



Counterfeit Impact on High-end Luxury Products

**Investigating French Generation Z Consumers' Attitude
towards High-end Luxury Counterfeit Products and
Purchasing Intention**

Déborah Chicoine

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Déborah Chicoine

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Abstract

The phenomenon of counterfeiting continues to spread more and more around the world every day. As a result, the resulting problems continue to affect luxury brands and damage their image. Nevertheless, only lately has the issue of counterfeiting in this sector received serious thought and that studies have really begun on this subject. The goal of this empirical study is to determine in which degree French Generation Z consumers intend to purchase counterfeit luxury products. For this purpose, the author tested the research framework by conducting a quantitative survey in form of questionnaire where questions were asked. Thus, this questionnaire was answered by 101 individuals. Moreover, in order to collect relevant data, a mono-method method has been used. The results showed that there was a correlation between conformity and counterfeit purchase attitudes and of revenue consciousness on counterfeit purchase intention. Indeed, the variable "Conformity" has a significance level of 0.017 and when this variable goes up of 1 point on its scale, the counterfeit purchase attitudes go up of 0.0112 on average. The higher the degree of conformity of a consumer, the higher his attitudes towards counterfeit purchases. Similarly, the higher the level of revenue consciousness, the higher the intention to purchase counterfeit products. For instance, the variable "Revenue Consciousness" significance level is 0,001 which means that when it goes up of 1 point, the variable counterfeit purchase intention goes up of 0,412 on average. For future research, it would be interesting to study a larger and more diverse panel of participants as well as to broaden citizenship by not limiting it to French citizens. This might enable us to see my first findings and gain a better understanding of the expectations and driving forces behind consumers' decisions to buy counterfeit goods.

Keywords/tags (subjects)

Luxury, Luxury Brands, Purchasing Intention, Purchasing Attitudes, Consumer Behavior, Counterfeit, Conformity, Self-esteem, Revenue Consciousness.

Miscellaneous (Confidential information)

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1 Introduction

1.1 Background, motivation, and purpose

Background

Above all, luxury brands symbolize particular social and cultural meanings with which consumers identify. Numerous conglomerates such as LVMH, Richemont, Hermès or Kering testify to the performance of luxury to assert itself on the global market. High-end luxury brands have achieved significant economic significance thanks to their relevant communication and consumption strategies. However, the main drivers of success in the luxury sector are the originality and organized rarity of products. Thus, if a luxury product becomes commonplace, there is a potential risk that it loses its appeal, uniqueness and sense of exclusivity, turning into an obvious threat.

In this context, one could state that the global economic impact of counterfeit goods is undeniable while this phenomenon appears within all sectors. The gradual evolution of counterfeiting of major high-end luxury brands has become a global threat in its own right as it constitutes a considerable percentage of international trade. Additionally, it eliminates the distinctive value of these luxury brands. Loss of sales and severe harm to a brand's reputation and image are the main damage of counterfeiting for authentic luxury brands. However, despite the current regulations, consumers might still be enticed to purchase counterfeit products. In a similar manner, occasional customers of luxury products can also buy counterfeit products and conversely, regular customers can sometimes buy imitation goods.

We all know that there is a certain semiotic tension that consumers feel with the self-concept and the image reflected back to others when they own luxury goods. For example, counterfeit goods serve from an outsider's perspective as an image of someone who is wealthy. Any consumer, with low or high purchasing power, could be attracted by a luxury product; however, few can afford it. For those that cannot afford to buy a luxury product, counterfeits become an easy alternative, especially since counterfeits are increasingly better imitated and easier to find. It is well-admitted that the reasons pushing buyers to take the plunge with counterfeits are related to socio-cultural, financial, ethical and functional factors.

Motivation

The author has always been passionate in luxury products and brands since she was young. She has always wanted to gain experience in the luxury industry and joined the House of Hermès for her second internship. She is eager to learn more about luxury, as it is a field that is constantly evolving and integrates all the socio-economic and technological advances. Moreover, the international influence is another argument that encourages her to learn more and to join this promising sector in the future. Combining the sociological aspect with the field of luxury is particularly relevant to her since she enjoys studying the relationships, relations, and social behaviors of individuals in society. She is excited by selecting luxury brand counterfeiting as a research topic because she believes that her experience in the luxury industry provides her with additional knowledge. Having always been attracted by the world of fashion and luxury, I decided to direct my research topic towards the luxury industry and more precisely towards a problem that mainly affects it more and more. She is curious to learn more about consumers' purchasing attitudes and intentions regarding luxury brand counterfeit products. Furthermore, she would like to discover the socio-cultural causes that drive whether or not consumers to purchase counterfeits.

Purpose

This study has for purpose to discover the connection linking customers to counterfeit luxury brands. Moreover, an attempt is made to determine the level to which individuals are willing to purchase original or counterfeit luxury products.

1.2 Research objectives, questions, and approach

Research objectives

In order to realize this research, the research objectives are the following ones: (i) to find out the attitude of French Generation Z consumers towards high-end luxury products and their counterfeits using a quantitative questionnaire ; (ii) to define the attitude of French Generation Z consumers, who are aware of their revenue consciousness towards counterfeit products; (iii) to analyze the interrelationships of French Generation Z consumers between self-esteem, conformity and purchase counterfeit goods; (iv) to determine whether high or low conformity traits encourage or discourage French Generation Z consumers from purchasing counterfeit products; (v) to

determine whether revenue consciousness induces or discourages French Generation Z consumers from purchasing counterfeit products.

Research questions

RQ 1: What is the attitude and purchasing intention of French Generation Z consumers towards high-end luxury products and their counterfeits?

RQ 1.1: Do French Generation Z consumers with revenue consciousness have a positive or negative attitude towards counterfeit goods?

RQ 1.2: Are French Generation Z consumers with low self-esteem more likely to conform to societal norms and to purchase counterfeit goods?

RQ 1.3: Are French Generation Z consumers with high levels of conformity more likely to purchase counterfeit or genuine products?

RQ 1.4: Do French Generation Z consumers with revenue consciousness have a positive or negative intention to purchase counterfeit goods?

Research approach

The author applied a deductive approach to carry out this empirical study and gather quantitative data via a survey questionnaire.

1.3 Thesis structure

The thesis is structured into six different chapters. Aware that the phenomenon of counterfeiting is becoming a scourge for the luxury sector, the author presents the counterfeiting and its consequences. The author then explains their personal motivation for researching the counterfeiting of luxury brands, introduces the research objectives and questions, and outlines the research approach.

The introduction is followed by the second chapter, "Literature Review," which presents the main theories and research studies on counterfeiting of luxury brands, identifies gaps in the current body of knowledge, and proposes the necessary research framework. The third chapter, "Methodology," describes the data collection method and how it addresses the research questions. Then, the Chapter 4, "Results," presents the findings from the analysis of collected secondary data. Chapter 5, "Discussion," the research work is reviewed, limitations and validity of the research are

discussed, and a thorough discussion of the obtained results in connection to the research questions is provided. In the final chapter, "Conclusions," key findings are highlighted, managerial implications are discussed, and future research is reflected upon.

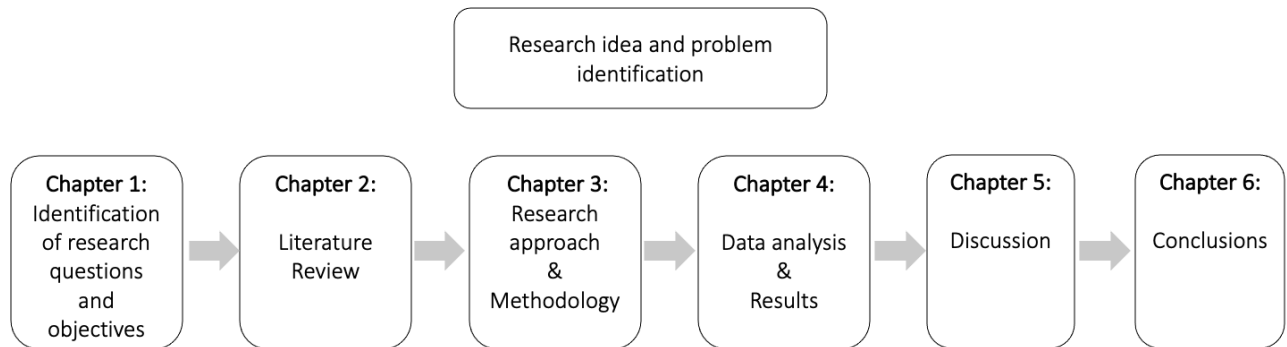


Figure 1. Overview of the thesis structure.

2 Literature review

2.1 Introduction

With the objective of finding relevant publications for the investigation of the literature review, the tool of Google Scholar was used. Through this tool, four keywords were searched, and the yearly numbers of publications related to them were found (Figure 2). In this way, a general idea of the quantity of research studies on these topics can be highlighted.

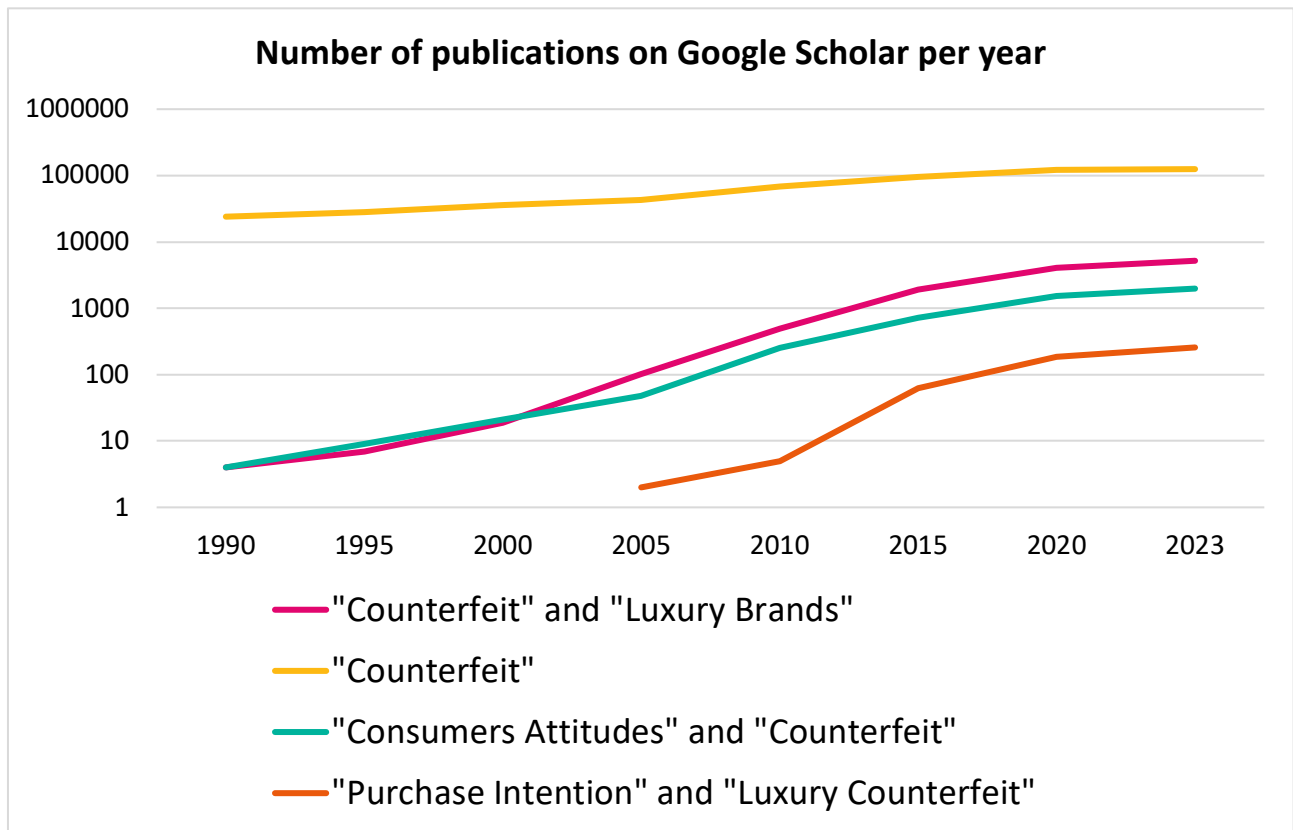


Figure 2. The quantity of publications on Google Scholar over time when searching “Counterfeit” and “Luxury Brands”; “Counterfeit”; “Consumers Attitudes” and “Counterfeit”; “Purchase Intention” and “Luxury Counterfeit”.

The luxury industry is being explored more and more, and there are a ton of publications is available, as represented by the bar graph above. Nevertheless, the problem of counterfeiting in this industry was only recently given serious consideration. The graph shows that the term "Counterfeit and Luxury Brands" has been studied considerably since 2010 and continues to increase with 5200 publications in 2023, while many investigations on the counterfeiting phenomenon (term "Counterfeit") have been led since 1990, representing more than 125000 publications in 2023 as well. Moreover, the graph also demonstrates that since 2010, there have been more publications about consumers' intention to purchase counterfeit luxury goods. Thus, the number of publications on the counterfeiting of luxury brands is minor compared to other keywords like "Counterfeit".

Several main concepts were used for this research study. First of all, the evolution of the counterfeiting phenomenon and its effects. Indeed, today counterfeiting has become a global scourge in full swing, especially with the emergence of modern technologies and the growth of e-commerce. This phenomenon is a real challenge for all brands and in particular in the luxury sector.

Secondly, in this research, it is important to comprehend consumers' attitudes towards the counterfeit luxury market since they have the power to make a difference. What are consumers' attitudes towards luxury goods and their counterfeits and what are their motivations and intentions to purchase? Even if many solutions are deployed and exist to fight against this phenomenon and protect brands, consumers have a role to play and are responsible for their purchases.

