

**CONSUMER ATTITUDE AND PURCHASE INTENTION OF COUNTERFEIT
PHONES AMONG POSTGRADUATE STUDENTS IN SELECTED PUBLIC
UNIVERSITIES IN KENYA.**

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DECLARATION

This project is completely my innovative work and it has never been submitted for consideration at another institution.

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This project has been forwarded with my consent as the university's designated supervisor.

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DEDICATION

I dedicate this endeavour to my spouse Regina Muia and my kids, Muia, Ndila, Musau and Mulee for their assistance throughout my studies.

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I convey my thankfulness to my supervisor, Dr. Mary Ragui of the School of Business, Economics and Tourism, Kenyatta University whose support and tutoring helped me to write this project. I appreciate the faculty and lecturers at Kenyatta University who took us through the modules.

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ABBREVIATION AND ACRONYMS

ACA	Anti-counterfeiting authority
CA	Competitive Advantage
CBD	Central Business District
DV	Dependant variable
EUIPO	European Union Intellectual Property office
FBI	Federal bureau of Investigations
GOK	Government Of Kenya
IPR	Intellectual Property Rights
IV	Independent Variable
KAM	Kenya Association of Manufacturers
KAPI	Kenyan Association of Pharmaceutical Industry
KNBS	Kenya National Bureau of Statistics
KUCCPS	Kenya universities and colleges central placement service
NACOSTI	National Commission for Science, Technology and Innovation
OECD	Organization for Economic Co-operation and Development
PhD	Doctor of Philosophy
RoK	Republic of Kenya
SPSS	Statistical Package for Social Sciences

OPERATIONAL DEFINATION OF TERMS

Consumer Attitude	The level to which an individual has a liking for an item or not. Attitude describes individual's inclination to show consistent approval or disapproval of any given item. It included thoughts, feelings and actions of an individual in respect of any feature of his or her surrounding, including a product, item or brand. Consumer Attitude is the propensity of consumer to like or dislike what is presented for sale.
Materialism	Materialism is an individual's perspective in terms of their perception and prominence of properties in their life. It describes the level to which an individual reverences possession of particular goods as vital in their life, and the level to which they are swayed towards self-indulgence, jealousy and lack of compassion.
Moral Intention	Moral intention is ability of a human being, on his own will to choose the decision that is considered by the society to be the right one rather than the convenient one. It describes a person's ability to elect to do the action that would be considered by society to be upright and if in an impasse, decide to pick the action that is virtuously correct but not the one that is convenient in terms of increasing personal clout.
Subjective Norms	Subjective Norm describes the level to which friends, relatives and significant others influence the decisions one makes in life, including decisions about purchasing. It measures how such people would approve the action one is about to take. They describe the social pressure to behave in a certain way especially regarding a certain conduct. It's the level to

which one's inclination towards something is swayed by their perception of how important others will appreciate or favour their choice. It describes pressure from the society to behave in one way or the other.

Purchase

Purchase intention describes potential buyer's affirmative indicator of his

Intention

feeling towards an item. In the case of purchasing behaviour, it hints at the readiness of the buyer to procure an item. The intention shows and indicates the buyer's readiness to buy a good or service or not. In the case of illicit trade goods including counterfeits and grey products, Purchase Intention is taken as proxy for definite purchase.

ABSTRACT

The persistent increase in the consumption of counterfeit goods, despite government efforts to curtail it, necessitates further research to identify factors influencing this trend that have not been conclusively studied. Over the years, consumer attitudes towards counterfeits have been shown to significantly contribute to the growth of this illicit trade, as these attitudes influence purchase intentions and, ultimately, actual purchases. Understanding the factors driving this growing trend is critical. This study aims to identify how individual attitudes towards counterfeit products, influenced by materialism, subjective norms, and moral intensity, affect the intention to purchase counterfeit mobile phones among Post graduate students in Kenya. The general objective of this study is to analyse consumer attitudes in relation to purchase intentions regarding counterfeit mobile phones among Post graduate students in Nairobi. The study is grounded in three theoretical frameworks: the Theory of Planned Behaviour, the Theory of Reasoned Action, and Functional Attitude Theory. A descriptive survey design was employed, utilizing purposive sampling to select four public university campuses from the ten licensed to operate in Nairobi's central business district. Subsequently, stratified random sampling was used to select target respondents from these campuses. Primary data was collected using semi-structured questionnaires. Data from 380 respondents were organized and analysed using the Statistical Package for the Social Sciences (SPSS), with descriptive statistics presented in terms of percentages, frequencies, and standard deviations. Inferential statistics, including Pearson's correlation and multiple regression analysis, were utilized to demonstrate the relationships between independent and dependent variables. The findings indicate that consumer attitude significantly influences the intention to purchase counterfeit mobile phones among Post graduate students in Kenya, with materialism, subjective norms, and moral intensity showing positive and significant effects on purchase intentions. This study contributes to the existing body of knowledge by highlighting the impact of these attitudes on consumer purchasing behaviour and provides insights for policymakers and government agencies to develop strategies to combat counterfeiting and illicit trade. Recommendations include encouraging manufacturers to adopt attitude-altering strategies in their marketing efforts and urging government bodies to implement stricter regulations against counterfeit trade. Future researchers are encouraged to replicate this study in different contexts using varied methodologies.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The global spread of counterfeit items has profoundly damaged several consumer sectors, particularly the smartphone industry. Counterfeit businesses are criminal enterprises with reverse engineering skills, but, driven by a low-cost imperative, they usually have little regard for product quality or safety and no interest in complying with recognized standards (OECD and EUIPO 2022). Consumers' perceptions of counterfeit items and their purchasing intents are influenced by many elements, such as perceived product quality, price sensitivity, and societal standards. Globally, forecasts on counterfeiting and international trade indicate that the magnitude of counterfeiting was estimated to exceed USD 3 trillion in 2022 (Organisation for Economic Co-operation and Development, 2021) while according to a survey by the Organization for Economic Co-operation and Development (OECD), the value of global commerce in fake and pirated goods was estimated to be 3.3% of all trade, or about USD 509 billion, representing a huge drain on the revenue of genuine enterprises and tax revenue for governments (EUIPO, 2019). A 2023 assessment by the World Trademark Review indicates that the worldwide trade in counterfeit and pirated products is around 3.3% of world commerce, adversely impacting economies and compromising authentic brands (World Trademark Review, 2023). The market for counterfeit cell phones is fuelled by users' belief that these items provide comparable advantages to the originals at a reduced price.

In the United States, despite strong legislative frameworks and consumer protection measures, counterfeit items, such as mobile phones, continue to be a threat. The counterfeit electronics

sector, propelled by substantial consumer demand and technical progress, is estimated at billions of dollars each year. The U.S. Chamber of Commerce's 2021 report indicates that counterfeit electronic goods persistently infiltrate both physical and online marketplaces, with college students being a demographic particularly inclined to purchase these items due to their affordability and perceived utility (U.S. Chamber of Commerce, 2021).

The proliferation and acquisition of counterfeit mobile phones in India have increased, particularly in urban and semi-urban regions. Gupta and Sharma (2022) said that India's burgeoning telecommunications sector has attracted counterfeit makers that capitalize on the nation's substantial desire for economical technologies. Young customers, particularly university students, sometimes have the challenge of selecting between expensive authentic cell phones and inexpensive counterfeit alternatives. The perception of counterfeits is shaped by social and cultural norms, with peer pressure and financial limitations being significant factors (Gupta & Sharma, 2022).

Nigeria, the biggest economy in Africa, faces significant counterfeit mobile phone sales due to inadequate regulatory enforcement and economic difficulties. Adekunle and Oladipo (2020) assert that Nigerian students and young professionals are predisposed to purchasing counterfeit phones owing to their affordability and the widespread availability of these devices in informal marketplaces. Counterfeit products remain widespread despite the efforts of regulatory bodies such as the Standards Organization of Nigeria to mitigate their circulation, indicating a complicated relationship between consumer perceptions and economic imperatives (Adekunle & Oladipo, 2020).

In Sudan, economic instability and inflation have made imitation phones more appealing to buyers. Hassan (2021) observed that the proliferation of counterfeit mobile phones is widespread owing to restricted access to authentic brands and the elevated expense of imported products. University students, specifically, see counterfeit items as acceptable substitutes that fulfil their communication requirements. The dominant perspective is shaped by economic difficulties, insufficient knowledge of intellectual property legislation, and inadequate enforcement measures (Hassan, 2021).

The market for counterfeit products, particularly mobile phones, in South Sudan has been strengthened by prolonged violence and economic turmoil. A research by Jok (2023) highlighted that restricted access to authentic items and elevated poverty levels are major factors influencing the market for counterfeit goods. University students often purchase counterfeit phones owing to cost considerations and insufficient consumer understanding of the detrimental repercussions associated with these devices. The government's emphasis on security concerns above consumer protection has intensified the issue (Jok, 2023).

Rwanda has seen progress in economic growth; nonetheless, counterfeit goods continue to permeate its marketplaces. A study by the Rwanda Standards Board (2022) indicates a rise in the confiscation of counterfeit electronics, especially mobile phones, mostly due to cross-border commerce and consumer demand. University students, motivated by price sensitivity and social factors, constitute a significant segment of the counterfeit business. Initiatives to address this issue include awareness campaigns; yet, obstacles persist owing to the ingenious strategies used by counterfeit sellers (Rwanda Standards Board, 2022).

Counterfeit mobile phones in Uganda provide considerable issues, affecting both consumers and legal enterprises. Research conducted by Okello and Namara (2021) revealed that university students constitute a significant demographic of counterfeit phone users, driven by perceived cost-effectiveness and the conviction that these goods provide comparable usefulness to authentic brands. The Uganda National Bureau of Standards is actively working to combat counterfeit commerce; however, its efforts are impeded by insufficient resources and cross-border smuggling from adjacent nations (Okello & Namara, 2021).

The widespread presence of counterfeit mobile phones in Kenya is a significant issue, particularly for young and economically disadvantaged users, including university students. The Communications Authority of Kenya (2023) has shown an increase in counterfeit phone use, ascribed to the lower cost of these devices relative to authentic smartphones. Perceptions of counterfeit phones are shaped by variables such as economic standing, social influence, and knowledge of product authenticity. Notwithstanding governmental efforts to restrict the sale of counterfeit goods, the industry persists robustly, driven by demand from students who choose cost-effectiveness above brand legitimacy.

1.1.1 Purchase Intention

The global issue of counterfeit phones is a significant concern that has far-reaching implications on consumer behaviour, economic performance, and public safety. The International Chamber of Commerce (ICC) estimates that trade in counterfeit goods, including mobile devices, contributes to annual global economic losses worth billions of dollars (ICC, 2023). The widespread availability of counterfeit phones is driven by the appeal of low-cost alternatives, especially in regions with high demand for smartphones but limited consumer

spending power. This phenomenon underscores the growing need to understand the dynamics influencing consumer purchase intentions, as counterfeiting continues to evolve alongside advancements in mobile technology.

In the context of Kenya, the problem of counterfeit mobile phones is prevalent and particularly noticeable among university students. This demographic, composed of tech-savvy but financially constrained individuals, often resorts to purchasing cheaper counterfeit phones to meet academic and social needs (Ombati & Mwaniki, 2022). The Communications Authority of Kenya (2024) reports that despite government interventions to curb the distribution of counterfeit products, a significant number of consumers still prefer them due to economic considerations. This trend highlights a critical gap in understanding the attitudes and motivations that drive purchase intentions, especially among postgraduate students who balance academic responsibilities with limited financial resources.

Postgraduate students in Kenyan public universities face unique challenges that make them vulnerable to counterfeit phone markets. These students often require reliable mobile devices for academic research, communication, and collaboration. However, the high cost of genuine smartphones creates a barrier, making counterfeit options an attractive alternative (Nyaga, 2023). Factors such as social influence, perceived quality, and price sensitivity further complicate the landscape. Research has shown that peer pressure and the perceived affordability of counterfeit phones contribute significantly to purchase decisions, even when students are aware of the potential drawbacks (Mutua & Kilonzo, 2021). Thus, investigating

the attitudes of this group can shed light on the broader issue of counterfeit consumption and inform strategies to mitigate it.

Purchase Intention of counterfeit phones among postgraduate students, can be analysed through several critical indicators. One primary indicator is Attitude Toward Counterfeit Phones, which refers to the students' overall evaluation of these products. A positive attitude, influenced by beliefs about the functionality and affordability of counterfeit phones, may increase purchase intention (Ajzen, 2020). Conversely, a negative perception, often shaped by concerns over quality and legality, can act as a deterrent. Studies indicate that individuals who perceive counterfeit phones as offering satisfactory performance at a lower cost are more likely to develop favourable purchase intentions (Omondi, 2022).

Perceived Risk is another significant indicator that affects purchase intentions. This encompasses potential adverse outcomes, such as financial loss, legal repercussions, or health and safety risks due to inferior product quality. Postgraduate students who perceive high risks associated with counterfeit phones are generally less inclined to purchase them, while those who downplay these risks may exhibit higher purchase intentions (Karanja & Wanjiku, 2023). Additionally, Social Influence plays a pivotal role in shaping attitudes and behaviours. The impact of peers, family, and social networks can either reinforce or discourage the intention to buy counterfeit phones. If peers frequently purchase or endorse counterfeit products, the likelihood of others following suit increases (Mburu, 2021).

