

An analysis on dynamics that lead to counterfeit purchasing behavior of ICT products among youths

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Abstract: *Trade in counterfeit products has become one of the world leading illegal activities accounting for billions of dollars exchanged annually. It is estimated that the trade is worth over USD 600 billion far much higher than the GDP of many developing countries. This study sought to identify factors behind this menace that is costly to individuals, companies and governments. Methodology of the study involved a cross-sectional design where a sample of 142 respondents was picked randomly to fill a questionnaire. The respondents were from middle-income families and the upper class in Kenya. This study identified perception of youthfulness, weak regulations, weak branding, external influence, irresponsibility and moral decline as some of the major factors driving counterfeit trade. Ignorance and poverty were also identified as factors contributing to this phenomenon. The study recommends more awareness campaigns even among the educated to be increased as well as development of more severe penalties on those who trade with counterfeit to deter its growth. More studies should be carried out to establish the extent to which decline in moral standards globally has contributed to this phenomenon.*

Key words: *Counterfeit, purchasing behavior, ICT products and youth*

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