

ISTANBUL BILGI UNIVERSITY  
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IDENTIFYING FACTORS THAT DRIVE CUSTOMER PURCHASE  
INTENTION OF ORIGINAL VS. COUNTERFEITS OF LUXURY BRANDS

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IDENTIFYING FACTORS THAT DRIVE CUSTOMER PURCHASE INTENTION OF ORIGINAL VS. COUNTERFEITS OF LUXURY BRANDS

LÜKS MARKALARIN ORJİNAL YA DA TAKLİTLERİNİN TÜKETİCİLER TARAFINDAN SATIN ALINMASINI ETKİLEYEN FAKTÖRLERİN BELİRLENMESİ

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- 1) Counterfeits
- 2) Originals
- 3) Self Congruence
- 4) Luxury Brand
- 5) Brand Attachment

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## **ABBREVIATIONS**

EBC	Economic Benefits of Counterfeits
HBC	Hedonic Benefits of Counterfeits
MAT	Materialism
PUSC	Public Self-Consciousness
SCON	Status Consumption
PGRA	Personal Gratification
RIA	Risk Aversion
INTG	Integrity
INTBC	Purchase Intention of Counterfeits
INTBO	Purchase Intention of Originals
BA	Brand Attachment
BA_BSC	Brand Attachment Brand Self Connection
BA_P	Brand Attachment Prominence
ASC	Perceived Actual Self Congruence
ISC	Perceived Ideal Self Congruence
DV	Dependent Variable
IV	Independent Variable

## TABLE OF CONTENTS

<b>CHAPTER ONE: INTRODUCTION .....</b>	<b>1</b>
<b>CHAPTER TWO: LITERATURE SURVEY &amp; HYPOTHESES DEVELOPMENT .....</b>	<b>3</b>
<b>2.1. LUXURY .....</b>	<b>3</b>
<b>2.2. COUNTERFEITS.....</b>	<b>7</b>
<b>2.3. PERSONAL BENEFITS &amp; PERSONALITY TRAITS .....</b>	<b>10</b>
<b>2.3.1. Economic Benefits &amp; Hedonic Benefits of Counterfeits.....</b>	<b>12</b>
<b>2.3.2. Materialism .....</b>	<b>14</b>
<b>2.3.3. Public Self-Consciousness .....</b>	<b>17</b>
<b>2.3.4. Status Consumption .....</b>	<b>18</b>
<b>2.3.5. Personal Gratification .....</b>	<b>20</b>
<b>2.3.6. Risk Aversion &amp; Integrity.....</b>	<b>21</b>
<b>2.4. BRAND RELATED FACTORS .....</b>	<b>23</b>
<b>2.4.1. Brand Attachment &amp; Self Congruence.....</b>	<b>23</b>
<b>CHAPTER THREE: RESEARCH DESIGN .....</b>	<b>28</b>
<b>3.1. CONCEPTUAL MODEL &amp; RESEARCH OBJECTIVE .....</b>	<b>28</b>
<b>3.2. CONSTRUCT MEASUREMENT .....</b>	<b>30</b>
<b>3.3. OPERATIONALIZATION OF FACTORS .....</b>	<b>30</b>
<b>3.3.1. Economic Benefits of Counterfeits .....</b>	<b>30</b>
<b>3.3.2. Hedonic Benefits of Counterfeits.....</b>	<b>31</b>
<b>3.3.3. Materialism .....</b>	<b>31</b>
<b>3.3.4. Public Self-Consciousness .....</b>	<b>32</b>
<b>3.3.5. Status Consumption .....</b>	<b>33</b>

3.3.6. Personal Gratification .....	33
3.3.7. Risk Aversion .....	34
3.3.8. Integrity .....	34
3.3.9. Purchase Intention of Counterfeits .....	35
3.3.10. Purchase Intention of Originals .....	35
3.3.11. Brand Attachment .....	36
3.3.12. Perceived Actual Self Congruence .....	36
3.3.13. Perceived Ideal Self Congruence .....	37
3.4. QUESTIONNAIRE DEVELOPMENT & DESIGN .....	37
3.5. DATA COLLECTION & SAMPLING .....	39
3.6. DATA ANALYSES METHOD .....	40
<b>CHAPTER FOUR: DATA ANALYSES &amp; RESULTS .....</b>	<b>41</b>
4.1. LUXURY BRAND PREFERENCES .....	41
4.2. DEMOGRAPHIC PROFILE OF THE RESPONDANTS .....	42
4.3. FACTOR & RELIABILITY ANALYSES .....	43
4.3.1. Factor & Reliability Analyses of Economic Benefits of Counterfeits .....	44
4.3.2. Factor & Reliability Analyses of Hedonic Benefits of Counterfeits .....	45
4.3.3. Factor & Reliability Analyses of Materialism.....	46
4.3.4. Factor & Reliability Analyses of Public Self-Consciousness .....	48
4.3.5. Factor & Reliability Analyses of Status Consumption.....	49
4.3.6. Factor & Reliability Analyses of Personal Gratification .....	50
4.3.7. Factor & Reliability Analyses of Risk Aversion .....	51
4.3.8. Factor & Reliability Analyses of Integrity .....	52

4.3.9. Factor & Reliability Analyses of Purchase Intention of Counterfeits .....	53
4.3.10. Factor & Reliability Analyses for Purchase Intention of Originals .....	53
4.3.11. Factor & Reliability Analyses of Brand Attachment .....	54
4.3.12. Factor & Reliability Analyses of Perceived Actual Self Congruence .....	55
4.3.13. Factor & Reliability Analyses of Perceived Ideal Self Congruence .....	56
4.4. CORRELATION ANALYSES.....	57
4.5. REGRESSION ANALYSES.....	59
4.5.1. (Multiple) Regression Analysis of Independents and Purchase Intention of Counterfeits .....	60
4.5.2. (Multiple) Regression Analysis of Independents and Purchase Intention of Originals .....	62
4.5.3. (Simple) Regression Analysis of Brand Attachment and Purchase Intention of Counterfeits .....	64
4.5.4. (Simple) Regression Analysis of Brand Attachment and Purchase Intention of Originals .....	66
4.5.5. Regression Analysis of Brand Attachment and Perceived Actual Self Congruence .....	68
4.5.6. Regression Analysis of Brand Attachment and Perceived Ideal Self Congruence.....	70
4.5.7. (Simple) Regression Analysis of Purchase Intention of Originals and Purchase Intention of Counterfeits.....	72
CHAPTER FIVE: DISCUSSION & CONCLUSION .....	75
5.1. DISCUSSION.....	75

<b>5.2. THEORETICAL IMPLICATIONS .....</b>	<b>78</b>
<b>5.3. MANAGERIAL IMPLICATIONS.....</b>	<b>79</b>
<b>5.4. LIMITATIONS.....</b>	<b>81</b>
<b>BIBLIOGRAPHY .....</b>	<b>82</b>
<b>APPENDICES .....</b>	<b>96</b>
<b>APPENDIX A. QUESTIONNAIRE IN TURKISH.....</b>	<b>95</b>
<b>APPENDIX B. QUESTIONNAIRE IN ENGLISH.....</b>	<b>104</b>

## LIST OF FIGURES

<b>Figure 1. Conceptual Model</b> .....	<b>29</b>
<b>Figure 2. Final Model</b> .....	<b>78</b>

## LIST OF TABLES

<b>Table 3.1.</b> Economic Benefits of Counterfeits .....	<b>31</b>
<b>Table 3.2.</b> Hedonic Benefits of Counterfeits .....	<b>31</b>
<b>Table 3.3.</b> Materialism.....	<b>32</b>
<b>Table 3.4.</b> Public Self-Consciousness .....	<b>33</b>
<b>Table 3.5.</b> Status Consumption.....	<b>33</b>
<b>Table 3.6.</b> Personal Gratification.....	<b>34</b>
<b>Table 3.7.</b> Risk Aversion.....	<b>34</b>
<b>Table 3.8.</b> Integrity .....	<b>35</b>
<b>Table 3.9.</b> Purchase Intention of Counterfeits .....	<b>35</b>
<b>Table 3.10.</b> Purchase Intention of Originals.....	<b>36</b>
<b>Table 3.11.</b> Brand Attachment.....	<b>36</b>
<b>Table 3.12.</b> Perceived Actual Self Congruence.....	<b>37</b>
<b>Table 3.13.</b> Perceived Ideal Self Congruence .....	<b>37</b>
<b>Table 4.1.</b> Female and Male Luxury Brand Preferences .....	<b>41</b>
<b>Table 4.2.</b> Demographic Profile of Respondents .....	<b>42</b>
<b>Table 4.3.</b> KMO and Bartlett's Test of Economic Benefits of Counterfeits .....	<b>44</b>
<b>Table 4.4.</b> Factor Analysis Findings of Economic Benefits of Counterfeits.....	<b>45</b>
<b>Table 4.5.</b> KMO and Bartlett's Test of Hedonic Benefits of Counterfeits .....	<b>46</b>
<b>Table 4.6.</b> Factor Analysis Findings of Hedonic Benefits of Counterfeits .....	<b>46</b>
<b>Table 4.7.</b> KMO and Bartlett's Test of Materialism .....	<b>46</b>
<b>Table 4.8.</b> Component Matrix Findings of Materialism .....	<b>47</b>
<b>Table 4.9.</b> Factor Analysis Findings of Materialism .....	<b>48</b>

<b>Table 4.10.</b> KMO and Bartlett’s Test of Public Self-Consciousness .....	<b>48</b>
<b>Table 4.11.</b> Factor Analysis Findings of Public Self-Consciousness.....	<b>48</b>
<b>Table 4.12.</b> Revised Factor Analysis Findings of Public Self-Consciousness .....	<b>49</b>
<b>Table 4.13.</b> KMO and Bartlett’s Test of Status Consumption .....	<b>49</b>
<b>Table 4.14.</b> Component Matrix Findings of Status Consumption .....	<b>49</b>
<b>Table 4.15.</b> Factor Analysis Findings of Status Consumption .....	<b>50</b>
<b>Table 4.16.</b> KMO and Bartlett’s Test of Personal Gratification.....	<b>50</b>
<b>Table 4.17.</b> Factor Analysis Findings of Personal Gratification .....	<b>51</b>
<b>Table 4.18.</b> KMO and Bartlett’s Test of Risk Aversion .....	<b>51</b>
<b>Table 4.19.</b> Item-Total Statistics Findings of Risk Aversion .....	<b>51</b>
<b>Table 4.20.</b> Factor Analysis Findings of Risk Aversion .....	<b>52</b>
<b>Table 4.21.</b> KMO and Bartlett’s Test of Integrity .....	<b>52</b>
<b>Table 4.22.</b> Factor Analysis Findings of Integrity.....	<b>52</b>
<b>Table 4.23.</b> KMO and Bartlett’s Test of Purchase Intention of Counterfeits .....	<b>53</b>
<b>Table 4.24.</b> Factor Analysis Findings of Purchase Intention of Counterfeits .....	<b>53</b>
<b>Table 4.25.</b> KMO and Bartlett’s Test of Purchase Intention of Originals.....	<b>54</b>
<b>Table 4.26.</b> Factor Analysis Findings of Purchase Intention of Originals .....	<b>54</b>
<b>Table 4.27.</b> KMO and Bartlett’s Test of Brand Attachment .....	<b>54</b>
<b>Table 4.28.</b> Factor Analysis Findings of Brand Attachment .....	<b>55</b>
<b>Table 4.29.</b> KMO and Bartlett’s Test of Perceived Actual Self Congruence.....	<b>55</b>
<b>Table 4.30.</b> Factor Analysis Findings of Perceived Actual Self Congruence .....	<b>56</b>
<b>Table 4.31.</b> KMO and Bartlett’s Test of Perceived Ideal Self Congruence .....	<b>56</b>
<b>Table 4.32.</b> Factor Analysis Findings of Perceived Ideal Self Congruence.....	<b>56</b>

<b>Table 4.33.</b> Correlation Analysis Results .....	<b>58</b>
<b>Table 4.34.</b> Model Summary of Regression Analysis between Independents and Purchase Intention of Counterfeits .....	<b>60</b>
<b>Table 4.35.</b> ANOVA Findings - Economic Benefits of Counterfeits, Hedonic Benefits of Counterfeits and Purchase Intention of Counterfeits.....	<b>61</b>
<b>Table 4.36.</b> Coefficient Results - Economic Benefits of Counterfeits, Hedonic Benefits of Counterfeits and Purchase Intention of Counterfeits.....	<b>62</b>
<b>Table 4.37.</b> Model Summary of Key Drivers and Purchase Intention of Originals .....	<b>63</b>
<b>Table 4.38.</b> ANOVA Results of Key Drivers and Purchase Intention of Originals .....	<b>63</b>
<b>Table 4.39.</b> Coefficients Results - Key Drivers and Purchase Intention of Originals.....	<b>64</b>
<b>Table 4.40.</b> Model Summary of Regression Analysis between Brand Attachment and Purchase Intention of Counterfeits .....	<b>65</b>
<b>Table 4.41.</b> ANOVA Findings - Regression Analysis between Brand Attachment and Purchase Intention of Counterfeits .....	<b>65</b>
<b>Table 4.42.</b> Coefficients Results - between Brand Attachment and Purchase Intention of Counterfeits .....	<b>66</b>
<b>Table 4.43.</b> Model Summary of Regression Analysis between Brand Attachment and Purchase Intention of Originals.....	<b>67</b>
<b>Table 4.44.</b> ANOVA Findings - Regression Analysis between Brand Attachment and Purchase Intention of Originals.....	<b>67</b>
<b>Table 4.45.</b> Coefficients Results - between Brand Attachment and Purchase Intention of Originals .....	<b>68</b>
<b>Table 4.46.</b> Model Summary of Regression Analysis between Brand Attachment and Actual Self Congruence.....	<b>69</b>
<b>Table 4.47.</b> ANOVA Findings - Regression Analysis between Brand Attachment and Perceived Actual Self Congruence.....	<b>69</b>

<b>Table 4.48.</b> Coefficients Results - between Brand Attachment and Perceived Actual Self Congruence .....	<b>70</b>
<b>Table 4.49.</b> Model Summary of Regression Analysis between Brand Attachment and Perceived Ideal Self Congruence .....	<b>70</b>
<b>Table 4.50.</b> ANOVA Findings - Regression Analysis between Brand Attachment and Perceived Ideal Self Congruence .....	<b>71</b>
<b>Table 4.51.</b> Coefficients Results - between Brand Attachment and Perceived Ideal Self Congruence .....	<b>71</b>
<b>Table 4.52.</b> Model Summary of Regression Analysis between Purchase Intention of Originals and Purchase Intention of Counterfeits.....	<b>72</b>
<b>Table 4.53.</b> ANOVA Findings - Regression Analysis between Purchase Intention of Originals and Purchasing Intention of Counterfeits .....	<b>73</b>
<b>Table 4.54.</b> Coefficients Results - between Purchase Intention of Originals and Purchase Intention of Counterfeits.....	<b>73</b>
<b>Table 4.55.</b> Test Results of the Hypotheses .....	<b>74</b>

## **ABSTRACT**

Considering the increasing popularity of counterfeit products in the world, and the widespread war with counterfeit products, this study aims to examine how a consumer's feeling of being attached to a luxury brand can affect his or her decision to purchase counterfeit products. The proposed model of this study is formed by integrating the frequently argued factors in previous studies.

The survey of this study was intended to answer a questionnaire directing respondents to consider a luxury brand without considering any financial restrictions to test the hypotheses. The survey have collected information about three hundred and ten potential original luxury and counterfeit product purchasers

As a result of this study, it has been seen that the perceived actual self congruence and perceived ideal self congruence have positive effect on brand attachment to luxury brands. It has been determined that the purchase intention of counterfeit products is more hedonic process compared to the purchase intention of originals. In addition, the result of the research provides that brand attachment have a positive effect on the purchase intention of originals. Therefore, the creation of a strong emotional bond between consumer and the brand can help reducing purchase intention of counterfeits.

**Key Words:** Counterfeit, Originals, Self Congruence, Luxury Brand, Brand Attachment.

## ÖZET

Dünyadaki taklit ürün satışının artması ve bu alanda taklit ürünle yapılan savaşın giderek yaygınlaşması göz önünde bulundurulduğunda, bu çalışma, tüketicinin kendini bir lüks markaya bağlı hissetmesinin onun taklit ürün satın alma kararında nasıl etkileyebileceğini incelemeyi amaçlamaktadır. Bu çalışmada önerilen model, önceki çalışmalarda sıklıkla değinilmiş faktörlerin birleştirilmesiyle oluşturulmuştur.

Bu çalışmanın araştırması, hipotezlerin test etmesi amacıyla katılımcılardan herhangi bir finansal bariyerleri olduğunu düşünmeksizin bir lüks marka göz önünde bulundurarak bir anket cevaplamaları istenmiştir. Anket aşamasında üç yüz on potansiyel lüks ürün ve taklit ürün satın alma potansiyelindeki tüketicilere ait bilgi toplanmıştır.

Bu çalışmanın sonucunda, gerçek-öz uyumu ve ideal-öz uyumunun lüks markalara olan marka bağlılığında olumlu etkilerinin olduğu görülmüştür. Orjinal ürün satın alımına kıyasla taklit ürün satın alımlarının daha hazzal bir süreç olduğu saptanmıştır. Buna ek olarak, araştırmanın sonucu i marka bağlılığının orjinal lüks ürün satın alımına olan pozitif etkisi hayli fazla olduğunu belirtmektedir. Sonuç olarak, marka ve tüketici arasında oluşturulan güçlü duygusal bağ seviyesi taklit ürün satın alımını kayda değer oranda azaltacağı kanısına varılmıştır.

Anahtar Kelimeler: Taklit Ürün, Orjinal Ürün, Öz Uyumu, Lüks Marka, Marka Bağlılığı.

## **CHAPTER ONE**

### **INTRODUCTION**

The luxury market has a significant market share; China, the USA, Russia, India, Brazil, Mexico, Japan, and France are the most dynamic markets, and their luxury market share is bigger than other countries (Gehaney & Bigan, 2014). But for the market growth Turkey is good opportunity. According to McKinsey report (2014), Turkey holds a small piece from the total global luxury share percentage; however, Turkish market is one of the fastest growing markets for luxury products. Between 2008 and 2013 the sales of luxury products increased more than 37 percent (Gehaney & Bigan, 2014). One of the constituents of Turkey's luxury market is tourism. Thus, in Turkey there are also foreigners buying luxury products and they hold almost 20 percent of total luxury market of Turkey (Gehaney & Bigan, 2014).

The difficulty for luxury brands continues with increasing number of counterfeiting companies (Kaufmann et al., 2016). Clothes, and watches are the most counterfeited markets; Louis Vuitton, Gucci, Burberry, Hermes, Chanel, and Hermes are often copied illegally (Yoo & Lee, 2009a). Counterfeiting is defined as tangible goods that copy a material which can provide a touch to other customers, and their price is very cheaper than the original product (Eisend et al., 2017). Consumers buy counterfeit products sometimes unknowingly as they assume they purchase the original one (Eisend et al., 2017). Thus, counterfeit products cause critical economic losses for designer luxury brands (Kaufmann et al., 2016). Particularly, counterfeiting rate is increasing, because of the poor legal structure of the developing economies (Green & Smith, 2002)

In emerging economies, earlier research indicate important contradistinctions among high and low revenue purchasers of counterfeits, because income gap between low and high income buyers is a far cry in developing economies (Kaufmann et al., 2016). In line with Hennigs et al. (2013), there is big difference

between developed economies and emerging economies, thus they should be examined differently (Kaufmann et al., 2016).

