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Effect of hedonic value and consumer knowledge on buying intention for luxury brand counterfeit products

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Abstract: This study is two-fold: 1) to explore the emotional aspect of the consumers to buy luxury brand counterfeit products including hedonism motivation and intention to buy; 2) to extend the variables that influences the consumers to purchase fake luxury brand products. The study conducted in Surabaya City and randomly assigned to two experiments demonstrates that hedonism motivation into understanding consumers demanding to purchase luxury brand counterfeit products. The results of the empirical analysis suggest that participants who have high hedonism motivation affect their intentions of purchasing such luxury brand counterfeit products positively. It is also seen that there is high demand for luxury brand counterfeit products in the market.

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Badri Munir Sukoco received his PhD in Marketing from the University of Airlangga, Surabaya, Indonesia. His research interest focuses on purchase behaviour, inter and intra-organisational learning, competitive dynamics and innovative/imitative behavioural strategy.

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1   Introduction

The terms 'counterfeit product' means for unauthorised copying or duplication of any original commercial product or brands. That does not contain what the packaging or labelling of the original products indicates. The terms of 'the counterfeit luxury brand' means for unauthorised copying or duplication of luxury brand products . That does not contain what the labelling, logos, brand names of the original brand of products indicates (Lambkin and Tyndall, 2009). A counterfeit brand refer to a 100% imitation made to deceive consumers into similar perception that it is the original articles of the luxury brand products (Lambkin and Tyndall, 2009).

The total losses estimated every year for counterfeiting is about more than 20% in the international trading of the luxury brand products (Chaudhry and Walsh, 1996). The social effect of luxury brand product counterfeit consumption are job loss, social risk, legal risk, branding decreases, no-royalty, etc. (Mourad and Valette-Florence, 2011). The demand of luxury brands product counterfeit higher in Asia market. This is the approach implied by the International Chamber of Commerce in estimating the size of the world counterfeit market at 70% of global trade (Hume and Maldonado, 2008; Hidayat and Phau, 2003). The problem is not related only to the manufacturers of counterfeit products, but the consumption of imitation labels of luxury brand products. This supply stimulates from counterfeiter worldwide (Wilcox et al., 2009).

The last, many study focus on intention to purchase of product counterfeit, but there have been a few research on the demand for luxury brand product counterfeit. Lambkin and Tyndall (2009) examines consumer behaviour from the legal perspective. Moreover, although many researchers have confirmed the purchase intention, some other aspect was explored about the relationship between the type of product, the purchase situation and rationalisation of purchase intention (Eisend and Schuchert-Guler, 2006; Phau and Teah, 2009). For understanding emotional aspect, some studies was explained internal and external motive including hedonic value motives and consumer knowledge as moderating variable on the buying intention to counterfeit product. For instances, some studies found external motivation for obtaining desire or for counterfeit consumption to luxury brand counterfeit products. Hedonic value is one of important aspect has influence of consumers motivation on the purchase intention of luxury brand products counterfeit (Perez et al., 2010; Bian and Mountinho, 2011).

This study will analyse the factors that influence customers' behaviour to purchase intention of luxury brand counterfeit products. These factors include hedonic value (HV) and consumer knowledge (CK) that may affect the intention to purchase luxury brand counterfeits products. This research involves two elements of product characteristics,

such as HV and CK (Zhan, 2012). Based on motivation – opportunity – ability (MOA) model is a motivation theory from MacInnis and Jaworski (1989) for investigating and explaining of the purchase behaviour consumers of luxury brand products counterfeit.

2 Theory development and hypotheses

2.1 Counterfeits defined

In the activity of production, distribution and consumption has two types of transactions involving counterfeit products, i.e., deceptive and non-deceptive counterfeiting. The non-deceptive counterfeits refer to situations when consumers are fully aware (based on price, quality and the type of outlet from which the product is purchased) that they are buying a knock-off at the time of purchase. Brand counterfeits are the imitation of original luxury brand product attributes.

2.2 Buying intention

Term of the purchase behaviour is determined by the purchase intention, which is in turn determined by attitudes (Fishbein and Ajzen, 1975). High intention purchase depend on benefit and value functions of the branded product (Nia and Zaichkowsky, 2000; Bian and Mountinho, 2011; Sahin and Atilgan, 2011).

