



A STUDY ON CONSUMERS PURCHASE INTENTIONS TOWARDS
COUNTERFEITS LUXURY PRODUCTS

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ABSTRACT

The purpose of this study was to observe on the factors affecting customers' purchase intention towards counterfeits luxury goods. A researchers has conducted a survey on the consumer's insight towards the counterfeits luxury products to find out what are the determinant that influences the consumer's purchase intention. The Participants involved in this survey specifically were chosen randomly from respondent in Kota Kinabalu, Sabah. 202 sets of questionnaire were distributed by the researchers and were answered by the consumers in Kota Kinabalu.

The researcher has found the result needed where consumer's purchase intention attitude towards counterfeits luxury product are affected by these three variables when comes to counterfeit products which are personality factors, perceived fashion content (PFC) and extrinsic cues. By understanding the consumer's attitudes towards counterfeits luxury products will help the firm to attain better understanding on consumers behavior on purchase intention and can potentially use by manufacturer or other business that rapidly growth in the current market.