Price Sensitivity is a crucial indicator for understanding purchase intentions among financially constrained students. The affordability of counterfeit phones compared to genuine models makes them highly appealing, especially to students managing limited budgets (Wangari,

2022). This price-driven behaviour is compounded by the belief that counterfeit phones can provide similar benefits at a fraction of the cost. Perceived Quality and Functionality also influence purchase intentions. If students believe that counterfeit phones meet their academic and personal needs adequately, they are more likely to consider purchasing them, despite potential drawbacks (Okello & Achieng, 2023).

Brand Loyalty serves as a counterbalancing factor in the decision-making process. Students who have a strong attachment to established brands may resist counterfeit options, valuing authenticity and brand reputation. In contrast, those with lower brand loyalty are more likely to be attracted to counterfeit alternatives, particularly if they prioritize affordability and functionality over brand prestige (Kimani, 2023).

1.1.2 Consumer Attitude

Consumer attitudes significantly influence worldwide buying patterns and preferences. Research in the United States indicates that customer opinions are shaped by socio-economic characteristics, with brand loyalty being associated with favourable perceptions of luxury items (Aaker, 2018). Research suggests that younger customers in the U.S. are becoming more materialistic, influencing their perceptions of items and brands, and frequently prompting them to choose those that denote status and social hierarchy (Twenge & Kasser, 2019).

In India, customer perceptions have been influenced by an expanding middle class and the emergence of internet marketing. Jain and Khan (2020) highlight that Indian customers possess a bifurcated attitude towards counterfeit items; some see them as permissible substitutes, whilst others maintain a pronounced unfavourable stance rooted in ethical concerns. The intricacy of views is shown in Nigeria, where Adetayo and Ayo (2021)

discovered that customer perceptions of counterfeits are profoundly shaped by societal norms and peer influences, resulting in a dichotomy between affordability and authenticity.

Studies from Sudan and South Sudan indicate that consumer sentiments are profoundly influenced by cultural views and economic limitations. In Sudan, buyers often choose counterfeit products because of their availability and low cost in the face of economic difficulties (Ali & El-Hadi, 2021). In South Sudan, a developing market with restricted options, consumer attitudes towards goods are often influenced by availability rather than brand allegiance, resulting in a preference for local alternatives (Ogwurike, 2022).

In East Africa, namely in Rwanda and Uganda, consumer perceptions have been transforming owing to heightened exposure to international products and marketing tactics. Rwandan consumers exhibit an increasing inclination towards quality goods and favourable perceptions of firms that embody corporate social responsibility (Ndayisenga, 2020). Research in Uganda reveals that consumer views are markedly shaped by social media, particularly among younger populations who prefer to embrace companies that align with their objectives and lifestyle (Kanyesigye & Wamala, 2021).

The consumption views of postgraduate students in Kenya are notably fascinating. This generation is often seen as trendsetters and opinion leaders, influencing wider market habits. Research conducted by Karanja and Aila (2022) indicates that Kenyan postgraduate students possess a sophisticated comprehension of brand authenticity, often reconciling aspirations for status with financial limitations, hence influencing their perceptions of both real and counterfeit goods. This comprehensive perspective offers a chance to examine how the beliefs of this group affect their purchase choices, especially with counterfeit products.

1.1.3 Counterfeit Goods Purchase in Kenya

In recent years, there has been a substantial spike in the trafficking of counterfeit goods, with estimates suggesting that the illegal business in the nation is worth over Sh.70 billion (equivalent to almost US\$835 million). This puts it on par with important sectors of the economy like tourism, coffee, and tea (Opala 2009, Nov, 21). The article titled "Merchants of Fakes Reap Sh70bn and Put Lives and Jobs at Great Risk" was taken from the Daily Nation. According to information from the KMA (2008), the cost of counterfeit goods to Kenyan SMEs exceeded 50 billion shillings (\$650 million). Additionally, the government suffered a loss of 19 billion shillings (\$250 million) in tax revenue during the same year (GOK, 2010). According to data from the Kenyan Association of Pharmaceutical Industry, roughly 30% of the pharmaceuticals available on the Kenyan market are counterfeit, and it is estimated that each year, Kenyans spend 4 billion Kenyan Shillings (US\$47 million) on such drugs. The body mandated to deal with counterfeits and intellectual Property rights in Kenya; the Anti-Counterfeit Agency (ACA) has informed the public that about 40% of the malaria drugs in the Kenyan country are likely to be fake.

Phau & Teah, 2009 reports that in luxurious goods, attitude towards fake goods is co related to the Purchase intentions of the same albeit with some cultural influence on the way both suppliers and consumers deal with counterfeits, making it important to understand all variations in cultural practices and identify the differences in methods of production and consumption of counterfeits between countries (Husted 2000; Marron & Steel 2000).

Preceding studies on counterfeiting has been found to focus a single cultural setting (Bian & Veloutsou 2008) which has makes it hard to make culture cutting comparisons. This is because most studies on counterfeiting so far were done in the west (Europe and America) and Asia.

This lack of cross-cultural data makes it imperative to study the phenomena in different cultures, situations, products, and backgrounds that have not been studied so far.

To the best of the researcher's knowledge, not many researches have been done on this subject in Kenya. Furthermore, even those few studies are mainly on the area of supply chain and allied services and their effect on counterfeits. Moreover, there is non-done in moving consumer goods as far as we know. Specifically, there has been no investigation on the correlation between consumer attitude and purchase intention of counterfeits in East Africa as far as the researcher knows. For instance, Muthiani & Wanjau 2011 investigated the phenomena in the pharmaceutical industry while Karingu et al 2013 did the same in agro-based products with both having emphasis on supply side. The current study was designed to investigate counterfeiting in different cultural contexts from the existing literature.

1.1.4 Postgraduate Students in Kenya

Counterfeit goods have progressively permeated international marketplaces, presenting considerable issues for both consumers and enterprises. The rise of counterfeit products, especially in developing nations such as Kenya, has raised alarm among policymakers, companies, and consumers because of its harmful impact on economic development, brand integrity, and consumer safety (Chiriyankandath et al., 2020). Counterfeit phones have emerged as a widespread problem, attracting cost-sensitive users who value cheap above originality. The increase in smartphone use among younger groups, particularly university students, intensifies this issue, since these people often lack understanding of the consequences of acquiring counterfeit products (Hassan et al., 2021).

Postgraduate students in Kenya are a distinct group often targeted by counterfeit entrepreneurs. Prior research indicates that this demographic is at an increased risk of interacting with counterfeit products owing to many variables, such as social pressures, peer pressure, and a perceived deficiency in financial means to acquire genuine items (Ogden et al., 2019). The decision-making process regarding counterfeit purchases is complex, including human attitudes, beliefs, societal conventions, and environmental elements that influence consumer behaviour (Abdul-Mutalib et al., 2021). Comprehending the reasons and intents influencing postgraduate students' purchase choices about imitation phones is essential for formulating effective solutions to address this problem and encourage ethical consumerism.

Postgraduate students are especially pertinent to this study within the Kenyan setting for many reasons. They often act as opinion leaders among their peers and possess the capacity to affect consumption trends within their communities (Khamis et al., 2020). Furthermore, the educational setting fosters critical thinking and ethical deliberation, necessitating an examination of how these students perceive and react to counterfeit items. This study investigates the purchase intentions of postgraduate students at selected public universities in Kenya to elucidate the broader implications of counterfeit consumption, offer insights into consumer behaviour, and enhance the discourse on sustainable and ethical marketing practices in the nation.

1.2 Statement of the Problem

The proliferation of counterfeit mobile phones posed a significant challenge in Kenya, particularly among postgraduate students in public universities. Despite ongoing efforts by the Kenyan government and regulatory authorities, such as the Communications Authority of

Kenya, to combat the influx of counterfeit electronic devices, the demand for these products remained high. This situation raised concerns about the factors driving consumer attitudes and the subsequent purchase intention toward counterfeit phones. Understanding the underlying motivations was crucial, as the consumption of counterfeit goods not only undermined genuine product markets but also presented risks related to product quality, safety, and data security.

Postgraduate students in Kenya represented a unique consumer segment that faced financial constraints while relying heavily on mobile devices for academic and social purposes. Their frequent engagement with technology for research, communication, and learning created a critical need for reliable mobile phones. However, the prohibitive cost of authentic, high-quality smartphones made counterfeit alternatives attractive. This choice, while economically beneficial in the short term, posed long-term challenges, including increased vulnerability to device malfunctions and compromised academic productivity.

A local study by Nyaga (2023) revealed that a significant proportion of university students in Kenya knowingly purchased counterfeit mobile phones, primarily driven by affordability and peer influence. The study also highlighted a concerning trend: students often underestimated the risks associated with counterfeit phones, prioritizing immediate savings over long-term reliability. Furthermore, recent research by Mutua and Kilonzo (2021) indicated that consumer attitudes toward counterfeit phones were strongly influenced by perceived quality, social pressure, and price sensitivity. These findings underscored the complexity of consumer behaviour in this context and emphasized the need for targeted interventions to address the growing market for counterfeit phones.

The persistence of this issue called for a deeper exploration of how attitudes shaped purchase intentions among postgraduate students. Without this understanding, policymakers and university administrators struggled to implement effective strategies to mitigate the demand for counterfeit devices, ultimately affecting the broader effort to promote economic stability and consumer protection in Kenya. This study, therefore, aimed to fill the knowledge gap by examining the factors influencing consumer attitudes and purchase intentions toward counterfeit phones, providing insights that could inform policies and consumer education initiatives.

1.3 General Objective

This study established the effect of Consumer Attitude on the Purchase Intention of Counterfeit Phones Among Postgraduate Students in Selected Public Universities in Kenya.

1.3.1 Specific Objectives

The specific objectives of the study were:

- 1) To examine the effect of materialism attitude towards purchase intention of counterfeit phones amongst university postgraduate students in Kenya.
- 2) To determine the effect of subjective norm attitude on purchase intention of counterfeit phones amongst university postgraduate students in Kenya.
- 3) To ascertain the significance of moral intensity attitude on purchase intention of counterfeit phones amongst postgraduate students in Kenya.

1.3.2 Research Hypotheses

The following hypothesis were tested in this research: -

- 1) Ho₁: There is a significant positive effect of materialism attitude on the purchase intention of counterfeit phones among postgraduate students in Kenya.
- 2) Ho₂: There is a significant positive effect of subjective norm attitude on the purchase intention of counterfeit phones among postgraduate students in Kenya.
- 3) Ho₃: There is a significant positive effect of moral intensity attitude on the purchase intention of counterfeit phones among postgraduate students in Kenya.

1.4 Significance of the Study

This study on consumer attitude and purchase intention of counterfeit phones among postgraduate students in selected public universities in Kenya provided valuable insights into the factors influencing counterfeit consumption. It illuminated the specific attitudes and perceptions of postgraduate students, an important demographic that often-faced pressures related to social status and materialism. Understanding these attitudes contributed to a deeper comprehension of consumer behaviour, which was essential for marketers and policymakers aiming to address the motivations behind purchasing counterfeit products.

The findings of the research informed marketing strategies by identifying key factors, such as materialism, subjective norms, and moral intensity, that influenced the purchase intentions of counterfeit phones. Businesses, particularly those in the telecommunications and electronics sectors, gained a clearer perspective on how to tailor their marketing campaigns to resonate with this demographic. This understanding was crucial for developing effective communication strategies that could potentially mitigate the demand for counterfeit goods, thus protecting brand integrity and fostering consumer trust.

The study supported policymakers in crafting regulations aimed at reducing the consumption of counterfeit products. By elucidating the underlying motivations for purchasing counterfeits among postgraduate students, the research enabled more targeted interventions and educational initiatives. Ultimately, the study not only enriched academic literature by addressing a gap in knowledge specific to the Kenyan context but also contributed to fostering a more ethically aware consumer culture, encouraging individuals to prioritize authenticity over counterfeit goods.

1.5 Scope of Study

The scope of this study concentrated on consumer attitudes and purchase intentions regarding counterfeit phones among postgraduate students in selected public universities in Kenya from 2019 to 2023. It focused specifically on this demographic to understand how their attitudes toward materialism, subjective norms, and moral intensity influenced their intention to purchase counterfeit mobile phones. The research was conducted in urban areas, particularly Nairobi, where counterfeit goods are prevalent, and included a representative sample from various academic disciplines to ensure diverse perspectives. Utilizing a descriptive survey design and semi-structured questionnaires, the study analysed the relationships between consumer attitudes and purchasing behaviour, although it did not extend to broader implications of counterfeiting beyond mobile phones.

1.7 Limitations of the study

The study faced several limitations primarily related to data collection methods due to the aftermath of the COVID-19 pandemic. The restrictions on face-to-face interactions in universities significantly impacted the expected turnaround time for questionnaire responses. To mitigate this challenge, follow-up methods were employed, including repeat visits to

respondents and telephone calls to encourage participation and ensure a higher response rate. Additionally, a Google Forms survey was developed and circulated to the selected respondents, facilitating online submissions that aligned with the prevailing health guidelines.

Another limitation was the potential reluctance of respondents to engage with the study's subject matter, specifically regarding counterfeit products. Given the current government crackdown on illicit trade, there was a heightened sense of unease and apprehension among respondents. To address this concern, a robust communication strategy was implemented. This strategy emphasized confidentiality and reassured respondents that their information would be handled with care. Clear explanations of the procedures in place to protect their responses were provided before commencing the data collection process, which helped to alleviate fears and encourage honest participation. However, despite these efforts, the possibility of biased responses due to the sensitive nature of the topic could not be entirely eliminated, which may have affected the study's findings.

