



**BINGOL UNIVERSITY  
SOCIAL SCINCE INSTITUTION  
BUSINESS ADMINISTRATION DEPARTMENT**

**IMPACT OF IMITATION GOODS ON PURCHASING  
BEHAVIOR OF BUYERS: THE CASE STUDY OF THE  
MARKETS IN IRAQ AND NORTHERN IRAQ**

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**MASTER THESIS**

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## **ETHICAL AND SCIENTIFIC NOTICE**

This work is prepared in accordance with the rules of thesis writing which I have prepared according to scientific ethics, traditions and all information contained in the letter, which met with scientific ethics and rules of academic carefully until the completion of the recommendation phase of the master's thesis [**Impact of Imitation Gods on Purchasing Behavior the Case Study of the Markets in Iraq and Northern Iraq**] I announce that work has shown and utilized for each citation It consists of those that appear in the source.



**YOOB MAHMOOD MOHAMAD**

/ ... / 2018

Signature

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This work entitled [**Impact of Imitation Gods on Purchasing Behavior the Case Study of the Markets in Iraq and Northern Iraq**], prepared by [**Ayoob mahmood mohamad**], was found to be successful as a result of the thesis defense examination held on the date of [Defense Examination] and accepted by our juror as the Master's Degree in the Department of Business Admiration.

THESIS JURY MEMBERS (**Impact of Imitation Gods on Purchasing Behavior the Case Study of the Markets in Iraq and Northern Iraq**), Prepared by [**Ayoob mahmood mohamad**])

President .....Signature: .....

Supervisor: .....Signature: .....

Member: .....Signature: .....

Member: .....Signature: .....

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**CONFIRMATION**

The jury determined in the... /... / 2018 have accepted this thesis. Session of the Board of Directors of the Institute of Social Sciences of Bingil University.

Director of the Institute

## PREFACE

[**Impact of Imitation Gods on Purchasing Behavior the Case Study of the Markets in Iraq and Northern Iraq**] is emphasized in the context of "consumer-focused" approaches that are increasingly emphasized in maintaining the competitive position of today's businesses.

Advisor who does not give up help in preparing this work [**Assis. Prof. Dr Yavuz TURKAN**]; I would like to thank all the contributors who contributed to the [ ] person who contributed to the writing and correction of the thesis and who contributed to my education throughout my life.

While completing my work, I offer my gratitude for helping to keep my morale and motivation at a high level.

... / ... / 2018

AYOOB MAHMOOD MOHAMAD



## **DEDICATION**

To my mother, which was not described by one as described by the Prophet Muhammad (peace be upon him).

Paradise is under the feet of mothers.

To the name that applies with blood -, to my mother and then to my mother and then to my mother.

And to my mother Kurdistan, the mother of martyrs and the homeland of heroes.

To the owner of the great heart, my dear father, who has harvested the thorns, to lay the path of science to me.

To all who taught me in this world, And to my distinguished teacher (Yavuz Turkan), to my brothers and sisters ... love and pride.

To my wife and my dear sons.

To my friends and to everyone who lit a candle in the paths of our work... and with appreciation.

<b>Title of the Thesis: Impact Of Imitation Goods On Purchasing Behavior Of Buyers</b>
<b>Author: Ayooob Mahmood Mohamad</b>
<b>Supervisor: Assist. Prof. Dr. Yavuz TURKAN</b>
<b>Department: Business Administration</b>
<b>Sub-field:</b>
<b>Date:</b>
<b>ABSTRACT</b>
<p>The study problem addresses the impact of counterfeit goods on consumer behavior, Proceeding from the main question can be asked a series of questions on the subject of research and supervision over a development and conclusion, and are:</p> <p>Are Iraqi consumers unable to make the difference between original products and counterfeit products? What are the factors taken into consideration by the Iraqi consumers as criteria to distinguish between products Original and counterfeit products? To what extent is the Iraqi consumer real conscious of the dangers posed by the phenomenon of tradition on both?</p> <p>Due to the nature of the subject and found the need to rely on the analytical descriptive method in order to reach an answer to the question at hand, we supported our research case study through a questionnaire.</p> <p><b>Of the results reached by the researcher:</b></p> <p>The results of the data analysis indicate that the prevalence of corruption and bribery contributes significantly to the increase in the spread of counterfeit goods in the market as confirmed by respondents' answers (87%). The Iraqi consumer knows that the phenomenon of imitation is a serious phenomenon, although it acquires counterfeit products by (80%).</p> <p><b>The researcher also developed a set of recommendations:</b></p> <p>Consumer awareness about the harmful use of counterfeit goods, where the lack of consumer awareness is one of the main reasons for using these goods. Packages in the control of imported products to reduce the entry of counterfeit goods. Eliminate illegal markets because it contributes to the low spread of counterfeit goods.</p>
<b>Keywords:</b> Imitation Goods, Purchasing Behavior of Buyers.

Tezin Başlığı : İmitasyon Malların Tüketicilerin Satın Alma Davranışlarına Etkisi Irak Ve Kuzey Irak Pazarlarında Alan Çalışması
Hazırlayan: <b>Ayoob Mahmood Mohamad</b>
Danışman : <b>Yrd. Doç. Dr. Yavuz TÜRKAN</b>
Bölüm <b>İşletme Anabilim Dalı</b>
Sub-field:
Date:
<p style="text-align: center;"><b>ÖZET</b></p> <p>Çalışma sorunu, taklit malların tüketici davranışları üzerindeki etkilerini ele almaktadır; ana sorudan hareketle, gelişme ve sonuç üzerinde araştırma ve denetim konusu üzerine bir dizi soru sorulabilir. Iraklı tüketiciler orijinal ürünlerle taklit ürünler arasında fark yaratamıyor mu? Irak'lı tüketicilerin orijinal ürünleri ve sahte ürünleri ayırt etmenin kriterleri olarak dikkate aldığı faktörler nelerdir? Irak tüketicisi, her ikisinde de gelenek fenomeni tarafından ortaya atılan tehlikelerin ne kadar gerçekçi olduğunu biliyor mu? Konunun doğası gereği ve eldeki sorunun cevabını elde etmek için analitik tanımlayıcı metoda güvenme ihtiyacı duyduğumuz için, araştırma vaka çalışmamızı anket yoluyla destekledik.</p> <p><b>Araştırmacı tarafından ulaşılan sonuçlardan:</b></p> <p>Veri analizinin sonuçları, yolsuzluk ve rüşvet yaygınlığının, sahte ürünlerin pazar içindeki yaygınlaşmasına, katılımcıların cevaplarıyla teyit edildiği gibi önemli katkıda bulunduğunu göstermektedir (% 87). Irak tüketicisi taklit olgusunun ciddi bir olgu olduğunu bilir, ancak taklit ürünler kazanmaktadır (% 80).</p> <p><b>Araştırmacı ayrıca bir dizi öneriler geliştirdi:</b></p> <p>Tüketici bilincinin eksikliğinin bu malları kullanmanın başlıca nedenlerinden biri olduğu sahte ürünlerin zararlı kullanımı hakkında tüketici farkındalığı. Sahte ürünlerin girişini azaltmak için ithal ürünlerin kontrolündeki paketler.</p> <p>Yasadışı pazarları ortadan kaldırmak için sahte ürünlerin yaygınlaşmasına katkıda bulunur.</p>
<b>Anahtar sözcükler: Taklit Mallar, Satın alma, Alıcıların Davranışı</b>

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## **BRIFLY WORDS**

PIC	Product Life Cycle
PC	Products Counterfeition
CF	Commercial Fraud
F	Forgery
CB	Consumer Behavior

## **INTRODUCTION**

Product is one of the important elements of Marketing Mix. Thus we can say Decisions on all other elements of marketing mix depend on product. For example, price is set for the product; promotional efforts are directed to sell the product; and distribution network is prepared for the product. Product is The Marketing Key drive. Product which has been described above justify the conclusion that Non-Existence of the Product inevitably leads to Non-Existence of Remaining Market Mix Elements. Product / Service are in the center of the Marketing Mix, therefor product/service has a major role in determining overall success of the Marketing efforts.

In Any Organization, a consumer trustable, reliable and good product is essential to reach a more effective Marketing process. Supreme Administration Officials (Upper Management Officials) are faced with several diverse decisions and challenges in the Phase of Products strategies Formulation and Design.

Marketers' main target is to achieve compatibility between products and consumer satisfaction of needs and wants. In order to reach the success of any organization in competitive market, Marketers have to produce and sell product which depends on the extent of their effectiveness in achieving this Target.

Successful product should be capable of creating a higher degree of Enthusiasm between Sales men, which is vital to the Organization. It also provides more flexibility and independence in Pricing, Promoting and distributing Network.

The Product has witnessed a development related to the concept of Marketing, although product was way far from consumer needs and wants, eventually due to the emergence of competition and widening of Consumer Impact to product selection which is led by needs and wants normally that led to thinking about the Transition from the Producing Approach to the Marketing Approach which depends on providing what's best for the Consumer and therefore seek to provide all that is new.

**CHAPTER ONE**  
**PRODUCT CONCEPTUAL FRAME WORK AND**  
**COUNTERFEIT PHENOMENON**

**1.1. PRODUCT LIFE CYCLE**

**1.1.1. Product Concepts and Levels**

**\* Product Concept:**

Product became one of the Organizations' and Markets' main bases; the product has become the foundation of the basic rules of the Organization and Market, due to Product/market Analysis has taken a great importance in the current Economic system.

Product should be convenient and adapted with the demand majority cases to reach success.

At the beginning, it's arguable that product concept has passed through several phases of definition; but all the definitions poured in only one definition, thus there were not any changes in the concept but a little change only.

But, before initiation of the definition, we should address some of the basic concepts of production <sup>(1)</sup>

**Production:** Production function is the process of creating products /Services which have formal, spatial and temporal value. <sup>(2)</sup>

**Manufacturing:** Transformation of Raw Materials into new different form, which means difference between produced goods and Raw material input.

And thus the product can be defined as a combination of tangible qualities including Package, color, price, branding, retailer celebrity (label). These are the product attributes acceptable to the consumer to satisfy their needs and wants demands.

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<sup>1</sup> Hany Harb ;Marketing Principles, Pr.1, Alwaraq Publishing Enterprise, Aman, 1999, p .1.

<sup>2</sup> Thamer ElBakry & Ahmed Nizar El Noury, Green Marketing, Alyazoury Scientific Publishing, Arabic edition, Jordan, 2007 , p. 174.



As per **Kotler (3) definition** Product is anything that can be offered to someone to satisfy a need or a want.

This definition includes tangible products and intangible services, people, places, Organizations and thoughts.

A Individual Commodity is a unit with distinctive characteristics like volume, price, physical appearance, color, taste, Etc.

As per **Alsomaydaee definition (4)** product is a bundle of physical and psychological characteristics consisted of and related to the product, which fulfill consumer needs and wants.

**As per Stanton (5) definition** product is complex of tangible and intangible attributes including package, color, price, prestige and services that satisfy needs and wants of people.

In addition to the above; we can define product as "Something physical or psychological provides a bundle of benefits or more to satisfy a need or a want or even solve a customer problem. Thus it's a moral sense of the value of something the customer recognizes and appreciates by balancing between the benefits provided by the commensurate cost during the Exchange process.

#### \* **Second: Product Levels**

We can easily distinguish between several product levels, for example:

##### **Core Product:**

Includes resulting fundamental benefits consumers obtain or expect to obtain through product purchase, named as core, thus product should be designed according to what consumer actually need to purchase? This understanding establishes for the solution of the consumer main problem first, and that means concentrating on core benefit consumer need to acquire <sup>(6)</sup>.

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<sup>3</sup> C. pasco- balro, Marketing International, 2edition, Dunod, 1997, p.92.

<sup>4</sup> Mahmoud Hadhim Alsomaydaee, Marketing Strategies, Alhamd publishing and distributing, Aman, Jordan, 2009 p.183.

<sup>5</sup> Hamid Altaey, others, Modern Marketing Scientific bases, inclusive approach, Arabic edition, Alyazoury scientific publication& distribution, Aman, Jordan, P.151.

<sup>6</sup> Mahmoud Gasem Alsomaydaee, Rodina Othman Yousef, Products Management, Almaisara Publishing & distributing & printing, Aman, Jordan, 2011 p. 100.

### **Product-related (generic) Product:**

This level reflect core product in addition to the product defining characteristics for example: bed room should contain bed, linens, furniture, etc..

### **Subsidized Product:**

Includes a bundle of benefits consumer acquires once product is purchased comparing to the expenditures of money, time, and effort when obtaining the product<sup>(7)</sup>

### **Potential Product:**

Refers to the product includes all the amendments and transfers accompanied by a range of services (after sales services) such as installation, guarantee, warrantee, maintenance, etc.

### **1.1.2. Product Life Cycle**

Before turning into Product life cycle, we should point out that there are stages preceding the product after achieved, this so-called the process of developing New Goods. Meaning, before the stage of product submission; there should be a pre conclusion about it for example or do some experiments on a sample of Targeted Consumers. New goods concept differs depending on the viewer perspective.

A consumer perspective **it's every product never been purchased is a new good**. A Producer perspective **it's every product or innovative good or goods have been modified radically or partially or even counterfeit goods**. Meaning it's an existing good but the organization has never produced before, therefore it's new for the organization to produce these goods but with the new Label.

Thus the product life cycle is subject to various stages of development resembling any natural Phenomenon, reflecting total stages a product goes through starting from Introducing product to the market till withdrawn from the market that reflects product's end of life cycle.

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<sup>7</sup> Levitt. Theodore-l'esprle marketing- op-cit p02

Product Life Cycle has great importance, where we can track competitors' markets development. Product life cycle typically goes through several stages as following:

### **First Stage: Introduction Stage:**

This stage of the cycle could be considered the most difficult and expensive stage for launching product, products are featured with slow-growth, thus a slightly rise in sales. It should be noted that organization's profits are low or not achieved at all in this stage.

The most important features of this stage are as follow <sup>(8)</sup>:

- High production cost due to low production quantity.
- New Product is unknown in the Market which requires promoting it to the potential consumers in order to acknowledge their responses towards the new product.
- Sales are low which reflects on Profits.
- The cost of aiding elements like distributing network, Promoting, personal expenses are higher than Sales ratio.
- Unable to overcome Production problems (Technology).
- New product's prices are slightly high due to Expensive production and Marketing cost.
- Some consumers resist substituting new product instead of old product.
- Lack of Market competitors in this stage.
- Expensive product price due to Expensive costs. New product distribution network resistance.
- Advertising campaigns intensity.

### **Second Stage: Growth Stage:**

Once the product takes place in the market, an extensive Consumer consumption appears and excessive promotional spending remains, leading to significantly sales incensement and the organization starts achieving high profit margins till reaching to the peak.

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<sup>8</sup> Ayman Aly Omar, Advanced Studies in Marketing, Aldar Algameyaa Alibrahimia, Egypt, 2007: p.37.

In this stage, new competitors penetrate the market with competitive products which could lead the organization that developed the original product to reduce product prices, however the entrance of new competitors always accompanied with increased consumer awareness.

Features of this stage are as follow <sup>(9)</sup>:

- Slow Price reduction due to expensive production.
- Advertising strategies focus on product characteristics targeting to stabilization of consumer's product mental image, establish loyalty to this image and procure new consumers.
- Geographical Region expands by increasing selling points.