2.3 The MOA framework

The motivation-opportunity-ability model is as stimulating motivations into the process of decision making on consumer behaviour in order to purchasing of the products. In generally, MOA model have been three antecedents of consumer behaviour are motivations, opportunity and ability aspects (MacInnis and Jaworski, 1989).

The model of MOA framework considered individual behaviour. Relationship motivation, opportunity, and ability are the priorities to identify intention (Hughes, 2007). This study suggests that hedonic value and consumer knowledge are possible determinant in the buying intention to counterfeit luxury brand products.

2.1.1 Motivation – HV

In order to measuring of intervening impact between hedonic value and purchase intention have to look at the motivation. The HVs are consumers' positive or negative emotions' motivation on the consumption behaviour (Feng et al., 2012). This study used CK effect as moderator's variable on an interaction of the HV and buying intention for predicting individual emotions' consumption behaviours toward luxury branded counterfeit product.

In Babin et al. (1994), the value is the evaluation of the subject after his experience in interacting with objects or events and outcome variables of consumption experience. Hedonic products are typologies that are considered when evaluating differences in types of products. HV is sickles of effective, reasons and memories of experiences. HV is pleasure, fantasy, adventures and fun of emotional consumptions (Ravi and Klaus, 2000). HV is the value associated with the multisensory, emotional experience in consuming the

product or service (Hanzee and Baghi, 2011). Instead, HV is outcomes that are associated with unpredictable reactions of personal subjective (Babin et al., 1994). The role of HV that can create emotions after consumption can be positive or negative.

In addition, the luxury branded product are long-established and familiar of consumers. Consumption of luxury brand products is trending to impress others, and creates prestige, enjoyment, and field adventures in personal life consumption (Chapa et al., 2003; Perez et al., 2010). However, as HVs are captured by the brand name of a product. HV of a luxury brand product is positive and favourable influences on purchase intention. HVs from branded product counterfeit are supporting of the consumers perceived to enjoying and happiness life by self. Perez et al. (2010) found two indicators are having fun, and experiencing adventure feeling particularly those related to intention purchase of luxury brand counterfeit. The development of the hypothesis is proposed:

H1   Consumer's perceptions favourableness of HV is a positive influence on buying intention of luxury brand counterfeit products.

2.1.2 Ability: effects of CK

This study proposed to predict CK as that moderator effect between HV and buying intention of luxury brand counterfeit products. In addition, ability an important aspect is on MOA model. These include knowledge products, *knowledge of purchase , the use of knowledge has a positive and significant impact on* the relationship between motivations and purchase intention (Bryman and Cramer, 1999).

The ability is a predictable important aspect of the MOA model for consumer's behaviour. Ability represents the self-individuals' performance or knowledge base related to the behaviour action (Hung and James, 2012). Ability represents the self individual's performance or knowledge base related to the behaviour action. This study proposed to predicts consumer knowledge as that moderator effect between hedonic value and buying intention of luxury brand counterfeit products. The consumer knowledge as mediator is significantly on relationship hedonic value and intention purchase.

The CK as mediator is significantly on relationship HV and intention purchase (Zhan, 2012). These include knowledge of purchase, the use of *knowledge has a positive and significant impact on* the relationship between motivations and purchase intention (Bryman and Cramer, 1999). The development of hypothesis is proposed:

H2   When CK is high, the positive effect of HV on consumer buying intention of a luxury brand counterfeit product is stronger than when CK is low.

H3   The CK influences the buying intention to a luxury brand counterfeit product

3   Conceptual framework

The conceptual model for this study is as in Figure 1, which shows hedonic value as independent variables, consumers knowledge of counterfeit products as the moderating variable and buying intention as the dependent variable.

