A STUDY ON PURCHASE INTENTION TOWARDS LUXURY DESIGNER AND COUNTERFEIT VERSION OF FASHION CLOTHING

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ABSTRACT

The advance in technology has given the opportunity for certain producers from certain countries to counterfeit the original product (Dahlia Darmayanti and Boediono.M,2012). Fashion clothing is one of the most leading industries that have been seriously affected by counterfeiting. There are some factors that can influence the purchase intention among them towards luxury clothing version and also counterfeit clothing version. However, the factor that may influence the purchasing intention is still unclear, especially among the consumers in Kota Kinabalu. Therefore, this study aims to investigate factors that can influence the purchasing intention towards luxury designer clothing and counterfeit clothing version and to identify the most preferred clothing version among consumers. Quantitative research method interpreted by the authors is applied in this research. A questionnaire-based survey is used as a tool to collect the data and the specific variables used in this paper: individual factor, consumption emotion factor, attitudinal factor and purchase intention based on brand meaning and social consumption. Stratified sampling is used for this study. As for the result, its reveal that for the purchase intention towards luxury designer clothing, the factors that lead respondents to buy the clothing version are because of the three factors which are individual factor, consumption emotion factor and also the attitudinal factor. Meanwhile, for the purchase intention towards counterfeit clothing version, the factors influencing are only because of the consumption emotion factor and also the attitudinal factor. Other than that, the result also reveal that the most preferred clothing version among respondents in Kota Kinabalu is the luxury designer clothing version.