1.7 Organisation of the study

This study is organized into five chapters. Chapter One provides the background of the study, outlines the research objectives, significance, scope, and limitations. Chapter Two reviews existing literature on attitudes—specifically moral intensity, materialism, and subjective norms—and their relation to purchase intention. It also includes a review of the conceptual frameworks and relevant empirical literature. Chapter Three details the methodology employed in the research, including the philosophical approach, research design, target population, variables, and data collection instruments. Additionally, it discusses the sampling procedure, measures of validity and reliability, data analysis and presentation methods, as well

as ethical considerations. Chapter Four presents the research findings and discusses their implications. Finally, Chapter Five summarizes the study, draws conclusions, offers recommendations, and suggests areas for future research.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

In this chapter all the theories supporting the study were reviewed empirically including a literature review of the variables of the study. The review explores wide-ranging research findings and views relating to consumer attitudes, concept of counterfeiting, purchase intentions and the sub constructs of attitude used in this study.

The research gaps identified in the study are addressed in this chapter and the conceptual framework of the relationship of the variables presented in line with the conceptualization of the same.

2.2 Theoretical Review

2.2.1 Planned Behavior Theory

This theory holds that the objective to exhibit a given plan of action heralds the actual performance of the behaviour. Social psychologists pronounce that intentions intercede between attitudes and actions (Fishbein & Janzen, 1975). This sequence of events has been conceptualized by earlier studies as the belief-attitude-intention ladder (Follows & Jobber, 2000). Theory of planned action explains what influences attitude toward a given behaviour namely subjective norm and perceived behavioural control. This attitude, subjective norm, and perception of the level of control one has on their behaviour motivates the intention to behave in a given way. It is acknowledged that the apparent level of behavioural control rises as attitude and subjective norms do, leading to an increase in a person's intention to perform

the behaviour in question. Intention is therefore recognized as a direct forerunner of behaviour (Ajzen 1985, 1987).

The theory of planned behaviour, (1991) is of the view that Intention leads to behaviour with the Intention dependent on consumer attitudes towards a brand and the individual's reaction to subjective norm (SN) (Fishbein & Janzen, 1975). The two writers have opined that what is referred to as attitude is the positive or negative feeling about a certain behaviour or action. Subjective norm is "a person's perception on how the people important to them would suggest on the question of whether to perform the behaviour in question or not" (Fishbein & Janzen, 1975). An individual's attitude according to TPB estimates intent and is a predictor of behaviour (Janzen, 1985).

The theory recommends that a person's purchase and consumption intentions hence their behaviour are derived from the person's ability control their behaviour. It's this perception of ability to controls one's behaviour which signals the beliefs a person in regard to the possibility of a happening or not (Janzen & Madden 1986). TPB conjectures that an individuals' aim to perform certain behaviour is dependent on their own attitude, subjective norm and the level of behavioural control they can master. In the current study, the TPB is used to demonstrate ones' self-discipline coupled with ability to distinguish right or wrong decisions affects the attitude towards an action or product, and consequently their intention to buy and consume counterfeits. It would therefore anchor subjective norm attitude, materialism attitude and moral intensity attitude as objectives of this study. It also supports the concept of purchase intention, the dependent variable of this study.

2.2.2 Reasoned Action Theory

According to Janzen & Fishbein (1980) this theory gives guidance on the existence of an association between attitude, intention and behaviour. Attitude according to TORA is a variable based on people's perception and appraisal of a situation and is premised on people's projection of consequences once behaviour is executed. The elements of ToRA are Intention, Attitude and Norm. The theory (TRA; Fishbein & Janzen, 1975), postulates that a person's attitude is an important factor that may influence how they consume. Summers, Belleau, & Xu (2006) says that the attitude to perform a behaviour and social perception significantly predict purchase intention. The theory suggests that attitude and subjective norm are indicators of behaviour is intention (what one intends to do or not to do).

The Theory of Reasoned Action (ToRA) proposes that "attitude is formed based on an individual's views about an item or their assessment of the consequences resulting from those beliefs" (Marcketti, & Mack (2009) and therefore an individual's intended behaviour can be projected based on the attitude they have toward the action question.

The theory of reasoned action (TRA) would be utilized in this study to demonstrate how people behave based on their already held opinions about any issue. It would elucidate the presence of a correlation between attitudes and behaviours. According to TRA, Purchase intention is derived from that consumer's attitudes toward counterfeit products (Fishbein & Janzen, 1975). The TRA posits that an individual's behaviour is shaped by their behavioural intentions, which are largely impacted by their attitudes towards the action and arbitrary norms. Thus, TRA shows how attitude toward an act depends on the imagined penalties the consumer links with a given behaviour as well as how subjective norms attitude helps in shaping behaviour towards a certain product or action.

In the current study the TRA was utilized to prove how personal factors, social dynamics and subjective norm attitude influences intentions towards purchasing. Personal factors like value, interest, attention and information increase a person's attitudes towards behaviour. Social factor refers to the pressure coming from society that causes someone to change their opinion and attitude toward a subject, a condition which in the case of counterfeits is manifested by the pressure from a social and reference groups which increases one's likelihood to purchase some the counterfeit item. The theory (TRA) would anchor the dependent variable (purchase intention) as well as customer subjective norm attitude towards the intention and explain the relation between the two variables.

2.3 Empirical review

Empirical review refers to ways of trying to gain knowledge by scrutinizing previously conducted studies Goodwin (2005). In the current research it's acknowledged that several studies have been done in the area of consumer attitude towards counterfeits. However, it's still acknowledged that there is a gap in knowledge in the area of presentation of the hypothesised drivers of purchase intention and consumption of counterfeits in consumer goods industry in Kenya especially fast-moving goods.

This section examined and evaluated the conceptualised drivers of attitude and purchase intentions in some of the studies that have been done on the subject are explained below.

2.3.1 Consumer Attitude

Attitude and the associated beliefs play a big role in decision-making (Tonglet, Phillips, and Read (2004). The choice to perform an action is a personal choice dependent on personal evaluation of behaviours and anticipated outcomes upon performing the behaviour. The way

one behaves in terms of purchasing is a subjective decision dependent on attitudes towards performing such behaviour (Janzen & Fishbein 1980). Consumers and buyers participate in behaviour if their attitude towards an intention to actualise that behaviour is favourable (Janzen 1991).

Laroche, Toffoli, Kim & Muller 1996 have said that consumers purchasing behaviour has an impact on many environmental and social problems. It's this respect for external environmental issues that characterizes the choices and preferences human beings make, which has positive or negative bearing on their final behaviour. (Chan, 1996). It's these inclinations that are usually called attitudes and beliefs (Janzen & Fishbein 1980). Janzen & Fishbein (1980) links attitude, intention and behaviour in a manner to indicate that people will usually act as motivated by their intentions. Numerous studies have shown the part attitude plays in determining consumer purchase intentions. Zimmerman, 2007) says people behave in accordance with their attitudes especially where the said attitudes result from personal know-how and their expectation of a favourable outcome.

Ajzen & Fishbein (1977) found that those attitudes predict behavior in a survey of 109 studies on the relationship between attitudes and behaviors. Nevertheless, Winyard, Rinnie, & Kau (1990) conducted cross-sectional research to examine the aesthetics of software piracy in Singapore and to compare the problem of piracy involving Americans and Singaporeans. The findings revealed that Singaporeans, who do not support software, copyright law as much as the Americans made more fake software compared to similar class of people in the US mainly due to differences in morality standards among the two groups. The US group was found to be mainly concerned about the legal position as far as pirating is concerned whilst the Singaporeans were preoccupied exclusively with the influence of the outcomes. Hustvedt &

Dickson (2009) investigated how attitudes affected the possibility consumers purchasing cotton clothing among 422 US consumers and concluded that attitude is a predicts purchase intention.

Han (2014) studied the relationship between Social Norms and Knowledge and Socially Responsible Consumer Behaviour in numerous sectors America and established a co relation of attitude and purchase intention. On their part Yeon and Murat (2016) investigated whether attitude or its sub constructs played a part in determining whether consumer in the US would purchase local food products. They employed a sample of 695 U.S. consumers. The results confirmed the ability of attitudes to predict buyer behaviour in the local food industry.

Mostafa (2007) examined the impact of intellectual and attitudinal elements on green buying behavior using a sample of 1093 customers from throughout Egypt in an effort to identify the purchase intention for green among Egyptian consumers and determine whether gender had any effect on attitude. The findings confirmed the influence of attitude on the differences in green purchase behaviour.

Follows & Jobber (2000) in their study of the impact of information and attitudes on purchase intention and purchase behaviour in Jakarta Indonesia found a positive correlation between attitude and purchase after studying answers from 339 questionnaires received back.

Ahmad & Juhdi (2010) examined plans and intent to purchase organic food products in Malaysia. They interviewed 177 participants and the returns indicated that there is high market share and intention to purchase fodder among consumers with positive attitude towards products.

Therese & Zhou (2013) researched consumer purchasing motivations for organic food in emerging nations and discovered that attitudes toward purchasing organic food are correlated

with opinions of how wholesome, delectable, and environmentally beneficial the food is. This attitude was found to vary based on demographics like age, gender and income.

Recent research has found that there are some positive attitudes and opinions regarding counterfeits in addition to the negative ones. For instance, (Tom, Garibaldi, Zeng, & Pilcher 1998) found that some consumers believe that fake goods are believed to have the same quality and performance as legitimate goods and that the act of buying the illicit product contributes to support emerging manufacturers, and that it's a market issue of creativity by the counterfeiters to respond to market demand as it is.

2.3.2 Materialism Attitude and Purchase Intention

Materialism is defined as an attribute that describes people's personalities and describes the features that differentiates one person from another in terms of their view on possessions. Materialistic people are those who regard possessions as the defining elements that help to differentiate people and give them class and position in the society. They imagine that people cannot live without possessions (Belk R (1985)). People with materialism attitude show off and value their earthly belongings and go to any level to achieve their show off goals. Richins & Dowson (1992) define materialism as "a collection of core ideas on the significance of material goods in an individual's life." where people with this attitude put a lot of efforts to acquire material objects. Materialism attitude affects peoples view on items and influences their view towards purchasing and consumption. Materialism attitude influences the purchase and consumption patterns including the quality, quantity and type of goods or services purchased as consumers with this attitude are aware of the value in the goodwill that their purchases confer on them.

Belk (1985) collected data from 338 in the United States intended to find if there are inborn characteristics of the world of materialists. According to subsequent findings, properties and ownership play a crucial role in the lives of materialistic consumers because they bring them personal fulfillment, pleasure, and contentment, which influences their attitudes toward goods and services because the determining factor is the value that the products provide the purchaser with regards to appealing others.

Yoon (2003) explored vicissitudes in Korean way of life and determined that among young Koreans, materialism was on the increase since money, luxury brands and show off was increasingly becoming the symbol of success. The desire to showcase one's wealth, or the "materialistic mind-set," drives Koreans to buy products that aid in this.

By comparing Chinese, Mexican, and American Masters Students, Eastman, Fredenberger, Campbell, and Calver (1997) sought to determine if the materialistic mentality had the same impact across cultural boundaries. A total of 800 Masters Students, from the U.S.A., China and Mexico were sampled in three convenience samples. The results indicated that materialism is culturally distinctive. The Chinese showed the most trends of while the ones from Mexico were the least materialistic possibly due to their culture of communism among the Chinese. The results found a correlation between desire to purchase products representing status and materialism attitude.

To determine if there are any generational or cultural distinctions in materialism, Lundstrom & White (1999) looked at how age affected consumers from France and the United States of America. They conclude that materialism and greed vary significantly by generation in both countries. Their findings amplify the fact that buyers and consumers with materialism attitude are likely to be tempted to purchase counterfeit goods as they feel the said goods even though

of lower quality give them some value for the less money spend compared with if they had purchased higher priced genuine goods.

Schaefer, Allen, Charles, Hermans, & Stephen (2004) assessed samples from China, Japan, and the US to examine the connections and variations in materialism amongst youths in the three nations and to ascertain if a materialism mind set has an impact on purchasing. Results laid bare those China teens were less materialistic compared to their counterparts from Japan and the United States. Compared to the other two countries, US teens exhibited highest levels of materialism. Moreover, United States teens were found to be the most persuaded that perception by others significantly depended on possessions. Their attitude regarding worldly ownership was more favourable compared to other nations. These results diverge from past research that suggested materialistic tendencies were more prevalent in impoverished societies and countries. This departure from the known calls for further research.

In order to evaluate the demand side of counterfeits, Ang, Cheng, and Lim (2001) interviewed 100 respondents in open market and retail mall settings in the USA. The results in both cases indicated that the changes in the coefficient for both attitude and purchase intention of counterfeits were similar indicating a possibility of a correlation between the two especially among materialistic consumers who believed that owning goods bearing recognizable popular brands, symbols, and images gave them the reputation, social standing, class, and successful mentality given to the genuine product. These results confirm that materialism attitude had an effect on purchase of counterfeit goods and these results gave reason to carry out our study on different settings.

