

This study analyzed the influential factors of consumers' purchase intention towards counterfeit luxury products by considering the model of social status, integrity, novelty seeking, and perceived risk. Attitude towards counterfeit product was used as a mediator in the model. The causalities in the model of problematic purchase intention of consumers toward counterfeit luxury products are hypothesized. A total sample of 400 respondents with 385 effective samples was collected by distributing self-administered questionnaires to people from different sectors. Structural Equation Modeling (SEM) through AMOS was adopted for the analysis. Consumers' attitude towards counterfeit product was found to be positively and significantly related to purchase intention of counterfeit product. As for personality constructs, social status and novelty seeking were found to be positively related to attitude and purchase intention of counterfeit product while integrity and perceived risk did not show significant relationship.

This study urges original manufacturers to focus more precisely on personality related factors of people and also need to work closely with policy makers to hinder counterfeiting activity. Replication of the study in other settings is also recommended. Further academic and managerial implications are presented by the research, limitations and future research directions are also discussed.