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Original Research

EVALUATION OF THE IMPACT OF COUNTERFEIT GOODS ON ECONOMIC SECURITY IN NAIROBI, COUNTY KENYA.

¹ABDI Aden Dube and ²SOLOMON Muhindi

¹Mount Kenya University and ²School of Social Sciences, Mount Kenya University

Email: [1dubexd47@gmail.com](mailto:dubexd47@gmail.com) and [2solomonpeterkavaimuhindi@gmail.com](mailto:solomonpeterkavaimuhindi@gmail.com)

ABSTRACT

The present study explored the multifaceted impact of counterfeit goods on economic security. The independent variable is security and dependent variable was counterfeit goods consequences. Counterfeit goods, driven by globalization and digital technology, have become a pervasive global challenge. The study adopted a mixed method methodology with a focus on both qualitative and quantitative approaches. The population constituted of 300 participants and the sampling techniques included probabilistic and non-probabilistic method. The sample included 171 participant driven by Yamane 1967 formula. The instrument for data collection included questionnaires and interview schedules. Data was analyzed by the use of SPSS 24 version and descriptive and inferential statistics were used in the study. Findings of the study is adjudged to contribute to security checks and interventions posed by counterfeit good. This included both economic, health and environmental perspectives of security as articulated by Buzan. The findings underscore the urgent need for interventions to address the environmental challenges associated with counterfeit trade in the region. In conclusion, the study highlights the multifaceted impact of counterfeit goods, emphasizing the importance of comprehensive strategies to mitigate these challenges. Strengthening legal frameworks and enforcement mechanisms, fostering international collaboration, and raising consumer awareness are recommended to combat counterfeit trade effectively. Additionally, promoting sustainable manufacturing practices and implementing eco-friendly materials can help minimize the environmental footprint of counterfeit production. Overall, addressing the environmental security implications of counterfeit goods is crucial for safeguarding the ecological integrity of Nairobi County and promoting sustainable development in the region.

Keywords: Counterfeit Goods, Economic Security, Kenya

BACKGROUND TO THE STUDY

Numerous researchers have undertaken extensive investigations into the multifaceted economic consequences of counterfeit goods on a global scale. Smith, (2018) conducted a comprehensive study that illuminated the stark economic losses incurred as a direct result of counterfeit products infiltrating markets. Their findings highlighted the intricate chain reaction triggered by counterfeit goods, leading to outcomes such as job displacement and a reduction in overall revenue. This research demonstrated that counterfeit goods are not just isolated incidents but rather catalysts for significant disruptions in the economic landscape. The study particularly emphasized how

counterfeit goods can precipitate layoffs and ultimately contribute to diminished business profitability. By exposing the economic vulnerabilities inherent in counterfeit trade, Smith, (2018) study sheds light on the urgency of addressing this issue for the sake of economic security.

Building upon this line of research, the International Chamber of Commerce (ICC) (2020) offered insights into the extensive impact of counterfeit trade by examining its reverberations throughout complex supply chains. The ICC's study showcased the intricate disconnectedness of industries, distributors, and retailers within supply chains, illustrating how the introduction of counterfeit products can set off a ripple effect that undermines the entire ecosystem. This interconnected nature magnifies the economic security concerns, extending the consequences of counterfeit goods beyond mere product-level impacts. The study emphasized that the effects are felt across diverse sectors, ultimately influencing job markets, industry viability, and the overall economic health of nations.

Furthermore, the ICC's findings underscore the intricate balance that constitutes economic security. The study illuminated how disruptions caused by counterfeit goods can lead to downstream economic repercussions, affecting not only businesses but also the livelihoods of workers and the financial stability of communities. This disconnectedness reveals that safeguarding economic security requires a comprehensive approach that considers not just individual economic entities, but the intricate web of relationships and dependencies that constitute the global economy. The economic impact of counterfeit goods has been examined through the lens of regional studies, offering insights into the nuanced consequences of counterfeit trade in specific contexts. One such instance is the study conducted by Wanjohi, (2019), which delved into the implications of counterfeit agricultural inputs in the Sub-Saharan African region. By focusing on this specific sector, the researchers highlighted how counterfeit goods can have far-reaching and multifaceted consequences that reverberate through industries, livelihoods, and broader economic security considerations.