### **Third Stage: Mature Stage:**

In this stage and due to the entrance of new competitors in the previous stage, sales decrease and profit margin starts to decline.

Competition become intense because of competitors focus on improving displayed products, therefore powerful competitors remain and vulnerable competitors abandon market.

During Mature stage, producers modify their Promotional and distributional Strategies, therefore prices tend to decline due to the competing products proliferation.

Normally, this is the longest stage in the product life cycle. Sales ratio stabilizes at certain level then the ratio slows down and profit margin decline due to intensified competition.

In this stage, Consumer's purchase decision is affected by the following <sup>(10)</sup>:

- Product modifications procedures.
- Decreased number of competitors, thus major organizations with competitive characteristics remains.

This stage can be apportioned into three sub-stages:

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<sup>9</sup> Goigaa Nabila, Master degree in Distribution Strategy and its effects on the competitiveness of the organization productivity, not published, Marketing Major, Business studies, Economic science and Management and commerce collage, Mohamed Bodeyaf University, Almsaila, 6004, p.15.

<sup>10</sup> Radia Lassod, Master in Consumer behavior towards counterfeit products, Mentory Konstantin University, Algeria, 200;9 p.76.

**Rising mature sub-stage:**

Sales ratio continues relatively increasing, but this increase takes sluggish – growth path, due to attracting new competitors trying to enter this product's production market.

**Stable mature Sub-stage:**

Sales are relatively stable characterized because there is no first-time consumers and the absence of not consuming the product.

**Ramp Mature Sub-stage:**

In this sub-stage, sales ratio tends to relatively decrease, this decrease grows precipitously over time and this is one of the important indicators to the beginning of the Decline stage.

**Fourth Stage: Saturation Stage:**

In this stage, Sales ratio drop which leads to the need to replace the old product with a new one. Purchase decisions are affected by distribution outlet modification, and old product substitution rate with the new one.

**Fifth Stage: Decline Stage:**

This is the final stage in the current product life cycle, in which we witness the withdrawn or fall of the product. For most of the products, decline could be rapidly slow or could be fast and Sales Ratio could reach Zero, or might reach a certain limit and continue at this low ratio limit.

This stage is characterized with: (Product's Sales rapidly decline due to consumer shift away from product either because of taste differentiation or new more sophisticated products emergence, cost overruns profit till even product can go out of the market).

### 1.1.3. Products Classification

Products classification is considered one of the important processes in the marketing field, since it helps Marketers to understand the decisions and plans that should be used through the different marketing mix elements, by identifying product type and characteristics, where most of the products provided by the organizations are either tangible products or intangible services.

**Tangible products** can be separated into consumer products or industrial products:

**Consumer products:** products purchased by the consumer to use directly to fulfill his current needs and wants, normally obtained from retailers, one of its characteristics is that a significant number of consumers purchase consumer products in small quantities each time or subsequently when it's needed. Its Purchase decision is affected by consumer personal motivation, and prices are usually lower than productive products.

There are three types of consumer products:

Convenience product: it's a consumer product bought by the consumer immediately and on a frequently basis and without any comparison or overthinking efforts, it appeals to a very large market segments, price per item tend to be relatively low, it's bought most frequently from the nearest retailer to the consumer. Some examples to the convenience products are including (Sugar, Tea, Soap, Cigarettes, Newspapers and Magazines).

Shopping product: It's a consumer product consumer's purchase and consume on a less frequent basis compared to convenient products, a more careful comparison take place a more careful comparison takes place and consumers are willing to spend more time locating them. Thus, shopping products are a consumer product that the consumer usually compares on attributes such as price, quality, price and Label in the process of selecting and purchasing. . As they are normally more expensive than convenience products, consumer is not resort to store mass volume of shopping products. Some examples are including (Refrigerators, Washing machines, T.V.s and Videos).

Specialty products: The most rarely purchased products among the different types of consumer products, a more expensive compared to convenient and shopping

products. Specialty products are consumer products with unique characteristics or famous brand (label) identification for which a no significant consumers are willing to make a special purchase effort, the target markets are generally very small and outlets selling the products are very limited to the point of being exclusive, Promoting for specialty products is done through advertising. Examples are including (Luxury watches, jewelry, sports equipment and cameras).

**Productive (Industrial) products:** Products used by Businesses or organizations to produce other products or to manufacture the product after applying some production processes on it, Industrial products are characterized with expensive purchasing cost, low purchasing volume, large number of financiers take part in purchase decision after a thoroughly study. Examples are including (Raw material, semi-fabricated parts and fabricated parts, operational errands, tools, machines, and apparatus). Sometimes, leasing system is used for productive (industrial) products especially with Electronic apparatus due to the expensive price or specification continues changes or due to seasonal usage only.

Tangible products (commodity) have several characteristics, some are mentioned below (<sup>11</sup>):

Size: Volume. Figure or aesthetics: sometimes represents an incentive for acquisition.

Function: Function performed by the product or the desired benefit. Mobilization wrapping or packaging, Component or formula composition, Product shelf life, validity or expiration, Trading: conveyance, the possibility of transferring ownership or property, Storage capability, Repair and Maintenance capability Vulnerability of Seller and Buyer contact.

While **Services are** a series of acts with a known temporal and spatial dimension, complemented by humanitarian or tangible factors developed to satisfy the consumer according to a particular production system.

Some of Service Product characteristics:

Service is intangible. Inseparability of production and consumption: it is very difficult to separate a service from the service provider Consumer participates in the

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<sup>12</sup> Patrick Gougeon, Risk, Risk manager et gestion des risques dans l'entreprise, encyclopédie de gestion sous la direction de Yves Simon, Patrick Joffre, 2ème édition, ECONOMICA, PARIS, 1997, p :2887.

performance of the service. Perishability: Service cannot be stored, saved, returned or resold once they have been used, once rendered to a consumer the service is completely consumed and cannot be delivered to another customer. Inability to possess service but only ability to benefit from service.

Heterogeneity/ Variability: Given the very nature of services, each service offering is unique and cannot be exactly repeated even by the same service provider

Types of Service:

- 1- **Core Services:** A service that is primary purpose of the transaction.
- 2- **Supplementary Services:** Services that are rendered as a corollary to the sale of a tangible product.

## **1.2. THE PHENOMENON OF PRODUCTS COUNTERFEITING**

Although counterfeit is an old phenomenon, but currently became an international phenomenon affecting all developing and advanced Society alike. It's even now represents about 10% of the International trade volume during year 2010, the countries of Asia; in particular China is the State of origin and source to counterfeit trade, now called The Counterfeit Empires. This phenomenon affects all products of various kinds in all fields, although product counterfeit differentiates from one counterfeiter to another and affects all kind of product activities like design and package and demonstration, but the most famous method of product counterfeit is registered trademark product counterfeit carried on goods identical or similar to goods in configuration and content.

Product counterfeiting is not any more the verbatim activity which works to simulate the product identically or partially in appearance, but it has become an integrated industrial system with its own productivity machine, Technological advantages, and Marketing functions. The upgrade of counterfeit activity from the verbatim to the Global Industrial field has become an important turning point in the conceptualization of relations and market study, and its impact on consumption behavior. And its pattern has become obvious and clear in understanding the phenomenon of parallel markets and its emergence.



Until nowadays countries started to strive to combat this phenomenon in all its forms, and work to reduce danger and contain damages resulting to that. However, such efforts in most cases have closed ports, due to lack and absence structured system, concrete plans, particularly those related to areas of cooperation between different types of entities and organizations (governments, organizations, consumer protection societies, local authorities).

Despite concrete efforts and compilation of different forces between those various entities and organizations to identify more effective forms to combat counterfeit, remains the only legal approach and methodology established to combat counterfeit is persecutions, detention of counterfeit products, and other effective statutory instruments in this field. Remain insufficient to danger, and its rapid speed. Most of targeted consumers overlook the fact of this activity and the magnitude of its size and negative consequences causing a variety of losses and damages primarily affects consumers' safety: health and physiological damage, direct physical damages (injuries), financial damages, social and economic damages.

Accordingly, the researcher has allocated three prerequisites by which highlighting the counterfeit concept and the difference between this concept and other terminologies in addition to some elements to be discussed along the following lines:

### **1.2.1.Counterfeit Concept And The Differences Comparing To Other Terminologies**

#### **FIRST: Counterfeit concept:**

Product counterfeit has been given several definitions which can be addressed as follows:

Product Counterfeiting is the illegal utilization of the (Registered Trademark) or literary and artistic work without any authorization or license from the genuine producing organization, for example unauthorized manufacturing of products which mimic certain characteristics of genuine goods like a slight change in typing brand's

name but still matching the genuine product in shape, volume, without clarifying the name of the company or the country of origin for the package <sup>(12)</sup>.

The World Trade Organization (WTO) defines product counterfeiting in accordance with article 51 of the agreement on the advantages of Intellectual property rights as "Unauthorized representation of registered trademark carried on goods identical or similar to goods for which the trademark is registered, with a view to deceiving the purchaser into believing that he/she is buying the original goods" (WTO, 2010) the key elements of this basic definition are counterfeited products includes packaging with part or all the trademark's characteristics which affect the rights of the trademark owner and inflict material or functional damage.

Product counterfeiting also defined as every product re-making or imitating a product or brand (trademark) or patent without authorization to this right is a deliberate and misleading production of products with trademarks or even general products to only achieve profit as a purpose.

Usually the counterfeit products are made of poor quality raw materials or incorrect components or even correct components but ineffective or low efficiency causing disasters and even sometimes death, weakening the economies of the countries, emergence of crime because counterfeit itself is a crime.

## **SECOND: The difference between counterfeit and other Terminologies:**

**Commercial Fraud:** A kind of cheating or fraud in the product provided by the exporter or producer or seller to the consumer, so that the consumer to receive a product contrary to what he actually wants, or the consumer gets a product that doesn't provide the desired service at the moment of purchase, this is on one hand. On the other hand, the consumer may get a product assuming it's a brand or a famous trademark with well-known global configurations, and then be surprised that his product origin is anonymous and doesn't belong to the thought trademark or brand and doesn't match the service of the original Brand or the genuine trademark.

**Plagiarism or Literary Theft:** This concept has expanded by the emergence of the phenomenon of stealing words, texts, or what expressed Plagiarism. This

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<sup>12</sup> [www.alriyadn.com/2006/07/10/article170173.html](http://www.alriyadn.com/2006/07/10/article170173.html)

intends to own the words and ideas of another person to be presented as his own thoughts.

In other words, literary theft is to reproduce a text in an unauthorized method or to quote an element from another writer's text, the unauthorized method is intended to quoting without marginalization, without referring to the source of the information. Quotation and adaptation haven't been confined to only Literature and copyright field, but extended its practices to other areas, affecting the economic aspects particularly Industrial and Technical.

**Falsification:** is the diminution or reduction of something from the product such as the paint on the metal making it similar to the genuine product, which has a greater value, and therefore on its derogation and camouflage .

**Forgery:** means emerging a change by addition, deletion or modification to something right originally, whether the change carried out in writing, symbols, signs, drawings or general form, the perpetrator (offender) aims of forgery to accomplish what would bring him the interest earned, that wouldn't have been earned if the thing remained on its genuine status and there are those who consider forgery a part of fraud.

### **1.2.2. Emergence and Evolution of Counterfeit Phenomenon, Types And Components**

#### **FIRST: Evolution of Counterfeit Phenomenon:**

Since (1980)s, Counterfeiting has become a phenomenon of global dimensions, after moving from the verbatim work to the enormous industrial organizations, the evolution of this phenomenon has coincided with the economic and political development which were widely identified by the world in the 1920s (especially the eightieth), this development was the first step in elevating this phenomenon from domestic dimension to the global dimension .

The evolution of this phenomenon can be explained in four brief points:

- Enormous profitability of this activity (less dangerous than trade in Arms and drug trafficking).
- The weakness of the legislative initiatives in protecting the genuine products and combat against counterfeit.
- Technological evolution that allows and facilitates the production process.

- The philosophy of that product counterfeiting is nothing but a misdemeanor that doesn't lead to any serious threats.

**The most important export countries of counterfeit products are:**

**China** or more commonly called the Empire of Counterfeit: whereby all types of counterfeit products can be obtained from China.

**South Korea:** ready-made garments, Luxury products, Arms, Vehicles, Video Games, where mechanisms are imported from Japan and Hong Kong.

**Italy:** The cradle of Counterfeit in Europe specialized in Leather products, Silk products, Textiles, and Perfumes, also in enormous industrial products such as Automobile spare parts. The Italians have gained international fame in this area, where the number of employed workers reached 200.000 workers.

**India:** Basically specialized in Automated Media, Pharmaceutical Products, Textiles, flowers and Chemical products.

**Russia:** Is considered a transition center, specialized in Automobile spare parts, Alcohol and Pharmaceutical products.

**Turkey:** Leather products, Sport equipment and Textiles (especially directed to the European countries).

**SECOND: Counterfeiting Types and components:**

**Counterfeiting Types:** A distinction can be made between counterfeit Types<sup>(13)</sup>:

**Total or partial counterfeit:** Embodiment of all or some of the characteristics of a Brand or a particular product for consumer otherwise obliterate the original identity of a product to buy thinking that it's genuine.

In most cases a replicated package, brand, and genuine product slogan is re-produced.

**Intelligent product counterfeiting:** Usage of certain characteristics of the genuine product to produce different branded product of its own, this fraudulent products fulfills the same required needs from the genuine product and the same quality or higher in some certain cases, it's more as competitive products than

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[www.Lirapport.fr](http://www.Lirapport.fr) consulté le 14/12/2008.

fraudulent products with responsive standards meet the genuine products standards, and the aim of these fraudulent products is not to otherwise obliterate the genuine consumer product, but to put the consumer in the position of preference between the two products and then to choose between them.

**Counterfeiting Components:** Counterfeiting is a series of relationships, starts with quotation and replication of popular products which is legally forbidden, and ends with new and counterfeited products, its idea emerged from a pioneer product in its field.

**The most important component of counterfeiting products is as follows**

▼ **Innovative alterations (Over-runs):** are the most innovative replicas, innovative alterations deals with an existing market commodity and optimize it to fit a new competitive scope, and it may take market products form with progressive improvement or alteration to suit different uses in other industries. It's often more facilitated for the companies accessing a viable market more modern techniques than what their predecessors owned. As the innovator seldom fully comprehends the final form the market will take, which allows the counterfeiter leaping over the innovator with a better product.

**Theft Products:** Fraudulent products are simulations with the same Label or Trademark of the genuine product, it's an attempt to steal the innovator's due profits which is legally forbidden, and it's to trade in a commercial name or a registered Trademark of another person in the market. Fraudulent are usually low-quality, shoddy manufactured products sold on expensive prices under a respectable commercial name. Normally put on the market at prices significantly lower than the genuine products. Fraudulent are the least innovative counterfeiting types.

