

Purchasing Attitudes toward Counterfeits among Fashion Luxury Products' Consumers

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I . Introduction

Recently, counterfeits have been increased globally. Because the counterfeit goods of various prices with the development of reproduction skill tempts purchasers of original goods, it is possible for the counterfeit brands to give effects upon purchasing attitudes of luxury goods consumers. Luxury goods consumers may purchase the brand goods because of social and conspicuous value, and they have the brand loyalty. Also they prefer famous brands and luxury brands for expressing themselves. This means that they are the most available customers in the counterfeit brand markets. In a sudden change of fashion environment, Luxury brands need marketing strategies for maintaining customers. Therefore, the purpose of this study was to investigate purchase luxury brand loyal consumers' purchasing attitudes toward counterfeit brands according to loyalty levels. This results would be helpful to contribute countermeasure preparation and marketing strategies improving the prestige of luxury brand about prevalent counterfeit brand markets.

II . Literature Review

Traditionally, luxury goods are defined as goods which has extreme quality, brand identity symbolizing meaning and rarity through its prestige and high prices. These are renown for upper goods, such as Cartier and Rolex watches, Hermes handbags, polo shirts, Gianni Versace suits and Mercedes Benz cars. Even worse than IMF period, these luxury brand markets have shown sales growth in domestic. It is reasonable that the luxury brand has continuous loyal customers despite decrease of consumption. By using status luxury goods, consumers believe that they can express their value and they may have satisfaction and superiority. In addition, consumers are motivated by a desire to impress a display of wealth and ability to pay high prices. In fact, luxury products have their scarcity value and exclusivity characteristics as they are priced high.

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Since younger generation as well as economic groups have interested about luxury brand, it is reported that the sales of younger consumers toward luxury brand were accounted 30-50% of total sales. This has led to an increasing demand for luxury brand goods, which also make counterfeit market active. With preference about luxury brand, it is increased for counterfeit products to be profitable in market. Counterfeit market also enables consumers who don't have afford to buy luxury brand to meet purchasing needs. This is attributable to the personal satisfaction of owning a luxury products. However, purchasing counterfeit products can be social problem for abusing intellectual property rights which protect selling products. For instance, police officers prosecuted 11,173 offenders toward intellectual property rights for two months. There were 3,287 piracy of the trademark which were including counterfeiting apparels and bags. The more popular counterfeit luxury brand, the more likely it will damage domestic fashion enterprise. Also, there would be serious problems which devalue faith and status of Korea all over the world.

Because of the price benefit and brand value of counterfeit products, it is especially prevalent among purchasers of luxury goods that counterfeit products tempt consumers. This findings mean that counterfeit products have an effect on loyal purchasers of luxury brand. Much of the research has focused on purchasing motive of consumers, statistical research and ratio of consumers about counterfeit goods so far. Although past research has examined about counterfeiting, no prior work has examined whether counterfeits effect positive attitudes among consumers original goods or not. It is important to provide countermeasure which prevent damage of counterfeit market through verifying between loyalty of luxury brand and attitudes about counterfeit brand.

III. Method

For this research, we divided luxury brand consumers into three groups according to loyalty level. The attachment grades of luxury brands were divided according to purchase frequency; (a) keeping loyal consumer group which just insist on luxury brands, (b) selective loyal consumer group which choose other brands when one can not find preferential goods, and (c) recognition loyal consumer group which knows brand but don't get purchasing intention about the counterfeit brand. Based on the divided groups, each group was asked purchasing attitude, purchasing intention, and purchasing experience. For this study, 312 women over twenty years old who had experiences that purchased luxury goods were selected. For data analysis, descriptive statistics, Factor analysis, ANOVA, and Duncan test were used.

IV. Result

The results were as follows: First, the recognition loyal consumer group had more counterfeit brand purchasing experience than the keeping and selective loyal consumer groups. Second, the keeping loyal consumer group had more negative attitude about counterfeit brands than the

selective and recognition loyal consumer groups. Finally, the keeping loyal consumer group had low purchasing intention about counterfeit brands, but the recognition loyal consumer group had high purchasing intention. Based on these results, prevention marketing strategies of counterfeit goods would be provided.

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