In essence, Fiorini and Hoekman's (2020) study unveils the delicate balance between intellectual property rights and economic security. It highlights how robust IP protection bolsters innovation, bolsters economic growth, and contributes to overall stability. Conversely, counterfeit trade's impact on intellectual property rights can lead to a downward spiral of reduced innovation incentives, industry competitiveness, and economic prospects. As the global economy becomes increasingly knowledge-based, understanding the symbiotic relationship between IP rights and economic security is imperative. The study by Fiorini and Hoekman's (2020) demonstrates that an investment in intellectual property protection is an investment in economic stability and prosperity, underscoring the pivotal role that addressing counterfeit trade plays in ensuring a secure economic future. While existing research has illuminated various facets of the impact of counterfeit goods on economic security, several gaps persist. Firstly, the majority of studies focus on aggregated economic consequences, such as job losses and revenue reduction, without deeply examining the specific mechanisms through which counterfeit goods infiltrate markets. Smith et al. (2018) underscore the revenue losses and job displacement caused by counterfeit goods, yet the intricate pathways through which counterfeit products find their way into legitimate supply chains remain underexplored.

Moreover, limited attention has been directed towards the interplay between counterfeit goods and the informal economy, which can amplify the economic security challenge. Informal markets often serve as fertile grounds for the circulation of counterfeit products, exacerbating economic vulnerabilities. Baldwin (2020) emphasizes the disruption of global value chains due to counterfeit infiltration but does not delve into the nuances of informal economies' susceptibility to

counterfeit trade's adverse effects. Furthermore, there is a scarcity of studies that delve into the indirect economic repercussions of counterfeit goods, such as the strain on public resources due to counterfeit product-related health issues. Counterfeit products like pharmaceuticals or consumables can lead to public health crises, burdening healthcare systems and redirecting resources from other essential services. Ochieng, M, (2019) highlight the impact of counterfeit electronics on the economy but do not address the potential strain on public resources due to health implications.

Additionally, while some studies have conducted regional analyses, a comprehensive exploration of the impact of counterfeit goods on economic security within specific regions, such as Nairobi County, is notably absent. The localized dynamics of counterfeit trade in such urban centers demand focused research to understand the unique challenges and implications within these contexts. This research gap is particularly salient given the administrative and economic significance of Nairobi County in the Kenyan context.

STATEMENT OF THE PROBLEM

The proliferation of counterfeit goods poses a significant threat to the economic security of Nairobi County, Kenya. Despite efforts to combat this issue, counterfeit products continue to infiltrate various sectors of the economy, leading to a multitude of problems. Firstly, the presence of counterfeit goods undermines the integrity of legitimate businesses, resulting in financial losses and diminished consumer trust. Legitimate businesses often struggle to compete with the lower prices of counterfeit products, which can lead to reduced sales, layoffs, and even closures.

The widespread availability of counterfeit goods jeopardizes consumer safety and health. Many counterfeit items, including pharmaceuticals, electronics, and food products, fail to meet safety standards, exposing consumers to potential harm. This not only endangers individual health but also strains public health resources.

The economic security of Nairobi County is compromised by the loss of government revenue. Counterfeit goods often evade taxation and customs duties, depriving the government of essential funds needed for public services and infrastructure development. This loss of revenue impacts the overall economic stability and growth of the region. The production and distribution of counterfeit goods are frequently linked to organized crime, contributing to broader security concerns. The illegal nature of these activities often involves corruption, money laundering, and other criminal enterprises, further destabilizing the economic environment.

The persistent issue of counterfeit goods hinders foreign investment and trade. International businesses may be deterred from entering the market due to the risks associated with counterfeiting, limiting opportunities for economic expansion and development. The impact of counterfeit goods on the economic security of Nairobi County is multifaceted and far-reaching. Addressing this problem requires a comprehensive approach that involves strengthening regulatory frameworks, enhancing enforcement mechanisms, and raising public awareness about the dangers of counterfeit products. Only through coordinated efforts can the economic security and prosperity of Nairobi County be safeguarded.