2.3.3 Subjective Norm Attitude and Purchase Intention

The word Subjective norms is taken to mean a person's view of social normative pressures and how they regard the opinion of other people regarding any given behaviour (Janzen & Fishbein 1975). According to Albers-Miller (1999), the subjective norm is a circumstance where shoppers are more prone to purchase counterfeit goods if they believe that their significant others would support their decision. Subjective norm attitude are the intrinsic pressures from the society to behave in one way or the other towards some subject matter of product (Janzen, 1991; O'Neal, 2007). Subjective norms attitude explains how an individual expects their reference group to react if act in a certain way or exhibit certain behaviour. It explains the pressure that an individual undergoes in an attempt to comply with the needs and consumption patterns of their peer group, and how such pressure informs demand.

Several investigations have shown the existence of a causal path between subjective norm attitude and buying intention. Tarkiainen & Sundqvist (2005) for instance studied the issue of Subjective Norm and their findings suggested that there is a substantial co relation between subjective norm attitude and buying intention. This makes it necessary to carry out further study on the issue of subjective norm attitude and its effect on consumption.

Lee et al (2009) collected data from 342 Korean Students and carried our examination of the results to find out how social status and materialism could affect consumer intention to purchase fake fashion designer brands. The results confirmed that the social pressure among other variables determined purchase intention of counterfeits. This conclusion indicates that subjective norm and the pressure associated with the need to conform has an effect on the purchase patterns of an individual.

Kalafatis, Pollard, East, & Tsogass, (1999) studied what informed purchasing intention of products regarded to be environment conscious. They carried comparative studies in both the UK and Greece. The findings in the UK demonstrated that social influence was a significant component in predicting purchase intention in the UK and that SN had a significant impact on intention. The results proved that subjective norm and pressure from others has a significant effect on purchase decisions, warranting further research.

Dean, Raats, & Shepherd (2008) studied possibility of integrating emotional attitudes and morals into the Theory of Planned Behaviour on matter of food choices. Further, they intended to determine whether morality and sentiments could predict the desire for buying both fresh and processed organic foods in the UK. Using questionnaire data collected from 281 respondents, the results confirmed that subjective norm attitude is an important element in predicting purchase intention as well as the positive relation between moral norm and purchase intention for both fresh and processed organic products and vice versa. These results indicated the positive relation between subjective norms and purchase intentions.

Changchun, Huanjiao & Young- (2017) examined purchase intention for sportswear in the United States and they checked among other things the effects of expectation subjective norm attitude on purchasing green sportswear and analysed data collected from 542 respondents. Results from the analysis led to the conclusion that subjective norm attitude played a big role on the purchase intention for green sportswear and paved the way for further research on the subject matter on different goods or sector

Huang (2012) conducted research in china by distributing 1114 questionnaires to grown-up personnel and 350 questionnaires to university Students in China to validate the consumer's responsiveness to interpersonal influence. Results indicated that social pressure and worry

about what others might think influenced purchasers' attitudes on their intentions to acquire products and services, and that consumers were susceptible to personal influence in their purchasing decisions. These understanding lays ground for further research on the subjective norm from a different cohort of consumers and on different type of goods.

2.3.4Moral intensity Attitude and Purchase Intention

James, (2019) defines moral intensity (MI) as the degree to which a buyer considers their moral inclination before making a decision in a specific situation. Recent studies have emphasized that ethical considerations play a significant role in shaping consumer attitudes toward counterfeit products. For example, Hossain and O’Cass (2020) highlighted that consumers' ethical beliefs strongly influenced their attitudes toward counterfeit goods, illustrating that moral evaluation is pivotal in purchase decisions. Similarly, Wong and Makhdoom (2022) found that ethical concerns are critical determinants of purchase intention, often overshadowing product features and individual personality traits

Tan B (2022) did a study on how Purchase intention of pirated software was informed by moral intensity, perceived risks and moral judgment using a sample of 400 consumers. The findings showed that reduced purchase intentions for illegal software were associated with considerable immensity and regard for social repercussions (sub-constructs of moral intensity). They concluded that morality issues affected the likely wood of purchasing pirated software. The conclusion shows the importance of morality in informing purchase decisions hence the need for further research on the same construct.

Ang *et al.* (2018) conducted a study titled “Spot the difference: the reactions of consumers to counterfeit amongst 3,621 Singapore individuals who have previously purchased a Compact

Disc (CD). They found that the consumers found nothing wrong, unethical or risky in buying counterfeits CD's and therefore did not believe there was anything wrong doing in buying such products.

Lee, (2019) carried out a survey in Taiwan with a sample of 361 adult Students to find their attitude and intention toward piracy. Results indicated an adverse co relation between moral intensity and intention to purchase pirated music. This indicated that as morality increased and buyers felt the need to act with morality and goodness, the demand for pirated music hence counterfeits also reduced.

Tan & Rukuni (2020) surveyed 309 Master's students as part of a market research endeavour to ascertain the factors that motivate the consumption of pirated software in Asia. Results showed that most buyers felt that software piracy was tolerable. They said that, with an opportunity to acquire pirated software an individual is faced with a moral dilemma of choice and makes a decision based on their perception of morality. This moral decision moulds the attitude the consumer would have towards pirated goods. This implies that morality attitude influences purchase and consumption intentions.

2.3.5Purchase Intention

Janzen and Fishbein (1980) have defined Purchase intention to be a person's freewill and zeal to purchase a product, which is alleged to be anticipated through the evaluation of one's attitude, subjective norm, and perceived behavioral control. In many past cases, the intention to purchase is taken to be a surrogate for actual purchase behaviour (Follows & Jobber 2000). The current study also treats Intention as surrogate for Purchase. This is because the very nature of the issue of counterfeiting in an African setting cannot be investigated directly and any attempt may result in wring data because some people may fear arrest or further

investigation. Fishbein & Janzen, (1975) says that a person's perceived intention is a good surrogate for a certain behaviour because to realize a behaviour, one must be ready and in full control of performing the said behaviour.

According to Phau et al. (2009), eagerness to buy should be taken into account as a sign of intention to buy. He suggested if one is willing to purchase that act should be treated like real purchase such that to predict purchase, one should measure how keen a consumer is in terms of the purchase plan of a specific product. Therefore, according to Phaul *et al.*,2009, the term "intention to purchase" ought to be considered to signify "actual purchase". Several studies have been done to show the relation between attitude, intention and Purchase.

Weisheng & Leng, (2016) carried out a survey among 295 consumers (168 Taiwanese and 127 Singaporeans. They compared intention to purchase fake goods between Students of Singapore and Taiwan origin. Results confirmed that in both countries subjective norm attitude predicted purchase intention with the intention usually translating to actual purchases in many cases.

Laroche & Sadokierski, (1994) found that attitude plays a part in selection of an investment firm. This came about when they questioned 178 respondents in the USA about their decision-making process and intentions to acquire a venture. On the other hand, Maichum, Parichatnon & Peng, 2017 examined 483 Thai consumers to find out what factors impact purchase intention for green products among local consumers. Results found that the main drivers of intention are behavioural control, consumer attitude and subjective norm. Given that customer attitude has been identified as a significant factor influencing purchase intention, it is essential to do more research to examine the impact of a mindset on purchase intention.

The current study investigates consumer attitude and purchase intention of fake products in a different product category and different setting.

2.4 Summary of research Gaps

This section reviewed the gaps that revealed in the field of consumer attitude towards purchasing intention in Kenya and globally. The existing data suggests that research has been conducted on several aspects of perspectives on purchase intention. Given that the majority of research seems to have been conducted in Europe, America there is need to carry out research in an African set up.

Prior research on attitudes suggests that it has an essential role in deciding the plan to acquire counterfeit products and may therefore affect the degree of demand for the items as literature has demonstrated that buy intent is a proxy for genuine acquisition.

Conversely, consistent evidence about counterfeits has not been found to demonstrate the type of attitude that drives the purchase intention. According to the literature, analysing the threat posed by counterfeit goods should begin with identifying the antecedents and attitudes that underlie those attitudes since changing those antecedents might eventually influence how consumers interact with counterfeit goods.

Since there are many variables that play a role in the consumer attitudes, there is need for wider insight about the individual and collective consequence of all kinds of attitude towards consumer purchase behaviour including purchase intention which has not been exhausted. Available data points to the existence of gaps in the cultural issues that have some effect on consumer reactions including intention to purchase imitation goods especially, moral intensity, materialism, and subjective norm and their effect on purchase intention of

counterfeit goods. Hoe, Hogg, & Hart (2003) underlines the importance of qualitative research studies to investigate the demand side of counterfeits, reasons why counterfeits are purchased and why do customers buy counterfeit goods, given that the majority of research have focused on the supply side. This study investigated the demand side of attitude towards counterfeits. Table (2.1) below summarises the literature reviewed relating to variables of this study.

Table 2.1 Literature Review and Study gaps

Author	Study descriptors (techniques, participants and outcome)	Findings	Research Gaps
Ang <i>et al.</i> ,2001	Survey, 3,251 Singaporean customers Music CD	Attitude have a relation with purchase intentions Attitude depends on exposure, honour and income	The study only looked at one product group and one location, Singapore. a gap existed in the context and a distinct product line. This research included an African backdrop into the inquiry.
Moore & Chang 2006	Survey of 243 Pupils from Hong-Kong. Software.	Moral intentions have a relation with buying intention with the relationship between buying and using behaviour found to be was stronger in men than women	Study context was on one category (software), one area. This study was expected to broaden the study to include Africa and add new factors.
Mohammad R et al 2006	Survey of 329 Pakistan Postgraduate Students Mobile Phones	Attitude and low price have influence on purchase intention of counterfeit	The study was done only at a single institution. It is necessary to expand the poll to include other universities as consumption patterns are distinctive to each culture.
De Matos et al 2007	400 Brazil customers.	Recognized the part antecedents of attitude play in expecting the same. Proposed that attitudes mediate in	The current study aims to expand upon previous research that was based in Brazil to new scenarios. The study took attitude into account

Source: Researcher (2023)

		the relation between the antecedent concepts and the intentions.	as a mediator. The attitude in the current study was to be regarded as a dependent variable.
Muthiani et al 2011	61 pharmacies	Traders are more inclined to engage in counterfeiting due to the combination of profit strain, customer demand, and inconsistent supply.	There is a gap in the aspect of the customers, and the study focused on the dealers to discover why they offer counterfeit goods. Consumers would participate in the present study as responders.
Tan 2002 survey,	377 Chinese clients	Considered Price, demographics, historical involvement with the fake software, moral intensity, all have influence on attitude towards counterfeits	Expected level and severity of consequences reduces any intentions to purchase; moral judgments reduce purchase intentions. A knowledge gap exists within African culture due to the research's emphasis on Chinese clients.
Yoo & Lee 2005	Researched on two 2 cohorts of Koreans (420 and 500)	Consumers favour sincere items over fakes	The approach utilized was experimental. The present technique involves conducting a survey to address the gap in methodology.

As seen from the literature the literature reviews above, most of the studies done in the area were undertaken outside Kenya and hence there is need carry out a study in the Kenyan context so as to add Kenyan perspective and data.

It is evident that there is a gap in the buying intention of counterfeit cellular phones in Kenya.

2.5 Conceptual Framework

This is a summary of several concepts to illuminate a situation and widen the understanding of the research problem (Imenda S 2014). In most academic studies that involve testing hypothesis, conceptualization of variables is Key as it sets the basis for such test and gives latitude for subsequent generalization of the research findings.

The researcher proposes to test the conceptual framework below that shows the hypothesized association between the variables, both Independent Variables and Dependent Variable. The independent variable in this study is consumer attitude, which is measured by its sub constructs: materialism, subjective norm, and moral intensity. The dependent variable is the purchase intent of counterfeit phones. The image below illustrates the link between the independent variables (Materialism, Moral intensity, Subjective norm) and the dependent variable (Purchase intention), denoted as H1.

2.5 Conceptual Framework

In the study on consumer attitudes and purchase intentions regarding counterfeit products, the independent variables include consumer attitude, moral intensity, cultural context, and perceived risk. The dependent variable in this study is purchase intention, which represents the likelihood or willingness of consumers to buy counterfeit products. Purchase intention is seen as the outcome influenced by the independent variables, as changes in attitudes, ethical perceptions, cultural influences, and perceived risks are expected to affect how likely individuals are to engage in purchasing counterfeit item).