Figure 1 Conceptual framework
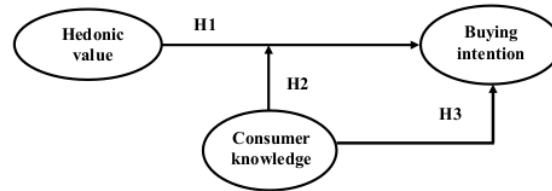
4 Methodology

The study was conducted of three experiments. Participants are 240 undergraduate students at the Faculty of Economic and Business, Airlangga University to test the variables studied and choose a luxury brands product counterfeit in Surabaya. The design study are selection and modification of the study's questionnaire. During this process, it was decided to ask the respondents to consider branded product of Gucci and Louis Vuitton. Products categories are handbags, shoes, belt, and perfumes.

Participant to answered the questions posed in the questionnaire. The instrument adopted was a self administered questionnaire, comprising mainly of Likert-type five item scales with end-anchors (1 = strongly disagree, 5 = strongly agree).

Thus, this study was displayed at the very beginning of the questionnaire with an attempt to ensure that the participants were clear about what luxury brand product counterfeit has:

1 high level-hedonic value are more likely to buying intention highly

2 high level buying intention will indicate the same level of buying behaviour luxury brand counterfeit product

3 the designed to investigate the potential moderator effects and to rule out the possibility of consumer knowledge being an ability affect on buying behaviour for luxury brands product counterfeit.

5 Research findings and discussions

This study suggested the motivations of that choice force decision makers of consumers characterise some luxury brand product counterfeit as hedonic options. Hedonic products is one whose consumption by an affective and sensory experience of aesthetic or sensual pleasure, fantasy, and fun.

Based on the related theories on MOA models to an evaluation of consumer's emotion and buying intention, this study mainly explores and verifies the ability effects of consumer's behaviour resulting from its negative or positive emotion with HV by using the experimental methods.

5.1   Design of the Experimental 1

The subject's participant's are240 undergraduate students at the Faculty of Economic and Business, Airlangga University (aged between 18 and 25). They are 128 females and 112 males. This study assigned an experiment for hedonic values and buying between-group design of 2 (low HV vs. high HV) × 2 (CK high vs. low) to test the hypotheses by controlling the factors of luxury brand product counterfeit, such as product feature (HV high slow), ability conditions (CK) of emotions and buying intention.

5.1.1   Pretest

5.1.1.1   The product and luxury brands classifieds

Result of the first pre-tested study 60 participants has been identified two luxury brands as stimuli are Gucci and LV. Product stimuli are handbags. The questioner designed to hedonic value (highly and lower) on buying luxury brands product counterfeit.

5.1.2   Experimental procedure

The experimental design used 240 participants randomly divided into eight groups. Everyone will read the situational description, and will also see four picture folders respectively named branded Gucci/LV. Handbags, belt, shoes, and perfumes Gucci\LV is characterised by lower HV respectively (Table 1). Subsequent to understanding all the data, the subjects isolated into two gatherings will be required to enter the procedure of indicated utilisation creative energy. Subjects in immediate evaluation group will answer related questions about emotion motivation and be buying intention after the process of consumption imagination; voluntary in lower evaluation group will not do the same things, but needs to complete another specific knowledge about independent and dependent variable.

Table 1   Classification HV of luxury brand counterfeit (see online version for colours)

Brands	Pengukuran	Hedonic value
	Adventure Glamour Enjoying	High
	Adventure Glamour Enjoying	Low

5.1.2.1 Independent variable

HV was assessed using point Likert-scale (one = agree, five = disagree) and manipulated via episodic recall task adopted from (Vigneron and Johnson, 2004; Ryu et al., 2010). Our study focus in areas of consumer counterfeit buying including the hedonic values variable as an important explanatory construct of non-deceptive counterfeit brand perspective.

5.1.2.2 Dependent variable

In the measurement of buying intention we used five points Likert-scale (1 = agree, 5 disagree): 'I am buying luxury brands products counterfeit for myself, I will recommend to others to buy luxury brand products. And 'I am willing to buy luxury brand product counterfeit for others. In all response, participant is a positive emotion (a > 0.90).

Thus, participant's response to the HV and consumer's knowledge effect of buying intentional on luxury brand product counterfeit stimuli. Thus, every group will answer related questions about emotion and buying intention after the process of consumption behaviour. All the measures used five-point scales. Conclude that consumers knowledge are strongly related for consumers motivation to purchase intentions of luxury brand products counterfeit, and thus used the scale to capture the consumers' general knowledge about luxury brands in a fashion category on the Table 1.

