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Determinants of Psychological Satisfaction towards Purchasing Counterfeit Green Clothing Brands in Karachi

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Abstract
This study is to investigate the mediation role of psychological satisfaction (PSAT) on purchase intention (PI) of counterfeit brands in the presence of psychological and attitudinal factors (PAF) of apparel consumers of Karachi. The target audience for the study is people from 18 to 65 years of age with buying power and knowledge of green fashion and counterfeits. A diverse sample of 312 respondents was collected through a combination of convenience snowball non-probability sampling methods to access consumers who may be hesitant to reveal counterfeiting purchasing behavior. The data were collected through structured survey with 5-point Likert scale. The analysis was done using PLS-SEM. These factors can significantly influence PSAT: FoMO, social-adjustive function, schadenfreude, similar perceptions, value-expressive function. Moreover, PI can be predicted through the PSAT. Also, the PSAT mediates their purchase intention. Managers of successful sustainable apparel brands must know how to nourish emotional engagement, social desirability, and digital presence and differentiate on product-related authenticity, design, and affordability. Officials advised to boost anti-fake campaigns consumer awareness. With these insights, it will be possible to decrease the consumption of counterfeit products and promote authentic sustainable fashion in Pakistan.

Keywords: Psychological Satisfaction (PSAT); Purchase Intention of Counterfeit Brands (PI); Apparel Industry; Pakistan; PLS-SEM.

Introduction

The global counterfeit trade is estimated to be valued between USD 467 billion and USD 1 trillion. Clothing is the most frequently counterfeited item and accounted for 21.6% of total counterfeit seizures in 2020-2021 (Noor & Muhammad, 2019; OECD-

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EUIPO, 2024). Higher prices drive counterfeit use, as luxury brands primarily target the highest socio-economic classes. In addition, globalization and ease of access through e-commerce and social media platforms have increased the fluidity of borders and cultures, leading to an increased circulation of counterfeit products (Cavaliere et al., 2021; Jażdżewska-Gutta et al., 2024). The increasing use of counterfeit goods and the resulting economic and social impact have led to an increase in research on this topic (Garas et al., 2023).

There is a growing trend of sustainable fashion in the clothing industry (Bertola & Colombi, 2024; Vassalo et al., 2024). According to a report by custom market insights, the global sustainable fashion market is valued at USD 8.1 Billion in 2024 and is expected to reach USD 33.1 Billion by 2033, at a CAGR of 22.9% during the forecast period 2024 – 2033 (Custom Market Insights, 2024). For the period of 2024-2031, the global sustainable and ethical consumption market is projected to grow at a CAGR of 8.58% (Stats & Research, 2024). According to PwC's 2024 Voice of the Consumer Survey, consumers are willing to spend an average of 9.7% more on sustainably produced or sourced goods (PWC Global, 2024). Generation-Z consumers are increasingly recognizing the environmental and practical benefits of sustainable clothing and are willing to pay a premium for quality sustainable fashion (Ngo et al., 2024; Sayem et al., 2025).

There is increasing global awareness about the environmental and social impacts of the fashion industry and consumers are faced with an ethical dilemma when they balance their desire for fashion with their concern for sustainability (Masserini et al., 2024; Valencia-Arias et al., 2025). Green fashion, with its use of eco-friendly materials and ethical manufacturing, is an alternative to this dilemma faced by consumers. However, many brands indulge in the unethical practice of overstating or misrepresenting sustainability credentials, also termed as "greenwashing" (Hao & Zhang, 2025).

In the recent years, there has been a rising environmental awareness in Pakistan, on sustainable clothing. Several brands such as Generation, Sapphire, Misha Lakhani, and Jeem market sustainable clothing (Babar & Khan, 2024; Rasheed et al., 2024). Increased media coverage of sustainable products motivates consumers to purchase green garments as it serves the utilitarian answer to the sustainability problem (Khan et al., 2025). However, (Khan et al., 2022) found that although awareness of the negative impacts of the clothing industry exists, the willingness to pay for sustainable clothing is higher among respondents belonging to higher income groups. Mehmood et al. (2025) attributed this to the poor economic conditions of Pakistan. Green clothing, although attractive for many, is pricier than available products and hence inaccessible. Consumers then choose to engage in the purchase of counterfeit green clothing brands (Bumin & Bumin, 2024; Wu & Zhao, 2021).

The existing research has mainly been about counterfeit luxuries and economic incentives, perceived risk, ethics, and attitudinal predictors which stem from the TPB or TRA (Garas et al., 2023). Although models have been expanded to include values, materialism and social influence, past research essentially considers counterfeit products as value-neutral imitations and gives limited thought to sustainability-

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oriented counterfeits (Khan et al., 2025). Meanwhile, research regarding sustainable fashion mostly focuses on willingness to pay, green attitude and ethical consumption towards genuine brands. There is little focus on counterfeits that appropriate "green" claims (Rasheed et al., 2024).

Although emotional drivers-schadenfreude, fear of missing out (FoMO), and perceived similarity-have been respectively linked to counterfeit purchase intention, we do not fully understand the connected impact, in an explanatory model, of this trio of emotional drivers on counterfeit purchase intention (Hao & Zhang, 2025). Specifically, there is little empirical attention to the role of PSAT in consumption. Previous research typically examines how intentions are formed. They tend to overlook or underplay the role of satisfaction in alleviating cognitive dissonance and moral ambivalence that arise from consumption that is ethically dubious (Mehmood et al., 2025).

A major contribution of this study is whether counterfeit green products satisfy consumers' desire for ethical and environmental value or if they trigger feelings of cognitive dissonance. Thirdly, although this study is based in Karachi, having a thriving counterfeit market, it has implications for brand strategy and policy in similar markets. Fourthly, understanding consumer satisfaction with counterfeit green clothing will help better inform authentic brands to design business strategies targeting sustainable fashion claims. Finally, studying PSAT helps in understanding of how counterfeit green products affect trust in sustainability claims and ethical consumption in emerging markets.