This work aims to examine how personal benefits, personality traits, and brand factors influence the purchase intention of counterfeits and original brands. This conceptual model of this study is integrated from as it follows; Malar, Krohmer, Hoyer, and Nyffenegger (2011), economic and hedonic benefits of counterfeits, materialism, purchase intention of counterfeits and originals are from Yoo and Lee (2009a), and Kaufmann et al. (2016); public self consciousness is from Fenington et al. (1975) and Kaufmann et al. (2016); status consumption is from Eastman et al. (1999) and Goldsmith et al. (2012); personal gratification factor is integrated from Vinson et al. (1977), and Ang et al. (2001); risk aversion factor is from Donthu and Garcia (1999), Huang et al. (2004), and mostly from Matos et al. (2007); integrity factor is taken from Ang et al. (2001), and Matos et al. (2007); brand attachment is integrated from Park et al. (2010), and Kaufmann et al. (2016); perceived actual and ideal self factors are from Sirgy et al. (1997); Malar et al. (2011), and Kaufmann et al. (2016). Hence, this study contains wide range personal factors and brand factors.

The purpose of this study is to explore the role of perceived benefits of purchase intention of counterfeits and personality traits on buying originals and their counterfeits. Then, what is the influence of perceived actual and ideal self congruences on brand attachment and then the influence of theirs on purchase intention of originals and counterfeits is explored.

This thesis' organization is as it follows; in chapter two, literature survey is reviewed and in line with the review the hypotheses are developed. In chapter three, conceptual model, construction of measurement, how the factors of the model are operationalized, the development of the questionnaire, data collection, and data analyses method are examined. In chapter four, data analyses and results are argued. In chapter five, the result of the analyses is discussed, theoretical and managerial implications are argued, limitations of the research and future research suggestions are discussed.

## **CHAPTER TWO**

### **LITERATURE SURVEY & HYPOTHESES DEVELOPMENT**

This chapter introduces the factors which are included in the model of the study, and literature review on luxury, counterfeits, personal benefits and personality traits, and brand factors. Also it develops theoretical background, and the hypotheses of factors are given for this study. It starts with a broad discussion about luxury, counterfeits, and then continues with the personal benefits and personality traits; brand related factors, and ends with fulfilling information about what drives customer purchase intention.

#### **2.1.LUXURY**

Literature on luxury was very limited until the end of the 90s. Until then, most of the research has focused on the term luxury or prestige brands. The increasing size of the luxury market has encouraged researchers to dig deeper in to this subject (Ko, Costello, & Taylor, 2017).

In the past two decades the growth of the luxury market was massive, and the consumption on luxury goods in Asian markets had a great impact on the growth (Ko, Costello, & Taylor, 2017). Fresh research shows that the increased demand of luxury products, mostly in Middle East, India, and China led to a great growth in the luxury market (Kim & Ko, 2012; Ko, Costello, & Taylor, 2017).

In the field of academics, there is confusion about the concept of luxury which is perceived as upmarket products, high priced products, and luxury productions (Chandon, Laurent, & Valette- Florence, 2015). In luxury literature, there is not a precise definition of a luxury brand (Kapferer, 1998). When we look at definitions of luxury; prestige and status were referred by Grossman and Shapiro (1988), signature brand (Jolson et al., 1981), ‘top of range’ were implied by Dubois and Laurent (1993), and ‘hedonic’ brand were used by Dhar and Wertenbroch (2000)

to imply trademarks that have high price and propose prestige and status. Kapferer (1997) implies that there is a problem with the word ‘luxury’, because once it was a contradictive concept which was subjected to ethical critiques.

For more than 20 centuries, luxury products were associated with nobles, royal houses, dictators, generals, and clergy (Chandon, Laurent, & Valette-Florence, 2016). During the Renaissance, luxury concept started to belong not only the upper classes, but also to bankers and industrialists. It can be said that luxury products were spread by the Renaissance (Chandon, Laurent, & Valette-Florence, 2016). Hence, luxury goods became widely accessible.

The word “luxury” was seen used on Cicero’s classical works in ancient times (Chandon, Laurent, & Valette- Florence, 2015). Luxury had a classifying role that enhances one specific group such as aristocrats and outstrips the remainder in the society (Kapferer, 1997). A luxury product qualifies the buyer as bourgeois. Kapferer (1997) argues that luxury symbols that remain from the aristocracy is not many, however the existing ones present the old prerogatives which show they were living a comfortable life, they were exempted from working, and other obligations of life. One of the reasons for the success of Hermes’ logo today is because it reflects exquisiteness (Kapferer, 1997).

Economical concept defines luxury products whose price and quality is the steepest in the market (Kapferer, 1997). The quality represents tangible functions as economists challenge what the customer knows how to measure (Kapferer, 1997). On the other hand, Kapferer (1997) contributes that this understanding of economists does not help to make a clear definition of “luxury”. He tries to make a clear definition by referring to the etymology of luxury; in Latin word of lux is defined as light, so he adds that luxury glows like gold and precious germs, because luxury product is wanted to be noticed by one and all. Thus, luxury item wants to be a jewel (Kapferer, 1997).

Besides all these definitions offered above, Ko, Costello, and Taylor (2017) tried to generate a general definition from predecessor luxury definitions according to

three key criteria. These three criteria are; first, the definition of luxury should be built on a strong foundation similar to academic definitions overall; Luxury brand definition must comprise every product/service group; and the last criterion is that the definition of luxury brand should be able to be measured (Ko, Costello, & Taylor, 2017). In the result of their analysis, based on these three criteria, they proposed a composed definition of a luxury brand; a luxury brand is an authentic branded service or either a product which customers comprehend, have high quality proportion; present original (authentic) value through covetable advantage either emotional; should provide respected image in market based on craftsmanship or the quality of service they provide; should be deserving to be paid high price; and should be able to initiate a deep bond with the consumer (Ko, Costello, & Taylor, 2017).

Kapferer (1998) presented a research to understand meaning of “luxury brand” and the notion of luxury in general. Hence, 76 of luxury brands are presented to interviewees, and sixteen functions were offered to every interviewee who was and asked to select out five factors which was not most attractive. The research results were collected from 20 young people to reflect modern tastes and preferences, and out of sixteen functions the top six most selected functions are noted here from top to bottom; “The beauty of the object 79%; The excellence of its products 75%; Its magic 47%; Its uniqueness 46%; Its great creativity 36%; Its sensuality 34%” (Kapferer, 1998, p.45). This qualitative research of Kapferer (1998) confirms that each brand in the market is perceived through only one product. He claims that unlike managers who differentiate product from the brand, consumers do not see them in that manner. Kapferer’s (1998) brief research argues that consumers’ perception about a product creates a general idea about whole brand.

Since, there are many definitions of “luxury brands” and the concept of luxury, the segmentation of luxury brands is difficult. Some research has been conducted to overcome this challenge of segregation. The research carried out by Kapferer (1998), shows four types of luxury brands. The first segment selected “beauty of

the object, excellence of the products, its being magic and its uniqueness” (Kapferer, 1998, p.48) and perceives brands like Rolls Royce, Hermes, and Cartier as luxury brands out of 76 luxury brands; the second segment ranks “creativity, of products’ sensuality, then beauty and magic” and brands such as; Gucci, JP Gaultier are perceived as luxury brands; The third segment chose “beauty of the product and the magic aura of the brand”, this segment’s brand should be classic rather than following fashion; Louis Vuitton, Porsche, and Dunhill are selected as luxury brand by this segment. The last segment attaches importance to being their luxury brand couture; the brands which will be chosen by this segment should be well known and define an exquisite image of a privileged small group; Brands such as Chivas and Mercedes are selected as luxury brands in this category.

According to Kapferer (2008), luxury product market can be defined as a pyramid which consists of four steps. These steps are; the griffe, luxury brand, upper range and the brand. At the top of this pyramid there is griffe which is an architectural concept. The basic qualification of griffes is unique and pure design (Kapferer, 2008). Because griffes do not have visual brand logo, they are named as silent luxury, and so that this type of brands make sense for luxury experts who can appreciate the essence of luxury without brand’s visibility (Kapferer, 2008). Rather than social meanings, these griffes carry only psychological meanings and are related to one’s self identity. Custom made clothing and designer jewelries are concrete examples for psychological meaning of griffe (Kapferer, 2008). On the other hand, luxury brands that are at the second step consist of fine artisanship. This group luxury brands have easily recognizable trademarks, and they are called as loud luxury. By this reason, they state social meanings instead of psychological meanings (Kapferer, 2008). Luxury brands that have highly visible brand logos are the most counterfeited brands, because these counterfeits give consumer the opportunity to have desired social status (Turunen & Laaksonen, 2011).

Turkish Language Association defines luxury as vanity, gimmickry in clothing, objects, and expenses (Türk Dil Kurumu, 2018).

Personal economic power is key determiner for consumers who buy genuine products (Yoo & Lee, 2009a). Hence, if a consumer wants to be seen to have a high social status, he/she will be less price sensitive. It is more likely that such a consumer will select the original luxury product. A buyer of original products does not prefer counterfeits (Yoo & Lee, 2009a). Bushman (1993) argues that high public self consciousness in person who worries about the impression they make on society, people who are concerned about fashion, people who want to be approved by others and coherent people with society's norms choose original luxury brands over counterfeits (Nia & Zaichowsky, 2000).

In light of all the information presented above, it can be concluded that perception of luxury differs among individuals or social groups. There is no general understanding of luxury.

## **2.2. COUNTERFEITS**

Counterfeiting is increasingly becoming a topic of interest around the world, even if it is difficult to trace its origins (Bian, 2006). The oldest known example of counterfeiting was noted from the Ming Dynasty. In the late Ming Dynasty (1368-1644) only one from ten paintings was predicted to be an original drawing (Clunas, 1991; Bian, 2006). Moreover, in the late 18<sup>th</sup> century, there are reports of women being punished by burning at the stake, because of selling counterfeit coins (Bian, 2006). Throughout this research, various examples of counterfeiting throughout history will be highlighted.

About fifty years ago the first researches on brand counterfeiting came forward. At the time, there were few manufacturers of expensive luxury products, so it was assumed that effect of counterfeits will be slight (Eisend & Schuchert-Güler, 2006). However, as global wealth is increasing and there are more luxury goods producers, counterfeiting is now a growing concern for such businesses. Nowadays, some consumers prefer counterfeit products over originals. Previous research has revealed that nearly one-third of buyers would consciously purchase

counterfeit products (Phau, Prendergast & Chuen, 2001; Tom, Garibaldi, Zeng & Pilcher, 1998; Bian & Moutinho, 2009).

The commercial definition of counterfeiting means a scammer practice of attaching an incorrect trademark of a specific brand to a product, and the attached trademark becomes indistinguishable from the original one (Bamossy & Scammon, 1985). On the other hand, Eisend et al. (2017) define counterfeiting as tangible products which imitate a material or a symbolized value that can provide a communication to other consumers, and their price is lower than the authentic product.

This research argues that, counterfeiting is an authentic original commodity with notable brand value worth replicate currently present on the market (Eisend & Schuchert-Güler, 2006). The characteristics of the original products are copied to counterfeited products as identical to the original but sold at a lower price; but customers are conscious of contrariety between these two (Eisend & Schuchert-Güler, 2006). A direct copy is considered counterfeiting whereas imitation is indirect (Bamossy & Scammon, 1985; Bian, Wang, Smith & Yannopoulou, 2016). Kapferer (1995) argues that imitators try to create similarity with the original designer product but the packaging differs.

According to Grossman and Shapiro (1988), Nia and Zaichkowsky (2000), and Eisend and Schuchert-Guler (2006), there are two types of counterfeiting; deceptive and non deceptive. When the customer believes that she-he is buying a product of a specific brand, produced by that specific brand which turns out to be an imitation, it is known as deceptive counterfeiting (Eisend & Schuchert-Güler, 2006).

Usually, consumers buy counterfeit medication and automobile parts unknowingly; they think they are buying the original product (Eisend et al., 2017). On the other hand non-deceptive counterfeiting is when a customer is conscious that she/he is buying the non authentic product at a lower price, location of the purchase, and the material of the product (Chakraborty, Goutam, Allred, Sukhdial

& Bristol 1997; Gentry, Putrevu & Shultz 2006; Eisend & Schuchert-Güler 2006; Eisend et al., 2017). If a consumer cannot afford to buy the authentic product, a fake one can offer some utility to the consumer (Eisend et al. 2017). A person can build an identity, such as being a smart shopper who knows how to find convenient priced products through purchasing non deceptive counterfeit products (Perez, Castano, & Quintanilla, 2010; Eisend et al., 2017). Hence, non deceptive counterfeiting can provide negative context for consumer to build an identity such as low integrity and absurd risk taking (Eisend et al., 2017). Furthermore, Bian (2006) argues that there is one more type of counterfeiting known as blur counterfeiting. Blur counterfeiting means, when a consumer buys a product, he/she cannot be sure of the authenticity of the product, if it is fake, original, from a parallel import or stolen (Bian, 2006).

International Anti- Counterfeiting Coalition challenges that counterfeiting has been spread across many industries including apparel, music, various consumer goods, software, medications, tobaccos and products that are produced from tobaccos, airplane and automobile spare parts, toys, accessories and electronics (International Anti- Counterfeiting Coalition, n.d.).

Counterfeiting has been analyzed from many perspectives in different years. Nia and Zaichkowsky (2000) claim that until 2000, the behavior and reactions of customers of original luxury products towards counterfeits have not been analyzed, however, request side of merchandise counterfeiting (Bloch et al., 1993; Cordell et al., 1996; Wee et al., 1995); the consumer behavior of the rich (Stanley, 1988; 1991); or the phases that luxury brands experienced ahead of being fully welcomed by customers (Dubois & Paternault, 1995) research topics were examined. After 2000, in some researches, customers' purchase intention of counterfeits products and some variables which are related like attitudes, usage of product and purchase has been analyzed (Eisend & Schuchert-Güler, 2006).

Customers, who buy counterfeit products, always prefer fake luxury products as their first choice, for instance handbags, watches, shoes, and clothes that are purchased in the black market (Chaudhuri, 1998; Eisend, Hartmann & Apaolaza,

2017). Moreover, the rates of counterfeiting differ in various countries, and especially in developing countries the counterfeiting rate is increased due to weak legal structures (Green & Smith, 2002). Studying counterfeiting according to different nations would contribute a lot to the counterfeit literature. Across two countries, only three works have contributed to the counterfeiting study; these are the comparisons of psychographic variables (Chiu & Leng, 2016; Kim, 2009; Sun et al., 2013; Eisend et al., 2017). Moreover, Eisend et al. (2017) emphasize that an extensive, focused on one country profile of customers of counterfeit luxury trademarks which takes into consideration demographics and psychographics based on an efficient amount of countries does not exist.

This study analyzes non-deceptive counterfeiting that is available in luxury brand marketing (Nia & Zaichowsky, 2000). Non deceptive counterfeiting preference for high priced products as a framework is significant, because presumably there is possible uncovering of psychological drivers and cognitive dealing strategies (Eisend et al., 2017).

### **2.3. PERSONAL BENEFITS & PERSONALITY TRAITS**

Personal benefits and personality traits have been argued in previous research (Chakraborty, Allred, & Bristol, 1996; Misbah & Rahman, 2015; Kaufmann et al., 2016) by discussing psychographic and demographic factors, occupation, education, income, and behaviors (Kaufmann et al., 2016). In this study, economic benefits, hedonic benefits, materialism, public self consciousness, status consumption, personal gratification, risk aversion, and integrity are considered as personal factors.

Economic benefits and hedonic benefits are argued in literature cited as consumer attitudes which are behavior predictors (Yoo & Lee, 2009a; Phau & Teah, 2009; Penz & Stottinger, 2005; Hidayat & Diwasasri, 2013). Price advantage of economic benefits and its attraction to counterfeits have been extensively discussed (Yoo & Lee, 2009a; Bloch, Bush, & Campbell, 1993; Albers- Miller,

1999; Dodge et al., 1996; Prendergast et al., 2002; Staake & Fleisch, 2008; Yoo & Lee, 2009b). Moreover, paying less than originals and getting very low quality influence of economic benefits was cited (Ang, Peng, Elison, & Siok, 2001; Lianto, 2015). Hedonic benefits make consumers less concerned about the product's quality, but they value the product's appearance more than its price, therefore they chose purchasing counterfeit goods (Babin et al., 1994; Kaufmann et al., 2016; Lianto, 2015).

As cited in Park and Burns (2005), Phau, Sequiera, and Dix (2009), another personal factor is materialism which is related with possessing material products. The definition of materialism is suggested by Richins and Dawson (1992), Shrum et al. (2013), Lange [1865] (1925), Johnson and Attmann (2009), and Belk (1984). Motivators of materialism were indicated by Eastman, Goldsmith, and Flynn (1999). The relationship between purchasing intention of counterfeits and materialism are challenged by Yoo & Lee (2009a), Kaufmann et al. (2016), Swami et al. (2009), and Wee, Ta, and Cheok (1995). In other respects, studies about the relationship between purchase intention of originals and materialism is very rare. Yoo and Lee (2009a) are contributed to research about the relationship between purchasing counterfeits and materialism.

Another individual factor stated in this study is public self-consciousness, as customers buy products to build their image in public (Burnkrat & Page, 1982; Kaufmann et al., 2016). Agents of public self consciousness are argued by Kernis (2003), and Kaufmann et al. (2016). The relationship between purchase intention of original products and public self consciousness was argued by Yoo and Lee (2009a), Lee (2009), and Kaufmann et al. (2016).

Other personal trait is status consumption which defined by Eastman, Goldsmith, and Flynn (1999), Burn (2004), Clark, Zboja, and Goldsmith (2007), Dittmar (1992), O'Cass and McEwen (2004). The relationship between purchase intention of originals and status consumption is cited in Chor and Schor (1998).

Personal gratification is another personal factor, as need for success, social recognition, and having pleasure with quality goods in life (Ang, Cheng, Lim, & Tambyah, 2001). The relationship between counterfeits and personal gratification is cited by Bloch et al. (1993), Ang et al. (2001), Phau and Teah (2009).

There is very limited literature on; risk aversion and integrity personal factors. Therefore, this study has examined these two different personal traits' literature under one section. Risk aversion defined by Matos, Itassu, and Rossi (2007), and Chiu, Lee and Won (2014). Chiu, Lee, and Won (2014), Burton, Lichtenstein, Netemeyer, and Garretson (1998) suggest the relationship between counterfeits and risk-aversion. On the other hand, integrity was defined by Phau and Teah (2009), Wang, Zhang, Zang, and Ouyang (2005). The consumer, counterfeit and integrity relationship is contributed by Cordell, Wongtada, and Kieschnick (1996), Ang et al. (2001), Wang et al. (2005), Phau and Teah (2009), Phau, Sequeira, and Dix (2009).