5.1.2.3 Results and discussion

Pre-test. We chose the two branded products counterfeit as stimuli on the basis of the results of two protests. In the first pre-test, which we adopted from Ravi and Klaus (2000), subjects from the same population categorised several everyday consumer goods as primarily hedonic (defined as pleasant and fun something that is enjoyable and appeals to the senses', LV-bags, and shoes; GUCCI-perfume and Gasper).

5.1.2.4 Manipulation check

Experiment 1: Method

This study conducted a pretest to decide which specific brands to select for each of the fourth product categories by surveying participants and product categories selection. We are examined different luxury branded of fashion product categories-handbags, shoes, belt and perfumed. Participants majority selected one category is Louis Vuitton-handbags, and perfume Gucci. These products important because they satisfy aspects. As we were interested in non-deceptive counterfeiting, the selected categories fit the purpose of brand are Gucci and Louis Vuitton for our research.

Includes is hedonic value as symbolic attributes of these product categories are well-balanced, and consumers recognise the high-end brands in the categories with which they hope to communicate their pleasure, self-image, adventure experiences, enjoying, happiness and prestige (Perez et al., 2010).

5.1.2.5   *Buying intention on luxury brand counterfeit*

The data further show the result of Experiment 1 is the suggestion that the consumer had the intention to buy luxury brand counterfeit products. Each of the 60 participants evaluated brands in four product categories. We examined hedonic value of luxury brand counterfeit categories – handbags and perfume interested in non-deceptive counterfeiting, the selected categories fit the purpose of our research. The hedonic value functional and symbolic attributes of these product categories are 118 participants was agree and consumers recognise the high-end brands in the categories with which they hope to communicate their adventures experiences, glamour and enjoyable by him self. The data are summarised in Table 2. Majority participants buying luxury brand product counterfeit because hedonic value is high.

The result of participants evaluation was measured consumer knowledge using Kleiser and Mantel's (1994) self-rated consumer expertise scale. To identify the difference between consumer objective knowledge (i.e., what they really know) and subjective knowledge (i.e., what they think they know) in non-deceptive counterfeit contexts. How ever participants asked no different between LV handbags and Gucci-perfume Hedonic values – high to related famously of branded.

Experiment 1 demonstrated the predicted interaction between of HV and buying intentions. Hedonic values as glamour, adventure and enjoyable to the senses of perfume, hand bags and shoes, as both brands of LV and Gucci. As primary hedonic value (high) is handbags-LV adventure (M = 45,6; SD = 22,57) and Gucci-perfumes (M = 18.2; SD = 0.25, 62; F1,100 $p < 0.05$) (see Tables 1 and 2).

Table 2   Comparison of hedonic value on buying intention (Experiment 1)

Brand type	Dependent variable	Hedonic value		Effect
		High	*Low*	
Adventure	Buying intention-LV	45.6	64.4	F1 100 = 22.57
		(n = 43, SD = 20.7)	(n = 68, SD = 24.7)	p < .001
			43.2	
	Buying intention-GUCCI	(n = 43, SD = 24.3)	(n = 68, SD = 32.3)	F1 100 = 25.62
		52.6	58.6	p < .001
Glamour	Buying intention-LV	(n = 53, SD = 18.9)	(n = 26, SD = 24.9)	F1 100 = 3.97
		22.6	34.6	p < .05
	Buying intention-GUCCI	(n = 53, SD = 26.1)	(n = 26, SD = 35.1)	F1 100 = 5.17
		48.9	60.9	p < .05
Enjoyment	Buying intention-LV	(n = 21, SD = 20.2)	(n = 28, SD = 24.2)	F1 100 = 22.76
		21.5	37.5	p < .001
	Buying intention-GUCCI	(n = 21, SD = 25.4)	(n = 28, SD = 33.8)	F1 100 = 27.90
		46.2	25.5	p < .001

