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

Madesta M. Lede

Erasmus School of Economics
Erasmus University Rotterdam
19 December 2013

**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.