### **2.3.1. Economic Benefits & Hedonic Benefits of Counterfeits**

According to Yoo & Lee (2009a) there are two types of consumer attitudes towards counterfeiting which are economic benefits and hedonic benefits of counterfeit products. Attitudes towards behavior instead of towards the good are significant to understand the behavior of the consumer (Phau & Teah, 2009; Penz & Stottinger, 2005; Hidayat & Diwasasri, 2013).

One of the main reasons of purchasing counterfeit products is economical reasons, because customers believe that they will get the same benefits from unauthorized products, 'counterfeits', compared to authentic 'original' products. There is growing demand for such products (Yoo & Lee, 2009). Bloch, Bush, and Campbell (1993) argue that price advantage of the products will lead customers to buy counterfeits. They contribute that premium brand buyers expect to get prestige; on the other hand buyers of counterfeits of those brands want the same image benefits related with the genuine brand at a reasonable price. Hence, the

attractiveness of counterfeits' low price is a distinct factor for consumers to select counterfeit product (Bloch, Bush, & Campbell, 1993; Albers- Miller, 1999; Dodge et al., 1996; Prendergast et al., 2002; Staake & Fleisch, 2008; Yoo & Lee, 2009b).

Buying counterfeits is appropriate for economic benefits, since customers pay less and get same item for lower quality (Ang, Peng, Elison, & Siok, 2001; Lianto, 2015). Limited budgets of customers assume that they can get prestigious product for less money (Lianto, 2015). Hence, economic benefits direct people to think reasonably about their purchasing power to buy some products. Herewith, this type of consumers will select counterfeit products over authentic products (Lianto, 2015). Yoo and Lee (2009a) argue that consumers who have high purchasing power will not consider buying counterfeits, since they have ability to buy originals. Thus, economic benefits will not influence their Purchase intention of originals. There is no theoretical link among economic benefits of counterfeits and purchase intention of originals offered.

Hedonic decision model is defined as 'modern experiential model'; on the other hand, utilitarian decision model is defined as 'traditional buying decision model' (Holbrook & Hirschman, 1982a; Sarkar, 2011). According to Dhar and Wertenbroch (2000), hedonic and utilitarian contributing causes are drivers of consumer preferences. Moreover, hedonic products offer experiential consumption such as; pleasure, excitement and fun (designer handbags, luxury watches, sports cars); while utilitarian products are functional (laptops, microwaves, etc.; Hirschman & Holbrook, 1982b; Strahilevitz & Myers, 1998; Dhar & Wertenbroch, 2000). Hedonic contributing cause is related to emotional requirements of people for pleasurable shopping experience (Bhatnagar & Ghosh, 2004; Sarkar, 2011). Physiological and psychological emotional feelings have significant effect on hedonic consumption (Sarkar, 2011).

Researched buying habits show that emotional decisions predominates utilitarian decisions (Sarkar, 2011). Yoo and Lee (2009a) claim that attitudes toward hedonic benefits of counterfeits buying are affecting purchase intention of originals negatively; whereas hedonic benefits of counterfeit purchasing is

affecting purchase intention of counterfeits positively. Triandewi and Tjiptono (2003) argue that there is no important influence of hedonic benefits on the buying intention of black market products (counterfeits), and they argue that the results of that can be attached to the category of product or the culture of the country (Lianto, 2015, in Kaufmann et al., 2016).

Hedonic benefits direct individuals to consider that the features and the experience of the products themselves are precious needing less concern to the quality of the goods (Babin et al., 1994; Kaufmann et al., 2016). Consumers who are hedonic value the appearance of product more than its quality and price, therefore they choose to buy counterfeit products (Lianto, 2015). Moreover, they don't feel guilty about their preference of purchasing.

Following hypotheses are shaped by the discussions above:

H1a. Hedonic Benefits have a positive effect on the purchase intention of counterfeit products.

H1b. Hedonic Benefits have a negative effect on the purchase intention of original products.

H2. Economic Benefits have a positive effect on the purchase intention of counterfeit products.

### **2.3.2. Materialism**

Conceptualization of materialism differs according to researchers approaches (Shrum et al., 2013). Thus, the usage intendment of materialism is not always clear. This research focuses on the account of Shrum et al. (2013) mostly because they defined materialism as it follows "materialism is the extent to which individuals attempt to engage in the construction and maintenance of the self through the acquisition and use of products, services, experiences, or relationships that are perceived to provide desirable symbolic value" (Shrum et al., 2013, p.1180). This definition contains four different implications. First one defines the concept as acquisition which contains purchasing, gifts, inheritances, and non-

purchase revenues as far as this acquisition is supported. Second definition contains usage of the acquisition; so, materialistic behavior addresses to them both such as buying genuine clothes and wearing them. Besides acquisition containing product and services; third definition widens the target with experiences and relationships. Last definition addresses to nominal nature of acquisition, and hence, the extent to which the acquisition and the usage contributes as an indication (Shrum et al., 2013).

Original definition of materialism is based on the philosophical concept which nothing exists apart from object and its movements (Lange, [1865] 1925; Johnson & Attmann, 2009). In literature, Johnson and Attmann (2009) defined materialism as the given importance on possessing and gaining material goods, searching for success and comfortable living (Park & Burns, 2005; Phau et al., 2009; Kaufmann et al., 2016). Materialism includes possessiveness, envying, and ungenerosity (Belk, 1984).

On the other hand, materialism is defined as attainment and as the pursuit of happiness and success which is defined as possession by Richins and Dawson (1992). Furnham and Valgeirsson (2007) argue that, high scorers of happiness scale assume that acquisitions and possessions are fundamental to their prosperity in life. The scale of success shows that extent individuals learn to judge people by the amount of the possessions they have (Furnham & Valgeirsson, 2007). According to Richins and Dawson (1992) the centrality scale defines how many possessions are exist in the core of an individual's life. Moreover, when an individual is more materialistic, presumably the more that individual will buy counterfeit products (Wee, Ta, & Cheok, 1995).

Goldsmith and Clark (2012) challenges that materialism makes customers allocate an excessive amount of their revenues to acquiring products, and it leads to people accumulating unnecessary amounts of debt (Ponchio & Aranha, 2008). Age and nationality are important factors to predict materialism. On the other hand, other demographic factors like gender, income, and education are not stated among

factors that may predict materialism (eg. Cleveland et al., 2009; Goldsmith & Clark, 2012).

The motivation of materialists is presenting their wealth and social status to high class people by acquiring possessions (Eastman, Goldsmith, & Flynn, 1999). Materialists' main aim is to have material possessions to fascinate other individuals rather than themselves (Yoo & Lee, 2009a). Also, Kaufmann et al. (2016) contribute that the main achievement of material possessions is striking with admiration to others instead of themselves. From this view point, originals and counterfeits suit the consumer's external physical vanity, since they offer prestigious image over the display effect to the contrary important quality spreads (Yoo & Lee, 2009a; Kaufmann et al., 2016). Yoo and Lee (2009a) challenge that whether customers prefer to wear an original or a counterfeit, individuals have doublet appearance. The main difference here is that, customers who buy originals buy that product for the intended purpose of owning a luxury product, whereas, consumers buy counterfeits for the prestige of owning a luxury product at a lower price (Yoo & Lee, 2009a; Penz and Stöttinger, 2005). Hence, counterfeit and original products offer the same appearances, and they satisfy the materialistic consciousness (Yoo & Lee, 2009a). Yoo and Lee (2009a) contributes that consumers purchase counterfeit products ignoring the negative aspects of counterfeiting. These include health, safety, losses for the economy, and damage to the original brand's reputation. Without being aware of these consequences, consumers tend to buy counterfeit products, affected by materialistic desire (Kaufmann et al., 2016). In literature, materialism has been argued to contribute to purchase intention of counterfeits (Swami et al., 2009; Wee, Ta, & Cheok, 1995; Kaufmann et al., 2016), moreover to the purchase intention of originals. Following hypotheses are proposed below;

H3a. Materialism has a positive effect on the purchase intention of counterfeits.

H3b. Materialism has a positive effect on the purchase intention of originals.

### **2.3.3. Public Self- Consciousness**

The presence of other people can have a powerful effect on an individual's behavior and their publicly expressed beliefs (Scheier, 1980). He argues that an individual's decisions will differ from their attitudes to make them more coherent with the attitude of their targeted viewers. Self consciousness is the shift which steers the attention into self related facets inner or outer (Doherty & Schlenker, 1991; Shim, Lee-Won, & Park, 2016), public self-consciousness. In particular the term self awareness means how the self appears in public (Greenwald, Bellezza, & Banaji, 1988; Scheier & Carver, 1985; Shim, Lee-Won, & Park, 2016).

One of the agents of public self-consciousness is the self image. The circumstances in self image are assumed as one of the important needs of individuals, since a good self-image creates self-esteem (Kernis, 2003; Kaufmann et al., 2016). Self image is related to how people see themselves; people may see themselves as a good person or a bad person, beautiful or an ugly person (Kaufmann et al., 2016).

Self consciousness was seen as a driver of refinement by Roux, Tafani, & Vigneron (2017). Fenigstein, Scheier, & Buss (1975) argue that the consistent tendency of individuals to steer attention inward and outward is a trait of self consciousness. Public self consciousness is defined as the awareness of oneself as a social object (Malar et al., 2011). There are three facets of self consciousness; private self-consciousness which is personal thoughts about the self, public self-consciousness, which means others' reactions to the self, and social anxiety, that means discomfort in others' presence (Roux, Tafani, & Vigneron 2017). Individuals with high public self consciousness are more interested in how people perceive them and how they can make a good impression on others (Carver & Scheier, 1987; Fenigstein, 1987; Malar et al., 2011).

Public self consciousness includes a focal point on the self as a social object, such; higher amount public self consciousness in the individual is highly concerned with apparel to the society and with the impression individual makes

on other people (Scheier, 1980). Moreover, in social behaviors, public self consciousness is significant, since people who are high in public self consciousness tend to build causality between the self and other individuals' reactions (Feningstein, Scheier, & Buss 1975; Scheier, 1980; Roux, Tafani, & Vigneron 2017). The higher public self consciousness in a person, the more they judge other people based on what brand they consume (Malar et al., 2011). Also, Kaufmann et al. (2016) argues that consumers whose public self consciousness is higher than others are strategically using specific consumer brands to position this image and offer themselves according to that.

Scheier (1980) contributes that public self-consciousness contains awareness of self as a social object. Thus, people high in public self consciousness cannot be conscious of their internal opinion, attitudes, and motives than individuals low in public self consciousness. High public self consciousness individuals try harder to create a beneficial public perception (Scheier, 1980).

In this study, public self-consciousness is considered as an active factor of the self, in contrast to self-image (Burnkrant & Page, 1982; Kaufmann et al., 2016). Public self-consciousness is correlated with both benefit beliefs and the risk beliefs of purchasing fashion counterfeits, which is examined through college students' behaviors regarding buying products that are not genuine (Lee, 2009; Kaufmann et al., 2016). Yoo & Lee (2009a) argue positive influence of self image on buying intention of originals, this study tests the effect on purchase intention of originals' positive influence.

Following hypothesis is given to measure.

H4. Public self consciousness has a positive effect on the purchase intention of original products.

#### **2.3.4. Status Consumption**

One of the effective desires of consumer behavior is status (Eastman, Goldsmith, & Flynn, 1999). Burn (2004, p.10) defines status as it follows "a group member's

standing in the hierarchy of a group based on the prestige, honor, and deference accorded him or her by other members (in; Clark, Zboja, & Goldsmith, 2007, p.46). Recent studies are connecting the want for social status to the hierarchic differences in society arising from level of income and profession type (Eastman, Goldsmith, & Flynn, 1999).

Eastman, Goldsmith, and Flynn (1999) define the concept of status consumption in continuing the argument above accordingly; “While these hierarchical social relationships are important in determining the amount of social status one has, those with whom one makes invidious social comparisons, and the status symbols one craves, there is another sense in which consumers are motivated by the desire for status; this is the concept of status consumption (Eastman, Goldsmith, & Flynn, 1999, p.41)”. Dittmar (1992) defined the concept of status consumption as the implication of a social extent to use particular products, brands, and services, which customers can search the enhancement of their status over buying the status attributes which should be delicate to the ideas of other people in society (in Eastman, Goldsmith, & Flynn, 1999). In addition, Eastman, Goldsmith, & Flynn (1999, p.42) define status consumption as: “the motivational process by which individuals strive to improve their social standing through the conspicuous consumption of consumer products that confer and symbolize status both for the individual and surrounding significant others.” They emphasize the conceptual term of the arguments of status consumption based on the studied literature. This definition provides researchers to see that status consumption is different from the conspicuous consumption, and materialism as a term (Clark, Zboja, & Goldsmith, 2007). Status consumption is not the buying process of high end products as public showing of wealth level. This concept is different than materialism (Eastman, Goldsmith, & Flynn, 1999; O’Cass & McEwen, 2004; Clark, Zboja, & Goldsmith, 2007).

In literature, status consumption can also be seen as status seeking (Clark, Zboja, & Goldsmith, 2007). Status consumption customers are appertaining to what related groups of people think the prime preferences to help win the status of a

certain group (Clark, Zboja, & Goldsmith, 2007). Chao and Schor (1998) challenge that they must fulfill at least two prerequisites for where the consumption is intended of obtaining status, which is status consumption. These two prerequisites are; people share some similar level of commonality in their gradation of status, products, and brands, and secondly consumption must be visible and seen by public. Hence, being socially visible is the touchstone of status consumption (Chao & Schor, 1998). By following Veblen (1967), Chao and Schor (1998) have reached the conclusion that the more highly educated people are, the more likely they are to purchase status goods. On the other hand, this explanation ignores the benefits reached over status consumption (economic benefits, and social benefits). Status consumption makes people spend more money to demonstrate their prosperity by emphasizing their power (Chor & Schor, 1998). Owning a designer bag or a designer watch can enrich a person's position in society or at work, thus their income will increase. Also Chor & Schor (1998) contributes that, besides education, income has great importance on status consumption. They argue that this might be the case, accordingly the correlation between income, education, and profession.

In light of above information, following hypothesis is tested:

H5. Status consumption has a positive effect on the purchase intention of original products.

### **2.3.5. Personal Gratification**

Personal gratification is defined as the need for a sense of success, social recognition, and to have fun with better things in life (Ang et al., 2001). Fashion products become more of an issue for customers who have higher sense of personal gratification. They do not tolerate products with inferior quality (Phau & Teah, 2009).

Usually, counterfeit products do not offer same quality with genuine products (Ang et al., 2001). The quality of a counterfeit handbag's leather or a counterfeit wristwatch's material cannot be compared with genuine products. Although

consumers that purchase ingenuine products are ready to sacrifice the quality, and giving up the warranty which is offered by the original products' brands (Ang et al., 2001). They do not care to have the pleasure of possessing a good quality product with original brand logo, the label on the product; for these people personal gratification is not significant (Ang et al., 2001).

Following the argument of Bloch, Bush, and Campbell (1993), Ang et al. (2001) is suggested that; in comparison with purchasers of counterfeits, people who did not purchase counterfeit products were less confident, had lower perceived status and were less successful. Thus, it is expected customers who attach importance to personal gratification to have less effect on purchase intention of counterfeits (Ang et al., 2001; Phau & Teah, 2009).

Following hypothesis is tested:

H6. Personal gratification has a negative effect on the purchase intention of counterfeit products.

### **2.3.6. Risk Aversion & Integrity**

The risk concept came up in economics in the 1920s (Knight, 1921). Thenceforth, risk has been included in deciding processes in the economy, and other decision making sciences (Dowling & Staelin, 1994). In 1960 Bauer brought the perceived risk concept to the literature of marketing (Dowling & Staelin, 1994).

According to Hofstede (1980), risk aversion means individual's usual tendency to abstain from uncertainty. Matos, Itassu, and Rossi (2007), and Chiu, Lee and Won (2014) define risk aversion as the inclination to avoid risk taking, and it is considered as a personality factor. Risk aversion is the desire to abstain from taking risks and usually is perceived as a personality variable (Matos, Itassu, & Rossi, 2007).

There are many circumstances that risk aversion influences consumers' decisions about buying products (Shimp & Bearden, 1982; Zhou, Su, & Bao, 2002). According to Zhou, Su, and Bao (2002) risk aversion makes consumers to feel

threatened with the suspicious qualification of the purchasing act. They contribute that risk-averse consumers are prone to research more about the products' qualities from reports of consumers where they can get information (Shimp & Bearden, 1982). They analyze such information from marketing campaigns or from outsiders (Grewal, Gotlieb, & Marmorstein, 1994; Zu, Su, & Bao, 2002). If that kind of information is easy to get, these consumers trust the information to diminish the perceived risk (Zhou, Su, & Bao, 2002), and if consumers cannot find any available data, or in unreliable cases, risk-averse customers trust the brand, price, or image which indicates the quality of the product (Zeithaml, 1988; Zhou, Su, & Bao, 2002). On the other hand, Dodds, Monroe, and Grewal (1991), and Zeithaml (1988) argue that purchasers are not keen to use product's price to decide the quality of the product.

Consumer's process of purchasing can cause risk for some situations, and that could result in inappropriate circumstances when the choice obviously was mistake (Batra & Sinha, 2000; Chiu, Lee, & Won, 2014). Hence, the risk which perceived by consumer could affect consumer's behavior (Chiu, Lee, & Won, 2014). In the following argument of Burton, Lichtenstein, Netemeyer, and Garretson (1998), Chiu, Lee, and Won (2014) it is said that more risk-averse consumers are less inclined to buy counterfeit products. Moreover, in case of purchasing counterfeits, Peterson and Wilson (1985) affirm that consumers who are more risk averse prefer buying original products to avoid purchasing counterfeit products (in Chiu, Lee, & Won, 2014).

The hypothesis below is therefore proposed:

H7. Risk aversion has a negative effect on the purchase intention of counterfeit products.

Kohlberg (1976) has offered a theory of moral competence which defends consumers' personal sense to be fair, which influences the purchasing behavior. The effect of fundamental values such as integrity influences the discernment as the consumer is unable to commit unethical actions (in Phau, & Teah, 2009). According to Wang, Zhang, and Ouyang (2005), integrity stands for the

consumers' level for ethical norms, and consumers' adherence to the laws. High importance of integrity for consumers brings negative feeling towards counterfeit goods (Wang, Zhang, & Ouyang 2005). Integrity is defined by the individual's moral standards and degree of acquiescence to the law.

Consumers with lower ethical standards do not feel regret for buying counterfeit products; on the contrary these customers rationalize this behavior and they see their purchases as ethical (Ang et al., 2001). In the event that purchasers see integrity as essential, the foreseen odds of theirs is that unauthentic products of designer brands in positive light would be significantly litter (Ang et al., 2001; Wang, Zhang, & Ouyang 2005; Phau & Teah, 2009; Phau, Sequeira, & Dix, 2009). Cordell, Wongtada, and Kieschnick (1996) challenge that consumer who is more lawful and less inclined to purchase counterfeit products. Thus, in contrast to customers that do not have the sense of justice, which means less significance of integrity, have less positive attitude towards counterfeits. The hypothesis developed based on the arguments above that:

H8. Integrity has a negative effect on the purchase intention of counterfeit products.

