Approaches to Examining the Potential Use of Nanoparticles in Future Research in a Sustainable Manner

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Abstract: *Theoretical stagnation poses an imminent threat to every scientific discipline. As a result, current research topics are consistently investigated and assessed using a battery of tests. Drawing upon the aforementioned justification, this research investigated the intention of young individuals to purchase counterfeit goods in light of various conceptual frameworks, including market mavenism, cool consumption, postmodernism, Schadenfreude, public self-consciousness, generational norms, and generational identification. In order to gather data, the replies to the questionnaire were collected at the respondents' convenience. A total of 337 responses were gathered and subjected to analysis utilising Smart PLS 3.0. The results unveiled noteworthy discoveries, namely that Generational Identification had the capacity to attenuate the relationship between Cool consumption and Market Maverism and intents to acquire counterfeit goods. In addition, generational norms were completely muted, market maverism and postmodernism were present, and counterfeit buying intentions were prevalent. By presenting these results, this article paves the way for further investigation into the youth's intent to acquire counterfeit products. In light of the results, the organisations are able to implement the necessary adjustments and steps. Furthermore, brand managers may find these data useful in formulating their marketing strategy.*

Keywords: Counterfeit Product; Youth; Generation; Generational norm; Generational identification; Consumption; Market; Purchase Intention

Introduction

With the exception of a few nations where the actual brand and products are unavailable owing to political or geographic constraints, people have been purchasing more counterfeit goods recently. Online influencers have the power to convince others to try counterfeit products, which are often more dangerous and poorer quality than authentic products, but also more affordable. This poses a greater risk to one's health. For a variety of reasons, consumers buy imitations, ignoring the health risks. This requirement is applicable to all products worldwide. Generic and fake name brands are both labelled and packed. Consumers are duped by false goods, which affects all firms. The way that counterfeiting is enforced is changing. The intention of consumers to buy counterfeit

items is influenced by a number of factors, including social drive, personal happiness, perception, value, brand loyalty, and ethics. According to a poll, the two main reasons people buy counterfeit goods are "value for money" and "impact of society" [1]. [2]. Counterfeit luxury brands are bought by consumers as a means of self-expression or social integration. Customers' preferences for a counterfeit brand and the following drop in their preferences for the real brand are much stronger when views toward luxury brands are socially adaptive rather than value-expressive. Customers' preferences for counterfeit brands are determined by their views toward luxury brands; however, the marketing mix can affect the social functions of consumers' attitudes about luxury brands, helping marketers lower the demand for counterfeit goods [3]. Product performance expectations have a beneficial impact on the inclination to purchase counterfeit goods, while lawfulness has a negative impact [4]. Customers are more likely to try buying counterfeit items if they have moral or financial reasons to do so [5]. There is a type of consumer accomplice that includes cunning buyers who buy phoney products to show off their consumer awareness and financial concern. Customers' inclination to buy counterfeit items is influenced both directly and indirectly by the ethical factors of lawfulness, ethics, and religion [6].

Brand loyalty can rise and fraudulent transactions can be decreased via relationship marketing [7]. Penz et al. [8] discovered that social media ratings and reviews differed between actual and phoney brands. Consumer purchase intent for nondeceptive counterfeits was examined by Bian et al. [9]. Price has a variety of effects on sales of counterfeit goods [5]. Luxury brand forgers are motivated by hedonism [10]. The impact of product features, brand reputation (high versus poor), and attitudes about counterfeiting on the purchasing of non-luxury fashion products was examined by Park-Poaps et al. [11]. (shirts, handbags, and shoes). Most studies don't use theory to explain why people buy counterfeit goods. Using social comparison theory, Miao [12] looks at how consumers' purchases of genuine brand products are influenced by socio-psychological jealousy, both benign and malignant. Attitudes toward counterfeit luxury items are influenced by moral judgement, integrity, internal and extrinsic religiosity, and ethical concern [13]. Counterfeit purchasing is moderated by the need for community and a connection to a common brand [14]. Imitations of luxury brands influence purchasing intent [15]. Consumer behaviour in developing countries is influenced by psychographic elements, including favourable brand identity signals and the desire for status quo [16]. Consumer impressions about counterfeit items are reflected in the price. Counterfeit goods are acceptable as long as they meet basic functional requirements or have symbolic significance [17]. Attitudes against luxury brand counterfeiting may be influenced by normative, informational, and collectivist tendencies [18]. Subject-related variables were consumer ethnocentrism, product similarity, and social impact (social recognition by others). Customers' opinions of counterfeits are influenced by how frequently they buy luxury products that are counterfeit. The likelihood of consumers buying fake luxury brands that looked like the real thing was higher [19]. [20]. People who buy luxury goods do so in an attempt to gain social acceptance and status. Exotic brands aim for uniqueness. The essence of a premium brand is harmed and its brand equity is eroded by counterfeit luxury brands, which make them accessible to everyone [21]. Because they are widely available, affordable, well-respected, and popular, people buy counterfeit goods [22]. It was found by Bian and Veloutsou [23] that customers find it difficult to distinguish between genuine and fake brands. Based on the foregoing debate, this study looks at the many constructs in relation to the youth's intention to acquire counterfeit goods and considers the function of nanoparticles in clothing.