Therefore, the study aims to examine how various psychological and attitudinal factors influence purchase intention toward counterfeit brands with the mediating role of PSAT among apparel consumers of Karachi.

The remainder of this article encompasses review of previous studies, establishing the theoretical foundation and framework for the research. Later, research methods are described, including the sampling strategy, data collection procedures, scale selection, data analysis techniques, and ethical considerations. Moreover, fourth section discusses the data analysis and findings of the article, leading to a detailed discussion of the results in the light of past studies. Lastly, the study summarizes the key findings, limitations, future research directions and conclusive remarks.

Literature Review

Theoretical Underpinnings

Theory of reasoned action (TRA) was developed by Fishbein and Ajzen (1977) and the theory puts main focus on attitudes and subjective norms as the key influencers of behavioural intention whereas, TPB adds perceived behavioural control and extends TRA. Adding perceived control predicts a wide range of behaviors. TPB is widely employed to understand consumption behaviors influenced by society. The extension of TPB refers to the inclusion of elements like moral norms, value consciousness and social influence for a broader explanation of counterfeit purchase intentions (Londono et al., 2017; Patiro & Sihombing, 2014).

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Theory of planned behaviour (TPB) relates to human behaviour and its relationship with behavioural intentions. According to the TPB model, three factors determine your intentions: attitudes towards behavior, subjective norms, and perceptions of behavioral control. According to Ajzen (1991), attitude refers to a positive or negative evaluation of performing a behaviour, subjective norms are defined as a perception of social pressure from significant others, and perceived behavioural control refers to the perceived ease or difficulty of performing the behaviour. Together, these three elements determine the likelihood of a particular behaviour.

Development of the Hypotheses

Impact of Value-Expressive Function on Psychological Satisfaction

The value-expressive function allows consumers to enhance their PSAT by communicating self-concept and personal values through counterfeit green clothing purchases. Shoppers can be catered to through self-validation. When consumers think that these products reflect their identity or represent what they aspire to, they get validated emotionally and feel it strengthens satisfaction (Al Balushi et al., 2024). Earlier research indicates that counterfeit products are often used to represent aspirational values when the real thing is out of reach (Bumin & Bumin, 2024). Garas (2025) finds that harmonizing value expression and consumption enhances favorable emotions in morally ambiguous contexts. Hence it has proposed that:

H1: Value-expressive function has a significant impact on PSAT.

Impact of Social-Adjustive Function on Psychological Satisfaction

The social-adjustive function influences the PSAT that comes from consumption behavior which helps people be in line with groups and with society. Consumers derive emotional rewards that come from the presence of valued others with the use of counterfeit green clothing. This is the case when they adopt it to better their inclusion in these social circles or enhance their social approval during interactions (Gupta & Lyndem, 2024). Previous studies have shown that social influence significantly affects attitudes toward counterfeit products, further enhancing acceptance and relational value (Tam et al., 2024). Counterfeit items add social or emotional worth to buyers. This enhances their purchase satisfaction (Babar & Khan, 2024). Hence, it has proposed that:

H2: Social-adjustive function has a significant impact on PSAT.

Impact of Fear of Missing Out (FoMO) on Psychological Satisfaction

FOMO improves PSAT due to the consumption made engaging in which the social anxiety is reduced and inclusion is enhanced. Consumers turn to fake green apparel to calm their anxiety when they feel at risk of missing out on a trend or experience of their peers (Bertola & Colombi, 2024). Behavior that arises from FoMO relieves social tension immediately and provides psychological comfort in the short term. Further studies estimate that FoMO increases satisfaction as people look to their peers to stay up to date with their preferences (Tandon et al., 2025). Hence, it has proposed that:

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H3: FoMO has a significant impact on PSAT.

Impact of Schadenfreude on Psychological Satisfaction

Schadenfreude gives PSAT because when the consumer buys counterfeit, he gets happy pleasure because the original brand is at a disadvantage (Ngo et al., 2024). People feel better off that they've made the right decision when they nab the better product at a lesser price. According to Salimian et al. (2024), schadenfreude boosts positive ratings for fake products as it portrays a symbolic triumph over luxury brands. Feeling good about yourself can help reduce regret and make you feel better about your purchase (Rasheed et al., 2024). Hence, it has proposed that:

H4: Schadenfreude has a significant impact on PSAT.

Impact of Similarity Perception on Psychological Satisfaction

When consumers perceive a similarity, they feel psychologically satisfied that by paying a lower price, they are getting something as good, as similar, as popular as the real thing. Shi et al. (2025) state that when counterfeit products are similar to originals, consumers feel intelligent and less conflicted, which increases emotional enjoyment. (Vassalo et al., 2024) show how high perceived similarity lowers the perceived risk and legitimize fake purchases while reinforcing positive post-purchase feelings. This perceived equivalence in value enhances the psychological fulfillment and acceptance of the counterfeit choice (Nicolau et al., 2025). Hence, it has proposed that:

H5: Similarity perception has a significant impact on PSAT.

Impact of Psychological Satisfaction on Purchase Intention of Counterfeit Brands

The intentions of consumers to buy counterfeit brands are influenced by PSAT. Satisfied consumers are likely to repeat those conducts that give these people pleasure. When fake green clothing makes a person feel they made a smart purchase, are getting more value, and gain social approval, these positive feelings help build their attitudes and buying intention (Nisar et al., 2023). Studies reveal that feeling pleased reduces moral discomfort related to buying fakes. In turn, this makes someone more likely to buy fake stuff again. Also, repeating the fake purchase could be enhanced by emotional reinforcement (Salimian et al., 2024). Hence, it has proposed that:

H6: PSAT has a significant impact on PI.

Mediation of Psychological Satisfaction between Value-Expressive Function and Purchase Intention of Counterfeit Brands

PSAT is an important mediating mechanism between the value-expressive function and purchase intention towards counterfeit brands. When phoney green clothing enables people to express their identity or personal values, this fit creates emotional gratification and strengthens their intention to continue purchasing (Sayem et al., 2025). According to research, identity-based motives satisfy consumers when they are unable to obtain authentic products (Custom Market Insights, 2024). This satisfaction

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will turn value expression into stronger behavioral intention in ethically ambiguous contexts (Garas, 2025). Hence, it has proposed that:

H7: PSAT significantly mediates the impact of value-expressive function on PI.