Notes: *Represents t is significant, p < 0.05. The represents low hedonic value. Number
       in each cell representative the mean rating of the luxury brands counterfeit
       products across all product categories (LV and GUCCI most popular).
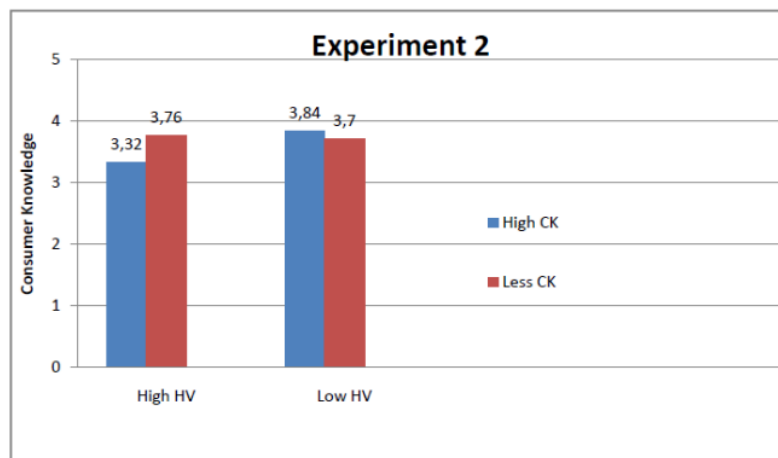
5.2   The Experimental 2

5.2.1   Results and discussion

5.2.1.1   Manipulation check

The reference option were designed according to Figures 2 and 3 of the experiment 1 and 2 has created a decision making related with a hedonic value and buying intentions.

Based on the findings from experiment 1, it could be concluded that choice with LV and Gucci brand product counterfeits. However, we additionally constructed experiment 2, which was an experiment in the context of a survey. In experiment 2, the point of test are relationship HV and buying intention. Counterfeits of luxury brand LV and Gucci are increasing. hedonic value manipulated t of hedonic values of LV high (M = 3.76) and Gucci low (M = 3.7). No different on buying behaviour consumers of HV low or high. Majority participants have willingness to buy branded fashion product (Figure 2).

Figure 2   Relationship HV and buying intention of luxury brand counterfeit products
            (see online version for colours)

5.1.1.2   Experimental design and data collection

The design was 2 (brand name: Louis Vuitton and Gucci; within) by 2 (HV high and low; between) by 4 (shoes, handbags, belt and perfume; between). The luxury handbag and perfume category was selected in the study as its counterfeits were widely purchased. Specifically, Gucci and Louis Vuitton were selected as counterfeits were most popularly bought. In this experimental design, purchase intention of a luxury brand counterfeit products. The research founded that the experiment 2 in more realistic conditions where consumers with for adventure, having fun and enjoyable to buying as brand name and product.

The effect of CK is positive to weakness of the interaction relationship between HV and buying intention luxury brand counterfeit product.

5.1.1.3 *The moderating role of CK*

The results (Figure 2) indicated that the CK highly has strong significant for buying intention. Meanwhile, low-level HV and low motivation were also significant to buying intention. By regard participation in the evaluated HV and CK ability and H2 were clearly supported

5.3 *The Experimental 3*

Here consumer knowledge refers to a consumer's general knowledge about different luxury brands in a specific product category. More knowledgeable consumers are aware of more brand names and know more about the differences between brands. As consumer knowledge increases, consumers are more likely to use the luxury branded counterfeit, popular luxury brands to express their adventures experiences, glamour and enjoying for they life. High consumer's knowledge is significant to influence the buying intentions of luxury brand counterfeit. There were fourth product (handbags, shoes, belt and perfumes) are alternative options for consumers choice . Choice option is characterised by a HV High score versus low score. High score in both attributes of each luxury brand products counterfeit as consumers have relatively stronger motivations for buying some luxury brand counterfeit products of LV (Figure 3). When consumers are evaluated alternatives with hedonic value motivations, they may be making a choice depending on the attribute level that hedonic value of the references options by a high score in the hedonic attribute.

The difference in ability to recognise signals is essential in explaining the difference in behaviour between HV and CK. Consider the experiment 3 in Figure 2 predicted an consumer knowledge as more important to increase buying intention for the hedonic product. The pretest result supported Hypothesis 3 and supported in experiment 3 of the hedonic value content of adventure, glamour, and enjoyable. Whereas of the CK was seen as a highly hedonic attribute of luxury brand products counterfeit (M = 3.92), and CK (M = 3.53), similarly HV low with CK high (M = 3.6). The item of CK more important to influences consumers buying luxury brand counterfeit products. The CK was successful influences of buying intention of luxury brand counterfeit products. H3 is thus supported.