## **2.4. BRAND RELATED FACTORS**

### **2.4.1. Brand Attachment & Self Congruence**

Literature of marketing on brand has a respectable amount of conceptual and tentative study which covering a multitude of topics (Belaid & Behi, 2011). In addition to this, the attachment concept in marketing literature is relatively young (Fournier, 1998; Belaid & Belhi, 2011). However, there is important interest which is given by academics in marketing literature to brand attachment of consumers (e.g. Chaplin & John, 2005; Park, MacInnis & Priester 2006; Park et al., 2009; Schouten & McAlexander, 1995; Thomson, 2006; in Park, MacInnis, Priester, Eisingerich, & Iacobucci; 2010). On the other hand, in practice, companies are trying to find a way to constitute powerful emotional brand

relations with individuals (Malar, Krohmer, Hoyer, & Nyffenegger, 2011). Moreover, brand attachment is perceived as it offers positive outcomes to companies (Thomson, MacInnis & Park, 2005; Japutra, Ekinci, & Simkin, 2016; Japutra, Ekinci, & Simkin, 2017). However, brand attachment can also be creating negative outcomes (Johnson, Matear, & Thomson, 2011; in Japutra, Ekinci, Simkin, & Nguyen, 2014; Japutra, Ekinci, & Simkin, 2017). This study adopts the definition of brand attachment as emotional connection which bonds the customer and brand (Malar et al., 2011; Kaufmann et al., 2016).

In brand marketing, there are two paradigms which promoted the connection of brand attachment. The first one offers proof of symbolic advantages of brands by researching brand components and brand personality. The second derives from a marketing theory which concentrates on components of key ingredients of brand commitment (Belaid & Behi, 2011). These two constituents of commitment were defined as cognitive and other one is affective which implies emotional connection which indicates attachment. Cristau (2001), Thomson et al. (2005), Belaid and Behi (2011), and Park et al. (2010) have developed scale to measure brand attachment. Park et al. (2010)'s scale has been found appropriate for this study.

There are many ways to define brand attachment. Fournier (1998) offers a high relevancy between consumer- brand connection and both marketers and researchers. According to Kaufmann et al. (2016), brand attachment is the strength relation among the self and brand. When a consumer is attached to a brand, she-he distinguishes that brand from another brand, particularly as individuals can be attached limited number of brands (Thomson, McInnis, & Park, 2005). Moreover, brand attachment is defined by Belaid and Behi (p.37, 2011) as; "... an emerging construct that is particularly important in the representation of the affective component of consumer- brand relationships." According to Park et al. (2010) brand attachment means the power of establishing a mutual connection between the brand and the self.

By following Chaplin and John (2005) academics argue that for a real connection between brand and the customer, cognitive and emotional bonds are required. A real connection required because it enhances brand's profitability, and consumer gives un-ignorable value like word of mouth, and paying premium price (Park et al., 2010; Thompson et al., 2005; Horvath & Birgelen). Studies in marketing show that individuals can feel attached to product brands (Fournier, 1998; Keller, 2003; Schouten & Alexander, 1995; Park et al., 2010), famous people, and particular possessions (Ball & Tasaki, 1992; Kleine & Baker, 2004; Park et al., 2010). The emotional connection between customer and brand contains passion, affection, and bonding (Thomson et al., 2005; Japutra, Ekinci, & Simkin, 2017).

Based on Mikulincer and Shaver's attachment hypothesis, Park et al. (2010) exemplify mutual connection between the brand and the self by mental representation which contains emotions and thoughts respecting the brand and its relevance to the self.

Brand attachment includes two notional facets; Brand self connection and brand prominence (Park et al., 2010; Kaufmann et al., 2016). There are two crucial facets which reflect brand attachment, brand- self connection, which is the emotional and cognitive relation to a brand (Escalas, 2004; in Kaufmann et al., 2016) and brand standing, the level to that perceived memories and emotions about the object's attachment as top of consciousness (Park et al., 2010; Kaufmann et al., 2016). Brand attachment provides indicators of consumers' purchasing intention which contains different assets such as money, time, and prestige (Park et al., 2010).

Park et al. (2010) argue that attachment contains significant facets as cognitive and emotional relation between brand and the self that can be named as brand self connection. In brand self connection, customer creates an emotion of individuality with brand, building cognitive bonds which relates itself with brand and the self (Park et al., 2010); thus it is sort of a bridge between the consumer and the brand. According to Escalas (p. 170, 2004), "One reason why consumers value psychological and symbolic brand benefits is because these benefits can help

consumers construct their self-identity or present themselves to others.” Customers inquisitive about the noteworthiness of critical belonging, finds that belonging can be utilized to fulfill mental needs, such as effectively making one’s self-concept, fortifying and communicating self-identity, permitting one to distinguish oneself from others (e.g., Ball & Tasaki, 1992; Belk 1988; Kleine, Kleine, & Allen, 1995; Wallendorf & Arnould, 1988; Escalas, 2004).

The other conceptual facet of brand attachment is prominence (Park et al., 2010). The brand self connection concept created over time through past knowledge offers that brand connected contemplations and emotions ended up portion of an individual’s memory and change within the comprehended familiarity or the ease with that they came to the mind (Park et al., 2010). This facet is called as “brand prominence” by Park et al. (2010), and this facet represents the conspicuity of the cognitive and emotive link which relates the brand to the self. Park et al. (2010) contributes that the attachment of customers to the brand in connection to two different brands with identical level of brand self connection is major for a brand which perceived by consumers as more prominent.

Purchasing counterfeits provide advantages for brand attachment, because even consumers who do not buy the original product were, found to be attached to the original brand (Kaufmann et al., 2016). By following Randhawa, Calantone, and Voorhees (2015), and Kaufmann et al. (2016) contribute that favorable brand-self connection which is a component part of brand attachment is connected to counterfeit buying. In this study, by following arguments of Randawa, Calantone, and Voorhees (2015), and Kaufmann et al. (2016) the following hypothesis is offered:

H9a. Brand attachment has a positive effect on purchase intention of counterfeits.

H9b. Brand attachment has a positive effect on the purchase intention of originals.

Malar et al. (2011) argue that “actual self” and “ideal self” are the forms of self concept which means conceptive and influential approach of who we are. The actual self is the comprehended essence of an individual “oneself” (Malar et al.,

2011). On the other hand ideal self means is imagined ideals connected with what an individual would like to be (Malar et al., 2011). Moreover, Kaufmann et al. (2016) offer a theory that brands' purchasing and consumption determinants agreed to their actual self stand for a scope of completing this urge for self expression. From the basis of this theory, Malar et al. (2011)'s framework, and the argument of Kaufmann et al. (2016) it can be said that perceived actual self and perceived ideal self have positive influence on brand attachment. In the light of this information above, the hypotheses below are offered:

H10. Perceived actual self-congruence has a positive effect on brand attachment.

H11. Perceived ideal self-congruence has a positive effect on brand attachment.

Yoo and Lee (2009a) indicate that, a person who has bought counterfeit product before, as a next purchasing decision will be inclined to purchase counterfeits; however, if a person chose an original product, she-he will end up more likely to purchase originals. Luxury brands' strong qualifications will support them to compete with black market products. Thus, Yoo and Lee (2009a) argue that, consumers who trust on luxury goods will continue their purchasing habits of originals. Hence, following hypotheses are listed:

H12. Purchase intention of originals negatively affects the purchase intention of counterfeit products.

## **CHAPTER THREE**

### **RESEARCH DESIGN**

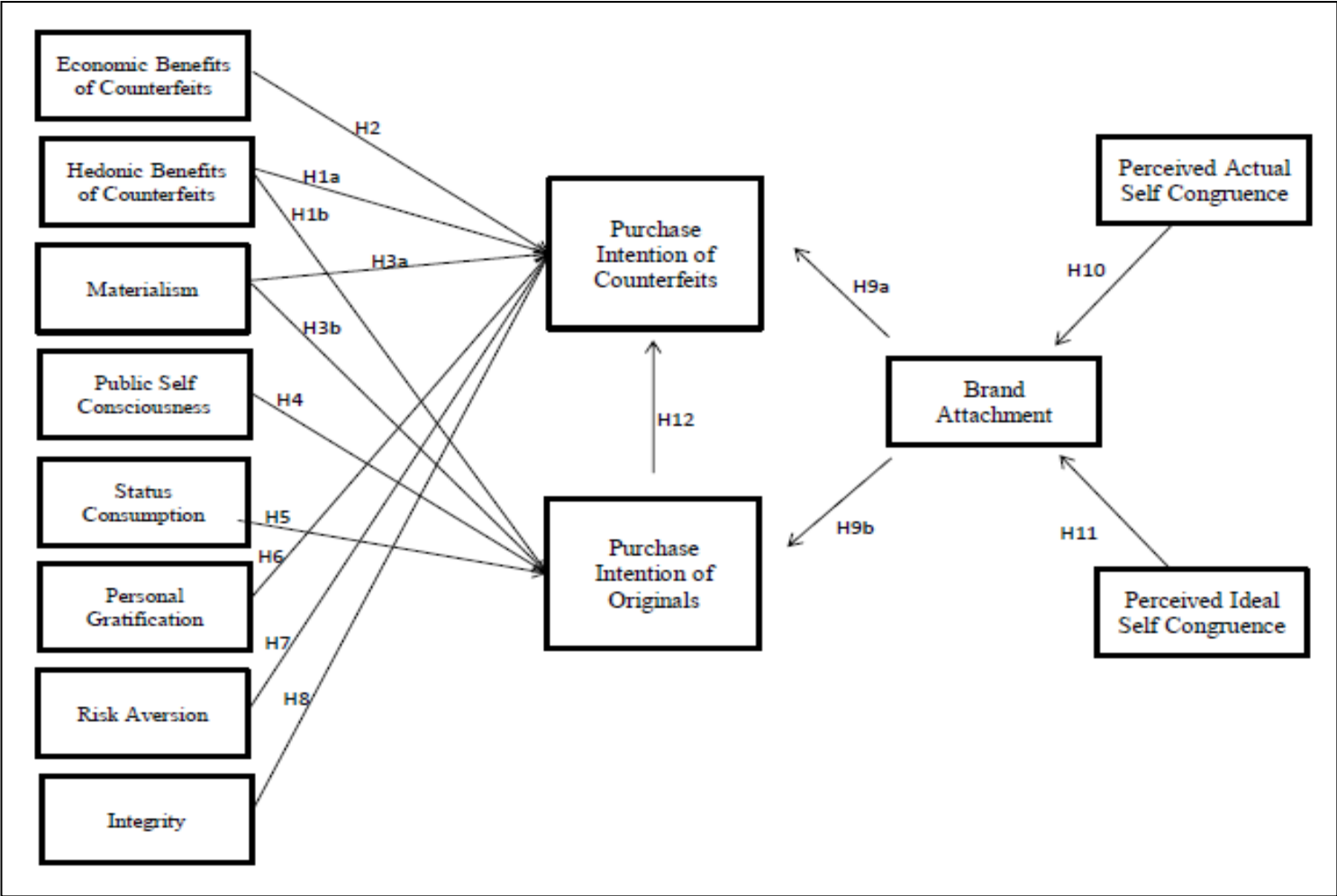
This chapter contains the research model, and research design which are applied in this study. Firstly, research model is indicated followed by research design. Then, based on the hypothesis development and literature survey that are argued in previous chapter, the variables of the conceptual model will be presented. Questionnaire development and its design are acknowledged in elaborative pursued by questionnaire application and data sampling.

#### **3.1. CONCEPTUAL MODEL & RESEARCH OBJECTIVE**

The key purpose of this study is to investigate how the consumers' attachment to a luxury brand can affect their decision to purchase counterfeits and original products. Based on the background information argued in previous chapter, this section proposes a model (Fig. 1) of consumer buying intention of luxury brands vs. counterfeit brands by combining large scaled variables in emerging economy of Turkey.

To understand consumers' buying intention of counterfeit and luxury goods, and the effect of brand attachment, entegrating different models is necessary. Specifically, the proposed model of this study expands the framework of Kaufmann et al. (2016). The conceptual model expands the framework of Yoo's and Lee's (2009a) model of consumers' buying behavior of fake products by combining the different factors such as brand attachment (Park et al., 2011), other factors such as status consumption, personal gratification, risk aversion, and integrity are integrated from different frameworks. The sources of factors are provided in following argument of this chapter.

Figure 1. Conceptual Model



## **3.2. CONSTRUCT MEASUREMENT**

According to Rocereto et al. (2015) an individual's observed score on the rating scale to research surveys has three constituents; "a true score, systematic measurement error, and random measurement error" (Rocereto et al., 2015, p.55). Five points Likert type of scale is used to measure the factors and this scale consists of strongly disagree; disagree; neither agree nor disagree; agree; and strongly agree (Rocereto et al., 2015). Likert scale is generally used rating measurement that demands respondents to remark their agreement or disagreement level with every statement reflecting their attitude toward the object with a numerical score (Rocereto et al., 2015). In Likert-type of scale there is also a rating option which allows participant of the survey to mark their choice as neutral. Likert type of scale is applied to all variables except brand attachment. For brand attachment, semantic differential scale is applied. Rocereto et al. (2015, p.60) define semantic differential scale as; "This measurement instrument explores the connotative meaning or personal meaning of something, as distinct from its actual physical characteristics". This scale provides researchers to measure various factors in marketing such as; corporate image, and brand image through respondents' perceptions (Rocereto et al., 2015).

The variables and measurement materials are integrated from previous studies which are in interrelated areas. Each variable and measurement of this study is examined in following argument of this chapter.

## **3.3. OPERATIONALIZATION OF FACTORS**

### **3.3.1. Economic Benefits of Counterfeits**

Participants of the study are asked to indicate their level of agreement and disagreement with each item to measure economic benefits of counterfeits. For this factor, five point Likert type of scale by Likert (1932) (in Rocereto et al., 2015) is used which number 1 represents 'strongly disagree' and number 5 represents 'strongly agree'. Statements of the factor are given in Table 3.1.

**Table 3.1.** Economic Benefits of Counterfeits

I buy counterfeit products if I think original designer products are too expensive.
I buy counterfeit products if I cannot afford to buy designer products.
I buy counterfeit products without hesitation if I have a chance to buy the counterfeits.
I buy counterfeit products, instead of the designer products, if I prefer specific brands.
I boast about counterfeit products as if they are the original brand products.
I usually purchase counterfeits when it is difficult to distinguish between the counterfeits and the original products.

**Sources:** Yoo and Lee (2009a); Kaufmann et al. (2016)

### 3.3.2. Hedonic Benefits of Counterfeits

Participants of the study are asked to indicate their level of agreement and disagreement with each item to measure hedonic benefits of counterfeits. For this factor, five point Likert type of scale by Likert (1932) (in Rocereto et al., 2015) is used which number 1 represents ‘strongly disagree’ and number 5 represents ‘strongly agree’. Statements of the factor are given in Table 3.2.

**Table 3.2.** Hedonic Benefits of Counterfeits

I buy counterfeit products because counterfeiters are “little guys” who fight big business.
Buying counterfeit products demonstrates that I am a wise shopper.
I like buying counterfeit products because it is like playing a practical joke on the manufacturer of the non-counterfeit.
I would buy counterfeit products even if I could easily afford to buy non-counterfeit products.

**Sources:** Yoo and Lee (2009a); Kaufmann et al. (2016)

### 3.3.3. Materialism

Participants of the study are asked to indicate their level of agreement and disagreement with each item to measure materialism. For this factor, five point

Likert type of scale by Likert (1932) (in Rocereto et al., 2015) is used which number 1 represents ‘strongly disagree’ and number 5 represents ‘strongly agree’. Statements of the factor are given in Table 3.3.

**Table 3.3.** Materialism

I like a lot luxury in my life.
I put less emphasis on material thing than most people I know
I have all the things I really need to enjoy life.
My life would be better if I owned certain things I do not have.
I wouldn't be happy if I would not have interesting things
I would not be any happier if I owned nicer things.
It sometimes bothers me quite a bit that I cannot afford to buy all the things I would like
I admire people who own expensive homes, cars, and clothes
Some of the most important achievements in life include acquiring material possessions
I do not place much emphasis on the amount of material objects people own as a sign of success
The things I own say a lot about how well I am doing in life.
I like to own things that impress people.
I do not pay much attention to the material objects other people own.
I usually buy only the things I need.
I try to keep my life simple, as far as possessions are concerned.
I enjoy spending money on things that are not practical.
I would be happier if I could afford to buy more things.
Buying things gives me a lot of pleasure.

**Sources:** Yoo and Lee (2009a); Kaufmann et al. (2016)

### 3.3.4. Public Self-Consciousness

Participants of the study are asked to indicate their level of agreement and disagreement with each item to measure public self-consciousness. For this factor, five point Likert type of scale by Likert (1932) (in Rocereto et al., 2015) is used which number 1 represents ‘strongly disagree’ and number 5 represents ‘strongly agree’. Statements of the factor are given in Table 3.4.

**Table 3.4.** Public Self-Consciousness

I am concerned about the way I present myself.
I usually worry about making a good impression.
One of the last things I do before I leave my room is to look in the mirror.
I am usually aware of my appearance.

**Sources:** Feningstein et al. (1975); Kaufmann et al. (2016)

### 3.3.5. Status Consumption

Participants of the study are asked to indicate their level of agreement and disagreement with each item to measure status consumption. For this factor, five point Likert type of scale by Likert (1932) (in Rocereto et al., 2015) is used which number 1 represents ‘strongly disagree’ and number 5 represents ‘strongly agree’. Statements of the factor are given in Table 3.5.

**Table 3.5.** Status Consumption

I would pay more for a product if it had status
I would buy a product just because it has status
I am interested in new products with status.
The status of a product is irrelevant to me. (R)
A product is more valuable to me if it has some snob appeal.

**Sources:** Eastman et al. (1999); Goldsmith et al. (2012)

### 3.3.6. Personal Gratification

Participants of the study are asked to indicate their level of agreement and disagreement with each item to measure personal gratification. For this factor, five point Likert type of scale by Likert (1932) (in Rocereto et al., 2015) is used which number 1 represents ‘strongly disagree’ and number 5 represents ‘strongly agree’. Statements of the factor are given in Table 3.6.

**Table 3.6.** Personal Gratification

A comfortable life is important to me.
An exciting life is important to me.
A sense of accomplishment is important to me.
I value pleasure.

**Sources:** Ang et al. (2001)

### **3.3.7. Risk Aversion**

Participants of the study are asked to indicate their level of agreement and disagreement with each item to measure risk aversion. For this factor, five point Likert type of scale by Likert (1932) (in Rocereto et al., 2015) is used which number 1 represents ‘strongly disagree’ and number 5 represents ‘strongly agree’. Statements of the factor are given in Table 3.7.

**Table 3.7.** Risk Aversion

When I buy something, I prefer not taking risks
I like to be sure the product is good one before buying it
I don't like to feel uncertainty when I buy something.