LITERATURE REVIEW

In the UK, counterfeit goods have long been a problem that has impacted several economic sectors. According to 2019 research by the Intellectual Property Office (IPO), the yearly losses from counterfeit products are anticipated to be in the billions. In addition to hurting genuine companies' ability to compete, the availability of counterfeit goods puts customers' health and safety at danger (IPO, 2019). Legislative activities, government enforcement actions, and public awareness

programs aimed at enlightening customers about the dangers of counterfeit goods are some of the strategies being used to tackle this problem.

Concern about how counterfeit products affect economic security is developing in Japan. Research conducted by institutions like the Japan External Trade Organization (JETRO) has shown how innovation, investment, and consumer confidence are all negatively impacted by the counterfeit trade (JETRO, 2020). Counterfeit goods damage Japanese companies' reputations abroad in addition to costing real firms money (JETRO, 2020). Japan has responded to this problem by enforcing strict laws and working with other nations to fight international counterfeit networks.

The abundance of fake products in South Africa presents serious obstacles to the country's economic stability. Studies carried out by the South African Revenue Service (SARS) reveal that counterfeit goods are widely accessible across many industries, such as apparel, electronics, and medicines (SARS, 2018). The spread of fake products not only makes local sectors less competitive, but it also makes it more difficult to draw in foreign investment (SARS, 2018). To tackle this issue, measures such as fortifying legislation pertaining to intellectual property, improving border security, and increasing awareness among consumers and enterprises are undertaken.

Ghana also struggles with the negative effects of counterfeit products on the country's economy. Appiah, Tweneboah-Koduah, and Dartey-Baah (2016) highlighted the negative effects of counterfeit products on real companies and the economy at large in their research. In addition to undermining customer trust, counterfeit goods can skew market competitiveness (Appiah et al., 2016). Ghana is making efforts to address this problem via legislation, enforcement actions, and public awareness campaigns regarding the dangers of counterfeit products (Appiah et al., 2016). Counterfeit products can represent serious risks to Tanzania's economic stability. According to 2017 research by Kamala, counterfeit goods are widely available in a number of industries, including electronics, medicines, and textiles. In addition to harming respectable companies, the flood of fake items causes tax avoidance, which costs the government money (Kamala, 2017). Tanzania is making efforts to address this problem by bolstering enforcement protocols, improving inter-agency cooperation, and increasing public knowledge of the dangers of purchasing counterfeit goods (Kamala, 2017).

Wanjohi, (2019) conducted a meticulous examination of the economic effects of counterfeit agricultural inputs, revealing that the ramifications extend beyond mere financial losses. Their research exposed a scenario where counterfeit agricultural products not only undermine crop yields and agricultural productivity but also disrupt the very livelihoods of farmers who depend on these inputs. The consequence of this disruption is a ripple effect that radiates through the agricultural sector, impacting not only individual farmers but also agricultural markets, food production, and subsequently, economic stability. This localized analysis accentuates the sector-specific nature of goods' impact on economic security. It underscores how counterfeit goods are not confined to isolated incidents but can infiltrate critical sectors, leading to a cascade of repercussions that compromise the overall well-being of the region's economy. The research by Wanjohi, (2019), further elucidates that addressing the challenge of counterfeit goods necessitates targeted interventions that address the unique dynamics of each sector. Moreover, this regional study amplifies the complexity of counterfeit goods' impact by shedding light on the inter dependencies within sectors. The agricultural sector, in this instance, provides a vivid example of how counterfeit goods' infiltration can disrupt supply chains, decrease agricultural productivity, and contribute to economic instability. This interplay underscores that the economic security concerns posed by

counterfeit goods are deeply intertwined with the intricate relationships that constitute various industries.

The effect of fake products on economic security is a major issue in Kenya. According to 2019 research by Gathogo and Mwaura, the counterfeit trade hurts both genuine companies and the economy as a whole. According to Gathogo and Mwaura (2019), counterfeit goods put consumers' health and safety at risk in addition to costing companies' money. Legislative changes, enforcement measures, and public awareness programs warning customers about the risks of counterfeit goods are some of the strategies Kenya is using to address this problem (Gathogo & Mwaura, 2019).

