

In this thesis we study the potential diffusion processes for original and counterfeit products (including medical products). We further investigate the influence of cultural norms on consumer purchases of counterfeits, as we argue that cultural norms and values are an important driver of individual purchases of counterfeits. In addition, we collect data on individual consumers, for whom we study how aware individuals were when purchasing medication in the past, and how their current attention for SFFC medicines is when they purchase (obtain) their medication, as well as their attitudes towards SFFC medication. Finally, we study two different types of health messages which could be used in awareness campaigns, against the purchase and use of counterfeit medicines. The thesis draws on various sets of unique and newly collected data.

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Consumer Adoption of Counterfeit Products in a Developing Country Madesta Melitia Lede



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