Illegitimacy is what distinguishes it from, other forms of counterfeit products. The user of these products is either aware of the intended fraud or unaware of it. Distinctive trademark of a respectable commercial name sold at low price, often mislead consumers with a consequent of unintentionally support to the counterfeiter

in most cases. A significant part of the counterfeit products' hateful image is due to its illegitimacy which is obvious<sup>14</sup>

**Simulation of the Design or Commercial form:** Simulating Design is based on the form or design or style of a competitor's famous product. In most cases where style or design takes the important part of the product, counterfeited copies are like simulated copies, and in cases that design take a less role; counterfeited products are based on an innovative unique technique in itself and then the counterfeit product combines between innovation and simulation.

### **1.2.3. Counterfeit Strategies And Anti-Counterfeit Methods.**

**FIRST: Counterfeit Strategies:** Most important pursued counterfeiting products strategies are as follows (<sup>15</sup>):

#### **Counterfeiting with optimization:**

This strategy doesn't count on low price selling, but it's based on the optimizing of the pioneer product hoping the counterfeit product would be the preference of the consumer.

In Case of the Technical products, optimize and simulate strategy adapts the strategy of Technology leaping, where counterfeit product emerge with a new technology which blocks the pioneer product and drop it out of the market. This strategy includes the belief subsequences should respond immediately for the emergence of the pioneer product, thus the immediate response to the emergence has great importance, aiming to gain a market segment before the pioneer has the opportunity to impose a particular form of their products.

**Abuse of Market influence:** Pioneers build parries to prevent them from emergence to the market, and these parries are vulnerable to the influence of the giants, if they decided to enter a particular market using their enormous influence to break into the market and remove the pioneer product out of their path. However, this influence mostly causes empowerment of counterfeiters to dethrone the pioneers, where they exploit their influence to promote their products.

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<sup>13</sup> Radia Laswad, previously mentioned reference, (2009) p.118-120.

<sup>14</sup> Malloka Barorah ,The repercussions of counterfeit goods trade on the economies of the countries and the anti-counterfeit goods mechanism /Algeria case, PHD, Mohamed Khaidar Basokrah University, (2016) P.9-10.

In addition to the provided established distribution channels they push their counterfeited products through which, thus the market influence multiplies if the giant counterfeiters combine their high-tech marketing abilities and superior product.

### **Selling at a Lower Price:**

It's considered one of the most important successful strategies utilized by counterfeiters, where it includes selling simulations of the pioneer product (genuine) with the least cost. There are two paths to deploy such strategy:

- Selling simulated products to the genuine product at reduced prices.
- Selling fraudulent (low quality) products at lower prices.

Both strategies are involved in attempting to expand the market and attract a particular category of consumers, whom cannot afford to pay the high prices set by the pioneer, where the core of counterfeit lies in selling at lower price through production at lower cost. A counterfeiter flees from Related Research and Development costs (R&D costs), as the counterfeiter imitates a market-ready product which is a ground-breaking product usually established after enormous investments by the organization. Also, a counterfeiter saves promotional costs, as they depend on the pioneers advertisements. Usually, the pioneer creates interest and desire for the consumer to use a particular type of products.

When the consumer goes to buy what he needs, he is attracted to the cheap replicas even if they don't match the genuine product. Counterfeiters may generate the impression that they are selling the same genuine product but at lower prices. A counterfeiter lets the pioneer make market researches and advertising campaigns and then bring the counterfeited product into the market without any inconvenience.

**SECOND: Anti-counterfeiting methods:** There are lots of studies and taken procedures in the field of combating counterfeit phenomenon, however most attempts was a failure for reasons related mainly to the weakness of legislation in this field, and the lack of communications between the various stakeholders (from governmental organizations and bodies, institutions, and associations, etc..), the lack of information banks corporately or national economies level about this phenomenon and its characteristics, more importantly is the lack of cooperation in the field of

counterfeit combating and piracy. Most important counterfeit combatting methods are

**Franchise Selling:**

The pioneer producer which fervent a strong position in a viable small market, could often reap some huge profits by selling his rights to a large organization with larger resources, this deal compensates the pioneer producer for his innovation and attracts venture capital that pioneer developing company desperately needs, but the pioneer producer pays the price in this situation by losing dominant over the company he founded.

**The Aspect of National Initiations:**

In the field of combating counterfeiting, cooperation in the horizontal field between various bodies and associations gives significant impact and a greater confidence and better organized for the broadly operations, national governments should work in supporting laws in the field of the protection of property rights by developing and improving them, so as to ensure the efficiency of counterfeiting countermeasures. It must take the initiative in this matter as it should not be limited only on registering and drafting low enforcements rules whenever the need arises, but must take actions to work on improving the legal rules, and develop the procedures and rules monitoring markets permanently and examine all possible odds.

And monitoring of internal markets is extremely important, as it enables tracking of unjustified movements and narrowing the scope of work for illicit activities and the possible prospects. The effectiveness of such monitoring relies mainly on the importance of the market itself, and the number of dealers also including: the attractiveness of the market, the intensity distribution networks, types of active dealers and the evolution of import and export operations. The use of technology such as informatics systems, have impressive results in various fields, for this countries always to seeking to acquire and use such techniques in support of the cooperation in the field of combating counterfeiting, the informatics systems allow for the creation of information banks at the national and local level, also encourage the cooperation operations in information collecting, storing, sharing and exchanging



more easily. On the other hand, the support and assistance of private organizations specialized in the field of combating counterfeit by providing financial and material assistance will encourage these organizations to work on a permanent and stimulating basis and enhance the efficiency of the mutual cooperation. And the assistance is not limited on financial subsidies and material only, but, given the importance of the formative and cognitive side such as configuration sessions and workshops, which will raise the level of improvement in organizations in particular, which will reflect on the quality of their performance in general.

### **Joint Ventures:**

As a compromise between selling altogether and combating counterfeiters, the pioneer producer tolerates a joint venture with a large partner, or to approve the license for others using his innovative idea. The benefits here are summarized in attracting foreign capital, distribution of financial risk to the leadership, with the retention of control of the pioneer producer, the risk here is summarized in the theft of the partners or licensees to the pioneer's innovative idea, then secession as the pioneer's main rivals.

### **Communication Campaigns:**

This aspect is mainly in the sensitization of the various players in the market as well as the audience consumers about the dangers of counterfeiting, where lots of periodic publicity campaigns were conducted to clarify how to distinguish between genuine products and counterfeited products and to prompt the consumer to the reporting of any suspicion in this field, the sensitization of the official distribution networks and encouraging them to monitor their channels more decisively and responsibly, and to participate in various television programs and different reportages and to provide rich information banks with various studies and statistics, all these methods of communication, value the efforts and supports the confidence of the consumer in institutions since they know that these institutions work in favor of the protection of the consumer's health and security in the first place.

### **International initiatives and mutual cooperation:**

Certainly the counterfeit products to reach targeted markets have to go through more than one country and to Travers borders of more than one country, the various bodies and organizations should work together and on an international level through the coordination of tasks and objectives, there are a large number of global organizations attempted to set up banks and information systems to facilitate the processes of cooperation, such as the world customs organization (OMD) and Interpol, these informatics banks containing a huge amount of information is a significant source of determining the characteristics and dimensions of the counterfeit phenomenon. But the most important thing is not the creation of the information banks, the more importantly is to prompt the competent various organizations stationed all around the world to use existing information and enrich these banks retroactively of what researches and findings have come to.

### **First Chapter Conclusion:**

In this chapter, the researcher talked about the conceptual framework of products and the phenomenon of counterfeiting through two main Subsections. Each subsection dealt with three prerequisites that explain the concept of products and the phenomenon of counterfeit. The researcher highlighted the concept and life cycle of the product in addition to product classifications. The second subsection on the phenomenon of product counterfeit through a look at the concept of counterfeit and the difference between similar terminologies, in addition to the emergence and development of the phenomenon of counterfeit and the most important countries counterfeiting essential products, as the researcher mentioned types and components of counterfeit in addition to counterfeit strategies and concluded this chapter with several methods to combat products counterfeiting.

## **CHAPTER TWO**

### **THE STUDY AND ANALYSIS OF CONSUMER BEHAVIOR**

#### **2.1. A CONCEPTUAL ENTRANCE ON THE CONSUMER BEHAVIOR**

Consumer according to the modern marketing concept based on production is marketed what we can promote as starting point for policies planning and marketing strategies formulation, since the of supply in products and services, and the remarkable technological evolution and the increase of innovations in addition to the competition intense between organizations, it has become incumbent upon these organizations in order to keep pace with this evolution to carry out the necessary studies of consumer behavior and attempt to identify the various factors influencing consumer and purchase behavior. Where the consumer is within the modern marketing orientation, the practical axis of the marketing process, but his study is not that easy and this is due to his complex nature, and due to the importance and essential position occupied by the consumer for all the organizations regardless of the type of practiced activity, as the driving component for each activity, the fact that all products mainly directed to him to satisfy his various desires and needs. The researcher has tried to highlight some points explaining the consumer behavior in accordance to a conceptual entrance on the consumer behavior and study points will be reviewed as follows:

#### **2.1.1.The Concept, Importance And Objectives of Consumer Behavior**

##### **2.1.1.1.FIRST: The Consumer Behavior Concept**

It's this attitude a consumer highlights in the search of purchasing and using of goods and services, ideas or experiences that are expected to satisfy his desires or needs according to the available purchasing possibilities<sup>16</sup>.

And there is a point of view refers to dividing of the consumer behavior into terms of behavior and consumer<sup>17</sup>.

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15 Mohammed Ibrahim Obaidat, Consumer Behavior Strategic Approach, Dar Wael Publishing Amman, 2004 p13.

**Behavior:** is that attitude highlighted by a person due to exposure either to internal or external stimuli faced by the individual, which he seeks through to achieve his environmental balance or satisfy his needs and desires.

**Consumer:** Is every natural person or entity using a product or a service and from marketing point of view a consumer is the core of all that is produced and distributed.

And according to Engel "A consumer behavior is the individuals' direct actions and decisions to obtain the product or service including purchase decision-making procedures"<sup>18</sup>.

According to the definition of Alrommany "It's the act, which summarized the process of purchasing various products and services which individuals see it's satisfying their needs and desires, so they decide to purchase certain quantities of it."

#### **2.1.1.2. The Importance of Consumer Behavior Study**

Consumer is the core factor in the marketing process, as it's considered the starting point for of organization's policies planning and strategies formation, where identifying consumer's needs, desires, tastes and purchasing abilities is essential requirement to produce what can be marketed, the reason for giving the consumer a great importance is the remarkable technological evolution and also the intense increase in competition as a consequence to the global economic openness, what generated availability of available alternatives of products and services, which led the organizations to search for marketing opportunities in order to survive and continue in the market., also growth and increase the market share, which is attainable only by studying consumer behavior and the various factors affecting it, and then producing products and services that are compatible with the needs, desires and consumer purchasing capabilities, and as well as setting up a special market mix for each relatively homogeneous consumers segment<sup>19</sup>.

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16 Hamad Ibrahim Obaidat, Consumer Behavior, Future House for Publishing and Distribution, Amman, 1989 p65.

17 Mahmoud Jassim Al-Sumaidaie, Mohammad Rashad Youssef, Marketing Department, Second Edition, Dar Al-Maaheqah Publishing and Distribution, Amman, p. 116.

18 Salwa Al Awadly, Consumer Advertising and Behavior, Dar Al-Nahda Al Arabiya, Cairo, Egypt, 2006 p17.

From the foregoing, it's possible to devise the importance of studying consumer behavior as follows:

- A study of consumer behavior assimilates an opportunity for the organization to distribute its material and human potentials to serve the interests of both the consumer and the organization equally.
- A study of consumer behavior assists the governments of states in planning of economic development, and to create a balance between the available potentials on the one hand and the provision of products and services according to the priorities of the society's individuals on the other hand.
- The study of consumer culture (religion, language, customs and traditions) make the organization produces products and services that aren't inconsistent with these cultural features.
- Also, consumer motivations study makes the organization plans its policies and formulates its marketing strategies in line with and support these purchasing motivations, as well as, the study of consumer trends make the organization focus on the positive trend in its production of products and services and avoid the negative trends, and can change what can be changed from the negative trends and attempt to create a positive image of its products to consumer.
- The study of consumer behavior contributes into making the organization produce the products and services achieving its objectives and therefore can plan its policies and formulate its marketing strategies, as well as enabling the organization to produce in accordance to its available possibilities.
- Also, through the study of consumer behavior, the organization is able to preserve its market share and strive to seize other marketing opportunities.
- When an organization tends to either emerge a new product or develop an old one, therefore it should study the consumer behavior to acknowledge the influencing factors on the purchase decision, and the reason is to reduce either risk level or failure.
- The study of consumer behavior makes the organization produce products and services that are compatible with the needs, desires, tastes and also consumers' purchasing ability, in addition to the establishment of distribution channels fitting the consumers' geographical deployment from one hand and the nature of

the aimed to be marketed products and services from the other hand. Moreover, the study of consumer behavior makes the organization provides the necessary information for the consumers about price, quality and the products and services' features through the advertising and the other promotional mix factors.

- The study of consumer behavior, benefits the individual by providing him with all the assisting information and data which help him in the optimal selection.

#### **2.1.1.3. THIRD: The importance of consumer behavior study:**

There are multiple objectives utilized in the study of consumer behavior as per following points<sup>20</sup>:

- Consumer empowerment to understand his daily purchasing decisions.
- Researcher entitlement of the understanding of the external and internal influences affecting consumers' behavior.
- The study of consumer behavior entitles the "Marketer" to the knowledge of the current and potential buyers' behavior, and research how to cope with them or to influence them, and to persuade them to act in a manner consistent with the objectives of the organization.

#### **2.1.2. Causes Of Evolution And Increasing Attention To Consumer Behavior.**

There are multiple reasons have led to the evolution of the consumer behavior field as an integrated marketing field, where marketing scientists have noted that some of their practices are not consistent with the economic concepts. Therefore marketing researchers started to study the consumer's purchasing behavior with a view to reaching that consumer segments differ demographically and physiologically, where behavioral market oriented marketers have developed strategies to divide market into districts, each has a specific consumer segment involved in tastes, and hold the same needs and desires. The evolution of the consumer behavior field and the increased attention, as a result of a combination of multiple causes contributed directly or indirectly most notably were<sup>21</sup>:

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19 Anabi Ben Issa, Consumer Behavior, Effect of Psychological Factors, University Publications, Algeria, (2010) p. 730.

20 Radia Aswad Consumer Behavior Towards Counterfeit Products, Algeria, Montauri University, 2009 p. 6.

- **Short products life cycle:**

Technological advance has led to increased innovation which is providing products as either modified, improved or entirely new, which are put forward in the targeted markets. However, it's noted that the actually successful products are those adopted on the results thorough and accurate studies, compatible with the renewable-compatible needs and tastes of consumers and their purchasing possibilities. Also, most of the products received failure at the stages of submission to the targeted markets probably the main reason for that failure is attributable to the substantial shortcomings in the consumer behavior studies<sup>22</sup>.

- **Environmental concern:**

The gradual global emphasis to the environmental issues and pollution and the increasing shortage of energy resources and raw materials, have led the producers, marketers and decision-makers to realize some of the negative effects and its distribution methods such as chemical detergents, containers, disposals and wastes on the human environmental both external and internal. Performed Consumer studies and researches have revealed several abuses and practices that are harmful to the consumer, prompting to increased attention to these sort of studies and researches<sup>23</sup>.