Gap in the study

An overview of "counterfeit purchase intention through social media influencers" is provided by this study, along with information on its causes, consequences, and correlations with demographic variables and the ways in which various generations regard themselves and brand purchases. Research on the age component of market mavenism is lacking, and it is important to examine how different generations' buying behaviours vary from one another. The study would also benefit from looking at how young people's choices about what to wear are influenced by music and media, as well as how peer judgement within the same group is influenced by social comparison. Furthermore, prior research has indicated that public self-consciousness influences customer behaviour and purchase intentions, but it has not provided an explanation for this effect. It could be helpful to go into further detail about the psychological processes that underlie this relationship. Prior research provides some insights into the behavioural effects of Schadenfreude, but it does not address the ethical implications of this emotion for marketing. More specifically, it doesn't address the morality of brands using "schadenfreude" to harm rival companies. There is no research on consumers' attitudes toward or intentions to purchase phoney goods. Thus, investigating the moral ramifications of employing Schadenfreude in advertising may offer businesses insightful information. Additionally, learning about consumers' attitudes toward counterfeit goods and their future plans for them might assist firms in assessing the potential consequences of using such strategies.

Methodology

An overview of "counterfeit purchase intention through social media influencers" is provided by this study, along with information on its causes, consequences, and correlations with demographic variables and the ways in which various generations regard themselves and brand purchases. Research on the age component of market mavenism is lacking, and it is important to examine how different generations' buying behaviours vary from one another. The study would also benefit from looking at how young people's choices about what to wear are influenced by music and media, as well as how peer judgement within the same group is influenced by social comparison. Furthermore, prior research has indicated that public self-consciousness influences customer behaviour and purchase intentions, but it has not provided an explanation for this effect. It could be helpful to go into further detail about the psychological processes that underlie this relationship. Prior research provides some insights into the behavioural effects of Schadenfreude, but it does not address the ethical implications of this emotion for marketing. More specifically, it doesn't address the morality of brands using "schadenfreude" to harm rival companies. There is no research on consumers' attitudes toward or intentions to purchase phoney goods. Thus, investigating the moral ramifications of employing Schadenfreude in advertising may offer businesses insightful information. Additionally, learning about consumers' attitudes toward counterfeit goods and their future plans for them might assist firms in assessing the potential consequences of using such strategies.

Measures

The constructs and items in the questionnaire were gathered from various sources, including Beck and Ajzen [36], Dodds et al. [37], Feick and Price [28], Warren et al. [29], Firat and Shultz [30], van Dijk et al. [31] and Dalakas and Melancon [32], Fenigstein et al. [33], Liu and Shi [34], Luhtanen and Crocker [35], and Feick and Price [28], Warren et al. [29], Firat and Shultz [30], van Dijk et al. [31] and Dalakas and Melancon [32], Fenigstein et al. [33], Liu and Shi [34], Luhtanen and Crocker [35], and Beck and Ajzen [36] and Dodds et al. [37] also mentioned in the recent work of Khan et al. [38]. (Figure 1). The replies were recorded using the Likert scale, with 1 denoting strongly disagree and 5 strongly agree. Every component was also looked at in terms of statistical significance.

Result Analysis and Discussion

The Smart-PLS v.3 programme was used to obtain the results. To get the results, an analysis was conducted following the cleansing of the data.

Measurement Model

Initially, Harman's single-factor post hoc test was used to assess the bias of the common technique. Most of the variance could not be explained by a single cause. Therefore, there was no obvious shared method bias. Additionally, the Cronbach's α was between 0.8 and 0.9, which is above the range of 0.7. (Table 1). Factor loading, composite reliability, and average variance extraction were used to determine the convergent and discriminant validity, respectively (Table 1). The factor loadings were over the 0.70 criterion, that is, in the range of 0.845 to 0.956. Subsequently, the average variance retrieved was more than 0.50 and the composite reliability was over 0.85 [39, 40], suggesting that the variation explained by the concept is more than the variance explained by the measurement error. Consequently, the measurement model's convergent validity is proven. The heterotrait-monotrait ratio of correlation (HTMT) and Fornell Larcker were used to establish the discriminant validity (Table 2). Both values were determined to have discriminant validity in accordance with accepted norms (Table 2A). It is acceptable that almost all of the VIF values fell below the range of 5. Therefore, collinearity is not a major problem [41].

