

Competence And Suitability Of The Security Function In Controlling Entry Of Counterfeit Products Through The Port Of Mombasa, Kenya

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ABSTRACT

This study has been triggered by increase of counterfeit goods in the local markets whose origin is outside Kenya. This study sought to establish the competence and suitability of the security function in controlling entry of counterfeit products through the port of Mombasa. Despite the government putting measures to control entry of counterfeits. The existence of counterfeit goods in the market has led to Kenyans not to get value for money on purchase or end up using goods that might have negative health implications. The government has lost revenue by tax evasion or tax underpayments, money that can be used for infrastructure development in our country. This study examined influence of policy on increased control of counterfeit products at the port of Mombasa and how security personnel employ the policies in controlling entry of counterfeits. This study also assessed the knowledge on counterfeits of security personnel at the port of Mombasa and how this contributes to controlling counterfeiting. This study was anchored on two theories namely two factor theory of motivation and Vroom's expectancy theory of motivation to describe the behavior of security personnel who are involved in controlling entry of counterfeits. This study utilized descriptive research design and the target population was a total of 248 security personnel drawn from different security agencies who are charged directly with detection and control of counterfeits at the port of Mombasa. This study applied probability sampling design by utilizing stratified random sampling techniques as well as purposive sampling to specifically select a sample size of 106 respondents from the study population. A semi structured questionnaire was the major data collection tools of this study. Gathered data was analyzed quantitatively, aided by the Statistical Package for Social Sciences (SPSS) where averages were computed and findings presented using tables and charts. Findings and recommendations are

expected to help reduce or completely curb counterfeits in Kenyan markets as well as provide basis for future research. In all, 57% of the respondent indicated that there was a link between the working conditions and the efficiency of the Security personnel. Working conditions, training, policies and deployment levels influences the efficiency of the security personnel to a level of 90.4 percent. The recommendations from the study are: the government and other relevant agencies should be involved in policy making. The oversight bodies, enforcement agencies and other regulatory agencies should work under one body and involve the National Intelligence and the Directorate of Criminal intelligence for surveillance.

BACKGROUND TO THE STUDY

Counterfeiting is defined as the manufacture, production, packaging, repackaging, labeling or making whether in Kenya or elsewhere of any goods whereby those protected goods are imitated in such manner and to such degree that those other goods are identical or substantially similar copies of protected goods without the authority of the owner of intellectual property rights subsisting in Kenya or elsewhere in respect of protected goods. (KAM, 2013)

Trade in counterfeit products is a flourishing business and a major problem in the global economy. It is a multibillion dollar business which is spreading widely fast among the low income earners. Research shows that the rampancy of this trade and the rapidness of its growth is fueled by a number of factors ranging from limited supply of genuine products, inability to identify the original products, high prices of the original products, poverty, corruption and ignorance of the populace (Staake, & Fleisch, 2008). The recent total removal of import restrictions and controls at the ports, digital technology, and globalization and trade liberalization policies has also been associated with increased counterfeit products in the market. The consumers of counterfeits are duped into believing that counterfeit products are retailed at prices a fraction of the original products. Counterfeit products result to genuine companies globally losing up US\$ 630 billion annually (E.A.C Policy on Anti-Counterfeits and Anti- piracy, 2010)

Industries globally lose billions of dollars every year to counterfeiters. These costs impact on victim countries in a number of different ways. First of all, industries which find themselves in direct competition with counterfeiters suffer a direct loss in sales. Indeed, some markets are even dominated by counterfeiters, creating barriers of entry for the producers of the genuine product. Some would argue that the buyers of the fakes would not have bought the genuine item but that is a very narrow argument and can only apply to a small segment of luxury goods. Many counterfeit products today are of higher quality and compete directly with the genuine items (Stumpf, 2010).