- **Increasing concern to the consumer protection movements:**

The accretion of the consumer protection movements in the world, particularly the western parts, has led to a necessary need of understanding how the consumers take their purchasing decisions, In addition to identifying all the factors affecting their purchasing and consumption decisions of this product or service. As well as the increasing application of social marketing orientation imposed on many practitioners and marketing academics to follow the scientific methodology in the implementation of consumer behavior studies with the objective of production and delivery of goods and services in the appropriate quantities, qualities and prices.

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21 Najm Aboud Najm, Innovation Management, Dar Wael Publishing, Jordan, 2002 p. 89  
Mohammed Ibrahim Obaidat, Consumer Behavior (Strategic Approach), Dar Wael Publishing, Fourth Edition, Amman, 2004 p20.

- **The Central governmental concerns:**

The interests expressed by the some governmental bodies in particularly those with the rapprochement with the consumers' interests have led to the innovation of the consumer behavior studies which aims to enact and amend the legislations related to consumer protection to protect the citizen as human is considered as Capital.

- **The growing number and diversity of services**

The growing number and diversity of services globally, has led to the transformation of most countries especially developing ones, where it became clear that the providers of the services and products have got a lot of problems and issues that should be objectively dealt with, through accurate studies of the potential purchase of consumers in the targeted market and due to the intangibility of services, which don't see, don't, don't hear, don't store, under the availability of a set of information about target consumers' sensory perceptions, trends, tastes towards what's offered to them.

- **Marketing significant for the Non-profit Organizations:**

The entanglement and influence of the environmental factors over the Non-profit organizations has rendered up to a serious interest of the modern marketing concepts applications, whereas the Non-profit organizations have faced and still face for many years a number of problems associated with aspects as specifications and expenditures, which are constantly increasing, in addition to the concentration of negative sensory perceptions formed accumulated by target consumers about the low quality and prices of the service provided by the Non-profit organizations.

For example, some private universities, clubs and hospitals which are experiencing a decline in demand and turnout of its services, in the forthcoming years, will be studies to design and pursuance of the Behavioral marketing studies with an ultimate goal to design those marketing strategies to attract many targeted consumers to its services.



- **The increasing need to log into Foreign Markets:**

The majority of companies realized the importance of logging into foreign markets, and this is through exporting the surplus of their production or using consumers for their products in more than one current and new market. As for achieving the aforementioned objective, one of its most important reasons is the lack of adequate and minute data about the targeted markets, which necessitate management of the concerned organization to initiate provision and the type of studies targeting to identify consumption priorities and habits of the targeted foreign markets, in addition to the impact of all the environmental factors in the global market on the consumers decisions and their preferences and on the quality or content of the marketing mix of the strategy ought to be pursued by the exporting company.

- **The Statistical and software Techniques progression:**

The statistical techniques progression and the constant evolution in the information collecting and processing and of various types, have led to facilitating all published and preliminary data analysis, associated with the consumer behavior. The computer has enabled, for example, the researchers in the field of consumer behavior of processing, storage and analysis of vast enormous quantities of information associated with vast phenomena.

**2.1.3. Areas of Study Of Consumer Behavior And Consumer Pattern.**

**2.1.3.1. First: Consumer Behavior Stud Fields:**

The Consumer behavior study is considered of great significant to the organization, where and inasmuch the complex nature and overlapping of markets, the organization had to find a general framework through which to study the consumer behavior and the various aspects associated to it<sup>24</sup>.

And the most important of these are the following aspects:

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22 Ammar Wali, The Importance of Studying Consumer Behavior in the Formulation of the Promotional Strategy of the Economic Institution, Master Thesis, University of Algiers, Algeria, 2012 p8.

- The consumer behavior study extends to all the pre-disciplinary process phases and beyond the purchase and usage of the product or service<sup>25</sup>.
- Through the study of consumer behavior, the organization can divide its overall market into small market segments and each market segment containing relatively homogeneous consumers among themselves and different with consumers of other parts.
- Identifying the consumer and consumer purchasing motivations and objectives to be achieved through the purchase process.
- The consumer behavior study allows the organization to understand the steps individuals or organizations are making in the purchase process as well as the purchasing roles.
- Knowing the different types of products and services in the market in which the organization is active and in the markets to be targeted.
- Through the study of consumer behavior, the organization can identify the various factors that affect the conducts and behavior of consumer purchasing and consumption.

#### **2.1.3.2. Second: Consumer Patterns:**

- Features of human behavior in general and consumer behavior in particular are characterized by difference and heterogeneity, thus individuals differ from one society to another, and in the same community and from one individual to another and the individual himself in circumstances and different stages of life, and this found a group of patterns of consumers and the organization sales men deal with each pattern to the satisfaction of the consumer and the organization achieves its objectives. Consumer patterns is affected by various factors such as personality, available potentials, education level and culture, customs and traditions, the nature of the products and services to be purchased, table no. (1.2 ) clarifies some of the consumer patterns.

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23 Mohammed Ibrahim Obaidat, Consumer Behavior (Strategic Approach), Dar Wael Publishing, Fourth Edition, Amman, 2001 p. 29.

**Table 2.1. Consumer Patterns**

<b>Consumer pattern</b>	<b>Pattern characteristics</b>	<b>How to handle this pattern</b>
<b>Rational consumer</b>	Calm and discreet in purchase decision-making and discriminating products, services and prices.	Communicate with rational speech and without deceiving him.
<b>Impulsive consumer</b>	Quickly, takes all his purchasing decisions buys from the first store he runs across and always regrets most of his purchasing decisions.	Attempt to display the best commodity for him, which satisfies his rapid desire to access to the commodity and not to embarrass him and to accept to change some goods to him.
<b>Hesitating consumer</b>	Doesn't buy quickly, often hesitating, he may buy the commodity then return to replace it.	Patience on his hesitation and his rapid frequent requirements and returning purchases, and persuade him to characteristics of goods.
<b>Temporized consumer</b>	Linger in most of his purchasing decisions and search for the best alternatives for quality and price.	Persuade him with the commodity quality and price.
<b>Ignorant consumer</b>	Doesn't know anything about the potentials or characteristics of the commodity, but may buy it to brag about it.	Try to persuade the consumer with the characteristics or services of the commodity in order to accomplish the sale.
<b>Braggart consumer</b>	Chatty, often doesn't buy at the end.	Absolute quiet and try to listen to him and deal with him to reach compatibility until the deal is done.

- Source: Ayman Ali Omar, Consumer Behavior Readings, University House, Alexandria, Egypt, 2006, pp. 24-25.

## **2.2. CONSUMER BEHAVIOR: THE INFLUENCING FACTORS AND STAGES OF THE DECISION-MAKING PROCESS.**

### **2.2.1. FIRST PREREQUISITE: Influential factors in consumer behavior:**

Consumer behavior is influenced by a number of variables and internal factors related to the individual itself and the surrounding exterior leads to take a specific purchasing behavior, these factors play an important role in influencing the consumption consumer behavior, both positively through advice and advisory, and minimizing perceived or negative risk by pushing him to unjustifiable consumption, These variables and factors are mentioned as follows:

**Internal factors:** they are these factors related to the consumer himself, working on the formulation of the individual consumption behavior in a particular way and individually, and these factors prompt towards different attitudes and various behavioral patterns and specific. Behavioral scientists have identified a number of psychological factors and influences on behavior: motivation, needs, learning, perception, personality.

#### **2.2.1.1. First: Motivation and Needs:**

##### **Motivations:**

They are those underlying driving force in individuals and which prompt them to conduct certain direction and enables them to learn about the environment and interpret information relating to the environment and there are several motives as consumer behavior stages which include<sup>26</sup>:

**Initial purchase motives:** Those motives prompting final consumer to purchase a certain product or service, regardless of the various Brands or the places in which they are sold, then it includes the feeling of need or tendency towards a particular product or service<sup>27</sup>.

**Selective Purchase motives:** They are the real reasons which prompt the final consumer into purchasing a particular Brand despite all the other brands, thus

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24 Kamel Ali Metwally Omran, Human Behavior in Business Organizations, Arab Culture House, Egypt, 1999 p. 236.

25 Jabari Abdel Wahab, The Effect of Consumer Behavior Studies on the Effectiveness of Corporate Promotion Policy, Master Thesis, Algeria, 2006 p42.

selective purchase motives requires comparisons between the advantages and disadvantages of the various brands offered for sale in the market.

**Transactional purchase motives:** The other stage of the consumer's behavior and purchasing behavior is that the consumer starts to buy the actual and possess the commodity in order to take advantage of it in satisfying his needs and meet his demands, means, the process of identifying the store from which the consumer will receive the need of products and services that he has have already identified their brands.

### **Needs:**

It is a feeling of inferiority, and this shortage prompts the individual to take a course in which he tries to fill this deficiency or satisfy the need, and every person has needs, including innate and acquired<sup>28</sup>.

**Innate (natural) needs:** The Innate needs are those psychological needs, which contain the need for food, water, and air, dress up. Human life generally does not upright without a minimum level of satisfaction of these basic needs<sup>29</sup>.

**Acquired needs:** It is what we learn during the journey of life, and may include the need for respect and appreciation, prestige, love of control and learning. The acquired needs are often psychological as they result from the person's psychological state and relationship with others.

#### **2.2.1.2. Second: Learning:**

**Learning is identified as:** All the procedures by which current behavioral patterns are modified or new patterns of education are developed, In other words, the information obtained by the individual in an attempt to search for products more satisfying to his needs and desires will contribute to identifying the quality of their positive or negative behaviors, and comparing the previous and current behavior, and therefore the attempt to get the best always. And learning is also known as<sup>30</sup>:

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26 Maher Ahmed, Organizational Behavior (Building Skills), University House, Alexandria, Egypt, 1998 p. 181.

27 Mahmoud Jassim Al-Sumaidaie, Ridina Othman Yousif, Marketing Management (Concepts and Foundations), Dar Al-Maaishah for Publishing and Distribution, Amman, Jordan, 2006 p17.

28 Rayad Mohammed Al-Sherman, Abdul Ghafoor Abdullah Abdul Salam, Principles of Marketing, First Edition, Dar Al-Safa Publishing and Distribution, Jordan, 1999 p. 77.

Variables in the behavior of the individual towards the response under the influence of his experiences or observations and remarks of marketing activities, this definition indicates that the individual has gained greater experience and experiments the more it leads to changing his behavior and attitudes as a result of these experiments and experiences. Learning is the process of obtaining the various information and experiences resulting from the attitudes of the consumer in his daily life, which leads to a change in his behavior relative to his previous experiences, where the change in the behavior of the individual can be positive or negative, depending on the ability to satisfy the needs and the level of satisfaction. And there are many factors influencing learning, including<sup>31</sup>:

- **The Repetition process:** Repetition process increases the ratio of the product's recall to the individual consumer. This is done through providing short and repeated advertisements at specific intervals that allow the product to be embedded within the consumer's memory.
- Exposure of the individual to certain effects to respond to them such as attaching the Advertisement with a type of movement and music and colors that remain rooted in the minds of consumers.
- A fertile environment conducive to learning.

#### **2.2.1.3. Third: Awareness:**

**Perception is identified as** it is the process by which an individual tests, organizes, and interprets information to form a clear picture of the things surrounding him<sup>32</sup>, so perception is the reception of the mind to the image of things or ideas or events perceived as it seems and as transmitted by the five senses, means, the interpretation of things as perceived by the individual and not as they are in fact. **Perception** can also be defined as the path through which an individual perceives his environment, which translates information from this environment.

Through the previous definitions we can draw the following characteristics of perception:

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Mohammed Jassim Al-Sumaidaie, Rudeineh Othman Yousif, 2006 , op. P. 143.

29 Thamer Al Bakri, Marketing Communications and Promotion, Dar Hamid, Amman, First Edition, 2009, p. 44.

- Perception represents a system consisting of receiving inputs for various stimuli such as advertisements, views and news published in newspapers and magazines about products and services, operation, selection and regulation of stimuli and stimulant output to information, response.
- The individual receives stimuli through his five senses.
- The Choose or selection of stimuli means that the individual does not accommodates all the stimuli, but chooses the stimuli that he sees as important from his point of view.
- Through perception, an individual or consumer can understand the environment around him from his point of view.
- Perception varies from one person to another and to the same individual himself in different situations, circumstances and times.

#### **2.2.1.4. Personality:**

- Personality plays a prominent role in influencing the attitudes and behavior of consumers, which makes the marketers in the organization attach great importance to it; doing various studies related to it.
- **Personality is identified as:** The dynamic organization within the individual of those psychological and physical devices that determine his own personal character in its compatibility with its environment.
- **Mohamed Ibrahim Obaidat defines personality as:** These features and internal psychological characteristics that define and reflect how the individual acts and behaves towards all internal or external environmental stimuli that he is exposed to it either periodically or organized.
- **External influencing consumer behavior factors:**
- We can say that the behavior of the consumer is not a separate individual behavior because his purchase decision interfere with other factors the individual belongs to a family, has friends and colleagues affected and affects them as the society affects his attitude in a certain way according to the customs and traditions of society, as the social class to which he belongs is a role in the manufacture and direction of behavior. On the other hand, marketing campaigns may have an important role in influencing purchase consumer behavior; this may go

beyond directing this behavior in a certain direction targeted at buying one product instead of another as a result of the influences used by these campaigns, sales promotion programs used by business organizations can drive the consumer to an unusual purchasing behavior such as buying a quantity of products he does not need but is driven by discounts on those products or the rewards associated with buying those products, thus, his purchasing behavior was directly influenced by these marketing campaigns. The most important factors<sup>33</sup>:

**First: Culture:**

Culture is the overall concepts that contains many intangible and tangible factors that affects individual thinking and behavioral patterns and can therefore define **culture** as "As it is the group of values of material and moral character, ideas, attitudes and symbols that are highlighted by the members of a culture towards different aspects of their lives, which are developed and followed by members of this society, which form their behavioral and consumer patterns that distinguish them from members of other cultures Or subsidiary<sup>34</sup>.

- Also, it can be defined as **a set of knowledge, believes, values, ..., acquired by the individual as he belongs to a particular society.**

- **Culture components:**

- Culture is consists of three fundamental levels, which are<sup>35</sup>:

- **First Level:** It is called the lower level, which is what is known as explicit explanatory culture, which relates to visual factors such as language, eating, buildings, and arts.

- **Second Level:** Or what is known as the middle level, which is the standards and values, where standards represent the common trend of a group of individuals to a particular position, the values represent manner (how) or behavior of the individual towards a certain position

- **Third Level:** Known as the upper level, represents how the individual or a group adapts to the environment.

- **Second: Reference Group:**

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30 Abdullah Mohammed Al-Haramash The Role of Sales Activation Programs in Influencing Negative Consumer Behavior in the Jordanian Consumer, Al-Wahat Magazine for Research and Studies, No. 7, 2014 p.149

<sup>31</sup> Denis Darpy et Pierre Volle : comportement du consommateur , op-cité , p249.

<sup>32</sup> Cathrine viott : l'essentiel du marketing, Berti édition, Alger 2006,p25.



- A Reference group is two persons or more, is two or more persons a kind of exchange or interaction may occur between them to achieve individual goals or common to all of them, and from marketing point of view, reference groups form a structure or reference for individuals in their purchasing decisions and may be members of the family or various social groups<sup>36</sup>.