THEORETICAL REVIEW: RATIONAL CHOICE THEORY

Rational Choice Theory traces its roots to classical economics and the works of thinkers like Jeremy Bentham and John Stuart Mill, who emphasized the concept of utility maximization (Smith, 2003; Mill, 1863). However, it was in the mid-20th century that RCT gained prominence in social sciences. Scholars such as George Homans and James S. Coleman contributed to its development in sociology (Homans, 1961; Coleman, 1990). In economics, Nobel laureates Gary Becker and Thomas Schelling further refined the theory's application to various contexts (Becker, 1976; Schelling, 1960). RCT offers valuable insights into understanding a wide range of human behaviors, from economic decisions to social interactions (Becker, 1976; Coleman, 1990). It provides a coherent framework for predicting individual choices in scenarios involving trade-offs, incentives, and constraints. RCT's emphasis on individual agency has facilitated the analysis of complex phenomena, including criminal behavior, voting patterns, and consumer choices (Becker, 1976; Schelling, 1960). Critics argue that RCT oversimplifies human behavior by assuming that individuals are solely driven by rational calculations. It may neglect the role of emotions, social norms, and cognitive biases in decision-making (Simon, 1955; Kahneman & Tversky, 1979). RCT's focus on self-interest can be criticized for failing to adequately explain altruistic behaviors and actions that prioritize collective well-being over individual gain (Bowles, 1998; Ostrom, 1998).

One area where rational choice theory's limitations become evident is the realm of counterfeit goods and their impact on economic security. While RCT suggests that individuals weigh the pros and cons of purchasing counterfeit products, it overlooks the fact that consumers may lack accurate information about the authenticity of goods. This discrepancy between assumed rationality and the realities of counterfeit markets highlights the theory's shortcomings in explaining decisions driven by incomplete information and misinformation.

While RCT assumes that individuals make choices that maximize their utility, the presence of counterfeit products disrupts this assumption. Counterfeit goods often lead to reduced economic stability, eroding revenue streams for legitimate businesses and government taxation (OECD, 2020; ICC, 2019). Additionally, counterfeit markets can fund criminal networks, contributing to economic insecurity (Barranco-Mendoza & Xu, 2021; UNODC, 2019). Thus, RCT's idealized rational decision-making model falls short when applied to the complex dynamics of counterfeit goods' impact on economic security.

RESEARCH METHODOLOGY

Dawson (2019) states that research methodology is the basic concept that guides your research. Thus, the study methodology was mixed research methodology with a focus on both qualitative and quantitative methods. Mixed methodology is suitable for this study as it enlightened on both

qualitative and quantitative data interpretations thus creating triangulation of analyzed arguments from the interview guides and questionnaire.

Research design

The study adopted a descriptive research design which is concerned with determining the frequency with which something occurs or the relationship between variables. A descriptive research design was preferred in this study since it allows for analysis of different variables at the same time and enables the researcher to describe variables, situations and conditions (Erikand & Marko, 2011). In addition, descriptive research design was chosen because it enables the researcher to generalize the findings to a larger population.

Location of the study

The research took place in Nairobi County. This is because the research focused on residents and government employees who live and work in the area. According to Ngechu (2004), the target audience is specific people who are required to get information. A well-defined set of persons, services, features, events and groups of objects or households under investigation.

Target population

Mugenda and Mugenda (2012) states that target population is a complete set of cases, objects or people with certain characteristics that are common and that can also be seen. The target group was 300 participants from Nairobi County.

Table 1: Target Population

Group	Population
Consumers	150
Manufacturers	45
Regulatory Authorities	45
Businesses	60
Total	300

Source: Author (2023)

Sampling procedures and techniques

According to Krejcie and Morgan (1970) a sample is small group of people selected from the population for the purpose of investigation. Alvi (2016) defines sample size as the number of sampling units that are selected to be included in the sample. The sample size of this study was 171 respondents. The study used the Yamanes (1967) formula given below to come up with the sample:

$$n = N / (1 + N(e^2))$$

Where:

n = Sample size

N = Population size

e = Margin of error (expressed as a decimal)

Plugging in the values:

$$n = 3001 + 300(0.052) \quad n = 1 + 300(0.052)300$$

$$n = 3001 + 300(0.0025) \quad n = 1 + 300(0.0025)300$$

$$n = 3001 + 0.75n = 1 + 0.75300$$

$$n = 3001.75n = 1.75300$$

$$n \approx 171.43$$

Table 2: Sample Population

Group	Population	Sample
Consumers	150	80
Manufacturers	45	25
Regulatory authorities	45	25
Businesses	60	41
Total	300	171

Source: Researcher (2023).