Mediation of Psychological Satisfaction between Social-Adjustive Function and Purchase Intention of Counterfeit Brands

The social-adjustive, PSAT and purchase intention are all inter-related, as PSAT allows for social conformity motives to become favourable. When fake green clothes help people fit in with friends or other valued groups, the emotional payoff increases overall satisfaction (Vassalo et al., 2024). Past studies suggest that social influence enhances positive evaluations of counterfeit products as they fulfil belongingness needs (Tam et al., 2024). This satisfaction then reinforces the chances of similar consumption behaviour in the future (Babar & Khan, 2024). Hence, it has proposed that:

H8: PSAT significantly mediates the impact of social-adjustive function on PI.

Mediation of Psychological Satisfaction between Fear of Missing Out (FoMO) and Purchase Intention of Counterfeit Brands

Satisfaction derived from philanthropy mitigates the impact of FoMO on purchase intention. People who fear missing out often buy fake green clothing. They do this to avoid being left out of trends or activities and feel better because of it. According to Bertola and Colombi (2024), PSAT intensifies the intention to replay the consumption experience. (Tandon et al., 2025) found that satisfaction influenced motivated behavior with FoMO which increases the likelihood of a counterfeit purchase. Hence, it has proposed that:

H9: PSAT significantly mediates the impact of FoMO on PI.

Mediation of Psychological Satisfaction between Schadenfreude and Purchase Intention of Counterfeit Brands

The relationship between schadenfreude and purchase intention is mediated by PSAT, which turns pleasure of retaliation into favorable behavior. When customers enjoy seeing brands hurt or worse, it can lead to a satisfaction in buying counterfeits (Ngo et al., 2024). According to research, pleasure deriving from schadenfreude strengthens positive attitudes towards counterfeit items, thus reinforcing emotional justification for purchase (Salimian et al., 2024). This satisfaction then enhances the likelihood of purchasing counterfeits once again, turning emotional pleasure into behavioral intention (Gupta & Lyndem, 2024). Hence, it has proposed that:

H10: PSAT significantly mediates the impact of schadenfreude on PI.

Mediation of Psychological Satisfaction between Similarity Perception and Purchase Intention of Counterfeit Brands

The link between similarity perception and buying intention is governed by PSAT that transforms perceived value equivalence into emotional reinforcement. When consumers perceive counterfeits of green clothes as highly similar to actual brands,

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they feel that they are receiving similar benefits at a low price which increases satisfaction (Bertola & Colombi, 2024). Studies show similarity lowers the risk perceived and increases the positive evaluation of counterfeits (Al Balushi et al., 2024). This fulfillment, thus, intensifies counterfeit repurchase intentions through an impression of just valuation and shrewd consumption (Valencia-Arias et al., 2025). Hence, it has proposed that:

H11: PSAT significantly mediates the impact of similarity perception on PI.

Research Framework

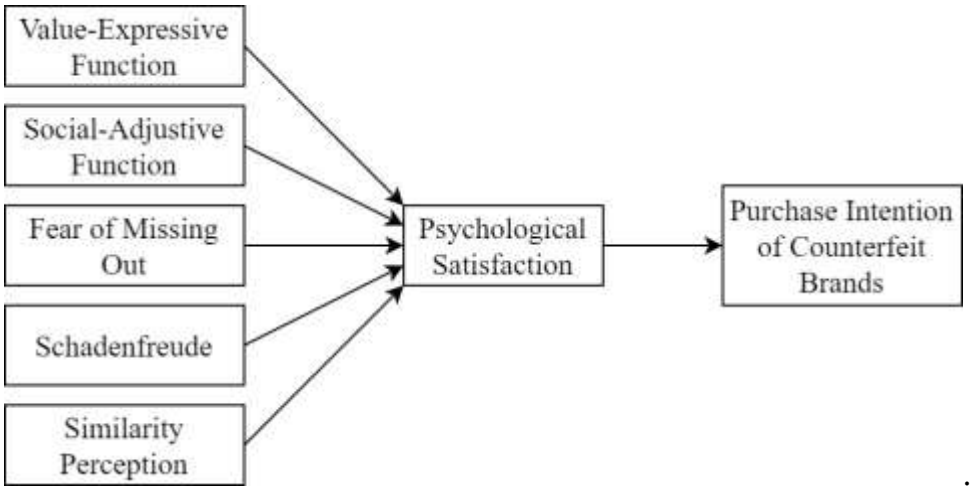

Figure 2.1: Research Framework

Methodology

Sample and Population

The sample population belongs to the age bracket of 18-65 years with purchasing autonomy and having familiarity with green/sustainable fashion concepts and counterfeit products. The respondents were based in Karachi and have either previously purchased, or possess a high intent to purchase counterfeit green clothing brands. A diverse sample in terms of age, gender, income, and education was included. A convenience and snowball sampling (non- probability sampling technique) is used to select respondents who meet the criteria of familiarity and interaction with counterfeit green fashion products, thus ensuring relevant and insightful data. Given that consumers of counterfeit goods can be difficult to identify and may be reluctant to disclose their behavior, a non-probability approach is the most feasible method to access a large enough sample within the specific urban context of Karachi. Initial respondents (convenience sample) will be asked to refer other relevant participants (snowball method).

The study has anticipated moderate effect size of 0.30, statistical power of 0.95 and 5 percent statistical significance using Soper (2025). The study has seven constructs and 27 observed variable; the calculator has estimated a minimum sample of 247

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responses. Therefore, the study has collected 312 responses from the sample population. Table 1 presents the demographic profile of the study participants.

