

Changing mindsets from within the organization: An empirical examination of mindful consumption and counterfeiting

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Abstract

Purpose – To delve into a deeper understanding of purchase decision-making processes cultivated from within organizations, this paper aims to study a promising yet overlooked approach to the role of mindful attitudes in counterfeiting. For this purpose, this paper examines the novel construct of mindful consumption in a proposed model.

Design/methodology/approach – After a comprehensive literature review about mindful consumption and counterfeiting purchase intentions, 474 responses were collected through the Amazon Mechanical Turk platform. The data were analyzed by using SPSS and structural equation modelling (SEM).

Findings – The empirical results show that the introduction of mindful consumption indirectly affects peoples' counterfeiting purchasing intention mediated by consumers' attitudes towards counterfeiting. However, the direct relationship does not significantly affect such intention. These results reveal that an effect takes place only by purposely encouraging a mindful attitude.

Practical implications – This study offers insights for companies to design strategies driven to increase awareness about the negative effects and spillovers of counterfeiting purchase intentions as part of their organizational culture. It also provides a better understanding of the effectiveness of such strategies. Thus, given that the effect is shown through the mediation of attitudes, an impact on people's behaviour should be expected with a mid to long-term horizon.

Originality/value – By introducing the antecedent of mindful consumption, a more holistic approach to the restraint of counterfeiting purchase intentions is offered. This component constitutes a novel approach not addressed in past literature.

Keywords Counterfeiting, Mindful consumption, Organizational culture, Brand strategies.

Paper type Research paper

1. INTRODUCTION

Purchasing decisions are increasingly affected by more informed consumers who, mostly thanks to technology, can easily trace products information before an actual purchase. However, counterfeiting consumption practices remains, which represents a billion-dollar problem not only for brands but also for global economies. These practices impact a wide range of industries, from fashion to toys (Khan, Fazili, & Bashir, 2020). Counterfeiting consumption practices are defined as the wilful consumption of copies of original products. In such consumption, a violation of trademarks and a lack of consumer ethics might take place (García-Ruiz & Rodríguez-Lluesma, 2014). Although in the literature, the study of counterfeiting traces back to the decade of 1990 (see Samaddar & Menon, 2020 for a review), its research lacks clear guidelines for brands to counteract the constant growth of this unethical behaviour (Khan, Fazili, & Bashir, 2020).

Past literature has identified several factors that influence the surge of counterfeiting purchasing intentions (see Eisend & Schuchert-Güler, 2006 for a review). Based on these studies, a comprehensive approach is deemed important given that the counterfeiting's determinants, processes, and outcomes seem influenced by complex relationships (Deci & Ryan, 2000). Additionally, given the overemphasis on the study of motivational factors, there are also calls for socio-cognitive approaches where the interplay between cognitive, psychological, and motivational factors are better understood (Samaddar & Menon, 2021; Zaichkowsky, 2020).

In the study of these comprehensive determinants, two novel concepts, namely, counterfeiting proneness and mindful consumption are identified. Counterfeiting proneness is described as the "intrinsic characteristics of an individual that may prompt them to prefer, purchase, and use counterfeits over genuine products on a regular basis" (Sharma & Chan, 2011, p. 606). This concept is interpreted mostly as a utilitarian concept where mostly economic benefits are present. Complementing this extrinsic motivation to counterfeiting, mindful consumption, is introduced. Defined as a "temperance in acquisitive, repetitive and aspirational consumption at the behaviour level, ensuing from and reinforced by a mindset that reflects a sense of caring toward self, community, and nature" (Sheth, Sethia, & Srinivas, 2011, p.30), mindful consumption represents a more intrinsic and psychological approach.

To the researchers' knowledge, counterfeiting proneness as well as mindful consumption remain as novel concepts in the literature, particularly in the marketing domain (Flavián, Guinaliú, & Lu, 2020). Therefore, given the need for holistic approaches for the study of counterfeiting consumption practices, the introduction of these two concepts seems worth studying. In addition, the introduction of these novel concepts provides an answer to recent calls for an integrative view of individual attributes so that a holistic solution to this complex issue is offered (Khan, Fazili, & Bashir, 2021; Malik et al., 2020). Thus, in this study, an approach from individual traits that might counteract counterfeiting consumption by using two concepts still unexplored in the marketing literature is offered to fill these gaps.

For its study, an extended model grounded on the theory of planned behaviour TPB (Ajzen, 1991) was implemented. In this proposed model, the direct and indirect relationship of the mindful and counterfeiting trait with counterfeiting purchasing intentions is examined. To do so, responses of a sample collected through Amazon Mechanical Turk was analyzed through the implementation of a structural equation model technique (SEM).

In doing so, this analysis offers a threefold contribution. First, it offers a novel approach to the identification of determinants of counterfeiting consumption, that is, a mindful consumption trait. Secondly, it helps to inform about the effect of relationships with counterfeiting purchasing practices still unexplored. Lastly, in doing so, this study aims to contribute to addressing the challenges faced by individuals as well as organizations in pursuing the Agenda 2030. Particularly, a more responsible consumption and production (ODS:12).