**Sources:** Donthu and Garcia (1999); Matos et al. (2007)

### **3.3.8. Integrity**

Participants of the study are asked to indicate their level of agreement and disagreement with each item to measure integrity. For this factor, five point Likert type of scale by Likert (1932) (in Rocereto et al., 2015) is used which number 1 represents ‘strongly disagree’ and number 5 represents ‘strongly agree’. Statements of the factor are given in Table 3.8.

**Table 3.8.** Integrity

I consider honesty as an important quality for one's character
I consider very important that people to be polite
I admire responsible people
I like people that have self control

**Sources:** Ang et al. (2001); Matos et al. (2007)

### **3.3.9. Purchase Intention of Counterfeits**

Participants of the study are asked to indicate their level of agreement and disagreement with each item to measure purchase intention of counterfeits. For this factor, five point Likert type of scale by Likert (1932) (in Rocereto et al., 2015) is used which number 1 represents 'strongly disagree' and number 5 represents 'strongly agree'. Statements of the factor are given in Table 3.9.

**Table 3.9.** Purchase Intention of Counterfeits

I have the intention on purchasing counterfeits bags/watches in the future.
If I would purchase a bag/watch now, I would buy one counterfeited.
I intend to purchase counterfeits bags/watches when I need this product.
Purchasing a counterfeit bag/watch is my first choice.

**Sources:** Yoo and Lee (2009a); Kaufmann et al. (2016)

### **3.3.10. Purchase Intention of Originals**

Participants of the study are asked to indicate their level of agreement and disagreement with each item to measure purchase intention of originals. For this factor, five point Likert type of scale by Likert (1932) (in Rocereto et al., 2015) is used which number 1 represents 'strongly disagree' and number 5 represents 'strongly agree'. Statements of the factor are given in Table 3.10.

**Table 3.10.** Purchase Intention of Originals

I intend to purchase original bags/watches in the future.
If I would purchase a bag/watch now, I would buy one original.
I intend to purchase original bags/watches when I need this product.
Purchasing original bags/watches is my first choice.

**Sources:** Yoo and Lee (2009a); Kaufmann et al. (2016)

### 3.3.11. Brand Attachment

To measure brand attachment, Semantic differential measurement scale is applied which 1: "not at all" and 5: "completely" (Rocereto et al., 2015). Statements of the factor are given in Table 3.11.

**Table 3.11.** Brand Attachment

Brand Self- Connection
To what extent is (brandname) part of you and who you are?
To what extent do you feel personally connected to brandname? _____
To what extent do you feel emotionally bonded to brandname? _____
To what extent is (brand name) part of you?
To what extent does (brand name) say something to other people about who you are?
Prominence
To what extent are your thoughts and feelings toward (brand name) often automatic, coming to mind seemingly on their own?
To what extent do your thoughts and feelings toward (brand name) come to your mind naturally and instantly?
To what extent do your thoughts and feelings toward (brand name) come to mind so naturally and instantly that you don't have much control over them?
To what extent does the word (brand name) automatically evoke many good thoughts about the past, present, and future?
To what extent do you have many thoughts about (brand name)?

**Sources:** Park et al. (2010); Kaufmann et al. (2016)

### 3.3.12. Perceived Actual Self Congruence

Participants of the study are asked to indicate their level of agreement and disagreement with each item to measure purchase intention of originals. For this

factor, five point Likert type of scale by Likert (1932) (in Rocereto et al., 2015) is used which number 1 represents ‘strongly disagree’ and number 5 represents ‘strongly agree’. Statements of the factor are given in Table 3.12.

**Table 3.12.** Perceived Actual Self Congruence

The personality of brand _____ is consistent with how I see myself (my actual self).
The personality of brand _____ is a mirror image of me (my actual self).

**Sources:** Malar et al. (2011); Kaufmann et al. (2016)

### **3.3.13. Perceived Ideal Self Congruence**

Participants of the study are asked to indicate their level of agreement and disagreement with each item to measure purchase intention of originals. For this factor, five point Likert type of scale by Likert (1932) (in Rocereto et al., 2015) is used which number 1 represents ‘strongly disagree’ and number 5 represents ‘strongly agree’. Statements of the factor are given in Table 3.13.

**Table 3.13.** Perceived Ideal Self Congruence

The personality of brand _____ is consistent with how I would like to be (my ideal self).
The personality of brand _____ is a mirror image of the person I would like to be (my ideal self).

**Sources:** Malar et al. (2011); Kaufmann et al. (2016)

## **3.4. QUESTIONNAIRE DEVELOPMENT & DESIGN**

This study researched the available literature, and retrieved the necessary information. The questionnaire is constituted from the result of literature research.

The questionnaire of this research is standard form of questions which is applied to respondents in close ended way of questions. However, there are some open ended questions which is shown in continuing argument of this study.

The questionnaire contains nine sections and seventy nine questions. At first, the definition of luxury brand, counterfeits, handbag, and watches are announced. Different product groups are considered for men and women. Due to the high brand familiarity of consumers, designer handbag is chosen for women, and designer wristwatch is preferred for men. Then, two introduction questions are asked to understand participants' luxury brand choice, and purchase intention of original product. For men and women there are different introduction questions, since there are different product groups for different gender. First, men are asked to rate by considering the given luxury brand definition whether they would like to purchase a luxury brand watch assuming they have no financial restriction, this section five point scale and five point Likert type of have applied which 1:“very undesirable” and 5:“very desirable”. Then, men are asked to prefer their favorite designer watch brand, six different brand (Rolex, IWC Pilot, Officine Panerai, Cartier, Omega, Tag Heuer) are offered, but there are also a part which they can state their brand preference if it is not given on the list. In women's questionnaire part, women are asked to rate by considering the given luxury brand definition whether they would like to purchase a luxury brand bag assuming they have no financial restriction, this section five point scale and five point Likert type of have applied which 1:“very undesirable” and 5:“very desirable”. Then, women are asked to prefer their favorite designer handbag brand, five different brand (Louis Vuitton, Gucci, Chanel, Hermes, Fendi) are offered, but there are also a part which they can state their brand preference if it is not given on the list. Key drivers of the model have seventy one questions which measure personality traits and brand related factors. Six of total seventy nine questionnaires are demographics. In total questionnaire, participants were not allowed to pass any question, or leave the question unanswered. To prevent having useless data, not allowing participants skipping or leaving unanswered is advantageous for study's analysis.

The questionnaire is applied to Turkish people, so the questionnaire is translated from English into Turkish by different people. Then, these different translations of factors' statements are compared to ensure the accuracy of translation. The final version of both English and Turkish questionnaires is provided. In Appendix A Turkish version is provided, and in Appendix B English version is provided.

### **3.5. DATA COLLECTION & SAMPLING**

The questionnaire is prepared on Google Forms, distributed via social media applications, messaging applications, and e-mail; the questionnaire is collected by snowball sampling method.

First and foremost, the answers participators provide is going to be used as academic purposes and is not going to be shared with any third party organizations or people is indicated at the beginning of the survey. Rest of the introductory information for the study is straightened out, at the beginning; and for the parts of the questionnaire, introductory information is repeated. Completion period of the survey take about ten minutes and when the survey is finished, participants are acknowledged for their participation. The data is collected in one week.

This study covers the sampling which is collected from middle class female and male shoppers from Turkey, but mostly from Istanbul. Hemais, Casotti, and Rocha (2013) agreed that consumption for the middle class has an understanding of being part of the consumer society, thus this can provide high esteem to this population group (in Kaufmann et al., 2016).

Total 310 of respondents' replies are usable, and there are no missing data. So the data analysis is preceded.

### **3.6. DATA ANALYSES METHOD**

The statistical analysis methods such as; analyses of frequency, factor, reliability, correlation, and regression are used in this study. To define participants' demographic profile and their luxury brand preference, descriptive analyses are used. To determine factors, factor analyses are applied, and then reliability analyses are practiced to check the reliability of the factors, thus the data. Moreover, to find out the correlation within the range dependent and independent variables, correlation analyses is implemented. In the end, to come up with the explanatory power of independents' on dependents', regression analyses are performed. To analyze the data of this study, SPSS 20.0 (Statistical Package for Social Sciences) program is used.

## CHAPTER FOUR

### DATA ANALYSES & RESULTS

The chapter analyzes the collected data via questionnaire, and results are explained. This chapter begins with intention to buy luxury product of respondents, then continue with respondents' demographic profile, and the factor analyses conclusions of every variable are submitted. Lastly, the findings of correlation and regression analyses are presented.

#### 4.1. LUXURY BRAND PREFERENCES

The data of luxury brand preferences of female and male participants are presented in Table 4.1.

**Table 4.1.** Female and Male Luxury Brand Preferences

Measure	Items	Frequency	Percentage	
Luxury (Female)	Brands			
		Louis Vuitton	47	15.2
		Gucci	53	17.1
		Chanel	72	23.2
		Hermes	34	11.0
		Fendi	21	6.8
	Others	11	3.5	
Luxury (Male)	Brands			
		Rolex	31	10.0
		IWC Pilot	4	1.3
		Officine Panerai	3	1.0
		Cartier	1	0.3
		Omega	4	1.3
		Tag Heuer	25	8.1
	Others	4	1.3	

When it comes to the determination of luxury brands, respondents are supposed to select only one brand. Thus, participants are also asked to answer an open-ended section when they chose the "other". When the "other" option is selected, writing

a luxury brand name was compulsory. Out of 310 respondents' luxury brand selections, for female respondents Chanel handbag brand is the most preferred one with 23.2%, and then it is followed by Gucci with 17.1%, and by Louis Vuitton with 15.2%, and it is followed by Hermes with 11.0%; and for the male respondents Rolex brand is the most preferred one as watch brand with 10.0%, and then it is followed by Tag Heuer with 6.8%

#### 4.2. DEMOGRAPHIC PROFILE OF THE RESPONDANTS

Data related to respondents' demographic profile can be seen in Table 4.2.

**Table 4.2.** Demographic Profile of Respondents

Measure	Items	Frequency	Percentage
Age	18-24	57	18.4
	25-34	210	67.7
	35-44	32	10.3
	45-54	9	2.9
	55-64	2	0.6
Marital Status	Single	179	57.7
	Married	131	42.3
Gender	Female	238	76.8
	Male	72	23.2
Education	High School	34	11.0
	Bachelor	206	66.5
	Master/MBA	66	21.3
	PhD	4	1.3
Income Level	Less Than 3000TRY	140	45.2
	3000-5999TRY	121	39.0
	6000-8999TRY	29	9.4
	9000-11999TRY	10	3.2
	12000-14999TRY	2	0.6
	15000TRY and above	8	2.6
Working Status	Public Sector	23	7.4
	Private Sector	148	47.7
	Own Business	27	8.7
	Unemployed/ Looking for a Job	19	6.1
	Housewife	47	15.2
	Retired	4	1.3
	Student	42	13.5

Other 0 0

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Out of 310 respondents, female is the majority with 76.8%, and male were less than female with 23.2%. The age of respondents is from the age of eighteen to more than fifty, and most of the respondents' age range is in between 25-34 with 67.7%. The ratio of single respondents is majority with 57.7%, and minority with married 42.3%. 66.5% of the participants are graduated from a university with a bachelor degree.

The working status of the participants' is asked to determine the distribution of working status. In the answer section, when an appropriate answer is not found on the list, participants are allowed to select "other" and provide an answer to an open-ended question. Out of 310 respondents, 7.4% are working at public sector, 47.7% of them are at private sector, 8.7% are running their own business, 6.1% are unemployed or looking for a job, 15.2% are housewives, 1.3% are retired, and 13.5% are student. None of the participants choose the answers "not working for old aged or disability" and "other".

Also, the income level of the participants is as it follows; less than 3000 TRY and more than 15000 TRY. where 45.2 has less than 3000 TRY, 39.0% between 3000 TRY and 5999 TRY, 9.4 between 6000 TRY and 8999 TRY, 3.2% between 9000 TRY and 11999 TRY, 0.6% between 12000 TRY and 14999 TRY and 2.6 % 15000 TRY and above.

### **4.3. FACTOR & RELIABILITY ANALYSES**

In order to find out the facets which are related that are called as factors, the factor analyses are applied (Hair, Black, & Babin, 2010; Durmuş et al., 2013). Moreover, Durmuş et al. (2013) argued that before applying factor analyses, sampling adequacy is measured to see whether the data is convenient to apply factor analysis.

Keiser- Meyer- Olkin (KMO) and Bartlett's test are applied to find out the data's convenience. The result of KMO indicates that the used data of the analysis is

congenerous compilation of variables. The sublimit of KMO is 0.50 (Hair, Black, & Babin, 2010). The limit superior of Bartlett's test is 0.05 and it provides statistical importance of inter correlation among facets (Hair, Black, & Babin, 2010).

Hair, Black, and Babin (2010) addressed that unidimensionality means presence of single constructing described a set of items. They contribute that if proposed model is comprised of more than two construct, unidimensionality is important. If factor loading is at least 0.50, unidimensionality is ensured (Hattie, 1985). After unidimensionality is sure, reliability analyses are applied. Netemeyer et al. (2003) offer that Cronbach's Alpha is the most common measurement of the reliability analysis. However, there is no general understanding of Cronbach's Alpha limit; it is offered by Nunnally and Bemstein (1994) that the sublimit should be 0.70.

#### 4.3.1. Factor and Reliability Analyses for Economic Benefits of Counterfeits

The findings of KMO and Bartlett test are convincing; KMO=0.889,  $\chi^2$

Bartlett test=1115.703 and p=0.000.

**Table 4.3.** KMO & Bartlett's Test of Economic Benefits of Counterfeits

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.889
Bartlett's Test of Sphericity	Approx. Chi-Square	1115.703
	df	15
	Sig.	0.000

The diagonals of anti-image correlation matrix are over 0.50 which support the containment every item in the factor analysis. Component analysis and varimax rotation are performed. For checking the internal consistency; reliability analysis is performed and Cronbach's Alpha is found as 0.897. As a result, the factor analyses conclusions for economic benefits of counterfeits is listed in Table below and total variance explained is 66.224%.

**Table 4.4.** Factor Analysis Findings of Economic Benefits of Counterfeits

Items	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
EBC2	0.872		
EBC4	0.866		
EBC3	0.861	66.224	0.897
EBC1	0.851		
EBC6	0.822		
EBC5	0.568		

#### 4.3.2. Factor & Reliability Analyses of Hedonic Benefits of Counterfeits

The findings of KMO and Bartlett test are convincing; KMO=0.784,  $\chi^2$

Bartlett test=428.738 and p=0.000.

**Table 4.5.** KMO & Bartlett's Test of Hedonic Benefits of Counterfeits

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.784
Bartlett's Test of Sphericity	Approx. Chi-Square	428.738
	df	6
	Sig.	0.000

The diagonals of anti-image correlation matrix are over 0.50 which support the containment of every item in the factor analysis. Component analysis and varimax rotation are applied. For testing the internal consistency, reliability analysis is performed and Cronbach's Alpha is found as 0.897. As a result, the factor analyses conclusions for hedonic benefits of counterfeits are listed in Table below and total variance explained is 64.298 %.

**Table 4.6.** Factor Analysis Findings of Hedonic Benefits of Counterfeits

Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
HBC1	0.886		
HBC3	0.644		
HBC2	0.742	64.298	0.808
HBC4	0.737		

### 4.3.3. Factor & Reliability Analyses of Materialism

The findings of KMO and Bartlett test are convincing; KMO=0.802,  $\chi^2$

Bartlett test=1492.466 and  $p=0.000$ .

**Table 4.7.** KMO & Bartlett's Test of Materialism

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.802
Bartlett's Test of Sphericity	Approx. Chi-Square	1492.466
	df	153
	Sig.	0.000

The diagonals of anti-image correlation matrix are over 0.50 which support the containment of every item in the factor analysis except; MAT2, MAT3, MAT5, MAT6, MAT10, MAT13, MAT14, MAT15, MAT16. These factors failed on component analysis, thus they are excluded. Removed item's factor loadings are listed in Table 4.8.

**Table 4.8.** Component Matrix Findings of Materialism

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MAT17	0.748
MAT8	0.746
MAT4	0.709
MAT7	0.688
MAT12	0.685
MAT9	0.606
MAT18	0.549
MAT1	0.547
MAT11	0.521
MAT16	0.499
MAT5	0.496
MAT15	0.251
MAT6	0.179
MAT14	0.176
MAT13	0.170
MAT3	0.155
MAT2	-,130
MAT10	-,020

---

Then, again factor analysis is applied to check the consistency. The anti-image correlation matrix's diagonals are over 0.50 which support the containment of every item in the factor analysis. Component analysis and varimax rotation are applied. For testing the internal consistency, reliability analysis is performed and Cronbach's Alpha is found as 0.897. As a result, the conclusion of factor analysis for materialism is listed in Table below and total variances explained is 44.027%.

**Table 4.9.** Factor Analysis Findings of Materialism

Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
MAT17	0.765		
MAT8	0.736		
MAT7	0.718		
MAT4	0.711		
MAT12	0.695	44.027	0.897
MAT9	0.650		
MAT11	0.562		
MAT18	0.562		
MAT1	0.528		

#### 4.3.4. Factor & Reliability Analyses of Public Self-Consciousness

The findings of KMO and Bartlett test are convincing; KMO=0.508,  $\chi^2$

Bartlett test=312.077 and p=0.000.

**Table 4.10.** KMO & Bartlett's Test of Public Self Consciousness

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.508
Bartlett's Test of Sphericity	Approx. Chi-Square	312.077
	df	6
	Sig.	0.000

The diagonals of anti-image correlation matrix are more than 0.50 which support the containment of every item in the factor analysis except PUSC3. On component matrix it has seen that factor loadings of PUSC3 and PUSC4 are lower than 0.50.

**Table 4.11.** Factor Analysis Findings of Public Self-Consciousness

Item	Factor Loading	% Variance
PUSC1	0.931	
PUSC2	0.928	
PUSC3	0.187	44.569
PUSC4	-0.144	

Thus, by removing PUSC3 and PUSC4 factor analysis is applied again. Then component analysis and varimax rotation to the data sets were applied. To test the internal consistency, reliability analysis is applied and Cronbach's Alpha is estimated as; 0.854. As a result, the factor analyses results of public self-consciousness are listed in Table below and total variances explained is 87.286%.

**Table 4.12.** Revised Factor Analysis Findings of Public Self-Consciousness

Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
PUSC1	0.873	87.286	0.854
PUSC2	0.873		

#### 4.3.5. Factor & Reliability Analyses of Status Consumption

The findings of KMO and Bartlett test are convincing; KMO=0.787,  $\chi^2$  Bartlett test=599.134 and p=0.000.

**Table 4.13.** KMO & Bartlett's Test of Status Consumption

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.787
Bartlett's Test of Sphericity	Approx. Chi-Square	599.134
	df	10
	Sig.	0.000

The diagonals of anti-image correlation matrix are more than 0.50 which support the containment of every item in the factor analysis except SCON4. The results component matrix is listed in Table 4.14.

**Table 4.14.** Component Matrix Findings of Status Consumption

SCON3	0.896
SCON1	0.852
SCON2	0.846
SCON5	0.662
SCON4	0.394

Then, again factor analysis is applied to check the consistency. The anti-image correlation matrix's diagonals are over 0.50 which support the containment of every item in the factor analysis. Component analysis and varimax rotation are applied. For testing the internal consistency, reliability analysis is performed and Cronbach's Alpha is found as 0.844. As a result, the factor analyses conclusions of status consumption are given in Table below and the total variance explained is 65.345 %.