Findings by the European Commission in November 2013 indicated that china is the world's largest source of counterfeit goods. 66 per cent of goods seized in Europe in 2012 came from Asia that is Thailand and China in particular. Examples of other findings are; according to the U.S. Custom Patrol at the Ports, found that most of the seized counterfeit goods were dominated by goods from China. During fiscal years 2012 through 2017, China accounted for 77 percent of the aggregate value of goods seized in the United States, with the closest competitor being Hong Kong, a special administrative region of China, which accounted for 7 percent. India ranked third, accounting for

only 2 percent. Another example is research by the Organization for Economic Cooperation and Development, an intergovernmental group based in Paris that also considered China to be the number one offender when it came to counterfeit goods.

Regionally, a recent study on counterfeit pharmaceutical products in Africa by Anti- Counterfeiting and Product Protection Program revealed that majority of African countries use counterfeit drugs. Counterfeiting in Africa remains a serious threat to African economy with the main entry points being the African shore lines (Wilson et al., 2011). Counterfeit pharmaceuticals used to combat malaria and tuberculosis has been blamed for up to 700,000 deaths in Africa each year. Counterfeits trade in Africa is accelerated by lack of proper anti-counterfeits policies, lack of combating strategies, political instability, consumer ignorance of the hazards, weak instructional capacity and policies, neglect of the brand owners to protect their products and elimination of import restrictions and control policies (Draft on E.A.C. policy on Anti- counterfeits and Anti – piracy 2009).

Security personnel in the port of Mombasa are charged with the responsibility of ensuring that goods entering the country are of good quality among other duties. They undertake all measures to detect and intercept counterfeit by employing technology in ensuring all the goods meet the required standards. In spite of these roles, there is continued prevalence of entry of counterfeits in the local markets. The multi-agency security and counterfeit agency has not been able to convincingly prevent the entry of counterfeits in Kenya through the port of Mombasa.

Lax security creates opportunities for counterfeit and stolen goods to make their way into legitimate production, wholesale, and retail channels. Globalization, the Internet, and advanced technology have made it easier for counterfeiters to infiltrate fake products into the supply chain and increase the availability of these products in markets around the world. Yet many businesses, particularly small and medium-size companies, do not fully appreciate the bottom-line cost of lax supply chain security and the adverse impact it has on brand value. This study thus sought to establish the competence and suitability of the security function in controlling of counterfeit products through the port of Mombasa.

PROBLEM ANALYSIS

Despite having security personnel from different agencies in the port of Mombasa it has not been possible to completely control entry of Counterfeits in Kenya. Counterfeiting certainly impacts legitimate businesses, causing lost sales, lower profits and loss of brand trust and value. Kenyan Governments get lower tax revenues and higher spending on welfare, health services and crime prevention. Consumers receive poorer quality products that are unregulated and unsafe Kenyan pharmacies and distributors continue to face several challenges from illegal trade in pharmaceuticals products. Counterfeit drugs are a global public health problem causing death, disability and injury affecting adults and children. Moreover, as businesses suffer lower income and damaged brands, they at times opt to cut on jobs and reduce investment leading to lower economic growth. An effective Port Security Management is important in every country and can have a significant effect in supporting economic development through efficient processing systems. The systems should aim at enhancing the measures of reducing illegal entry of counterfeit consumer products through the Ports.

The demand for counterfeit consumer products is affected by awareness of consumers on the products and the price charged among other things. Supply of counterfeit goods is affected by the profitability of trading and such disincentives as risk. Some kinds of risk merely result in tactical changes, which may drive up the price charged but do not really affect incentives. Risks, such as direct threats to counterfeit leaders of incarceration, having their financial assets frozen, and having their travel and residency locations severely limited, are disincentives that may deter activities perhaps causing a scale-down of attempted sneak in of counterfeits or a shift to other forms of crime. The threats of counterfeit consumer products are issues of concerns to states. Therefore, all states in the world look at measures to increase security at their Ports of entry in order to control entry of counterfeits. Several studies have been done on counterfeit consumer products. Other studies have indicated that the economy and research in developing countries is greatly affected by counterfeiting since the resources to be used in buying genuine products are used in controlling the counterfeits. Counterfeiting reduces supply and endangers the genuine products if not controlled. The Manufactures tend to increase the price of the genuine products as they employ the anti-counterfeiting technologies into their products and packing.