As for the managerial implications of this study, in the examination of the relationship between a mindful consumption trait and counterfeiting intentions, this study sheds further light about future strategies to inform consumers so they become more aware of the consequences of such a negative behaviour as counterfeiting. Given the extraordinary effect of counterfeiting consumption in global economies, customized strategies targeting individual needs and motivations seem urgent.

The approach followed in this study also offers new avenues for future research. Thus, it encourages the implementation of mindfulness as a marketing technique so that organizations can more holistically design its sustainability efforts by attending not only the promotion of positive behaviours but also reducing maladaptive behaviours such as counterfeiting. Additionally, mindfulness is introduced as a component to consider in counterfeiting studies so that this field of research is further explored.

The paper is organized as follows. First, a literature review about the relationship between mindful consumption and counterfeiting consumption is offered. Based on this review, the conceptual framework of this study is developed to then discuss the methodology used for the empirical analysis. An explanation of main results followed by a discussion is offered. Lastly, main conclusions, theoretical and practical implications as well as the limitations and future research avenues are outlined.

2. THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Literature review and gaps

Mindful Consumption

From the second half of the twentieth century, more specifically in the sixties, mindfulness arrived in the West by the hand of the professor Jon Kabat-Zinn. Imported from India, this Buddhist practice was initially incorporated into the world of traditional medicine with the aim of reducing the stress levels of the American workers (Chu et al., 2018); although other sources suggest that mindfulness has its roots in Greek philosophy (Brown et al., 2007). One of the earliest definitions of the concept describes it as a way of “bringing one’s complete attention to the experiences occurring in the present moment, in a nonjudgmental or accepting way” (Baer et al., 2006; Kabat-Zinn, 2003).

In general terms the concept involves “attention and awareness” (Deikman, 1982; Hakan, Neal & Martin, 2017; Martin, 1997) with the aim of creating positive feelings in humans and increasing emotions related to empathy and care for ourselves, others and the environment (Johnson et al., 2009). In this regard, as Dhandra explains that people with a mindful attitude have a greater awareness of the present, are more perceptive and show feelings of affection and kindness towards themselves, but also towards the other (2019). Mindfulness can be developed through regular meditation practice and aims to increase positive qualities such as awareness, insight, wisdom, compassion and equanimity (Goldstein, 2002; Nawaz et al., 2021).

Although mindfulness has been spreading from the clinical field in recent decades, its arrival in the marketing world is relatively recent (Gupta et al., 2019). As Sheth, Sethia, & Srinivas (2011) argue, from clinical and psychology, it has moved into the realm of business organizations and eventually became a key part of consumer behavior studies, which makes it currently of strong interest to marketing scholars. According to these authors, this concept is not only limited to that branch that deals with the analysis of externalized consumer behavior but must also be understood as belonging to the territory of psychology applied to consumer behavior as it represents an inner state of consciousness prior to decision making. This decisive study establishes very precisely the nuances of this novel concept understood as a personality trait linked, on the one hand, to the psychological and, on the other, to the behavioral.

In this regard, Sharad Gupta and Harsh Verma (2019), following assert that it is temperance in different types of actions that is relevant to the study of consumer behavior, also considered from a double perspective. First, as a mindset linked to a sense of moderation and care, and second, as “a behavior associated with an ability to refrain from overconsumption in its different forms, namely, excessive, impulsive, or competitive buying” (Mahmud et al., 2019). That is, the conscious awareness of our forms of consumption as well as its consequences so that a mindful individual might possess the temperance to change negative consumption practices.

There is amount evidence of the benefits of mindfulness in consumption practices (see Thiermann & Sheate, 2021 for a review) given that it comprises a set of interrelated facets, namely acting with awareness, describing, acceptance, non-judgment and non-reactivity (Baer et al., 2006). As a result, it is posited to provide a triple benefit, to the individual, society and nature (Dhandra, 2019). However, even though it is seen as a promising tool for effective behaviour

change, its implementation for such a challenging issue as counterfeiting consumption have not yet been explored. Moreover, as for the researchers' knowledge, mindfulness remains a novel concept in the marketing literature (Flavián, Guinaliu, & Lu, 2020). "Interestingly, while a mindful disposition has been recognized as crucial to shaping individual behavior, empirical research on the link between mindful consumption and mindfulness seems missing" (Bahl et al., 2016). A gap that has also been identified by other authors (Samaddar & Menon, 2020).

Counterfeiting proneness

In recent decades, the counterfeit market has become a strong threat to brands (Green & Smith, 2002; Yoo & Lee, 2009) in whatever the product category offered (Wiedmann, Hennigs & Klarmann, 2012) to the point that is considered as a significant worldwide economic problem (Elsantil & Hamza, 2021). The penalty for producing counterfeit products varies from country to country, and the profile of those who consume non-deceptive counterfeit goods (Nia & Zaichkowsky, 2000) goes beyond their financial status (Pérez, Castaño & Quintanilla 2010).

At the same time, it is a business less risky and more profitable than drug trafficking (Penz & Stottinger, 2012), which explains why it is a widespread practice.