Overall hypotheses testing

The study's model includes generational identity (GI) and generational norm as its two intermediate variables (GN). GI and GN were associated with each of the five predictors. Table 3 displays the path analysis findings. The results of this investigation showed that GI and CC (p=0.008), MM (p=0.00), and PM (p=0.024) had positive and significant relationships. This indicates that the H1a, H6a, and H7a hypotheses were validated. Additionally, it was discovered that MM (p=0.00), PM (p=0.024), and SF (p=0.025) had a substantial positive connection with GN (Table 3). It denotes the finding of significance for hypotheses H1b, H5b, and H6b. With the exception of the mediation analysis, which is the subject of the following discussion, it is clear from the aforementioned results that the other hypotheses were not accepted.
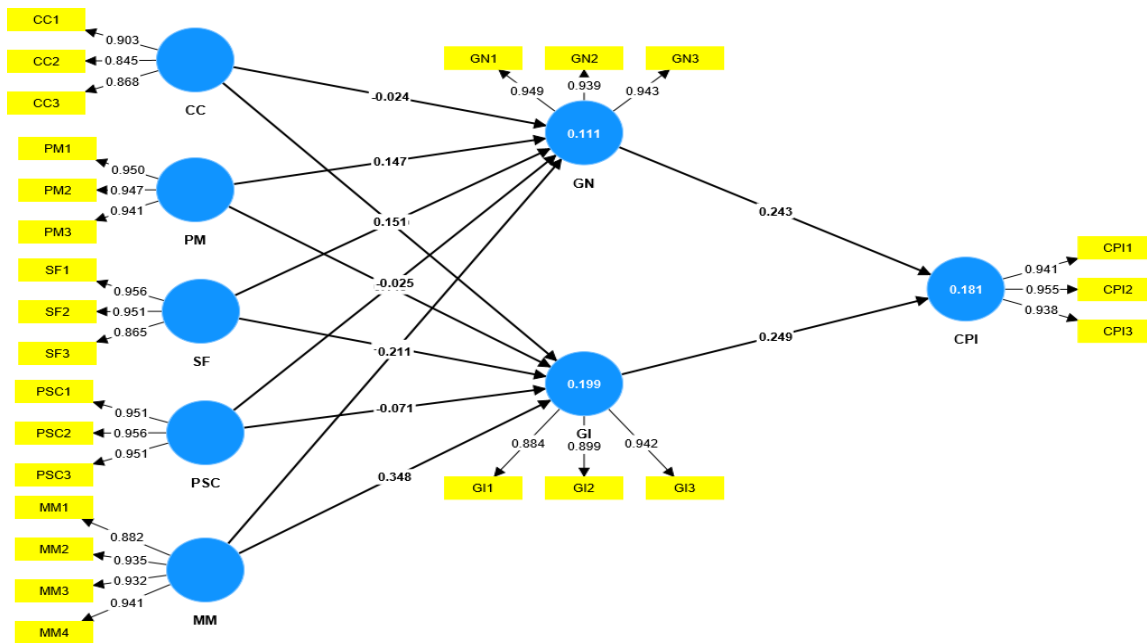
Figure 1: Conceptual Model including generational values, proximal antecedents and prototypical behaviour

Table 1: Construct reliability and validity

Constructs	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CC	0.844	0.857	0.905	0.761
CPI	0.94	0.946	0.961	0.893
GI	0.894	0.901	0.934	0.826
GN	0.939	0.941	0.961	0.891
MM	0.942	0.955	0.958	0.852
PM	0.941	0.944	0.962	0.894
PSC	0.95	1.01	0.967	0.907
SF	0.916	0.954	0.947	0.855

Table 2: Discriminant validity- HTMT

	CC	CPI	GI	GN	MM	PM	PSC	SF
CC								
CPI	0.354							
GI	0.283	0.401						

GN	0.105	0.388	0.545					
MM	0.153	0.487	0.402	0.281				
PM	0.482	0.308	0.285	0.218	0.21			
PSC	0.164	0.275	0.076	0.133	0.306	0.173		
SF	0.251	0.399	0.126	0.227	0.288	0.236	0.534	

