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越南消費者購買著名品牌仿冒時裝產品

VIETNAMESE PURCHASE INTENTION TOWARDS COUNTERFEIT LUXURY FASHION PRODUCTS

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準碩士推薦函

本校企業管理學系管理科學碩士班研究生 Bui, Thi Cam My 君在本系修業 1.5 年，已經完成本系碩士班規定之修業課程及論文研究之訓練。

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(1)碩士論文：Vietnamese Purchase Intention Towards Counterfeit Luxury Fashion Products

(2)期刊論文：

本人認為 Bui, Thi Cam My 君已完成南華大學企業管理學系管理科學碩士班之碩士養成教育，符合訓練水準，並具備本校碩士學位考試之申請資格，特向碩士資格審查小組推薦其初稿，名稱：Vietnamese Purchase Intention Towards Counterfeit Luxury Fashion Products，以參加碩士論文口試。

指導教授：＿＿＿＿＿＿＿簽章

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Title of Thesis: Vietnamese Purchase Intention Towards Counterfeit Luxury
Fashion Products

Department: Master Program in Management Science, Department of Business
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Graduate Date: January, 2017   Degree Conferred: M.B.A

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Abstract

Counterfeit products are being the most considerable problem not only in Vietnam but also worldwide. People now concern more on how they could get a satisfied product with the most affordable price. In Vietnam, more and more people are knowingly purchasing counterfeit luxury fashion products for many reasons. Many studies have conducted to explore this issue by taking several product sample and they have not reached an agreement. Whether theories about brand personality, product attribute or perceived benefit can be transferred from original products and applied to counterfeiting or not remains considerable.

This study has been designed to explore and investigate the effect of factors on the Vietnamese purchasing intention of non-deceptive luxurious fashion counterfeits by taking counterfeit luxury handbags as target group. Factors affecting the purchasing intention toward famous counterfeiting fashion products are analyzed. The research uses theory inference, empirical data and statistic instruments to explore and analyze the influence of brand personality, product attribute, perceived benefit, product involvement and price-quality inferences on Vietnamese purchasing intention of counterfeiting luxurious fashion product. The findings indicate that Vietnamese consumers tend to consider a counterfeit fashion product as a brand to represent their

symbol. They also are counterfeiting-prone if they feel that counterfeit fashion products have favorable attributes and benefits. Moreover, these relationships are stronger when involvement of Vietnamese consumers is high.

Key words: **Purchase Intention, Counterfeit Branded Product, Brand Personality, Product Attribute, Perceived Benefit, Product Involvement, Price-quality Inference**

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CHAPTER ONE
INTRODUCTION

In this chapter, research motivation and back ground are stated. In addition, scope of study and research procedure and organization are presented. Research framework is also introduced.

1.1. Research Motivation

It is obvious and widely known that the truth and the fake exist together in every area and every aspect in the world. And in fashion industry, the authentic products are being threatened and even dominated by counterfeit products in some countries. Counterfeits are those derived from authentic products. Whether they are good or not depends on many factors, but some outstanding effects have been noted. Studies have been done in order to find out every hidden truth lies in counterfeits so that discussions and solutions are made to protect manufactures and consumers.

In reality, the term of Counterfeit Branded Product (CBP) is becoming more and more considerable and it not only damages the original producers' benefit but also has caused remarkable consequences to many economies. Although in some countries, for example, the US and the UK, trading counterfeit products is regarded to be illegal (Huynh & Wilson, 2014), previous research indicated that consumers would choose to buy counterfeit products. In Vietnam counterfeit goods are now widely sold and bought in the market although unoriginal products may create potential consequences. According to the Market Survey Agency, Ministry of Industry and Trade, S.R of Vietnam, estimated in 2015 only, the value of infringed products that were punished is 536 billion VND. This study explores the purchase intention of Vietnamese

consumers to non-deceptive counterfeit goods because under these circumstances might Vietnamese consumers' awareness of counterfeits reflect their demand for such products.

After Trans-Pacific Partnership (TPP) agreement with a separate provision regarding Intellectual Property has been signed on 4th February, 2016 among 12 countries including Vietnam. The agreement requires Vietnam to adjust legislation and carry out solutions in order to protect Branded Products and consumers as well. The Vietnam Law on Intellectual Property has been enacted more than 10 years from 2006 but the guide implementation is under a long-overdue. In addition, The TPP agreement has just been signed requiring an adjustment of Vietnam Law in order to join and implement the agreement. Infringing intellectual property is seen to be serious in Vietnam and affects the Vietnamese's prestige. In fact, having the same border with China, the "father" of counterfeits manufacturing, Vietnam market is invaded by fake products which cause difficulties for the Vietnamese government and businesses to control and handle.

Although many studies have been conducted to analyze the purchase intention of consumers, few of them study about Vietnam. Out of those studies, two outstanding results are from Huynh and Wilson (2014) and Ha and Tam (2015). The former authors explored the factors that influence the Vietnamese's intention of buying counterfeits by using in-depth interview method and found out that the most significant factor that encouraging Vietnamese consumers to buy a counterfeit is price advantage. The later ones demonstrated that the highest impact on Vietnamese purchase intention of counterfeits products is consumption status. Many frameworks have been built to analyze the issue and this study try to find out more the internal relationship within factors that can directly and indirectly affect the purchase intention of counterfeit. This research is essential for those authorities that face the counterfeit issue and those

authentic manufacturers who lost huge benefit into the "fake" makers.

1.2. Research Background

Purchase intention of consumers were investigated towards different kinds of products and services. Bagozzi (2010) suggested that purchase intention might lead directly to action or after a period of time and the consumers need to deal with many moderators before go to the final purchase decision. However, purchase intention plays an important role in action of purchasing. In other words, purchase intention is the key element in evaluating the decision making process of a consumer towards a product or service (Keller, 2001). Many marketers and managers use purchase intention as a tool to evaluate the opportunity for a new launched product or service and to design their product/service so that they match the need of customers.

Brand personality, product attributes and perceived benefit were already used as three components of brand image by Bian and Moutinho (2011) in their research of purchase intention toward counterfeits. However this study tries to consider them as three separate constructs that affect purchase intention independently. That is because these three factors may have different impact ways.

Product involvement has been recently analyzed as a moderator in research of purchase intention. Involvement is personal relevance to a product in terms of each consumer's needs, interests, and values (Park & Srinivasan, 1994) and high and low involvement enables customers to consider brand personality, product attributes and perceived benefit while they choose to buy a product or service differently. Product involvement attracts many researchers while doing research on purchase intention. Another significant element that has been used to predict purchase intention is price-quality inference. The perception of the equivalence between price and quality will lead consumers to

different purchase behavior. When consumers feel that the price of a product does not come the same level of quality, they may switch to find other product with lower expense (Lichtenstein, Bloch, & Black, 1988).

1.3.   Research Objectives

The study is designed to explore and investigate the effect of factors that influence the Vietnamese purchase intention of non-deceptive luxurious fashion counterfeits. In conducting research, those objectives are expected to be delivered:

1. By revising previous literature, a framework was developed with six constructs such as brand personality, product attributes, perceived benefit, price-quality inferences, product involvement and the purchase intention of counterfeits.

2. Research aims at demonstrating the interrelationship among brand personality, product attributes, perceived benefit and price-quality inferences constructs and the purchase intention of counterfeits.

3. Furthermore, the moderating impact of lower and higher product involvement on the correlation among brand personality, product attribute, perceived benefit and purchase intention is also examined.

After those analyses, conclusion and suggestion will be drawn.

1.4.   Research Framework

This research has developed an integrated framework of purchase intention with six constructs: Price Quality Inference, Brand Personality, Product attribute and Perceived Benefits. Furthermore, the moderating effect of Product involvement on the relationship between Purchase intention and its antecedents is also tested.
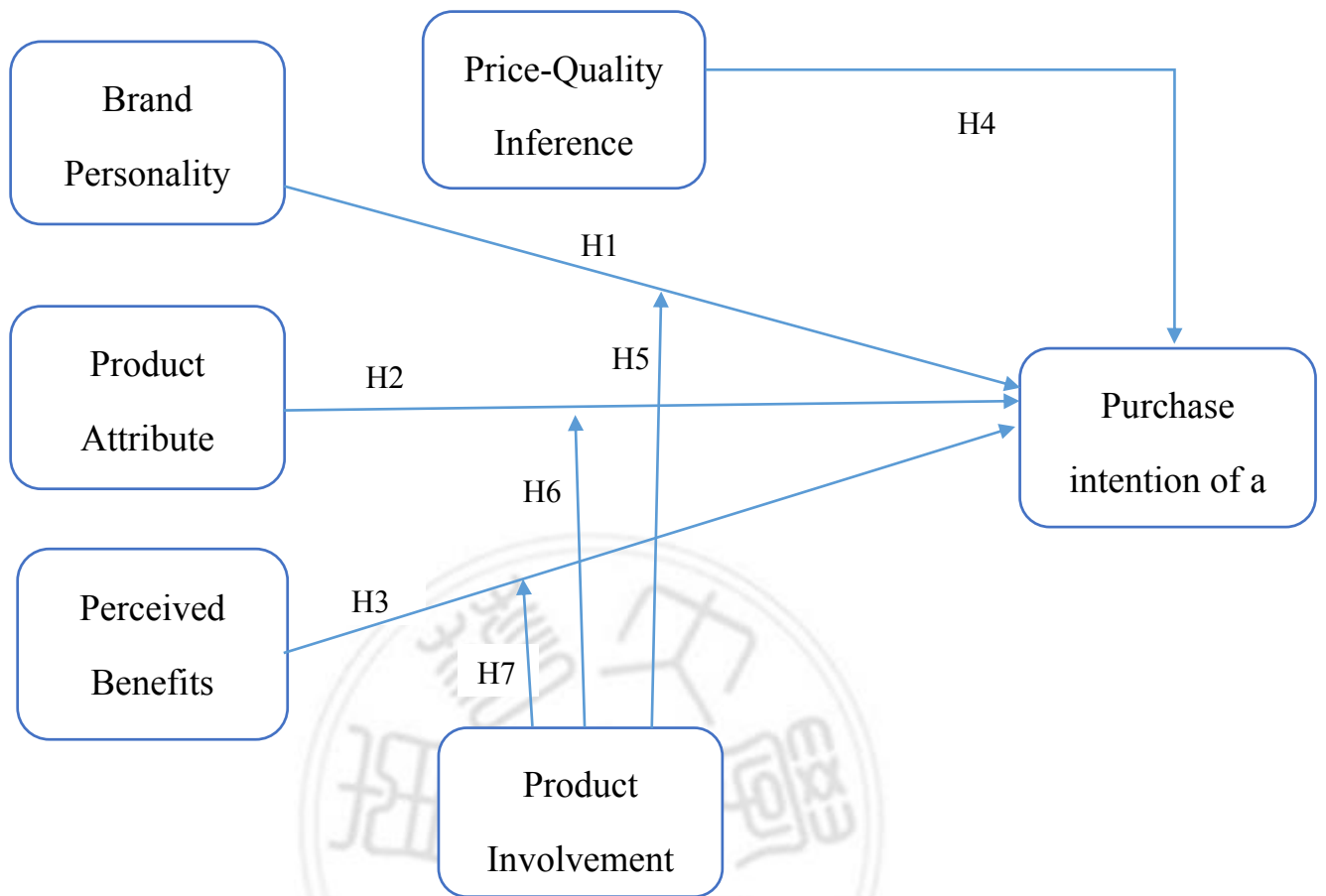
Figure 1.1: Research structure

1.5. Procedure of Research

Based on research motivation and literature review related to purchase intention, a comprehensive model is developed. Hypotheses are proposed and research questions are drawn to reach the research objectives. The research flow chart is shown in figure 1.2.

After data collection, data is put into analysis by using quantitative method. Some techniques in SPSS 22.0 will be applied to test the hypotheses developed from the literature review. These are techniques that were used in this study.

➢ Factor Analysis and Reliability Test: this technique helps to check the explanation of each item to its factor, to confirm whether or not this item strongly represents and support for the research factors.

➢ Multiple Regressions Analysis: This technique is applied to explore the influence of Price quality, Brand personality, Product attributes, Perceived Consequence and Product involvement on purchase intention.

➢ Cluster analysis: This technique helps to clarify high and low Product Involvement to test the different moderating impact of each cluster by using K-mean cluster.