Table 1:
Demographic Profile (n = 312)

		Frequency	Percent
Gender	Male	142	45.5
	Female	133	42.6
	Prefer not to say	37	11.9
Age	18–24	56	17.9
	25–34	81	26.0
	35–44	71	22.8
	45–54	45	14.4
	55–64	36	11.5
	65 and above	23	7.4
Educational Background	Undergraduate	126	40.4
	Graduate	110	35.3
	Postgraduate	76	24.4
Occupation	Student	71	22.8
	Employed	94	30.1
	Self-Employed	42	13.5
	Business	23	7.4
	Unemployed	25	8.0
	Retired	57	18.3
	Sub-Urban	104	33.3
Exposure to Media	Low (rarely use)	78	25.0
	Medium (use occasionally)	79	25.3
	High (use daily)	155	49.7

Measures

Value-expressive function has 4 measures adapted from Wilcox et al. (2009) based on a five-point Likert scale. A sample item is "Counterfeit brands reflect the kind of person I see myself to be."

Social-adjustive function has 4 measures adapted from Wilcox et al. (2009) based on a five-point Likert scale. A sample item is "Counterfeit brands help me fit into important social situations."

FoMO has 3 measures adapted from Kang et al. (2020) based on a five-point Likert scale. A sample item is "I become worried when I find out my friends are enjoying counterfeit products without me."

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Schadenfreude has 3 measures adapted from Marticotte and Arcand (2017) based on a five-point Likert scale. A sample item is "I enjoy what happens to original brands when people buy counterfeit products."
Similarity perception has 2 measures adapted from Marticotte and Arcand (2017) based on a five-point Likert scale. A sample item is "Counterfeits of luxury brands have similar quality to the original."
PSAT has 6 measures adapted from Souiden et al. (2018) based on a five-point Likert scale. A sample item is "Buying counterfeit clothing demonstrates that I am a wise shopper."
PI has 5 measures adapted from Garas et al. (2023) based on a five-point Likert scale. A sample item is "I would buy counterfeit clothing even if I could easily afford to buy non-counterfeit clothing."

Data Collection

The self-reported survey method was adopted, as it allowed us to gather massive data on personal attitudes, perceptions, and behavioral intentions towards counterfeit green clothes effectively. Self-reporting applied well to constructs that depend on internal conditions, including satisfaction, motives, and emotional reactions, which respondents can best describe in their subjective assessments (Bryman, 2016). The approach promoted anonymity, which promoted frank reporting of potentially sensitive behaviors like counterfeit purchasing. Online and self-administered formats further contributed to access, lowered interviewer bias, and helped to gather data faster in large volumes and among different demographic groups in Karachi.

Data Analysis

The analysis employed the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach that is appropriate in predictive research and complex models with mediating and moderating variables (Hair et al., 2019). The approach provides better analytical power, theoretical validity and statistical accuracy in empirical studies of financial performance (Sarstedt et al., 2020). Measurement and structural model reliability, measurement validity, and strength of hypothesized relationships were measured based on the PLS-SEM analysis using SmartPLS software.

Results and Discussions

Measurement Model

The measurement model specifies the relationships between latent constructs and their observed indicators. It assesses the reliability and validity of the constructs, ensuring that the indicators accurately measure the intended theoretical concepts (Hair et al., 2011).

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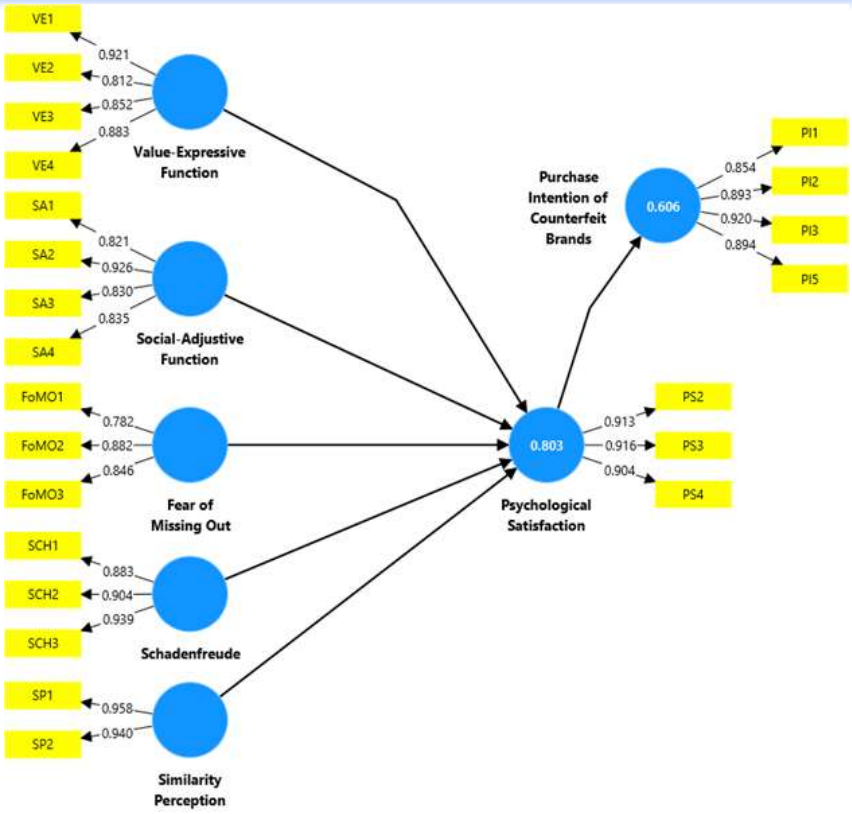

Figure 4.1: Graphical Representation of PLS Algorithm using SmartPLS 4

Table 2 presents the results of construct reliability and validity, assessing the reliability, validity, and multicollinearity of the constructs used in the study. The table provides factor loadings, significance level (p-values), outer VIF, Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE) for each construct and its items.