The concept of non-deceptive counterfeit purchasing was mainly conceptualized between 1994-2000 (Samaddar & Menon, 2019, p. 9). In its study, some determinants have been analyzed. Thus, whereas psychological traits like 'attitude towards counterfeiting' on purchase intention were not a significant influence, for some researcher ethical beliefs directly affect purchase intention of counterfeit products (Chan et al., 1998). Later, attitude emerged as a dependent variable that directly affects the intention of buying counterfeits. For example, prior purchase experiences and integrity were considered cross-cultural aspects that influence attitude toward counterfeiting (Augusto de Matos et al., 2007, Penz et al., 2008 & Veloutsou and Bian, 2008). More recently, a very important antecedent factor is put into value, counterfeit proneness (Sharma & Chan, 2011). This factor is described as that inner characteristic of a person drawn to buy and use counterfeits over genuine products (Sharma & Chan, 2011). This concept is seen as a motivational factor shaped from an individual trait that might shift individual attitudes towards counterfeiting buying intentions.

As per theoretical framework to best study purchase intentions towards counterfeiting, two theoretical models about counterfeiting are commonly found in the literature: Theory of Reasoned Action (TRA: Fishbein, & Ajzen, 1975; Ajzen & Fishbein, 1980) and Theory of Planned Behaviour (TPB). TRA aims to explain the linkage between attitude and behavior (Ajzen & Fishbein 1977), its main purpose is to predict how an individual behaves by analyzing their basic motivations. On the other hand, TPB model is very useful to predict and describe behavior through a bunch of different domains. Following the TPB model, purchase behavior is influenced by purchase intention, which is, in turn, governed by subjective norms, perceived behavioral control, and attitude (Ajzen, 1991). Being here where we place mindful consumption, as that variable that presumably affect purchase behavior (Samaddar & Menon, 2020).

Based on traditional models, it is assumed that a purchase intention is a direct antecedent of actual behaviour. In turn, this intention is preceded by motivational factors such as a certain attitude towards the behaviour along with other factors that might influence the adoption of a specific behaviour such as subjective norms and other non-motivational factors such as perceived behavioural control.

Although the explanatory power of the TPB model has been extensively validated (Sniehoffa, Presseau, & Araújo-Soares, 2014), it has also received some criticisms. One of the most common drawbacks refer to the lack of importance of individual or internal factors which could potentially strengthen its predictive validity (see Armitage & Conner, 2001 for a meta-analysis). This is particularly relevant in the case of counterfeiting behaviours given the critical role of individual traits either from an ethical (Wagner & Sanders, 2001) or a socio-psychological perspective (Wilcox, Kim, & Sen, 2009).

To address the TPB's limitations, extended models have been proposed. The introduction of new components to the TPB model not only is it welcomed by its author (Ajzen, 2015) but also quite common in the literature to ensure a proper adaption to specific behaviours domains. Relative to this study, undesirable behaviours such as impulsive buying (Seo, Jung, Sng, & Park,

2019) or deceptive counterfeiting such as the purchase of pirated products (Liao, Lin, & Liu, 2010) have already been tested. Results showed an increase on the variance explained by extended TPB models, which proves that its predictive validity is optimized.

This research introduces two individual variables, namely, two individual traits: a mindfulness consumption component (MC) and counterfeiting proneness (CP). While acknowledging that previous literature has tested the influence of a mindfulness trait (MAAT) in explaining consumer behaviours (see Thiermann & Sheate, 2021 for a review), its influence on counterfeiting consumption behaviours is seen as a gap in the marketing literature (Flavián, Guinaliu, & Lu, 2020). This gap will be addressed by incorporating MC to the model. As for counterfeiting proneness (CP), (Sharma & Chan, 2011), although a scale for its conceptualization has been validated and its differences with an attitude towards counterfeiting (ATC) are emphasized, its application in empirical studies seems insufficient (Sharma et al., 2022).

Hypothesis development

To address the main purpose of this research, that is, the examination of the relationship of these individual traits, MC and CP, with purchase intention towards counterfeiting (PIC), the line of reasoning of the hypotheses for this study is offered next.

Attitudes towards counterfeiting and Mindful Consumption

Based on past literature, findings about the role of attitudes toward the purchase of counterfeiting products seems inconsistent. Whereas some studies show a positive role of attitudes on PIC or actual counterfeiting purchase behaviour (Teah, Phau, & Huang, 2015), in more recent studies, either there is no effect in intentions or in behaviours (Davidson, Nepomuceno, & Laroche, 2017). This is partly explained by motivational factors such as the constant search for newness or the urge to possess certain products which leads to study behavioural components such as materialism (see Trinh & Phau, 2012 for a review).

These mixed findings point to the fact that the mechanisms that shape counterfeiting intentions and behaviours are multiple and complex which requires further exploration of its attitudinal component. In this, attitudes should also be examined attending to their multiple facets, such as their psychological and utilitarian motivations (Sharma & Chan, 2016). To address these calls, in this study, the role of attitudes towards counterfeiting is examined through the lens of mindful consumption. A component that allows a socio-psychological perspective along with a cognitive view. Additionally, the tendency to buy counterfeits from a more utilitarian approach it is also addressed by the introduction of counterfeiting proneness to the model, so that a comparison of its influence it is better assessed.

