

This research study aims to investigate the determinants of customers' buying intention towards counterfeit product like Tablet PC in PC industry by focusing on the effects of attitude and personality towards the buying intention for counterfeit products. Personality factor is conceptualized to have five dimensions namely Novelty Seeking, Status Consumption, Integrity, Pricing and Perceived Risk. A survey on 200 customers of Tablet PC was conducted in Rex City, a computer market, Faisalabad, Pakistan. Results revealed that Novelty Seeking, Status Consumption and Integrity were insignificant variables and had no influence on attitude toward counterfeit Products. Perceived risk also had no impact on customers buying intentions towards counterfeit products. While Customers' buying intention toward counterfeit was positively and significantly influenced by Attitude towards counterfeit product and attitude towards counterfeit was influenced by Pricing.

Further investigation showed that attitude towards counterfeit product fully mediate the relationship between Pricing and customers' buying intention toward counterfeit products. This means, only pricing had favorable buying attitude towards counterfeit. Since the current study shows that only Price sensitive customers would buy counterfeit products, thus this finding is beneficial to genuine manufacturer in producing branded products at low and affordable price that are difficult to be counterfeited.