To determine consumers' stance on counterfeit luxury goods, the author conducted a quantitative survey focused on consumers' attitudes towards counterfeit high-end luxury products and to judge what are their motivations and purchasing intention at the present time. Nowadays, more and more means are put in place to fight and stop the spread of counterfeiting worldwide. However, customs face a considerable threat to stop these products because of the large number of packages that enter and leave the country every day. In this way, millions of fake items are shipped around the world each month and easily escape the vigilance of customs due to their limited resources. Contactless technologies or brand recognition systems or product authentication help to catch counterfeit products but it is important that consumers are aware of the risks and their purchases, whether online or in illicit stores.

2.2 Luxury

2.2.1 Luxury, the complexity of a single concept

The section below describes the concept of luxury. "Luxury" is a rather nebulous term for which a precise definition has proven difficult to find. According to Kapferer and Bastien (2009), the phenomenon of consumption is explained by the desire to be part of a higher social class. In this sense, luxury defines beauty and reflects a dreamlike dimension which appears excessive. Several studies explicated that the luxury phenomenon luxury includes various forms and aspects, and its meanings are different according to the type of consumers (Gaffiot & Flobert, 1934; Roux & Floch, 19969). They pointed out that the word "luxury" is derived from the Latin words "luxus", which means excess, extravagance, or splendor and "luxuria" meaning exuberance, excess and overabundance. This suggests that luxury brands must represent prestige, and a high level of excellence.

Thus, defining the notion of luxury is very difficult and confusing because it can be perceived and defined differently by many individuals. Indeed, it is a relative term that might refer to both anything or nothing depending on whom you ask (Sapna Agrawal, 2012). In addition, perceptions

of what constitutes "luxury" have fluctuated over time (Cristini, KauppinenRäsänen, Barthod-Prothade, & Woodside, 2017). Due to the diverse and numerous aspects that contribute to the idea of luxury, it is unfeasible to formulate a precise definition for it.

When attempting to classify and describe luxury brands, it is important to consider several factors and dimensions, containing the category of the product, the degree of luxury connected with the brand, and the context in which the product is used. A luxury brand can be defined as a desirable, rare, sophisticated and tasteful attribute. A discreet and aristocratic dimension is also representative of a luxury brand (Chevalier and Mazzalovo, 2008). In addition, consumer involvement is essential to build a luxury brand image. The notion of a luxury brand is therefore due in return thanks to consumers' perceptions, thus contributing to the creation of a luxury image (Vigneron & Johnson, 1999).

These luxury brands are therefore defined as those with the highest price-quality ratios (McKinsey, 1990). Luxury brand products therefore satisfy buyers beyond their functional and physiological needs because they provide them with esteem. Phau and Prendergast (2000), finally assert that luxury brands compete on their ability to evoke exclusivity to demonstrate a recognized brand identity, brand awareness and to deliver a quality directly perceived by the consumer.

2.2.2 Consumption of Original and Counterfeit Luxury Goods

In 2013, a study investigating the features of luxury has focused on the luxury brand products. According to this study, they can be defined based on two measures: initially on the features of luxury products, alternatively on the psychological association of consumers with luxury brand products. Initially, the luxury product must be of excellent quality, priced high and have a sumptuous, refined and different aesthetic. The products of luxury brands give the impression of being rare and exclusive. Indeed, consumers cannot necessarily afford this product because it is not easily accessible, especially due to its extraordinary and particular characteristics. The luxury product thus becomes, at the highest level of its luxury characteristics, a respected and firmly established sign among consumers of luxury brands (Vrontis, Weber, Tsoukatos, 2013).

At the base, a good understanding and guarantee of the high quality of luxury products is necessary to fulfill the psychological characteristics of consumers. This psychological characteristic is actually a perceived quality from which the image and aesthetics of the luxury product may emanate more than its actual and true quality. This study also considers that at a higher level, the

luxury consumer appreciates and particularly wants to belong to a social status. By being part of a very select group that owns the same type of product from the luxury brand, they seek positive attention. Indeed, a feeling of belonging and identification with the luxury brand appears when the psychological characteristics of the consumer reach their highest level of maturity. At this stage of maturity, the consumer feels a total sense of natural righteousness to be a regular client of the luxury product when his feeling towards the product is fully matured and grown.

The theory of reasoned action is useful here to determine why people purchase imitation luxury brand products, taking social and personal factors as variables in this study.

The theory of Reasoned Action (TRA) was introduced by Fishbein and Ajzen in 1980 and is based on the behavior adopted by individuals, which is determined according to three types of constructs: behavioral intention (BI), their attitude (A) towards the behavior and their subjective norm (SN). They describe that there is a connection between faith (belief), will (intention), attitude (demeanor) and behavior. To know what decision a buyer will make about a product, you must first focus on that person's willingness. Indeed, the will is the best predictor of behavior, and it is therefore the best way to know the will of this individual. Jogiyanto, (2007) as cited in Hamdah et al. (2020), explained that an individual's will (intention) is defined by attitude and subjective norm.

The theory suggests that, in contrast to subjective attitudes and norms, an individual's practice or behavior is impacted by their intention. The factor that influences their attitude in past actions is belief. Belief directly influences the subjective norms in other people's opinions but also their motivation to conform to those opinions.

More simply, the theory of reasoned action (TRA) states that an individual acts if it is going to have a positive outcome and if others want this as well (Fishbein & Ajzen, 1980).

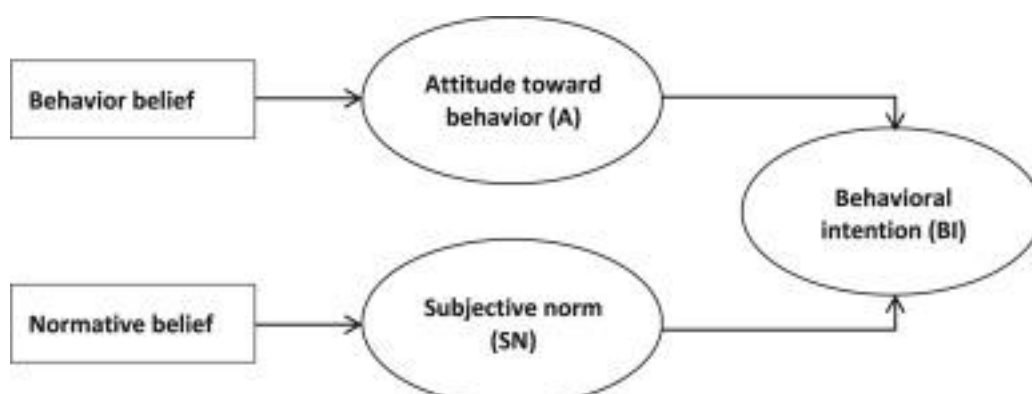


Figure 3. Theory of Reasoned Action, adapted from Fishbein and Ajzen (1980).

The reasons consumers buy luxury goods are based on their need for status as claimed by Dubois et al., (2021) who wrote that the need for status is explained by the respect, admiration and voluntary deference of individuals with luxury products.

2.3 Counterfeiting – The Current Landscape

The problem of the counterfeiting is discussed in the following section. The luxury goods industry is becoming an increasingly important economic factor. Indeed, the luxury goods market has been growing at a rate of more than 10% per year since the 1980s. According to Becker et al. (2018), thanks to their activities and investments in consumption and communication, luxury brands have reached a level of economic importance. Thus, despite the recent economic slowdown that has taken place in the world, the revenues and profit margins of the luxury goods market have remained solid.

As the luxury industry grows quickly, the counterfeit luxury brand market is growing just as fast. Counterfeiting characterizes the reproduction of a branded product in identical form (Cordell et al., 1996). Lai and Zaichkowsky (1999) define counterfeit products as illegal, low-cost, low-quality replicas that generally possess high brand value. Moreover, it is a major violation of someone's or a business's intellectual property rights and is severely punished. Since the law of February 5, 1994, import and export of counterfeit goods have been categorically outlawed in France, it is a customs offense. Thus, the intellectual property code provides for strong penal sanctions. A fine of up to 500,000 euros and five years' imprisonment are the penalties for the individuals who produce and sell counterfeit products. These penalties can be doubled in case of recidivism.

However, these negative consequences do not completely encourage the counterfeit market to slow down production. Counterfeiting continues to damage the sustainability and smooth functioning of businesses, consumers, but also the state. The study conducted by Mourad (2014), explains the negative consequences for companies that are victims of counterfeiting: they lose massive market share, see their image and reputation affected, and are at the same time deprived of the benefit of their investment efforts, research, creation in advertising and business development. As for the consumers who are victims, they suffer from the loss of quality of the

articles and their authenticity. Moreover, counterfeiting represents for the State, an important social blow and a source of tax evasion.

Not only has the phenomenon of counterfeiting grown enormously recently and is still in constant evolution, but it has also truly metamorphosed into a global industry. As a result, it has an impact on all economic sectors: fashion, food industry, toys, cosmetics, cell phone devices, car parts, medicines (Mourad, 2014). This phenomenon is therefore dangerous for health and safety. For example, counterfeit medicines can be characterized by a wrongly dosed or even non-existent active ingredient. For the automotive industry, it can mean premature wear and tear of vehicle spare parts. Counterfeit products do not comply with any safety standards and do not hesitate to endanger consumers. For instance, the protection risks of wearing counterfeit sunglasses are also important, due to their inadequate protection. Perfumes and clothing present similar risks, as they come into direct contact with the skin and may contain hazardous substances. Additionally, counterfeit products offer no short or long-term guarantees, as they do not provide any after-sales service.

Well-known, today more than ever, the ease of supply of counterfeit goods has never been so fast and simple. The phenomenon of counterfeiting represents between 5 and 10% of world trade, with a turnover of nearly 500 billion euros. According to Shobana, et al. (2022), "the counterfeit market was valued at \$464 billion in 2019 and continued to grow after the world spike in online shopping during the covid pandemic era". Counterfeiting has increased during the previous 20 years by more than 10,000%. This is due to the high consumer demand that continues to increase (Norum and Cuno, 2011). A considerable amount of counterfeit goods is created every day in China and continue to be exported throughout the world: According to an article in the World Trademark Review, published on April 23, 2020, it is estimated that "between 85% and 95% of all counterfeit goods still come from China. It is the first country in the world that produces so much counterfeit, before Indonesia and Bangladesh which nevertheless contains manufacturing plants offer low production costs. The real problem of this phenomenon is that more and more counterfeit products are approaching the quality of the original products and even have a specific name "yuandan". However, despite their low production cost, the possibility of them being seized by customs is a major deterrent to counterfeiters. The economy is strongly impacted despite the intervention of customs services, competent authorities and all the means and strategies put in place to counter this phenomenon (Mourad, 2014).

Excellence, know-how, high quality, originality, creativity, and rarity are the values that the great luxury brands strive to defend in order to be as successful as possible. Consequently, counterfeiting is therefore terribly damaging to these values, since if luxury products become commonplace, they will cease to be sold, and their reputation and the exceptional prestige that luxury products confer on consumers will also be lost.

Yet, in contrast to earlier findings, there are differing and divergent opinions on the role that counterfeit luxury brands play in the market. For some luxury brand owners, the counterfeiting phenomenon intensively damages their reputation and reduces their profitability. For others, counterfeiting helps to increase the awareness of luxury brands and thus make authentic products more sought after and desired (Wang & Song, 2013). One thing remains certain is that the fight against counterfeiting is all the more complicated when it directly affects the luxury market (Nia & Zaichkowsky, 2000; Wilcox et al., 2009). Actually, the main targets of counterfeiting are mainly luxury brands. Indeed, they are well known to consumers, arouse great interest and are highly desired. In addition, originality and rarity are the factors that lead to their success. The luxury market is a market that relies particularly on the reputation and the exceptional prestige of a luxury product.

A 2019 study conducted by the Organization for Economic Cooperation and Development and WIPO found that the most seized luxury goods by law enforcement are branded watches, leather goods and sunglasses. In the same vein, the report published by Global Brand Counterfeiting in 2018 revealed that the brands such as Chanel, Louis Vuitton, or as Prada, Fendi, Gucci, and Dior are among the luxury brands that are most frequently counterfeited. Among the most easily imitated products are clothing and leather goods. These fashion products arouse the great interest of consumers who are looking for fashion products at low and attractive prices (Mochammad Ferisqo Satya Negara, Mahrinasari MS, Dorothy Rouly, 2020). Of this fact, counterfeit consumption habits have increased tenfold: counterfeit products are now part of the consumer's basket of choice and the consumer is responsible for his or her action and is the master who decides on his or her purchases and consumption of products (Mourad, 2014).

Easy and quick to use, the development of internet counterfeiting sites has become a real danger for these great luxury brands since the lack of traceability considerably increases the mass sale of these products. Intellectual property rights exist to protect creations and is crucial for brands. Nevertheless, it is no longer sufficient. Another issue about omnipresence of fake goods is

raised by Bombardini (2019): *“the fake’s omnipresence makes luxury logos common; it instils doubt at the sight of what was designed as undeniable proof of wealth.”*

The extent of the counterfeiting phenomenon is undeniable. Indeed, the counterfeiting market is no longer concentrated on a single distribution channel as it was in the past but extends to online sales via the Internet. Numerous illegal sites exist today, allowing consumers to buy counterfeit products online at any time of the year. Among the best known, we find AliExpress, Amazon, eBay, social networks. Nonetheless, it is up to the brands to implement their own surveillance measures to fight against the spread of counterfeit product sales online.

2.4 Self-Esteem

It is necessary here to start by clarifying what exactly is meant by “self-esteem”. The term “self-esteem” can be characterized as a concept of self-evaluation or more so, a basic need that can be satisfied and acquired through materialistic purchases (Truong & McColl, 2011). Self-esteem occupies a decisive role in consumers' purchasing decisions and differs from individual to individual.

Many researchers have examined the effects of high self-esteem and low self-esteem as factors in behavior (O'Sullivan, 2021). Veblen's theory, which discusses esteem and consumption, points out that there is a correlation between personal evaluations, i.e., self-esteem and consumption patterns (Burnasheva and Suh, 2020). In their vision, people who are confident in themselves (which high self-esteem) have a positive attitude and don't give a damn what other people think.