Research motivation and background

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Literature review

↓

Hypotheses development and research framework

↓

Questionnaire design and Data collection

↓

Data analysis and Hypotheses testing results

↓

Conclusion and suggestions
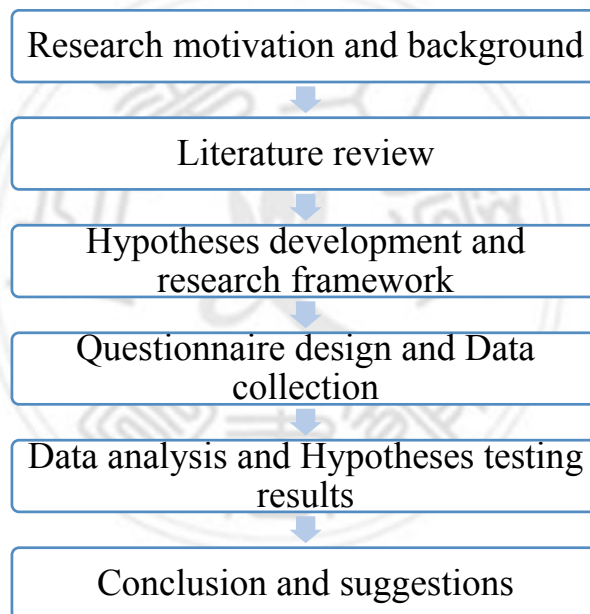
Figure 1.2: Research flow chart

1.6. The scope of study

Table 1.1 The Scope of Study

Items	Scope of Study
Types of the research	Study uses literature review and research framework with six constructs and a questionnaire to collect empirical data to check the relationship of those constructs by applying SPSS 22.0 and then give conclusions.
Key issue	This study mainly discusses the impact of brand personality, product attribute, perceived consequence and the influence of product involvement, and price-quality inference on purchase intention of a CBP.
Dependent variables	Purchase intention of buying a CBP.
Independent variables	Brand personality, product attribute, perceived benefit, Product Involvement, Price-Quality inference.
Main Variable	Consumer purchase intention.
Testing location and Sample	Consumers of counterfeit famous branded fashion products in Vietnam.
Analyzed unit	Individual level.
Time frame	Cross sectional study.
Research instruments	Theory inference, primary data, and statistical analysis instruments.

1.7. The organization of the study

The research will be divided into 5 chapters and each chapter contains the following summaries:

Chapter 1: Introduction

This chapter will general introduce the research motivation and background, which explains why the author choose to do research about this issue and states the present status about the research topic. Research objectives will also introduced, in which the "destination" that the author wants to reach through this study. Scope of research is also presented and research procedure describes the flow of research that leads to the final conclusion.

Chapter 2: Literature Review

Chapter 2 will discuss the previous literature relevant to the research objectives, counterfeit concept; the construct definitions; for instance, brand personality, product attribute, perceived benefit, product involvement, price-quality inference, purchase intention; and the previous findings about relationships among those factors.

Chapter 3: Research Design and Methodology

Chapter 3 proposes the research framework including all the constructs such as purchase intention of counterfeits, brand personality, product attribute, perceived benefit, product involvement and price-quality inference and how they relate to the others. After that, the hypotheses are developed according to their relationships from previous literature. This Chapter also presents constructs measurements, methods used to test the model. Finally, the research design describes the selected brand, sampling plan, data collection process and data collection techniques.

Chapter 4: Results and discussion

First of all, this Chapter will show demographic information about the respondents. The answer from survey will be analyzed applying factor analysis and reliability test to examine the suitability of the items, results from multiple regressions, cluster analysis. Then, results from those analyses will be presented and discussed.

Chapter 5: Conclusions and Suggestions

Findings and the results for hypothesis will be concluded in this chapter. Managerial implication for managers drawn from the outcome will also be stated. Finally, this chapter will discuss about the limitation of this study and then suggests for future research.

CHAPTER TWO
LITERATURE REVIEW

2.1. Counterfeit Branded Products

Counterfeit branded product (CBP) or in other word, counterfeit luxury product has been widely concerned recently. The and WIPO (2008) and World Trade Organization (WTO) (2011) define product counterfeiting as an illegal product that bears the same trademark with the authentic one and the product looks similar to the registered trademark in the purpose of deceiving the buyers into believing that they are purchasing the authentic product. (Spink, Moyer, Park, & Heinonen, 2013). Counterfeit products are those which are produced to be identical to the appearance of authentic products, including the way they are packed and labelled; however, these reproductions are illegal (Phau & Teah, 2009; Wilcox, Kim, & Sen, 2009). Counterfeits are those having features that are difficult to be distinguished from a registered brand name belonging to another party (Bian & Veloutsou, 2007). Whether the trademark brand is famous or not, any illegal imitation destroys the rights of the trademark owner (Bian & Moutinho, 2011).

There are two different types of counterfeiting: deceptive and non-deceptive counterfeits (Bian & Moutinho, 2011; Grossman & Shapiro, 1988). Deceptive counterfeits, or, in other words, blur counterfeits are those that are difficult for consumers to define the traits and the nature of the products that they purchase, nor can they recognize copies from authentic commodities. Thus, consumers do not take responsibility for this behavior of buying counterfeits (Grossman & Shapiro, 1988). Defective counterfeits can often be found in automotive parts, pharmaceuticals, some electric products. Those are difficult-to-realize products which can cause a plenty of consequences for consumer's

heath due to the unreliable quality. By contrast, non-deceptive counterfeits are those that consumers already know about the real fact of the products, they are aware of and intentionally purchase them. This research mainly focuses on this type of counterfeiting because consumers will actively choose to purchase them. Therefore, this research tries to find out the potential factors that can affect the consumers' purchase intention towards non-deceptive counterfeit goods. Non-deceptive counterfeits are common in luxurious fashion brand markets, from luxury apparel, handbags, leather wallets, to cosmetics. Consumers choose to purchase counterfeit products because they are cheaper than the ones made by original manufacturers (Huynh & Wilson, 2014). Therefore, according to Nia and Zaichkowsky (2000) counterfeits are enabling people to make dreams come true by offering them a fake Channel with much cheaper price.

2.2. Definition of Research Constructs

2.2.1. Purchase Intention

Consumer purchase intention has been taken into studies by many researchers. Many scholars with theories and models have explained and discovered consumer intention, what factors have impact on consumer intention towards a product. At a basic level, the consumer intention theory is related to exploring how and why consumers decide to purchase products and services. Ajzen (1991) argues that purchase intention is a guider of how hard consumers are willing to try a product, and how much effort they are planning to put into consideration. In other words, purchase intention consists of motivation before intention; and planning after an intention to purchase a certain product is already made. Whether consumers are willing to purchase the products or not depends on their attitudes towards and their confidence in the products. Mirabi, Akbariyeh, and Tahmasebifard (2015) considers purchase intention as a certain purchasing situation for a particular product in specific

condition. Purchase intention refers to a process of decision-making that investigate the reason why a consumer buys a particular brand (Shah, Aziz, Jaffari, Waris, Eja, Fatima, & Sherazi, 2012). Some features such as product's packaging, materials and design or product's price may cause impression and influence consumer's assessment. Therefore, it takes time and effort for consumers to search for information and to judge a product, it is called a decision process which occurs before the actual purchase decision behavior is made.

The consumer intention to buy counterfeit products has been investigated by Wee, Tan, and Cheok (1995). He explored that although the products includes functional pirated books or software or how fashionable the counterfeit products are, consumers' intention to purchase fake products will decrease along with the more negative consumer's attitude toward CBP.

2.2.2. Brand Personality

Human personality is related to a set of characters and mechanisms within each person that drive and influence his or her interactions with the outside environments (Larsen & Buss, 2005). From this definition, personality varies across people and it describes how people are different from the others. Personality involves with an information process mechanisms that will influence people activity. Personality is a key component of interpersonal relationships, because some individuals who have special personality characteristics are more supposed to create relationships and maintain them (Costa & McCrae, 1992; Larsen & Buss, 2005).

According to Aaker (1997) brand personality is a set of human characteristics related to a specific brand. It is the relationship between a person and a brand. The brand personality factor plays an important role in expressing consumers themselves (Aaker, 1999; Hem, & Iversen, 2002) or particular

dimensions of the self (Bian & Moutinho, 2009). Each consumer has their own brand personality and purchasing some certain kinds of brand helps them differ from or integrate themselves with others (Bian & Moutinho, 2009; Huynh & Wilson, 2014). Especially in fashion industry, brand personality is highly concerned by consumers. What people dress somehow indicates their social status, wearing a Chanel or Dior handbag creates a feeling of confident. It is easily understood by many reasons that have been demonstrated in many previous studies; the extremely high price of those luxurious branded products or the beauty and high quality of the brands create a high-class feeling for users. Therefore, using luxury items creates emotional value for consumers; therefore, the product owns a personal meanings. Brand personality is the construct that is widely used in research about purchase intention because it relates to the personal motivation of purchasing a product. Therefore, the construct is chosen for this study.

2.2.3. Product Attribute

Products attribute can be divided in many ways; in general product attributes are features that can be used to describe and characterize a product or service (Bian & Moutinho, 2011; Huynh & Wilson, 2014; Keller, Aperia, & Georgson, 2008). Product attributes stand for a basis through which marketers differentiate their product or brand apart from those of other competitors based on a specific characteristics or often several attributes or product benefits (Belch & Belch, 1995). Product attributes are very important in the decision-making process. Consumers can find out by themselves what exactly the characteristics of the brand may have (Plummer, 2000). The attributes of CBP are almost copied from the original branded products; carry only some different features; therefore, a counterfeit cannot exist without high brand value products (Turunen & Laaksonen, 2011). Turunen and Laaksonen (2011) stated that

counterfeits imitate the authentic products in a common sight on the street with low quality and low price. In counterfeits, the functionality and artful reasons are important as the quality expectations are a common concern (Huynh & Wilson, 2014).

Consumers identify counterfeit and authentic products to be on different levels and they possess different qualities, especially in product attributes. One of the main attributes that consumers take into consideration while purchasing luxury products is authenticity. This is considered as the most important characteristic that classifies authentic and counterfeit products into two categories (Turunen & Laaksonen, 2011). Therefore, product attributes often affect the brand personality and the brand personality can also reinforce and represent an attribute (Aaker, 2002).

2.2.4. Perceived Benefit

According to Bian and Moutinho (2011) perceived benefits/consequences are expectation of consumers from the products they buy. Aaker (2002) stated that benefit of a product was contributed by two components: functional and emotional benefits. The former benefits are the more basic and fundamental advantages of product consumption and usually refers to the product-related attributes. It means that a product is expected to perform it function well. For example, a watch is perceived to show the time as it fundamental role. Emotional benefits are the feeling that the products bring back for the user, for example a luxurious watch is known to bring back social status or fashionable style. Therefore, it can said that perceived benefit is relevant to product attributes and brand personality in accordance with the functional benefit and emotional benefit respectively (Keller, 1993).

Regarding to a CBP, it is the certain end values that the consumers believe to receive when they purchase a product or brand. Consumers believe that

counterfeits carrying luxurious brand may propose some benefits that are "similar" to the authentic one in the same way as they imitate the brand products such as physical and emotional functions.

2.2.5. Product Involvement

According to Park, Lee, and Han (2007), involvement is related to the perceived personal relevance of a product or service in terms of the each consumer's needs, interests, and values. It is one of the four advertising models, which is used to elicit emotional response (Pelsmacker, Geuens, & Bergh, 2010). The consumer's enduring perception of the outstanding features of a product category is the meaning of (Mittal, 1995; Wulf, OdekerkenSchröder, & Lacobucci, 2001;). It considerably affects consumers' cognitive and behavioral responses in the marketplace (Counter, Price, & Feick, 2005).

Traylor (1981) relates involvement to a consumer's understanding or recognition of a product. High involvement is the higher level the consumer consideration of the product and low involvement, the lower level. Research shows that with high involvement level, buyer decision processes are seen to experience extended decision-making, including information search and evaluation of criteria stages (Browne and Kaldenberg, 1997). Consumers with high involvement look for personal, experimental and symbolic gain, rather than maximizing product functionality (Soloman, Surprenant, Czepiel, & Guttman, 1985). By contrast, consumers more prefer purchasing a CBP if they are not aiming at a personal indulgence. This study consider product involvement as a factor with moderating effect on purchase intention of CBP because product involvement has widely been an instrumental framework, important to understand consumer decision-making behavior (Fill, 2009).

2.2.6. Price-Quality Inference

Consumers nowadays do not buy product in the same with what they did in the past; they do not just tend to buy the cheaper one but now consumers seek for high quality products even they cost more money Phau, Teah, and Lee (2009). As it was firstly introduced by Scitovszky in the early of 20 century about the relationship between price and quality, consumers often use price as a tool to evaluate a product quality. Especially, when consumers have little knowledge about the product or service, they use price to indicate quality. Product with higher price is believed to possess a better quality than that with lower price. This is considered as price-quality inference which uses price to infer quality.