Objectives of the Study

To assess the competence and suitability of the security function in controlling entry of counterfeit products through the port of Mombasa

WORKING CONDITIONS FOR SECURITY PERSONNEL

Globally, Naharuddin and Sadegi (2013) did a study on Factors of Workplace Environment that Affect security personnel' Performance: A case of Miyazu Port, Malaysia. The findings showed that only supervisor support is not significant towards the employees' performance while job aid and working conditions had a significant relationship towards employees' performance. In his study, Tamessek (2009) on the other hand analyzed the extent to which security personnel in India perceived their workplace conditions as fulfilling their intrinsic, extrinsic, and social needs and their need to stay in the organization. He also analyzed the impact of perception of workplace conditions on employee commitment and turnover in the organization, he concluded that if the employees are provided with enabling workplace environmental support, they will be highly satisfied and show high level of commitment towards their organization and hence low turnover rate.

Hameed and Amjad (2012) in a survey of 31 security firms in Iraq showed that comfortable and ergonomic office design motivates the employees and increased their performance substantially. Aisha et al. (2013) in their study "Effects of Working Ability, Working Condition, Motivation and Incentive on Employees Multi-Dimensional Performance" found that the variables incentives, motivation and working conditions have a significant effect on employee performance in an Indonesian university. It is evident from these studies that good working conditions play a very vital towards increasing performance of employees in general.

Haynes (2008) in a study on effect of working conditions on productivity explains the behavioral office environment behavioral components of the office environment that have the greatest impact on office productivity. It was found that interaction was perceived to be the component to have the most positive effect on productivity, and distraction was perceived to have the most negative. As people are the most valuable resource of an organization, and that the management of people makes a difference to company performance. Haynes (2008) suggested that in order to achieve high levels

of employee productivity, organizations must ensure that the physical environment is conducive to organizational needs facilitating interaction and privacy, formality and informality and functionality.

Policies for Controlling Counterfeits

In 2008, Switzerland introduced a new set of legislations to try and fight against counterfeiting. These brought various reforms to all intellectual property laws and improved the legal options for law enforcement, particularly in the fight against counterfeiting and piracy. Owners of trademark and design rights now have the option to prohibit the import, export and transiting of commercially produced infringing objects for private use and to have those goods withheld by Customs (Naharuddin, & Sadegi, 2013). The changes were necessary because of so-called capillary imports, that is, the importation of infringing goods in small quantities. The new regulation affects only procedures at the border. Private persons in Switzerland who are in possession of unlawfully manufactured goods can still not be legally prosecuted. All of the intellectual property laws make it possible for rights holders to submit a petition for a simplified procedure for destruction. Once the goods have been withheld, the persons who are declaring the goods are informed of the petition to withhold and destroy. In case an unjustified destruction takes place, the injured party has the right to compensation as long as they did not expressly approve the destruction.

In China, more than half of all units sold are pirated but, because of much lower prices, the pirate sales total only US\$165 million, compared with legitimate sales worth US\$177 million. World- wide, recorded piracy levels have increased from about twenty per cent to more than thirty per cent of the total unit sales equaling to US\$5 billion in 1996 compared with about US\$2 billion in 1995. The extraordinarily high increase is attributed to a change in methodology of estimating piracy losses (Maldonado, 2015). The European Union introduced a new counterfeit goods regulation which is an enhancement of an intellectual property right owner's protection against infringement.

The largest body that works against prevention of counterfeiting in the country is the Kenya Bureau of Standards. While the body works hard to ensure there is as little counterfeiting in Kenya as possible, they are not doing nearly enough to fight it. One of the problems seems to lie in lack of cooperation with other local and cross-border agencies charged with fighting counterfeiting. The borders of Somalia, Tanzania, Uganda, and Ethiopia and at the coastal ports are too porous due to insufficient funding and lack of proper inter-governmental co-operation (Hidayat & Phau, 2013). Lack of proper policy brings about serious and multifaceted implications on manufacturers and brand owners. Companies are likely to face a loss of revenue owing to substitution effects by illicit goods and constraints on product pricing (Montoro-Pons & Cuadrado-Garcia, 2006).