It should be noted that consumers knowingly buy counterfeiting goods. More notably, for some consumers counterfeiting consumption is not seen as unethical (Elsantil & Hamza, 2021). These attitudes are the result of extrinsic and intrinsic motivations among other aspects. From an individual perspective, a deeper awareness of negative consequences and spillover effects are found important (Kim & Karpova, 2009). In the concept of mindful consumption, these component of awareness as well as behaviour are comprised which could greatly benefit a change on attitudes towards counterfeiting (ATC). However, even after recent calls of the potential influence of mindful consumption and counterfeiting this relationship has not yet been examined (Samaddar & Menon, 2020). In this examination, the influence of mindful consumption in the enhancement of awareness to shift from counterfeiting purchases is particularly emphasized.

In examining the influence of MC on ATC, it should be expected that, whereas there is a positive direct influence of MC in attitudes as a result of greater awareness of these negative behaviours, the impact on the purchase of counterfeits will be negative. That is, greater mindful consumption would lead to a reduction of the purchasing of counterfeiting goods thanks to a change of individual attitude against these types of behaviours. In contrast, when a strong attitude towards the purchase of counterfeits is present, this effect will not have a result. To this aim, the following hypothesis are proposed.

Hypothesis 1 (H1): Mindful consumption (MC) will have a positive direct impact on attitudes toward counterfeiting (ATC).

Hypothesis 2 (H2): Mindful consumption (MC) will have a negative indirect impact on counterfeiting purchasing intentions mediated by attitudes toward counterfeiting (ATC).

Hypothesis 3 (H3): Mindful consumption (MC) will have a positive direct impact on counterfeiting proneness (CP). However, this effect will not be sufficient for a change on counterfeiting purchasing intentions (PIC).

Counterfeiting purchasing intentions and Mindful Consumption

Given the constant growth of counterfeiting consumption, it seems unlikely to expect short term results on the change of this behaviour. Strategies to address a sustainable shift on this established mode of consumption should be carefully considered. To address this challenge, it is necessary to theoretically and empirically analysed alternative constituencies of behaviours. To this aim, the examination of a multifaceted component such a mindful consumption deserves an attention. The enhancement of mindful consumption attitudes has proved to benefit unethical and maladaptive behaviours in some other domains. In reinforcing awareness and intrinsic values, it is hypothesized that a mindful attitude might have the potential to change unhealthy behaviours or impulsive buying behaviours (see Thiermann & Sheate, 2021 for a review). While some positive influences have been found for these behaviours (Park & Dhandra, 2017), inconclusive findings suggest that there is a distal relationship between mindfulness and actual behaviours. As per this study, the exploration of the direct link between MC and PTC has not yet been addressed which seems worth examining. Therefore, the following hypothesis that complements this study is proposed.

Hypothesis 4 (H4): Mindful consumption (MC) will have a negative direct impact on counterfeiting purchasing intentions (PIC).

By responding to the interrelations of all these components that extend traditional TPB models, this study gives response to previous studies that call for the analysis of the interactions and combined effect of alternative behaviour antecedents in terms of counterfeiting. In doing so, the results offered here will add further knowledge to the mixed findings obtained in previous research.

3. METHOD

3.1. Hypotheses

First, the hypotheses under study are proposed. The conceptual model illustrating the hypotheses is outlined in Figure 1.

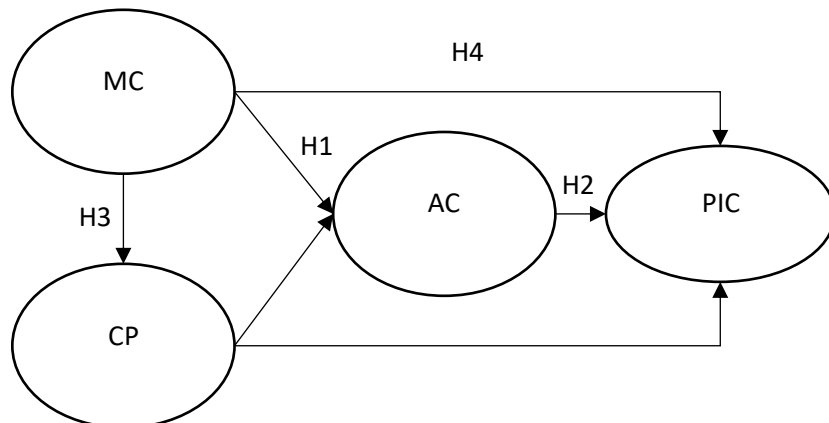
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Hypothesis 3 (H3): Mindful consumption (MC) will have a positive direct impact on counterfeiting proneness (CP). However, this effect will not be sufficient for a change on counterfeiting purchasing intentions (PIC).

Hypothesis 4 (H4): Mindful consumption (MC) will have a negative direct impact on counterfeiting purchasing intentions (PIC).

Figure 1. Conceptual model



3.2. Sample collection

The sample was collected using the Amazon Mechanical Turk tool (MTurk), a popular online panel that has been extensively proved as a viable alternative for the collection of data in the field of social sciences (Cheung, Burns, Sinclair, & Sliter, 2017). This data was then analyzed through the implementation of a structural equation model technique (SEM) which facilitates the analysis relationships such as the ones posited in this study.

The number of participants who completed the entire questionnaire amounts to 474 persons. All of them residing in the United States. Therefore, $n = 474$.

In regard to the sample's profile, the mean age of the participants was of 36.1 years ($SD = 10.8$ years). As for their gender, the sample consisted of 54.9% of women and 44.9% men, the 0.2% remain preferred not to disclose their gender. Regarding their marital status, most of the participants were married with a total of 74.9%. 72.3% had bachelor's degree studies and as for their income, 53% received an income of 2.100€/month or more. Table 1 summarizes the full description of the sample collected.

