

# Consumer Adoption of Counterfeit Products in a Developing Country

Het gebruik van namaakproducten door consumenten  
in een zich ontwikkelend land

PROEFSCHRIFT

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## **Summary**

Almost every type of product has been counterfeited (and/or pirated) over the years, and the numbers are believed to further increase. Given that virtually every economy has to deal with counterfeit and pirated products, either concerning the production or the distribution of these goods, this thesis investigates the demand side of the phenomenon of counterfeiting, with a particular focus on a developing country, in our case Suriname. With an increase in global trade, currently involving almost all countries in the world (except for a few autarkic ones), there is also a growing interest in studying various aspects of trade in counterfeit products. By investigating the adoption of counterfeit goods in a developing country we provide new empirical evidence. We also enhance and refine the existing knowledge and understanding, and hence increase the possibilities to battle against the purchase and use of counterfeit products, especially counterfeit medicines.

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. We also 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.

## **Acknowledgements**

Growing up, my aim has not been to be better than others at what I do, but rather to push my limits by always trying to do my utmost. “Be your best” has been my motto ever since I was a child. With this motto in mind I started my journey in the educational system and continued in the scientific world, especially in the world of Marketing.

From the time I was a bachelor student majoring in marketing (at the Anton de Kom Universiteit van Suriname, AdeKUS) to the time I obtained my master’s degree in Marketing (at the Erasmus University Rotterdam, EUR) up until now my excitement and passion for Marketing and the science related to this field of business economics has greatly increased.

Even before I became a bachelor student at the AdeKUS, the EUR was the university where I wanted to pursue my Marketing study. But, given my circumstances, that was not feasible. I still can remember that day one of my AdeKUS lecturers, Mrs. Zsa-zsa Leysner-Lenting, informed me about the possible opportunity which

AdeKUS and EUR were trying to create for students to pursue their master's study at the EUR. This was music to my ears. I prayed hard and worked even harder to increase whatever chance I had. To this day, I feel very blessed and I am thankful for the encouragements of Mrs. Leysner-Lenting.

Being a master's student at the EUR has been a great pleasure for me; it was one of my dreams coming true. Not only did I grow in the field of marketing science, but studying and living abroad also resulted in growth in my personal life. After returning to Suriname, I started working at the AdeKUS. That same year, I also started my research journey in order to obtain my Ph.D. As my path was not always as smooth as I would have liked it to be, this presented me the opportunity to grow, for example: in perseverance. During this journey under the professional guidance of Prof.dr. Philip Hans Franses of the Erasmus School of Economy, I learned a lot from him. It has been my great pleasure and honour to have worked with Mr. Franses. Not only have I experienced him as a highly intelligent man who loves what he does and who likes to share his scientific knowledge. But even more, I experienced him as a humble, generous, kind and very positive person. Especially the two latter traits were of

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To God be the glory!

Madesta Melitia Lede  
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