Training of Security Personnel

Amongst the important function of human resource management, one of the crucial function is employee development through proper training and development programs. Employee development refers to the capacity and capability building on an employee, and thus as of whole organization, to meet the standard performance level. More the developed employees, more they are satisfied with their job, hence increasing the firm productivity and profitability (Champathes, 2013).

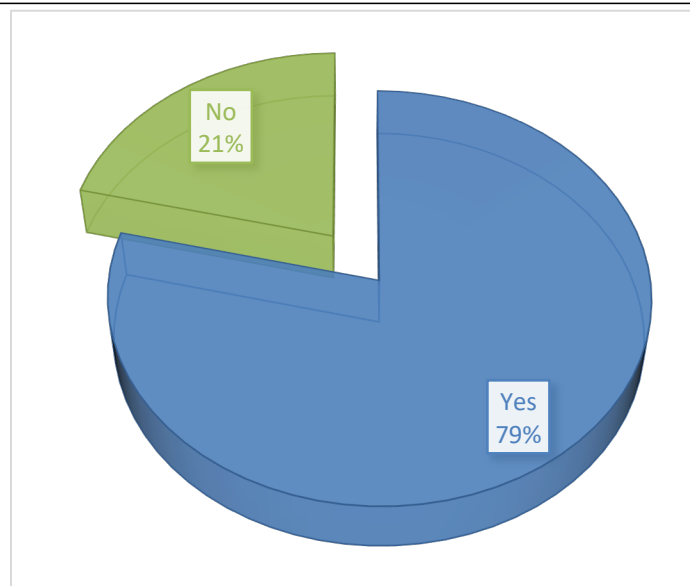
Farooq, and Aslam, (2011) in a study on the impact of training and feedback on employee performance noted that for the sake of capacity building managers are involved in developing the effective training programs for their employees to equip them with the desired knowledge, skills and abilities to achieve organizational goals. This struggle by the top management not only improves the employee performance but also creates positive image of the firm worldwide, (Fejes & Spink, 2010). Effective training programs helps employees to get acquaintance with the desired new technological advancement, also gaining full command on the competencies and skills required to perform at a particular job and to void on the job errors and mistakes (Richins & Marsha, 1998). In security personnel perspective, Bosworth (2011) in a recent study on the deceptiveness of counterfeits in South America suggested considering a spectrum of deception that runs from “super-deceptive” (branded and counterfeit goods appear identical and impossible to tell apart) to completely non-deceptive (all buyers are able to distinguish the counterfeit from the genuine article). Indeed, the quality of counterfeits has improved over the years and it is becoming more difficult for consumers to identify them. Non-deceptive counterfeits pose little or no health or safety risk to the public and the buyer, and have apparently little demonstrable impact on genuine brands. They may even help to build brand awareness and to increase the snob value for both originals and counterfeits (Bosworth & Young, 2011).