Table 2A: Discriminant validity-Fornell Larcker

	CC	CPI	GI	GN	MM	PM	PSC	SF
CC	0.872							
CPI	0.314	0.945						
GI	0.248	0.37	0.909					
GN	0.096	0.367	0.497	0.944				
MM	0.137	0.46	0.375	0.268	0.923			
PM	0.43	0.291	0.264	0.206	0.2	0.946		
PSC	0.147	0.27	0.076	0.129	0.299	0.167	0.953	
SF	0.226	0.38	0.121	0.213	0.277	0.224	0.5	0.925

Table 3: Path coefficients

Constructs	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	*P* values	Conclusion
CC -> GI	0.155	0.056	2.67	0.008	Supported
CC -> GN	-0.022	0.057	0.423	0.672	Not supported
GI -> CPI	0.251	0.062	4.016	0	Supported
GN -> CPI	0.243	0.059	4.132	0	Supported
MM -> GI	0.349	0.054	6.504	0	Supported
MM -> GN	0.213	0.061	3.431	0.001	Supported
PM -> GI	0.14	0.066	2.148	0.032	Supported
PM -> GN	0.147	0.065	2.257	0.024	Supported
PSC -> GI	-0.068	0.059	1.213	0.225	Not supported
PSC -> GN	-0.023	0.063	0.397	0.692	Not supported
SF -> GI	-0.006	0.06	0.104	0.917	Not supported
SF -> GN	0.139	0.062	2.246	0.025	Supported

The current study looked at indirect and total effects, which are the consolidation of direct and indirect effects in a structural model, in addition to the direct effects between components (Hair et al., 2019). The mediation effect of GI and GN is shown in the mediation table. The results show that GI fully mediates the link between MM and CC and CPI (Table 4). PSC, PM, and SF's interaction with CPI was not mediated by GI. In a similar vein, GN mediates the connection between PM and MM and CPI. Furthermore, GN did not act as a mediator in the connection between CPI and CC, SF, and PSC.

Table 4: Mediation effect Specific indirect effect

Path	Sample mean (M)	Standard deviation (STDEV)	T statistics ($|O/STDEV|$)	p values	Conclusion
MM -> GI -> CPI	0.088	0.027	3.212	0.001	Mediation
PSC -> GI -> CPI	-0.017	0.016	1.125	0.261	No mediation
PM -> GI -> CPI	0.035	0.019	1.866	0.062	No mediation
CC -> GN -> CPI	-0.005	0.014	0.414	0.679	No mediation
SF -> GN -> CPI	0.035	0.019	1.753	0.08	No mediation
MM -> GN -> CPI	0.052	0.02	2.501	0.012	Mediation
PSC -> GN -> CPI	.006	0.016	0.382	0.703	No mediation
SF -> GI -> CPI	0	0.015	0.101	0.92	No mediation
CC -> GI -> CPI	0.039	0.018	2.099	0.036	Mediation
PM -> GN -> CPI	0.036	0.018	1.983	0.047	Mediation

Conclusion

Marketers must stay up with the times and shrewdly adjust to the shifting demands of their customers in the face of evolving market dynamics where consumers are becoming more adventurous and quality-conscious. The way that customers behave when making purchases is a loud and obvious indication that they are becoming more demanding, vocal, and, most importantly, they view themselves as important entities. Customers are increasingly acting as both the catalyst and the primary force in determining the direction of the market, in contrast to the past when they were just given what was deemed "appropriate" for them. It is important to remember, nevertheless, that every trend and purchasing behaviour is subject to careful analysis and review. This also applies to young people's intention to buy counterfeit goods. It is essential to investigate the motivations and causes behind the tendency to acquire counterfeit goods so that businesses may make the necessary adjustments and preparations. the reality that while lacking legal protection, counterfeit goods are nevertheless widely available. This puts pressure on the profit margins of businesses that spend a lot of money monitoring client trends. The purpose of this study

is to examine and expand on the proposed findings, building upon the work of Khan et al. [38]. It was believed that young people's generational identities take precedence and eventually shape generational norms. The results demonstrate that young people view market mavenism to be a reliable source of information. Young people typically don't depend solely on the information that marketers supply. There's a potential of other problems, such green washing. such as the application of nano-silver and nano-titanium dioxide, which give the clothing antibacterial and UV protection qualities. Since this information might not be verified, the young person will investigate their information source. The findings indicate that youth's generational identity is impacted by market mavenism, which influences their inclination to acquire counterfeit goods. Market mavenism also influences generational conventions that influence young people to choose CPI at the same time. Furthermore, the cool consumption that represents independence, rebelliousness, and occasionally moral deviation [42] [43] encourages young people to adopt habits or fashion trends that help them identify as members of a particular group. Similarly, the findings indicate that generational identification influences cool consumption, which in turn influences the inclination to acquire counterfeit goods.

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