ATTITUDE OF INDIAN CONSUMERS: A STUDY OF COUNTERFEIT LUXURY BRANDS

B.S HUNDAL, JASMEEN

1PROFESSOR, UNIVERSITY BUSINESS SCHOOL, GURU NANAK DEV UNIVERSITY, AMRITSAR, PUNJAB.
2RESEARCH SCHOLAR, UNIVERSITY BUSINESS SCHOOL, GURU NANAK DEV UNIVERSITY, AMRITSAR, PUNJAB.
Email id:jasmeenmba1985@gmail.com.

ABSTRACT
Despite counterfeiting being a world issue harming society and the economy at large there is a dearth of research in the field of counterfeiting in India. Counterfeit purchases deplete the country of its resources as well inflicts harm on the consumers. This paper attempts to examine the influence of social and personality factors on the attitude of the consumers which further strengthens the purchase intention to buy the counterfeit luxury brands. Data was collected using a self-administered questionnaire from 210 students of a large university. It was found that while social and personality factors did have a significant effect on the attitude of consumers they had no or less significant effect on the purchase intention towards counterfeit luxury brands.

KEYWORDS: Attitude, Counterfeits, Luxury brands, Personality factors, Purchase intention, Social factors.

REFERENCES