METHODOLOGY

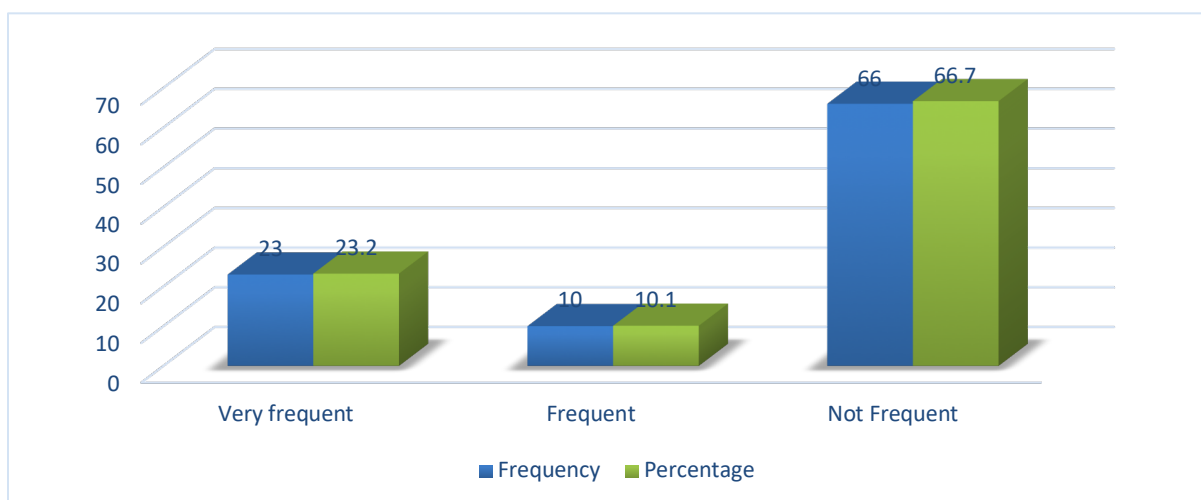
This study adopted descriptive research design. This study aimed at observing and describing the behavior of the subjects under study without influencing it in any way and therefore considered the descriptive research survey to be the most appropriate for this study; the study design also made it possible for the researcher to collect both qualitative and quantitative data. This study was carried out in the port of Mombasa. The security agencies at the port of Mombasa are directly charged with the control of counterfeits alongside the anti-counterfeit agency in investigating, detecting and taking necessary actions on any cache of counterfeits. The target population of this study was the security personnel at the port of Mombasa who are directly charged with counterfeit detection and control. The management of the port of Mombasa provided the research study population; the proposed research group with who research was carried out, Kombo and Tromp (2009). This study used a questionnaire as the main data collection tool. The questionnaires were individually presented to the 106 respondents; this was useful to the researcher in gaining insight and context of the topic. This study utilized both qualitative and quantitative data analysis methods. The filled questionnaires were first coded and the Statistical Package for Social Sciences (SPSS) was used to analyze the data.

RESULTS AND FINDINGS

From the analysis of findings, majority of the respondents 79% indicated that they had nabbed counterfeit products within the period they had been in operation. Only a mere 21% of the respondents indicated that they had not nabbed any counterfeit products within the period of operation at the Port of Mombasa.



The results from the analysis of findings showed that 66.7% of the respondents indicated that they did not have any frequent encounters with counterfeit goods. 10.1% of the respondents indicated that they had frequent encounters with counterfeit products at the port of Mombasa. The least response (23.2%) was of respondents who indicated that they had very frequent encounters with counterfeit goods at the port.



	N	Mean	Std. Deviation
Inter-Agency joint trainings	99	4.253	.63867
Deployment based on specialization	99	4.430	.59824
Uniformity in trainings of security personnel from different agencies	99	4.341	.75394

From the findings in the SPSS analysis it was noted that majority of the respondents conceded that Deployment based on specialization was very good. This was supported by the mean value calculated of 4.430. A significant number of the respondents noted that uniformity in trainings of security personnel from different agencies to be very good, this was inferred from the mean value

calculated in the analysis of 4.341. The standard deviation of 0.598 calculated in the SPSS indicated little variation in the responses of the respondents. The study also established that inter agency joint trainings was good. This was noted from the mean calculated of 4.253, which indicated that most respondents agreed to the statement and the standard deviation calculated of less than 1.5 indicates that there was little variance from the mean value.

CORRELATION ANALYSIS
Table 4.11: Correlation Matrix

		Training of Security Staff	Working Conditions of Security	Deployment levels of security staff	Anti-Counterfeit Policies	Control of entry of Counterfeit consumer Products
Training of Security Staff	Pearson Correlation	1				
	Sig. (2-tailed)	.				
Working Conditions of Security	Pearson Correlation	0.308	1			
	Sig. (2-tailed)	0.003	.			
Deployment levels of security staff	Pearson Correlation	0.673	0.147	1		
	Sig. (2-tailed)	0.043	0.031	.		
Anti-counterfeit Policies	Pearson Correlation	0.533	0.602	0.831	1	
	Sig. (2-tailed)	0.001	0.008	0.005		
Entry of counterfeit consumer products	Pearson Correlation	0.645*	0.872*	0.936*	0.933*	1
	Sig. (2-tailed)	0.005	0.004	0.005	.009	
	N	99	99	99	99	99