Conversely, people with low self-esteem have negative views and resentments. They are more affected by feelings of insecurity, fear, distrust, and are more likely to adapt their behavior by following the actions of others (Ye et al., 2015). Similarly, people with low self-esteem lack self-confidence and do not believe they are successful. Therefore, these negative attitudes cause them to change their original consumption patterns to avoid discrimination and exclusion. In this way, they avoid purchasing products that indicate their true identity and status (Kim et al., 2012). Branden (2021), as cited in Ye et al. (2015), draws a distinction between the internal and external part of self-esteem. Thus, the internal part corresponds to the opinions, beliefs, evaluations and cognitions about oneself. This internal part can also influence the external part which invokes one's behaviors (Ye et al., 2015).

Therefore, this previous research proves that consumption preferences are not modified by consumers with high self-esteem but rather by consumers with low self-esteem. Indeed, their preferences are threatened because this type of consumers buy products that they think will be approved by others, by their social group. In terms of the factors of the purchase decision process, consumers want to enhance and protect the current values of their self-esteem. However, consumer buying behavior is becoming more irrational, especially because of "vanity" and "status" that are constantly growing nowadays. Indeed, these factors, which are increasingly popular due to the omnipresent presence of social networks and constant exposure to the lives of others, are really impacting consumers' buying behavior.

Numerous studies and measurements of self-esteem have been carried out by Moris Rosenberg. Developed in 1965, the "Rosenberg Self-Esteem Scale" is the most well-known and frequently used study because it can be used in any context and measures the overall level of self-esteem. In this way, self-esteem refers to an individual's personal evaluation or appraisal of their own value and can be seen as a form of self-assertion in a broader sense. As indicated previously, luxury brands directly reflect an image of fashion, exclusivity, rarity, desirability, but also social status (Choi et al., 2020). There are many and various reasons for purchasing luxury goods, but the factors in the purchase decision process that stand out most often are rarity and the status they wish to belong to.

Research by Kim et al. (2012) also proved that an individual with low self-esteem will cause them to want to purchase products that symbolize high status. This is certainly true in the case of consumers who purchase counterfeit luxury goods and can be illustrated briefly by research done by Ha and Tam (2015), to determine the difference between consumer attitude and purchase intention based on monthly income, gender, and business type. This case has shown that "the former employees consider using counterfeits as cheating, irresponsible, and lack of self-esteem" (Ha & Tam, 2015). Furthermore, this study also states that employees who generally have higher incomes are therefore likely to purchase an authentic product.

2.5 Conformity (Subjective Norms)

Let us now turn to the term "conformity". In general terms, conformity means compliance or agreement with established norms, rules, or laws. It refers to the act of adhering to a set of behaviors, beliefs or values that are widely accepted in a specific society or culture. In other words,

conformity is the tendency of individuals to follow and conform to the expectations and behaviors of a group or society.

It is essential to make clear what is meant by “conformity” in this context. This term is used by Lascu and Zinkhan (1999), to refer to “changes in their product evaluations, attitudes, purchase intentions, or purchase behavior as a result of exposure to the evaluations, intentions, or purchase behaviors of other referents”. The influence of other reference points is a crucial factor in individuals' product choice decisions, and this definition of "conformity" plays a significant role in shaping their decisions. This notion has been broadened to include the psychological aspect in which compliance is often studied. In fact, compliance is increasingly used when discussing social influence, as individuals adopt the attitudes and behaviors of a group to fit in or feel accepted.

In this way, and still remaining in a social perspective, another type of consumption intervenes. It is about conspicuous consumption which is a type of consumption allowing consumers to prove their wealth to society or social groups, buying unnecessary and expensive products (Parilti & Tunç, 2018).

In the case where individuals do not follow the rules defined by conformity, negative social consequences may appear. Indeed, nonconformity can result in rejection and social exclusion. The reject is, for Yang (2019), the situation which occurs when the individual is not popular in social relationships. The individual may experience exclusion, rejection, and social disdain from a group or society that they aspire to be a part of due to the nature of their relationships. Rejection or social exclusion also has a direct impact on the individual's self-esteem. Moreover, Tak et al. (2017), as cited by Flynn (2018), claimed that luxury products serve to reinforce the personal image, the self-esteem of consumers by comparing their objects of value with those of others. Nowadays, individuals in social groups are more and more afraid of being rejected or excluded, and this makes them choose and plan their next purchases in a strategic and rational way.

It is here that the phenomenon of counterfeiting intervenes in a growing fashion and fascinates more and more folks. This is particularly clear in the case of luxury enthusiasts who are left out, such as those who cannot afford genuine luxury brands. Effectively, in order to convey the perception of luxury and win acceptability from the relevant social groups, they increasingly turn to counterfeit brands and items. Hence, this case serves as an example of the notion that those who

are shunned and ostracized by a social group are " more likely to conform to the views of others" and as a result, purchase counterfeit products (Chen, Wan, & Levy, 2017).

Therefore, the bandwagon effect helps to understand why consumers are increasingly turning to counterfeit luxury goods. It is a phenomenon that occurs when individuals follow fashions, mainstreams to obtain social approval, but also when they imitate the actions of others for the sole purpose of displaying and being part of a social status (Kang & Ma, 2020). In addition, the consumption of luxury goods is particularly familiar with this phenomenon (Bahri-Ammari, Coulibaly, & Mimoun, 2020). Overall, this "bandwagon effect" encourages consumers to buy products for group membership, affiliation and conformity (Leibenstein, 1950). By way of illustration, Kastanakis and Balabanis (2014), shown how the luxury consumption is driven and explained by both the need for uniqueness and the bandwagon effect. Even more, in the luxury industry, the "bandwagon effect" characterizes consumers who buy products (with positive or negative associations) that match their self-image.

Yet as, as discussed above, in addition to being an illegal industry, counterfeit products constitute an alternative and a real enemy for the luxury industry in terms of price. Indeed, the image conveyed by luxury allows consumers to access social groups, regardless of the barriers to consumption (O'Sullivan, 2021).

This theory is further exemplified in studies using the "Veblen effect". According to Balabanis and Stathopoulou (2021), as cited in O'Sullivan (2021), they stated that "the Veblen effect describes consumers need for social status fulfilled by paying higher prices for luxury goods". Consumers view the product as a form of conformity since they are likely to buy it regardless of price for the purpose of satisfy their societal needs and to obtain social gratification from their social groups and from those who aspire to join them. Contrary to the previous theory about the Veblen effect, researches has demonstrated when the price increases generally consumers reject the product because they cannot afford it. Nevertheless, if we refer to the Veblen effect, price increases further separate and distinguish those who can or cannot purchase luxury goods (Dahm, 2018). Furthermore, Radón (2012), another author, explains that increasing prices exclusively attracts true luxury consumers without increasing sales volume. This is because if the volume of sales also increases along with the prices, the products fall into the category of the snob effect, which then leads to too much demand thus reducing exclusivity.

Consumers adopting the "snob effect" seek to become familiar with the characteristics of luxury, such as exclusivity and scarcity, in both their purchases and their lifestyles (Parilti and Tunç, 2018). In this way, for consumers of authentic luxury goods, the product only needs to be available in limited quantities for "snobby" consumers to be interested in it, as counterfeits are not a negotiable alternative (Leibenstein, 1950). Since these consumers want to differentiate themselves from the societal norm and express their need for uniqueness through their purchases, luxury products therefore fit their need perfectly due to their inaccessibility and rather limited and restricted customer base (Kastanakis & Balabanis, 2014).

Finally, the importance of conformity but also the evidence of self-esteem is clearly visible in the case of these clients. These individuals are not at all concerned about external opinion and judgments thanks to their high self-esteem. Indeed, they are able to make decisions and choices with confidence because of their strong self-esteem. Above all, the decisions they make are, however, not conventional to societal norms and they allow them to distance themselves from the norms of the social group (Tak, 2020).

2.6 Purchasing Intention and Attitudes

Purchasing Intention

Today, the international trade market is becoming more and more competitive due to the increase of new ideas in the market to continuously attract consumers. As a result, consumers now have many alternatives when searching for and wanting to purchase a product. However, a number of factors might influence product's success and the purchase intention of a customer. For example, researchers define "purchase intention" as a tendency to take personal action based on the brand. Their findings indicate that intention and attitude are distinct concepts. While intention is a reflection of a person's motivation to engage in a particular behavior, particularly their intention to make a purchase, attitude is the evaluation of products. Shabbir et al. (2009) provide an additional definition of purchase intention, describing it as an individual's awareness of their intention to attempt to purchase a particular brand.

Purchase intention is also defined as "what we think we will buy" by other researchers (Park, 2002). This definition refers to the perceived feeling and likelihood of purchasing the promoted products, and this purchase shows the level of product loyalty. There are many different definitions of purchase intention. For instance, for Daneshvary and Schower (2000), as cited in Rezvani et al.

(2012), purchase intention is correlated with demographic factors such as age, gender, occupation and education (Lu, 2007). Specific product characteristics, consumer perception, country of origin, and country of origin perception are so many other statements that influence customer purchase intention. Finally, according to X. Wang and Yang (2013), as cited in Rezvani et al. (2012), "purchase intention can also be defined as the decision to act or physiological action that shows an individual's behavior according to the product".

Now, let's delve into defining the concept of purchase intention within the realm of luxury goods and their counterfeiting. For Penz and Stottinger (2005), observed that when consumers buy luxury branded products, they are aware of and very concerned about the impression they make and send back to others. In this sense, counterfeit products are created with the intention of projecting a high image and the prestige that comes with a well-known brand. Thus, the purchase intention of consumers can be explained by the similarities in appearance, quality and image created by the counterfeit version compared to the original product (Wee et al., 1995).

This definition of "purchase intention" has been broadened to include the Theory of Planned Behavior (TPB) contributes to predict purchase intention for counterfeit products. This is because it allows for the prediction of varieties of behavior (Hasbullah et al., 2014). The developer of the theory of planned behavior, Ajzen (1991) states that this theory can be modified and expanded, through the inclusion of additional predictors, to better understand human behavior. According to this theory, intention helps determine purchase behavior, in which purchase intention is then determined by attitudes (Phau & Teah, 2009). This enables a stronger emphasis on attitudes towards the behavior itself rather than the product. Indeed, attitudes toward the behavior are more important to better predict the behavior (Phau et al., 2005).

Several factors are thought to impact consumers' intention to purchase counterfeit products, which can be categorized into four main areas: the personal, the product, the social and cultural context, and the purchase situation, as outlined by Eisend and Schuchert-Güler (2006). A study conducted by Bian and Moutinho (2009), pointed out that age and income do not directly relate to the intention to purchase a counterfeit product. In the same way, consumers' consideration for purchasing counterfeit products also has no effect with their education level. Hence, disparities arise among certain demographic groups such as age, with regards to their intention to buy counterfeit products, indicating that age alone is not a decisive factor. However, when taken into consideration alongside individuals' values and beliefs, the age factor appears to

indicate that older consumers tend to be more ethically conscious than younger ones. Materialism and happiness are more strongly associated with older consumers, as they tend to have higher scores in these areas, distinguishing them from younger consumers. As a result, they are less likely to purchase counterfeit products (Swami et al., 2009).

Numerous studies have demonstrated a clear association between consumers' attitudes towards counterfeit products and their intent to purchase them. Indeed, consumers who hold favorable attitudes towards counterfeiting are more likely to buy counterfeit brands, as indicated by prior research (Wee et al., 1995).

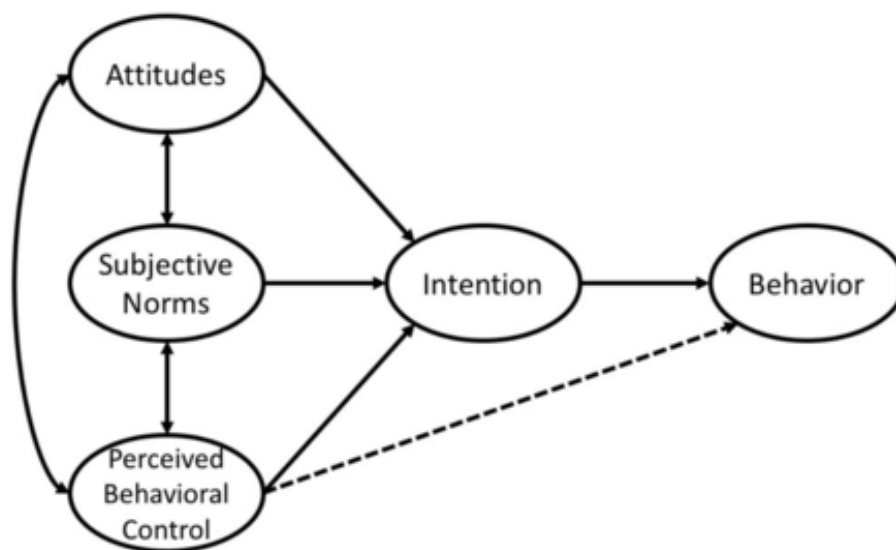


Figure 4. Theory of Planned Behaviour, adapted from Ajzen (1991).

Cognitive dissonance theory provides a promising model, for understanding the impact of consumers' rational and moral justifications on their purchase counterfeit products.

Purchasing Attitudes

Defining and understanding attitude is essential since it directly influences consumer behaviors. First, individuals' intentions are influenced by attitude, which consequently also affects their behaviors positively or negatively (Fishbein & Ajzen, 1980). For example, it is possible for an individual to maintain a positive attitude towards products that are legally and ethically undesirable. De Matos et al. (2007), found through their research that some buyers have positive attitudes towards counterfeits while others have negative attitudes. Thus, the research findings suggest that there is a positive relationship between consumers' positive attitudes towards counterfeit products and their intention to buy them, particularly when it comes to counterfeit goods.

First of all, as explains Wang et al. (2013), in his study based on the Theory of Reasoned Action (see figure 3), consumers' attitudes toward counterfeit luxury products are likely to have an impact on their purchase intention and ultimately their consumption behavior. There are numerous factors that contribute to consumers purchasing counterfeit goods. Franses and Lede (2010), have shown through their research that the main reason consumers buy counterfeit luxury goods is that they cannot afford the original branded goods, due to the high prices.