- **Third: Family:**

- The most fundamental groups have an impact on the patterns of individuals encompassing to it, and the importance of the family stems from the fact that it imposes on its members the repetitive communication with each other, which may lead to the formation of attitudes of relatively similar behavior of its members consistent with life patterns.

- **Forth: Friends:**

- Practically, they are a non-official group because they are usually unorganized and actually don't have any formal authorities. All that friends have as a reference group is a moral authority whose purpose is to influence the relative positions and feelings of their friends towards various issues and matters of living related to several products And services.

- **Fifth: Official Social Groups:**

- Unlike groups of friends, Official social groups are more influential, as they serve and perform different functions for the individuals who join them. The individual usually joins an official social group to achieve certain objectives, such as making new friends or meeting people who are more famous and knowledgeable about life which they may acquire some<sup>37</sup>.

- **Sixth: Work groups:**

- The time spent at work or in their jobs and others may exceed half the time available to them each week, and therefore there seems to be a great opportunity for individuals working in permanent jobs to interact with each other in most life and living matters. In addition to the factors mentioned above, there are some factors that

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Marouche Ikram, The Effect of the Declaration on Consumer Behavior, Master Thesis, Algeria, Haj Lakhdar University, Batna, 2009 p. 129.

33 Nouredine and Kall The Effect of Marketing Communication on Consumer Behavior, Master Thesis, Algeria, 2012 p. 74.

have the potential to influence consumer purchasing and consumption behavior, resampled as:

- **First: Environmental factors:**
- Resampled as follow:
- **Natural Environment:** Nature (mountains, plains, climate) plays an important role in influencing the needs and desires of consumers and then purchasing behavior. For example, people living in hot areas are relatively different from people living in cold areas.
- **Technological Environment:** The level of technological development influences the behavior of its individual's consumption. As a result of this development, individuals acquire new consumption patterns.
- **Economic Environment:** Economic indicators affect inflation, deflation, popularity, development, growth, and personal income of the society or the country on the individual consumer. For example, while merely, individuals in a country with limited individual income have the necessary needs and some luxurious needs, only; we find individuals in a country with high individual income, interested in not only the necessary needs, but also with the recreational needs.
- **Legal Environment:**
- The various legislations and laws promulgated by the State greatly affect the behavior and attitudes of consumers.
- **Marketing factors:** Where the abundance of products and services and their quality and distribution channels and pricing policy applied and various policies adopted, promotional, influence consumer behavior and attitudes.

### **2.2.2. The stages of Purchase decision-making process.**

- The purchasing decision for individuals takes several stages, each stage is different from the other stages in terms of behavior. The purchasing decision process is influenced by a range of factors such as needs, desires, motivations, trends, reference groups, occupation, income and social class. , And the procurement procedures can be summarized below:

### **2.2.2.1. First: Target Setting**

The individual seeks to achieve various targets according to its multiple needs, As these targets are influenced by internal factors and other factors related to the external environment, and in general, the targets have a key and important role, as well as the need to be commensurate, and the steps should be proportionate to them, since these targets are identified by the individual based on the information available to him and to previous experiences and the factors that are subject to the impact, and through these targets, organizations are able to identify the nature of individuals and what they seek. Therefore, these organizations are currently conducting field surveys, studies and research to identify what consumers are aiming for and what they aspire to. As well as identifying the factors that influence the setting of these targets in order to be able to develop and choose successful production and marketing policies that will enable individuals to achieve the targets they seek to achieve and enable the organization to achieve its targets and steadfastness against competition and achieving a good market share. So to identify the individuals' targets, means identifying their needs and desires and help them to achieve their targets. Therefore, the organization is working on satisfying these desires and achieves an acceptable level of satisfaction so that those interested in the study of behavior able to identify physiological needs easily, but can't easily identify the individuals' physiological needs for various reasons, the most important of it, is: differences in psychological composition, such as the psychological of individuals and their different social affiliation and their level of cultural and economic and other factors affecting individuals<sup>38</sup> and therefore, their targets and needs<sup>38</sup>.

### **2.2.2.2. Second: The Existence of Need**

The need is one of the psychological factors that play an important role in defining behavior, and these may be innate needs such as food, water and clothing. Etc. And may be acquired through exposure to family and various environmental factors when it starts to feel this need, the thinking process starts for making a purchase, where the motivations origins depends on the needs of a product, since the product is the mean through which the organization is able to satisfy those needs to

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34 Jabari Abdel Wahab 2006 , op. p. 47.

the occlusion of deficiency, which is felt by the consumer using marketing activities, the study of needs has received attention by psychologists, sociology and specialists in the study of behavior from marketers, and one of the most famous models, the model of Abraham Maslow, where Maslow's theory was based on the following two assumptions<sup>39</sup>:

- Stimulating the unsatisfied needs of the consumer influences his behavior and does not stimulate the consumer's saturated needs.
- The needs can be arranged according to their importance from the necessary needs to the needs of self-realization.

Abraham Maslow has classified the needs for the following<sup>40</sup>:

**Physiological needs:** Which are directly related to the individuals' survival, such as hunger, thirst, and drowsiness, Consumption products that satisfy these needs are easy to be identified.

**Security needs:** Concerns the need to be protected against various threats gaping individuals, and there are several commodities that respond to this kind of needs, including security belts, alarms, the acquisition of trained guard dogs, preventive medicine, guarantees, savings for any forthcoming possible emergency.

**Social needs:** A human is a social being by nature, and needs to be accepted and desired by the family to which he belongs, the group, society that he lives among, or deals with him, the individual resorts to registration in a club, sports, cultural or political associations satisfying the needs of belonging to the group.

**Appreciation needs:** When an individual wants to reach a distinct position in society, a need for brilliance and appreciation is generated, and the example of the attitudes that lead to that is to build up or boast, in order to impose either on himself or others the mental image he considers the most worthy of appreciation.

**Self-reliance needs:** It's the summit of human aspirations, the individual tries to satisfy all previous needs to use and exploit all possibilities and personal energies; and to reach saturation of these needs consumer initiate to buy books and encyclopedias, museums, travel, and pursue university studies.

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35 Ammar Waly The Importance of Studying Consumer Behavior in the Formulation of the Promotional Strategy of the Economic Corporation, op. Cit., 2012 P. 10.

36 Lendrevie Jacques et Denis Lindon, MERKATOR, Dalloz, 6eme édition, France, 2000, p 140-141.

### **2.2.2.3. Third: Search for Information**

When the consumer is certain of a particular need, he starts to search for satisfaction means; this is through collecting information about the products in the market from various resources, for the purpose of taking the correct purchase decision satisfying his required needs, The information searched by the consumer relates to the characteristics of the product, the prices of its brands, its location, quality and some other information which consumer deems to be of interest. The main sources used by the consumer in gathering information are as follows:

**Personal sources:** like family, neighbors, friends and acquaintances.

**Commercial sources:** like advertisement, sales men and distributors, products packaging and exhibits.

**General sources:** like widespread media, consumer protection organizations.

**Experimental needs:** like eating certain foods, selecting and examining the product and usage<sup>41</sup>.

### **2.2.2.4 Fourth: Identify Possible Set Nation**

First step: The criteria for evaluation identifies which characteristics are specific to the evil decision

Second step: In which the importance of each worker is determined. Although the price is a basic criterion for most consumers, for example, high income earners consider it a secondary factor.

- Two consumers have the same standards with the same weights, but they differ in their opinion of the other. The taste of a product may be a criterion for selection, but this is about taste and therefore remains relatively<sup>42</sup>.

### **2.2.2.5.Fifth: Identify Possible Solutions**

Based on information and a previous and new information was gathered, thousands responded by putting set of possible solutions, which will be choosing the right solution including, if someone on a one a kind SOAP that has information about the items that use it, if not a rip of this Items he will gather information about other items form they have a base of information that enables more selection

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<sup>37</sup> Daniel Durafour, Marketing et action commerciale, Dunoud, France, 2001, p 70.

<sup>38</sup> Aisha Mustafa El Minawi, Consumer Behavior: Concepts and Strategies, Second Edition, Ain Shams Library, Egypt, 1998, p.36.

probability items that use it or not using it yet, and then choose the appropriate item , according to information available to him and that he chose Appropriate alternative between alternatives, who thinks he will achieve his greatest satisfaction possible.

#### **2.2.2.6.Sixth: Solutions Evaluation**

Once the individual has identified the possible alternatives, he evaluates these solutions based on his experience and the information he has obtained, in order to eliminate the hesitation and uncertainty, and to reach a level of conviction and confidence in the correctness of the decision to be made or certain doubts and distrust is in solutions generated.

#### **2.2.2.7.Seventh: Solutions Compared To Satisfaction Level**

By making a purchase decision, individuals aim to eliminate the state of anxiety and find the desired balance that they missed at the pre-decision stage. However, individuals compare the available solutions (alternatives) with the level of saturation and satisfaction they expect to receive, If people decide they will get satisfaction and saturation, they will make a purchase decision. If people are concerned that the level of satisfaction and saturation is not achievable, they will return to search for information, again.

#### **2.2.2.8.Eighth: Making Purchase Decision**

After evaluating the alternatives and choose of the alternative that the consumer sees it would bring him the maximum satisfaction, comes the actual purchase phase, where at this stage the consumer has taken the purchase decision nut due to some surrounding circumstances as the influence of family members, friends or influenced by one or more of the criteria of selecting alternatives, such as income, for example, or negative trends towards a consumer product or country of origin due to political or ideological considerations, consumer can retreat his decision and choose another alternative, and highlights the role of marketer at this stage to support the consumer or the decision to buy information sufficient by various promotional methods that makes him not to retreat away from this decision, And that he has a conviction to take this stage is the result of the efforts made by the consumer or buyer in the previous stages to achieve his purchase decision to satisfy the need

required, and between the institution that works to provide information enough and help the consumer to take the decision to buy and then achieve the most important objectives of the disposal of products and the expansion of the market.

#### **2.2.2.9. Ninth: Post-Purchase Behavior**

After the consumer or the buyer has purchased the actual purchase, the final stage is to ascertain whether the purchase is satisfactory. If the actual performance of the product is greater than or equal to the expected performance, the consumer is satisfied; if the real performance is lower than the expected performance, consumer will feel dissatisfied. If the consumer feels satisfied, he / she will have a positive image of the product and will then re-buy again or many times, In addition to transferring this image to other people such as family members, neighbors, friends or co-workers, but if he feels dissatisfied he has a negative image, which leads him not to buy back, and therefore to search for information again and evaluate alternatives and choose the appropriate alternative, and the consumer conveys this negative image to other people.

This stage is particularly important for future purchasing decisions as it is influenced by previous experiences and is also important in shaping consumer attitudes about the product or service, if the consumer has a negative trend, it is difficult to change it even if the product has improvements, but if it has a positive trend, it remains ready to adopt the product in the future<sup>43</sup>.

The role of marketing is highlighted at this stage by the marketers seeking to provide the necessary subsidies and response complaints and suggestions of buyers or consumers and work to convince them of the importance of the purchase decision they took, and thus gain them as loyal customers on the one hand, and benefit from them in conveying this feeling to buyers or other consumers on the other hand.

#### **2.2.3. Impact of Counterfeit Goods On Consumer And Organizations**

Consumers are the first victims of counterfeiting as the first link in the chain of deception pursued by this activity, but the dangerous thing is not to fall into the

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39 Abdul Razzaq Bin Saleh, Marketing Ethics and its Impact on Consumer Behavior, PhD thesis, University of Algiers, 2014, p. 83.

process of deception when the buyer thinks he acquired an original product, but in the fact that this product poses a serious risk to the health and security of this consumer, especially if the products of pharmaceutical, or Electro-thermal or other, which cause physical and psychological harm to the consumer.

The effects of the counterfeiting on organizations in the fields of research and development, marketing and advertising to decrease the number of its business with the loss of market shares, which has struggled over the years to form in addition to the moral and psychological damage after the loss of the mark of its advantages and location with customers, On the other hand, the profitability of investments, especially in the field of research and development of organization affected by the decline in the number of its business and market shares, will decrease and consequently lead to a decrease in budgets allocated to them, which will negatively affect the effectiveness and effectiveness of the organization in the market, Also, we cannot forget the losses that result from the protection operations that are carried out by the organization such as investigation in the field and judicial proceedings in order to maintain their products in the markets and place their mark in the customers, and to maintain acceptable profitability will also negatively affect the social aspect of the loss of jobs<sup>44</sup>.

### **Second Chapter Conclusion:**

In this chapter, the researcher discussed the study and analysis of consumer behavior through two main subsections. Each subsection dealt with three prerequisites that explain the concept, importance and objectives of consumer behavior, in addition to the factors influencing the behavior of the consumer, the researcher highlighted in the first subsection the concept, importance and objectives of consumer behavior in addition to the reasons for development and increased attention to consumer behavior and the areas of study of this behavior, The researcher also discussed the consumer behavior by looking at the factors influencing this behavior, as well as the stages of the decision making process. The researcher concludes this chapter with a look at the impact of counterfeit goods on both the consumer institutions.

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The researcher's opinion based on some references.



## **CHAPTER THREE**

### **METHODS, DATA ANALYSIS**

#### **3.1. LITERATURE REVIEW**

Traditional brands that are trading in the markets have an impact on purchasing power and behavior of buyers due to the economic conditions experienced by most countries, including the Middle East countries and in general in Iraq, especially in the north of Iraq, the researcher choose this problem, including that there are many traditional brands in the markets of Iraq Northern Iraq in particular, and the impact of these brands on the behavior of buyers in northern Iraq From this standpoint, the locus of interest in consumer behavior and the phenomenon of tradition go back to the following motivation: The seriousness of counterfeiting and their negative affects that affects the global economy and national security as well as health and consumer safety. The desire to reach an understanding of consumer behavior is able to distinguish between original and counterfeit products and to know up to what extent the effects of the latter. Research in the field is limited tradition Perhaps this research contributes even simple as much as in the diversification of the references in the subject.

#### **3.2. RESEARCH PROBLEM**

Based on the above can be built problematic search from the drafting of the main question follows: "How is the consumer mohair between the original product and another imitative behavior?" Proceeding from the main question can be asked a series of questions on the subject of research and supervision over a development and conclusion, and are: Are Iraqi consumers unable to make the difference between original products and counterfeit products? What are the factors taken into consideration by the Iraqi consumers as criteria to distinguish between products Original and counterfeit products? To what extent is the Iraqi consumer real conscious of the dangers posed by the phenomenon of tradition on both?

#### **3.3. RESEARCH GOALS**

Due to the nature of the subject and found the need to rely on the analytical descriptive method in order to reach an answer to the question at hand, we supported

our research case study through a questionnaire. And The Tools of the study and its data sources are as follows: Theoretical study and objective stand on the cited references, Arabian and foreign as well as various journals and public articles and specialized. The field study, which is the case of the Iraqi consumer trend counterfeit and products that we use the questionnaire tool includes a set of questions the conduct of the study and draw a sample randomly choose contain 200 individual being searched them about their knowledge of trade marks in the areas of cosmetics and sweats and purchase price then their ability to differentiate between original products and counterfeit products and the extent of their awareness of the seriousness of counterfeiting, and then the tab and dump the information in the computer using the Ready program SPSS and the information is analyzed using a set of appropriate statistical methods to answer the study questions and stand the fact that the reasons why the Iraqi consumer preference for acquisition Counterfeit products to original products despite knowing the truth Highlight the importance of the consumer in the life of the institution, and the sum of the factors affecting the purchase decision and thus to clarify the strategic position of the consumer.