**CONSUMER ATTITUDE AND PURCHASE INTENTION OF COUNTERFEIT PHONES
AMONG POSTGRADUATE STUDENTS IN SELECTED PUBLIC UNIVERSITIES**

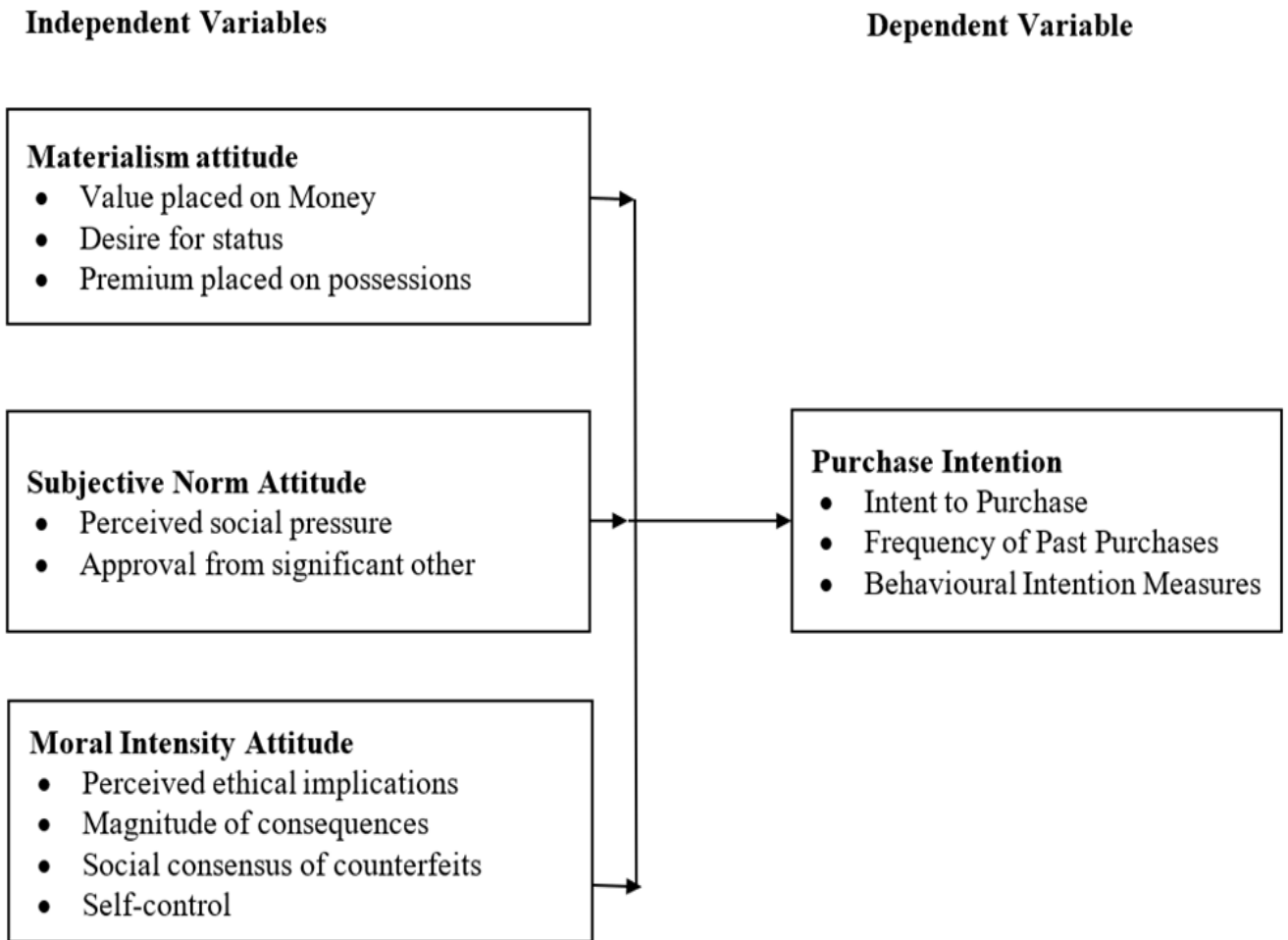


Figure 2.1: Conceptual Framework

Source: Researcher (2023)

Figure 2.1: Conceptual Framework

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter centres around the methodology utilized to conduct the research and provides a detailed analysis of the study's procedures. This chapter covers the topics of the technique used, the research philosophy, study design, empirical model, and the intended audience. Included are also the sample technique and data gathering procedures, Variable characterization and quantification, reliability and validity of research instruments, techniques used for analysing and presenting data, in addition to ethical consideration. The chapter summarizes the structure and approaches that were used in collecting and analysing data.

3.2 Research Design

As this study deals with people's views which require precise measurement and reporting, it assumed a descriptive survey design so as to effectively capture the characteristics of any phenomena under investigation. Descriptive survey has been described by Grazino & Raulin (2000) as one of those appropriate when studying people's attitudes, feelings and thinking in regard to specific aspects. Therefore, it is pertinent to our study because attitudes may be deduced from specific signs that reflect customer behaviour even though they cannot be explicitly measured or witnessed. Descriptive study is best fitted for this kind of data collection as it captures the event or situation under study by reporting observations by the researcher in a scientific manner.

As the research anticipated collection of empirical data so as to meet the objectives, it used quantitative methods of data collection including empirical assessments that require numerical measurement and analysis. Online as well as drop and pick methods were used to collect data.

3.3 Empirical Model

$$PI = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

PI = Purchase Intention

α = Constant value

$\beta_1 - \beta_3$ = Beta values, Path coefficients for various variables

X_1 = Materialism Attitude

X_2 = Subjective Norm Attitude

X_3 = Moral Intensity Attitude

e = Error term.

3.4 Target Population

The target population for this study comprised graduating postgraduate students from four specific public universities located in the Nairobi Central Business District (CBD), Kenya. The selected universities included Kenyatta University Nairobi CBD Campus, Jomo Kenyatta University of Agriculture and Technology, University of Nairobi, and Moi University, which were purposively chosen due to their accreditation to operate in the CBD and their substantial student enrolment. According to the Kenya National Bureau of Statistics (2018-2023), the total population of students enrolled in these four institutions reached 204,850, providing a diverse and relevant sample for examining consumer attitudes and purchase intentions regarding counterfeit mobile phones among this demographic.

3.4.1 Operationalization and Measurement of variables

The measurement of variables was adopted from earlier research but be amended, re written and rephrased as required to fit this study and the researchers' area of concentration. Table 3.1 gives the operationalization method for the variables, measure and where they are adopted from

Attitude was measured by scale from Mathiesson et al. (2001) and Shi I change (2011) Materialism was measured using a tool advanced by Richins & Dowson (1992). Subjective Norm was quantified by the scale as proposed by Shih et al (2011) while the measure for Moral Intensity (MI) was adopted from a scale developed by Ang et al (2001).

The scale for measuring variables was a five-point Likert-type. To measure each variable, a scale was employed. The measures ranged from “strongly disagree” (p1) to “strongly agree” (p5), with lower scores indicating lower levels of Materialism, Subjective Norm and Moral Intensity attitude and vice versa.

Table 3.1 Operationalization of Variables

Variable	Category	Operationalization	Measurement	Adopted from	Direction
Purchase intentions	DV	This is thoughtful Process leading to: Purchasing counterfeits Thinking of Counterfeits as an option	1=Strongly disagrees 2=Disagrees 3= Neutral 4=Agrees 5=strongly agrees	Zeithaml et al 1996	None

		<p>Recommend counterfeit to friends Say favourable things about counterfeits</p> <p>Counterfeits as practical</p> <p>Counterfeit as convenient</p> <p>Counterfeit as beneficial</p> <p>Pride buying counterfeits</p>			
Materialism Attitude	IV	<p>Views about:</p> <p>Earthy belongings</p> <p>Material things</p> <p>Owning things to impress others</p> <p>Acquiring good things</p> <p>Need to impress others</p>	<p>1=Strongly disagrees</p> <p>2=Disagrees</p> <p>3= Neutral</p> <p>4=Agrees</p> <p>5=strongly agrees</p>	Marsha L Richins 1992	+ve Positive
Moral Intensity	IV	<p>View on the following</p> <p>Uprightness</p> <p>politeness</p> <p>accountability</p> <p>Self-discipline</p>	<p>1=Strongly disagrees</p> <p>2=Disagrees</p> <p>3= Neutral</p> <p>4=Agrees</p> <p>5=strongly agrees</p>	Ang et al 2001	-ve Negative
Subjective norms	IV	<p>A view of whether one takes the views of friends/parents/peers or siblings before buying anything</p>	<p>1=Strongly disagrees</p> <p>2=Disagrees</p> <p>3= Neutral</p> <p>4=Agrees</p> <p>5=strongly agrees</p>	Azjen 1991 Shih I Chenge 2011,	+ve Positive

Researcher, 2023

3.5 Sampling Design

The research used multi-stage sampling design to come up with the sample. Both purposive and stratified random sampling techniques were employed. Purposive sampling was utilized to select the target campuses and subsequently, stratified random sampling applied to choose respondents in the selected campuses.

Universities with representation in Nairobi Central Business District (CBD) were targeted as a sample because they draw Masters Students from the whole Republic and as such would be a good sample to represent views of all the Masters Students with no bias.

A second purposeful sampling was done to select the campuses to include in the study. The campuses were chosen based on their student enrolment levels, which were also supported by their accreditation to operate inside Nairobi CBD. Following the criteria, University of Nairobi, Kenyatta University, Jomo Kenyatta university of Agriculture & Technology and Moi University were the biggest four (KNBS, 2020) as shown in appendix E. They are also ranked as the most popular with Masters Students by Kenya universities and colleges central placement service (KNBS data).

The total number of Students at the said 4 universities represented in Nairobi CBD is 204,850 (Kenya National Bureau of statistics 2018/19). This represents 48% of all university Students in Nairobi CBD campuses. Shown in table 3.2 below is the distribution of the Students.

Table 3.2 Sample allocation

UNIVERSITY	ENROLLMENT	PERCENTAGE
Moi University	31996	16%
Jomo Kenyatta University of Agriculture and Technology	37740	18%
Kenyatta University	64599	32%
University Of Nairobi	70515	34%
Total	204850	100%

Source: KNBS (2018)

The researcher used the guidance of Krejcie & Morgan's (1970) in deciding the sample size for this research. This method is popular where the population is large like in the current study where the population was 204,850. Krejcie & Morgan's (1970) prescribes that 'to keep sampling error at minimum at a certain confidence, it's important to note that as population increases the sample size should increase but at a slower pace, finally plateauing (remaining constant) at just over 384 instances. Additionally, Krejcie, Morgan, and others (1970) noted that there was "no benefit to be obtained to validate the resources and effort spent sampling beyond 384 cases." This observation has also been validated by the findings of Alreck & Settle (1995). (APPENDIX D)

The sample size calculation, based on Krejcie & Morgan's (1970) is based on $p = 0.05$ which indicates that there is a less than 5 % or $p < 0.05$ chance of committing type I error.

$$S = \frac{\chi^2 * NP (1 - P)}{d^2 (N - 1) + \chi^2 P(1 - P)}$$

Where,

S=sample size.

χ^2 =the table value of chi-square for 1 degree of freedom at the desired confidence level (0.05=3.841).

N=the population size.

P=the population proportion (the formula assumes this to be 0.50 in order to maximize sample size)

d=desired proportionate degree of accuracy.

$$S = \frac{3.841 * 204850(0.5)(0.5)}{0.05^2(204849) + 3.841(0.5)(0.5)} = 382$$

After determining the total sample size, proportional calculation was used to decide the number of samples from each university

Table 3.3 Sample Size determination

UNIVERSITY	ENROLLMENT	PERCENTAGE	SAMPLE SIZE
Moi University	31996	16%	60
Jomo Kenyatta University of Agriculture and Technology	37740	18%	70
Kenyatta University	64599	32%	120
University Of Nairobi	70515	34%	131
Total	204850		382

Researcher: (2023)

3.6 Data Collection Instruments

To collect Primary data, the researcher used semi-structured questionnaires to get both qualitative and quantitative data. There were two sections of the questionnaire (1 and 2). Section 1 comprised of bio data including the socio-economic, demographic, and topographical attributes of the respondents while Section 2 captured data on the subject matter using a Likert type of questionnaire on consumer attitude and purchase intentions. Likert scale varied from 1=strongly disagrees, 2=disagrees, 3=Neutral, 4=agrees, to 5=strongly agrees (Appendix A).

3.7 Pilot Testing

A pilot study was conducted to assess the feasibility and effectiveness of the research instruments before the actual data collection commenced. The pilot study involved administering the finalized questionnaire to a group of 20 postgraduate students from selected public universities in Nairobi. This sample size was chosen in accordance with the guidelines proposed by Hill (1998), which suggest that a pilot test with 10 to 30 participants can yield valuable feedback on the instrument's clarity and appropriateness. The feedback obtained from the pilot study helped identify potential issues related to the wording of questions, the clarity of instructions, and the overall flow of the questionnaire. Consequently, necessary adjustments were made to enhance the instrument's reliability and validity. Importantly, the participants involved in the pilot study were not included in the final data collection to ensure the integrity of the study results, allowing for a clearer assessment of the postgraduate students' attitudes and intentions regarding counterfeit mobile phones

3.8 Validity and Reliability

Once a questionnaire is finalized it's advised that it should be put to test before the full-blown actual data collection exercise (Mugenda 2003). For this study, Pilot testing was undertaken to confirm the instrument's validity and reliability. This was done by administering the questionnaire to 20 Masters Students in adherence to the recommendations of (Hill 1998) on piloting who advises that 10 to 30 participants give good account in a pilot testing. The 20 used participants were not included in the final research.

3.8.1 Validity Test

Berg (2001) aver that validity is the level to which an instrument precisely gauges what it is intended and claimed to gauge. It is a test of the degree that measures if the nature of questionnaire and language captures the required concepts well (Cooper & Schindler, 2008). To confirm, face and content validity, the instruments were shown to experts with good knowledge in the marketing field who were requested to give their input, suggestions and feedback on whether the instrument captures all the required concepts well. A pilot test was also used with a few conveniently selected respondents from the sample population (Hill 1998) to test how well the questionnaire captures what is expected.

3.8.2 Reliability Test

The concept of reliability checks how well and to what extend the instrument of measure returns similar outcome if the test is repeated several times. It also estimates internal consistency, which demonstrates how different scopes of the tool are related to one another and to all others individually and collectively.

In this study Crombach's Alpha coefficient was computed for all items in the questionnaire to estimate internal consistency and reliability as well as to determine how different dimensions

are related to each other and the entire document. Only items with an alpha coefficient greater than 0.7 were kept, as they are more likely to provide the required level of consistency (Hair, Black, and Balm & Anderson 2010). The findings of the reliability assessment are displayed in Table 3.4 below.