The difference in ability to recognise signals is essential in explaining the difference in behaviour between HV and CK. The pretest result rule out for the hedonic values is importance of buying intentions. Effect of the consumers knowledge is superiority condition to compared with hedonic value score. Recently, consumers more likely to choose luxury brand product counterfeit as superior alternative on decision making to buying some branded product fashion. Hedonic values attributes an having fun or enjoying, glamour and experience adventures are mostly important.

This research suggests this may not always be the case. In direct implication, hedonic values its potential to increasing buyer of luxury brand counterfeit product. We prediction, hedonic values will be buying intention higher. It depends on what the consumers are buying and how much knowledge they have, and would provide a complete understanding of this pervasive consumption fake branded product phenomenon.

Figure 3 Effect of CK between HV and buying intention luxury brand counterfeit products buying intention as a function of HV and CK (see online version for colours)
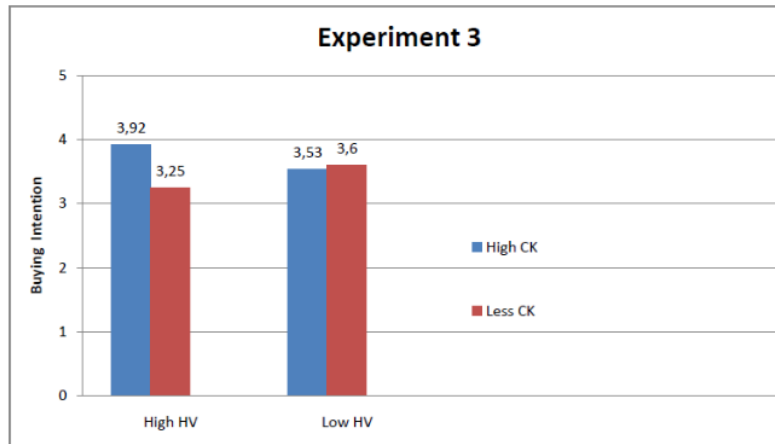
6   Conclusions

To examine the moderating effect of CK, this study also divides the respondents into four groups based on two levels of HV motivation and two levels of CK is an ability of each MOA element. The differences among means for CK among these eight groups are evaluated. Hypothesis H1, H2, and H3 are supported on consumer behaviour luxury brands product counterfeit perspective

7   Implications of HV-based motivation for consumer behaviour

The HV-based motivation-opportunity and ability model suggests two things relevant for consumer behaviour. First, HV choices are most important in buying luxury brand product counterfeit. Second, the effect of consumer knowledge were related to influences of relationship between hedonic value and buying intentions. Three, luxury brand products with glamour and adventure values are most important for consumers. Fourth, MOA model can be construed as the focus to understanding the buying intention of luxury brand product counterfeit on behaviour consumer.

   Finally, the hedonic values variable are the higher for respondents score. Which suggest possible usage HV attributes to enhance the decrease of the buying intentions luxury brand products counterfeit. In general, consumers perceptions on these experiment 2 and 3 in which the alternatives used were to controlled for buying behaviour of luxury brand product counterfeit.

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Appendix A

Figure A1   Experiment 1: Stimuli (see online version for colours)

Appendix B

Figure A2 Study 2: Stimuli (see online version for colours)

Appendix C

Figure A3 Study 3: Stimuli (see online version for colours)

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FINAL GRADE

/0

GENERAL COMMENTS

Instructor

THESIS 0 / 1

Thesis • The thesis may be more than one sentence, provided the sentences are in close proximity. • The thesis may be anywhere within the response. • For a thesis to be defensible, the sources must include at least minimal evidence that could be used to support that thesis; however, the student need not cite that evidence to earn the thesis point. • The thesis may establish a line of reasoning that structures the essay, but it needn't do so to earn the thesis point. • A thesis that meets the criteria can be awarded the point whether or not the rest of the response successfully supports that line of reasoning.