The main impact of price turns out to be more obviously relevant to quality perception of a brand. Consumer use price to predict product quality as price delivers information to customers about quality (Erikson & Johansson, 1985). The function of price as an indicator of perceived quality has been widely studied more than any other elements in this area (Dodds & Monroe, 1991).

CHAPTER THREE
RESEARCH DESIGN AND METHODOLOGY

This chapter will present deeply about the hypotheses development and research framework and the methodology used to address research problem.

3.1. Hypotheses Development

After all the discussion above regarding to the definition of the constructs and their relationships among them in literature context, this study suggests 7 hypotheses.

3.1.1. The influence of Band Personality on Purchase Intention of a CBP

People often purchase branded products not only due to functional performance but also for symbolic perception (Bian & Moutinho, 2011). The world fashion trend enables people to determine their social position by owning luxury branded products. However, fashion changes dramatically and people need to stay in trend because prestige has become indispensable role in consumers' mind. Older research shows that brand personalities drive consumer preference and usage due to that fact that consumers want to associate themselves with an ideal self-image (Aaker, 2010; Bian & Moutinho, 2011). Therefore, consumers purchase a specific luxurious branded products in order to confirm their personalities. If a consumer feels a similarity between his own self-concept and the brand's personality, the image of brand is considered as the symbol of the consumer's personality.

Little research has been investigated whether the personality of an authentic brand, in this case luxury brand, can be transferred to CBP or not. However, due to the fact that symbolic performance is illustrated by brand

name, and when counterfeit bearing a brand name of an original branded product, it is not simply considered as a product, but more importantly a brand. Therefore, it is possible to suppose that existing brand theories can be applied to CBP (Bian & Moutinho, 2011). Thus, the author is able to predict that CBPs are prone to be purchased if they are perceived to process positive and favorable brand personalities. Therefore, Hypothesis H1 is developed:

H1: The positive and favorable brand personality of a CBP has a positive impact on the purchase intention of a CBP

3.1.2. The influence of Product Attributes on Purchase Intention of a CBP

Research has indicated that the positivity of consumers' perceptions of the product attributes of a particular brand will increase the possibility of the branded product to be purchased (Bian & Moutinho, 2011). In reality, during the decision-making process, it is assumed that consumers not simply consider the current value of the products but also the future performance of the product attributes (Chowdhury & Islam, 2003). In other words, product performance, which relates to product attributes, is an important factor in decision making decision. Consumer consider to buy a product if they perceived this product will function well not only at present but also in future.

Because of the fact that consumer takes perceived attributes into the decision-making process (Bian & Moutinho, 2009), many researches have explored that there is a considerable implication from perceived product attributes of a specific brand to the chance that brand will be purchased (Nedungadi, 1990). In a CBP case, the counterfeit carries a famous brand and they imitate to be identical to the original, including product attributes. For example, a bag still functions as a bag which carried things or play a role of accessory. A bag carrying a brand name enables to enhance its function.

Whether it is authentic or not, the brand name does really exist. This study aims to strengthen the previous research about the important contribution of product attributes in consumer purchase intention of counterfeit goods by investigating Vietnamese consumers' attitude toward non-deceptive counterfeits. Therefore, the hypothesis H2 about the linkage between product attributes and purchase intention of a CBP is developed.

H2: Consumers' perceptions of product attributes affect the purchase intention of a CBP positively.

3.1.3. The influence of Perceived Benefits on Purchase Intention of a CBP

Every decision of buying something is definitely expected to bring back for consumers some kind of benefits or consequences. Perceived benefits are often understood as fairly fundamental motivations and involve a desire for problem removal or avoidance (Rossiter & Percy, 1987). In other words, consumers purchase a product or experience a service in order to solve some certain problem. Given that owning luxury branded products gives the consumers a positive sense, the purchase and use of a CBP can be creating consumers with emotional benefits (Aaker, 2010). Fashion product is considered as the symbol of consumer's personality. Buying a counterfeit is believed to give consumers prestige and quality (Ang, Chen, Lim, & Tambyah, 2001).

Past studies suggest a positive connection between perceived benefit and consumer decision making process, which indicates that when consumers feel that this product can create some benefits for them or helps them to deal with their problem then they will consider to buy that product. This research focuses on luxurious fashion products, which are thought to bring back for consumers both physical and emotional benefits. Once again this study confirms the discovery of the previous studies in case of counterfeit goods. Thus, Hypothesis

H3 is developed.

H3: Perceived benefits drive the consumers' purchase intention of a CBP positively.

3.1.4. The influence of Price-Quality Inference on Purchase Intention of a CBP

Consumers regards price as "light" or the guider of quality, and they assess a product's quality across levels of price (Ha & Tam, 2015), higher price will indicate better materials and better manufacturing; therefore, in this case price will play an important factor that influences their purchase intention. Nevertheless, when the high cost consumers spend on buying the product does not equal to the quality they expected, consumer may accept other products with lower expense. Huang, Lee, and Ho (2004) stated the price quality inference by the consumer perception that "high prices, good quality" and vice versa, "low prices, poor quality". This relationship has been widely used in research about purchase intention.

Huang et al. (2004) also demonstrated that the more consumers believe the concept "they will get exactly what they paid", the less consumers stand for counterfeits. It means that consumers consider counterfeits to be a low-grade product of the authentic one; in fact those counterfeit products imitate to be an original and they are sold at a much cheaper price. Consumers who believe on price will not be CBP-prone. Research of Phau et. al. (2009) explored that inference from price-quality has a considerable and downward effect on favorable attitudes toward counterfeiting. When the consumer has a strong perceptions that the money they spend on products worth the equivalent quality, they are less likely to purchase counterfeit products. Therefore, hypothesis 4 is developed.

H4: Price-quality inference has a negative effect on the purchase intention of a CBP.

3.1.5. The moderating effects of Product Involvement

Product involvement has been put into research as a factor changing the effects of others factors on purchase intention by many researchers. High and low product involvement was demonstrated to increase the effect of brand personality on purchase intention according to Punyatoya (2011). However, in the context of non-deceptive counterfeiting, high and low product involvement express different moderate effects. Nkwocha, Bao, Johnson, and Brotspies (2005) suggest that consumer in high product involvement evaluate information in a different way with those have lower product involvement.

The Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1984) indicates that high product involvement leads to "general route" while low product involvement develops a "peripheral route" to persuasion. Consumer with general route tends to use their experience to deal with the issue presented to them; they rely highly on indicative cues such as attribute and performance information to explore products while the other choose some available and salient characters presented to them, such as cost and brand name. Previous study on repeat purchase by Punyatoya (2011) illustrated consumers are influenced by some factors such as price-related tactics, product usage, advertisements and the word of mouth in decision deliberation and purchase intention for a low involvement product. Therefore, the intention to purchase in case of low involvement products is mostly affected by tactics, heuristics, rather than symbolic meaning of the brand and emotional characteristics of it. Thus, hypothesis 5 is developed.

H5: Brand personality affects consumer purchase intention of a CBP more strongly with high product involvement than with low product involvement.

High product involvement enables consumers to put effort and capability in evaluating CBPs as opposed to their counterparts, the authentic branded products (BPs), by analyzing positive and negative features, costs and benefits (Fazio, 1990). Therefore, when product involvement is high, there is an opportunity of consumers being capable of distinguishing the different features between a CBP and a BP, and then demonstrate less preference for the CBP than the BP.

In the contrary, in case of low involvement, or in other words, there is less motivation and even capability to evaluate information, the distinction between CBPs and BPs suppose not to be easily found out (Bian & Motinho, 2011). Moreover, when product involvement is low, consumers consider less about personal, experimental benefits than when product involvement is high. Therefore, in decision-making process, consumers apply product attributes more in a high rather low product involvement situation. Therefore, the influence of those factors on the purchase intention differs across the degrees of product involvement. Thus, Hypothesis 6 is developed.

H6: High product involvement enhances the positive effect of product attributes on consumer purchase intention of a CBP more strongly than the impact of low product involvement.

Customers who have high involvement will more hope that the suppliers involve them in offering solutions to their issues. In other words, each product is purchased with a purpose and; furthermore, the extra benefits that the product suppliers will be expected to bring back (Varki & Wong, 2003). Therefore, consumers who have high relevance with the product may make decision of buying the product because the feel that this product may fulfill their interests or needs. By contrast, those with low involvement find little relevance with the product and turn out to not purchase it. Involvement is regarded as a "goal-

directed arousal capacity" (Kinard & Capella, 2006; Park & Mittal, 1985). Involvement is recognized when there is a goal-directed encouragement to seek for a perceived need or objective, but involvement will not happen without needs. Counterfeit fashion commodities are perceived to bring back some similar gains to the original ones and there for degrees of involvement may have some effect on consumer perception of benefits that lead to purchase intention of counterfeit fashion items. Thus, Hypothesis 7 is proposed. Table 3.1 made a conclusion about seven hypotheses which were developed.

H7: Perceived benefits have stronger impact on purchase intention of a CBP with high involvement than with low involvement.

Table 3.1: Developed hypotheses

H1	The positive and favorable brand personality of a CBP has a positive impact on the purchase intention of a CBP.
H2	Consumers' perceptions of product attributes affect the purchase intention of a CBP positively.
H3	Perceived benefits have a positive effect on the purchase intention of a CBP.
H4	Price-quality inference has a negative effect on the purchase intention of a CBP
H5	Brand personality affects consumer purchase intention of a CBP more strongly with high product involvement than with low product involvement
H6	High product involvement enhances the positive effect of product attributes on consumer purchase intention of a CBP more strongly than the impact of low product involvement.
H7	Perceived benefits have stronger impact on purchase intention of a CBP with high involvement than with low involvement

3.2. Research Framework

According to the literature review and hypotheses as developed in previous section, the study developed the research framework which is depicted as Figure 3.1. There are six major constructs and building seven corresponding

interrelationships. The effects of four factors Brand Personality, Product Attribute, Perceived Benefit and Price-Quality Inference on Purchase Intention. In addition, the mordeting effects of Product Involvement were developed.
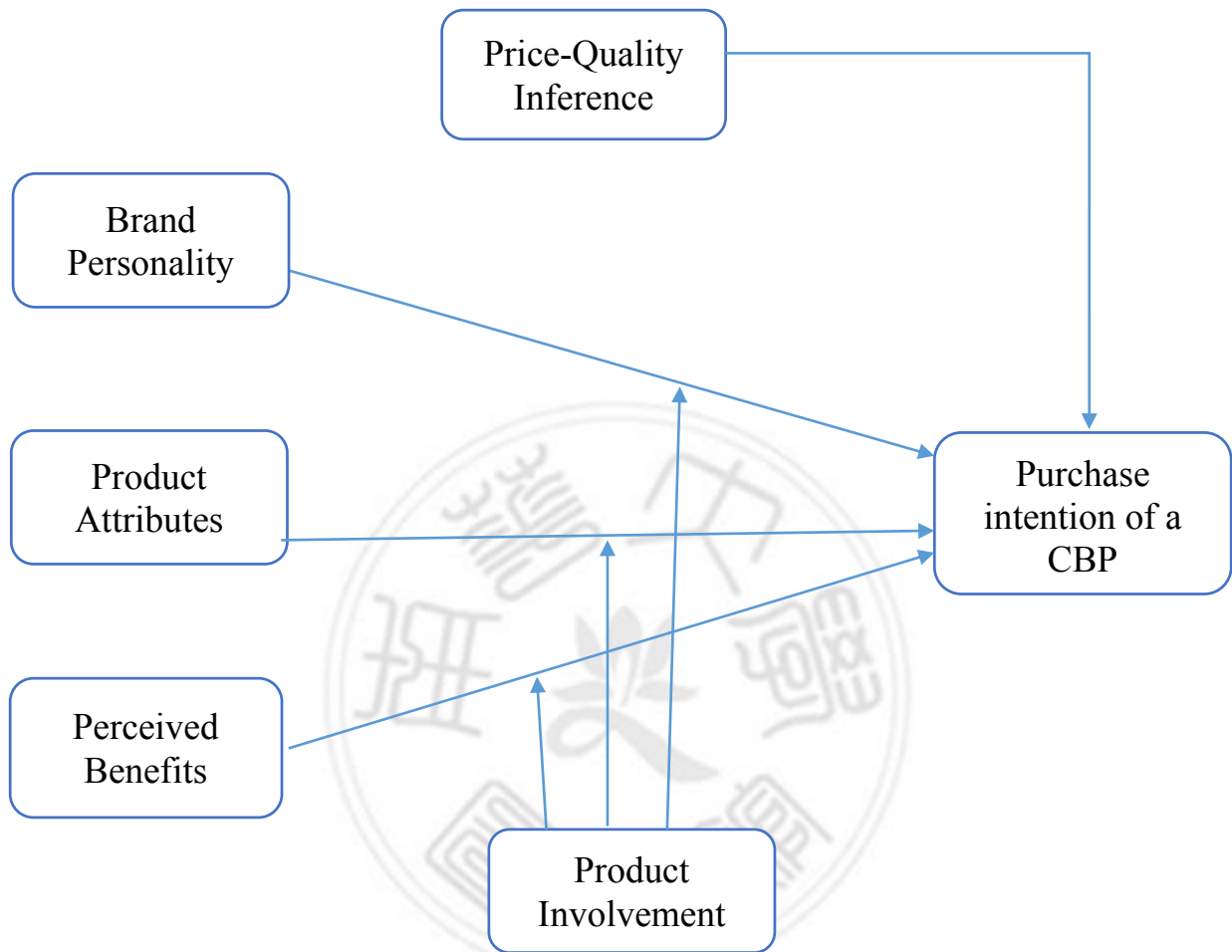
Figure 3.1: Research framework