Table 2:
Measurement Model

Constructs	Items	Loadings	Prob.	VIF	Alpha	CR	AVE
Fear of Missing Out	FoMO1	0.782	0.000	1.645			
	FoMO2	0.882	0.000	1.671	0.793	0.876	0.702
	FoMO3	0.846	0.000	1.713			
Purchase Intention of Counterfeit Brands	PI1	0.854	0.000	2.254			
	PI2	0.893	0.000	3.074	0.913	0.939	0.793
	PI3	0.920	0.000	3.520			
	PI5	0.894	0.000	2.974			
Psychological Satisfaction	PS2	0.913	0.000	2.731	0.897	0.936	0.830
	PS3	0.916	0.000	2.824			

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Social-Adjustive Function	PS4	0.904	0.000	2.687	0.878	0.915	0.730
	SA1	0.821	0.000	2.362			
	SA2	0.926	0.000	3.534			
	SA3	0.830	0.000	2.437			
	SA4	0.835	0.000	2.000			
Schadenfreude (Counterfeit Products)	SCH1	0.883	0.000	2.302	0.895	0.934	0.826
	SCH2	0.904	0.000	2.923			
	SCH3	0.939	0.000	3.530			
Similarity Perception	SP1	0.958	0.000	2.822	0.891	0.948	0.901
	SP2	0.940	0.000	2.822			
Value-Expressive Function	VE1	0.921	0.000	4.492	0.890	0.924	0.753
	VE2	0.812	0.000	2.016			
	VE3	0.852	0.000	3.027			
	VE4	0.883	0.000	3.049			

The factor loadings of all items ranged between 0.782 and 0.958, exceeding the commonly accepted threshold of 0.70 with significance level below 5 percent and outer VIF below 5 (Hair, Hollingsworth, et al., 2017), which indicates strong indicator reliability and suggesting that multicollinearity is not a concern among the items.

For internal consistency, Cronbach's alpha values ranged from 0.793 (FoMO) to 0.913 (PI), all exceeding the recommended minimum of 0.70 (Hair et al., 2019), indicating acceptable reliability. Similarly, composite reliability (CR) values ranged from 0.876 to 0.948, above the threshold of 0.70 (Hair et al., 2014), further confirming the reliability of the constructs.

Convergent validity was assessed using AVE, with values ranging from 0.702 to 0.901, all above the minimum recommended value of 0.50 (Hair, Matthews, et al., 2017). This indicates that the constructs explain a sufficient proportion of the variance in their respective items.

Discriminant Validity

Table 3 presents FLC for assessing discriminant validity among the study constructs. The FLC criterion ensures that a construct shares more variance with its own indicators than with other constructs in the model, which is essential to confirm that each construct is empirically distinct (Ab Hamid et al., 2017). In this table, the diagonal values represent the square root of AVE for each construct, while the off-diagonal values indicate correlations between constructs.

Table 3:

Fornell-Larcker Criteria (FLC)

	FoMo	**PI**	**PSAT**	**SA**	**SCH**	**SP**	**VE**
FoMo	**0.838**						
PI	0.521	**0.891**					

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PSAT	0.662	0.779	**0.911**				
SA	0.744	0.677	0.803	**0.854**			
SCH	0.711	0.744	0.798	0.752	**0.909**		
SP	0.596	0.763	0.787	0.713	0.702	**0.949**	
VE	0.683	0.689	0.743	0.602	0.726	0.659	**0.868**

FoMo = Fear of Missing Out; PI = Purchase Intention of Counterfeit Brands; PSAT = Psychological Satisfaction; SA = Social-Adjustive Function; SCH = Schadenfreude (Counterfeit Products); SP = Similarity Perception; VE = Value-Expressive Function

According to the criterion, the square root of AVE for each construct (diagonal values) should be greater than its correlations with all other constructs, i.e., off-diagonal values (Fornell & Larcker, 1981). In this study, the diagonal values range from 0.838 (FoMo) to 0.949 (SP), and all are higher than the corresponding inter-construct correlations. For example, FoMo has a square root AVE of 0.838, which is greater than its highest correlation with any other construct (0.744 with Social-Adjustive Function), confirming that FoMo is distinct from the other constructs. Similarly, (PI) has a square root AVE of 0.891, exceeding its highest correlation with any other construct (0.779 with PSAT), manifesting that discriminant validity has been achieved using FLC.

Table 4 presents the Heterotrait-Monotrait (HTMT) ratio of correlations, which is a modern method for assessing discriminant validity in structural equation modeling. The HTMT criterion evaluates whether constructs are sufficiently distinct by comparing the average correlations across constructs (heterotrait-heteromethod) to the average correlations within constructs (monotrait-heteromethod). A commonly accepted threshold for HTMT values is 0.90; values below this indicate adequate discriminant validity (Henseler et al., 2016; Henseler et al., 2015).

Table 4:
Heterotrait-Monotrait (HTMT) Ratio

	FoMo	**PI**	**PSAT**	**SA**	**SCH**	**SP**	**VE**
FoMo							
PI	0.590						
PSAT	0.752	0.855					
SA	0.862	0.748	0.878				
SCH	0.824	0.819	0.888	0.830			
SP	0.683	0.850	0.872	0.797	0.781		
VE	0.787	0.761	0.828	0.658	0.813	0.741	

FoMo = Fear of Missing Out; PI = Purchase Intention of Counterfeit Brands; PSAT = Psychological Satisfaction; SA = Social-Adjustive Function; SCH = Schadenfreude (Counterfeit Products); SP = Similarity Perception; VE = Value-Expressive Function

The HTMT ratios range from 0.590 (FoMo–PI) to 0.888 (PSAT–SCH), all below the threshold of 0.90. For example, the correlation between FoMo and PI is 0.590, while the highest HTMT value is 0.888 between psychological satisfaction and

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schadenfreude. Despite this relatively higher correlation, it remains below the critical threshold, confirming that PSAT and SCH are empirically distinct constructs. Based on the HTMT ratio, all constructs achieved the discriminant validity validating that each construct measures a unique theoretical concept, supporting the robustness and reliability of the measurement model.

Structural Model

The structural model specifies the relationships between latent constructs themselves. It evaluates the hypothesized paths, testing the strength, direction, and significance of the relationships to explain and predict outcomes within the model (Hair et al., 2011).