**Table 4.15.** Factor Analysis Findings of Status Consumption

Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
SCON3	0.890	65.345	0.844
SCON1	0.866		
SCON2	0.843		
SCON5	0.693		

#### 4.3.6. Factor & Reliability Analyses of Personal Gratification

The findings of KMO and Bartlett test are convincing; KMO=0.817,  $\chi^2$  Bartlett test=421.070 and p=0.000.

**Table 4.16.** KMO & Bartlett's Test of Personal Gratification

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.817
Bartlett's Test of Sphericity	Approx. Chi-Square	421.070
	df	10
	Sig.	0.000

The diagonals of anti-image correlation matrix are over 0.50 which support the containment of every item in the factor analysis. Component analysis and varimax rotation are applied. For testing the internal consistency, reliability analysis is performed and Cronbach's Alpha is found as 0.783. As a result, the factor analyses conclusions for personal gratification is given in Table below and total variance explained is 54.797%.

**Table 4.17.** Factor Analysis Findings of Personal Gratification

Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
PGRA4	0.819		
PGRA3	0.794		
PGRA5	0.711	54.797	0.783
PGRA1	0.701		
PGRA2	0.665		

#### 4.3.7. Factor & Reliability Analyses of Risk Aversion

The findings of KMO and Bartlett test are convincing; KMO=0.598,  $\chi^2$  Bartlett test=186.552 and p=0.000.

**Table 4.18.** KMO & Bartlett's Test of Risk Aversion

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.598
Bartlett's Test of Sphericity	Approx. Chi-Square	186.552
	df	3
	Sig.	0.000

The diagonals of anti-image correlation matrix are over 0.50 which support the containment of every item in the factor analysis. Component analysis and varimax rotation are applied. For testing the internal consistency, reliability analysis is performed and Cronbach's Alpha is estimated. Thus, RIA1 is removed because of its high Cronbach's Alpha If Item Deleted estimation. Afterwords, item RIA1 is removed, and the Cronbach's Alpha will be 0.746. The results of item-total statistics are given in Table 4.16.

**Table 4.19.** Item-Total Statistics Findings of Risk Aversion

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Total Correlation	Cronbach's Alpha If Item Deleted
RIA1	8.5613	3.360	0.370	0.746
RIA2	7.7871	3.650	0.601	0.428
RIA3	7.8065	3.691	0.495	0.542

As a result, the factor analyses findings of risk aversion is shown in Table 4.20 total variance explained is determined as 79.844% and Cronbach's Alpha is proportioned; 0.746.

**Table 4.20.** Factor Analysis Findings of Risk Aversion

Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
RIA2	0.894	79.844	0.746
RIA3	0.894		

#### 4.3.8. Factor & Reliability Analyses of Integrity

The findings of KMO and Bartlett test are convincing; KMO=0.856,  $\chi^2$  Bartlett test=1046.123 and p=0.000.

**Table 4.21.** KMO & Bartlett's Test of Integrity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.856
Bartlett's Test of Sphericity	Approx. Chi-Square	1046.123
	df	6
	Sig.	0.000

The diagonals of anti-image correlation matrix are over 0.50 which support the containment of every item in the factor analysis. Component analysis and varimax rotation are applied. For testing the internal consistency, reliability analysis is performed and Cronbach's Alpha is found as 0.934. As a result, the factor analyses conclusions for integrity is given in Table below and total variances explained is 83.451%.

**Table 4.22.** Factor Analysis Findings of Integrity

Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
INTG2	0.932	83.451	0.934
INTG4	0.919		
INTG3	0.916		
INTG1	0.887		

#### 4.3.9. Factor & Reliability Analyses of Purchase Intention of Counterfeits

The findings of KMO and Bartlett test are convincing; KMO=0.838,  $\chi^2$  Bartlett test=963.320 and p=0.000.

**Table 4.23.** KMO & Bartlett's Test of Purchase Intention of Counterfeits

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.838
Bartlett's Test of Sphericity	Approx. Chi-Square	963.320
	df	6
	Sig.	0.000

The diagonals of anti-image correlation matrix are over 0.50 which support the containment of every item in the factor analysis. Component analysis and varimax rotation are applied. For testing the internal consistency, reliability analysis is performed and Cronbach's Alpha is found as 0.918. As a result, the factor analyses conclusions of purchase intention of counterfeits is given in Table below and total variance explained is 80.475%.

**Table 4.24.** Factor Analysis Findings of Purchase Intention of Counterfeits

Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
INTBC3	0.938	80.475	0.918
INTBC2	0.917		
INTBC4	0.900		
INTBC1	0.829		

#### 4.3.10. Factor & Reliability Analyses of Purchase Intention of Originals

The findings of KMO and Bartlett test are convincing; KMO=0.811,  $\chi^2$  Bartlett test=933.168 and p=0.000.

**Table 4.25.** KMO & Bartlett's Test of Purchase Intention of Originals

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.811
Bartlett's Test of Sphericity	Approx. Chi-Square	933.168
	df	6
	Sig.	0.000

The diagonals of anti-image correlation matrix are over 0.50 which support the containment of every item in the factor analysis. Component analysis and varimax rotation are applied. For testing the internal consistency, reliability analysis is performed and Cronbach's Alpha is found as; 0.898. As a result, the factor analyses findings of purchase intention of originals is shown in Table below and total variance explained is; 77.315%.

**Table 4.26.** Factor Analysis Findings of Purchase Intention of Originals

Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
INTBO2	0.933	77.315	0.898
INTBO3	0.929		
INTBO4	0.911		
INTBO1	0.727		

#### 4.3.11. Factor & Reliability Analyses of Brand Attachment

The findings of KMO and Bartlett test are convincing; KMO=0.933,  $\chi^2$  Bartlett test=2941.727 and p=0.000.

**Table 4.27.** KMO & Bartlett's Test of Brand Attachment

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.933
Bartlett's Test of Sphericity	Approx. Chi-Square	2941.727
	df	45
	Sig.	0.000

The diagonals of anti-image correlation matrix are over 0.50 which support the containment of every item in the factor analysis. Component analysis and varimax rotation are applied. For testing the internal consistency, reliability analysis is performed and Cronbach's Alpha is found as; 0.952. As a result, the factor analyses findings of brand attachment is shown in Table below and total variance explained is; 69.920%.

**Table 4.28.** Factor Analysis Findings of Brand Attachment

Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
BA_BSC4	0.875		
BA_BSC2	0.868		
BA_BSC3	0.860		
BA_P1	0.851		
BA_P3	0.850		
BA_P4	0.849	69.920	0.952
BA_BSC5	0.832		
BA_P2	0.816		
BA_BSC1	0.795		
BA_P5	0.758		

#### 4.3.12. Factor & Reliability Analyses of Perceived Actual Self Congruence

The findings of KMO and Bartlett test are convincing; KMO=0.500,  $\chi^2$  Bartlett test=324.135 and p=0.000.

**Table 4.29.** KMO & Bartlett's Test of Perceived Actual Self Congruence

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.500
Bartlett's Test of Sphericity	Approx. Chi-Square	324.135
	df	1
	Sig.	0.000

The diagonals of anti-image correlation matrix are over 0.50 which support the containment of every item in the factor analysis. Component analysis and varimax rotation are applied. For testing the internal consistency, reliability analysis is

performed and Cronbach's Alpha is found as; 0.893. As a result, the factor analyses findings of perceived actual self congruence is shown in Table below and total variance explained is 90.358%.

**Table 4.30.** Factor Analysis Findings of Perceived Actual Self Congruence

Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
ASC1	0.951	90.358	0.893
ASC2	0.951		

#### 4.3.13. Factor & Reliability Analyses of Perceived Ideal Self Congruence

The findings of KMO and Bartlett test are convincing; KMO=0.500,  $\chi^2$  Bartlett test=332.970 and p=0.000.

**Table 4.31.** KMO & Bartlett's Test of Perceived Ideal Self Congruence

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.500
Bartlett's Test of Sphericity	Approx. Chi-Square	332.970
	df	1
	Sig.	0.000

The diagonals of anti-image correlation matrix are over 0.50 which support the containment of every item in the factor analysis. Component analysis and varimax rotation are applied. For testing the internal consistency, reliability analysis is performed and Cronbach's Alpha is found as; 0.897. As a result, the factor analyses findings of perceived ideal self congruence is shown in Table below and total variance explained is 90.662%.

**Table 4.32.** Factor Analysis Findings of Perceived Ideal Self Congruence

Item	Factor Loading	% Variance	Reliability (Cronbach's Alpha)
ISC1	0.952	90.662	0.897
ISC2	0.952		

#### **4.4. CORRELATION ANALYSES**

Regardless the variables' being are dependent or independent, correlation analysis is used to refer to the statistical method used to determine the degree and direction of the relationship between them (Durmuş et al. 2013).

The Pearson's correlation coefficient is the most common used coefficient when we want to look at the degree and direction of the linear relationship between the variables measured on the intermittent scale. Pearson's correlation coefficient is indicated by 'r' letter (Durmuş et al. 2013).

Kline (2005) addressed that correlation between variables should not be more than 0.85, when the variables have discriminated validity. On the other hand, high correlation if it is more than 0.85 is accepted, when their distinction is promoted by different analyses (Hair, Black, & Babin, 2010).

Pearson's correlation findings are provided in the Table below.

**Table 4.33.** Correlation Analysis Results

	INTBC	INTBO	EBC	HBC	MAT	SCON	PGRA	RIA	INTG	BA	ISC	ASC	PUSC
INTBC	1												
INTBO	-.469**	1											
EBC	.728**	.399**	1										
HBC	.709**	-.274**	.662**	1									
MAT	.165**	.139*	.172**	.223**	1								
SCON	.181**	.141*	.172**	.258**	.622**	1							
PGRA	.032	.169**	.039	-.021	.408**	.270**	1						
RIA	-.010	.070	.099	-.016	.113*	-.062	.433**	1					
INTG	-.038	.118*	.013	-.101	.088	-.093	.480**	.711**	1				
BA	.005	.335**	-.043	.073	.422**	.499**	.249**	-.003	-.010	1			
ISC	.025	.227**	.025	.125*	.488**	.544**	.276**	-.064	-.049	.749**	1		
ASC	.004	.230**	-.018	.093	.419**	.508**	.275**	-.044	-.035	.822**	.878**	1	
PUSC	.343**	-.169**	.376**	.395**	.321**	.379**	-.026	-.016	-.104	.153**	.218**	.155**	1

\*\* . Significant correlation at the level 0.01 (2-tailed).

\* . Significant correlation at the level 0.05 (2-tailed).

Table 4.33 shows the relationship between perceived ideal self congruence and perceived actual self congruence is statistically significant with  $r=0.878$ . Brand attachment's and perceived actual self congruence's relationship is statistically significant with  $r=0.822$ . Also, the relationship between perceived ideal self congruence and brand attachment with  $r=0.749$  found statistically significant; moreover, the relationship between economic benefits of counterfeits and purchase intention of counterfeits is statistically significant with  $r=0.728$ . In addition, the relationship between hedonic benefits of counterfeits and purchase intention of counterfeits is significant with  $r=0.709$ .

Table 4.33 also shows that the relationship between risk aversion and integrity is statistically significant with  $r=0.71$ . In addition, the relationship between status consumption and materialism is statistically significant with  $r=0.622$ .

A strong correlation between independent variables (multicollinearity) is can be eliminated for the success of analysis. Kalaycı (2010) argues that when the correlation between independent variables is below 0.80 then the multicollinearity can be avoided. However,  $r$  values which are close to 0.80 need further consideration in order to ensure the discriminant validity of constructs. Therefore, before elimination of constructs, variance inflation factor (VIF) results are checked to assess multicollinearity. Mason and Perreault (1991) addressed that when the VIF value of a variable is higher than 10, then a multicollinearity problem is inevitable.

#### **4.5. REGRESSION ANALYSES**

Regression analyses are applied to find the influence of independent factors on dependent factors. This study applied linear regression analyses by choosing stepwise method to test the model of this study's hypotheses.

#### 4.5.1. (Multiple) Regression Analysis of Independents and Purchase Intention of Counterfeits

Purchase intention of counterfeits (dependent variable) and independent factors that are influencing the dependent, a multiple regression analysis is performed. Then, VIF and tolerance findings are discussed.

R squared (Coefficient of determination) value is provided on model summary findings Table 4.34. This value shows that the extent to which dependent is explained by the independent. High number of independents raises R squared value, if this is the case, than considering adjusted R squared is recommended (Kalaycı, 2010).

**Table 4.34.** Model Summary of Regression Analysis between Independents and Purchase Intention of Counterfeits

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate
2	.788 <sup>b</sup>	.622	.619	.67524

I.V.: EBC, HBC.  
D.V.: INTBC.

Variance analysis which is ANOVA findings are provided in Table 4.35. When there is more than one independent group, the statistical analysis method, namely one way variance test, ANOVA is used whether the mean values of independent groups are different from each (Durmuş et al., 2013). In order to be able to perform this test, the comparative groups must be independent from each other (Durmuş et al., 2013). This model's overall explanatory power is determined as 61.9% (R=0.788, R<sup>2</sup>=0.622, F=252.155, p=0.000)

**Table 4.35.** ANOVA Findings - Economic Benefits of Counterfeits, Hedonic Benefits of Counterfeits and Purchase Intention of Counterfeits

Model		Sum of Squares	df	Mean Square	F	Sig.
2	Regression	229.941	2	114.971	252.155	.000 <sup>c</sup>
	Residual	139.977	307	.456		
	Total	369.919	309			

D.V.: INTBC

I.V.: EBC. HBC

Table 4.36 provides the coefficients results. B in the table shows the tendency of variables which is namely Beta value is used to determine the importance independent variable on dependent variable (Kalaycı. 2010). If the beta value is higher, influence of independent variable on dependent variable is expected to be higher (Kalaycı. 2010). Moreover, T value provides the significance of each variable where an importance levels less than 0.05 is found to be statistically significant (Kalaycı. 2010). VIF values provide the information about whether there is a multicollinearity problem or not.

The VIF values for this regression model are 1.779 and the tolerance values are 0.562. Because there is no VIF value more than 10 and the tolerance values are more than 0.10 it can be argued that collinearity between variables are in a considerable range.

In this model economic benefits of counterfeits with  $\beta = 0.460$ , hedonic benefits of counterfeits with  $\beta = 0.405$  are found to be statistically significant (sig values below 0.05) on purchase intention of counterfeits.

**Table 4.36.** Coefficient Results - Economic Benefits of Counterfeits, Hedonic Benefits of Counterfeits and Purchase Intention of Counterfeits

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-.005	.088		-.055	.956		
2 EBC	.446	.045	.460	9.815	.000	.562	1.779
HBC	.456	.053	.405	8.651	.000	.562	1.779

D.V.: INTBC

I.V.: EBC. HBC

The proposed hypotheses; H1a and H2, it can be seen from the results that these hypotheses are supported. For instance, Economic benefits of counterfeits variable is found to be as the most significant variable with a positive effect on purchase intention of counterfeits. The other positively effective variable on purchase intention of counterfeits is hedonic benefits of counterfeits. All these factors are found to be positively influential on purchase intention of counterfeits.

#### **4.5.2. (Multiple) Regression Analysis of Independents and Purchase Intention of Originals**

Purchase intention of originals counterfeits (dependent variable) and independent factors that are influencing the dependent, a multiple regression analysis is performed. Then, VIF and tolerance findings are discussed.

R squared (Coefficient of determination) value is provided on model summary findings Table 4.37. This value shows that the extent to which dependent is explained by the independent. High number of independents raises R squared value, if this is the case, than considering adjusted R squared is recommended (Kalaycı, 2010).

**Table 4.37.** Model Summary of Key Drivers and Purchase Intention of Originals

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate
4	.393 <sup>d</sup>	.154	.143	.98091

I.V.: HBC. SCON. PUSC. MAT.

D.V.: INTBO.

Variance analysis which is ANOVA findings are provided in Table 4.38. When there is more than one independent group, the statistical analysis method, namely one way variance test, ANOVA is used whether the mean values of independent groups are different from each (Durmuş et al., 2013). In order to be able to perform this test, the comparative groups must be independent from each other (Durmuş et al., 2013). This model's overall explanatory power is determined as 14.3% (R=0.393, R<sup>2</sup>=0.154, F=13.896, p=0.000)

**Table 4.38.** ANOVA Results of Key Drivers and Purchase Intention of Originals

Model		Sum of Squares	df	Mean Square	F	Sig.
4	Regression	53.482	4			
	Residual	293.466	305	13.371	13.896	.000 <sup>e</sup>
	Total	346.948	309	.962		

D.V.: INTBO.

I.V.: HBC. SCON. PUSC. MAT.

Table 4.39 provides the coefficients results. B in the table shows the tendency of variables which is namely Beta value is used to determine the importance independent variable on dependent variable (Kalaycı. 2010). If the beta value is higher, influence of independent variable on dependent variable is expected to be higher (Kalaycı. 2010). Moreover, T value provides the significance of each variable where an importance levels less than 0.05 is found to be statistically significant (Kalaycı. 2010). VIF values provide the information about whether there is a multicollinearity problem or not.

The VIF values for this regression model are 1.658 and the tolerance values are 0.603. Because there is no VIF value more than 10 and the tolerance values are

more than 0.10 it can be argued that collinearity between variables are in a considerable range.

In this model economic benefits of counterfeits with  $\beta = -286$ , status consumption with  $\beta = 0.196$ , public self consciousness with  $\beta = -.174$ , and materialism with  $\beta = 0.136$  are found to be statistically significant (sig values below 0.05) on purchase intention of originals.

**Table 4.39.** Coefficients Results – Key Drivers and Purchase Intention of Originals

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.001	.200		19.986	.000		
HBC	-.312	.063	-.286	-4.938	.000	.829	1.207
4 SCON	.188	.067	.196	2.813	.005	.574	1.744
PUSC	-.154	.054	-.174	-2.872	.004	.755	1.325
MAT	.168	.084	.136	2.013	.045	.603	1.658

D.V.: INTBO

The proposed hypotheses; H1b, H3b and H5, it can be seen from the results that these hypotheses are supported. For instance, status consumption variable is found to be as the most significant variable with a positive effect on purchase intention of originals. The other positively effective variable on purchase intention of originals is materialism. Lastly, the most effective variable is hedonic benefits of counterfeits on the dependant variable.

#### **4.5.3. (Simple) Regression Analysis of Brand Attachment and Purchase Intention of Counterfeits**

Purchase intention of counterfeits (dependent variable) and brand attachment as the independent variable, a simple regression analysis is performed; then VIF and tolerance values are analyzed.

R squared (Coefficient of determination) value is provided on model summary findings Table 4.40. This value shows that the extent to which dependent is

explained by the independent. High number of independents raises R squared value, if this is the case, than considering adjusted R squared is recommended (Kalaycı, 2010).

**Table 4.40.** Model Summary of Regression Analysis between Brand Attachment and Purchase Intention of Counterfeits

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate
1	.005 <sup>a</sup>	.000	-.003	1.09591

I.V.: BA.

