

ABSTRACT

This study attempts to deepen the understanding of non-deceptive counterfeiting by investigating consumer behavioral intentions towards counterfeit consumption and its antecedents included consumer values, consumer attitude, moral intensity, perceived risks, moral judgement, product knowledge, and product involvement, using the case of counterfeited luxury brand handbags.

The data for this study were gathered by surveying Thai female consumers who use woman handbags, selected from four shopping centers in Bangkok, Thailand. Quota sampling was applied to recruit respondents using age and region as selection variables. A self-administered questionnaires of 65 items was tested among 400 Thai women. The items were rated on six-point likert scale ranging from “strongly agree” to “strongly disagree. In analyzing data, the hypotheses were tested using Person’s correlation analysis.

The major contribution of this paper proved that consumer attitude was the most influential factor of consumer behavioral intentions towards counterfeit luxury brand handbags. Of five dimensions of consumer values, functional quality value, functional price value, and hedonic value played an important role in predicting consumer intentions. Further, research results showed that the higher degree of moral intensity, and moral judgement of consumers, the lower the likelihood consumers will intend to purchase or support counterfeit luxury-brand handbags. Additionally, from a total of five dimensions of perceived risks, psychological risk, financial risk, and social risk proved to have a significant contribution to consumer behavioral intentions. It was also found that Thai women who possessed the higher knowledge about and/or higher level of product involvement with authentic luxury brand handbags, they are less likely to have an intention to purchase or support counterfeited version.