3.3.   Construct measurement

In this study, six major sections are measured: (1) Purchase intention, (2) Brand Personality, (3) Product Attributes, (4) Perceived Benefits (5) Product Involvement, (6) Price-quality inference. A questionnaire survey is designed for the study. The operational definitions of each constructs are described as follows:

3.3.1. Measurement of Purchase Intention

This study applied questionnaire items from the studies of Spears and Singh (2004). These are 5 items:

1. I have intention of buying luxurious counterfeit handbags in the future.
2. I have high purchase interest of luxurious counterfeit handbags.
3. If I would buy a handbag now, I would buy a counterfeit one.
4. I probably purchase luxurious counterfeit handbags.
5. Purchasing a luxurious counterfeit handbag is my first choice.

All the items will be examined on a seven-point Likert scale. Participants will be asked to show their opinion through 7 degrees of agreement toward each statement, from 1 to 7 indicating strongly disagree and strong agree respectively.

3.3.2. Measurement of Brand Personality

Seven items of Brand Personality construct were taken from the study of Bian and Moutinho (2009). In previous study, the authors use Rolex sample to present to the respondents of their questionnaire and ask them a question: How do they feel about the Rolex item if it is a person? And this study takes luxurious counterfeit handbags as examples and explain to the participants in each individual question:

1. If a luxurious counterfeit handbag was a person, you think that person would be RELIABLE
2. If a luxurious counterfeit handbag was a person, you think that person would be SUCCESSFUL
3. If a luxurious counterfeit handbag was a person, you think that person would be HIGH-CLASS
4. If a luxurious counterfeit handbag was a person, you think that person would be YOUNG

5. If a luxurious counterfeit handbag was a person, you think that person would be CHEERFUL

6. If a luxurious counterfeit handbag was a person, you think that person would be HARD-WORKING

7. If a luxurious counterfeit handbag was a person, you think that person would be FASHIONABLE

All the items will be examined on a seven-point Likert scale. Participants will be asked to show their opinion through 7 degrees of agreement toward each statement, from 1 to 7 indicating strongly disagree and strong agree respectively.

3.3.3. Measurement of Product Attributes

Seven items were taken from questionnaire design of Bian and Moutinho (2009) to explain for product attributes. This study explain more details in each question.

1. The packaging of luxurious counterfeit handbags in Vietnam market is good

2. That luxurious counterfeit handbag is a product of famous brands

3. The materials of luxurious counterfeit handbags are good

4. Luxurious counterfeit handbags are expensive

5. I can get the size I want

6. Luxurious counterfeit handbags have the style I like

7. Luxurious counterfeit handbags are practical

All the items will be examined on a seven-point Likert scale. Participants will be asked to show their opinion through 7 degrees of agreement toward each statement, from 1 to 7 indicating strongly disagree and strong agree respectively.

3.3.4. Measurement of Perceived Benefit/Consequence

Perceived benefit is explained by seven items drawn from Bian and Moutinho (2009). Respondents are asked to express their feeling in buying counterfeits.

1. In buying luxurious counterfeit handbags, you get value for money for the status they bring you.

2. Luxurious counterfeit handbags can bring you fun

3. The quality of luxurious counterfeit handbags merits the price

4. Luxurious counterfeit handbags can help you attract other people's attention.

5. Luxurious counterfeit handbags can bring you prestige.

6. Luxurious counterfeit handbags may not function well.

7. You can throw luxurious counterfeit handbags away after a while.

All the items will be examined on a seven-point Likert scale. Participants will be asked to show their opinion through 7 degrees of agreement toward each statement, from 1 to 7 indicating strongly disagree and strong agree respectively.

3.3.5. Measurement of Product Involvement

Product involvement was measured using 7-item scale which were developed by McQuarrie and Munson (1992). The Product involvement construct was measured apart from offering pleasure to consumers, the product can also offering symbolic value by showing the user's personal or social status.

1. Luxurious counterfeit handbags are important to me.

2. I get bored when people talk to me about luxurious counterfeit handbags.

3. I perceive luxurious counterfeit handbags as exciting products.

4. I care about the luxurious counterfeit handbags I buy.

5. I like using luxurious counterfeit handbags.

6. Luxurious counterfeit handbags are interesting products.

7. Luxurious counterfeit handbags are appealing to me.

All the items will be examined on a seven-point Likert scale. Participants will be asked to show their opinion through 7 degrees of agreement toward each statement, from 1 to 7 indicating strongly disagree and strong agree respectively.

3.3.6. Measurement of Price-Quality Inference

The construct is measured in 3-item scale according to the research of Lichtenstein, Bloch, and Black (1988). All the items will be measured on a seven-point Likert scale.

1. In general, the higher the price of a product is, the higher the quality it offers.

2. The price of a product is a suitable indicator of its quality.

3. You always have to spend a bit more for the best.

Participants will be asked to indicate their opinion through 7 levels of agreement toward each statement, from 1 to 7 representing strongly disagree and strong agree respectively.

3.3.7. Demographic Information

The first section of the questionnaire is to collect the personal information of respondents relating to the issue surveyed. These questions are shown as following: Respondents Information

1. Age
2. Gender
3. Income
4. Occupation

3.4. Sampling and Data Collection Procedure

Based on the construct measured as discussed above, questionnaire is developed to obtain the responses from consumers about their opinions on various research variables. Except for demographic information, questionnaire consists of six constructs: Purchase intention, Brand Personality, Product attributes, Perceived Benefit, Product involvement and Price-Quality inference. This questionnaire is applied and adjusted by some manners and discussed with the thesis advisor to make little change. Questionnaire items are adjusted in accordance with the results of the advice of professor before being put into the final form.

3.4.1. Brand selection

This research investigates counterfeit luxury fashion products and selects counterfeit handbags carrying famous brands (Chanel, Dior, Luis Vuitton, and Hermes) to represent for a CBP. This study focuses on Vietnamese young people because in Vietnam consumers are quite keen on buying fashion items like handbags, and these accessories are thought to be widely used by Vietnamese in every activity. Therefore, the word luxurious counterfeit handbags will be used in survey questionnaire, which is likely to include a wide range of involvement levels across Vietnamese individuals.

3.4.2. Data collection procedure

This study was done in the three biggest cities in Vietnam; Hanoi, Ho Chi Minh City and Da Nang City. The reasons for the choice of these cities are because they are places where international trading is enormous. Also counterfeits are very widespread in these areas. Vietnam is known to be one of the main recipients of counterfeits in the world, because China, the very big manufacturers of counterfeits, has the same border with the North of Vietnam.

This study applies convenient sampling. In order to speedy data collection as well as more correct information, females aged 18-35 were chosen as the questionnaire subjects with whom the reliability of the questionnaire are checked. The questionnaires which were sent via email would be enclosed with the images of luxurious counterfeit handbags (with brand name on them). Those questionnaire which were filled out vice face-to-face communication would be explained with the sample of luxurious counterfeits handbags. About 300 questionnaires were sent out and 217 results received valid, making up for recovery rate of 72.33%.

3.5. Data Analysis Procedures

This study applies SPSS 20.0 software as main tools to analyze the collected data. The following methods are used to test the hypotheses.

3.5.1. Descriptive Statistic Analysis

To investigate the features of each variable clearer and visibly, descriptive statistical analysis was used to illustrate the means, and standard deviation of each variable.

3.5.2. Purification and Reliability of the Measurement Variables

To strengthen the measurement scales and to explore their dimensionality, factor analysis was applied to find out principal components of each factor so that the collected data is condensed. After that, item-to-total correlation and internal consistency analysis will be employed in order to confirm the reliability of each research factors.

3.5.2.1. Factor Analysis

Factor analysis is used to summarize and reduce collected data. This method will help author to find out which items are the members of specific factor according to the factor loadings greater than 0.6. According to Hair, Anderson, Tatham, & Black (1998), these criteria should be satisfied:

✓ KMO > 0.5

✓ Factor Loading (FL) > 0.6

✓ Eigen value > 1

✓ Explained Variance > 0.6

✓ Item to total coefficients > 0.5

✓ Cronbach's alpha > 0.6

The purpose of factor loading is not only to explore the underlying variance structure of correlation coefficients but also confirm the relevant of selected item to the factor. Factor analysis considers a small number of unobserved variables. Although some latent constructs cannot be directly identified, they affect observable variables.

3.5.2.2. Item-to-total Correlation

Item-to-total correlation measures the relationship of each item to all remaining items within one factor. This approach accepts that total score is valid; therefore, the level to which each item correlates with the total score is reflected to be suggestive of convergent validity for the item. If the correlation of the items is lower than 0.5 (Hair et. al., 1998), it will be deleted from further analysis.

3.5.2.3. Internal Consistency Analysis

In order to check the internal consistency of one factor, Cronbach's alpha (α) will be used. According to Robinson and Shaver (1973), the reliability is

relied on the value of α. If α value is greater than 0.7, it has high reliability. And if α is smaller than 0.3, it implies that there is low reliability.

3.5.3. Interrelationships between Research Variables

Multiple regressions approach is used to examine the correlation of a single dependent factor and several independent variables at the same time. It helps to clearly understand the relationship between all the research variables. In this study, constructs that impact on purchase intention will be analyzed by multiple regressions.

All the main hypotheses in this study will be tested by multiple regression analysis, which means, the impacts of brand personality, product attributes, perceived benefit and price quality inference on purchase intention will be analyzed with multiple regression.

3.5.4. Differences of Research Variables among Groups

Cluster analysis is a technique for solving classification issues. Its purpose is to divide variables into groups or clusters, and these groups are formed as relatively homogeneous clusters. The cluster analysis is successful if the clusters are highly internally similar and highly externally different. K-means cluster will be used to cluster product involvement into high and low group and then put into General Linear Model for analyzing.

CHAPTER FOUR
RESULTS AND DISCUSSIONS

This chapter will illustrates descriptive analysis, reliability test, research analysis and results. The first section is the descriptive analysis of the respondent and results of measurement variables. The second section is to conduct Reliability test of measurement scales including item-to-total correlation, Cronbach's alpha.

4.1. Descriptive Analysis

Preliminary analysis were conducted in this section to illustrate information about respondents and the results of relevant research variables.

4.1.1. Response Rate

Data was collected during two months starting in the beginning of July, 2016, and ending in middle of September of 2016. A total of 300 respondents were invited to do questionnaire through emails, messages. Respondents were explained the meaning of each items from English to Vietnamese. Total of 217 questionnaires were given back and usable, producing a response rate of 72.33 percent. In which, 82.5 percent of respondents are female, 12.7 percent are male respondents.

4.1.2. Demographic information of respondents

Table 4.1 shows the basic attributes of the respondents. These information include four items in the study: (1) Age, (2) Gender, (3) Income, (4) Occupation

It is seen that more than 75 % of respondents who are between 18 and 35 years old, corresponding to total of more than 70 % of respondents who are

working. Majority of respondents have income between 201 and 500 USD, accounting for nearly 40% of respondents. Female participants play a key role in this questionnaire survey with the rate of more than 80 percent.

