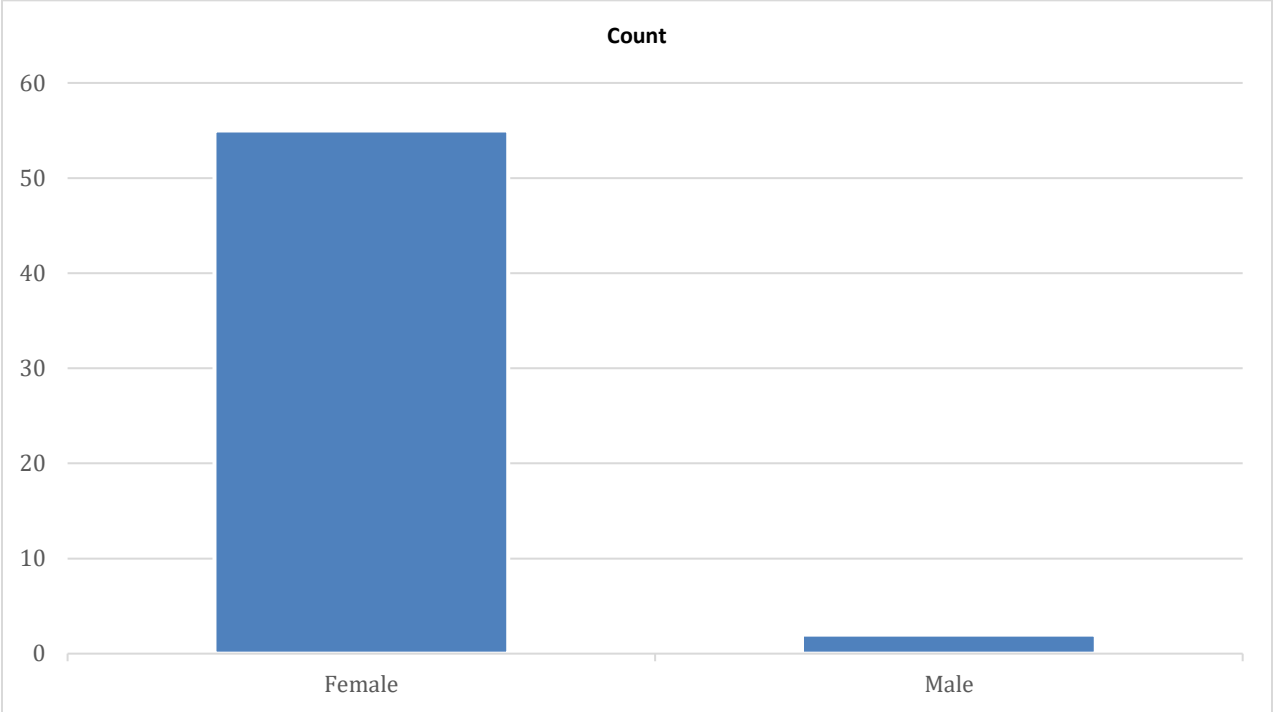|		
60		
50		
40		
30		
20		
10		
0	18-24	41-55

Table 7. Gender.