Clarify the most important concepts related to the products and highlight the various phenomena that affect these products and that is dangerous to the consumer. Shed light on the phenomenon of imitation products in the world and in Iraq, highlighting the tradition of the types of products, the most important products that are exposed to the tradition, citing numbers and photos.

### **3.4. HYPOTHESES OF THE STUDY**

#### **3.4.1. First Hypothesis**

There were no statistically significant differences between the responses of the study respondents on the reasons for the acquisition of counterfeit goods according to different demographic variables.

##### **3.4.1.1. The First Sub-Hypothesis**

There are no statistically significant differences between the responses of the study respondents about the reasons for the acquisition of imitation goods vary according to gender variable.

#### **3.4.1.2. The Second Sub-Hypothesis**

There are no statistically significant differences between the responses of the study respondents about the reasons for the acquisition of imitation goods vary according to the variable age.

#### **3.4.1.3. The Third Sub-Hypothesis**

There are no statistically significant differences between the responses of the study respondents about the reasons for the acquisition of imitation goods vary according to the variant of the scientific qualification.

#### **3.4.2. Second Hypothesis**

There is no statistically significant effect between the counterfeit goods and the buyer's behavior towards those goods.

### **3.5. STUDY SAMPLE AND COMMUNITY**

#### **3.5.1. First: The Phenomenon of Imitation of Goods In Iraqi Kurdistan**

The danger of flooding the markets with bad goods is a real phenomenon experienced by the Iraqi and Iraqi national markets and industries, as consumer protection does not only depend on the new Kurdistan Regional Government But there must be consumer protection associations and quality unions for consumer protection because they can raise awareness of the citizens of Kurdistan and spread the culture of consumer protection, especially in reliance on the mechanisms of the market and open the doors of internal trade and the circulation of thousands of similar goods and diverse as the movement of consumer protection plays an influential role in government decisions And market regulation in the developed market system. As the experts see the local Kurds that the means of consumer protection in Kurdistan and Iraq in general did not enter into serious and are still individual efforts and decisions are not implemented and that the lack of awareness of the ordinary citizen doubles the continuity of the problem and that the Kurdish markets will remain the victim of commercial flooding organized for many years and that the Kurdish industries and the fledgling agricultural sectors Will continue to suffer until the foundations of a tight trading system that protects the Kurdish

markets from the attempts of dumping is determined by the regional powers through the industries of poor and counterfeit and inflict severe damage to global companies before the markets of Kurdistan, at the time of N dire need to build economic interests and relations with friendly Western countries, as well as the establishment of a ministerial Kordestani effective parallel trade and economic ministries and central state in Baghdad.

In the reports of the economic organizations of the United Nations Organization in the Middle East indicates that the control of markets in light of the multiplicity of international agreements aimed at opening up markets to import very weak, leading to the spread of cheap goods that are not conforming to the specifications or imitations and even harmful to health to become markets swamped Economic and public health in the absence of consumer protection devices despite the existence of many of the laws and decisions on the control of markets and consumer protection societies However, there are many administrative and regulatory obstacles, multiple control bodies, and the inability of quantitative and qualitative standardization bodies to follow the specifications and quality of the goods, the absence of the law regulating the storage of agricultural crops, and even medicines, preparations, medical supplies and perfumes. According to **Dr. Jarjis Kolezadeh**, a researcher in political and economic Kurdish, the phenomenon of dumping markets with poor goods is a drain on resources, especially that the money invested in illegal trade or smuggling of goods to the markets of Kurdistan and Iraq is estimated at millions of dollars so do not call consumer goods or durable is a drain of resources Economic destruction and the destruction of the economy and the market, and more importantly, sabotage the public taste of putting up poor goods for a long time in the markets<sup>45</sup>.

Dr. Hashim Zebari, a specialist in international trade, also conveys a black picture of the commercial performance in Kurdistan. He believes that what is happening in a commercial mess is a "big drain on the hard currency." The issue is not just about the health risks of bad commodities, But with financial losses that may exceed billions of dollars a year. Zebari explains his idea that "every commodity that

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<http://www.alhayat.com/Articles/3617420/>

does not achieve the goal of buying it is wasted. This starts with a bad pencil that costs a few cents, from detergents and cosmetics to electronic and electrical appliances that cost hundreds or thousands of dollars. "These unforeseen losses cost the state huge sums that may be enough to establish hundreds of productive projects annually," Zebari said.

Despite the absence of accurate figures of the size of the losses, as Dr. Zebari believes, but with a simple calculator we can know that the Kurdistan market, which enter the goods poor and damaged exceed 33% of the total imports, lose according to experts estimated at \$ 3 billion annually, The remaining losses are not considered to be of the required quality.

### **Study Approach:**

The aim of this study is to find out the impact of counterfeit goods on consumer behavior in the markets of Iraqi Kurdistan. In order to achieve the objective of the study, the researcher used the analytical descriptive method, which is defined as "a method of research that deals with events, phenomena and practices available for study and measurement, The researcher can interact with them and describe them and analyze them"<sup>46</sup>. In this approach, the descriptive statistics used in the extraction of arithmetical averages and standard deviations were used to determine the effect of counterfeit goods on consumer behavior through the responses that were extracted from the study tool. Analytical statistics were used to arrive at the results of the differences between the average responses of the sample members according to the study variables Sex, age, educational qualification.

The descriptive analytical approach is based on two complementary types of scientific research studies:

**The theoretical part:** Which is the study on which the researcher will rely on the collection of scientific theoretical material, through references, books, university letters, periodicals and previous studies, related to the subject of the study.

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<sup>40</sup> Agh;a, Ihsan, Majid Al-Deeb: The role of the educational supervisor in Palestine in the development of teacher performance, a research presented to the 14th scientific conference of the Egyptian Society for Curriculum and Teaching Methods, Curriculum in the light of the concept of performance, Ain Shams University, Cairo, (2000) p2.

**Field studies:** Due to insufficient secondary sources to achieve the objectives of the study, and to identify the impact of counterfeit goods on the behavior of the consumer, the questionnaire was distributed to study some of the research items and the inventory and compilation of the necessary information in the subject of the study, and then unloading and analysis using the **SPSS** statistical program and the use of appropriate statistical tests to achieve the same indications Value and indicators supporting the subject of the study.

### **3.5.2. Second: Tools Used In The Study**

The researcher relied on the questionnaire in the statistical study. The steps adopted were as follows:

#### **Steps to build the study tool:**

The researcher relied on questionnaire as a tool for collecting data and information related to the study. The questionnaire is one of the most widely used scientific research tools in analytical descriptive research, which is defined as one of the widely used scientific research methods to obtain data or information related to people's conditions, , And the importance of the questionnaire as a tool to collect information despite the criticism that it is economic in the effort and time when compared to interview and observation, the questionnaire consists of a set of diverse questions and that are linked to each other to achieve the goal The researcher sought through the problem posed by his research. It also facilitates the researcher to collect too many information from several people at a specific time and sends the questionnaire by mail or in any other way to a group of individuals or institutions chosen by the researcher to examine it to be filled and then returned to the researcher<sup>47</sup>.

**Objective of the study tool:** The objective of the study tool is to:

- Identifying the impact of counterfeit goods in consumer behavior in Kurdistan markets.

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41 Academy of Psychology.  
<http://www.acofps.com/vb/showthread.php?t=4052>

- To identify the differences between the average responses of the study population according to the variables of the study (gender, age, qualification).

**Formulation of paragraphs of the questionnaire:** To formulate the questionnaire, the following was done:

- Review of theoretical literature on consumer behavior.
- Review the measures of previous studies used to determine the impact of counterfeit goods on consumer behavior.
- Review the previous studies and topics included in order to identify the terms of each axis of the study tool and the formulation of paragraphs.

**The paragraphs of the questionnaire were formulated on the basis of the following:**

- Taking into account that these paragraphs serve the objectives to be achieved and which work to achieve the objectives of the study.
- The paragraphs of the questionnaire have been formulated to be clear, understandable; 2and appropriate.
- Diversity in the choice of questions, so that each question has a specific goal that measures a specific area in each of the axes of the questionnaire.
- The questionnaire was then presented in its preliminary form to the supervisor of this study. His guidance played a major role in constructing the questionnaire and modifying its wording.
- The questionnaire was then presented to a number of specialists who presented their observations which were considered by the researcher.

**Initial picture of the questionnaire:**

As mentioned previously, the questionnaire was used as a data collection tool for the purposes of this study due to its ease of management, organization, cost and the ability to collect a large amount of information in a short time and statistical analysis through SPSS. The study tool was prepared and included several axes:

**Section one:** It contains information on the personal characteristics of the study sample and includes (gender, age, qualification). Each variable may be from a range of options:

- **GENDER:** (Male. Female).
- **Age:** (21-30 years. 31-40years. 41-50years. 50 and more).
- **Qualification:** (Middle school. University, Master, Ph.D.).

**The second part:** It includes three areas each of which contains a number of questions and is as follows:

**The first area:** the reasons for the acquisition of counterfeit goods, and contains (9) paragraphs, express the axis accurately and detailed.

**The second area:** the impact of counterfeit goods on consumer behavior, includes (5) paragraphs, express the axis accurately and detailed.

**The third area:** proposals to combat the phenomenon of imitation, includes (3) paragraphs, express the axis in a precise and detailed.

The study is based on Likert-scale, a method used to measure behavior used in psychological tests developed by the psychologist Renes Likert, used in questionnaires, especially in the field of statistics. The scale is based on responses indicating the degree of approval or objection On a formula<sup>48</sup>.

The following table shows the distribution of the paragraphs of the questionnaire:

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<sup>42</sup> Ali, Wissam Mohamed Ibrahim, Definition and Method of Using the Likert Five Measure, see the following link:  
<http://wessam.allgoo.us/t15231-topic>



**Table 3.1 Distribution of Questionnaire Sections.**

<b>Topics of the study</b>		<b>Dimensions</b>	<b>Number of paragraphs</b>
<b>fields of study</b>	<b>The first area</b>	Reasons for the acquisition of counterfeit goods	<b>9</b>
	<b>The second area</b>	Impact of counterfeit goods on consumer behavior	<b>5</b>
	<b>The third area</b>	Suggestions to combat the phenomenon of imitation	<b>3</b>
<b>The total paragraphs of the questionnaire</b>			<b>17</b>

Source: Prepared by the researcher.

**Society and sample of the study:**

The survey was distributed to a group of markets in Iraqi Kurdistan to determine the impact of counterfeit goods on consumer behavior (100) forms were distributed to Kurdish markets. The researcher retrieved (98) forms, but (2) forms were rejected for not completing the answers in some of them. Thus, the percentage of the forms examined was 98%.

**Statistical methods used in the statistical analysis of the study data:** A number of statistical tests were used on the study data in order to achieve the objectives of the study, to answer their questions and test their hypotheses, to find out the answers to the sample of the study, its description, interpretation and hypothesis testing, as follows:

**Testing the validity of the study tool:** The researcher used this test to find the correlation coefficient between each axis of the study and its related paragraphs, using Pearson correlation coefficient.

**Test reliability:** This test was used to determine the stability of the instrument used to measure the variables of the study and the ability of the study

instrument to measure the variables to be measured by using a test reliability Cronbach's Alpha.

**Mean:** This test was used to determine the average responses of the sample members of the sample in the questionnaire form, in order to determine the extent of the responses of the study members to each of the basic terms of the study variables<sup>49</sup>.

**Standard Deviation:** This test was used to measure the deviations in the trends of the sample members from the questionnaire questionnaire to identify the extent of the responses of the study members to each of the terms of the study variables and to each of the main axes. The standard deviation shows the dispersion in the responses of the study members for each term Of the terms of the study variables besides the main axes, the closer the value is from zero, the more the responses will be concentrated and the less the dispersion between the scale<sup>50</sup>.

**Proportional percentages:** Percentages are used to determine the relative distribution of the sample of the study sample by demographic characteristics to illustrate their characteristics, as well as the relative distribution of the responses of the sample items around the paragraphs in the questionnaire to describe its variables.

**Relative weight (relative ratio):** The relative weight is used to determine the proportion of each statement in the axis. It is used to rank the phrases according to importance from the point of view of the sample members. The relative weight can be found by dividing the arithmetic mean of each term on the five-point scale, On (5), representing the degrees of admission.

**Pearson correlation:** Use this test to determine the relationship between the two variables, If the correlation between the two variables is relatively large, the

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<sup>43</sup> Amoury Hadi Kazem et al. "Applied Statistics, Analytical Approach Using SPSS", Dar Al-Zikra Publishing and Distribution, Iraq, Baghdad, (2013), p. 91.

<sup>44</sup> Amoury Hadi Kazem et al., "Applied Statistics, Analytical Approach Using SPSS", Dar Al-Zikra Publishing and Distribution, Iraq, Baghdad, (2013) p. 157.

researcher can predict an appropriate degree of significance and generalization for this relationship. If the variables have no correlation, the value of the correlation is<sup>51</sup>.

**Simple regression Analysis:** This test is used to determine the effect of the independent variable in the dependent variable.

### 3.6. ANALYSIS OF DEMOGRAPHIC CHARACTERISTICS OF STUDY SAMPLE INDIVIDUALS

#### 3.6.1. Frequency Distribution of Study Sample Vocabulary By Gender

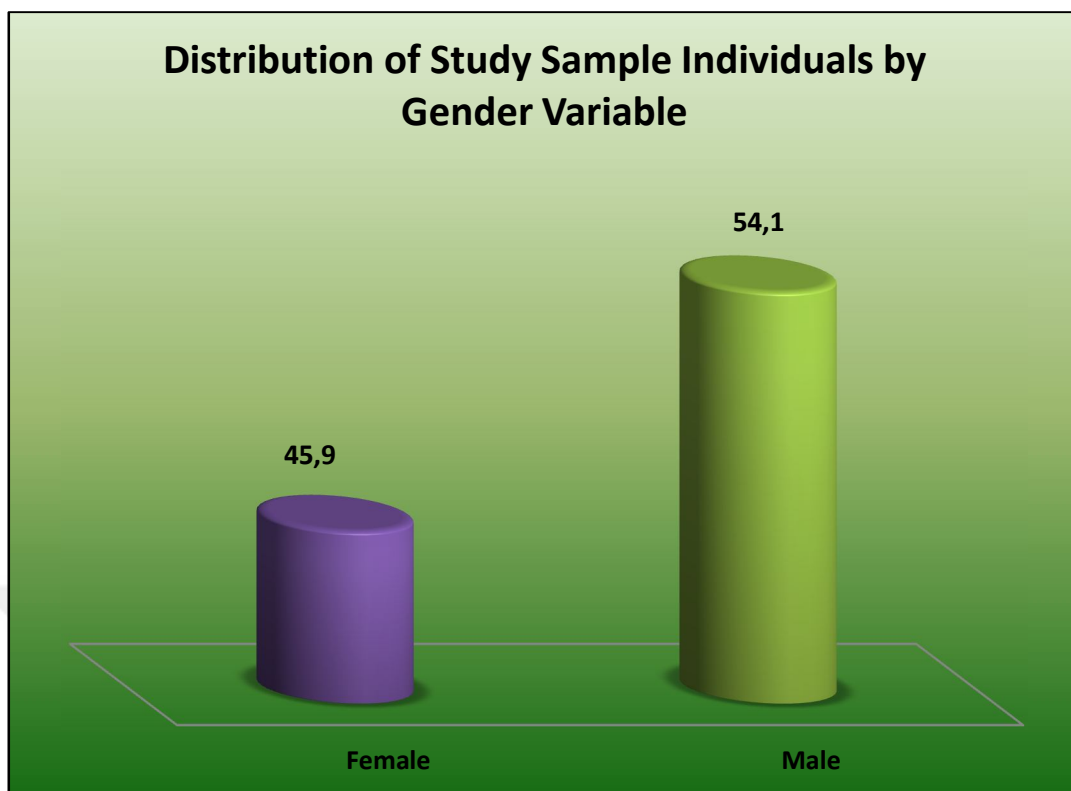
**Table 3.2 Distribution of Study Sample Individuals by Gender Variable**

<b>Variables</b>	<b>Frequency</b>	<b>Percent</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Mode</b>
<b>Male</b>	<b>53</b>	<b>54.1</b>	<b>1.45</b>	<b>0.50</b>	<b>1</b>
<b>Female</b>	45	45.9			
<b>Total</b>	<b>98</b>	<b>100</b>			

Source: Prepared by the researcher based on the results of statistical analysis SPSS.