Secondly, one of the other reasons that consumers buy luxury branded products is based on their self-image (Eisend & Schuchert-Güler, 2006). In addition, another explanatory reason is their brand desire, product desire, the attractiveness of a lower price, or a wide choice of products (Franses et al., 2010). Previously published studies explained that buyers of counterfeit products do not realize that their purchases are hurting the luxury industry. They only see the social and economic benefits of counterfeit products (Lysonski & Durvasula, 2008).

Concerning the attitude of consumers towards counterfeiting, a first factor must be taken into consideration: the personality factor. It is the most important because it allows the consumer to express himself. Indeed, consumers recognize themselves in a brand, and develop a powerful and lasting bond with it when their personality traits, values and demands coincide perfectly with it. Consumers tend to develop positive attitudes towards luxury products when they believe that these products reflect their personality.

The second factor that must be considered is that nowadays, social pressure influences individuals more and more and affects young people massively. This pressure pushes them to follow others, to fit into the mold and sometimes even leads them to violate the rules (example of counterfeiting). Social influence impacts the behavior of consumer because individual consumers are sensitive to this pressure. Individuals are constantly looking to improve their image with others (family, friends, acquaintances) ...

Value for money also influences how consumers feel about counterfeit products. Contrary to popular belief, numerous consumers perceive counterfeit products as a good value for money because of their lower price and slightly inferior quality, even if they are usually thought to be of lower quality than the genuine article. Nevertheless, buying counterfeit items remains risky and uncertain: first, consumers expose themselves to a monetary risk, but also to a social risk since the

social group will not approve of their purchase, and finally to a legal risk (arrest, indictment by law enforcement authorities). As a result, consumers perceive a greater risk in buying counterfeits.

The integrity of the individual, which is determined by their own ethics standards and obedience to the law, is another important consideration in assessing consumer attitudes. Consumers with integrity are less inclined to buy counterfeit products while making purchases, and the reverse is also true. In this sense, status consumers aim to buy luxury products in order to raise their social status and to reflect marks of their own identity (conspicuous consumption). In the same manner, materialistic people are also important as they see the acquisition of luxury products as a real-life goal, allowing them to achieve happiness. They favor prestige goods over general, essential goods. Hence, when facing financial limitations to their desired lifestyle, materialistic individuals tend to have a higher propensity to buy counterfeit luxury brands.

2.7 Identified Research Gaps

As earlier mentioned, for several years now, the luxury industry has been impacted by the phenomenon of counterfeiting, which continues to spread throughout the world. This illegal and underground activity makes the counterfeiting of luxury brands difficult to assess. However, according to an OECD report cited by Ponsolle (2012), it would represent between 5 to 7% of world trade. For its part, the French customs have estimated the annual losses for French companies at more than 6 billion euros. China is the main culprit since 90% of the customs seizures in the European Union are counterfeit luxury goods from this country. These products transit through the free ports of Dubai and spread to all European, American and African markets. The problem has become more and more worrying since counterfeit products have become available on the Internet via websites. According to Ponsolle, the French luxury sector is trying to fight against this phenomenon in a systematic way but also on a global level. The consequences and economic stakes of this phenomenon are heavy and important, whether for companies, states or consumers.

Prior to 2010, there was virtually little research on high-end luxury brand counterfeiting, the author realized (see Figure 1). While some previous research has focused on the use of luxury counterfeit goods, this study aims to provide light on French Generation Z consumers' attitudes and intentions to purchase luxury counterfeit products. Furthermore, there is a scarcity of research examining the relationship between income and counterfeit products, and whether they affect consumer attitudes and purchase intentions positively or negatively. Last but not least, it is worth

noting that, as previously mentioned in the literature review's introduction, there is a lack of published studies on this specific topic, particularly in the context of high-end luxury brand counterfeiting and consumer attitudes towards it (see Figure 1). Luxury companies have recently put new procedures into place to deal with the growing problem of counterfeit products. So, it is intriguing to consider how the younger generation is currently viewed, as well as how they feel about and plan to purchase counterfeit items. However, there is a clear lack of previous work and publications on the revenue consciousness potential relationship with counterfeit consumers' attitude and purchasing intention.

2.8 Research Framework

In order to change the consumption patterns that have become increasingly common despite this new counterfeit market, the author notices a similarity between: (i) their revenue awareness; (ii) their self-esteem; (iii) their degree of conformity; (iv) their purchasing intention and attitude. These four concepts can influence consumers' purchasing behavior. The conceptual model on which the author's study was based is shown in Figure 5.

Five variables emerged from published previous research work (O'Sullivan, 2021) dedicated to the counterfeiting phenomenon: revenue consciousness, conformity, self-esteem, counterfeit attitude, counterfeit purchasing intention (Figure 5). This proposed conceptual model is also based on the work of Ajzen and Fishbein (1980) known as the "Theory of Reasoned Action" (TRA).

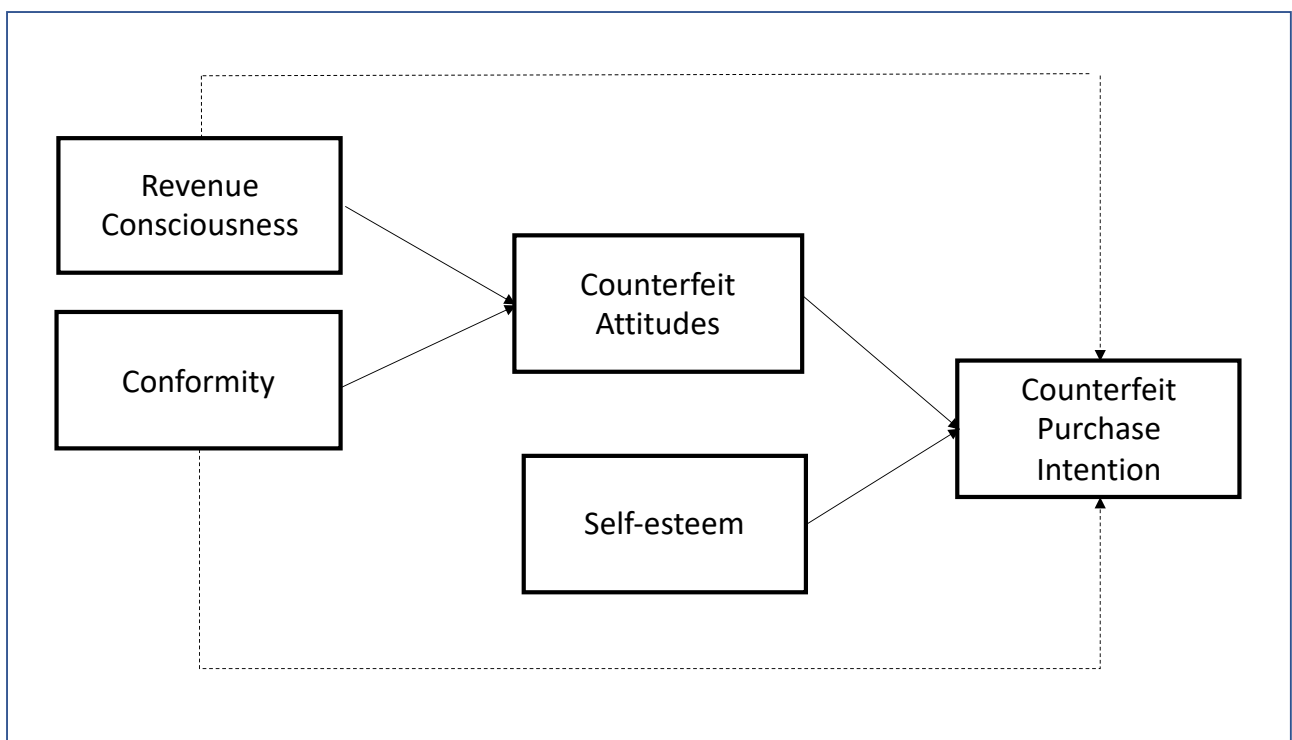


Figure 5. Proposed Conceptual Model mainly based on O'Sullivan (2021)

In order to design this above proposed conceptual model, several variables were identified during the literature review from previous research studies, as follow: O'Sullivan (2021) studied the impact of exposure to luxury brands on social media and its effect on self-esteem, conformity and the counterfeit goods market.

The author's research, inspired by O'Sullivan's (2021), investigates consumers' attitude towards counterfeit high-end luxury products, their intention to purchase them, and the relationship with self-esteem, conformity, and revenue consciousness.

The chosen instrument of research is a survey questionnaire, the format of which can be found in Table 1 located in the section 3.3 discussing data collection. In order to determine the measurable impact, the conceptual model is split into two linear regression models as explained in sub-section 3.4.1.

3 Research methods and implementation

The methodology section details the approach employed to effectively tackle the research questions. For this particular research, a quantitative method was implemented by conducting an online survey to gather data from 101 participants.

3.1 Research context

The luxury industry is one of the sectors most harmed by counterfeiting. After learning about the exponential evolution of counterfeiting worldwide, along with consumers' relations with luxury brands and their counterfeits, the author focused on consumer attitudes and purchase intentions, i.e., their interest and opinions towards counterfeit of luxury brands.

To investigate the notion of awareness, i.e., if whether buyers are already aware when purchasing counterfeit luxury products, the author analyzed the data gathered from the survey questionnaire.

The objective of this empirical study was to ascertain how customers felt about high-end luxury brands and their counterfeiting, through the investigation of their consumption habits. The author conducts an online survey with international Internet users, concentrating mostly on the French Generation Z. This allows to answer the introductory chapter's research questions.

3.2 Research design

The research design refers to the overall strategy adopted to add the various components of the study together in a relevant and coherent manner, guaranteeing that the research problem is effectively addressed; it is the model for data collection, measurement, and analysis (Trochim, William M.K., 2006; Vaus, 2006).

3.2.1 Research philosophy

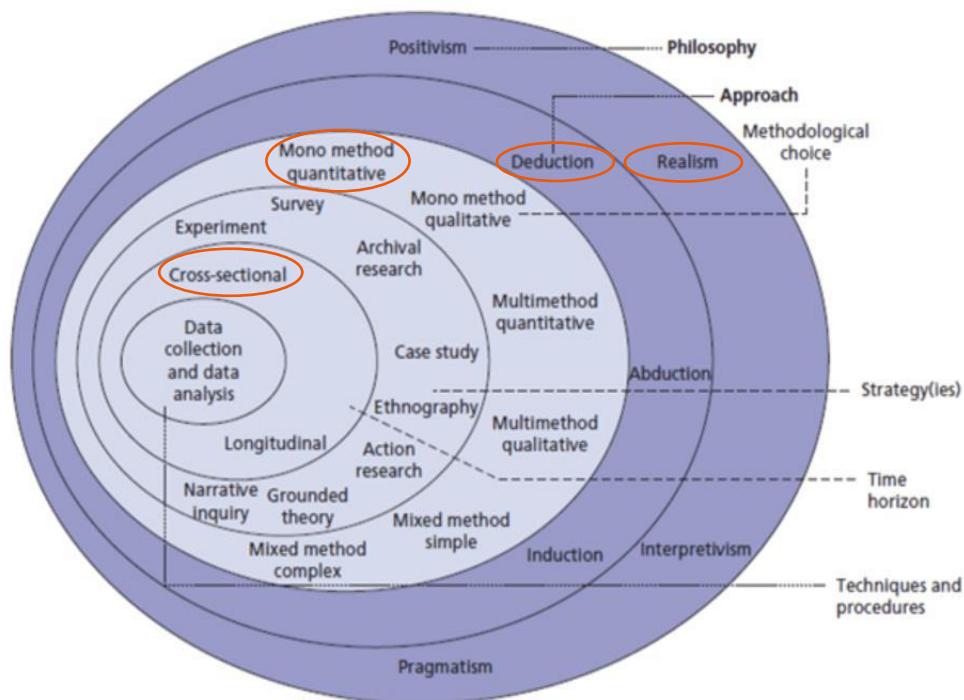


Figure 6. Research philosophy in the 'research onion' (Saunders et al., 2009)

The research model adapted from Saunders, and al. (2012) shows the different ways to conduct a study using various research approaches and tools in order to obtain a viable data collection and to be able to analyze it to try to draw objective conclusions.

Indeed, the author could conduct a positive, realistic, interpretive, or pragmatic analysis. For this thesis, she chooses to approach the subject with a philosophy oriented towards realism. This choice allows them to obtain results that are truly representative of reality. Furthermore, the results are independent of the human mind, allowing the study to be as realistic and true as possible. The method applied for the research philosophy is based on critical realism rather than direct realism, which enables more considered and reliable results.

3.2.2 Research approach

The research approach is centered on how the theory were applied in the thesis. Deductive, inductive, and abductive are three distinct approaches. (i) The deductive approach involves using an established theory and then designing the research to test the theories' underlying hypotheses; (ii) The inductive approach involves collecting data and developing a theory through the analysis of that data; (iii) The abductive approach combines the two approaches, deductive and inductive.

Thus, in this empirical study, utilizing a mono-method and by collecting quantitative data through a survey questionnaire, the author uses a deductive approach. The study adopts a deductive approach to implement and test the research framework (Chapter 2.7). Firstly, a hypothesis is formulated with multiple variables, followed by establishing a relationship with the conceptual model and testing it through a Likert scale questionnaire. Finally, the findings are analyzed to validate the theory or make necessary modifications based on the results (Saunders et al., 2009). This method seemed to me to be the most appropriate and has all its interest since it consists in collecting data and understandings that allow not only to account for the complexity of a phenomenon, but also to engage in its transformation.

3.2.3 Research purpose

There are currently three different kinds of existing research purpose: exploratory, descriptive and explanatory. In order to better understand and identify the subject, exploratory studies first seek to observe what is happening. Second, before collecting data, descriptive studies involve having a clear understanding of a phenomenon, an event, or a person's profile. The data is then collected, analyzed, and synthesized. Explanatory studies, on the other hand, examine the connections between variables in a particular circumstance.

In this case, data was gathered through a survey quantitative questionnaire to look into how consumers feel about high-end luxury brands and their counterfeiting. Consequently, the purpose of this research is explanatory because the study establishes a causal connection between the variables. In order to clarify the way variables, relate to one another, the issue of luxury brand counterfeiting is also highlighted here.