Table 8. Ethnicity.
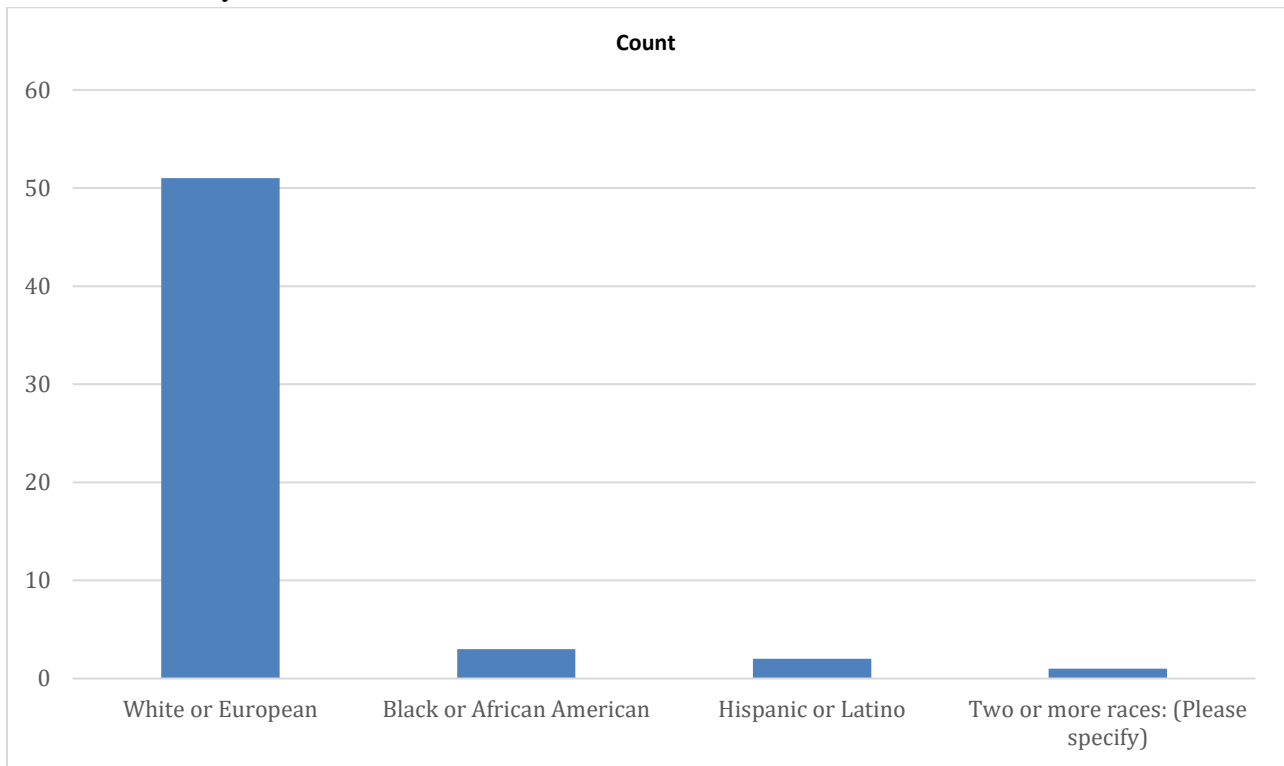
Table 9. Household Income.

Table 10. Major of Study.