The previous table indicates the distribution of the sample of the study by sex variable and after the analysis of the results through the statistical program (SPSS), it was found that the percentage of males in the total sample of the study reached (54.1%) compared to (45.9%) for females, most of the respondents were male, with a standard deviation of (0.50), where the standard deviation refers to the proximity of the data or after it from the arithmetic mean. The more the standard deviation is close to (0), the closer the data from the arithmetic mean, The standard deviation value (0.50). The researcher found that there is a convergence between the number of respondents of both sexes, which is a good indicator to obtain different views of males and females, and the following figure shows the proportion of males and females in the sample

<sup>45</sup> oussef Abdel Amir tabaja ,methodology of research, techniques and methodologies, scheduling and analysis of data using the electronic statistical program spss, Lebanon, Beirut, Dar al-Mahja al-Bayda, p. 2, (2011), p. 312.



**Figure 3.1. Ratio of Males and Females In The Sample.**

Source: Prepared by the researcher based on the results of statistical analysis SPSS.

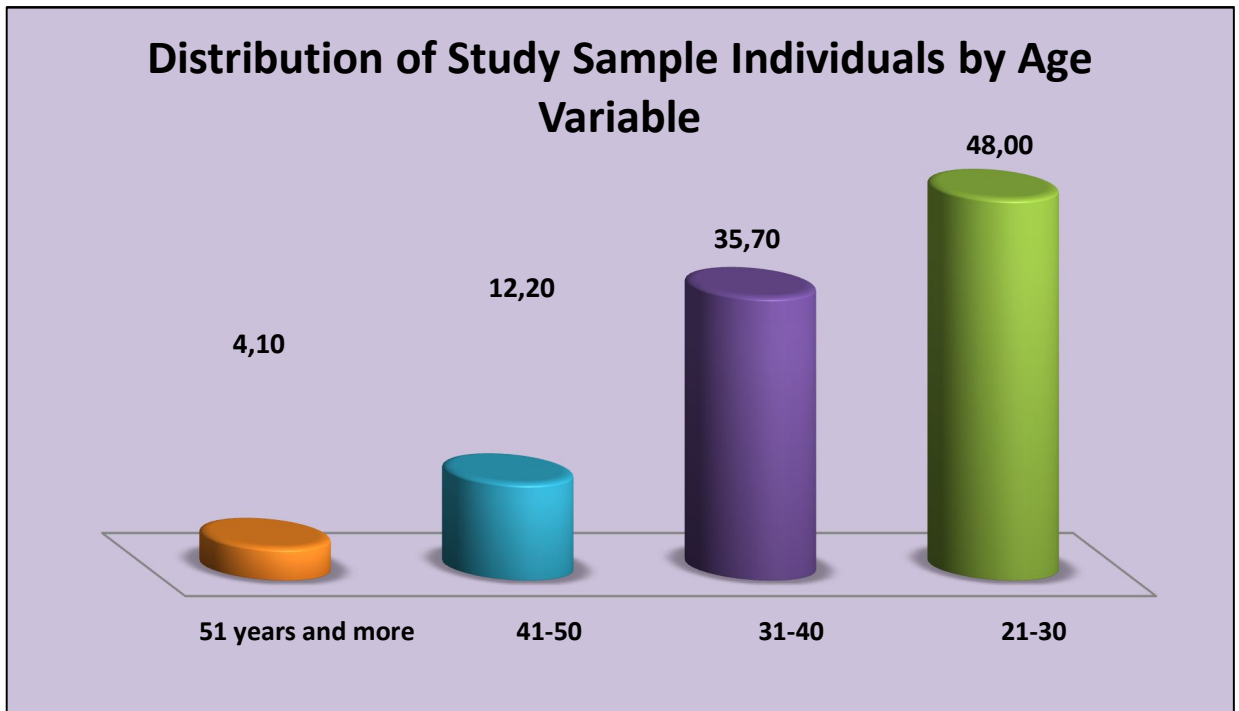
### 3.6.2. Frequency Distribution Of Study Sample Vocabulary By Age

**Table 3.3. Distribution of Study Sample Individuals by Age Variable**

Variables	Frequency	Percent	Mean	Std. Deviation	Mode
21-30	47	48.0	1.72	0.83	1
31-40	35	35.7			
41-50	12	12.2			
51 years and more	4	4.1			
<b>Total</b>	<b>98</b>	<b>100</b>			

;2Source: Prepared by the researcher based on the results of statistical analysis SPSS.

From the previous table, we conclude that 48.0% of the sample of the sample were aged (21-30 years), 35.7% (31-40 years old), and 12.2% Of the study sample aged (41-50). The percentage of (4.10%) of the study sample aged (51 years and over) from the above shows that there is diversity in the category to which the study tool was distributed. The answers. The following figure shows the age of the study sample.



**Figure3.2. The age of the sample members.**

Source: Prepared by the researcher based on the results of statistical analysis SPSS.

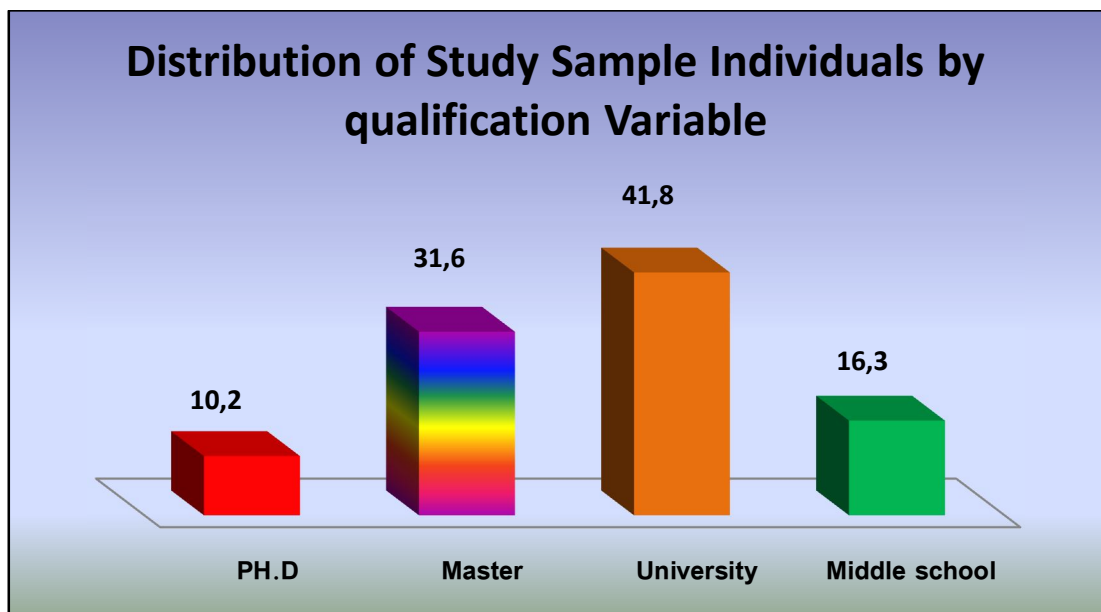
### **3.6.3. Frequency Distribution Of The Sample of The Study By Scientific Qualification:**

**Table 3.4 Distribution of Study Sample Individuals by qualification Variable**

Variables	Frequency	Percent	Mean	Std. Deviation	Mode
Middle school	16	16.3	2.35	0.87	2.00
University	41	41.8			
Master	31	31.6			
PH.D	10	10.2			
<b>Total</b>	<b>98</b>	<b>100.0</b>			

Source: Prepared by the researcher based on the results of statistical analysis SPSS.

The previous table refers to the distribution of the sample of the study according to the scientific qualification. It can be concluded that individuals with a university degree constitute 41.8% of the sample. This category ranked first in the sample followed by a master's degree (31.6%). They have a preparatory certificate making up a percentage (16.3%). And 10.2% for PhD holders.



**Figure 3.3. Scientific Qualification of The Sample Members.**

Source: Prepared by the researcher based on the results of statistical analysis SPSS.

### **Test the validity and stability of the study instrument:**

After completing the preparation of the study tool in the form of the questionnaire, and designing it in its initial form, and start its amendments step by step until it reaches its final form, which will be adopted and used as a tool to collect data for this study, and to test the study tool so that it shows signs of validity and stability, Ensure that it will measure what is designed for it, and include it for each variable of the study variables that must be analyzed, and the clarity of the paragraphs so that they are understood by all who will use them, has been tested as follows:

**Honesty:** To verify the accuracy of the questionnaire, to verify the accuracy, consistency, compatibility, relevance to the research environment and its ability to measure the variables to be measured, the researcher conducted a number of the following tests:

1. **Virtual honesty:** The supervisor was consulted on this study and then the scale was presented to a group of arbitrators. The selection of arbitrators took into consideration the diversity of specialization and experience and asked them through the " Formulation of the dimensions of the scale in the light of procedural standards and definitions. They were also asked to determine the validity of each statement to measure that dimension, its suitability for application and comment whenever required. The researcher responded to the opinions of the arbitrators and made the necessary deletion and modification in the light of their proposals.
2. **True internal consistency:** Internal consistency can be defined as the extent to which the terms are consistent with each other, in other words the extent of the relationship between the individual or the relevant parts<sup>52</sup>.

By calculating the correlations between each area of the questionnaire with the questions as a whole and seeing the amount, strength and truthfulness of the

correlation. For dealing with correlation, the number of correlation within the domain (+1 to -1), (+1) indicates that the transducers are directly connected to each other, While (-1) indicates that the variables are inversely related to each

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<sup>46</sup> Al-Ghamdi, Hussein Abdel-Fattah, Summary of the methods of honesty and consistency in tests, see the following link:

<https://copiste2011.wikispaces.com/file/view/Validit%C3%A9.pdf>

other, When the value of sig is less than 0.05, the probability of this relationship occurring is less than (5%).

**The internal honesty of the dimensions of the study in general:**

The correlation coefficient between each question area was calculated with the questions, in addition to the significance level, and the results were as follows:

**Table 3.5. Shows the internal truth between each area of the questionnaire and the questions as a whole**

<b>fields of study</b>	<b>Correlation</b>	<b>Sig</b>	<b>If less than 0.05 is acceptable</b>
The first area with all the questions	0.87**	0.000	<b>Acceptable</b>
The second area with all the questions	0.78**	0.000	<b>Acceptable</b>
The third area with all the questions	0.42**	0.000	<b>Acceptable</b>

Source: Prepared by the researcher based on the results of statistical analysis SPSS.

**Reliability:** Credibility and consistency are among the most important topics of interest to researchers in terms of their impact on the importance of the results of the research and its ability to disseminate the results. Reliability and consistency are related to the tools used in the research, their ability to measure their measurement, and the accuracy of the readings taken from these instruments.

Sekaran noted that the Cronbach Alpha test is weak if its results are less than 60% and acceptable if its results are between 60% and 70%. It is good if (70% to 80%), but if it is higher it is considered excellent.

The researcher conducted the test to determine the validity of the questionnaire by calculating the coefficient of Alpha Kronbach at the level of the total sample, which amounted to (98) form and the fact (17), a paragraph for each questionnaire



has been found that the value of alpha Kronbach coefficient (0.69), a high value and positive signal, Stability of the scale.

**Table 3.6. The Coefficient of Stability In The Alpha Kronbach Method**

Reliability Statistics		
Cronbach's Alpha	N of Items	N
0.69	17	98

Source: Prepared by the researcher based on the results of statistical analysis SPSS.

### 3.7. STATISTICAL ANALYSIS OF STUDY SUBJECTS

To determine the responses of the study sample members towards the main terms of the study instrument, the percentages, frequencies and arithmetic mean were used as shown below:

**MEAN:** To find out how high or low the responses of the members of the study for each of the terms of the basic variables of the study, knowing that it is useful in order of the terms according to the highest arithmetic average.

**Standard Deviation :**It is noted that the standard deviation measures the dispersion in the responses of the study members for each of the terms of the study variables along with the main axes. The closer it is to zero than the concentration The responses decreased their dispersion between the scale.

**The correct way is for the researcher to take the following steps<sup>53</sup>:**

- Calculate the range, which is in this case (the largest value - the smallest value), in the Likert scale ( $5-1 = 4$ ).
- Determine the length of the cell by dividing the range on the number of Likert scale cells, ie ( $4/5 = 0.80$ ).

<sup>47</sup>ALI AL HOUSAIN AL EID, The Role of Administrative Innovation in Achieving Competitive Advantage, Master Thesis, Faculty of Business Administration, Al-Jinan University, Tripoli, Lebanon, 2013 p. 153.

- **The length of the cell is then added to the smallest value in the scale (1) to get the upper limit of the cell (not strongly agree) and so on until we reach the minimum and upper limits of each cell and will be as follows:**
- An average of its value between (1-1.79), is classified in the cell (not strongly agree). Which constitutes less than (20%).
- An average of its value between (1.80-2.69), is classified in the cell (not agree). The ratio is (20%-40%).
- An average of its value between (2.70-3.39), is classified in the cell (neutral). The ratio is (40-60%).
- An average of its value between (3.40-4.19), is classified in the cell (agree). The ratio is (60-80%).
- An average of its value between (4.20-5), is classified in the cell (Strongly Agree). The ratio is (80-100%).

**Table 3.7. Shows The Scale Of Answers**

5	4	3	2	1	POINT
Strongly Agree	Agree	Neutral	not agree	not strongly agree	<b>Category</b>
<b>4.20-5</b>	<b>3.40-4.19</b>	<b>2.60-3.39</b>	<b>1.80-2.59</b>	<b>1-1.79</b>	<b>the range</b>
<b>80-100%</b>	<b>60-80%</b>	<b>40-60%</b>	<b>20-40%</b>	<b>20%</b>	<b>The ratio</b>

Source: Prepared by the researcher based on the results of statistical analysis SPSS.