D.V.: INTBC.

Variance analysis which is ANOVA findings are provided in Table 4.41. When there is more than one independent group, the statistical analysis method, namely one way variance test, ANOVA is used whether the mean values of independent groups are different from each (Durmuş et al., 2013). In order to be able to perform this test, the comparative groups must be independent from each other (Durmuş et al., 2013). This model's overall explanatory power is determined as - 00.3% (R=0.005<sup>a</sup>, R<sup>2</sup>=0.000, F=.007, p=0.935<sup>b</sup>)

**Table 4.41.** ANOVA Findings - Regression Analysis between Brand Attachment and Purchase Intention of Counterfeits

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	.008	1	.008	.007	.935 <sup>b</sup>
1	Residual	369.911	308	1.201		
	Total	369.919	309			

D.V.: INTBC.

I.V.: BA.

Table 4.42 provides the coefficients results. B in the table shows the tendency of variables which is namely Beta value is used to determine the importance independent variable on dependent variable (Kalaycı. 2010). If the beta value is higher, influence of independent variable on dependent variable is expected to be higher (Kalaycı. 2010). Moreover, T value provides the significance of each variable where an importance levels less than 0.05 is found to be statistically

significant (Kalaycı, 2010). VIF values provide the information about whether there is a collinearity problem or not.

The VIF value and tolerance value are equal to 1.00. Since VIF is below 10 and tolerance is 0.10 it can be concluded that collinearity among variables are within considerable range.

In this model brand attachment with  $\beta = 0.005$  and  $p = .935$  is not found to be statistically significant (sig value below 0.05) on purchase intention of counterfeits.

**Table 4.42.** Coefficients Results - between Brand Attachment and Purchase Intention of Counterfeits

Model	Unstandardized Coefficients		Std. Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	1.765	.152		11.634	.000		
1 BA	.005	.056	.005	.081	.935	1.000	1.000

D.V.: INTBO

According to these results, it can be expressed that H9a is rejected.

#### 4.5.4. (Simple) Regression Analysis of Brand Attachment and Purchase Intention of Originals

Purchase intention of originals (dependent variable) and brand attachment as the independent variable, a simple regression analysis is performed; then VIF and tolerance values are analyzed.

R squared (Coefficient of determination) value is provided on model summary findings Table 4.43. This value shows that the extent to which dependent is explained by the independent. High number of independents raises R squared value, if this is the case, than considering adjusted R squared is recommended (Kalaycı, 2010).

**Table 4.43.** Model Summary of Regression Analysis between Brand Attachment and Purchase Intention of Originals

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate
1	.335 <sup>a</sup>	.112	.109	1.00006

I.V.: BA.

D.V.: INTBO.

Variance analysis which is ANOVA findings are provided in Table 4.44. When there is more than one independent group, the statistical analysis method, namely one way variance test, ANOVA is used whether the mean values of independent groups are different from each (Durmuş et al., 2013). In order to be able to perform this test, the comparative groups must be independent from each other (Durmuş et al., 2013). This model's overall explanatory power is determined as 10.9% (R=0.335, R<sup>2</sup>=0.112, F=38.905, p=0.000)

**Table 4.44.** ANOVA Findings - Regression Analysis between Brand Attachment and Purchase Intention of Originals

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	38.910	1	38.910	38.905	.000 <sup>b</sup>
1	Residual	308.039	308	1.000		
	Total	346.948	309			

D.V.: INTBO.

I.V.: BA.

Table 4.45 provides the coefficients results. B in the table shows the tendency of variables which is namely Beta value is used to determine the importance independent variable on dependent variable (Kalaycı. 2010). If the beta value is higher, influence of independent variable on dependent variable is expected to be higher (Kalaycı. 2010). Moreover, T value provides the significance of each variable where an importance levels less than 0.05 is found to be statistically significant (Kalaycı. 2010). VIF values provide the information about whether there is a collinearity problem or not.

The VIF value and tolerance value are equal to 1.00. Since VIF is below 10 and tolerance is 0.10 it can be concluded that collinearity among variables are within considerable range.

In this model brand attachment with  $\beta = 0.335$  is found to be statistically significant (sig value below 0.05) on purchase intention of originals.

**Table 4.45.** Coefficients Results - between Brand Attachment and Purchase Intention of Originals

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1							
	(Constant)	3.226	.138		23.306	.000	
	BA	.319	.051	.335	6.237	.000	1.000

D.V.: INTBO

According to these results, it can be expressed that H9b is supported.

#### 4.5.5. Regression Analysis of Brand Attachment and Perceived Actual Self Congruence

Brand attachment (dependent variable) and perceived actual self congruence (independent variable) a simple regression analysis is performed, then VIF and tolerance values are analyzed.

R squared (Coefficient of determination) value is provided on model summary findings Table 4.46. This value shows that the extent to which dependent is explained by the independent. High number of independents raises R squared value, if this is the case, than considering adjusted R squared is recommended (Kalaycı, 2010).

**Table 4.46.** Model Summary of Regression Analysis between Brand Attachment and Perceived Actual Self Congruence

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error of the Estimate
1	.802 <sup>a</sup>	.643	.642	.66445

I.V.: ACS.

D.V.: BA.

Variance analysis which is ANOVA findings are provided in Table 4.47. When there is more than one independent group, the statistical analysis method, namely one way variance test, ANOVA is used whether the mean values of independent groups are different from each (Durmuş et al., 2013). In order to be able to perform this test, the comparative groups must be independent from each other (Durmuş et al., 2013). This model's overall explanatory power is determined as 64.2% (R=0.802, R<sup>2</sup>=0.643, F=555.508, p=0.000)

**Table 4.47.** ANOVA Findings - Regression Analysis between Brand Attachment and Perceived Actual Self Congruence

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	245.253	1	245.253	555.508	.000 <sup>b</sup>
1	Residual	135.980	308	.441		
	Total	381.233	309			

D.V.: BA.

I.V.: ASC.

Table 4.48 provides the coefficients results. B in the table shows the tendency of variables which is namely Beta value is used to determine the importance independent variable on dependent variable (Kalaycı. 2010). If the beta value is higher, influence of independent variable on dependent variable is expected to be higher (Kalaycı. 2010). Moreover, T value provides the significance of each variable where an importance levels less than 0.05 is found to be statistically significant (Kalaycı. 2010). VIF values provide the information about whether there is a collinearity problem or not. The VIF value and tolerance value are equal to 1.00. Since VIF is 10 and tolerance is 0.10 it can be concluded that collinearity among variables are within considerable range.

In this model perceived actual self congruence with  $\beta = 0.802$  is found to be statistically significant (sig value below 0.05) on brand attachment.

**Table 4.48.** Coefficients Results - between Brand Attachment and Perceived Actual Self Congruence

Model	Unstandardized		Std.	t	Sig.	Collinearity	
	Coefficients		Coefficients			Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	.831	.079		10.537	.000		
1 ACS	.677	.029	.802	23.569	.000	1.000	1.000

D.V.: BA

Considering the proposed hypothesis, it can be expressed that H10 is supported according to these results.

#### 4.5.6. Regression Analysis of Brand Attachment and Perceived Ideal Self Congruence

Brand attachment as the dependent variable and ideal self congruence as the independent variable, a simple regression analysis is run and both VIF and tolerance values are examined.

Coefficient of determination, in other words R squared, value can be found under model summary results in Table 4.49 In this model 55.9% of the Purchase intention of originals, in other words dependent variable, is explained by brand attachment.

**Table 4.49.** Model Summary of Regression Analysis between Brand Attachment and Ideal Self Congruence

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749 <sup>a</sup>	.561	.559	.73726

I.V.: ISC.

D.V.: BA.

Variance analysis which is ANOVA findings are provided in Table 4.50. When there is more than one independent group, the statistical analysis method, namely one way variance test, ANOVA is used whether the mean values of independent groups are different from each (Durmuş et al., 2013). In order to be able to perform this test, the comparative groups must be independent from each other (Durmuş et al., 2013). This model's overall explanatory power is determined as 55.9% (R=0.749, R<sup>2</sup>=0.561, F=393.363, p=0.000)

**Table 4.50.** ANOVA Findings - Regression Analysis between Brand Attachment and Perceived Ideal Self Congruence

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	213.816	1	213.816	393.363	.000 <sup>b</sup>
	Residual	167.416	308	.544		
	Total	381.233	309			

D.V.: BA.

I.V.: ISC.

The VIF value and tolerance value are equal to 1.00. Since VIF is below 10 and tolerance is 0.10 it can be concluded that collinearity among variables are within considerable range.

In this model perceived ideal self congruence with  $\beta = 0.749$  is found to be statistically significant (sig value below 0.05) on brand attachment.

**Table 4.51.** Coefficients Results - between Brand Attachment and Perceived Ideal Self Congruence

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.994	.085		11.668	.000	
	ISC	.627	.032	.749	19.833	.000	1.000

D.V.: BA

According to these results, it can be expressed that H11 is supported.

#### 4.5.7. (Simple) Regression Analysis of Purchase Intention of Originals and Purchase Intention of Counterfeits

Purchase intention of counterfeits (dependent variable) and purchase intention of originals (independent), regression analysis is performed. Then, VIF and tolerance findings are discussed.

R squared (Coefficient of determination) value is provided on model summary findings Table 4.52. This value shows that the extent to which dependent is explained by the independent. High number of independents raises R squared value, if this is the case, than considering adjusted R squared is recommended (Kalaycı, 2010).

**Table 4.52.** Model Summary of Regression Analysis between Purchase Intention of Originals and Purchase Intention of Counterfeits

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.469 <sup>a</sup>	.220	.217	,217

I.V.: INTBO

Variance analysis which is ANOVA findings are provided in Table 4.53. When there is more than one independent group, the statistical analysis method, namely one way variance test, ANOVA is used whether the mean values of independent groups are different from each (Durmuş et al., 2013). In order to be able to perform this test, the comparative groups must be independent from each other (Durmuş et al., 2013). This model's overall explanatory power is determined as 21.7% (R=0.469, R<sup>2</sup>=0.220, F=86.881, p=0.000)

**Table 4.53.** ANOVA Findings - Regression Analysis between Purchase Intention of Originals and Purchasing Intention of Counterfeits

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	81.389	1	81.389	86.881	.000 <sup>b</sup>
1 Residual	288.530	308	.937		
Total	369.919	309			

D.V.: INTBC.

Table 4.54 provides the coefficients results. B in the table shows the tendency of variables which is namely Beta value is used to determine the importance independent variable on dependent variable (Kalaycı. 2010). If the beta value is higher, influence of independent variable on dependent variable is expected to be higher (Kalaycı. 2010). Moreover, T value provides the significance of each variable where an importance levels less than 0.05 is found to be statistically significant (Kalaycı. 2010).

In this model purchase intention of originals with  $\beta = -0.469$  is found to be statistically significant but negative (sig value below 0.05) on purchase intention of counterfeits.

The VIF values for this regression model are 1.000 and the tolerance values are 0.562. Because there is no VIF value more than 10 and the tolerance values are more than 0.10 it can be argued that collinearity between variables is in a considerable range.

**Table 4.54.** Coefficients Results - between Purchase Intention of Originals and Purchase Intention of Counterfeits

Model	Unstandardized Coefficients		Std. Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.719	.0216		17.248	.000		
1 ISC	-.484	.052	-.469	-9.321	.000	1.000	1.000

D.V.: INTBC

According to these results, it can be expressed that H12 is supported.

**Table 4.55.** Test Results of the Hypotheses

Hypotheses	Results
H1a: Hedonic Benefits have a positive effect on the purchase intention of counterfeit products.	Supported
H1b: Hedonic Benefits have a negative effect on the purchase intention of original products.	Supported
H2: Economic Benefits have a positive effect on the purchase intention of counterfeit products.	Supported
H3a: Materialism has a positive effect on the purchase intention of counterfeits	Not Supported
H3b: Materialism has a positive effect on the purchase intention of originals.	Supported
H4: Public self consciousness has a positive effect on the purchase intention of original products	Not Supported
H5: Status consumption has a positive effect on the purchase intention of original products	Supported
H6: Personal gratification has a negative effect on the purchase intention of counterfeit products.	Not Supported
H7: Risk aversion has a negative effect on the purchase intention of counterfeit products	Not Supported
H8: Integrity has a negative effect on the purchase intention of counterfeit products	Not Supported
H9a: Brand attachment has a positive effect on purchase intention of counterfeits	Not Supported
H9b: Brand attachment has a positive effect on purchase intention of originals	Supported
H10: Perceived actual self congruence has a positive effect on brand attachment	Supported
H11: Perceived ideal self congruence has a positive effect on brand attachment.	Supported
H12: Purchase intention of originals negatively affects the purchase intention of counterfeit products.	Supported

## **CHAPTER FIVE**

### **DISCUSSION & CONCLUSION**

This last chapter contains findings, limitations, and managerial implications of this study. The argument begins with the discussions of findings, continues with the managerial implications, and lasts with limitations of this study.

#### **5.1. DISCUSSION**

The aim of this study is to determine how consumers' attachment to a luxury brand affects her-his decision to purchase counterfeit products. The importance of this study is to synthesize various frameworks and including other important factors to the conceptual model to evaluate their influences together. The findings of this study show that some factors are found to be influential on purchase intention of original products whereas some other factors are found to be influential on purchase intention of counterfeit products. Moreover, factors influencing brand attachment is also argued in the study.

The data analyses' results support that, hedonic benefits of counterfeits is the most important factor which has a negative impact on purchase intention of originals. On the other hand, status consumption is the most significant factor that has a positive impact on purchase intention of originals. By following earlier research (Chao & Schor, 1998) the significant effect of status consumption on purchase intention of originals is empirically proven. Materialism, on the other hand, is found to be second most important factor that has a positive impact on purchase intention of originals. In line with earlier studies (Eastman, Goldsmith, & Flynn, 1999; Yoo & Lee, 2009a; Kaufmann et al., 2016) materialism is found to be significant on purchase intention of originals. The influence of other potential factor on purchase intention of originals which is public self consciousness is not supported.

When it comes to purchase intention of counterfeits, economic benefits of counterfeits is found to be the most significant supporting earlier studies (Kaufman et al., 2016; Yoo & Lee, 2009a). The other most important factor is hedonic benefits of counterfeits. According to the results which follow other researches (Kaufmann et al., 2016; Yoo & Lee, 2009a) hedonic benefits of counterfeits is found to be significant on purchase intention of counterfeits. The influence of other potential factors on purchase intention of counterfeits, namely, materialism, personal gratification, risk aversion, and integrity are not supported.

Taking into consideration the relationship between brand attachment and purchase intention of originals, purchase intention of originals is explained by brand attachment supporting earlier studies (Randhawa, Calantone & Voorhees, 2015; Kaufmann et al., 2016), the impact of brand attachment on purchase intention of originals is positive.

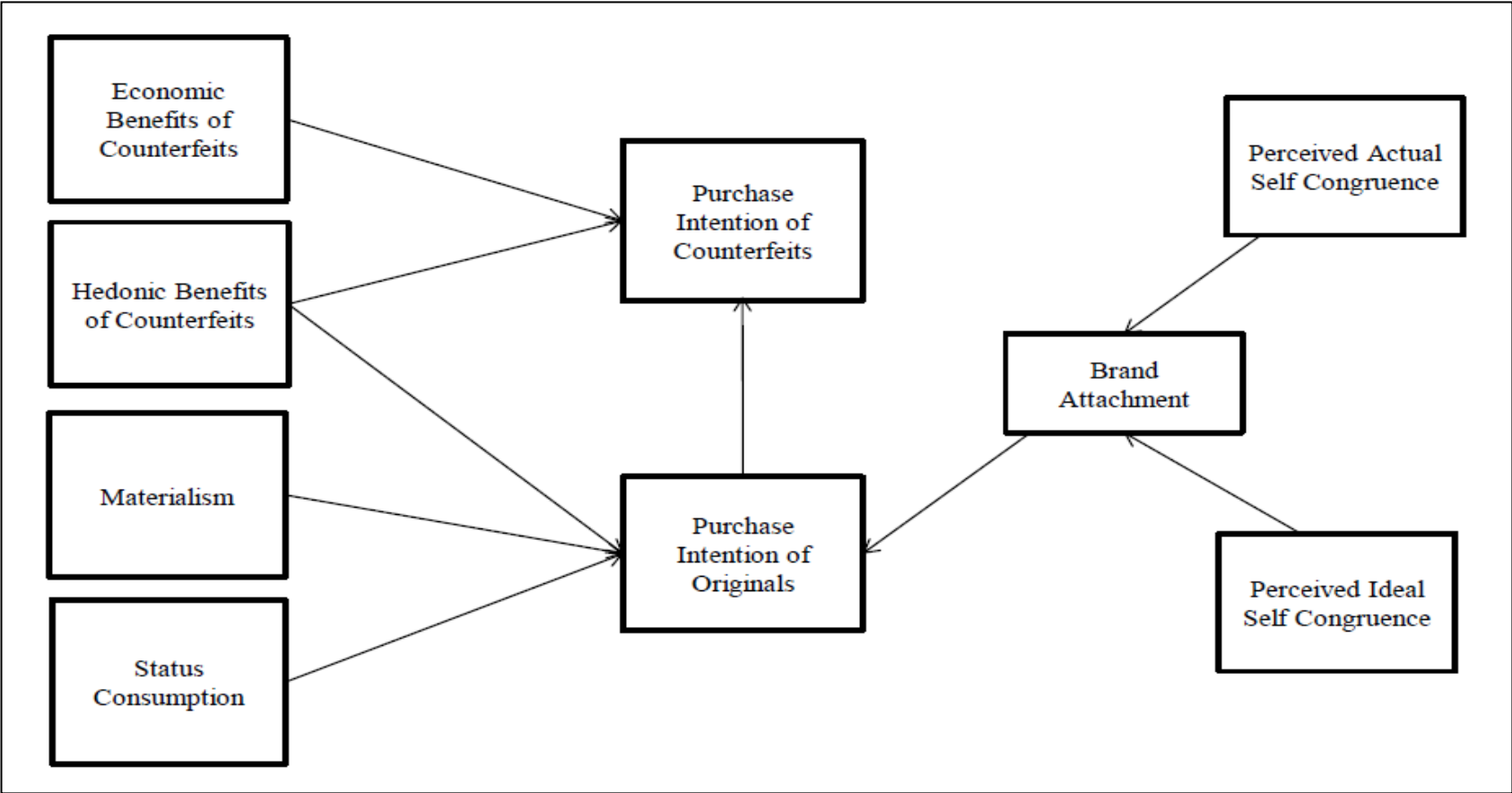
On the other hand, considering the relationship between brand attachment and purchase intention of counterfeits, purchase intention of counterfeits cannot be explained by brand attachment. On the contrary of the findings of Randawa, Calantone and Voorhees (2015), and Kaufmann et al. (2016) brand attachment is not found influential on purchase intention of counterfeits.

Considering the relationship between brand attachment and perceived actual self congruence, brand attachment is explained by perceived actual self congruence supporting earlier studies (Malar et al., 2011; Kaufmann et al., 2016). Brand attachment is also explained by perceived ideal self congruence supporting earlier studies (Malar et al., 2011; Kaufmann et al., 2016).