Count

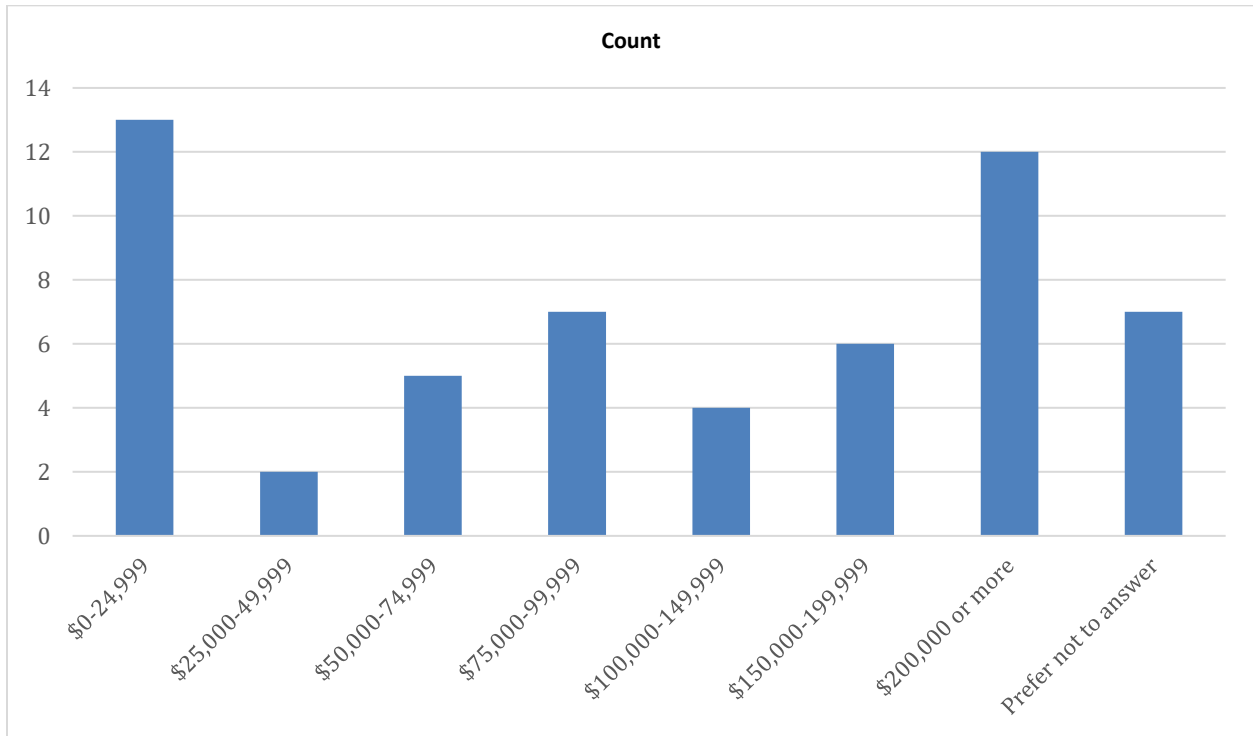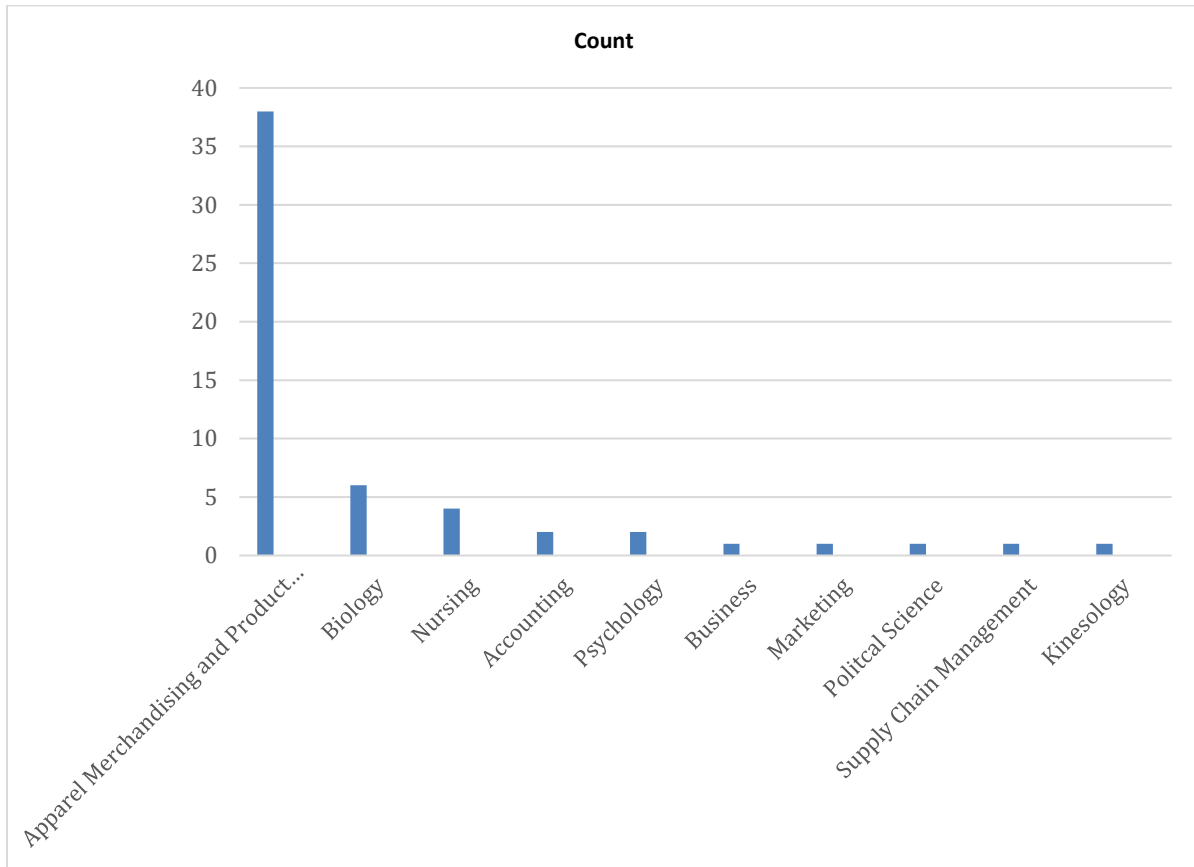| Major	Count
Apparel Merchandising and Product...	38
Biology	6
Nursing	4
Accounting	2
Psychology	2
Business	1
Marketing	1
Politcal Science	1
Supply Chain Management	1
Kinesology	1

