

Discussing about Ethical Issues from the Consumers' Perspective

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Abstract: Counterfeiting, which not only infringes on the intellectual property rights of the original creators and causes financial losses, but also causes huge social costs and affects the economic development. However, there are always brand-name counterfeit goods on the product market. The aims of this study would to understand perception of the ethics of counterfeit purchaser, and then to explore the relationship between the month income of these purchaser and their percept ethics. The analysis results of questionnaires present the older had a positive ethics concept to face to the counterfeit than the younger's. And the test result indicated that the some related try out product items, had a significant difference between the interviews' perception.

Keywords: counterfeit, ethics concept.

INTRODUCTIN

Counterfeits are defined as packages, logos, and copies of legal goods [1]. Counterfeiters make duplication technology upgrade, with advances in technology, can create counterfeit goods, it is difficult lend to consumers to distinguish authenticity. To prevent counterfeiting, many studies have proposed motivational and ethical implications for the purchase of luxury goods or research on the supply of counterfeit goods [2,3].

Consumer-related ethical issues focus on possible misconduct in consumer spending [4]. Muncy and Vitell [5] define consumer ethics as the rules, standards, or principles that consumers use to direct their individual or group actions when acquiring, using and disposing of products or services. Many scholars believe that consumer ethics and beliefs can be divided into four factors: actively benefiting from illegal activity, passively benefiting from questionable activities, actively benefiting from legal but questionable practices, and no harm/no foul activities [5,6].

Al-Khatib *et al.* [7] studied CEE consumers in Saudi Arabia, Oman, Kuwait, Egypt and other countries, that found that there were different opinions on the ethical beliefs of consumers in these study area. When consumers buy goods or services, they encounter situations where there is a violation of ethics, then their choices feel trapped in difficult [8]. Rallapalli [9] argues that, the ethical beliefs and personality traits of consumers influence individual decisions. Chan *et al.* [10] point out that the key factor for consumers engaging in unethical behavior may be due to the decline of ethical standards. Although consumers know that the goods they buy are counterfeit, Wee *et al.* [11] found that when consumers find counterfeit goods that are similar in properties to well-known brands, they are highly likely to choose counterfeit goods. Because

counterfeit boutiques retain the symbolic meaning represented by the original brand, they also satisfy consumers' demands for demonstrating their achievements and status [12].

Research by Tom *et al.* [13] shows that, consumers of counterfeit goods and genuine consumers belong to different consumer groups and consumers who purchase counterfeit products do not seem to be buying genuine products.

The consumer ethics scale developed by Muncy and Vitell [5], that is a measure of the consumer's ethical beliefs about problem behavior. The findings shown that ethical beliefs of different consumers have significant differences in their behavior in buying counterfeit goods. Many studies have also found that the higher the consumer's ethical beliefs, the less likely they are to buy counterfeit goods [14, 15].

ANALYSIS RESULTS

Description Statistical

The effective recover questionnaires were 428 copies. The respondents they think the ethical issues items, general, the more monthly income had higher agreement level than the lowers (Table 1). For the monthly income $\leq 15,000$ group, the respondents most agree items was "Some people may lied lost items

stolen to claim compensation", following were "In the supermarket, you drank a can of soft drinks did not checkout", "When shopping, some people swap labels for high-priced items to lower ones", and "When you checkout, you find the clerk to find more change and you silent". "In the supermarket, you drank a can of soft drinks did not checkout" was the monthly income

15,001-30,000 group most agree item, following were "Some people may lied lost items stolen to claim compensation", "When shopping, some people swap labels for high-priced items to lower ones", and "When you checkout, you find the clerk to find more change and you silent".

