

STELLINGEN
behorende bij het proefschrift

Consumer Adoption of Counterfeit Products in a
Developing Country

Het gebruik van namaakproducten door consumenten in
een zich ontwikkelend land

door

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Proposition 1

Counterfeit products will not eventually take over the market and fully wipe out the demand for original products. (Chapter 2)

Proposition 2

Original and counterfeit medical products each address a distinct market segment. (Chapter 3)

Proposition 3

Cultural norms are more decisive for purchase behaviour of counterfeit products than income level and the price of the product. (Chapter 4)

Proposition 4

The more confident consumers are that they can determine the originality of medication based on the available product information; the more alert they are when obtaining medicines. (Chapter 5)

Proposition 5

Threatening claims in messages against the use of counterfeit medicine are more effective than pride claims. (Chapter 6)

Proposition 6

A good education and the right set of skills are not always sufficient to reach your goals. Often opportunity is a crucial factor.

Proposition 7

Any organisation that wants to be successful in its business should pay sufficient attention to marketing.

Proposition 8

Technology can make life easier or more difficult, depending on your adaptability.

Proposition 9

Ignoring relevant empirical information is equal to wasting valuable resources.

Proposition 10

The most important condition for change is the will to change.

Proposition 11

While some choose to run the marathon to test or improve their endurance, others choose to write their Ph.D. dissertation.