

IS THE PRICE ONLY MOTIVATION SOURCE TO PURCHASE COUNTERFEIT LUXURY PRODUCTS?*

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Abstract

The purpose of this study was to explore the effects of non-price motivation sources on consumers' voluntary counterfeit luxury brands purchase intention. Specifically, personal characteristics (materialism, value consciousness, brand sensitivity and fashion consciousness), social motivations (status consumption, self-monitoring and normative influences) and product related features (perceived value and risk) were examined. A face-to-face survey was conducted to test the structural model. A total of 1001 female consumers served as the sample. Data analysis was conducted using confirmatory factor analysis and structural equation modeling. Structural equation modeling showed that happiness subscale of materialism scale was the strongest predictors of voluntary counterfeit luxury brands purchase intention. Perceived social value, normative influences, perceived price value, self-monitoring ability and fashion consciousness were the other dimensions that affected purchase intention significantly.

Keywords: Counterfeiting, Counterfeit Products, Luxury Brands, Turkey

JEL classification codes: M31

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* This study is derived from the doctoral dissertation of Nil ENGİZEK entitled "The Role of Personal Characteristics, Social Motivations and the Product Related Features on Consumers' Counterfeit Products Purchase Intention". The dissertation was funded by Istanbul University Scientific Research Projects Unit.