Table 3.4 Results of Reliability Tests

Variance	α-value	Remarks
Materialism attitude	0.785	Reliable
Subjective norm attitude	0.823	Reliable
Moral intensity attitude	0.790	Reliable
Purchase intention	0.811	Reliable
Aggregate Score	0.802	Reliable

Source: Pilot Study (2023)

The results in Table 3.4 suggests that alpha value of entrepreneurial materialism attitude, subjective norm attitude, moral intensity attitude and purchase intention of counterfeits was 0.785, 0.823, 0.790 and 0.811 respectively. The aggregate score was 0.802 which was above 0.7. Therefore, the research instruments were considered reliable.

3.9 Data collection procedures

First the researcher applied for approval to carry out this research from the university (Kenyatta University). Consequent to getting the approval, the researcher applied and obtained clearance to conduct research from the national commission for science, technology and innovation(NACOSTI). The final stage was that the interviewer sought the campus of the chosen colleges for their permission to participate in the study. Purposive approach was utilized to choose the public university campuses from among the nine authorized public

institutions in Nairobi CBD. Finally drop and pick later method was used to collect data using the Semi-structured questionnaires distributed to the Masters Students from the selected university in Nairobi CBD. Due to the Covid 19 pandemic experience and the restrictions and changes that have been put in place in universities where some campuses have opted for online teaching methodology email and online data collection was also used to collect data from those Masters Students who may not have been in campus during the time of data collection.

3.10 Data analysis and presentation.

The collected data was thoroughly reviewed and marked for cleaning prior to analysis. This process involved checking for inconsistencies, missing values, and outliers to ensure data quality. Once the data was cleaned, it was organized and coded according to the relevant themes and variables of the research, and then entered into the Statistical Package for Social Sciences (SPSS) for analysis. Both qualitative and quantitative data analysis techniques were employed to provide a comprehensive understanding of the research questions.

Qualitative data was analyzed using content analysis, which allowed for the identification and grouping of common themes and patterns within the responses. This approach facilitated the exploration of concepts that may not have been directly addressed by the structured questionnaire, thus providing deeper insights into consumer attitudes towards counterfeit phones. For quantitative data, descriptive statistics were derived, including mean, variance, standard deviation (SD), and frequency distribution. These statistics were essential for identifying the central tendencies and characteristics of the data set. Inferential statistics were employed to test the formulated hypotheses, with correlation and regression analyses conducted to examine the relationships between variables at a 95% confidence level. Prior to performing regression analysis, diagnostic tests, such as the Durbin-Watson test for

autocorrelation and the Variance Inflation Factor (VIF) for multicollinearity, were applied to ensure the validity of the regression assumptions.

Findings were presented in a clear and organized manner using tables and figures, which effectively illustrated the results. Hierarchical analysis was utilized to showcase the percentage strength of each variable, highlighting the significance of each antecedent of consumer attitude. Correlation coefficients were interpreted according to standard conventions, where an r value of 0.5 indicated a strong relationship, 0.3 to 0.49 indicated a moderately strong relationship, and below 0.29 indicated a weak relationship. The analysis culminated in a summary of the findings, drawing conclusions that informed recommendations for stakeholders and suggested directions for future research.

3.11 Ethical Considerations

Bryman & Bell 2004 has prescribed the ethical considerations that should be appreciated by researchers like informed consent before data collection, no harm to participant, respect of privacy and no deception. The current study respected those ethical expectations. Participants' consent was obtained by the researcher prior to their completion of the questionnaires. This thesis ensured there is no plagiarism cases above normal and respected and referenced all studies made by preceding investigators by citing them based on the rules of Kenyatta University in regard to referencing.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSIONS

4.1 Introduction

The chapter provides an analysis and presentation of field-collected data, employing descriptive and inferential statistics. The data is displayed in the form of tables and figures. Following the response rate are the respondent's biographical information, descriptive and inferential analyses.

4.2 Response Rate

The response rate of the 450 respondents who completed the self-administered questionnaires is detailed in Table 4.1 below.

Table 4.1 Response Rate

Category	Frequency	Percentage
Response	380	84.5
Non – Response	70	15.5
Total	450	100

Source: Survey Data (2023)

Table 4.1 reveals that 84.5% of the respondents took part in the questionnaire, while the remaining 15.5% did not participate. This means that the research achieved a response rate of 84.5%, which suggests that the number of returned questionnaires was sufficient to represent the whole population. According to the guideline of Mugenda and Mugenda (2003), a response rate of 70% or more is considered satisfactory for data analysis.

4.3 Descriptive Statistics

The descriptive statistics for consumer attitudes and purchase intentions towards counterfeit phones among postgraduate students were analysed, yielding several key insights. The aggregate mean scores for the relevant variables are summarized as follows: the mean score for Consumer Attitude Towards Counterfeit Phones was 3.45, indicating a moderately positive attitude among respondents. This suggests that postgraduate students may view counterfeit phones favourably due to factors such as affordability and accessibility, which can be particularly relevant in the context of limited budgets often experienced by students.

In terms of perceived quality, the mean score for the Perceived Quality of Counterfeit Phones was recorded at 3.10. This score implies that while students acknowledge the existence of counterfeit options, they may also harbour concerns regarding their quality and durability compared to authentic products. The perception of counterfeit phones being somewhat acceptable in quality indicates a nuanced view, where students are balancing the allure of lower prices against potential quality issues.

The influence of social factors was assessed through the Social Influence (Subjective Norms) variable, which achieved a mean score of 3.25. This result highlights the significant role that peers and family play in shaping students' attitudes and behaviours towards counterfeit phones. The social environment appears to contribute positively to their acceptance of these products, suggesting that group dynamics and social pressures may drive students' purchasing intentions.

Despite the relatively positive attitudes and perceived quality, the Purchase Intention for Counterfeit Phones yielded a mean score of 2.90, reflecting a more cautious approach towards actual purchasing behaviour. This score indicates that while there is some inclination to consider buying counterfeit phones, the overall intention remains moderate. It suggests that students may be hesitant, potentially due to ethical considerations, concerns about product reliability, or awareness of legal implications associated with counterfeit goods.

Overall, the descriptive statistics indicate that postgraduate students generally have a favourable attitude towards counterfeit phones, yet their intention to purchase remains restrained. This discrepancy points to the complex interplay between positive perceptions of counterfeit products and the hesitance to engage in purchasing behaviour, which may stem from ethical dilemmas and quality concerns. Understanding these dynamics is crucial for marketers aiming to connect with this demographic and tailor strategies that address their apprehensions while highlighting the benefits of counterfeit phones.

4.3.1 Respondents' Demographics

The respondents' demographics were assessed based on their gender, age, marriage status, and economic level. The results are conveyed as follows:

4.3.1.1 Gender

The research aimed at ascertaining the gender representation of the respondents. The conclusions are demonstrated in Figure 4.1.

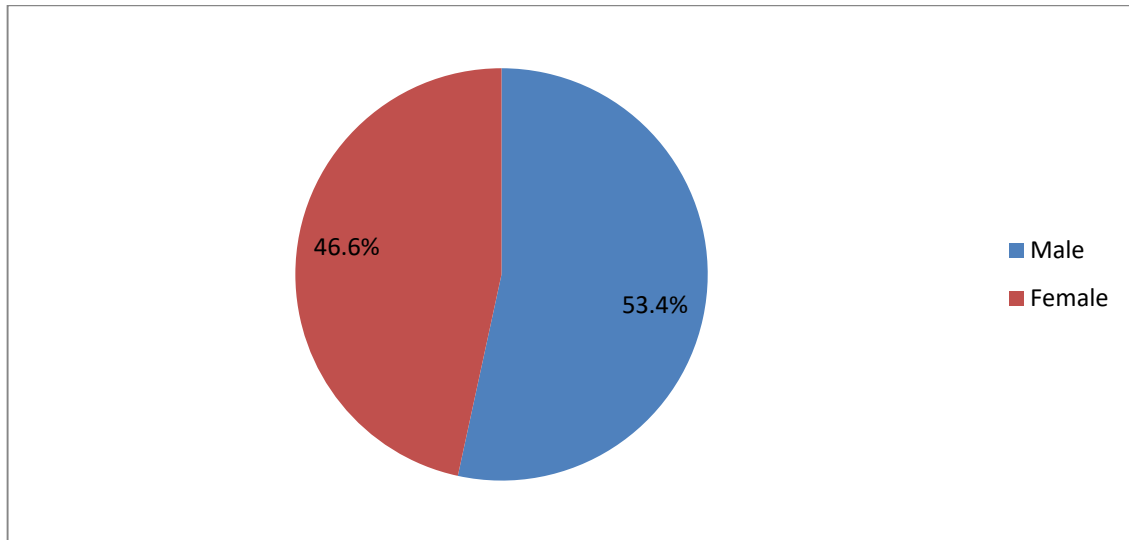


Figure 4. 1 Gender

Source: Survey Data (2023)

From the findings in Figure 4.1, the male responders were represented by 53.4% and female responders by 46.6%. This suggests that the research has effectively considered and accounted for gender parity.

4.3.1.2 Age

The research aimed at estimating the demographic distribution of the respondents based on their age. The findings are demonstrated in Table 4.2.

Table 4.2 Age

Years	Frequency	Percentage
18 to 24	89	23.4
25 – 34	167	43.9
35 – 44	97	25.5
45 and above	27	7.1
Total	380	100

Source: Survey Data (2023)

The data in Table 4.2 suggests that 43.9% of the responders were between the ages of 25 and 34. Those aged between 35 and 44 accounted for 25.5%, while 23.4% fell within the age range of 18 to 24. Respondents aged 45 years and above made up 7.1% of the total. This suggests that the questionnaire included participants from various age groups throughout the whole nation, including both employed and unemployed students.

4.3.1.3Occupation

The research aimed to determine the extent to which the respondents were depicted or portrayed in relation to their productive occupation which would help to understand if they were employed or not. The findings are demonstrated in Table 4.3.

Table 4. 3 Income Status

Status	Frequency	Percentage
Employed	221	58.2
Not employed	159	41.8
Total	380	100

Source: Survey Data (2023)

The data displayed in Table 4.3 indicates that 58.2% of the respondents were employed, whereas 41.8% were not employed.

4.3.2Descriptive Statistic results for the variables

The descriptive data was expressed in terms of the mean (M) and standard deviation (SD). The findings are provided according to the particular factors of the research as follows:

4.3.2.1Materialism Attitude

The research aimed to investigate the impact of materialistic attitudes on the propensity to buy counterfeit phones among Post graduate students in Kenya. Table 4.4 displays the descriptive data for materialistic attitude.

Table 4.4 Materialism Attitude

	M	SD
You cherish material possessions including phones	4.52	0.48
How well I'm doing in life is indicated by the things I own	4.57	0.43
Encourage friends and relatives to buy counterfeit product	4.30	0.70
Luxury is an important thing in my life	4.14	0.86
You get pleasure in buying Status phones	4.23	0.77
Life would be considerably more enjoyable if I possessed everything I ever desired.	4.69	0.31
You believe that counterfeit goods are convenient	3.72	1.28
You find counterfeit Phones beneficial and a status symbol	4.56	0.44

Source: Survey Data (2023)

The outcomes in Table 4.4 shows that the responders strongly agreed on the statements that life would be much better if they had all the things they desire (M=4.69, SD=0.31), how well they doing in life is indicated by the things they own (M=4.57, SD=0.43), they find counterfeit phones beneficial and a status symbol (M=4.56, SD=0.44) and that they cherish material possessions including phones (M=4.52, SD=0.48). According to Belk (1985) people with materialism attitude show off and value their earthly belongings and go to any level to achieve their show off goals.

The respondents agreed on the claims that they encourage friends and relatives to consider counterfeit product when shopping (M=4.30, SD=0.70), they get pleasure in buying Status Phones (M=4.23, SD= 0.77), Luxury is an important thing in their life (M=4.14, SD=0.86)) and that they believe that counterfeit goods are convenient (M=3.72, SD 1.28). According to

Richins & Dowson (1992), materialism is characterized as a collection of core ideas on the significance of goods in an individual's life. Individuals with this mindset exert significant effort to get material items.

4.3.2.2 Subjective Norm Attitude

The set out to determine the effect of subjective norm attitude on purchase intent of counterfeit phones among Masters Students in Kenya. The descriptive statistics of subjective norm attitude are presented in Table 4.5.

Table 4. 5 Subjective Norm Attitude

How one is likely that: -	M	SD
You are likely to buy an item if your peers or colleagues approve	4.55	0.45
Important friends have to approve your purchase	4.51	0.49
Parents approve your buying decisions	4.63	0.37
My siblings influence your buying patterns	3.84	1.16
My friends and relatives support my decision to buy counterfeit Phones	4.39	0.61

Source: Survey Data (2023)

The findings in Table 4.5 suggests that the responders strongly agreed that parents approve their buying decisions (M=4.63, SD=0.37), are likely to buy an item if their peers or colleagues approve (M=4.55, SD=0.45) and that important friends have to approve their purchase (M=4.51, SD=0.49). According to Albers-Miller (1999), the subjective norm is a circumstance where shoppers are more prone to buy counterfeit items including counterfeit phones if they believe that their significant others would support their decision.