3.2.4 Research strategy/methods

Multiple research methods are possible, such as: experiment, survey, case study, action research, grounded theory, ethnography, and archival research (Saunders et al., 2009). A survey in form of quantitative questionnaire was used in this study.

The author sent a questionnaire by email to the people who are concerned by luxury industry, and to random consumers from French Generation Z.

3.2.5 Methodological choice

The approach taken in this study involves a mono-method design, wherein a single quantitative data collection technique (with the help of questionnaires) is combined with quantitative data analysis processes.

3.2.6 Time horizon

The term "time horizon" refers to the investigation of a particular phenomenon during a specific time period.

The time horizon utilized in this study is cross-sectional, indicating that the data was gathered only once, in a single wave. Thus, due to the evolving nature of the topic, the author opted for cross-sectional research as it involves analyzing data from a particular population at a specific moment in time. The objective was to gather information about the attitudes of French Generation Z consumers towards counterfeit luxury brands and their purchase intention. Through the use of cross-sectional research, the author gained insight into the behaviors of this specific population segment at a particular moment in time. This enabled them to obtain a detailed description of their attitudes and behaviors towards counterfeit luxury products.

3.3 Data collection

Survey Questionnaire

First of all, primary and secondary data are the two types of data used in research. Primary data is gathered by the researcher to address a particular research question and can be either exploratory or explanatory in nature. The collected data is then analyzed to provide an answer to the research question; (ii) Publicly accessible data that has been examined is referred to as secondary data. It is accessible in establishments like libraries, companies, and even internet.

Compared to primary data, this form is typically more descriptive. In this survey, the primary data is used by the author.

Both qualitative and quantitative data are possible. Quantitative data emphasizes numbers. It may be gathered using surveys and questionnaires. The choices of responses are often limited because this research method aims to assemble a large number of responses in order to be able to translate the data obtained. Through the use of a survey questionnaire, primary quantitative data were gathered for this study as empirical evidence. The survey was distributed online via Google Forms in February 2023. Through a shareable link for the responders, this platform allowed the author to distribute the questionnaire in the simplest manner. The author considers that the panel of respondents is relevant because, whether or not they come from the luxury industry, each consumer has a unique opinion on their consumption of luxury products and their counterfeiting. For a quantitative study sample to be relevant, it must obtain a minimum of 100 replies. Thus, the questionnaire, which included 11 quantitative questions, has collected 101 responses. All 5 points Likert scale (Strongly disagree, disagree, neutral, agree, strongly agree) was used for all variables in this study.

Table 1. Operation and Measurement of Variables

Variable	Measurement item	Source
Self-Esteem	SE1 - I feel that I have a number of good qualities SE2 - I am able to do things as well as most other people SE3 - I feel I do not have much to be proud of	O'Sullivan (2021)
Revenue Consciousness	RC1 - I earn enough revenue to buy high-end luxury products RC2 - I am too short on revenue to buy high-end luxury products RC3 – My high revenue avoids the temptation of buying low-price counterfeit high-end luxury products RC4 - My low revenue makes me tempted by the low-price of counterfeit high-end luxury products RC5 - I don't take into account my revenue for undertaking the decision to buy high-end luxury products RC6 - I take into account my revenue for undertaking the decision to buy counterfeit high-end luxury products	Amaral et al. (2016)
Counterfeit Purchasing Attitude	CPA1 - People who buy counterfeit products are committing a crime CPA2 - People who sell counterfeit products are committing a crime CPA3 - Counterfeit goods are as reliable as genuine products CPA4 - Considering the price, I prefer buy counterfeit products CPA5 - Buying counterfeit products generally benefits the consumer	O'Sullivan (2021)

Counterfeit Purchasing Intention	CPI1 - I would buy counterfeit products because the prices of designer products are unfair CPI2 - I would buy counterfeit products even if I could easily afford to buy non-counterfeit products CPI3 - I intend to buy counterfeit luxurious goods in the future due to my finances CPI4 - I would never consider buying counterfeit products regardless of my finances	O'Sullivan (2021)
Counterfeiting of High-End Luxury Products	CP1 - It may happen sometimes that I involuntary purchase counterfeit high-end luxury products CP2 - It may happen sometimes that I voluntary purchase counterfeit high-end luxury CP3 – I prefer to buy the counterfeit when the counterfeit product is as good as an original brand product CP4 – I prefer to buy the original product of a luxury brand even if the counterfeit product has the same characteristics as an original	O'Sullivan (2021) Benhaïm (2008)
Conformity (Subjective Norm)	C1 - It is important that others like the products and brands I buy C2 - When buying products, I generally purchase brands that I think others will approve of C3 - I like to know what brands and products make good impressions on others C4 - I achieve a sense of belonging by purchasing the same product and brands that others purchase	O'Sullivan (2021)

The survey was distributed online via Google Forms in February 2023. With a shareable link for the respondents, this platform allowed the author to distribute the questionnaire in the simplest possible manner.

Sample

The author considers that the panel of respondents is relevant because, whether or not they come from the luxury industry, all of them are consumers who hold varying views regarding their purchase of luxury goods and the act of counterfeiting. A quantitative study sample must get at least 100 answers in order to be considered valid. Thus, the questionnaire was answered by 101 respondents and was composed of 11 quantitative questions. The questions were structured and have predetermined answer options. The use of quantitative questions in a survey is often preferred due to their ease and speed of answering, as well as the convenience of analysis for the researcher. **These** questions allow for the collection of a wide range of data and the construction of clear

graphical representations. In the case of a simple questionnaire that does not require detailed responses, quantitative questions are the most suitable. The survey used in this study comprises five sections, namely the introduction, the consumer profile section consisting of 5 demographic questions, and questions on self-esteem, revenue consciousness, counterfeiting of luxury goods, and conformity (subjective norms).

3.4 Data analysis

3.4.1 Quantitative data analysis

In this research, quantitative data might be presented in form of charts and linear regression statistical analysis have been applied. SPSS (Statistical Package for the Social Sciences), a quantitative analysis tool is used here to develop the study. The program used in this study is recognized for its ability to conduct inferential statistical analysis in the social sciences field. All statistical tests are carried out with a significance level of 0.05.

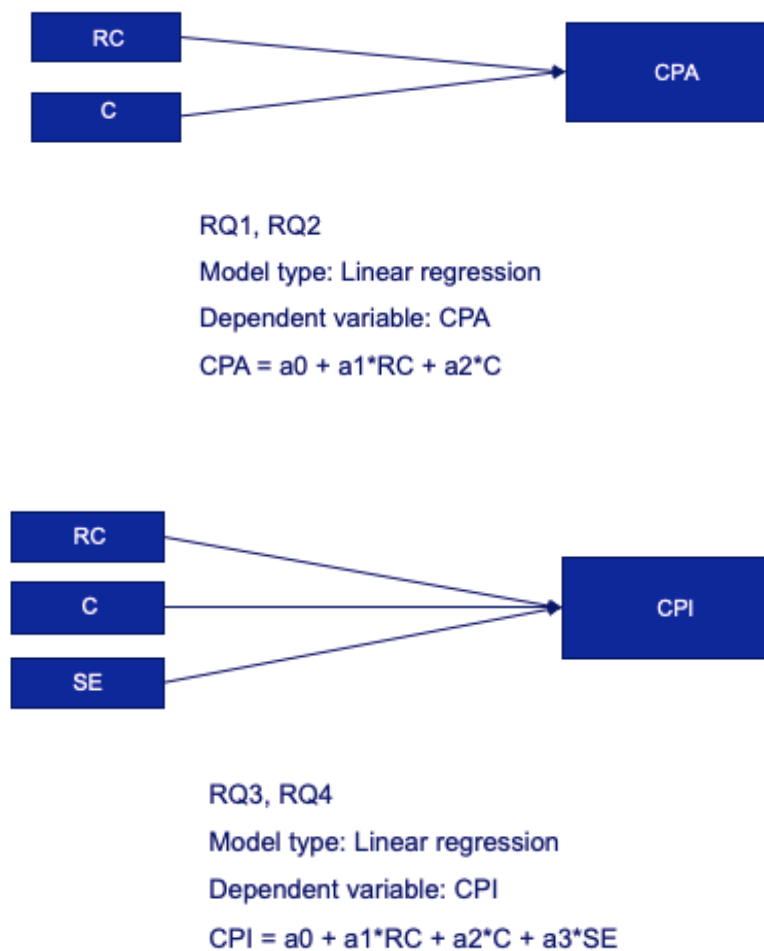


Figure 7. Conceptual Model split into two parts for Linear regression analysis

In these two figures, abbreviations have been used to designate certain terms. In the first figure, the abbreviations RC means *Revenue Consciousness*; C refers to *Conformity* and CPA to *Counterfeiting Purchasing Attitude*. In the second figure, the abbreviations RC still means *Revenue Consciousness*; C refers also to *Conformity*, SE means *Self-esteem* and CPI is used to designate *Counterfeit Purchasing Intention*.

3.4.2 Qualitative data analysis

Qualitative data analysis is beyond the scope of this investigation.

3.5 Ethical considerations

Firstly, my questionnaire was anonymous; therefore, the anonymity of the respondents' information was kept so that they felt free to feel what they wanted and to be as honest as possible. I ensured that my questions were clear and unbiased, with no correct or incorrect answers, and that respondents' personal opinions were the only relevant criteria. Additionally, I clearly stated in the survey introduction that the questionnaire was solely for academic purposes and that all responses would be reported anonymously.

4 Research Results

4.1 Quantitative Data Analysis

4.1.1 Demographic Data

Initially, the questionnaire starts with five demographic questions aimed at creating a profile of the respondents. The survey was completed by 101 individuals, and the collected data indicates that nearly 64% of the participants were women, whereas 33% were men (Figure 8). It is possible that this difference is related to the higher interest women tend to have in the luxury industry compared to men.

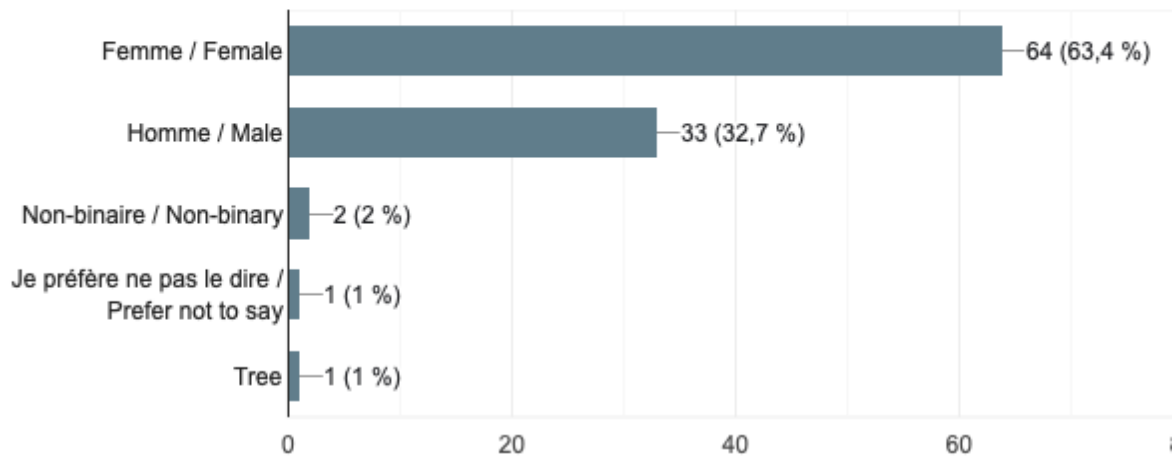


Figure 8. Respondent's gender

According to the data, 76% of the survey respondents are in the 10-25 age range and belong to the Generation Z category. Another 11% of participants are between 26 and 41 years old and belong to the Millennials category, and 8% are between 42 and 57 years old and belong to Generation X. It is worth noting that the author herself is a member of Generation Z and that her network is primarily composed of individuals between the ages of 18 and 40. It is not surprising, therefore, that a significant proportion of the survey participants fall within this age range, (Figure 9).

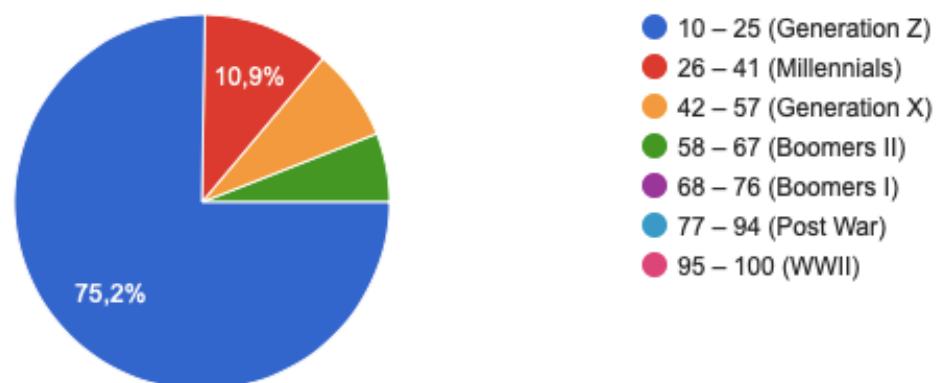


Figure 9. Respondent's age

The main respondents are students (64%) and 52% are students (Figure 10) or employed full-time (23%). By asking these three demographic questions, it becomes possible to categorize respondents according to their age.