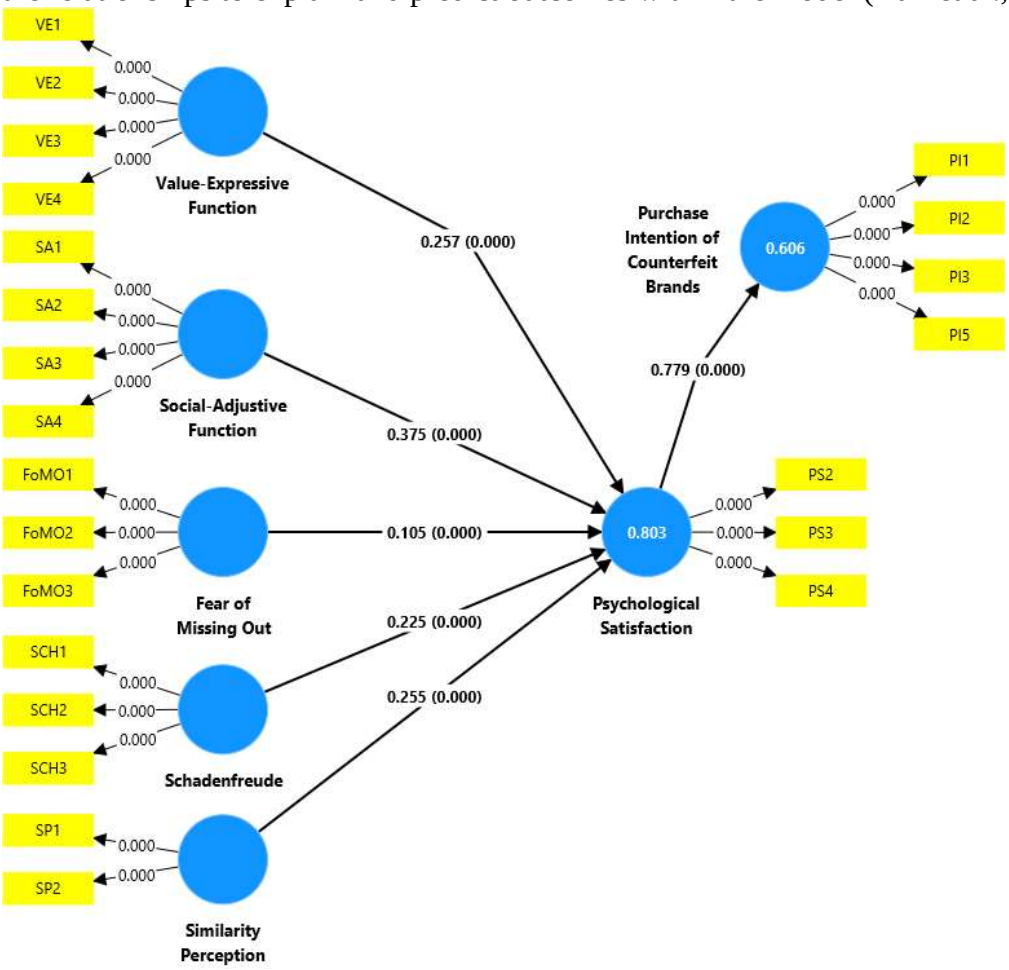

Figure 4.2: Graphical Representation of PLS Bootstrapping using SmartPLS 4

Table 5 presents the results of the direct-effect analysis using PLS bootstrapping technique at 5000 subsamples (Hair et al., 2019) showing the relationship between predictors and endogenous constructs.

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Table 5:
Direct-Effect Analysis

	Estimate	Std. Dev.	t-Statistics	Prob.	Decision
FoMo -> PSAT	0.105	0.028	3.712	0.000	Supported
PSAT -> PI	0.779	0.028	27.625	0.000	Supported
SA -> PSAT	0.375	0.039	9.504	0.000	Supported
SCH -> PSAT	0.225	0.042	5.399	0.000	Supported
SP -> PSAT	0.255	0.042	6.066	0.000	Supported
VE -> PSAT	0.257	0.036	7.242	0.000	Supported

FoMo = Fear of Missing Out; PI = Purchase Intention of Counterfeit Brands; PSAT = Psychological Satisfaction; SA = Social-Adjustive Function; SCH = Schadenfreude (Counterfeit Products); SP = Similarity Perception; VE = Value-Expressive Function

FoMO ($\beta = 0.105$, $p < 0.001$) has a significantly positive impact on PSAT. Social-adjustive function ($\beta = 0.375$, $p < 0.001$) also has a significantly positive effect on PSAT. Similarly, schadenfreude regarding counterfeit products ($\beta = 0.225$, $p < 0.001$), similarity perception ($\beta = 0.255$, $p < 0.001$), and value-expressive function ($\beta = 0.257$, $p < 0.001$) each exhibit a significantly positive impact on PSAT. In turn, PSAT ($\beta = 0.779$, $p < 0.001$) has a significantly positive impact on PI.

Table 6 presents the specific indirect-effect analysis using PLS bootstrapping technique assessing the mediating role of PSAT in the relationships between the predictors of PI.

Table 6:
Specific Indirect-Effect Analysis

	Estimate	Std. Dev.	t-Statistics	Prob.	Decision
SA -> PSAT -> PI	0.292	0.032	9.233	0.000	Supported
SCH -> PSAT -> PI	0.175	0.034	5.136	0.000	Supported
SP -> PSAT -> PI	0.199	0.034	5.889	0.000	Supported
VE -> PSAT -> PI	0.201	0.028	7.116	0.000	Supported
FoMo -> PSAT -> PI	0.081	0.022	3.625	0.000	Supported

FoMo = Fear of Missing Out; PI = Purchase Intention of Counterfeit Brands; PSAT = Psychological Satisfaction; SA = Social-Adjustive Function; SCH = Schadenfreude (Counterfeit Products); SP = Similarity Perception; VE = Value-Expressive Function

Social-adjustive function ($\beta = 0.292$, $p < 0.001$) significantly and positively affects PI through PSAT. Schadenfreude regarding counterfeit products ($\beta = 0.175$, $p < 0.001$) significantly and positively affects PI through PSAT. Similarity perception ($\beta = 0.199$, $p < 0.001$) significantly and positively affects PI through PSAT. Value-expressive function ($\beta = 0.201$, $p < 0.001$) significantly and positively affects PI through PSAT. FoMO ($\beta = 0.081$, $p < 0.001$) significantly and positively mediates affects PI through PSAT.