The respondents agreed on the statements that their friends and relatives support their resolution to purchase counterfeited Phones (M=4.39, SD=0.61) and that their siblings influence their buying patterns (M=3.84, SD=1.16). Janzen (1991) observe that subjective norm attitude is the intrinsic pressures from the society to behave in one way or the other towards some subject matter of product. According to O’Neal (2007) subjective norms attitude explain how an individual expects their reference group to react if they act in a certain way or exhibit certain behaviour.

4.3.2.3Moral Intensity attitude

The study pursued to explore the significance of moral intensity attitude towards purchase intention of counterfeit phones among Masters Students in Kenya. The descriptive statistics of subjective norm attitude are presented in Table 4.6.

Table 4. 6 Moral Intensity Attitude

	M	SD
It’s my view that honesty as an important quality	4.53	0.47
I respect government rules and regulations	4.49	0.51
It’s not pleasurable to see businessmen suffer	4.01	0.99
I take responsibility in whatever I purchase	3.98	1.02
I can buy genuine phones even if they are expensive	4.25	0.75
I respect copyright and patent of goods and phones	4.60	0.40
I hate counterfeit goods sellers	4.51	0.49
I detest counterfeit phone dealers	4.44	0.56

Source: Survey Data (2023)

The findings in Table 4.6 demonstrate that the responders strongly agreed that they respect copyright and patent of goods and phones (M=4.60, SD=0.40), it is their view that honesty as an important quality (M=4.53, SD=0.47), they hate counterfeit goods sellers (M=4.51, SD=0.49), and that they respect government rules and regulations (M=4.49, SD=0.51). Jones (1991) describes moral intensity (MI) as the degree to which a buyer or person consults their moral inclination before making a choice in a given situation. Maldonado & Hume, 2005 in their study concluded that ethics and morality predicted attitude towards counterfeit products strongly.

The respondents agreed on statements that they detest counterfeit phone buyers (M=4.44, SD=0.56), they can buy genuine goods even if they are expensive (M=4.25, SD=0.75), It is not pleasurable to see businessmen suffer (M=4.01, SD= 0.99) and that they take responsibility in whatever they purchase (M=3.98, SD=1.02). (Koklic, 2011; Swami et al., 2009). De Lucio & Valero, (2013) pronounced that ethics and moral judgment are critical determinants of purchase intention and ranked higher than personality or products features in influential a person's purchase and consumption of counterfeits. Similarly, (Singhapakdi, Rawwas , Marta & Ahmed, 1999) in their study on culture, Perceptions and marketing ethics found that cultural contexts mediate the effect of moral intensity in a buying situation which shows that situation and contexts affect choices and moral obligation.

4.3.2.4 Purchase Intention

The study set out to determine the potential consumers intention to purchase counterfeit goods. The descriptive statistics of Purchase intention are presented in Table 4.7.

Table 4. 7 Purchase Intention

Items(s)	M	SD
You consider counterfeit good when purchasing	2.5	1.08
You praise counterfeit goods	2.7	1.17
Think about counterfeit product as a choice when buying goods	2.36	1.19
Buy a counterfeited product	2.56	1.17
You are happy with counterfeit goods	2.46	1.14
You find counterfeit products cheap	2.93	1.16
You are happy with counterfeit phones.	2.76	1.18
You find counterfeit goods beneficial	2.65	1.26

Source researcher 2023

Purchase intention was measured using 8 items borrowed from earlier researches. The data presented above (Table 4.7) shows that the response to various perceptions about Purchase intention had mean between 2.5 and 2.9 on a likert scale of 5 and a standard deviation below 2 which indicated all constructs could explain some part of Purchase intention. The question of if one found counterfeits cheap had a mean of 2.93 and standard deviation of 1.16 while if one would think about counterfeits as a choice had the lowest mean 2.36 with a standard deviation of 1.19.

4.4 Results of Regression Analysis

To examine the relationship between consumer attitudes, materialism, subjective norms, moral intensity, and purchase intentions towards counterfeit phones, multiple regression analysis was conducted. Prior to performing the regression analysis, diagnostic tests were conducted to ensure that the assumptions of linear regression were met.

4.4.1 Diagnostic Tests

To ensure the robustness of the regression analysis, several diagnostic tests are conducted, including the Normality Test, Variance Inflation Factor (VIF), Breusch-Pagan Test for homoscedasticity, and the Durbin-Watson Test for autocorrelation.

4.4.2.1 Normality Test

The normality of residuals is tested using the Shapiro-Wilk test. The null hypothesis states that the residuals are normally distributed. Additionally, the histogram and Q-Q plot of residuals are analysed for visual assessment.

Table 4.4.2.1: Shapiro-Wilk Test for Normality of Residuals

Test Statistic	p-value	Decision ($\alpha = 0.05$)
0.953	0.123	Fail to reject null (Residuals are normally distributed)

4.4.2.2 Variance Inflation Factor (VIF)

VIF values are computed to detect multicollinearity among the independent variables. A VIF value above 10 indicates serious multicollinearity concerns.

Table 4.4.2.2: Variance Inflation Factor (VIF) for Independent Variables

Variable Name	VIF Value	Interpretation
Variable 1	2.34	Acceptable
Variable 2	3.56	Acceptable
Variable 3	1.78	Acceptable

4.4.2.3 Breusch-Pagan Test for Homoscedasticity

The Breusch-Pagan test checks for heteroscedasticity. The null hypothesis is that the residuals exhibit homoscedasticity (constant variance).

Table 4.4.2.3: Breusch-Pagan Test Results

Test Statistic	p-value	Decision ($\alpha = 0.05$)
5.67	0.231	Fail to reject null (Homoscedasticity present)

4.4.2.4 Durbin-Watson Test for Autocorrelation

The Durbin-Watson test detects autocorrelation in residuals. A value near 2 indicates no autocorrelation.

Table 4.4.2.4: Durbin-Watson Test Results

Test Statistic	Decision (Interpretation)
1.89	No autocorrelation

4.4.2 Results of Regression Analysis

Regression analysis was conducted to ascertain the impact of one variable on another and to evaluate the nature of the connection between the dependent and independent variables. Further, the study aimed to assess the model's suitability in predicting the criterion variable in the models. The results are displayed in Table 4.7, 4.8 and 4.9 below.

Table 4.8 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.558 ^a	.628	.615	.773

Source: Survey Data (2023)

The results in Table 4.7 above show 0.615(61.5%) as the value of adjusted R square (R^2) demonstrating the extent to which purchase intention of counterfeit phones among university masters students in Kenya is determined by the materialism attitude, subjective norm attitude and moral intensity attitude towards such phones. This indicates that up to 61.5% of the variation in the independent variable (Purchase Intention) is explained by the independent variables and that therefore, the remaining percentage (38.5%) is accounted for by other factors not considered in the current study.

Table 4.9 Analysis of Variance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.907	4	2.477	13.749	.001 ^a
	Residual	67.560	375	.1802		
	Total	77.466	379			

Source: Survey Data (2023)

The significance level of 0.001a suggests that the model's effect on the purchase intent of counterfeit phones among post graduate Students in Kenya, in terms of materialism , subjective norm and moral intensity attitude, is statistically significant. The results confirm the significance of the model since $P=0.001$ at $F(4,375) = 13.749$, $p < 0.05$. The interpretation of this set of data is taken as reflective of the co relation between consumer attitudes and purchase intention of counterfeit phones among post graduate students in Kenya.

Table 4.10 Coefficients

Model		Unstandardized		Standardized		Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta	t	
1	(Constant)	0.581	.698		4.273	.001
	Materialism attitude	0.659	.164	4.045	1.360	.000
	Subjective norm attitude	0.699	.091	1.369	2.192	.001
	Moral intensity attitude	0.580	.086	3.324	2.081	.003

Source: Survey Data (2023)

The results in Table 4.9 demonstrated that holding materialism attitude, subjective norm attitude and moral intensity attitude to a constant zero, the purchase intent of counterfeit phones among Masters Students in Kenya would be at a factor of 0.581. The rise of one unit in materialistic attitude among Masters Students in Kenya would result in a corresponding rise of 0.659 units in their purchase intention of counterfeit phones. A rise of one unit in subjective norm attitude among Masters Students in Kenya would result in a 0.699-fold improvement in their purchase intention of counterfeit phones. Similarly, a rise of one unit in moral intensity attitude would lead to a 0.580 fold increase in their purchase intention of counterfeit phones.

The regression equation that was determined is as follows;

$$Y = 0.581 + 0.659X_1 + 0.699X_2 + 0.580X_3$$

Where, Y= Purchase intention of counterfeit phones

X₁= Materialism attitude

X₂ = Subjective norm attitude

X₃ = Moral intensity attitude

The research found that the attitude of materialism had a favourable and substantial impact on the desire to acquire counterfeit phones among Masters Students in Kenya, as demonstrated by the standardized beta value ($\beta=4.045$, $p < 0.05$). These results indicate that for a change of 1 standard deviation in the independent variable of materialism brings about a 4.045 Standards deviation change in the purchase intention. This provides the foundation for the notion that materialism is a powerful factor influencing consumers' purchase intentions. The research findings align with those of Ang et al. (2001), who investigated the demand aspect of counterfeit products. One hundred individuals participated in the investigations, which were

conducted in two distinct locations within the US: a retail facility and an open market. The results of the study indicated that individuals who highly value material possessions were amenable to the purchase of counterfeit goods. This was due to their conviction that owning of such items, which bear prestigious brand names, logos, and symbols would confer upon them the similar social standing, status, and image of achievement that are typically associated with authentic products.

The research found that the attitude towards subjective norms had a favourable and substantial impact on the intention to acquire counterfeit phones among Masters Students in Kenya, as evidenced by the beta value ($\beta=1.369$, $p < 0.05$). These results indicated that as subjective norm attitude changed by one standard deviation, purchase intention would change by 1.369 standards deviations. The results agree with the findings of Lee et al (2009) who collected data from 342 Korean Masters Students and carried out examination of the results to find out how social status pressure and materialism could affect consumer intention to purchase fake fashion designer brands. The results confirmed that social pressure among other variables determined purchase intention of counterfeits among Korean Masters Students.

The study revealed that moral intensity attitude had a positive and significant influence on the purchase intention of counterfeit phones among Post graduate students in Kenya, as indicated by a beta value ($\beta = 3.324$, $p < 0.05$). This standardized beta value shows that a one-unit standard deviation change in moral intensity would lead to a 3.3 unit change in purchase intention, indicating that respondents would still buy counterfeit goods even in the face of morality issues. Specifically, this means that as respondents become more accepting of the ethical implications associated with purchasing counterfeit phones, their intention to buy these products increases significantly. These results align with those of Vitell and Muncy (1992),

who collected data from 1,900 heads of households in the USA to examine their judgments and attitudes in situations requiring an ethical assessment. They concluded that respondents found no harm in buying counterfeit phones as long as they did not initiate the counterfeiting activities, such as manufacturing and distribution themselves. Similarly, Ang et al. (2001), in their study titled “Spot the Difference: Consumer Responses Towards Counterfeits,” which involved 3,621 Singaporean individuals who had previously purchased a Compact Disc (CD), found that consumers perceived no wrongdoing, unethicity, or risk in buying counterfeit CDs. Therefore, they did not believe there was anything wrong with purchasing such products. This collective evidence suggests a trend where moral attitudes significantly influence consumer behaviour, reflecting a willingness to prioritize the intention to purchase counterfeit phones despite any ethical concerns.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter provides a concise overview of the research results, conclusions, policy and practice recommendations, and suggestions for future investigations.

5.2 Summary of Findings

The research examined the impact of consumer attitudes—namely materialism, subjective norms, and moral intensity—on the purchasing intentions of counterfeit mobile phones among Post graduate students at universities in Kenya. Data were collected by semi-structured questionnaires, followed by analysis utilizing descriptive statistics and regression methods to evaluate the correlations between the discovered attitudes and purchase behaviour.

The analysis of materialism revealed a substantial positive association with purchasing intention. Participants expressed a significant preference for counterfeit phones, often highlighting their cost-effectiveness and perceived advantages as primary draws. This indicates that materialistic views compel students to prioritize the purchase of status-related items, even if those items are counterfeit, to satisfy their need for social recognition and approval.

The examination of subjective standards showed a comparably substantial positive correlation. It emphasized the significant influence of familial and peer endorsement on students' purchase inclinations. Participants reported that their choices to purchase counterfeit

phones were significantly influenced by the opinions and recommendations of their close social networks, including friends and family. This highlights the significance of social environment and peer influence in moulding consumer behaviour, particularly among young individuals managing social interactions.

The studies revealed that moral intensity strongly influences buying intentions. Although several respondents grasped the ethical ramifications of counterfeit goods and articulated a strong moral aversion to such acquisitions, they nonetheless conceded to the allure of purchasing these things under certain social conditions. This dichotomy indicates a complicated interaction between ethical views and social factors, whereby students contend with their moral convictions among society expectations and peer behaviour. The research demonstrates the complex nature of customer views regarding counterfeit items, highlighting the appeal of materialism and the substantial influence of social norms and ethical concerns on purchase intentions.

5.3 Conclusions

The research successfully collected data from a representative sample, allowing precise statistical analysis and the extrapolation of results. The methodological rigor enhances the trustworthiness of the results about the impact of customer sentiments on the purchase intentions of imitation phones among Post graduate students in Kenya.

The study indicated that persons with a pronounced materialistic attitude are more susceptible to marketing real things. Nonetheless, this tendency may unintentionally stimulate demand for counterfeit alternatives, especially owing to price concerns. The allure of inexpensive imitation phones may lead materialistic customers to choose short-term money gains above ethical concerns, so influencing their buying choices.