### **3.7.1. Analysis of The Terms Of The Study Fields**

**The first area: the reasons for the acquisition of counterfeit goods:** The researcher analyzed the responses of the study sample members on the reasons for the acquisition of counterfeit goods through the data presented in the following table. The frequency distributions, percentages, values of the arithmetic mean and the standard deviation of the respondents' answers were distributed around the paragraphs related to this axis.

**Table 3.8. Respondents' Responses On The Reasons For The Acquisition Of Counterfeit**

The average of the first expression (3.77) is greater than (3.39) and less than

V*	1		2		3		4		5		Mean	Standard Deviation
	not strongly agree		not agree		neutral		Agree		Strongly Agree			
	%	F*	%	F	%	F	%	F	%	F		
Q1	7.1	7	8.2	8	8.2	8	50.0	49	26.5	26	3.77	<b>1.19</b>
Q2	0	0	3.1	3	12.2	12	57.1	56	27.6	27	4.09	<b>0.71</b>
Q3	0	0	6.1	6	8.2	8	59.2	58	26.5	26	4.06	<b>0.77</b>
Q4	0	0	14.3	14	13.3	13	48.0	47	24.5	24	3.82	<b>0.96</b>
Q5	1.0	1	5.1	5	8.2	8	28.6	28	57.1	56	4.35	<b>0.91</b>
Q6	2.0	2	4.1	4	20.4	20	56.1	55	17.3	17	3.82	<b>0.83</b>
Q7	0	0	6.1	6	12.2	12	45.9	45	35.7	35	4.11	<b>0.84</b>
Q8	1.0	1	10.2	10	10.2	10	46.9	46	31.6	31	3.97	<b>0.96</b>
Q9	5.1	5	14.3	14	11.2	11	36.7	36	32.7	32	3.77	<b>1.19</b>
The arithmetic mean of the first axis											3.98	<b>0.42</b>

(4.19) with a standard deviation (1.19). All this reflects the positive view of the sample towards this expression, which indicates that the consumer's lack of awareness is one of the most important reasons You pay to buy counterfeit products.

The average of the second expression (4.09) is greater than (3.39) and less than (4.19) with a standard deviation (0.71). All this reflects the positive view of the sample towards this expression, Which shows that it is considered weak purchasing power of the most important reasons that drive consumers to buy counterfeit products.

The average of the third expression (4.06) is greater than (3.39) and less than (4.19) with a standard deviation (0.77). All this reflects the positive view of the sample towards this expression, Which shows that keeping up with fashion at the cheapest prices is a reason for consumers to buy counterfeit products.

The average of the fourth expression (3.82) is greater than (3.39) and less than (4.19) with a standard deviation (0.96). All this reflects the positive view of the sample towards this expression, Which indicates that it is a factor of lack of experience among commodity monitors is an important factor for the spread of counterfeit goods in the market.

The average of the fifth expression (4.35) is greater than (4.20) and less than (5) with a standard deviation (0.91). All this reflects the positive view of the sample towards this expression, Which shows that the spread of corruption and bribery contributes significantly to the increase in the spread of counterfeit goods in the market.

The average of the sixth expression (3.82) is greater than (3.39) and less than (4.19) with a standard deviation (0.83). All this reflects the positive view of the sample towards this expression, Which shows that the lack of publicity by many of the owners of the brands of the names of their marks contributes to the imitation of those products.

The average of the Seventh expression (4.11) is greater than (3.39) and less than (4.19) with a standard deviation (0.84). All this reflects the positive view of the sample towards this expression, which shows that it is considered the desire to increase profits from the factors that lead to increased proliferation of imitation products.

The average of the Eighth expression (3.97) is greater than (3.39) and less than (4.19) with a standard deviation (0.96). All this reflects the positive view of the sample towards this expression, Which shows that publicity is considered commercials of the reasons that drive consumers to buy counterfeit products.

The average of the Ninth expression (3.77) is greater than (3.39) and less than (4.19) with a standard deviation (1.19). All this reflects the positive view of the

sample towards this expression, Which indicates that there are no original brands in the markets of Iraqi Kurdistan, pushing the consumer to counterfeit brands.

The average of the first axis was (3.98), which was greater than (3.40), less than (4.19), and a standard deviation of (0.42), all indicating the multiple reasons that led to the acquisition of counterfeit goods.

**The second area: the impact of counterfeit goods on consumer behavior:**

The researcher analyzed the responses of the sample members to the effect of counterfeit goods on the behavior of the consumer through the data in the following table. Frequency distributions, percentages, mean values, and standard deviation of respondents' responses were distributed around the paragraphs on this axis.

**Table 3.9. Responses of Respondents To The Effect Of Counterfeit Goods On Consumer Behavior.**

V*	1		2		3		4		5		Mean	Standard Deviation
	not strongly agree		not agree		neutral		agree		Strongly Agree			
	%	F*	%	F	%	F	%	F	%	F		
Q1	3.1	3	4.1	4	9.2	9	53.1	52	30.6	30	3.90	<b>0.81</b>
Q2	0	0	11.2	11	11.2	11	48.0	47	29.6	29	3.95	<b>0.92</b>
Q3	1.0	1	7.1	7	11.2	11	52.0	51	28.6	28	4.00	<b>0.88</b>
Q4	1.0	1	7.1	7	10.2	10	63.3	62	18.4	18	3.90	<b>0.81</b>
Q5	2.0	2	2.0	2	5.1	5	37.8	37	53.1	52	4.37	<b>0.84</b>
The arithmetic mean of the second axis											4.23	<b>0.47</b>

Source: Prepared by the researcher based on the results of statistical analysis SPSS.

The average of the first expression (3.90) is greater than (3.39) and less than (4.19) with a standard deviation (0.81). All this reflects the positive view of the

sample towards this expression, which shows that it is Counterfeit goods can cause different diseases because they do not meet the true specifications.

The average of the second expression (3.95) is greater than (3.39) and less than (4.19) with a standard deviation (0.92). All this reflects the positive view of the sample towards this expression, which shows that it is Counterfeit products cause wasted money and time for the consumer.

The average of the third expression (4.00) is greater than (3.39) and less than (4.19) with a standard deviation (0.88). All this reflects the positive view of the sample towards this expression, which shows that The Iraqi consumer is aware that the phenomenon of imitation is a serious phenomenon, despite the fact that it acquires counterfeit products.

The average of the fourth expression (3.90) is greater than (3.39) and less than (4.19) with a standard deviation (0.81). All this reflects the positive view of the sample towards this expression, which indicates that it is the consumer, considers himself a victim of the phenomenon of imitation of products, although he can distinguish between imitation and original goods.

The average of the fifth expression (4.37) is greater than (4.20) and less than (5) with a standard deviation (0.84). All this reflects the positive view of the sample towards this expression, which shows that the Iraq is among the countries affected by the phenomenon of imitation products, which causes the Iraqi consumer to be affected by counterfeit products.

The average of the second axis was (4.23), which was greater than (4.20), less than (5.0), and a standard deviation of (0.47), Leading to the obvious impact of counterfeit goods on consumer behavior.

### **The third area: Suggestions to combat the phenomenon of imitation:**

The researcher analyzed the responses of the sample members on some proposals to combat the phenomenon of imitation through the data in the following table. Distributions of frequencies, percentages, mean values, and standard deviation of participants' responses were distributed around the paragraphs on this axis.

**Table 3.10. Responses Of Respondents To The Effect Of Counterfeit Goods On Consumer Behavior**

V*	1		2		3		4		5		Mean	Standard Deviation
	not strongly agree		not agree		neutral		agree		Strongly Agree			
	%	F*	%	F	%	F	%	F	%	F		
Q1	0	0	0	0	8.2	8	56.1	55	35.7	35	4.38	<b>0.68</b>
Q2	0	0	4.1	4	13.3	13	57.1	56	25.5	25	4.04	<b>0.74</b>
Q3	0	0	1.0	1	8.2	8	41.8	41	49.0	48	4.38	<b>0.68</b>
The arithmetic mean of the third axis											4.23	<b>0.47</b>

Source: Prepared by the researcher based on the results of statistical analysis SPSS.

The average of the first expression (4.38) is greater than (4.20) and less than (5) with a standard deviation (0.68). All this reflects the positive view of the sample towards this expression, which shows that the Rigidity in the control of imported products reduces the entry of counterfeit goods.

The average of the second expression (4.04) is greater than (3.40) and less than (4.19) with a standard deviation (0.74). All this reflects the positive view of the sample towards this expression, which shows that the Eliminating illegal markets contributes to the low spread of counterfeit goods.

The average of the third expression (4.38) is greater than (4.20) and less than (5) with a standard deviation (0.68). All this reflects the positive view of the sample towards this expression, which shows that the Increasing advertising in all media in order to educate people reduces the risk of counterfeit products.

### 3.7.2. Analysis of the Hypotheses of the Study

#### First hypothesis:

There were no statistically significant differences between the responses of the study respondents on the reasons for the acquisition of counterfeit goods according to different demographic variables.

**The first sub-hypothesis:** There are no statistically significant differences between the responses of the study respondents about the reasons for the acquisition of imitation goods vary according to gender variable.

**The second sub-hypothesis:** There are no statistically significant differences between the responses of the study respondents about the reasons for the acquisition of imitation goods vary according to the variable age.

**The third sub-hypothesis:** There are no statistically significant differences between the responses of the study respondents about the reasons for the acquisition of imitation goods vary according to the variant of the scientific qualification.

**The first sub-hypothesis:** There are no statistically significant differences between the responses of the study respondents about the reasons for the acquisition of imitation goods vary according to gender variable.

**Table 3.11. First sub-Hypothesis**

Reasons for the acquisition of counterfeit goods	Gender	N	Mean	Std. deviation
	Male	53	3.89	0.45
	Female	45	4.08	0.36

Source: Prepared by the researcher based on the results of statistical analysis SPSS.

By looking at the results of the previous table, the average male responses on the acquisition of counterfeit goods were (3.89), while the average responses of females were (4.08). This indicates the rejection of the first hypothesis that indicates no statistically significant differences between the responses of the researcher The study on the reasons for the acquisition of counterfeit goods varies according to the



sex variable, **and accept the alternative hypothesis that indicates statistical differences.**

**The second sub-hypothesis:** There are no statistically significant differences between the responses of the study respondents about the reasons for the acquisition of imitation goods vary according to the variable age.

**Table 3.12. Second sub-Hypothesis**

<b>Reasons for the acquisition of counterfeit goods</b>	<b>Age</b>	<b>N</b>	<b>Mean</b>	<b>Std. deviation</b>
	<b>(30-21years)</b>	<b>47</b>	<b>3.94</b>	<b>0.49</b>
	<b>(31-40years)</b>	<b>35</b>	<b>4.02</b>	<b>0.37</b>
	<b>(41-50years)</b>	<b>12</b>	<b>4.11</b>	<b>0.29</b>
	<b>51 years and more</b>	<b>4</b>	<b>3.72</b>	<b>0.23</b>

Source: Prepared by the researcher based on the results of statistical analysis SPSS.

The results of the previous table indicate that the average responses of persons aged between (21 - 30 years) on the acquisition of counterfeit goods were (3.94), while the responses of individuals aged (31-40 years) were at an average of (4.02) The responses of individuals aged (41-50 years), (4.11), also individuals aged (51 years and more) were the average of their answers (3.72), indicating the rejection of the second sub-hypothesis indicating that there are no significant differences Statistics among respondents' responses to the study on the reasons for the acquisition of counterfeit goods differ according to the variable age, **and accept the alternative hypothesis that indicates existence Statistical galleries.**

**The third sub-hypothesis:** There are no statistically significant differences between the responses of the study respondents about the reasons for the acquisition of imitation goods vary according to the variant of the scientific qualification.

**Table 3.13. Third sub Hypothesis**

Reasons for the acquisition of counterfeit goods	qualification	N	Mean	Std. deviation
	Middle school	16	4.02	0.29
	University	41	3.81	0.49
	Master	31	4.12	0.36
	PH.D	10	4.06	0.32

Source: Prepared by the researcher based on the results of statistical analysis SPSS.

The results of the above table showed that the average responses of those holding a middle school certificate for the acquisition of counterfeit goods were (4.02), while the average of the responses of those with a university degree was (3.81), Also the average responses of individuals holding a Master's degree were (4.12), The results of the study also indicate that individuals with a PhD degree had average answers (4.06), indicating the rejection of the third sub-hypothesis indicating that there are no significant differences Statistics among respondents' responses to the study on the reasons for the acquisition of counterfeit goods differ according to the variable qualification, **and accept the alternative hypothesis that indicates existence Statistical galleries.**

**The second hypothesis:**

There is no statistically significant effect between the counterfeit goods and the buyer's behavior towards those goods.

**Table 3.14. First Hypothesis**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.463 <sup>a</sup>	.215	.207	.49075

Source: Prepared by the researcher based on the results of statistical analysis SPSS.

The correlation between the two variables (0.46) The counterfeit goods contribute 20% of the effect on the behavior of the consumer and thus reject the null hypothesis and accept the alternative hypothesis that Indicates a relationship between the two variables.



## CONCLUSIONS

The lack of consumer awareness is one of the most important reasons for buying imitation products (75%). The weakness of purchasing power is one of the most important reasons that lead consumers to buy counterfeit products, where the percentage of respondents (81%). Keeping up with fashion at the cheapest prices is a reason for consumers to buy counterfeit products. The results of the data analysis indicate that the prevalence of corruption and bribery contributes significantly to the increase in the spread of counterfeit goods in the market as confirmed by respondents' answers (87%). The desire to increase profits is one of the factors that lead to the increase in the phenomenon of imitation products, by (82%). The Iraqi consumer knows that the phenomenon of imitation is a serious phenomenon, although it acquires counterfeit products by (80%). Iraq is among the countries affected by the phenomenon of imitation products, which causes the Iraqi consumer to be affected by counterfeit products by (87%).

### **The results of proving the hypotheses:**

There are statistically significant differences between the responses of the respondents to the study on the reasons for the acquisition of counterfeit goods vary according to the gender variable.

There were statistically significant differences between respondents' responses to the study on the reasons for the acquisition of counterfeit goods according to age. There are statistically significant differences between the responses of the study respondents about the reasons for the acquisition of imitation goods vary according to the variant of the scientific qualification.

There is statistically significant effect between the counterfeit goods and the buyer's behavior towards those goods.

## **RECOMMENDATIONS**

Consumer awareness about the harmful use of counterfeit goods, where the lack of consumer awareness is one of the main reasons for using these goods. Reduce the spread of corruption and bribery, as they contribute significantly to the increasing spread of counterfeit goods in the market. Packages in the control of imported products to reduce the entry of counterfeit goods. Eliminate illegal markets because it contributes to the low spread of counterfeit goods. Increase advertising in all media to educate people about the risks of counterfeit products. Increase the original products in the Iraqi markets because their scarcity is one of the reasons for the increase of counterfeit products.

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## APPENDIXE 1 Curriculum Vitae

Personal Information			
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Undergraduate	Business Administration	Zaxo University- Duhok	2009
Postgraduate			
Work Experience:			