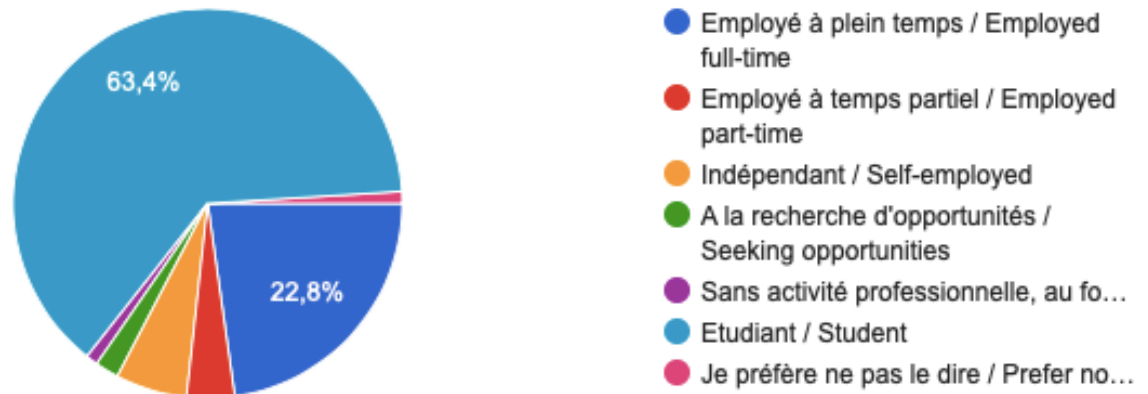


Figure 10. Respondent's employment status

For 45% of the respondents, their monthly pre-tax income is between 0 and 999€ (Figure 11). From the answers to the question concerning the respondent's employment status, we know that 75% of the respondents were students, which can explain why 45% of the main respondents have a monthly pre-tax income between 0 and 999€.

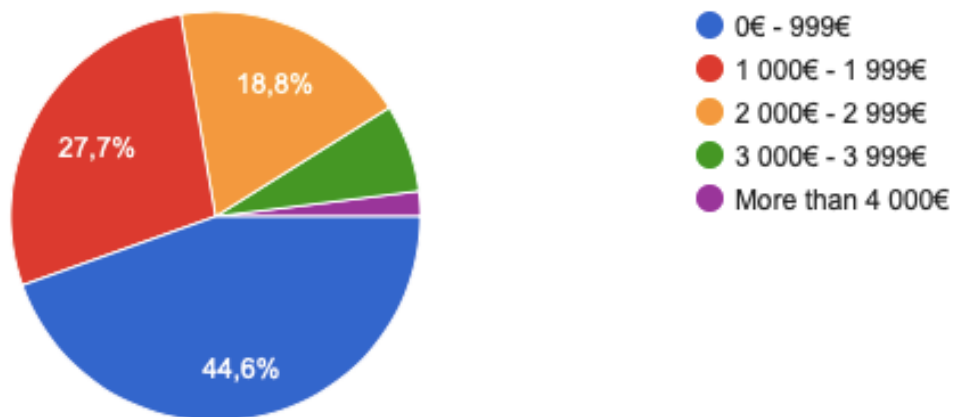


Figure 11. Respondent's personal monthly pre-tax income

Most of the respondents are from France where the survey was conducting. In fact, they represent 90% of the total respondents (Figure 12).

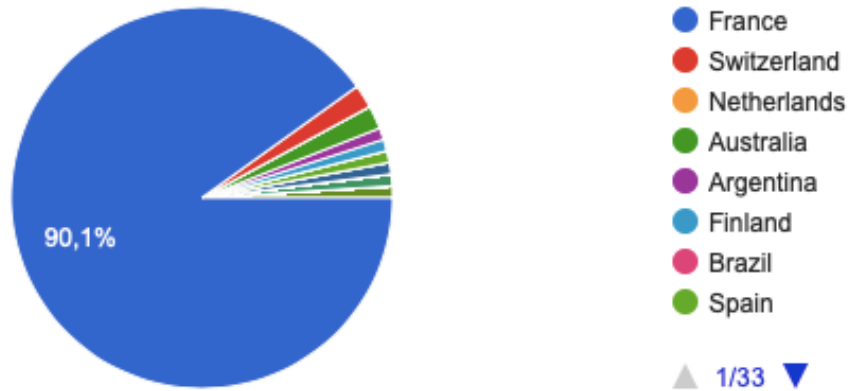


Figure 12. Respondent's personal nationalities

4.1.2 The influence of self-esteem

The second part of the survey comprises questions that are specifically related to the self-esteem, with the aim of assessing its impact on consumer behavior with respect to counterfeit of luxury products. Each question is measured at a 5-point Likert scale (Figure 13).

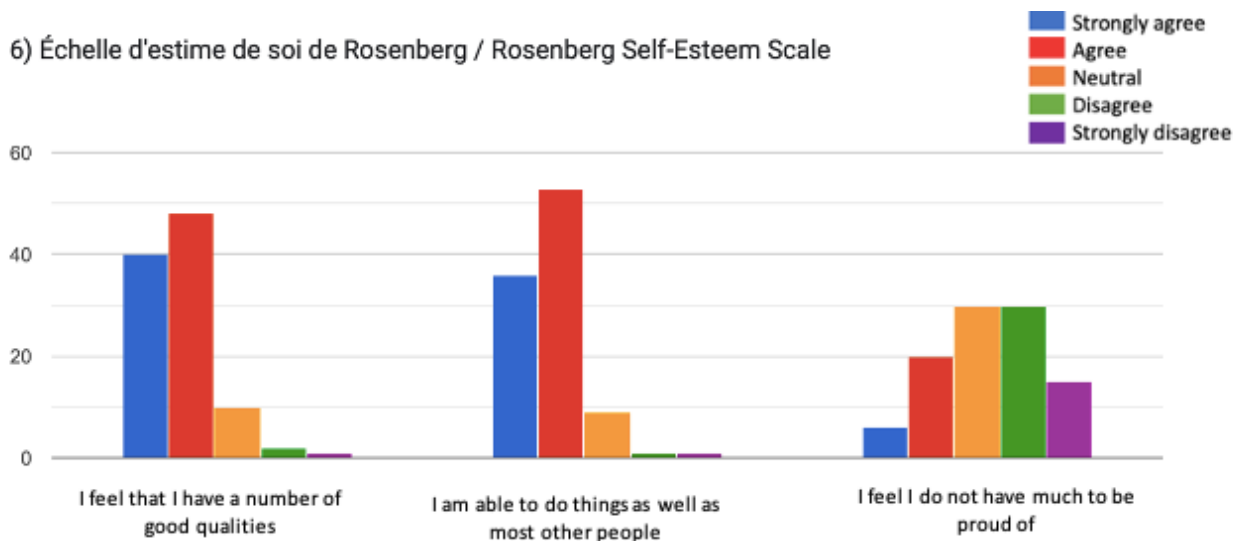


Figure 13. Respondent's self-esteem

The purpose of this question is to investigate whether there exists a link between an individual's self-esteem and their tendency to buy counterfeit luxury goods.

The percentage of respondents who agreed with the assertion "I feel that I have a number of good qualities" was 48%. The response rate was 54% for those who agreed with the statement "I

am able to do things as well as most other people". Finally, the statement "I feel I don't have much to be proud of" was disapproved by 30% of respondents by checking "Disagree". The outcome of this results is that respondents overwhelmingly confirm that they have a number of good qualities and feel they can do things as well as most people, which means their self-esteem is quite high.

4.1.3 The revenue consciousness

7) Conscience du revenu / Revenue Consciousness

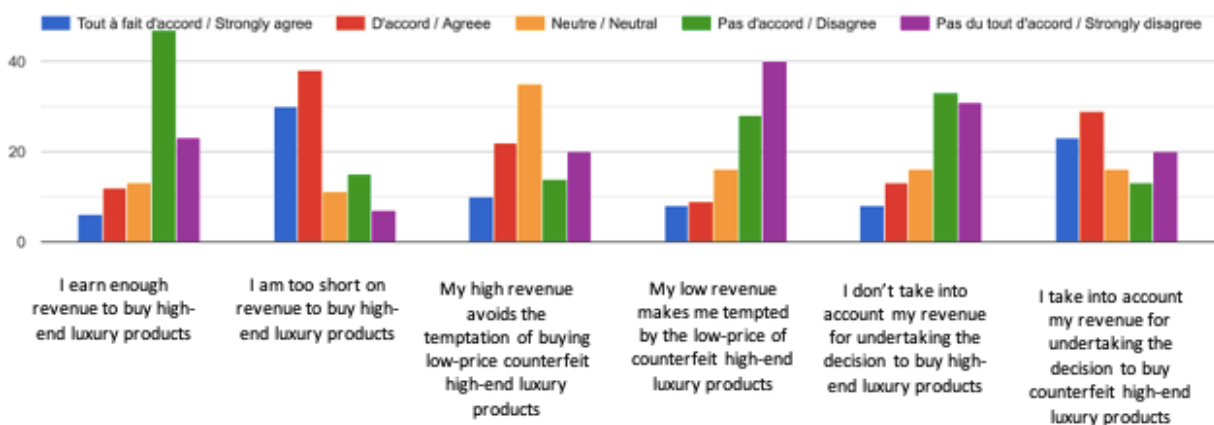


Figure 14. Respondent's revenue consciousness

The objective of this question is to define whether consumers were aware of and impacted by their revenue, i.e., whether there was a relationship between revenue and consumption habits, or the desire to buy genuine or counterfeit goods.

Out of the 101 participants, 47% assert that they possess sufficient income to buy high-end luxury items. Conversely, 38% of the 101 respondents claim to have too little income to purchase high-end luxury goods.

Furthermore, the proportion of respondents who are neutral with the statement "My high income avoids the temptation of buying low-price counterfeit high-end luxury products" is 35%, compared to 22% who agree.

The statement "My low revenue makes me tempted by the low-price of counterfeit high-end luxury products" was disapproved "disagree" by 40% of respondents.

The graph also shows that there has been 33% of the respondents are disagree with the idea of not taking their income into account when making the decision to buy high-end luxury products. Finally, the percentage of respondents who take into account their revenue for undertaking the decision to buy counterfeit high-end luxury products reached 29%.

4.1.4 Counterfeit of luxury products

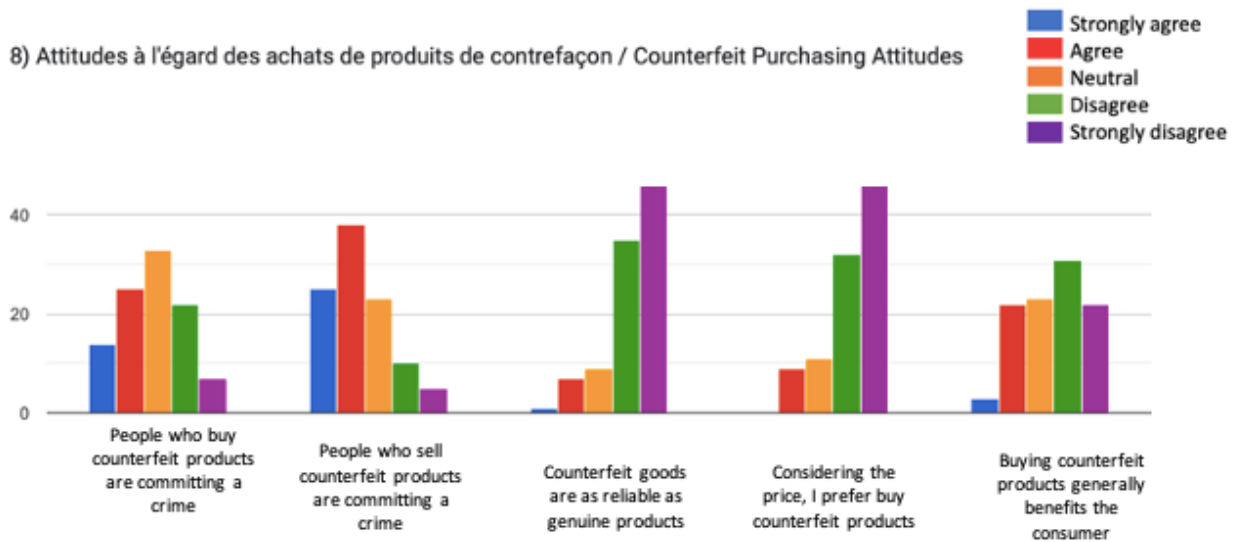
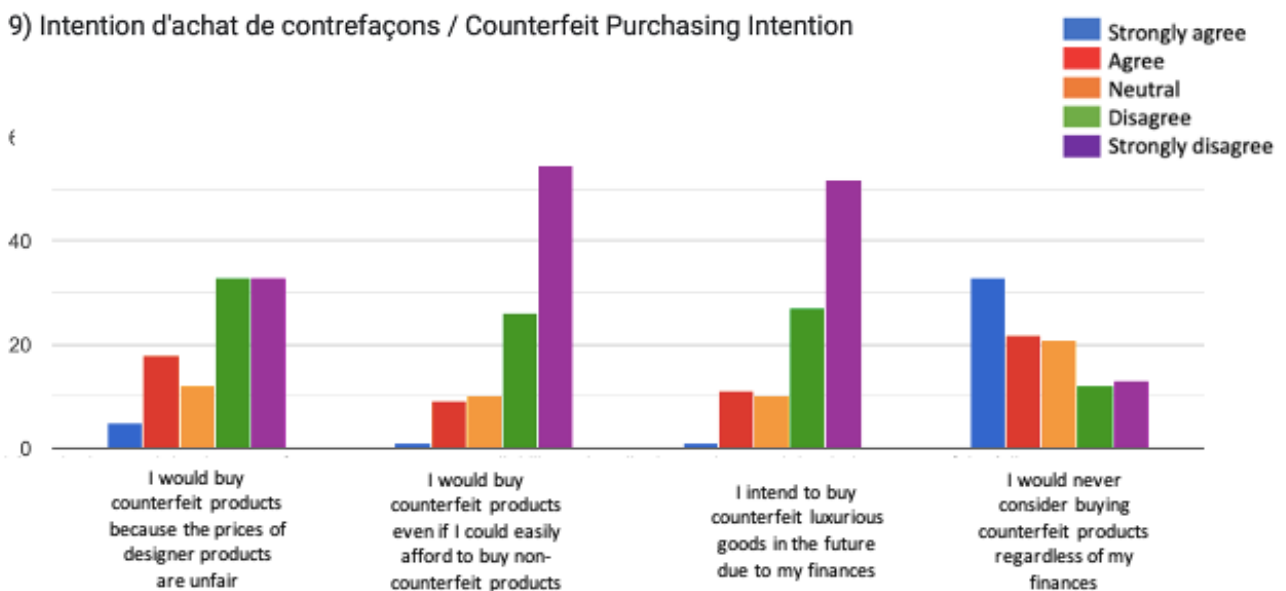


Figure 15. Counterfeit Purchasing Attitudes

The purpose of this question seeks to highlight consumers attitudes towards purchasing counterfeit products and to ascertain their perceptions of those counterfeit goods (favorable or unfavorable).