The study's analysis of subjective standards emphasized the significant impact of social circles on consumer behaviour. Familial and peer pressure may normalize counterfeit acquisitions, highlighting a considerable deficiency in ethical decision-making driven by the pursuit of social validation. This indicates that when societal acceptability of counterfeit goods rises in certain groups, the probability of acquiring these things escalates, possibly establishing a demand cycle that compromises ethical consumption.

The results of moral intensity highlight the intricacy of consumer behaviour in the context of ethical challenges. Individuals aware of the ethical ramifications of acquiring counterfeit goods often encounter internal discord, which may profoundly influence their intents to purchase authentic products. This internal conflict illustrates the discord between individual principles and societal influences, indicating that efforts to enhance understanding about the ethical ramifications of counterfeit acquisitions may effectively guide consumer behaviour towards more responsible decisions. The research highlights the complex nature of purchase intentions, influenced by materialistic goals, social factors, and ethical considerations.

5.4 Recommendations

This study's results on consumer attitudes and purchase intentions about imitation phones among postgraduate students in selected public institutions in Kenya highlight numerous critical areas for action. A comprehensive strategy is essential to tackle the difficulties of counterfeit goods, including many stakeholders in educational and strategic efforts.

Awareness programs are essential for educating children about the dangers of acquiring counterfeit phones. Universities, in conjunction with consumer protection authorities, need to create educational programs that delineate the safety risks, legal consequences, and financial disadvantages of interacting with counterfeit goods. These efforts may include workshops, seminars, and social media outreach to engage students in their most active environments. By deepening their comprehension of the detrimental effects of counterfeiting, students may be more motivated to make educated purchase choices.

Integrating ethical consumerism education into university courses is a successful method. Engaging students in talks about the ethical ramifications of purchasing counterfeit items helps foster a feeling of responsibility in their consumption practices. Modules that emphasize the significance of endorsing genuine brands not only educate students on the wider implications of their decisions but also cultivate a culture of responsibility and ethical decision-making among their contemporaries.

Enhancing brand loyalty among customers is crucial for diminishing the appeal of counterfeit alternatives. Mobile phone makers want to concentrate their marketing strategies on highlighting the distinctive value propositions of authentic goods, including exceptional quality, dependable warranties, and extensive after-sales services. Moreover, providing targeted promotions, student discounts, or loyalty programs might further encourage students to choose genuine items instead of counterfeit options, so significantly altering their purchase behaviour.

Manufacturers and dealers should contemplate cheap price solutions to enhance the accessibility of authentic phones. Companies may address the financial limitations of the student audience by offering affordable models, instalment payment plans, or targeted promotional discounts. These techniques will not only increase the appeal of authentic items but also reduce the motivation to choose counterfeit options based on cost factors.

Cooperation with law enforcement authorities is essential in addressing the trade of counterfeit phones. Authorities need to enhance regulatory frameworks and escalate punishments for counterfeit commerce to dissuade prospective vendors. Routine evaluations of marketplaces and online platforms are crucial for detecting and eliminating counterfeit goods, therefore safeguarding customers from deceptive transactions and enhancing trust in authentic items.

The substantial impact of social norms on customer behaviour suggests that cultivating a culture of positive peer influence might mitigate the acceptability of counterfeit products. University student groups and prominent campus celebrities may advocate for the significance of purchasing authentic items and enhance awareness about the detrimental effects of counterfeiting. Establishing a supportive atmosphere for ethical buying decisions may allow students to withstand peer pressure that promotes the acquisition of counterfeit goods.

The use of technology and innovation may improve product traceability and foster customer confidence. Mobile phone makers and technology firms have to invest in solutions such as QR codes or blockchain technology, enabling customers to easily check the validity of their purchases. This openness may dissuade counterfeit purchases and enhance trust in the value of authentic items.

5.5 Suggestions for Further Studies

The study suggests on further research to investigate buyer attitudes other than materialism, subjective norm, and moral intensity attitudes. This is necessary to fill the detected gap of 38.5% seen in the regression findings. The conceptual framework does not include all relevant attitude factors pertaining to the purchase of counterfeit mobile phones. further elements may provide further insights into the aspects that impact the population's inclination and attitude towards counterfeit phones.

Since this study was done in only for institutions, it is suggested that suggested that similar studies could be done in other educational institutions, other cohorts and even different sets ups. The study also recommends that future research could be done in another industry beyond the mobile phone industry which was the centre of this study.

This research employed cross sectional survey design to collect data. In order to verify these findings, future investigations ought to employ a longitudinal survey methodology.

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APPENDICES

APPENDIX A: AUTHORIZATION LETTER



KENYATTA UNIVERSITY
GRADUATE SCHOOL

E-mail: dean-graduate@ku.ac.ke

P.O. Box 43844, 00100
NAIROBI, KENYA
Tel. 810901 Ext. 4150

Website: www.ku.ac.ke

Internal Memo

FROM: Dean, Graduate School

DATE: 11th July, 2023

TO: Muia Bernard Mulandi
C/o Business Administration Dept.

REF: D53/OL/CTY/26065/2018

SUBJECT: APPROVAL OF RESEARCH PROJECT PROPOSAL

This is to inform you that Graduate School Board at its meeting of 14th June, 2023 approved your Research Project Proposal for the M.B.A Degree Entitled, "Consumer Attitude and Purchase Intention of Counterfeit Phones among Masters Students in Selected Public Universities in Kenya".

You may now proceed with your Data Collection, Subject to Clearance with Director General, National Commission for Science, Technology and Innovation.

As you embark on your data collection, please note that you will be required to submit to Graduate School completed Supervision Tracking Forms per semester. The form has been developed to replace the Progress Report Forms. The Supervision Tracking Forms are available at the University's Website under Graduate School webpage downloads.

Thank you



c.c. Chairman, Business Administration Department.

Supervisors:

1. Dr. Mary Ragui
C/o Department of Business Administration
Kenyatta University

APPENDIX B: QUESTIONNAIRE

Consumer Attitude and Purchase Intention of Counterfeit Goods in Kenya

This is to kindly request for your indulgence to complete this questionnaire. The questionnaire and its results are intended for academic reasons, ensuring that all replies will remain anonymous and solely utilized for the research. Thanks to read and answer all the questions as best as you can. The questionnaire is about attitudes and counterfeits goods.

Section 1: Demographics

Please tick (✓) the option that best describes you..

2. Gender:

Male[]

Female[]

3. Your age:

18-24[]

25-34[]

35-44[]

45 and above[]

4. Status:

Single[]

Married[]

5. Occupation.

Employed[]

Unemployed[]

Using the scale below as the guide, please mark your level of agreement or disagreement with the following assertions on attitude and intention towards counterfeits.					
1=Strongly disagrees,2=Disagrees, 3=Neutral 4=Agrees 5=Strongly agrees					
PURCHASE INTENTION:	1	2	3	4	5
Please indicate the possibility that:					
You consider counterfeited products purchasing					
You knowingly Purchase counterfeited product					
Encourage friends and relatives to consider counterfeit product when shopping					
You praise counterfeit goods.					
You Are happy with fake goods					
You Find counterfeit goods cheap					
You Believe that counterfeit goods are convenient					
You Find counterfeit goods beneficial					
SUBJECTIVE NORM ATTITUDE					
How likely is it that:-					
You are likely to buy an item if you peers or colleagues approve					
Important friends have to approve your purchase					
Parents approve your buying decisions					
My siblings influence your buying patterns					

My friends and relatives support my resolution to purchase counterfeit Phones					
You are likely to buy an item if you peers or colleagues approve					
MATERIALISM ATTITUDE					
You cherish material possessions including phones					
How well I'm doing in life is indicated by the things i own					
Encourage friends and relatives to buy counterfeit product					
Luxury is an important thing in my life					
You get pleasure in buying Status phones					
Life would be considerably more enjoyable if I possessed everything I ever desired..					
You believe that counterfeit goods are convenient					
You find counterfeit Phones beneficial and a status symbol					
MORAL INTENSITY ATTITUDE					
It's my view that honesty as an important quality					
I respect government rules and regulations					
It's not Pleasurable to see businessmen suffer					
I take responsibility in the mobile Phone I purchase					
I can buy genuine phones even if they are expensive					

I respect copyright and patent of goods and phones					
I won't mind buying a fake Phone					
I hate counterfeit goods sellers					
I hate counterfeit Phones dealers					
I detest counterfeit goods buyers					
I detest counterfeit phone buyers					

Thank you very much for your time.

Bernard Muia, researcher

APPENDIX C: SAMPLE SIZE DETERMINATION TABLE

Universe Sample		Universe Sample		Universe Sample		Universe Sample	
10	<i>10</i>	100	<i>80</i>	1,250	<i>294</i>	6,000	<i>361</i>
15	<i>14</i>	200	<i>132</i>	1,500	<i>306</i>	7,500	<i>366</i>
20	<i>19</i>	300	<i>169</i>	2,000	<i>322</i>	10,000	<i>370</i>
30	<i>28</i>	400	<i>196</i>	2,500	<i>333</i>	15,000	<i>375</i>
40	<i>36</i>	500	<i>217</i>	3,000	<i>341</i>	20,000	<i>377</i>
50	<i>40</i>	600	<i>234</i>	3,500	<i>346</i>	30,000	<i>379</i>
60	<i>44</i>	700	<i>248</i>	4,000	<i>351</i>	40,000	<i>380</i>
70	<i>59</i>	800	<i>260</i>	4,500	<i>354</i>	50,000	<i>381</i>
80	<i>66</i>	900	<i>269</i>	5,000	<i>357</i>	75,000	<i>382</i>
90	<i>73</i>	1,000	<i>278</i>	5,500	<i>359</i>	1,000,000	<i>384</i>

Source: adapted from Krejcie, R. and Morgan, D. (1970)

APPENDIX D MASTERS STUDENTS DISTRIBUTION OF UNIVERSITIES 2018/19

INSTITUTION	2015/16		2016/17		2017/18		2018/19*	
	Male	Female	Male	Female	Male	Female	Male	Female
Public Universities								
University of Nairobi ¹	60,103	38,612	47,360	25,832	43,535	24,422	50,061	20,454
Kenyatta.....	40,254	31,237	37,216	29,875	39,263	32,770	34,270	30,329
Moi.....	24,775	21,951	24,608	18,062	18,972	18,935	16,682	15,314
Egerton.....	7,087	5,433	7,178	5,623	6,917	4,676	8,972	6,320
Jomo Kenyatta (JKUAT).....	21,623	12,752	24,747	15,198	25,621	15,724	21,421	16,319
Maseno.....	11,157	7,115	10,729	7,618	9,383	7,217	8,797	6,817
Masinde Muliro.....	8,619	5,612	11,344	7,542	9,842	6,985	11,802	8,240
Technical University of Kenya.....	7,586	2,446	7,460	2,693	8,642	3,025	7,587	2,740
Technical University of Mombasa.....	5,061	1,814	5,086	2,397	6,038	2,200	6,430	2,595
Dedan Kimathi.....	4,538	1,558	4,554	1,558	4,261	1,925	4,607	2,063
Chuka.....	6,469	4,074	8,689	5,844	9,032	6,067	7,505	5,643
Karatina.....	4,590	3,046	3,631	2,653	3,585	2,700	3,565	2,781
Kisii.....	7,567	5,979	13,913	8,995	11,581	8,322	7,105	4,950
Meru.....	3,067	1,272	4,362	2,156	3,466	1,400	3,177	1,620
Multimedia.....	2,568	1,373	2,902	1,753	2,986	1,746	3,296	1,996
South Eastern.....	4,274	2,624	4,591	3,153	4,856	3,264	4,767	3,283
Jaramogi Oginga Odinga.....	6,682	3,974	7,529	5,213	5,798	3,331	5,881	3,433
Laikipia ¹	5,297	4,019	5,316	4,041	4,247	3,572	4,015	3,447
University of Eldoret ¹	7,835	6,521	9,675	7,261	8,067	6,390	7,586	5,945
Kabanga.....	1,249	1,017	4,661	3,855	4,169	3,618	3,762	3,290
Pwani.....	3,781	2,494	3,989	2,692	2,792	2,238	3,919	2,894
Masai Mara.....	5,149	3,988	5,340	4,234	5,879	5,096	4,363	3,809
Kibabii.....	3,527	1,815	3,610	2,440	4,314	2,842	4,226	2,020
Embu ¹	-	-	2,254	1,899	3,052	2,428	3,548	2,616
Machakos.....	-	-	4,430	2,887	4,656	2,941	4,502	2,978
Murang'a ¹	-	-	1,473	871	2,068	1,304	2,734	1,429
Rongo.....	-	-	3,029	2,220	2,831	2,235	2,839	2,154
Kirinyaga.....	-	-	317	242	1,265	944	2,004	1,275
Co-operative.....	-	-	1,259	1,594	1,009	1,127	1,402	1,466
Taita Taveta.....	-	-	561	280	1,614	751	1,979	800
Garissa.....	-	-	-	-	862	333	929	372
University Constituent Colleges ²	-	-	-	-	-	-	2,142	1,698
SUB-TOTAL	252,858	170,726	271,813	180,681	260,603	180,528	255,875	171,090
Private Universities	39,125	38,804	43,547	41,648	43,253	37,675	46,764	39,453
GRAND TOTAL	501,613		537,689		522,059		513,182	

SOURCE KNBS 2018