Table 1. Sample profile

Variable	Composition	%
Age	18-34 years old	58.0
	35-54 years old	23,3
	55 or more years old	8.7
Gender	Men	44.9
	Women	54.9
	ND	0.2
Marital status	Single	16.5
	Married	74.9
	Living with a partner	2.9
	Separated/Divorced	4.0
	Widow	1.7
Level of education	Up to primary school	0.6
	Up to secondary school	9.7
	Bachelor's degree	72,3
	Postgraduate studies	16.2
	ND	1.2
Level of income	No income	
	Less than 900€	1.7
	From 901 to 1.500€	8.2
	From 1.501 to 2.100€	13.5
	From 2.100€ to 3.500€	21.1
	From 3.501€ to 5.000€	19.6
	More than 5.000€	21.9
	ND	9.9
	4.0	

*ND: No declared

3.3. Scales

The scales used for the design of this study were based on past research (see full details in Table 2). The Spanish translation of each scale were conducted by the study authors.

Table 2. Scales of the study

Variable	Original scale	# items	Scale	Cronbach's alpha
MC	Gupta, & Verma (2019)	15	7-point Likert scale	$\alpha = 0.73$
CP	Sharma & Chan (2011)	6	7-point Likert scale	$\alpha = 0.84$
ATC	Ang et al. (2001)	8	7-point Likert scale	$\alpha = 0.80$
PIC	Yoo & Lee (2009)	4	7-point Likert scale	$\alpha = 0.88$

*MC: Mindful Consumption; CP: Counterfeiting Proneness; ATC: Attitude towards counterfeiting; PIC: Purchase intention towards counterfeiting

3.4. Questionnaire design

In order to identify potential problems (ambiguous, confusing or unclear questions) in the questionnaire, a pre-test was carried out with a sample of 106 cases. This allowed us to:

- 1) Control the length of the questionnaire so that it did not take too long.
- 2) To be sure that the questions were properly understood.
- 3) We were able to verify that the questions addressed the right topics and that the order was appropriate.
- 4) It also allowed us to improve the reliability and validity of the test. Thanks to this phase we have eliminated some items that were not working in the most appropriate way.

See the full questionnaire with details of the items included in the study in Appendix 1.

To minimize the potential of common method bias (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003) the following steps were taken. At the beginning of the survey, a brief introduction guaranteed the confidentiality of the data collected. Besides, the completion time required was offered to better set expectations of the time required. As per the structure of information, the survey was presented by sections in which questions followed a randomized order. Control questions and reverse-worded items were used. After the implementation of these measures, common method bias was empirically examined using Harman's single-factor test. It shows that 36,1% of the variance accounted for a single factor which indicates the absence of bias for our study (Eichhorn, 2014).

3.5. Analysis

The analysis was performed by using a structural equation model (SEM) using the AMOS software (version 23).

By means of this system we can observe the relationships between constructs as well as the predictive power of the model. For the elaboration of the constructs, a thorough review of the literature has been carried out, which has provided us with a wide knowledge of the items included in each one of them as well as the scales used.

In the interpretation of the model, we can distinguish two distinct stages: 1) estimating the levels of reliability and convergent and discriminant validity of the measurement model and 2) calculating the structural model.

4. RESULTS

4.1. Measurement model

The constructs have been formed by adapting scales similar to those already used in other investigations and which have been previously validated.

The first thing that is done in this type of analysis is to see the reliability of the indicator by observing the factor loadings, that is, the correlation between the observed variables and the construct to which they belong.

Taking into account the recommendations of the existing literature, the reliability of the factor is obtained when a factor loading greater than ± 0.3 is obtained, which for some authors is the minimum acceptable (Hair, Black, Babin, & Anderson, 2010).

Secondly, it is necessary to check the reliability of the construct by analyzing the composite reliability or internal consistency. A value accepted by the literature as valid is 0.7. In our case, all the constructs are reliable because they exceed this value to a greater or lesser extent.

Thirdly, an analysis of convergent validity using the AVE (Average Variance Extracted) indicator is recommended. Values above 0.5 are recommended, although a range from 0.49 to 0.76 is also accepted (Fornell & Larcker, 1981).

This value is exceeded in three of the four constructs. Only in one of them is it slightly below. Therefore, we can accept the convergent validity.

Table 3. Individual item and construct reliability

Constructs	Items	Regression Weights					Standardized Regression Weights	Composite reliability	AVE		
		Estimate	S.E.	S.R.	C.	P					
MC	8.2_1	83	1,0	0,075	4,492	1	***	0,668	9	0,7	0,43
	8.4_1		1					0,661			
	8.5_1	42	0,7	0,08	307	9,	***	0,469			
	8.9_1	34	1,2	0,086	4,32	1	***	0,678			
	8.12_1	75	1,1	0,068	7,345	1	***	0,761			
ATC	9.1_1	38	0,7	0,057	3,057	1	***	0,615	3	0,8	0,55
	9.2_1	48	0,8	0,057	4,789	1	***	0,692			
	9.3_1		1					0,828			
	9.6_1	89	0,9	0,055	7,974	1	***	0,815			
CP	10.1_1	12	1,5	0,055	7,395	2	***	0,911	5	0,9	0,75
	10.2_1	94	1,4	0,055	7,213	2	***	0,908			
	10.3_1	54	1,2	0,047	6,622	2	***	0,844			
	10.4_1	11	1,5	0,056	7,034	2	***	0,905			
	10.5_1	25	1,5	0,058	6,415	2	***	0,893			
	10.6_1		1					0,711			
PIC	12.1_1	58	0,6	0,024	7,831	2	***	0,887	8	0,8	0,78
	11_1		1					0,882			