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Predictive Power and Relevance

Table 5 presents the predictive power and relevance of the model, using R-Square (R^2) and Q-Square (Q^2) values. R^2 indicates the proportion of variance in the endogenous constructs explained by the predictor constructs, reflecting the model's explanatory power. Q^2, obtained through a blindfolding procedure, assesses the model's predictive relevance, with values greater than zero indicating that the model has predictive capability for the endogenous constructs (Hair et al., 2011).

Table 5:
Predictive Power and Relevance

	R-Square	Q-Square
Purchase Intention of Counterfeit Brands	0.606	0.639
Psychological Satisfaction	0.803	0.620

PI has an R^2 value of 0.606, indicating that approximately 60.6% of the variance in purchase intention is explained by the predictor constructs, while its Q^2 value of 0.639 confirms strong predictive relevance (Hair et al., 2013). PSAT shows an even higher R^2 value of 0.803, meaning that 80.3% of its variance is explained by the model, with a Q^2 of 0.620 indicating adequate predictive capability (Hair et al., 2013).

Discussions

Relationship between Fear of Missing Out and Psychological Satisfaction

The correlation between FoMO and PSAT is upheld, with consumers with increased FoMO gaining satisfaction through their emotions following acquisition of counterfeit green clothing. FoMO creates anxiety and anticipation in a social context and when people buy the product it relieves their anxiety by restoring the bond with desired social experiences (Bertola & Colombi, 2024). FoMO makes people act in ways that can help them eliminate emotional discomfort. In this way, FoMO can increase the level of satisfaction by satisfying the psychological desire to stay socially informed and never be excluded (Tandon et al., 2025).

Relationship between Psychological Satisfaction and Purchase Intention

The findings prove that purchase intention to counterfeit green clothing is significantly reinforced by PSAT. When consumers get justified, satisfied, and emotionally satisfied when purchasing counterfeits, they tend to do the behavior again. According to Salimian et al. (2024), satisfaction reinforces behavioral tendencies because consumers choose experiences that endorse positive emotions. The willingness to participate in morally ambiguous consumption is strengthened by satisfaction. Thus, satisfaction serves as a strong internal force that establishes the purchasing intention in counterfeit clothes. This extends the psychological reinforcement and makes counterfeit buying a normalized and recurrent consumer behavior pattern (Nisar et al., 2023).

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Relationship between Social-Adjustive Function and Psychological Satisfaction

The results show that the social-adjustive role has a positive impact on PSAT. When consumers wear fake green clothes to achieve certain social acceptance or to commit group membership, the consumers are emotionally rewarded by belonging to the preferred social settings. According to Gupta and Lyndem (2024), social-adjustive attitudes serve to enable people to build positive impressions in their groups. Similar evidence is demonstrated on a study which demonstrate the increased strength of the emotional gains increased when purchasing counterfeits influenced by social influence. Therefore, the psychological fulfillment of social alignment increases among those who engage in counterfeiting (Babar & Khan, 2024).

Relationship between Schadenfreude and Psychological Satisfaction

Findings indicate that schadenfreude enhances psychological satisfaction, since customers derive pleasure in the perceived loss to authentic brands when they buy counterfeits. According to (Ngo et al., 2024), schadenfreude enhances every positive emotion about counterfeit products when the act is framed as a symbolic victory over luxury brands. Schadenfreude is a source of emotional satisfaction, and influences positive attitudes towards counterfeits. Therefore, the customers find contentment in the emotionally rewarding and retaliatory nature of the purchase. The resulting retaliatory satisfaction further makes it acceptable and even psychologically right to engage in counterfeit purchases (Salimian et al., 2024).

Relationship between Similarity Perception and Psychological Satisfaction

This research indicates that similarity perception is a sign of boosted psychological satisfaction. Whenever the imitation is almost similar to the original brand, consumers perceive that they are getting similar value with the reduced price, which raises emotional satisfaction. According to Shi et al. (2025), perceived similarity positively affects positive evaluations as consumers assume they attain identical social benefits. High-similarity counterfeits can also be viewed as equal in desirability by the counterfeit buyer. Therefore, similarity enhances satisfaction as it justifies purchase decision. The perceived similarity finally supports the sense of competence and makes the counterfeit decision seem justified and socially acceptable (Nicolau et al., 2025).

Relationship between Value-Expressive Function and Psychological Satisfaction

The value-expressive role exerted a positive influence on psychological satisfaction as the consumers wear fake green garments to demonstrate individuality, self-esteem, or sense of worth. According to Bumin and Bumin (2024), value-expressive attitudes can enable people to strengthen their self-concept. The purchase of counterfeit goods enables consumers to showcase aspirated values where genuine brands are unavailable. Consequently, counterfeit consumption improves satisfaction and emotional validation when it coincides with the personal identity like sustainability ideals or self-expression. This correspondence of identity and consumption also justifies the use of counterfeits as authentic and emotionally comforting (Al Balushi et al., 2024).

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Mediating Effect of Psychological Satisfaction between Social-Adjustive Function and Purchase Intention

The connection between the social-adjustive role and the purchase intention is mediated by psychological satisfaction. Using social-adjustive motives enable consumers to experience a sense of social orientation that brings more emotional satisfaction, a factor that eventually converts into better purchase intentions. According to Vassalo et al. (2024), a social-adjustive behavior increases belonging and social effects increase emotional reactions to fake products. The higher the satisfaction, the greater the intention to buy and thus psychological satisfaction is a significant mediator when translating social motives into behavioral consequences. This social reinforcement eventually gives the consumers more confidence and counterfeit purchasing becomes advantageous and socially viable (Tam et al., 2024).