What can be clearly seen in this chart is the dominance of the rates of “Strongly Disagree” et “Disagree” responses to questions about the reliability of counterfeit goods compared to genuine products (49% and 35% of the answers). Similarly, what stands out in relation to the question about the price of counterfeit products is the rate of disagreement of respondents with the idea of buying a counterfeit product given its attractive price (49% of them answered "Strongly Disagree" and 32% "Disagree"). Only a minority seems to be attracted by the competitive price of counterfeit luxury brands: 9% and 11% are neutral.

Figure 16. Counterfeit Purchasing Intention

To go even farther, the author questioned them regarding their purchasing motivations, particularly with reference to the counterfeit products. Figure 16 reveals that there has been a marked rise in the number of persons who do not intend to buy counterfeit products because of their finances in the future (52%). The same is true for people who can afford to buy genuine products, they do not plan to buy counterfeit products in any case (55% "Strongly Disagree" response rate).

10) Contrefaçon de produits de luxe haut de gamme / Counterfeiting of High-End Luxury Products

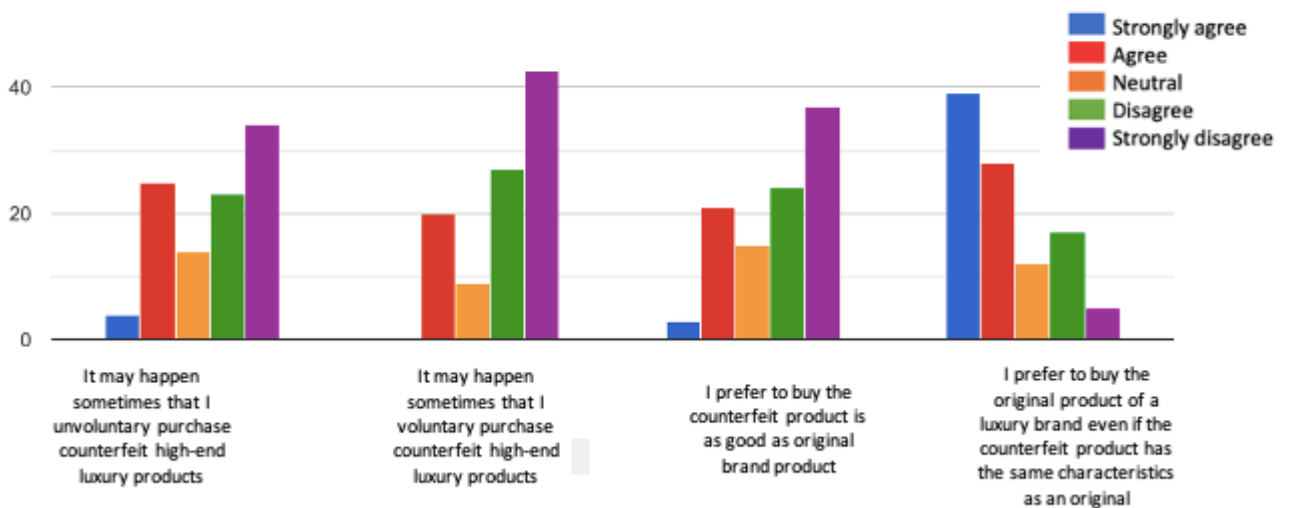


Figure 17. Counterfeiting of High-End Luxury Products

This question provides insight into respondents' relationship with counterfeit or original luxury goods. Despite having identical features, the respondents display a preference for the

authentic product over the counterfeit. Similarly, they said they do not buy counterfeit products voluntarily and involuntarily, which demonstrates their preference for authentic luxury products.

4.1.5 Conformity

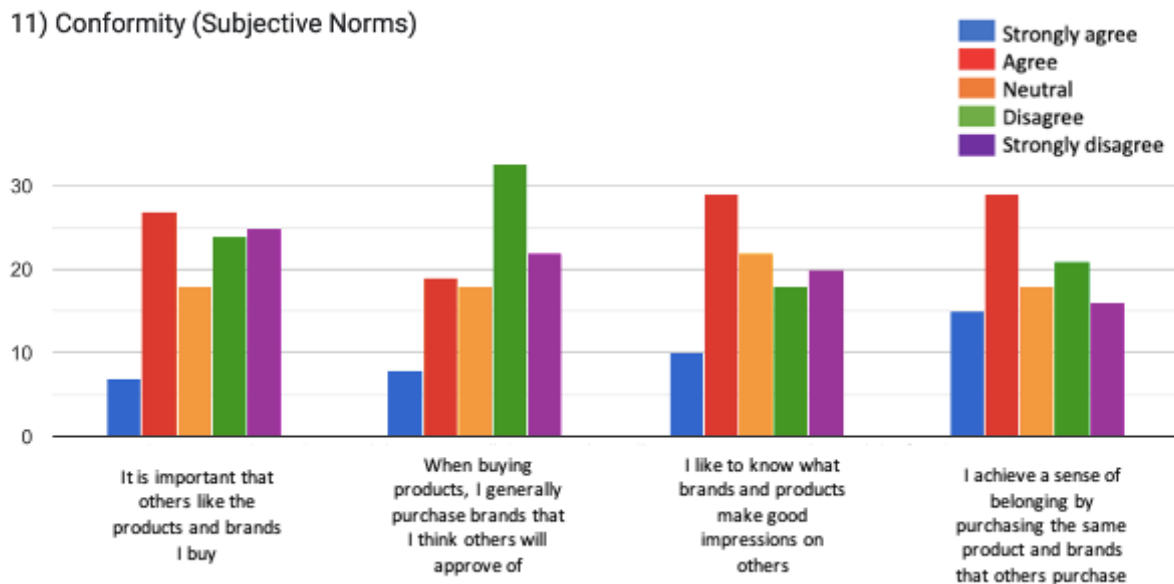


Figure 18. Counterfeiting of High-End Luxury Products

This question seeks to gauge the degree of conformity (subjective standards) that respondents identify with.

What is interesting is that it is important for 27% of respondents that others approve of the products and brands they buy (Agree) yet 33% responded that they do not buy brands that they think others will approve of (Disagree). In addition, 29% responded "Agree" that they like and know which brands make good impressions on others and 29% feel a sense of belonging by buying the same products and brands as others.

4.2 Descriptive statistics

This section aims to analyze and interpret the findings obtained from the questionnaire in order to draw comparisons and establish connections with previous research on the topic. The goal is to identify the contribution of this study to the field and to verify the hypothesis H1 proposed by the authors at the outset of the research.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,300 ^a	,090	,071	,49986

a. Predictors: (Constant), C, RC

Table 2. Model 1: Model summary explaining the effect of Revenue Consciousness and Conformity on Counterfeit Product Attitudes.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,424	2	1,212	4,850	,010 ^b
	Residual	24,487	98	,250		
	Total	26,910	100			

a. Dependent Variable: CPA

b. Predictors: (Constant), C, RC

Table 3. Model 1: ANOVA Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,910	,294		6,495	<,001
	RC	,132	,106	,124	1,244	,216
	C	,112	,046	,243	2,439	,017

a. Dependent Variable: CPA

Table 4. Model 1: Coefficients

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,344 ^a	,118	,091	,58292

a. Predictors: (Constant), SE, C, RC

Table 5. Model 2: Model summary explaining the effect of Revenue Consciousness, Conformity and Self-esteem on Counterfeit Product Intention.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4,411	3	1,470	4,327	,007 ^b
	Residual	32,961	97	,340		
	Total	37,371	100			

a. Dependent Variable: CPI

b. Predictors: (Constant), SE, C, RC

Table 6. Model 2: ANOVA Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,939	,487		1,929	,057
	RC	,412	,126	,327	3,278	,001
	C	-,002	,054	-,004	-,044	,965
	SE	,074	,111	,065	,664	,508

a. Dependent Variable: CPI

Table 7. Model 2: Coefficients

4.2.1 Answers to Research Questions

RQ 1: What is the Attitude and Purchasing Intention of French Generation Z consumers towards high-end luxury products and their counterfeits?

The results show that Conformity has a positive effect on the Counterfeiting Purchasing Attitude (variable is significant at the level of 0.017).

RQ 1.1: Do French Generation Z consumers with Revenue Consciousness have a positive or negative attitude towards counterfeit goods?

The effect of Revenue Consciousness on Counterfeiting Purchasing Attitude is not confirmed, as variable is not significant.

RQ 1.2: Are French Generation Z consumers with low Self-esteem more likely to conform to societal norms and to purchase counterfeit goods?

The effect of Self-esteem on Counterfeiting Purchasing Intention is not confirmed since variable Self-esteem is not significant.

RQ 1.3: Are French Generation Z consumers with high levels of Conformity more likely to purchase counterfeit or genuine products?

Based on the results, we cannot confirm the effect of Conformity on the Counterfeiting Purchasing Intention (variable conformity is not significant).

RQ 1.4: Do French Generation Z consumers with Revenue Consciousness have a positive or negative intention to purchase counterfeit goods?

The revenue consciousness has a positive effect on counterfeit purchase intention (variable is significant at the level 0.001). When Revenue Consciousness goes up of 1 point, Counterfeiting Purchasing Intention goes up of 0.412.

5 Discussion

5.1 Limitations, reliability and validity

A survey questionnaire was used in this study with a mono-method approach, which is suitable for collecting and analyzing a large amount of quantitative data. However, this method may not allow respondents to fully express their opinions and thoughts.

One potential solution to address this limitation would be to gather qualitative data by conducting a survey or an interview with open-ended questions. This would allow for more in-depth and comprehensive answers from consumers.

For this survey, the author got 101 responses. The fact that there were so few respondents is the first major limitation of the study. The collection of more responses might have been more pertinent. The target audience for this study is primarily made up of women from the author's network, which presents additional constraint. Given that 64% of respondents are female, it would have been more intriguing to have a sample that was more evenly distributed in terms of gender.

Finally, regarding research's validity and reliability, the authors have primarily reused a survey questionnaire and model from a prior study (O'Sullivan, 2021). As these instruments have already been validated in the previous research, the current work can be considered both valid and reliable.

5.2 Answering the research questions

The study's purpose was to answer one main research question RQ1, and 4 related research questions RQ1.1, RQ1.2, RQ1.3 and RQ1.4 that fed the main one. By analyzing the results of the survey questionnaire and reviewing the literature, all five research questions were answered.

Firstly, the literature review enabled the creation of a conceptual model, which was subsequently verified using the survey questionnaire. The initial research question RQ1, pertained to the attitudes of French Generation Z consumers towards high-end luxury products and their counterfeits. The survey questionnaire provided a means to address this research question, and the results indicate that conformity has a favorable impact on the counterfeit purchase attitudes.

The second research question RQ1.1 investigates the link between revenue consciousness and the counterfeit purchase attitude of French Generation Z. The results have proven that the effect of revenue consciousness on counterfeit product attitudes is not confirmed.

The third question RQ1.2 analyzes the correlation between low self-esteem, conformity and the intention to purchase counterfeit products. However, the findings indicate that there is no confirmed effect of self-esteem on counterfeit purchase intention.

The fourth question RQ1.3 looks for the link between a high level of conformity and the purchase of genuine products or counterfeit products. However, based on the results, the effect of conformity on the intention to purchase counterfeit products was not verified.

The final question RQ1.4 explores the level of revenue consciousness and the impact on counterfeit purchase intention. The study's findings highlighted that revenue consciousness has a favorable impact on counterfeit purchase intention.

5.3 Dialogue between key results and knowledge base

This chapter examines the similarities and disparities between the knowledge gathered from the literature review (Section 2) and the results obtained from the study (Section 4).

People in social groups dread rejection and isolation more than ever these days, which leads them to plan and organize their future purchases in an irrational way, thus facilitating the development and integration of counterfeit products. In fact, the phenomenon of counterfeiting serves as a helpful tool for these individuals to gain acceptance from the social groups in question. Studies show that consumers who have been rejected and excluded are more likely to conform to others' opinions and buy counterfeit goods (Chen, Wan, & Levy, 2017). Other studies conducted on self-image have pointed out that self-confident people with a high level of self-esteem had a positive attitude, without worrying about the opinions of others (Burnasheva and Suh, 2020). In this way, studies explain that consumer buying behavior is becoming more irrational, especially due to the ever-increasing "vanity" and "status" nowadays. These factors are becoming more popular due to the ubiquity of social networks and constant exposure to the lives of others. This really impacts the purchasing behavior of consumers and research conducted has also led to the understanding that a person with low self-esteem will tend to want to purchase products that symbolize high status, thus prompting them to purchase counterfeit luxury goods (Kim et al. (2012).

Regarding the themes we identified in the literature review, numerous studies have been carried out showing a direct correlation between consumers' attitudes towards counterfeit products and their intention to purchase them. The motives behind purchasing counterfeit luxury products are linked to consumers' self-image, as well as the appeal of lower prices when compared to the higher prices of authentic luxury products (Eisend & Schuchert-Güler, 2006), brand and product desire, and a wide choice of products (Franses et al., 2010).

Thus, consumers' intentions to purchase counterfeit products can be accounted for by the resemblances in appearance, quality, and image between the counterfeit product and the genuine product (Wee et al., 1995). In addition, other research about on the characteristics of individuals who buy counterfeit luxury products reveals inconsistencies in certain demographics. Age and income, for example, do not have a direct correlation with the intention to purchase counterfeit products (Bian & Moutinho, 2009), nor does one's level of education.

The role of income in luxury and counterfeit purchases is found to vary depending on the context, and studies have uncovered different opinions and supporting data. In some research, it is suggested that individuals with lower incomes are more inclined to choose counterfeit products.