*** p<0.001

*MC: Mindful Consumption; CP: Counterfeiting Proneness; ATC: Attitude towards counterfeiting; PIC: Purchase intention towards counterfeiting

Finally, it is important to analyze the discriminant validity, i.e. the AVE value must be higher than the shared variance between the construct and the rest of the constructs used. In this case, the constructs meet this condition, so we accept discriminant validity.

Table 4. Discriminant validity

	MC	CP	ATC	PIC
MC	0,43			
CP	0,35	0,75		
ATC	0,22	0,08	0,55	
PIC	0,37	0,91	0,143	0,78

*MC: Mindful Consumption; CP: Counterfeiting Proneness; ATC: Attitude towards counterfeiting; PIC: Purchase intention towards counterfeiting

4.2. Structural mode

Once we have assessed the reliability of the indicators and constructs, the next step is to construct the model. Once constructed, it is necessary to check the overall fit to the observed data. The results obtained indicate that the quality fit of the model relating the four constructs analyzed is within the recommended limits (CFI= 0.95; SRMR= 0.095; CFI= 0,90; RMSEA= 0,069).

Table 5. Model Fit

Measure	Estimate	Threshold
CFI	0,954	>0.95
SRMR	0,095	<0.08
RMSEA	0,069	<0.06

These results obtained from the analysis of the proposed model are shown in Table 6 (see full structural model in Appendix 2). As can be seen from the analysis of the data, all the hypotheses are fulfilled. All impacts have been statistically confirmed. Furthermore, the model confirms all the starting hypotheses of this study:

- A) H1: Mindful consumption have a positive direct impact on attitudes toward counterfeiting.
- B) H2: Mindful consumption have a negative indirect impact on counterfeiting purchasing intentions mediated by attitudes toward counterfeiting.
- C) H3: Mindful consumption have a positive direct impact on counterfeiting proneness, although this effect will not be sufficient for a change on counterfeiting purchasing intentions.
- D) H4: Mindful consumption have a negative direct impact on counterfeiting purchasing intentions.

Table 6. Results of the analysis

			Regression Weights				Standardized Regression Weights
			Estimate	S.E.	C.R.	P	

ATC	--	<-	MC	0,60	0,07	8,28	***	0,47
CP	--	<-	MC	0,73	0,07	10,09	***	0,59
PIC	--	<-	ATC	0,40	0,07	-5,91	***	-0,18
PIC	--	<-	CP	2,07	0,10	21,35	***	0,92
PIC	--	<-	MC	0,43	0,11	3,84	***	0,15

*** p<0.001

*MC: Mindful Consumption; CP: Counterfeiting Proneness; ATC: Attitude towards counterfeiting; PIC: Purchase intention towards counterfeiting

5. DISCUSSION

Despite the efforts to counteract the demand of counterfeiting goods, this demand has experienced a surge growth in recent years. Last figures indicate that it represents a cost of over \$500 billion to the global economy (Kumar & Kumar, 2022). This global issue has sparked the interest of academics and marketing professionals seeking to unfold the determinants of this behaviour to the best of their abilities. However, it is recognised that further understanding about the reduction of counterfeiting is needed. More notably, research on the demand side of counterfeiting is of special concern (Amaral, 2020).

In this effort, individual differences seem to play a part. Along with demographic characteristics and socioeconomic status (see Sharman & Chan, 2011 for a review), socio-psychological aspects such as levels of materialism or social pressure have received some attention resulting in inconclusive results. This might be due to the fact that increased knowledge of the negative consequences of counterfeiting consumption behaviours seems insufficient. As some authors have pointed out, an increase of the awareness of the consequences might lead to better results, a gap that is identified in the literature.

To address this gap, this study offers an approach to counterfeiting purchasing intentions from the lens of mindful consumption (Sheth, Sethia, & Srinivas, 2011), a concept that comprised a mindset of temperance towards individual behaviour, that is, an individual trait that eventually results on a behaviour shift. Drawing from the literature of mindfulness (see Brown, Ryan, & Creswell 2007 for a review), the benefit of this temperance seems promising. Past literature has examined how negative behaviours such as impulsive buying or excessive buying (Mahmud, Anuar & Halim, 2019) have benefited by an enhancement of attention that helps to shift individuals' behaviour, in the short and long run. Despite these promising benefits, the role of mindfulness in the marketing literature and more particularly in the study of counterfeiting is scant (Samaddar & Menon, 2021).