The study used correlation analysis to establish the competence and suitability of the security function in controlling entry of counterfeit products through the port of Mombasa. Two-tailed Pearson correlation (R) was used to establish the same at 95% confidence level. From the results, the R-value between deployment of security staff and control of entry of counterfeit goods was ($r=0.936$, $p=.003$). This signifies a strong and positive linear association between the predictor and dependent variable. Anti-counterfeit policies had a correlation ($r= 0.933$, $p=.005$) with control of entry of counterfeit goods.

This also depicts a strong positive linear relationship between control entry of counterfeit goods and anti-counterfeit policies. Also noted was that working conditions of security had a correlation ($r= .872$, $p=.004$) with control of entry of counterfeit consumer products which indicated a significant, positive and linear relationship between the working conditions and the staffs control of counterfeit consumer products. Training of security staff had a correlation ($r=0.645$, $p=.005$) with control of entry of counterfeit consumer products. This also depicts a strong positive linear relationship between training of security staff and control of entry of counterfeit consumer products.

Regression Analysis

The study conducted multiple regression analysis of:

$$Y = \beta_0 + \beta_1\chi_1 + \beta_2\chi_2 + \beta_3\chi_3 + \beta_4\chi_4 + \varepsilon$$

β_0 is the regression model constant; $\beta_1 - \beta_6$ are the regression coefficients. Y is the control of entry of counterfeit consumer products. χ_1 is Training of security, χ_2 is working conditions of security; χ_3 is deployment levels of security staff; χ_4 is Anti-Counterfeit policies and ε is the error term obtained from the F-significance from ANOVA.

Model Goodness of Fit

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
0.951	0.904	0.518	0.47885	2.050

A, Predictors: (Constant), Training of Security Staff, Working Conditions of Security, Deployment levels of security staff, Anti counterfeit policies. B, Dependent Variable: Control of Entry of Counterfeit Consumer Products

Table above presents the regression model goodness of fit to establish if regression analysis is suited for the data. Pearson Correlation value of 0.951 was established depicting that the independent variables (Training of security staff, working conditions of security, deployment levels of security staff, anti-counterfeit policies) had a very good linear relationship with the dependent variable (control of entry of Counterfeit Consumer Products). An R-square value of 0.904 was established depicting that this relationship was very strong and the Training of security staff, working conditions of security, deployment levels of security staff and anti-counterfeit policies influences 90.4% of the control of entry of Counterfeit Consumer products at the Port of Mombasa. A Durbin Watson test for autocorrelation value of 2.050 was established depicting no (serial) autocorrelation within the regression model residuals. Thus, the random (non-stationary) data was used in the regression analysis.

CONCLUSIONS AND RECOMMENDATIONS

From the findings it can be concluded that Training of security staff, working conditions of security, deployment levels of security staff, anti-counterfeit policies has a significant influence in controlling entry of counterfeit consumer products. The study concluded that to achieve high levels of employee productivity, organizations must ensure that the physical environment is conducive to organizational needs facilitating interaction and privacy, formality and informality and functionality. It was also concluded that training and development of security staff leads to improve control of entry of counterfeit consumer products while cultivating more positive attitudes toward profit orientation. The study also concluded that for the staff, training and development improves job knowledge while also helping in identifying various measures of controlling entry of counterfeit consumer products.

The study recommended that the government should consider involving more parties in the policy making such as, the private sector and consumers in order to make better and effective policies. Policies formulated should be more customized to suit the various regions allowing for anti-counterfeit bodies to fully and effectively fight counterfeiting. The government should consult with other policy making bodies within the African region and also internationally in order to compare

policies and also gain knowledge on which are best policies and regulations to have and enforce. While formulating policies, policy makers should consider revising the budget and resources allocated to the bodies as well to ensure that have adequate tools to implement the policies.

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