Table 4.1 Demographic Information of Respondents

	Frequency	Percentage (%)
Age		
Less than 18 years old		10.3
18 to 35 years old		75.4
More than 35 years old		14.3
Gender		
Male		12.7
Female		82.5
Other		4.8
Income		
Less than or equal to 200 USD		27.8
201 to 500 USD		39.7
501 to 1000 USD		23.8
More than 1000 USD		8.7
Occupation		
Employment		74.2
Unemployment		25.8

4.1.3. Measurement Results for Relevant Research Variables

Table 4.2 illustrates descriptive statistics by questionnaire items for the respondents. This includes 7 items of Brand Personality (5 items of Competence, and 2 items for Excitement), 7 items of Product Attributes (3 items of Functional Attribute, and 4 items for General Attribute), 7 items of Perceived Benefit (5 items of Satisfactory Benefit, and 2 items of Functional Benefit), 7 items of Product Involvement, 3 items of Price-Quality Involvement, and 5 items of Purchase Intention.

Table 4.2 Descriptive Statistics by Questionnaire Items

Items	Description	Mean	Std. Dev.
Brand Personality			
BP1	If a luxurious counterfeit handbag was a person, you think that person would be reliable	3.41	1.39
BP2	If a luxurious counterfeit handbag was a person, you think that person would be successful	3.66	1.25
BP3	If a luxurious counterfeit handbag was a person, you think that person would be high-class	3.44	1.45
BP4	If a luxurious counterfeit handbag was a person, you think that person would be young	4.20	1.15
BP5	If a luxurious counterfeit handbag was a person, you think that person would be cheerful	4.01	1.17
BP6	If a luxurious counterfeit handbag was a person, you think that person would be hard-working	3.41	0.86
BP7	If a luxurious counterfeit handbag was a person, you think that person would be fashionable	3.75	0.91
Product Attributes			
PA1	The packaging of luxurious counterfeit handbags is good	4.28	1.43
PA2	That luxurious counterfeit handbag is a product of a famous brand	4.06	1.36
PA3	The materials of luxurious counterfeit handbags are good	3.95	1.50
PA4	Luxurious counterfeit handbags are expensive.	3.61	1.14
PA5	I can get the size I want	4.35	1.11
PA6	Luxurious counterfeit handbags have the style I like	4.51	1.43
PA7	Luxurious counterfeit handbags are practical.	4.25	1.00
Perceived Benefits			
PB1	In buying luxurious counterfeit handbags, you get value for money for the status it brings you	3.72	1.42
PB2	Luxurious counterfeit handbags can bring you fun	4.39	1.27
PB3	The quality of the luxurious counterfeit handbag merits the price	4.07	1.08
PB4	Luxurious counterfeit handbags can make you attract other people's attention	3.90	1.68
PB5	Luxurious counterfeit handbags can bring you prestige	3.39	1.65
PB6	Luxurious counterfeit handbags may not function well	4.27	1.27
PB7	You can throw luxurious counterfeit handbags away after a while	4.18	1.26
Price-Quality Inference			
PQI1	Generally, the higher the price of a product, the higher the quality.	5.35	1.15
PQI2	The price of a product is a good indicator of its quality	5.29	1.05
PQI3	You always have to pay a bit more for the best.	5.61	1.22

(continued)

Items	Description	Mean	Std. Dev.
Product Involvement			
PI1	Luxurious counterfeit handbags are important to me.	3.64	1.61
PI2	I get excited when people talk to me about luxurious counterfeit handbags	3.67	1.15
PI3	I perceive luxurious counterfeit handbags as exciting products	3.80	1.45
PI4	I care about the luxurious counterfeit handbags I buy	3.79	1.45
PI5	I like using luxurious counterfeit handbags	4.00	1.22
PI6	Luxurious counterfeit handbags interesting products	4.20	1.35
PI7	Luxurious counterfeit handbags are appealing to me	4.30	1.06
Purchase intention			
PIC1	I have intention to buy luxurious counterfeit handbags in the future	3.82	1.60
PIC2	I have high purchase interest of luxurious counterfeit handbags	3.52	1.64
PIC3	If I would buy a handbag now, I would buy a counterfeit one	3.58	1.75
PIC4	I probably buy luxurious counterfeit handbags	4.11	1.73
PIC5	Purchasing a luxurious counterfeit handbag is my first choice	3.06	1.71

4.2. Factor Analysis and Reliability Test

4.2.1. Brand Personality

The following table shows results of factor analysis for Brand Personality construct with two sub-factors were rotated.

Table 4.3 Factor Loading Results for Brand Personality

Construct variable		Items	Factor loading	Eigen value	Accumulative Explanation %	Item to total Correl	Cronbach's a
Brand Personality KMO =0.832 , p-value = 0.000		**Competence**		1.001	45.961		0.889
	BP1	If a luxurious counterfeit handbag was a person, you think that person would be reliable	0.862			0.876	
	BP2	If a luxurious counterfeit handbag was a person, you think that person would be successful	0.809			0.831	
	BP3	If a luxurious counterfeit handbag was a person, you think that person would be high-class	0.804			0.839	
	BP6	If a luxurious counterfeit handbag was a person, you think that person would be hard-working	0.743			0.549	
	BP7	If a luxurious counterfeit handbag was a person, you think that person would be fashionable	0.694			0.630	
		Excitement		4.361	76.604		0.907
	BP4	If a luxurious counterfeit handbag was a person, you think that person would be young	0.932			0.830	
	BP5	If a luxurious counterfeit handbag was a person, you think that person would be cheerful	0.893			0.823	

The distance of value between the highest factor loading and the second highest factor loading should be 0.3 to ensure specification. In addition, coefficients should be greater than 0.6 (Cronbach's a > 0.6). Item to total correlation should be bigger than 0.5, and cumulative explanation variance should be higher than 60%. According to these criteria, all the constructs were tested and the results revealed all the items extracted were kept and satisfied the criteria.

Table 4.3 illustrates factor loading and reliability test for Brand Personality. Brand Personality is measured by two factors such as Excitement (including two items) and Competence (including 6 items. This results support the previous research.

The cumulative variance explained by the factor was 76.604%. Factor loading of each item to factor was significantly great (higher than 0.7). Item BP1 had the highest factor loading score of 0.862. Also coefficient of item-to-total correlation of each item was high within each factor, BP5 had the lowest item-to-total correlation of 0.823; however, it is acceptable. Cronbach's alpha range was significant (0.889 and 0.907), more than the required amount of 0.7.

4.2.2. Product Attributes

Table 4.4 shows the results of factor analysis for Product Attributes. There are seven dividing the constructs into two factors. Seven items seven items were rotated into two sub-factors, namely General Attribute and Functional Attribute.

The first factor is General Attribute consisting of four items, the second factor is Functional Attribute including three items. All the factor loading scores were significantly high, no less than 0.7. Therefore, it can be concluded that the items were suitable to measure construct Product Attribute. PA7 was the item with the highest factor loading score of 0.906 and the lowest score was of the item PA1. In terms of internal consistency of Product Attributes, the item-to-total scores were all higher than 0.5 and indicated a strong correlation within each factor. Accumulative Explanation reach 76.708 percent and Cronbach's alpha were acceptable for two factors (0.910 and 0.842), exceeding 0.6.

Table 4.4 Exploratory Factor Loading Analysis for Product Attributes

Construct variable		Items	Factor loading	Eigenvalue	Accumulative Explanation %	Item to total Correlation	Cronbach's a
		Functional Attribute		1.671	38.598		0.910
	PA7	Luxurious counterfeit handbags are practical	0.906			0.836	
	PA6	Luxurious counterfeit handbags have the style I like	0.904			0.803	
	PA5	I can get the size I want	0.896			0.813	
		General Attribute		3.699	76.708		0.842
	PA2	That luxurious counterfeit handbag is a product of a famous brand	0.860			0.793	
	PA4	Luxurious counterfeit handbags are expensive	0.797			0.546	
	PA3	The materials of luxurious counterfeit handbags are good	0.787			0.721	
	PA1	The packaging of luxurious counterfeit handbags is good	0.770			0.673	

(Left side label: Product Attribute, KMO = 0.782, p-value = 0.000)

4.2.3. Perceived Benefits

Table 4.5 Exploratory Factor Loading Analysis for Perceived Benefits

Construct variable		Items	Factor loading	Eigenvalue	Accumulative Explanation %	Item to total Correlation	Cronbach's a
		Satisfactory Benefits		1.546	49.964		0.902
	PB1	In buying luxurious counterfeit handbags, you get value for money for the status it brings you	0.896			0.837	
	PB5	Luxurious counterfeit handbags can bring you prestige	0.874			0.816	
	PB4	Luxurious counterfeit handbags can make you attract other people's attention	0.848			0.783	
	PB3	The quality of the luxurious counterfeit handbag merits the price	0.763			0.721	
	PB2	Luxurious counterfeit handbags can bring you fun	0.732			0.639	
		Functional Benefits		4.135	76.652		0.851
	PB6	Luxurious counterfeit handbags may not function well	0.921			0.741	
	PB7	You can throw luxurious counterfeit handbags away after a while	0.893			0.740	

(Left side label: Perceived Benefits, KMO = 0.816, p-value = 0.000)

Table 4.5 shows the results for Perceived Benefits. This construct was composed of two factors and the cumulative variance explained by the factor reached 76.652%. Each item and each factor had strongly correlation with item-to-total scores of more than 0.5. Factor loading across all the items on each factor was significantly high.

PB1 had the highest score of 0.896 and the lowest score was 0.732 on PB for the factor Satisfactory Benefits. About factor Functional Benefits, all the figures were significant. Concerning the reliability of each factor, Cronbach's alpha was 0.902 and 0.851, more than the acceptable level of 0.6.

4.2.4. Price-Quality Inference.

Table 4.6 Exploratory Factor Loading Analysis for Price-Quality Inference

Construct variable		Items	Factor loading	Eigenvalue	Accumulative Explanation %	Item to total Correlation	Cronbach's a
Price-quality inference KMO = 0.724 , p-value = 0.000				2.328	77.602		0.855
	PQI1	Generally, the higher the price of a product, the higher the quality	0.900			0.759	
	PQI2	The price of a product is a good indicator of its quality	0.886			0.734	
	PQI3	You always have to pay a bit more for the best.	0.856			0.687	

Table 4.6 illustrates factor loading and reliability test for Price-Quality Inference. This construct was determined by three items, which indicate the consumers' perception about the relationship between price and quality. The cumulative variance contributed by all three items was 77.602%. Factor loading of each item to construct was significantly great (higher than 0.8). Item PQI1 had the highest factor loading score of 0.900. Also coefficient of item-to-total correlation of each item was high within this construct, PQI2 had the lowest

item-to-total correlation of 0.687; however, it was higher the acceptable level of 0.5. Cronbach's alpha range was significant (0.855), more than the required level of 0.7. Eigenvalue was satisfied (greater than 1). These results support the previous research.

4.2.5. Product involvement

Table 4.7 Exploratory Factor Loading Analysis for Product Involvement

Construct variable		Items	Factor loading	Eigenvalue	Accumulative Explanation %	Item to total Correlation	Cronbach's a
				4.759	67.981		0.919
Product involvement KMO=0.882, p=0.000	PI3	I perceive luxurious counterfeit handbags as exciting products	0.912			0.863	
	PI6	Luxurious counterfeit handbags interesting products	0.879			0.815	
	PI4	I care about the luxurious counterfeit handbags I buy	0.861			0.802	
	PI1	Luxurious counterfeit handbags are important to me.	0.852			0.792	
	PI5	I like using luxurious counterfeit handbags	0.810			0.750	
	PI7	Luxurious counterfeit handbags are appealing to me	0.780			0.696	
	PI2	I get excited when people talk to me about luxurious counterfeit handbags	0.650			0.562	

Table 4.7 illustrates factor loading and reliability test for Product Involvement. To measure this construct, seven items were used. These following results support the previous research. The cumulative variance explained by all the tiems was 67.981%. KMO value = 0.882, p-value = 0.000. Eigenvalue was significantly greater than 1. Factor loading of each item to the construct was significantly great (higher than 0.7), with the exception of item PI2 with the value of 0.650. However, this figure is acceptable, this study

choose to keep this item to respect the previous research. Item PI3 had the highest factor loading score of 0.912. Also coefficient of item-to-total correlation of each item was high within the construct, PI2 had the lowest item-to-total correlation of 0.562; however, it is acceptable. Cronbach's alpha range was significant (0.919), more than the required level of 0.7.