Mediating Effect of Psychological Satisfaction between Schadenfreude and Purchase Intention

The impact of schadenfreude on purchase intention is mediated by psychological satisfaction. Schadenfreude brings emotional satisfaction and this satisfaction increases the level of satisfaction, which in turn rises the desire to purchase counterfeits. Schadenfreude increases positive feelings about fake brands. Salimian et al. (2024) also showed that schadenfreude enhances the intention to buy. Satisfaction thus serves as the emotional channel that changes hostile pleasure into increased purchase intention. The emotional shift leads eventually to the normalization of counterfeit buying by positioning aggressive pleasure as the rewarding consumer activity (Gupta & Lyndem, 2024).

Mediating Effect of Psychological Satisfaction between Similarity Perception and Purchase Intention

The relationship between similarity perception and purchase intention is mediated by psychological satisfaction. The emotional fulfillment grows when the consumers think counterfeits are very similar to real brands, and this augmented satisfaction elevates purchase intention. Similarity enhances positive perceptions of counterfeits. Bertola and Colombi (2024) discover that buyers perceive high similarity counterfeits to provide strong value. The perceived similarity is therefore converted into a greater intention to purchase by satisfaction. This perceived similarity reinforces the perceived reliability of the perceived value of the counterfeit products and ultimately consumers take the initiative to purchase them again as a result of the higher levels of psychological satisfaction (Valencia-Arias et al., 2025).

Mediating Effect of Psychological Satisfaction between Value-Expressive Function and Purchase Intention

The effect of the value-expressive role on purchase intention is mediated by psychological satisfaction. As long as fake purchases enable consumers to communicate personal values to them, there is higher satisfaction and this augmented satisfaction enhances the intention to purchase. According to Sayem et al. (2025),

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value-expressive attitudes reinforce emotion. When original products are expensive, consumers adopt counterfeits to convey identity. Satisfaction will therefore act as the emotional intermediary between value-expression and behavioral intention. Such emotional identification pushes consumers to by referring to counterfeit decisions as having personal importance, which strengthens their intention to purchase by increasing psychological contentment (Custom Market Insights, 2024).

Mediating Effect of Psychological Satisfaction between Fear of Missing Out and Purchase Intention

The relationship between FoMO and purchase intention is mediated by psychological satisfaction. FoMO increases the state of emotional urgency, and the satisfaction of the acquisition of counterfeit goods enhances the desire, which, in turn, reinforces the intention to purchase. FoMO makes people do things to reestablish emotional equilibrium. Bertola and Colombi (2024) point out that the FoMO-controlled behaviors lessen emotional distress. Satisfaction thus transforms FoMO-generated anxiety into a greater urge to buy counterfeit products. This FoMO-induced reward eventually persuades consumers that the fake purchase will allow them to reduce anxiety about being left out, thus enhancing the purchase intentions by increasing the psychological reward (Tandon et al., 2025).

Conclusion and Recommendations

Conclusion

Based on the TRA and further elaborated on with the help of affective and value-based postulates, the results demonstrate that all antecedents, such as value-expressive function, social-adjustive function, (FoMO) and similarity perception have an important impact on psychological satisfaction. Collectively, these variables indicate that the motivations behind counterfeit consumption are not just price sensitive or because of this lack of access but are deeply rooted in emotional, social and identity oriented reasons.

Psychological satisfaction found as an important predictor of purchase intention towards counterfeit green apparel and it reveals that counterfeit consumption brings an emotional satisfaction that allows consumers to rationalize morally questionable choices. The findings also indicate that all the relationships suggested are significantly mediated by satisfaction, which implies that social motives and identity expression, emotional gratification, and perceived value are only translated into purchase intention when consumers find the act psychologically rewarding.

The study concluded that counterfeit green clothing consumption is a multifaceted interaction between self-concept, social belonging, emotional compensations, and perceived similarity to authentic brands. These results add to the existing knowledge on the topic of consumer behavior in markets where sustainability is considered, yet affordability and accessibility remain key limitations.

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Recommendations

Essentially, original sustainable clothing brands must work on offering deeper emotional value and building strong consumer connection by clearly communicating their positive environmental impact, ethical sourcing, and product authenticity through transparent storytelling and traceability activists. Furthermore, sustainable clothing brands should look to increase their digital engagement by on introducing more limited edition releases and youth promotions. This will keep consumers connected to the brand and avoid turning to counterfeit options.

Sustainable clothing brands are also advised to incorporate distinctive design features, anti-counterfeit labels, quality differentiation and consumer education about packaging and problems with the counterfeit to increase their satisfaction with counterfeits customers. Affordability also matters with regards to Pakistan's economic context; therefore, sustainable clothing should drive the creation of low-cost sustainable-lines, the introduction of installment-based purchase schemes, maximum value-driven alternatives through upcycling or repair services.

Lastly, policymakers and regulatory authorities must work with sustainable clothing brands to build a robust anti-counterfeit monitoring process in local markets and online through combined public campaigns to aware consumers about the social, economic, and environmental harm of counterfeits of green apparel. All the suggestions given above can help curtail the demand for counterfeited green clothes while strengthening the market for legitimate sustainable fashion in Pakistan.

Limitations and Future Research

There are some limitations to the study which offer opportunities for future research. The use of cross-sectional design limits the ability to measure the change in consumer attitude through time. Longitudinal studies could provide better insights into changing behavior towards counterfeit green clothing. Also, the findings won't be generalized to any other city of Pakistan except Karachi due to the ease and snowball sampling. Future research may use a probability-based or a multi-city approach. Lastly, the study relied on self-reported data, which may suffer from social desirability bias, especially given the nature of counterfeit consumption. The validity of the research can be further strengthened by future researchers with experimental designs, behavioral data, or qualitative triangulation. In addition, the model is centered on specific psychological constructs. However, future work could look at moderators – e.g., income, moral intensity, religiosity, or perceived green washing. Next, exploring social media platforms and influencer-led counterfeit markets may shed light on new trends.

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