To address this challenge, it should be acknowledged that, attitudes towards counterfeiting seems defiant. Interestingly, while the production of counterfeits is seen as unethical, its purchase is seen reasonable when social pressure or goals intervene (Elsantil & Hamza, 2021). Addressing this issue, the concept of counterfeit proneness has recently emerged (Sharma & Chan, 2011). This individual trait is associated with more materialistic, utilitarian, economic and egoistic motivations. In its implementation to the study of counterfeiting behaviour, it has seen as a distinctive and strong predictor of past and future purchases.

Grounded on the theory of planned behaviour (Ajzen, 1991), this study proposed an extended model with the introduction of these two novel individual characteristics, namely, MC and CP. This proposed model examines the relationship of MC with ATC (H1) and CP (H3) to then analysed the effect on PTC (H2) so that the influence of these mediations is examined. Its direct influence (H4) is also tested to further complement the nuances of these effects. A discussion of these results is offered next.

Based on our results, the influence of MC in ATC seems unquestionable. Therefore, it could be stated that an enhancement of awareness about the negative consequences of counterfeiting purchases greatly benefit a change on ATC. These results are in line with other studies that show that by understanding our own incoherences through a non-judgemental stance and a process of self-acceptance, a transformation of our behaviours can take place (see Thiermann & Sheate, 2021 for a review). Additionally, the benefits of this transformation should not be seen as egoistic in nature. It also implies an increase level of awareness of the positive spillover benefits of this individual behaviour change in our society.

In turn, thanks to the influence of MC on achieving a greater ATC, a reduction of the PIC takes place (H2). More mindful individuals tend to reduce their counterfeiting intentions as opposed to those more prone to keep their current behaviour. Thus, although, MC also shows an influence on CP (H3), it seems that this enhanced awareness is counterproductive. In line with previous studies that study the role of moral reasoning in counterfeiting purchases, a stronger level of awareness on individuals with a high tendency to buy counterfeits seem to lead to the opposite intended effect (Amaral, 2020). Nevertheless, this should be interpreted with cautious. As per previous studies, even though these consumers behave less ethically they also report low levels of wellbeing, mostly given their high level of interdependence with social norms (Husain, Samad, & Qamar, 2022; Sharma et al., 2022). Notwithstanding that, this study does not discuss the benefits of mindfulness in individuals and societies' wellbeing (see Dhandra, 2019 for a review), previous studies on mindful consumers has also shown benefits to this respect.

As per our last hypothesis (H4), a direct influence of MC in PTC did not take place. Therefore, as expected, this hypothesis is not supported. Given that, to the author's knowledge, this is the first study that empirically study the direct relationship of mindful consumption with counterfeiting, further research is needed to provide an enrich interpretation of these results. In doing so, it should be noted that while some studies have proved that higher levels of mindful attitudes lead to results in the short-term, for counterfeiting behaviours more consistent and long-term mindfulness interventions seem needed (Phan-Le, Brennan, & Parker, 2022). Additionally, it should be acknowledged that CPI is a complex and multifaceted behaviour. To this aim, it should be also considered that mindfulness interventions are designed to endure the benefits of a mindful attitude in the long run. Therefore, even after its lack of influence on this study, its potential positive effect should not be neglected.

6. THEORETICAL AND MANAGERIAL CONTRIBUTIONS

From a theoretical approach, while acknowledging that the study of PCI can be addressed from multiple perspectives (see Khan, 2021 for a review), its ethical consequences are deemed important in this study. Given that an enhanced awareness of individual behaviours might turn to understanding the negative and positive aspects of our individual behaviour, an acceptance and reconsideration of the values behind our buying motives deserves attention. Ethics and mindfulness are seen as self-regulating factors that could be shaped to reduce counterfeiting intentions (Samaddar & Menon, 2021). This study sheds light on the effects of greater awareness which could promote to further examine whether these results also take place when ethics are emphasized.

The constant proliferation of counterfeits seems unstoppable. By reinforcing the responsibility of individual behaviour which complements efforts made by organizations and institutions, a turnover on this trend might take place. To this aim, this study offers furthers understanding about the contribution of a socio-psychological components of individual behaviour, namely, MC, to the marketing literature. A research domain where this concept seems unexplored. Thus, a joint effort, from individuals and organizations, could more easily lead to more efficient, ethical, and sustainable results. In doing so, this study also complements existing knowledge to the mindfulness literature, particularly in the domain of marketing where its potential benefits seem unexplored.

As per the managerial contribution, the awareness of the negative consequences on buying counterfeits have been proved insufficient to diminish such behaviours. In terms of brand strategies, this turns into the luck of success on expecting immediate short-term effects (Bian et al., 2016). The exploration of counterfeiting from the lens of mindful consumption offers a further

understanding of the coping strategies that could be outlined by companies. In doing so, calls for alternative strategies for brands to reduce this billion-dollar concern affecting global economies are better addressed (Bian et al., 2016). Previous studies have also shown how strategies drawn in the dissemination of further knowledge about these negative effects in the global economy is not enough. The study findings add support to the encouragement of not only educational but also awareness programs to work on the dimensions that might lead to better results (Teo & Mohd Yusof, 2017).

To this aim, the result of this study emphasizes the need of reinforced attitudes in the design of these strategies. This work in attitudes from a mindful approach might help to diminish the influence of other facets behind counterfeiting intentions. In further acknowledging that individuals should not be accused of taking full responsibility of the rise of counterfeits and that by buying counterfeits a greater wellbeing is not guaranteed, brands could integrate in their purposes their aim to help individuals to also understand their incoherences and build strategies to join efforts to pursue a shared interest.