4.2.6. Purchase Intention

Table 4.8 Exploratory Factor Loading Analysis for Purchase Intention

Construct variable		Items	Factor loading	Eigenvalue	Accumulative Explanation %	Item to total Correlation	Cronbach's a
				4.124	82.482		0.947
Purchase intention KMO = 0.873, p-value = 0.000	PIC1	I have intention to buy luxurious counterfeit handbags in the future	0.960			0.866	
	PIC2	I have high purchase interest of luxurious counterfeit handbags	0.918			0.862	
	PIC3	If I would buy a handbag now, I would buy a counterfeit one	0.916			0.933	
	PIC4	I probably buy luxurious counterfeit handbags	0.873			0.802	
	PIC5	Purchasing a luxurious counterfeit handbag is my first choice	0.871			0.806	

Table 4.8 illustrates factor loading and reliability test for Purchase Intention. This construct is measured by five items indicating five situations to measure the intention of purchasing a product of consumers. Overall, the cumulative variance explained by all the items was 82.482%, which means this construct was almost fully presented by these five items. Factor loading of each item to factor was significantly great (all were higher than 0.8). KMO value = 0.873, p-value = 0.000. Item PIC1 had the highest factor loading score of 0.960. Also coefficient of item-to-total correlation of each item was significant within the construct, PIC4 had the lowest item-to-total correlation of 0.802; however, it is acceptable. Cronbach's alpha range was significant 0.947, more than the required level of 0.7.

4.3. The effects of Brand Personality, Product Attributes, Perceived Benefits, and Price-Quality Inference on Purchase Intention of a CBP

In order to examine the relationships among research constructs, linear regressions analysis was applied. This part includes four sections. First, the effects of Brand Personality on Purchase Intention of CBP; second, the effects of Product Attributes on Purchase Intention of CBP; third, the influences of Perceived Benefits on Purchase Intention of CBP; finally, the effects of Price-Quality Inference on Purchase Intention of CBP.

4.3.1. The effects of Brand Personality on Purchase Intention of a CBP

Table 4.9 shows the results of linear regression which investigated whether brand personality was positively correlated to purchase intention. Brand personality with two factors were put into regression analysis. Model 1 is the effect of single factor 1 – Competence on purchase intention. Model 2 is the effect of single factor 2 – Excitement on purchase intention. Model 3 is the overall model that test the influence of those two factors together considered as brand personality on purchase intention. It was indicated in regression Model 1 that consumers with favorable competence were likely to purchase counterfeit fashion products ($\beta=0.740$, Adj $R^2=0.545$, F=259.854, P<0.001). Similarly, if consumers perceived luxurious counterfeit handbags more excitement, they tend to purchase them more ($\beta=0.609$, Adj $R^2=0.367$, F=126.440, P<0.001). The overall Model 3 still indicated the significant influence of brand personality on purchase intention of luxurious counterfeit handbags This result supports the previous literature.

Table 4.9 Regression Analysis of Brand Personality and Purchase Intention

Independent Factors **Brand Personality**	Dependent Factor—**Purchase Intention of CBP**		
	Model 1	**Model 2**	**Model 3**
	Beta (β)	**Beta (β)**	**Beta (β)**
Competence—(BPf1)	0.740***	-	0.583***
Excitement—(BPf2)	-	0.609***	0.268***
R²	0.547	0.370	0.601
Adj-R²	0.545	0.367	0.595
F-**value**	259.854	126.440	156.777
P-**value**	0.000	0.000	0.000
D-W	2.091	1.990	2.142
VIF Range	1	1	1.5

Note: *** indicates p-value ≤ 0.001
** indicates p-value ≤ 0.01
* indicates p-value ≤ 0.05

The findings implied that brand personality strongly and positively affected purchase intention of luxurious counterfeit handbags.Thus, Hypothesis 1 was supported.

4.3.2. The effect of Product Attributes on Purchase Intention of CBP

As shown in Table 4.10, regression model indicated that consumers who possess more positive product attribute perceptions of a CBP are more likely to purchase them. Model M4 indicated that functional product attribute is a statistically strong and positive predictor of the purchase intention of a CBP (β=0.494, Adj-R2=0.240, F=69.317, P<0.001).

Table 4.10 Regression Analysis of Product Attributes and Purchase Intention

Independent Factors **Product Attributes**	Dependent Factor—**Purchase Intention of CBP**		
	Model 4	Model 5	Model 6
	Beta (β)	Beta (β)	Beta (β)
Functional attribute —(PAf1)	0.494***	-	0.376***
General attribute — (PAf2)	-	0.447***	0.299***
R2	0.244	0.206	0.319
Adj-R2	0.240	0.202	0.313
F-value	69.317	53.698	50.164
P-value	0.000	0.000	0.000
D-W	1.926	1.936	1.926
VIF Range	1	1	1.184

Note: *** indicates p-value ≤ 0.001

** indicates p-value ≤ 0.01

* indicates p-value ≤ 0.05

While regression model M5 showed that general product attributes also significantly affect purchase intention of a CBP (β=0.447, Adj-R^2=0.202, F=53.698, P<0.001). In general, the above conclusions may imply that product attributes had statistically significant influences on purchase intention of a CBP, the function of fashion product is a little more concerned while consumers decide to purchase a counterfeit product than the general attributes. Therefore, Hypothesis 2 was supported.

4.3.3. The effect of Perceived Benefit on Purchase Intention of CBP.

Perceived benefit was demonstrated to have positive effect on purchase intention of a fashion counterfeit product. The table 4.11 shows the results of the correlation between these two constructs.

Table 4.11 *Regression Analysis of Perceived Benefits and Purchase Intention*

Independent Factors **Perceived Benefits**	Dependent Factor—**Purchase Intention of CBP**		
	Model 7	**Model 8**	**Model 9**
	Beta (β)	Beta (β)	Beta (β)
Satisfactory benefit— (PBf1)	0.750***	-	0.658***
Functional benefit— (PBf2)	-	-0.485***	- 0.208**
R^2	0.563	0.249	0.597
Adj-R^2	0.561	0.246	0.594
F-value	276.020	71.423	158.778
P-value	0.000	0.000	0.000
D-W	2.112	2.026	2.183
VIF Range	1	1	1.244

Note: *** indicates p-value ≤ 0.001
** indicates p-value ≤ 0.01
* indicates p-value ≤ 0.05

The Model 7 in table 4.11 shows that the multiple correlation coefficient (R) is 0.563 (R^2=0.563) and the adjusted R^2 is 0.561, meaning that 56% of the variance in purchase intention can be predicted from Satisfactory Benefit and this prediction is significant (F = 276.020, p < 0.001). The next important part of the output to check is VIF value for the existence of multicollinearity. In this model, multicollinearity is guaranteed because the VIF value is below 2. Similarly, Model 8 presents that functional benefit has a significantly negatively influence on purchase intention of a CBP. Entering functional benefit by itself can predict 25% of purchase intention of a CBP (R^2 = 0.249and adjusted R^2 = 0.246).

The overall Model 9 indicates that the two factors together can predict the purchase intention of a CBP 60% (R^2 = 0.597 and adjusted R^2 = 0.594) and this is a significant and positive influence of perceived benefit on purchase intention (β=0.658, and β= -0.208, F=158.778, P<0.001). Functional benefit indicated a significant and adverse influence on purchase intention of counterfeit handbags. Therefore, hypothesis 3 was partially supported.

4.3.4. The effect of Price-Quality inference on Purchase Intention of CBP

Table 4.12 Regression Analysis of Perceived Benefits and Purchase Intention

Independent Factors **Price-Quality Inference**	Dependent Factor—**Purchase Intention of CBP**
	Model 10
	Beta (β)
Price-Quality Inference	-0.402***
R^2	0.162
Adj-R^2	0.158
F-value	41.506
P-value	0.000
D-W	2.046
VIF Range	1

Note: *** indicates p-value ≤ 0.001
** indicates p-value ≤ 0.01
* indicates p-value ≤ 0.05

The last part of regression analysis was to examine whether price-quality inference was negatively related to purchase intention. As Table 4.12 presented, regression model M10 indicated that when consumers had a strong perception that price is a suitable indicator of quality, they turned out not to purchase counterfeit fashion product. The impact of price-quality is statistically significant here (β= - 0.402, Adj-R2=0.158, F=41.506, P<0.001). The result was accordance with the previous literature. Phau, Teah and Lee (2009) proposed that consumer who use price to judge a product are less favorable to counterfeiting. Therefore, Hypothesis 4 was strongly supported.

4.4. The moderating effect of Product Involvement

To investigate the moderating influence of product involvement on the impact of brand personality, this study divided brand personality into four groups driven from two levels of brand personality and two levels of involvement by applying K-means cluster analysis. There were four group which were labeled high brand personality-high product involvement, high brand personality-low involvement, low brand personality-high involvement,

and low brand personality-low involvement. After that, this study use K-means cluster and Duncan's multiple t comparisons to examine the differences between means for purchase intention of CBP among these four groups.

Table 4.13 and Figure 4.1 illustrated the moderating effect of product involvement. The results implied that the moderating impact of product involvement was significant (F= 70.673, P<0.001). In detail, from Duncan's multiple t, when the level of brand personality was high (group 1 and group 2), the level of product involvement had a significant influence on purchase intention.

Table 4.13 Comparisons of Purchase Intention under Different Levels of Brand Personality and Product Involvement.

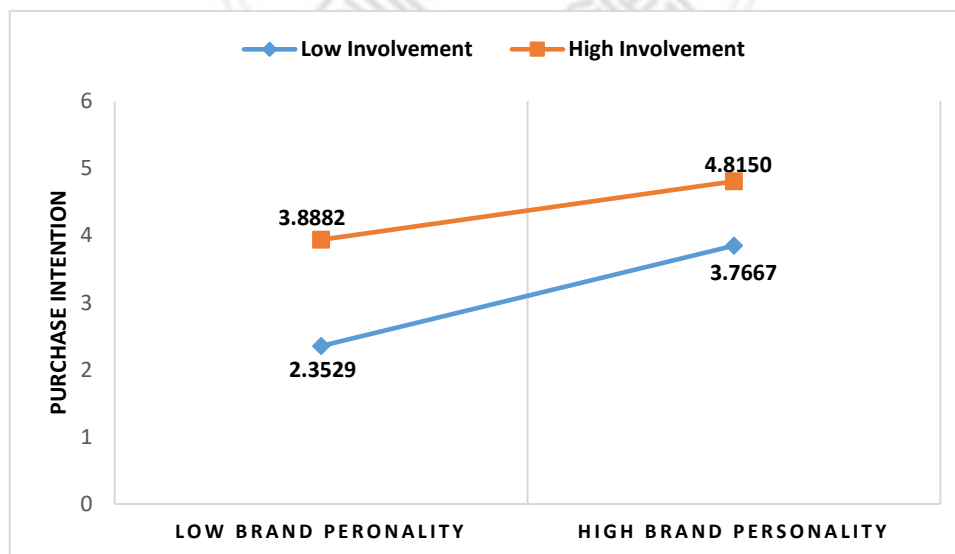| Name of Factor | High Brand Personality | | Low Brand Personality | | F-value | P-value | Duncan |
	1.High Involvement n = 79	2.Low Involvement n = 17	3.High Involvement n = 35	4.Low Involvement n = 86			
Purchase intention	4.8150	3.7667	3.8882	2.3529	70.673	0.000	(1,23,4)

Figure 4.1 The moderating role of product involvement on purchase intention under brand personality

The effect of each level of product involvement still remains significant when the level of brand personality was low. Moreover, whether brand personality is high or low, higher product involvement intensified the brand personality's effect on purchase intention. (High brand personality – high product involvement: 4.8150, compared to high brand personality with low product involvement low: 3.7667; and low brand personality – high product involvement: 3.8882, compared to low brand personality – low product involvement: 2.3529). These results support the hypothesis that high and low product involvement has different impacts. Higher product involvement enhances the positive impact of brand personality on purchase intention. In other words, when consumers are seen to be more relevant to the product, they are more likely to consider counterfeit fashion products as a brand, not just a product and they are prone to buy them. Therefore, hypothesis 6 was supported.

Secondly, this study aims to examine the effect of product involvement as a moderator in the relationship between product attribute and purchase intention. By applying the same method with the above test about brand personality. Product attribute was divided into two groups: high product attribute and low product attribute; together with two groups of high and low product involvement, this study formed four groups: high product attribute – high product involvement, high product attribute – low product involvement, low product attribute – high product involvement, low product attribute – low product involvement. Using K-mean cluster analysis with Analysis of Variance (ANOVA) and Duncan's multiple t comparisons, the results were drawn in table 4.14.