Appendices

Appendix A. Survey

Consumer's Awareness and Perceptions on Luxury Counterfeits

Start of Block: Default Question Block

Q1 The purpose of this study is to understand consumers' perceptions and awareness on luxury counterfeits. Counterfeit products are defined as identical or similar copies of trademarked goods that are offered in the marketplace in order to take advantage of the benefits generated by the specific branded products (Grossman & Sapiro, 1988).
Part I. Please think of all your experiences and opinions about luxury counterfeit products for a few seconds before looking at the questionnaire. Please provide your answers below that best describes your opinion for each question.
Experiences and Opinions about Luxury Counterfeit Products: Are you aware of or familiar with luxury counterfeit products?

○ Yes (1)

○ No (2)

Q2 Have you ever purchased and/or owned a luxury counterfeit product?

○ Yes (1)

○ No (2)

Q3 If you have ever purchased and/or owned a luxury counterfeit product, please select the product category. If not, please select "not applicable".

○ Apparel (1)

○ Handbag (2)

○ Jewelry (Bracelets, necklaces, rings or charms) (3)

○ Shoes (4)

○ Sunglasses (5)

○ Watch (6)

○ Other: (Please specify) (7) _____

○ Not applicable (8)

Q4 Please indicate how many luxury counterfeit products you have purchased or owned.

○ 0 (1)

○ 1-3 (2)

○ 4-6 (3)

○ 7-9 (4)

○ 10+ (5)

Q5 Which of the following channels do you most prefer when shopping for luxury counterfeit products? Please select one. If you have never purchased one, please select "not applicable".

○ Online website (1)

○ Street vendor (2)

○ Other: (Please specify) (3) _____

○ Not applicable (4)

Q6 Part II. The questions below ask about your general background information. Please provide your answers below.
What is your age?

○ 18-24 (1)

○ 25-40 (2)

○ 41-55 (3)

○ 56 or older (4)

Q7 What is your gender?

○ Male (1)

○ Female (2)

○ Other (3)

Q8 What is your ethnicity?

○ Asian (1)

○ Asian American (2)

○ Black or African American (3)

○ Hispanic or Latino (4)

○ Native American (5)

○ Native Hawaiian or Pacific Islander (6)

○ White or European (7)

○ Two or more races: (Please specify) (8) _____

○ Other: (Please specify) (9) _____

○ Prefer not to answer (10

Q9 What is your household income level?

○ $0-24,999 (1)

○ $25,000-49,999 (2)

○ $50,000-74,999 (3)

○ $75,000-99,999 (4)

○ $100,000-149,999 (5)

○ $150,000-199,999 (6)

○ $200,000 or more (7)

○ Prefer not to answer (8)

Q10 What is your major field of study?

_____

Appendix B. Initial Review Board Approval.

UNIVERSITY OF ARKANSAS

To:	Murphy B. Aycock
From:	Douglas James Adams, Chair IRB Committee
Date:	03/25/2019
Action:	**Exemption Granted**
Action Date:	03/25/2019
Protocol #:	1902177267
Study Title:	Consumers' Awareness and Perceptions on Luxury Counterfeits

The above-referenced protocol has been determined to be exempt.

If you wish to make any modifications in the approved protocol that may affect the level of risk to your participants, you must seek approval prior to implementing those changes. All modifications must provide sufficient detail to assess the impact of the change.

If you have any questions or need any assistance from the IRB, please contact the IRB Coordinator at 109 MLKG Building, 5-2208, or irb@uark.edu.

cc: Stephanie Kay Hubert, Investigator