Table-1: Different monthly income groups perception the ethical issues items

Do you think such behavior is contrary to ethics?	≤15,000 n=274		15,001-30,000 n=87		30,001-45,000 n=38		≥45,001 n=29	
	average	rank	average	rank	average	rank	average	rank
1. In the supermarket, you drank a can of soft drinks did not checkout.	4.08	2	4.02	1	4.08	4	4.34	2
2. Some people may lied lost items stolen to claim compensation.	4.06	1	3.92	2	4.11	3	4.45	1
3. When shopping, some people swap labels for high-priced items to lower ones.	4.01	3	3.92	3	4.13	2	4.34	3
4. When you checkout, you find the clerk to find more change and you silent.	3.86	4	3.85	4	4.26	1	4.31	4
5. The clerk misjudges your age, and you remain silent, did not correct him, and get product or service a more favorable price.	3.56	8	3.49	9	4.03	5	3.93	8
6. You found that there was an extra unknowing amount in your account but did not take the initiative to ask about the source of the money.	3.80	5	3.79	5	4.03	6	4.14	5
7. You deliberately use expired coupons to shopping.	3.79	6	3.68	6	3.97	7	4.07	6
8. When buying a ticket, you will deliberately tell the age to get a discount.	3.66	7	3.52	8	3.87	8	3.97	7
9. You will record the broadcast of the song, but will not go to buy this song album.	3.36	10	3.47	10	3.61	9	3.38	10
10. After you usually shop, you use the item during the trial period, and then return it without purchasing it.	3.34	9	3.55	7	3.45	10	3.48	9
11. You are only willing to try the free computer game software, do have not intention to buy it.	2.85	11	3.26	11	3.03	11	2.52	11
12. You only want free to read book on the bookstore, but will not buy it.	2.68	12	2.89	12	2.87	12	2.31	12

The monthly income 30,001-45,000 group most agree item was "When you checkout, you find the clerk to find more change and you silent", the following items were "When shopping, some people swap labels for high-priced items to lower ones", "Some people may lied lost items stolen to claim compensation", and "In the supermarket, you drank a can of soft drinks did not checkout". Item "Some people may lied lost items stolen to claim compensation" was the most agree by the monthly income ≥45,001 group, the following items were "In the supermarket, you drank a can of soft

drinks did not checkout", "When shopping, some people swap labels for high-priced items to lower ones", and "When you checkout, you find the clerk to find more change and you silent".

Of all items, the respondents were most lower agree item was "You only want free to read book on the bookstore, but will not buy it".

ANOVA Test Analysis

Table-2: The relationship whether significant on the different monthly income groups perception the ethical issues items

Do you think such behavior is contrary to ethics?	F test	p value
1. In the supermarket, you drank a can of soft drinks did not checkout.	0.710	0.547
2. Some people may lied lost items stolen to claim compensation.	1.957	0.120
3. When shopping, some people swap labels for high-priced items to lower ones.	1.296	0.275
4. <i>When you checkout, you find the clerk to find more change and you silent.</i>	3.759*	0.011
5. <i>The clerk misjudges your age, and you remain silent, did not correct him, and get product or service a more favorable price.</i>	3.933*	0.009
6. You found that there was an extra unknowing amount in your account but did not take the initiative to ask about the source of the money.	1.387	0.246
7. You deliberately use expired coupons to shopping.	1.406	0.240
8. When buying a ticket, you will deliberately tell the age to get a discount.	1.789	0.148
9. You will record the broadcast of the song, but will not go to buy this song album.	0.725	0.537
10. After you usually shop, you use the item during the trial period, and then return it without purchasing it.	0.889	0.447
11. <i>You are only willing to try the free computer game software, do not have intention to buy it.</i>	4.796*	0.003
12. You only want free to read book on the bookstore, but will not buy it.	2.547	0.055

According to the Table 2 results shown that, the different monthly income groups with the three items the relationship had significant difference. Three are "*When you checkout, you find the clerk to find more change and you silent*" ($p=0.011$), "*The clerk misjudges your age, and you remain silent, did not correct him, and get product or service a more favorable price*" ($p=0.009$), and "*You are only willing to try the free computer game software, do not have intention to buy it*".

CONCLUSION AND SUGGESTION

This study is research the consumer perception on the ethical issues. The older group interviews general percept the ethical items had present the higher agreement than the younger group. The indicated that the older consumer had a ethical concept, but the younger still accept the related ethical issue education, such piracy, infringement. The relevance ethical issues must through the way of teaching on school, that lent the younger can build the view comply with the social ethical.

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