Table 4.14 and Figure 4.2 illustrated the difference level of moderating effect across different level of product involvement and product attribute. Those figures indicated that the moderating effect of product involvement is significant (F-value = 52.198, p-value = 0.000). In addition, higher product

involvement statistically enhanced the effect of product attribute on purchase intention in both high and low product attribute groups. Therefore, hypothesis 7 was supported.

Table 4.14 Comparisons of Purchase Intention under Different Levels of Product Attributes and Product Involvement.

Name of Factor	High Product Attribute		Low Product Attribute		F-value	P-value	Duncan
	1.High Involvement n = 94	2.Low Involvement n = 40	3.High Involvement n = 20	4.Low Involvement n = 63			
Purchase intention	4.6766	2.7650	3.8900	2.4952	52.198	0.000	(1,24,3)
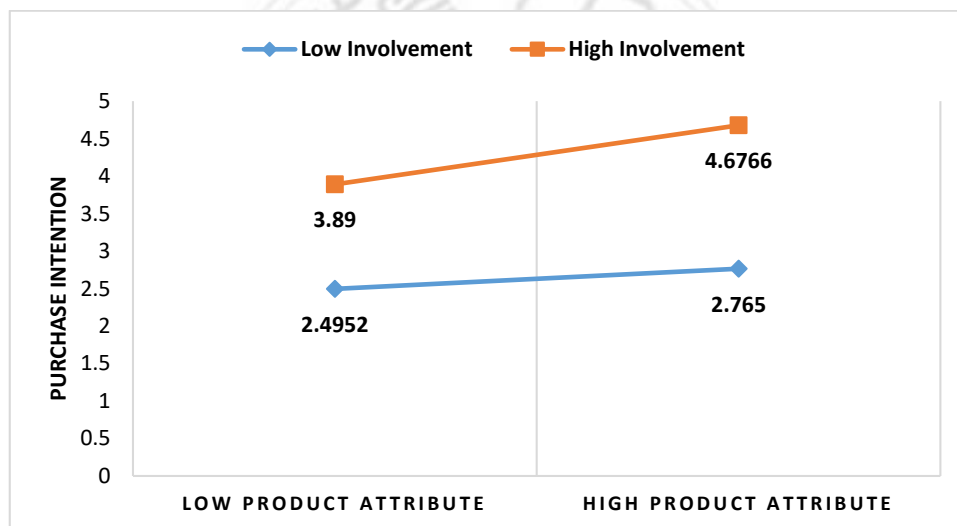
Figure 4.2 The moderating role of product involvement on purchase intention under product attribute

The difference in moderating effect of high and low product involvement turned out to be considerably. Whether product attribute is high or low, higher product involvement intensified the product attribute's effect on purchase intention (High product attribute – high product involvement: 4.6766, compared to high product attribute with low product involvement low: 2.7650;

and low product attribute – high product involvement: 3.8900, compared to low product attribute – low product involvement: 2.4952).

Finally, this study examined the relationship between perceived benefit and purchase intention with a moderator factor: product involvement. By using the same method with two tests above, the results for four groups high perceived benefit – high product involvement, high perceived benefit – low product involvement, low perceived benefit – high product involvement, low perceived benefit – low product involvement were presented in Table 4.15 and Figure 4.3.

Table 4.15 Comparisons of Purchase Intention under Different Levels of Perceived Benefit and Product Involvement.

| Name of Factor | High Perceived Benefit | | Low Perceived Benefit | | F-value | P-value | Duncan |
	1.High Involvement n = 98	2.Low Involvement n = 34	3.High Involvement n = 16	4.Low Involvement n = 69			
Purchase intention	4.5408	3.3529	4.5250	2.2290	59.619	0.000	(31,2,4)
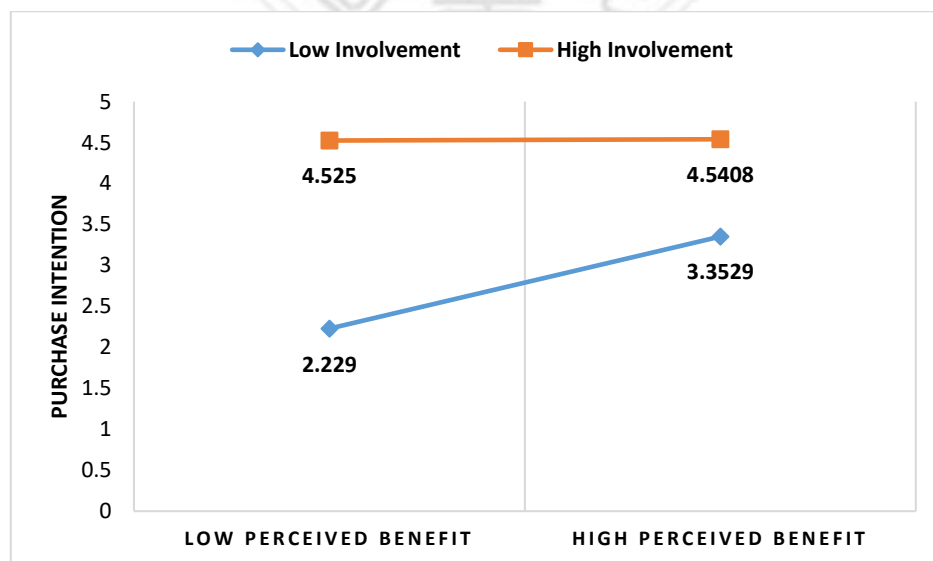
Figure 4.3 The moderating role of product involvement on purchase intention under perceived benefit

In accordance with those two above results, product involvement remained its considerable moderating effect on the correlation of perceived benefit and purchase intention (F-value = 59.619, p-value = 0.000). Perceived benefits have more powerful impact on purchase intention of a CBP with high involvement than with low involvement, also the comparative magnitudes of the mean values were supported (High perceived benefit – high product involvement: 4.5408, compared to high perceived benefit with low product involvement low: 3.3529; and low perceived benefit – high product involvement: 4.5250, compared to low perceived benefit – low product involvement: 2.2290). Therefore, hypothesis 5 was supported.

CHAPTER FIVE
CONCLUSION AND SUGGESTION

Firstly, this chapter presents the research conclusions which are drawn from theoretical statement and empirical results discussed above; secondly, this chapter states the research contribution which including managerial implication; finally, research limitation and research suggestion will also be concluded.

5.1   Research conclusion

This study tried to investigate why consumers tend to purchase counterfeit fashion products by testing the influence of brand personality, product attribute, perceived benefit and price-quality inference on purchase intention. In addition, the moderating impact of product involvement was taken into account. The study was conducted in Vietnam market, where the amount and value of counterfeits bought and sold are growing in a dramatic way.

This study developed a comprehensive framework to address three purposes. Firstly, to identify the effects of product-related aspects such as brand personality, product attribute, perceived benefit on intention of purchasing a counterfeit product. Secondly, this study tries to verify whether consumers' perception of relationship between price and quality prevent consumers from purchasing a counterfeit fashion item. Thirdly, to investigate the change in the relationship between the antecedent of purchase intention of counterfeit fashion product with the existence of moderator product involvement. After data analyzing in chapter 4, this study confirms and supports all the hypothesis developed. And these are some conclusions according to the results:

First of all, this study demonstrated that consumers also purchase a fashion counterfeit because they consider a product carrying a famous brand is not just

a product, but rather than a brand. And this brand created and represented as consumers' personality or self-image. This result was similar to the theory of Aaker (2010) that brand personality could drive consumer preference and usage and that a counterfeit branded product was more importantly a brand and brand theories could be applied to a counterfeit case. For more discussion, this results indicate that Vietnamese consumers perceive counterfeit handbags may have the same symbolic meanings with authentic ones. Therefore, they are prone to buy counterfeit handbags more if they feel that this product has brand personality.

Second, product attributes are one of strong predictors of purchase intention of a CBP. Some researchers argued that consumers take into account the performance of a product in their decision making process and they implied that favorable product attributes might increase product performance at present and future; and as a result, consumers were more likely to purchase a product (Nedungadi, 1990; Chowdhury, & Islam, 2003; Bian & Moutinho, 2009). According to the results of this study, product attributes positively influence the intention of purchasing a counterfeit handbag. This result complied with previous study. It was supported by Bian and Moutinho (2009) whose research was conducted about Rolex counterfeit watches and drawn the same result for product attributes. The level of effect of product attribute on purchase intention goes after the effect of brand personality.

Thirdly, perceived benefit of a counterfeit was proved to have positive effect on purchase intention in case of counterfeit handbag. This result complied with Ang et al. (2001) and Aaker (2010) that counterfeits was believed to bring back satisfactory benefit. However, the hypothesis was partially unsupported due to factor "functional benefit" which newly confirms that consumers might expect that counterfeit version of branded handbag can bring back a good performance buy the strongly influence of functional benefit.

Fourthly, the findings about the effect of product involvement as a moderator were newly confirmed. According to the research of Bian and Moutinho (2009), they failed to demonstrate the moderating impact of product involvement in case of counterfeit Rolex watches and they admitted that their findings might be affected by other elements such as usage situation. However, this study confirmed the explanation from theoretical framework that product involvement enhance the positive impact of brand personality, product attribute and perceived benefit on the purchase intention of a counterfeit branded handbag. And the effects turned out to be significant. These findings were different with the findings of previous researches because of some potential reasons. Those reasons can be about the brand selections, and the market researched or the demographic information. Nevertheless, the findings of this study was strongly supported the previous literature reviews.

Finally, price as an indicator of quality played a significant and negative impact on purchase intention of a counterfeit product. This finding indicates that when consumers are prone to judge quality of a product according to its price, they are less likely to purchase a counterfeit. According to Nia and Zaichkowsky (2000), counterfeits are a lower price version of the original one, and therefore, consumers who think that "high price, high quality" and "low price, low quality" will not chose to purchase counterfeits. However, there are many other researchers found that price advantages played a role as a positive predictor of a counterfeit product, which meant that some consumers they purchase a counterfeit because that it carries a famous brand name with a cheaper prices. Nevertheless, the issue here could be explained that when they lower price could drive consumer purchase intention of a counterfeit, they might not consider seriously about the product performance at present and in future also, or in other words, they did not care so much about the product quality.

After all, the Results of Research Hypotheses were concluded in the following Table 5.1:

Table 5.1: Results of Research Hypotheses

	Research Hypotheses	Results
H1	The positive and favorable brand personality of a CBP has a positive impact on the purchase intention of a CBP.	Supported
H2	Consumers' perceptions of product attributes affect the purchase intention of a CBP positively.	Supported
H3	Perceived benefits have a positive effect on the purchase intention of a CBP.	Partially supported
H4	Price-quality inference has a negative effect on the purchase intention of a CBP.	Supported
H5	Brand personality affects consumer purchase intention of a CBP more strongly with high product involvement than with low product involvement	Supported
H6	High product involvement enhances the positive effect of product attributes on consumer purchase intention of a CBP more strongly than the impact of low product involvement.	Supported
H7	Perceived benefits have stronger impact on purchase intention of a CBP with high involvement than with low involvement	Supported

5.2 Managerial Implications

The study of why consumers choose to purchase counterfeits more worthwhile than ever before. The study aims at contributing to our understandings and knowledges on how the amount and value of counterfeit products are dramatically sold and bought. All the hypotheses were supported and some of them were newly confirmed as stated above, raising more concerns and more research about counterfeiting.

In terms of contribution to managerial implications, the results of this study also had some meanings for marketers of authentic branded products (BPs) and for policy makers as well. The first action that brand owners can take to deal with counterfeit is to focus on brand personality, firms should point out the differences in brand personality between "fake" products and authentic ones.

In previous research, brand owners were suggested to do a marketing campaign that focus on the negative personality of typical users of counterfeits manufacturers, because these people are the direct factors affecting consumer perceived brand personality (Aaker, 1997).

Second, this study use items for functional benefit relating to the "disposability" and "functionality" of counterfeit products. Two items suggests that counterfeit fashion products may not function well and they can be thrown away for a short time. These two items contributed to the functional benefit factor and the findings showed a significant and negative impact of functional benefit on purchase intention of a counterfeit fashion product. From this results, marketers of authentic branded products can emphasize that counterfeits are such a short-term product and have high level of disposability. Marketers should focus on the meaning that it is better to have one qualified product that last for a long time rather have ten low quality and short-term products (Bian & Moutincho, 2009). Together with the finding for price-quality inference which has negative influence on counterfeit preference. Marketers should focus on the slogan "high price, high quality" in order to curb counterfeiting.