Construction of research instruments

Due to its advantages in administration, questionnaire is effective at gathering data. It allows for the quick collection of data for the study and can be given to several respondents at once. Respondents have the flexibility to express themselves and their opinions in questionnaire (Gay & Diehl 1992). Moreover, surveys give respondents' anonymity, allowing for more honest answers than in interviews. The benefits of questionnaires are their low cost, lack of prejudice, uniformity of questions, standardization, and ample time for respondents to respond.

Key informants were surveyed using interview schedules to gather information. Face-to-face interviews were planned. According to the convenience of the participants, interviews with the key informants were organized.

Data collection methods and procedures

Data was collected using a self-administered questionnaire and interviews. The researcher used the online questionnaire because the respondents may not have sufficient time to answer the physical questionnaire hence having quick access to the internet the questionnaire can be answered by the participants in a timely manner. The survey instrument was largely tested in the research while 10% of the sample respondents were unconsidered in the main study. The reliability and the validity test were supported by the pilot test of the research instrument. Analysis that are non-significant include ANOVA tests, correlation and regression analysis. The results of the research were presented using diagrams, tables and reference diagrams. Data cleaning was performed to identify errors such as entries which are missing or any duplicates after data has been collected. SPSS version 24 was the major software for classifying and converting numerical codes from the response questionnaires.

Ethical considerations

Based on ethical guidelines, the research ensured that a letter of introduction was attached to the research instrument and asked for the consent of the respondents before participating in the research. The study also ensured that research permission is obtained from MKU before starting data collection. Further research required ethical approval, and a research grant from NACOSTI was used during the reporting period. Further investigation ensured that all research information collected is used for academic purposes only, and confidentiality of the respondents is maintained throughout the research.

FINDINGS

Response Rate

The researcher issued 171 questionnaires, 136(79.54%) of the questionnaires were returned while 35(20.46%) of the questionnaires were not returned, the study therefore had a respondent rate of 79.54%.

Table 3 presents reliability statistics, specifically Cronbach's Alpha coefficients, for the measured variables. Cronbach's Alpha is a measure of internal consistency reliability, indicating how closely related a set of items are as a group. In this case, the Cronbach's Alpha coefficient is 0.854, suggesting a high level of internal consistency among the items. Additionally, the Cronbach's Alpha coefficient based on standardized items is 0.857, reaffirming the reliability of the measurement. Both coefficients exceed the commonly accepted threshold of 0.7, indicating strong internal consistency. Furthermore, the analysis includes a total of three items, providing a succinct measure of reliability for the scale used in the study. Overall, these findings indicate that the measured variables exhibit strong reliability, enhancing confidence in the validity of the research outcomes.

Table 3: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on N of Items Standardized Items	
.854	.857	3

Summary Item Statistics

Table 4 provides summary item statistics for the measured variables, including mean, minimum, maximum, range, maximum/minimum ratio, variance, and inter-item correlations.

Table 4: Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Inter-Item Correlations	.666	.612	.754	.142	1.232	.005

The mean value across items is 0.666, indicating the average score. The minimum and maximum values represent the lowest and highest observed scores, respectively, while the range reflects the difference between these extremes. The maximum/minimum ratio of 1.232 highlights the variability within the data. The variance, at 0.005, quantifies the dispersion of scores around the mean. Inter-item correlations measure the relationships between pairs of items, with a mean

correlation of 0.666 indicating moderate positive associations among the variables. Overall, these statistics provide a comprehensive overview of the distribution and relationships of the measured items, aiding in the interpretation of the research findings.