7. LIMITATIONS AND FUTURE RESEARCH

Although this study addresses some unexplored gaps in the literature on mindful consumption and counterfeiting consumption behaviours, it has limitations. Even though there is an effort to collect a broad sample, some cultural differences should be further explored based on their composition. Based on the pretest conducted on this study, results may vary influenced by previous beliefs and values. To test this, further empirical research should have a closer look to individual differences in the intentions towards counterfeits. As per the methodology, even though this study presents an empirical examination, this is conducted from the analysis of counterfeit intentions. Experimental research could offer more conclusive results on the translation of these intentions into actual purchases. To this aim, previous experimental research highlights the need of customized mindfulness programs for the design of the research as well as for the assessment of short, medium, and long-term results (Frank et al., 2019). Regarding short-term effects of more mindful attitude, these have mainly been explored in clinical contexts (Phan-Le, Brennan, & Parker, 2022). An approach to the empirical examination of these effects in consumer behaviour domains opens an avenue for further research.

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Appendix 1. Questionnaire items

Introductory block	1	Could you please tell me your age? 18-24, 25-34, 35-44, 45-54, 55-64 and 65 and over
	2	Have you ever bought a counterfeit product? Yes. Also, I was aware that the product was counterfeit. Yes. But I was not aware that the product was counterfeit. Never. Don't know/No answer. (DK/NA)
Purchase of Counterfeit Products Block	3	How often have you purchased counterfeit products in the past? Use a scale from 1 "Very infrequently" to 7 "Very often"
	4	What factors motivated you to buy counterfeit products? (Multiple answer) Value for money. Somebody recommended it to me. It is a way of fighting against the elitism of some brands. Lowest price. In my environment, everyone does it. I didn't know it was a counterfeit product. Limited access to original products. Other:
	5	What kinds of counterfeit products have you purchased in the past? (Multiple answer) Music, movies, etc. Food and drinks Accessories (bags, wallets, etc) Perfumes and cosmetics Pharmaceutical products Electronics devices Toys Clothes
	6	Have you had any problems or inconveniences when buying counterfeit products? Please use a scale from 1 "No problem" to 7 "A lot of problems"
	7	Taking into account the experience with those counterfeit products that you have bought in the past, could you rate your level of satisfaction with them? Use the following scale: 1 "Not at all satisfied" to 10 "Extremely satisfied"
Mindful Consumption Block	8	Below you can read a series of affirmations and we would like you to say how often you see yourself reflected with each of them. To do this, use the following scale: Almost never, Rarely, Occasionally, Sometimes, Very frequently, Almost always Don't know/Don't answer
MC	M C2	I avoid buying too many products for saving my storage space. *

	C4	M	I prefer to buy reusable products over disposable products. *
	C5	M	I don't upgrade to new version of a product if my current product is working. *
	C9	M	For some products, I would prefer to share rather than own, if given a choice. *
	C12	M	I repair most products rather than throwing away. *
Attitude towards Counterfeit Products Block		9	Below, there are a series of statements, and we would like you to tell us to what extent you agree with each of them. To do so, use the following scale: Strongly disagree, Disagree, Somewhat disagree, Either agree or disagree, Somewhat agree, Agree, Strongly agree, Don't know/Don't answer
ATC	TC1	A	It is quite risky to buy counterfeit products. *
	TC2	A	Counterfeit products are not worth buying. *
	TC3	A	Buying counterfeit products is unethical. *
	TC6	A	Buying a counterfeit product is morally wrong. *
Counterfeit Products Purchasing Proneness Block		10	Below, there are a series of statements, and we would like you to tell us to what extent you agree with each of them. To do so, use the following scale: Strongly disagree, Disagree, Somewhat disagree, Either agree or disagree, Somewhat agree, Agree, Strongly agree, Don't know/Don't answer
CP	P1	C	Buying counterfeit products makes me feel good
	P2	C	I feel excited when buying counterfeit products.
	P3	C	When I buy counterfeit products, I feel that I am getting a good deal.
	P4	C	I enjoy buying counterfeit products, regardless of the amount I save.
	P5	C	Many of the branded products that I have are counterfeit products.
	P6	C	Counterfeit products make it possible for me to own brands that I normally would not buy.
Purchase Intention towards counterfeiting Block	1.1	1	Using a scale of 0 "Not at all likely" to 10 "Very likely", how likely would you be to recommend someone buy counterfeit products?

	1 2.1	Purchasing counterfeit products is my first choice.
Classification Questions Block		Country of residence
		What is your gender? Woman Male Rather not to say
		What is your marital status? Single Married Living with partner Separated - Divorced Widowed Rather not to say
		What is your level of education so far? Illiterate Up to primary school Up to secondary school Bachelor's degree Postgraduate Degree Rather not to say
		Could you tell us approximately what is your monthly income? No income Less than 900 euros From 901 to 1,500 euros From 1501 to 2100 euros From 2101 to 3500 euros From 3501 to 5000 euros More than 5,000 euros Rather not to say
		Please indicate your worker ID here

Appendix 2. Structural Model

Chi-square=372,026(115 df) p=,000
 RMSEA=,069 CFI=,954 AIC=482,026