Finally, marketers of BPs could draw a consideration that product involvement has significant moderating impact on consumers' consumption of counterfeit products. Consumers are prone to buy both counterfeits and authentic ones in higher product involvement. Therefore, it is challenging for firms in order to address counterfeit branded products by improving product involvement. Nevertheless, the key solution for managers is to work with those direct factors such as brand personality, product attribute and perceived benefit. After that, product involvement should be improved in order to have stronger negative effect on purchase intention towards a counterfeit product.

5.3 Research limitations and suggestions

Although the results turn out to be coincided with the previous literature reviews, some limitations exist in this study, which suggest more cues and areas for future research.

First, this study encountered with several problem in data collection procedure which took place in Vietnam market. While some items in questionnaire were simple and easy to translate into Vietnamese, others needed more explanations and examples. As a result, there might be some variances in answer scores.

Second, the study could have been investigated the differences between genders' preference toward counterfeit fashion products; however, due to the limitation of sample size, this study could conduct comparative analysis. This will be interesting for further studies to make comparison of purchase intention between males and females consumers. In addition, several factors might also affect the result of this study such as usage situation. Consumers may purchase products for many supposes such as for using at home, for going out or attending events; therefore, their intention for purchasing a counterfeit might fluctuate. Further research can analysis the impact of consumption situation on purchase intention of a counterfeit.

Finally, this study choose some counterfeit handbags carrying famous brands to conduct survey because handbags are those products that attract almost every consumer, especially female. However, this brand selection accounts for a small part in the various types of non-deceptive counterfeits. In order to investigate more deeply about counterfeiting, next studies may do research on another product line; for example, technique items or electronic components so that the whole picture of non-deceptive counterfeits can be completed.

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APENDIX I SURVEY QUESTIONNAIRE

Questionnaire

Bảng Khảo Sát

Dear Respondents,

You are being invited to participate in a research study titled "Vietnamese purchase intention towards counterfeit luxury fashion products". This survey is being conducted by Bui Thi Cam My, student of Nanhua University.

The purpose of this survey: To explore the relationship among Brand Personality, Product Attribute, Perceived Benefit, Product Involvement, Price-Quality Inference and Purchase Intention. The questionnaire was presented in both English and Vietnamese so that respondents could have a better understanding of each item.

Instruction to answer question: Please read each question carefully and choose the level of how much you agree with each statement by ticking in the blank indicating each level of agreement: "1-Strongly disagree", "2-Disagree", "3- Somewhat disagree", "4-Neutral ", "5- Somewhat Agree", "6-Agree", "7- Strongly agree".

I enclose here the image of four luxury counterfeit handbags carrying brand name of Luis Vuitton, Chanel, Hermes and Dior for you to answer the question easily.

I really appreciate your help in this research and also for our understanding about these issues. I guarantee that all of your information will be kept confidentially.

Thank you very much!

Thân gửi,

Bạn đang được mời tham gia vào một nghiên cứu có tựa đề "**Xu hướng tiêu dùng của người tiêu dùng Việt Nam đối với hàng giả, hàng nhái mang các nhãn hiệu thời trang nổi tiếng**" (English title: Vietnamese purchase intention towards counterfeit luxury fashion products). Nghiên cứu này được thực hiện bởi Bùi Thị Cẩm Mỹ, sinh viên trường Đại Học Nanhua.

Mục đích của cuộc khảo sát này: Để khám phá mối quan hệ giữa tính cách thương hiệu, thuộc tính sản phẩm, lợi ích cảm nhận được, sự tham gia của sản phẩm, mối quan hệ giữa giá và chất lượng và ý định mua hàng. Các câu hỏi đã được trình bày bằng cả tiếng Anh và tiếng Việt để trả lời có thể có một sự hiểu biết tốt hơn.

Hướng dẫn để trả lời câu hỏi: Hãy đọc từng câu hỏi một cách cẩn thận và chọn mức độ bạn đồng ý với mỗi câu bằng cách đánh dấu vào chỗ trống cho thấy mỗi cấp độ của thỏa thuận: "1 - Hoàn toàn không đồng ý", "2 - Không đồng ý", "3 - Hơi không đồng ý "," 4 - Bình thường"," 5 - Hơi Đồng ý "," 6- Đồng ý "," 7 - Hoàn toàn đồng ý ".

Sự giúp đỡ của bạn là rất quan trọng cho bài nghiên cứu cũng như cho sự hiểu biết của tôi về những vấn đề này. Tôi xin đảm bảo những thông tin bạn cung cấp được bảo mật.

Cảm ơn bạn!

Statement of each question	Levels of Agreement						
	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
	1	2	3	4	5	6	7
Brand Personality							
If a luxurious counterfeit handbag was a person, you think that person would be reliable (Nếu coi túi xách thời trang "fake", nhái mang những thương hiệu nổi tiếng là một con người, thì bạn cảm thấy người đó rất đáng tin cậy)							
If a luxurious counterfeit handbag was a person, you think that person would be successful (Nếu coi túi xách thời trang "fake", nhái mang những thương hiệu nổi tiếng là một con người, thì bạn cảm thấy người đó rất thành công)							
If a luxurious counterfeit handbag was a person, you think that person would be high-class (Nếu coi túi xách thời trang "fake", nhái mang những thương hiệu nổi tiếng là một con người, thì bạn cảm thấy người đó thật đẳng cấp)							
If a luxurious counterfeit handbag was a person, you think that person would be young (Nếu coi túi xách thời trang "fake", nhái mang những thương hiệu nổi tiếng là một con người, thì bạn cảm thấy người đó rất trẻ trung)							
If a luxurious counterfeit handbag was a person, you think that person would be cheerful (Nếu coi túi xách thời trang "fake", nhái mang những thương hiệu nổi tiếng là một con người, thì bạn cảm thấy người đó thật sôi nổi)							
If a luxurious counterfeit handbag was a person, you think that person would be hard-working (Nếu coi túi xách thời trang "fake", nhái mang những thương hiệu nổi tiếng là một con người, thì bạn cảm thấy người đó thật chăm chỉ)							
If a luxurious counterfeit handbag was a person, you think that person would be fashionable (Nếu coi túi xách thời trang "fake", nhái mang những thương hiệu nổi tiếng là một con người, thì bạn cảm thấy người đó thật thời trang)							
Products attributes							
The packaging of luxurious counterfeit handbags is good (Túi xách thời trang "fake", nhái mang những nhãn hiệu nổi							

tiếng trên thị trường Việt Nam có bao bì đóng gói tốt)						
That luxurious counterfeit handbag is a product of a famous brand (Bạn cảm thấy những Túi xách thời trang "fake", nhái đó là sản phẩm của một hãng hiệu thời trang nổi tiếng)						
The materials of luxurious counterfeit handbags are good (Dù là một mặt hàng thời trang nhái, "fake" mang nhãn hiệu nổi tiếng nhưng chất liệu của những chiếc túi đó vẫn tốt)						
Luxurious counterfeit handbags are expensive (Những chiếc túi xách thời trang "fake", nhái mang những nhãn hiệu nổi tiếng đó có giá đắt)						
I can get the size I want (Tôi có thể chọn được kích cỡ túi xách thời trang "fake", nhái mang những nhãn hiệu nổi tiếng mà tôi muốn)						
Luxurious counterfeit handbags have the style I like (Túi xách thời trang "fake", nhái mang những nhãn hiệu nổi tiếng có kiểu dáng mà tôi thích)						
Luxurious counterfeit handbags are practical (Túi xách thời trang "fake", nhái mang những nhãn hiệu nổi tiếng rất thực tế)						
Perceived benefits						
In buying luxurious counterfeit handbags, you get value for money for the status it brings you (Khi mua túi xách thời trang "fake", nhái mang các nhãn hiệu nổi tiếng, tiền bạn bỏ ra giúp bạn cảm thấy có địa vị do sản phẩm đó mang lại)						
Luxurious counterfeit handbags can bring you fun (Túi xách thời trang "fake", nhái mang các nhãn hiệu nổi tiếng đó mang lại cho bạn niềm vui)						
The quality of the luxurious counterfeit handbag merits the price (Chất lượng của túi xách thời trang "fake", nhái mang các nhãn hiệu nổi tiếng đó tương ứng với giá tiền)						
Luxurious counterfeit handbags can make you attract other people's attention (Túi xách thời trang "fake", nhái mang các nhãn hiệu nổi tiếng có thể thu hút sự chú ý của người khác)						
Luxurious counterfeit handbags can bring you prestige (Túi xách thời trang "fake", nhái mang các nhãn hiệu nổi tiếng đó mang lại cho bạn uy tín)						
Luxurious counterfeit handbags may not function well (Túi xách thời trang "fake", nhái mang các nhãn hiệu nổi tiếng đó dùng không tốt)						
You can throw luxurious counterfeit handbags away after a while (Những chiếc túi xách thời trang "fake", nhái đó chỉ						

có thể dùng được trong thời gian ngắn)							
Product Involvement							
Luxurious counterfeit handbags are important to me. (Những chiếc túi xách thời trang "fake", nhái mang nhãn hiệu nổi tiếng rất quan trọng đối với tôi)							
I get excited when people talk to me about luxurious counterfeit handbags (Tôi cảm thấy hào hứng khi mọi người nói chuyện với tôi về túi xách thời trang "fake", nhái mang các nhãn hiệu nổi tiếng)							
I perceive luxurious counterfeit handbags as exciting products (Tôi cảm nhận thấy những chiếc túi xách thời trang "fake", nhái mang các nhãn hiệu nổi tiếng rất thú vị)							
I care about the luxurious counterfeit handbags I buy (Tôi rất quan tâm đến những chiếc túi xách thời trang "fake", nhái mang các nhãn hiệu nổi tiếng mà tôi mua)							
I like using luxurious counterfeit handbags (Tôi thích sử dụng túi xách thời trang "fake", nhái mang các nhãn hiệu nổi tiếng)							
Luxurious counterfeit handbags interesting products (Túi xách thời trang "fake", nhái mang các nhãn hiệu nổi tiếng rất thú vị)							
Luxurious counterfeit handbags are appealing to me (Những chiếc túi xách thời trang "fake", nhái mang các nhãn hiệu nổi tiếng rất thu hút tôi)							
Price - Quality inference							
Generally, the higher the price of a product, the higher the quality (Thông thường, nếu sản phẩm có giá cao hơn thì chất lượng cũng sẽ tốt hơn)							
The price of a product is a good indicator of its quality (Giá cả của một sản phẩm là một yếu tố tốt để phản ánh chất lượng của sản phẩm đó)							
You always have to pay a bit more for the best (Để có được những thứ tốt nhất bạn luôn phải chấp nhận trả giá cao hơn)							
Purchasing intention							
I have intention to buy luxurious counterfeit handbags in the future (Tôi có ý định sẽ mua túi xách thời trang "fake", nhái mang các nhãn hiệu nổi tiếng trong tương lai)							
I have high purchase interest of luxurious counterfeit handbags (Tôi thực sự rất yêu thích những chiếc túi xách thời trang "fake", nhái mang các nhãn hiệu nổi tiếng)							
If I would buy a bag now, I would buy a counterfeit one							

(Nếu bây giờ tôi muốn mua một chiếc túi, tôi sẽ chọn mua hàng "fake", nhái những nhãn hiệu nổi tiếng.)					
I probably buy luxurious counterfeit handbags (Có thể tôi sẽ mua túi xách thời trang "fake", nhái mang các nhãn hiệu nổi tiếng nào đó.)					
Purchasing a luxurious counterfeit handbag is my first choice (Túi xách thời trang "fake", nhái mang các nhãn hiệu nổi tiếng là sự lựa chọn đầu tiên của tôi khi mua hàng thời trang)					

Demographic Information (Thông tin chung)

1. **Age (Tuổi)**

   a. Under 18 years old (Dưới 18 tuổi)

   b. From 18 to 35 years old (Từ 18 đến 35 tuổi)

   c. Above 35 years old (Trên 35 tuổi)

2. **Gender (Giới tính)**

   a. Male (Nam)   b. Female (Nữ)   c. Other (Khác)

3. **Income (Thu nhập)**

   a. Less than or equal to 200 USD (Ít hơn hoặc bằng 4.000.000 VND)

   b. 201 to 500 USD (Từ 4.000.001 triệu đến 10.000.000 triệu VND)

   c. 501 to 1000 USD (Từ 10.000.001 triệu đến 20.000.000 VND)

   d. More than 1000 USD (Trên 20.000.000 VND)

4. **Occupation (Nghề nghiệp)**

   a. Employment (Có nghề   b. Unemployment (Thất nghiệp)
   nghiệp)

APPENDIX II

HANDBAG SAMPLES FOR THIS RESEARCH