Impact of Counterfeit Goods on Economic Security

The study sought to evaluate the impact of counterfeit goods on economic security in Nairobi, County Kenya. The study findings revealed that a mean of 3.9412 with a standard deviation of 1.58589 of the respondents suggested that counterfeit goods negatively impact the revenue of legitimate businesses in Nairobi County. The study also revealed that a mean of 3.2206 with a standard deviation of 1.72000 of the respondents revealed that the presence of counterfeit goods distorts market competition in Nairobi County. On the other hand a mean of 3.1985 with a standard deviation of 1.74619 of the respondents revealed that counterfeit goods contribute to job losses in Nairobi County, the study further revealed that a mean of 3.9265 with a standard deviation of 1.59922 of the respondents suggested that Law enforcement efforts to combat counterfeit goods are effective in Nairobi County while a mean of 3.6715 reflecting a standard deviation of 1.64097 of the respondents suggested that Consumers in Nairobi County are aware of the economic risks associated with counterfeit goods. Majority of the respondents suggested that Counterfeit goods negatively impact the revenue of legitimate businesses in Nairobi County in the study carried out on assessment of counterfeit goods consequences on security in Nairobi County, Kenya.

Table 5: Impact of Counterfeit Goods on Economic Security

	N	Minimum	Maximum	Mean	Std. Deviation
Counterfeit goods negatively impact the revenue of legitimate businesses in Nairobi County.	136	1.00	5.00	3.9412	1.58589
The presence of counterfeit goods distorts market competition in Nairobi County.	136	1.00	5.00	3.2206	1.72000
Counterfeit goods contribute to job losses in Nairobi County.	136	1.00	5.00	3.1985	1.74619
Law enforcement efforts to combat counterfeit goods are effective in Nairobi County.	136	1.00	5.00	3.9265	1.59922
Consumers in Nairobi County are aware of the economic risks associated with counterfeit goods.	137	1.00	5.00	3.6715	1.64097
Valid N (listwise)	136				

The study conducted in Nairobi County, Kenya, revealed significant insights into the impact of counterfeit goods on economic security. The findings indicated that counterfeit products have a

detrimental effect on the revenue of legitimate businesses, with respondents suggesting a negative impact on revenue. This observation resonates with the literature reviews provided, particularly the research conducted by the International Chamber of Commerce (ICC), which highlighted how counterfeit trade disrupts supply chains, leading to revenue reductions throughout complex ecosystems. Additionally, the study findings and literature reviews both suggest that the presence of counterfeit goods distorts market competition, corroborating the notion that counterfeit products can undermine fair market dynamics.

Moreover, the study findings concerning job losses due to counterfeit goods align with the broader implications outlined in the literature reviews. Both the study and the research by Wanjohi, (2019) underscored the ripple effect of counterfeit goods on employment, illustrating how disruptions in industries reverberate through job markets and contribute to economic instability. The correlation between the study's findings and the literature reviews strengthens the understanding that counterfeit goods pose multifaceted threats to economic security, extending beyond mere revenue losses to encompass broader socio-economic ramifications.

Furthermore, the effectiveness of law enforcement efforts in combating counterfeit goods, as suggested by the study respondents, resonates with the emphasis placed on the importance of robust intellectual property (IP) rights protection in the literature reviews. Fiorini and Hoekman's (2020) highlighted the significance of IP rights enforcement in deterring counterfeiting and fostering innovation, thereby contributing to economic stability. This parallel underscores the interconnectedness between effective regulatory frameworks and economic security, emphasizing the need for comprehensive strategies to address the challenges posed by counterfeit trade.

The alignment between the study's findings and the literature reviews underscores the complex and far-reaching consequences of counterfeit goods on economic security. By elucidating the interconnectedness between market dynamics, employment, and regulatory frameworks, the collective body of research emphasizes the imperative of holistic approaches to mitigate the adverse effects of counterfeit trade and safeguard economic well-being.

STUDY CONCLUSIONS

The study's findings reveal that counterfeit goods significantly contribute to environmental pollution in Nairobi County, Kenya. The consensus among respondents underscores the urgent need for proactive measures to mitigate the environmental impact of counterfeit products. This conclusion highlights the pressing nature of addressing the environmental hazards associated with counterfeit trade to safeguard the ecological integrity of the region effectively.

STUDY RECOMMENDATIONS

For Study Recommendations to address the environmental security risks posed by counterfeit goods in Nairobi County, several targeted actions are recommended: Enhance regulatory measures to combat counterfeit production, distribution, and sale. Implement stricter penalties for environmental violations associated with counterfeit goods to deter illicit activities effectively.

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