The findings of this study do not necessarily align with what the author discovered in the literature review. Indeed, while conformity was found to have a positive impact on counterfeit purchase attitudes, it did not have a significant effect on purchase intentions. Similarly, revenue consciousness was found to positively impact counterfeit purchase intentions, but not purchase attitudes. The effect of self-esteem on counterfeit purchase intentions could not be confirmed. While some of the study's results are consistent with the literature review, such as the findings on conformity and self-esteem, other points were not supported by the research. Additionally, some research findings emerged in this study that were not previously documented in the literature review.

5.4 Compliance with research ethics guidelines

Our Bachelor's research study is supervised and mentored by the Jyväskylä University of Applied Science (JAMK), Finland. In this way, I have followed the ethical rules related to JAMK as well as the Finnish rules. To this end, I have pledged to keep any confidential information, related to the survey questionnaire, anonymous. Furthermore, the author has demonstrated respect for the work of other experts and researchers by appropriately citing their publications in APA style, both in the literature review and in Chapter 5.2. When it comes to data collection, privacy and confidentiality were prioritized, and only aggregated and anonymized results were used in order to prevent any disclosure of individual records or information.

6 Conclusions

6.1 Key Findings

This study sought to investigate consumers' feelings about luxury brands that are being imitated and whether consumers are willing to pay for authentic or imitated luxury products. To achieve this purpose, a quantitative survey in the form of a survey questionnaire was employed to gather primary data from respondents. Furthermore, a proposed conceptual model was devised based on a chosen publication to facilitate a structured and relevant examination of the selected literature (Figure 5). The study aimed to shed light on the impact of imitation on consumer behavior in the luxury goods industry, utilizing a systematic and structured approach to data collection and analysis.

The proposed conceptual model used in this study evaluated the attitudes and purchase intentions of French Generation Z consumers towards counterfeit luxury goods, based on five key factors. These factors were: (i) Revenue Consciousness, (ii) Conformity, (iii) Counterfeit Purchase Attitude, (iv) Self-esteem, (v) Counterfeit Purchase Intention. The findings reveal that conformity had a positive impact on counterfeit purchase attitudes, while revenue consciousness had a positive impact on counterfeit purchase intention. Likewise, the study found that revenue consciousness had a positive impact with consumers' intention to purchase counterfeit luxury products.

In conclusion, the impact of counterfeit products on the high-end luxury industry is multifaceted and far-reaching. On one hand, counterfeit products have caused significant harm to luxury brands by resulting in financial losses, damaging their image, and decreasing consumer confidence. On the other hand, the availability of cheaper knock-offs has made luxury goods more accessible to a wider audience, leading to increased demand and sales for the industry. Despite efforts by luxury brands and law enforcement agencies to combat counterfeiting, it remains a persistent problem that threatens the integrity and profitability of the industry. Moreover, the growth of e-commerce and contemporary technology have made it easier for counterfeiters to produce and sell replicas at lower prices, which has contributed to the rise of counterfeiting as a major global problem. Ultimately, it is crucial that consumers are conscious of the potential hazards and outcomes linked with purchasing counterfeit products, and for the industry to continue developing effective strategies for fighting this ongoing issue. The phenomenon of counterfeiting thus continues to undermine the viability and efficiency of businesses, consumers and governments alike. Indeed, the results of an earlier study explain the negative effects of fraud on businesses: they lose a significant share of their market, have their reputation and image tarnished, and are simultaneously deprived of the benefits of their investments in research, advertising and business development. (Mourad, 2014). Nonetheless, the opinions on the impact of counterfeit luxury brands in the market are diverse and sometimes contradictory. For instance, certain individuals consider counterfeiting as a way to enhance the prestige and reputation of luxury brands and increasing the desirability and demand for their products (Wang & Song, 2013).

Finally, the attitude of French Generation Z consumers towards high-end luxury counterfeit products and their purchasing intention is an important consideration in the fight against counterfeiting. It is crucial for luxury brands to educate consumers about the dangers of counterfeit products and to engage in proactive measures to prevent counterfeiting. By doing so, luxury brands

can protect their reputation and maintain the trust of their consumers, while also contributing to a more sustainable and ethical industry.

6.2 Managerial implications

Luxury companies can make use of the results obtained from this study by identifying and leveraging the findings to their advantage. Firstly, thanks to this study, it gives a new insight on the topic and allows companies to have an overview of the situation in order to implement additional measures. Then, companies can understand consumer attitudes on the luxury market and on the counterfeit market, understand what drives them to buy. This study allows companies to better understand the threat of counterfeiting, which is constantly increasing, to identify the challenges and find appropriate solutions. In fact, they can adapt their strategies, by deploying new means, and better target their consumers. In general, this study can provide knowledge on consumer behavior towards counterfeit luxury goods and to understand the reasons why they buy counterfeit goods.

6.3 Recommendations for future research

To conduct a more comprehensive investigation of this topic in future research, it would be beneficial to expand the scope of the study beyond English-language publications and examine a larger sample of publications. Moreover, conducting a cross-comparative study on the counterfeiting of luxury brands and analyzing patterns, similarities and differences would be advantageous.

For future lines of research, what could be relevant would be to analyze and focus on a particular luxury brand in order to know the real stakes of counterfeiting and to better identify consumers' attitudes towards counterfeiting of this brand. Collecting more than 100 respondents would also be a relevant recommendation as well as broadening their citizenship based on not only French citizens is also a useful and relevant recommendation.

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Appendices

Appendix 1. Quantitative questionnaire

French Generation Z consumers' attitudes towards counterfeits of high-end luxury products and their intention to buy them



Quantitative survey in form of a questionnaire.

Cher(e) participant(e),

Je suis en train de rédiger mon mémoire sur l'attitude des consommateurs face à la contrefaçon de produits de luxe haut de gamme et quelles sont leurs intentions d'achat.

Si vous acceptez de participer à ce projet, en remplissant ce questionnaire, qui peut prendre moins de 5 minutes, vous m'aidez à obtenir des données pour ma thèse.

Veillez noter qu'il n'y a pas de bonnes ou de mauvaises réponses. Seule votre opinion personnelle compte. Vos réponses sont anonymes et ne seront utilisées qu'à des fins académiques. Les données ne seront publiées que sous forme agrégée, de sorte qu'aucun enregistrement ou réponse individuelle ne sera accessible au public.

Je vous remercie pour votre aide !

Dear Participant,

I am writing my bachelor thesis on the attitude of consumers towards counterfeiting of high-end luxury products and what are their purchase intentions.

If you agree to participate in this project, by completing this questionnaire, which may take less than 5 minutes, you will be helping me to obtain data for my thesis.

Please note that there are no right or wrong answers. Only your personal opinion counts. Your answers are anonymous and will be used for academic purposes only. The data will be published only in aggregated form so no individual records or responses will be available to the public.

Thank you for your assistance!

Section 1 - Démographie / Section 1 - Demographics

Description (facultative)

⋮

1) A quel genre vous identifiez-vous ? / What gender do you identify as? *

- Femme / Female
- Homme / Male
- Non-binaire / Non-binary
- Je préfère ne pas le dire / Prefer not to say
- Autre...

4) Quel est votre revenu mensuel personnel avant impôt ? / What is your personal monthly pre-tax income? *

- 0€ - 999€
- 1 000€ - 1 999€
- 2 000€ - 2 999€
- 3 000€ - 3 999€
- More than 4 000€

5) Quelle est votre nationalité ? / What is your nationality? *

1. France
 2. Switzerland
 3. Netherlands
 4. Australia
 5. Argentina
 6. Finland
- Je préfère ne pas le dire / Prefer not to say

Section 2 - Estime de soi / Self-Esteem

6) Échelle d'estime de soi de Rosenberg / Rosenberg Self-Esteem Scale *

Réponses sur 5 échelles (tout à fait d'accord - d'accord - neutre - pas d'accord - pas du tout d'accord) /

5 scale answers (strongly agree – agree – neutral – disagree – strongly disagree)

Tout à fait d'accord / Strongly agree	D'accord / Agree	Neutre / Neutral	Pas d'accord / Disagree	Pas du tout d'accord / Strongly disagree
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Je pense que
j'ai un certain
nombre de
bonnes
qualités / I feel
that I have a
number of
good qualities

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Je suis
capable de
faire les
choses aussi
bien que la
plupart des
autres
personnes / I
am able to do
things as well
as most other
people

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

Je n'ai pas
l'impression
d'avoir
beaucoup de
raisons d'être
fier(e) / I feel I
do not have
much to be
proud of

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Section 3 - Conscience du revenu / Revenue Consciousness

7) Conscience du revenu / Revenue Consciousness *

Réponses sur 5 échelles (tout à fait d'accord - d'accord - neutre - pas d'accord - pas du tout d'accord) /

5 scale answers (strongly agree – agree – neutral – disagree – strongly disagree)

	Tout à fait d'accord / Strongly agree	D'accord / Agreee	Neutre / Neutral	Pas d'accord / Disagree	Pas du tout d'accord / Strongly disagree
Je gagne suffisamment de revenus pour acheter des produits de luxe haut de gamme / I earn enough revenue to buy high-end luxury products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'ai trop peu de revenus pour acheter des produits de luxe haut de gamme / I am too short on revenue to buy high-end luxury products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mes revenus élevés évitent la tentation d'acheter des produits de luxe haut de gamme contrefaits à bas prix / My high revenue avoids the temptation of buying low-price counterfeit high-end luxury products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Mes faibles revenus me conduisent vers les bas prix des contrefaçons de produits de luxe haut de gamme / My low revenue makes me tempted by the low-price of counterfeit high-end luxury products

Je ne tiens pas compte de mes revenus pour prendre la décision d'acheter des produits de luxe haut de gamme / I don't take into account my revenue for undertaking the decision to buy high-end luxury products

Je tiens compte de mes revenus pour prendre la décision d'acheter des produits de luxe contrefaits / I take into account my revenue for undertaking the decision to buy counterfeit high-end luxury products

Section 4 - Contrefaçon des Produits de Luxe / Counterfeit of Luxury Products

8) Attitudes à l'égard des achats de produits de contrefaçon / Counterfeit Purchasing Attitudes *

Réponses sur 5 échelles (tout à fait d'accord - d'accord - neutre - pas d'accord - pas du tout d'accord) /

5 scale answers (strongly agree – agree – neutral – disagree – strongly disagree)

Tout à fait d'accord / Strongly agree	D'accord / Agreee	Neutre / Neutral	Pas d'accord / Disagree	Pas du tout d'accord / Strongly disagree
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Les personnes
qui achètent
des produits de
contrefaçon
commettent un
crime / People
who buy
counterfeit
products are
committing a
crime

Les personnes
qui vendent des
produits de
contrefaçon
commettent un
crime / People
who sell
counterfeit
products are
committing a
crime

Les produits de
contrefaçon
sont aussi
fiables que les
produits
authentiques /
Counterfeit
goods are as
reliable as
genuine
products

Compte tenu du
prix, je préfère
acheter des
produits de
contrefaçon /
Considering the
price, I prefer
buy counterfeit
products

L'achat de
produits de
contrefaçon
profite
généralement
au
consommateur /
Buying
counterfeit
products
generally
benefits the
consumer

9) Intention d'achat de contrefaçons / Counterfeit Purchasing Intention *

Réponses sur 5 échelles (tout à fait d'accord - d'accord - neutre - pas d'accord - pas du tout d'accord) /

5 scale answers (strongly agree – agree – neutral – disagree – strongly disagree)

	Tout à fait d'accord / Strongly agree	D'accord / Agreee	Neutre / Neutral	Pas d'accord / Disagree	Pas du tout d'accord / Strongly disagree
J'achèterais des produits de contrefaçon parce que les prix des produits de marque sont injustes / I would buy counterfeit products because the prices of designer products are unfair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'achèterais des produits contrefaits même si je pouvais facilement me permettre d'acheter des produits non contrefaits / I would buy counterfeit products even if I could easily afford to buy non-counterfeit products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'ai l'intention d'acheter des produits de luxe contrefaits à l'avenir en raison de mes finances / I intend to buy counterfeit luxurious goods in the future due to my finances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Je n'envisagerais jamais d'acheter des produits de contrefaçon, quelles que soient mes finances / I would never consider buying counterfeit products regardless of my finances

10) Contrefaçon de produits de luxe haut de gamme / Counterfeiting of High-End Luxury Products

Tout à fait d'accord / Strongly agree D'accord / Agreee Neutre / Neutral Pas d'accord / Disagree Pas du tout d'accord / Strongly disagree

Il peut arriver que j'achète involontairement des contrefaçons de produits de luxe haut de gamme / It may happen sometimes that I involuntary purchase counterfeit high-end luxury products

Il peut arriver que j'achète volontairement des contrefaçons de produits de luxe haut de gamme / It may happen sometimes that I voluntary purchase counterfeit high-end luxury

Je préfère acheter la contrefaçon lorsque le produit contrefait est aussi bon qu'un produit de la marque originale / I prefer to buy the counterfeit when the counterfeit product is as good as an original brand product

Je préfère acheter le produit original d'une marque de luxe, même si le produit contrefait a les mêmes caractéristiques que l'original / I prefer to buy the original product of a luxury brand even if the counterfeit product has the same characteristics as an original

Section 5 - Conformité / Conformity

Réponses sur 5 échelles (tout à fait d'accord - d'accord - neutre - pas d'accord - pas du tout d'accord) /

5 scale answers (strongly agree – agree – neutral – disagree – strongly disagree)

11) Conformity (Subjective Norms)

	Tout à fait d'accord / Strongly agree	D'accord / Agree	Neutral / Neutre	Pas d'accord / Disagree	Pas du tout d'accord / Strongly disagree
Il est important que les autres aiment les produits et les marques que j'achète / It is important that others like the products and brands I buy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lorsque j'achète des produits, j'achète généralement des marques dont je pense qu'elles seront appréciées par les autres / When buying products, I generally purchase brands that I think others will approve of	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'aime savoir quelles marques et quels produits font bonnes impressions sur les autres / I like to know what brands and products make good impressions on others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

J'éprouve un sentiment d'appartenance en achetant les mêmes produits et marques que les autres / I achieve a sense of belonging by purchasing the same product and brands that others purchase

