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Moral Compass: Impact of Spirituality and Religiosity on Counterfeit Purchase in Emerging Economies

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Research Profile:

<https://scholar.google.com/citations?user=SJxi4cwAAAAJ&hl=en&oi=ao>

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Research Background

- Substantial Growth of the Luxury Market
- Use of **counterfeit products** can pose significant challenges for both genuine brands and consumers.
- increasingly prevalent among **BOP consumers** as a strategy to maintain social status despite financial limitations.
- **Research Gap:** This research investigates the critical factors driving counterfeit purchasing intentions, specifically examining how **religiosity, spirituality, and moral ethics** influence consumer behavior in India's BOP market, where religious values hold profound cultural significance.



Research Objectives

- To identify that religious belief may impact consumers and lower their purchase intention towards counterfeit products
- To investigate that spirituality may impact consumers and lower their purchase intention towards counterfeit products
- To identify the importance of ethical beliefs in counterfeit purchases



Theoretical Framework

- Theory of Planned Behaviour
- Moral Intensity Theory
- Cognitive Dissonance Theory
- Social Identity Theory
- Deontological vs Utilitarianism Theory of Ethics



Research Methodology

- **Research Design:** Quantitative Study
- **Sampling type:** Convenience Sampling
- **Sample size:** 219 Respondents
- **Industry:** Luxury Market
- **Instrument:** Structured Survey (5-point Likert Scale)
- **Analysis:** Two-stage SEM-ANN analysis
- **Reliability:** Cronbach's Alpha; Composite Reliability (CR); Indicator Reliability
- **Validity:** Convergent, Content, Discriminant, Criterion, Common Method Bias



Key Findings

- Religiosity is found to influence the purchase of counterfeit products.
- spirituality in reducing willingness to buy counterfeit products
- Ethical Values do influence the consumers' intention to buy counterfeit products.



Academic Contribution

- Collaborate with religious organizations to frame authentic purchases as alignment with dharma
- Design interventions appealing to spiritually inclined consumers through messaging emphasizing personal integrity, higher principles, and spiritual harmony.
- Launch education initiatives highlighting counterfeit consumption's broader consequences: labor exploitation in production, intellectual property theft harming innovation, and economic damage to legitimate businesses
- Partner with NGOs, religious institutions, and community leaders to create grassroots movements promoting authentic products.