0 PTS. (0)	For any of the following: • There is no defensible thesis. • The intended thesis only restates the prompt. • The intended thesis provides a summary of the issue with no apparent or coherent claim. • There is a thesis, but it does not respond to the prompt. Responses that do not earn this point: • Only restate the prompt. • Do not take a position, or the position is vague or must be inferred. • Equivocate or summarize other's arguments but not the student's (e.g., some people say it's good, some people say it's bad). • State an obvious fact rather than making a claim that requires a defense.
1 PT. (1)	Responds to the prompt with a thesis that presents a defensible position. Responses that earn this point: • Responds to the prompt rather than restate or rephrase the prompt, and the thesis clearly takes a position rather than just stating that there are pros/cons.
2 PTS. (0)	n/a
3 PTS. (0)	n/a
4 PTS. (0)	n/a

EVID. & COMM. 0 / 4

Evidence and Commentary • Writing that suffers from grammatical and/or mechanical errors that interfere with communication cannot earn the fourth point in this row.

0 PTS. (0)	Simply restates thesis (if present), repeats provided information, or references fewer than two of the provided sources. Typical responses that earn 0 points: • Are incoherent or do not address the prompt. • May be just opinion with no textual references or references that are irrelevant.
1 PT. (1)	EVIDENCE: Provides evidence from or references at least two of the provided sources. AND COMMENTARY: Summarizes the evidence but does not explain how the evidence supports the student's argument. Typical responses that earn 1 point: • Tend to focus on summary or description of sources rather than specific details.
2 PTS. (2)	EVIDENCE: Provides evidence from or references at least three of the provided sources. AND COMMENTARY: Explains how some of the evidence relates to the student's argument, but no line of reasoning is established, or the line of

reasoning is faulty. Typical responses that earn 2 points: • Consist of a mix of specific evidence and broad generalities. • May contain some simplistic, inaccurate, or repetitive explanations that don't strengthen the argument. • May make one point well but either do not make multiple supporting claims or do not adequately support more than one claim. • Do not explain the connections or progression between the student's claims, so a line of reasoning is not clearly established.

3 PTS. (3)	EVIDENCE: Provides specific evidence from at least three of the provided sources to support all claims in a line of reasoning. AND COMMENTARY: Explains how some of the evidence supports a line of reasoning. Typical responses that earn 3 points: • Uniformly offer evidence to support claims. • Focus on the importance of specific words and details from the sources to build an argument. • Organize an argument as a line of reasoning composed of multiple supporting claims. • Commentary may fail to integrate some evidence or fail to support a key claim.
4 PTS. (4)	EVIDENCE: Provides specific evidence from at least three of the provided sources to support all claims in a line of reasoning. AND COMMENTARY: Consistently explains how the evidence supports a line of reasoning. Typical responses that earn 4 points: • Uniformly offer evidence to support claims. • Focus on the importance of specific words and details from the sources to build an argument. • Organize and support an argument as a line of reasoning composed of multiple supporting claims, each with adequate evidence that is clearly explained.

SOPHIST. 0 / 1

Sophistication • This point should be awarded only if the sophistication of thought or complex understanding is part of the student's argument, not merely a phrase or reference.

0 PTS. (0)	Does not meet the criteria for 1 point. Responses that do not earn this point: • Attempt to contextualize their argument, but such attempts consist predominantly of sweeping generalizations. • Only hint or suggest other arguments. • Use complicated or complex sentences or language that is ineffective because it does not enhance the student's argument.
1 PT. (1)	Demonstrates sophistication of thought and/or a complex understanding of the rhetorical situation. Responses that earn this point may demonstrate sophistication of thought and/or a complex understanding of the rhetorical situation by doing any of the following: 1. Crafting a nuanced argument by consistently identifying and exploring complexities or tensions across the sources. 2. Articulating the implications or limitations of an argument (either the student's argument or arguments conveyed in the sources) by situating it within a broader context. 3. Making effective rhetorical choices that consistently strengthen the force and impact of the student's argument. 4. Employing a style that is consistently vivid and persuasive.
2 PTS. (0)	n/a
3 PTS. (0)	n/a
4 PTS.	n/a

(0)