Lastly, considering the relationship between purchase intention of counterfeits and purchase intention of originals, purchase intention of counterfeits is explained by purchase intention of originals supporting the earlier studies (Yoo & Lee, 2009a; Kaufmann et al., 2016).

By following the result of this study, the conceptual model is finalised (Fig.2.);

Figure 2. Final Model



## **5.2. THEORETICAL IMPLICATIONS**

The results of this study introduce certain theoretical implications to the academic literature. Firstly, it enriches to the originals and counterfeits of luxury brands research by providing a synthesized perspective on purchase intention of counterfeits, purchase intention of originals, brand attachment, perceived actual self congruence, and perceived ideal self congruence. This synthesis is adopted by integrating different approaches along with other individual constructs. There are two common factors for purchase intention of counterfeits and purchase intention of originals, namely, hedonic benefits of counterfeits, and materialism. Hedonic benefits of counterfeits affect purchase intention of counterfeits, but do not affect purchase intention of originals. Moreover, materialism affects purchase intention of originals, but do not affect purchase intention of counterfeits.

Impact of public self consciousness, personal gratification, risk aversion, and integrity is also included into the scope of this study to provide further insights to academic literature. But, from the results it can be seen that effect of public self consciousness, personal gratification, risk aversion, and integrity are not supported. Hence, this study contributes to the originals and counterfeits of luxury brands literature that the effect of public self consciousness, personal gratification, risk aversion, and integrity may be lower when the other potential factors are included, thus future research should be focused on integrating the public self consciousness, personal gratification, risk aversion, and integrity factors with other factors. In conducted work of Kaufmann et al. (2016), the results show that public self consciousness affects positively the purchase intention of originals, but this research shows that public self consciousness has negative effect on purchase intention of originals. This research's results provide that people who choose to buy counterfeit products are not proud of themselves.

Apart from the personal benefits and personality factors affecting purchase intention of counterfeits and purchase intention of originals, this study also combined the relationship between purchase intention of counterfeits and purchase intention of originals, brand attachment, perceived actual self

congruence, and perceived ideal self congruence. The results provide that when brand attachment measured with purchase intention of counterfeits and purchase intention of originals factors, only purchase intention of originals is affected positively by brand attachment, whereas the effect of brand attachment on purchase intention of counterfeits is not supported.

Results of this study indicate that the more consumers buy original luxury products, the less they purchase the counterfeit products.

Self congruence is associated with this study to see its effect on brand attachment. Perceived actual self congruence and perceived ideal self congruence are included in conceptual model. The findings from analyses reveal that when these two factors are measured, both have positive influence on brand attachment. However, the effect of perceived actual self congruence is higher than perceived ideal self congruence's effect.

From the results of this study, new hypotheses and new questions to apply research on brand attachment, public self consciousness, purchase intention of counterfeits and originals can be argued in future studies. Comparing different cultures on purchase intention of counterfeits and purchase intention of originals context can result differently and this can lead to open new research areas in this context.

### **5.3. MANAGERIAL IMPLICATIONS**

This study includes important implications for marketers. Considering the profile of the respondents, it will be useful for luxury brand companies to focus on the similar profile of their customers based on the results of this study. Even though results this study have specific product types and brands; they have important implications for CMO's. The results of this study highlight that if companies attach importance to increase brand attachment with consumers. Thus, the results of this study will provide a reference for luxury brands to review their brand positioning, campaigns, and the battle with counterfeit products.

From a manager's perspective, it is useful to know the influence of each success factor on consumers' perception about luxury concept and luxury brand. The results show that, the most affecting factors of purchase intention of originals are status consumption, and materialism. By status consumption, it is meant that the motivational process of consumers' struggle to enhance their social status over conspicuous consumption of customer goods that symbolize the status for the significant society, and individual (Eastman, Goldsmith, & Flynn, 1999).

Another important factor which has positive effect on purchase intention of original is materialism. Materialism means to have material possessions to charm other individuals but not themselves (Yoo & Lee, 2009a). Materialism has comparable influence on consumer behavior. It has no effect on purchase intention of counterfeits whereas the influence of materialism on purchase intention of originals is significant. Materialist people buy original product, because they think that the possession of expensive and luxury designer products are very important. The consumer looks for not only exhibiting the brand logo but also the the real fine quality of the brand. Also, result of this study supports that materialist people buy original luxury products, they do not prefer counterfeit products.

Hedonic consumers would like to receive positive feedbacks from the society they live in. This research reveals that counterfeit purchasers has no brand attachment with the counterfeit products and brands. Counterfeit product purchasers do not buy original products. The more hedonic people the more buy counterfeit products. Focusing on these attributes above, managers can create new strategies, change the current strategy, or develop the current strategy of theirs.

In case of information credibility, it has shown that customers who trust expert interpretations of others to buy products would be less inclined to buying counterfeit products. Government should inform people about the negative influences of counterfeit products. For example, informing consumers about the quality and safety standards of counterfeit products. Moreover, endorsement can help decreasing purchasing of counterfeits. By endorsement, celebrities,

influencers, and government officials are meant to indicate to create a strong campaign in fight with counterfeit products.

Today, counterfeiting has become non-negligible for companies, and countries' economies. This study can provide to create new approaches or develop current strategies of luxury brand companies. The findings provide that the preference of counterfeit product purchases are related with mostly economical issues and hedonic issues.

#### **5.4. LIMITATIONS**

Besides theoretical implications and managerial implications, the results of this study should be evaluated by considering its limitations. All respondents of this study are from Turkey and from different groups. Applying this research to at least two different countries would be useful for the research in terms of having the chance to compare different cultures in purchase intention of counterfeits and originals context.

The model of this research includes many factors and items, future researches can conduct larger samples to test the model well. Applying this model to a larger sample can provide more useful data in order to test the factors of this study efficiently.

Another limitation is that most of the respondents' confusion on luxury brand context, the definition of luxury before the questionnaire was very descriptive, however in terms of specific brands choosing part some respondents were so confused even they specify the brand from lower segments. Besides defining luxury brand, describing which types of brands they can think of must be done precisely.

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## Appendix A. The Questionnaire in Turkish

Değerli Katılımcı,

Bu anket çalışması yukarıda başlıkta adı yer alan yüksek lisans tezi kapsamında yapılmaktadır. Bu ankete vereceğiniz cevaplar bilimsel açıdan çok değerli olacaktır. Ancak çalışmanın verimliliği için tüm soruları eksiksiz yanıtlamanız çok önemlidir. Anket, anonim bir şekilde cevaplandırılacağı için anket sahibi de dahil olmak üzere yanıtların kime ait olduğu asla bilinmeyecektir. Paylaştığımız tüm bilgiler gizli tutulacak, asla 3. şahıslarla paylaşılmayacak ve sadece akademik amaçla kullanılacaktır.

Katılımınız ve katkılarınız için teşekkür ederim.

Nur Tuçe Dikdoğmuş

İstanbul Bilgi Üniversitesi

Pazarlama Yüksek Lisans Programı Öğrencisi

NOT: Bu çalışmada “ÇANTA” ile kastedilen, kadınların, içine cüzdan, cep telefonu, anahtar, vb. gibi eşyalarını koydukları ve kollarına asarak kullandıkları ürünlerdir.

"KOL SAATI" ile kastedilen, erkeklerin bileklerine saat kayışı veya kordon yardımıyla taktıkları ürünlerdir.

"TAKLİT ÜRÜN", ise orijinal ürüne dış görünüşü, ambalajı, etiketi, logosu, markası bakımından bire bir benzeyen ürünler olarak tanımlanmıştır.

"LÜKS MARKA", Yüksek ürün kalitesine sahip, ürün gruplarında diğer ürünlere kıyasla çok yüksek fiyatlı, sık bulunmayan, eşsiz ve ender olarak adlandırılabilir, estetik öğeler içeren, zaruri olmayan ürünlerdir.

1. Cinsiyet	
Kadın	
Erkek	

Bu bölümde “Kadın” seçen katılımcılar için “çanta” ürünü ile alakalı sorulara yönlendirildiler (bölümler 2, 3, 4). “Erkek” seçen katılımcılar “saat” ürünü ile alakalı sorulara yönlendirildiler (bölümler; 5, 6, 7).

2. Hiç bir finansal bariyeriniz (maddi engeliniz) olmadığını düşünerek, yukarıdaki lüks marka tanımına göre, lüks marka çanta satın almak ister miydiniz?				
1	2	3	4	5

3. Satın almak isteyeceğiniz çanta markası hangisidir?					
Louis Vuitton	Gucci	Chanel	Hermes	Fendi	Diğer

4. Önceki bölümde belirttiğiniz lüks markaya ait bir çanta alacaksınız. Piyasada da bu çantanın orijinali dışında bire bir taklidini de bulmak mümkün. Aşağıda orijinal ve taklit ürünler hakkında çeşitli ifadeler yer almaktadır. Bu ifadelere ne derece katıldığınızı lütfen belirtin. (1-Kesinlikle Katılmıyorum 2-Katılmıyorum 3- Ne Katılıyorum Ne Katılmıyorum 4- Katılıyorum 5-Kesinlikle Katılıyorum)					
	1	2	3	4	5
EBC1- Eğer orjinal tasarımcı ürünlerinin çok pahalı olduklarını düşünürsem, taklit ürünleri satın alırım.					
EBC2- Eğer tasarımcı ürünlerini satın almaya maddi gücüm yetmiyorsa, taklit ürünleri satın alırım.					
EBC3- Eğer taklit ürün satın alma şansım varsa tereddüt etmeden taklit ürünleri satın alırım.					
EBC4- Eğer belirli markaları tercih ediyorsam, tasarımcı ürünleri yerine, taklit ürünleri satın alırım.					
EBC5- Orjinal marka ürünlermiş gibi taklit ürünlerle övünürüm.					
EBC6- Eğer orjinal ürünlerle taklit ürünleri ayırt etmek zorsa, genellikle taklitleri satın alırım.					
HBC1- Taklit ürünleri satın alırım çünkü taklit ürün satıcıları büyük işletmelerle savaştan "küçük adamlardır".					
HBC2- Taklit ürünleri satın almam benim akıllı bir müşteri olduğumu gösterir.					
HBC3- Taklit ürünleri satın almayı seviyorum, çünkü bu taklit olmayan ürünlerin üreticilerine muzip bir şaka (eşek şakası) yapmak gibi.					
HBC4- Taklit olmayan ürünleri kolayca satın alabilecek maddi güce sahip olsam dahi, taklit ürünleri satın almayı tercih ederdim.					

INTBC1- Gelecekte taklit çanta satın alma niyetindeyim.					
INTBC2- Şimdi bir çanta satın alacak olsam, sahtesini satın alırdım.					
INTBC3- Çantaya ihtiyacım olduğunda sahtesini satın almayı planlıyorum.					
INTBC4- Çantanın sahtesini satın almak ilk tercihimdir.					
INTBO1- Gelecekte orjinal çanta satın alma niyetindeyim.					
INTBO2- Şimdi bir çanta satın alacak olsam, orjinal satın alırdım.					
INTBO3- Çantaya ihtiyacım olduğunda çantanın orjinalini satın almayı planlıyorum.					
INTBO4- Orjinal çanta satın almak ilk tercihimdir.					

5. Hiç bir finansal bariyeriniz (maddi engeliniz) olmadığını düşünerek, yukarıdaki lüks marka tanımına göre, lüks marka saat satın almak ister miydiniz?				
1	2	3	4	5

6. Satın almak isteyeceğiniz saat markası hangisidir?						
Rolex	IWC Pilot	Officine Panerai	Cartier	Omega	Tag Heuer	Diğer

7. Önceki bölümde belirttiğiniz lüks markaya ait bir saat alacaksınız. Piyasada da bu saatin orijinali dışında bire bir taklidini de bulmak mümkün. Aşağıda orjinal ve taklit ürünler hakkında çeşitli ifadeler yer almaktadır. Bu ifadelere ne derece katıldığınızı lütfen belirtin. (1-Kesinlikle Katılmıyorum 2-Katılmıyorum 3- Ne Katılıyorum Ne
--

Katılmıyorum 4- Katılıyorum 5-Kesinlikle Katılıyorum)					
	1	2	3	4	5
EBC1- Eğer orjinal tasarımcı ürünlerinin çok pahalı olduklarını düşünürsem, taklit ürünleri satın alırım.					
EBC2- Eğer tasarımcı ürünlerini satın almaya maddi gücüm yetmiyorsa, taklit ürünleri satın alırım.					
EBC3- Eğer taklit ürün satın alma şansım varsa tereddüt etmeden taklit ürünleri satın alırım.					
EBC4- Eğer belirli markaları tercih ediyorsam, tasarımcı ürünleri yerine, taklit ürünleri satın alırım.					
EBC5- Orjinal marka ürünlermiş gibi taklit ürünlerle övünürüm.					
EBC6- Eğer orjinal ürünlerle taklit ürünleri ayırt etmek zorsa, genellikle taklitleri satın alırım.					
HBC1- Taklit ürünleri satın alırım çünkü taklit ürün satıcıları büyük işletmelerle savaşan "küçük adamlardır".					
HBC2- Taklit ürünleri satın almam benim akıllı bir müşteri olduğumu gösterir.					
HBC3- Taklit ürünleri satın almayı seviyorum, çünkü bu taklit olmayan ürünlerin üreticilerine muzip bir şaka (eşek şakası) yapmak gibi.					
HBC4- Taklit olmayan ürünleri kolayca satın alabilecek maddi güce sahip olsam dahi, taklit ürünleri satın almayı tercih ederdim.					
INTBC1-Gelecekte taklit saat satın alma niyetindeyim.					
INTBC2- Şimdi bir saat satın alacak olsam, sahtesini satın alırdım.					
INTBC3- Saate ihtiyacım olduğunda sahtesini satın almayı planlıyorum.					

INTBC4- Saatin sahtesini satın almak ilk tercihimdir.					
INTBO1-Gelecekte orjinal saat satın alma niyetindeyim.					
INTBO2- Şimdi bir saat satın alacak olsam, orjinal satın alırdım.					
INTBO3- Saate ihtiyacım olduğunda saatin orjinalini satın almayı planlıyorum.					
INTBO4- Orjinal saat satın almak ilk tercihimdir.					

Bu bölümlerden sonra kadınlar ve erkekler aynı bölümlerdeki soruları cevapladılar.

8. Aşağıda, önceki bölümde belirttiğiniz marka ile ilgili bazı ifadeler yer almaktadır. Bu ifadelere ne derece katıldığınızı belirtiniz.					
	1	2	3	4	5
BA_BSC1- Bu marka ne ölçüde sizin ve sizin kim olduğunuzun bir parçasıdır?					
BA_BSC2- Kendinizi kişisel olarak bu markaya ne ölçüde bağlı hissediyorsunuz?					
BA_BSC3- Kendinizi duygusal olarak bu markaya ne ölçüde bağlanmış hissediyorsunuz?					
BA_BSC4- Bu marka ne ölçüde sizin bir parçanızdır?					
BA_BSC5- Bu marka ne ölçüde sizin kim olduğunuz hakkında başkalarına bir şey söyler?					
BA_P1- Bu marka hakkındaki düşünce ve hisleriniz ne ölçüde otomatiktir, görünüşte kendi başlarına aklınıza gelir mi?					
BA_P2- Bu marka hakkındaki düşünce ve hisleriniz aklınıza ne ölçüde anında ve doğal olarak gelir?					
BA_P3- Bu marka hakkındaki düşünce ve hisleriniz ne ölçüde pek kontrol edemediğiniz bir şekilde aniden ve doğal bir şekilde aklınıza gelir?					

BA_P4- Bu markanın adı ne ölçüde otomatik olarak geçmiş, günümüz ve gelecek ile ilgili birçok güzel düşünceyi uyandırır?					
BA_P5- Bu marka hakkında ne ölçüde birçok düşünceye sahipsiniz?					
ASC1- Bu markanın karakteri kendimi nasıl gördüğümle tutarlıdır.					
ASC2- Markanın karakteri benim aynadaki görüntümdür.					
ISC1- Bu markanın karakteri nasıl olmak istediğimle tutarlıdır.					
ISC2- Bu markanın karakteri benim olmak istediğim kişinin aynadaki görüntüsüdür.					

9. Aşağıdaki sorular kişiliğiniz ve değerlerinizle ilgilidir. Lütfen size uygun olanları işaretleyiniz. (1-Kesinlikle Katılmıyorum 2-Katılmıyorum 3- Ne Katılıyorum Ne Katılmıyorum 4- Katılıyorum 5-Kesinlikle Katılıyorum).					
	1	2	3	4	5
MAT1- Hayatımda çok lüks seviyorum.					
MAT2- Maddi şeylere, tanıdığım çoğu insandan daha az değer veriyorum.					
MAT3- Hayattan zevk almam için gereken her şeye sahibim.					
MAT4- Sahip olmadığım bazı şeylere sahip olsaydım hayatım daha iyi olurdu.					
MAT5- Eğer ilginç şeylerim olmasaydı, mutlu olamazdım.					
MAT6- Daha hoş/güzel şeylere sahip olsaydım daha mutlu olmazdım.					
MAT7- Beğendiğim her şeyi satın almaya maddi gücümün yetmemesi bazen beni çok rahatsız ediyor.					
MAT8- Pahalı evleri, arabaları ve kıyafetleri olan insanlara özeniyorum.					

MAT9- Hayattaki en önemli kazanımların/başarıların bazıları maddi mülk edinmeyi içerir.					
MAT10- İnsanların sahip oldukları maddi nesnelere miktarına bir başarı işareti olarak fazla önem vermiyorum.					
MAT11- Sahip olduğum şeyler hayatta ne kadar iyi olduğum hakkında çok şey söylüyor.					
MAT12- İnsanları etkilenen şeylere sahip olmayı seviyorum.					
MAT13- Diğer insanların sahip olduğu maddi nesnelere fazla ilgilenmiyorum.					
MAT14- Genellikle sadece ihtiyacım olan şeyleri satın alırım.					
MAT15- Mal mülk söz konusu olduğunda hayatımı olabildiğince basit tutmaya çalışırım.					
MAT16- Kullanışlı olmayan şeylere para harcamaktan keyif alırım.					
MAT17- Daha fazla şey almaya maddi gücüm yetseydi daha mutlu olurdu.					
MAT18- Bir şeyler satın almak bana çok zevk veriyor.					
PUSC1- Genelde kendimi nasıl tanıttığım konusunda kaygılıyım.					
PUSC2- Genelde iyi bir izlenim yaratma konusunda endişelenirim.					
PUSC3- Odamdan çıkmadan önce yaptığım son şeylerden biri aynaya bakmaktır.					
PUSC4- Genelde dış görünüşümün farkındayım.					
PGRA1- Rahat bir hayat benim için önemlidir.					
PGRA2- Heyecanlı bir hayat benim için önemlidir.					

PGRA3- Başarı hissi benim için önemlidir.					
PGRA4- Zevke önem veririm.					
PGRA5- Sosyal tanınmaya önem veririm.					
SCON1- Eğer statüsü varsa, bir ürün için daha çok para öderdim.					
SCON2- Bir ürünü sadece statüsü var diye satın alırdım.					
SCON3- Statüsü olan yeni ürünlere ilgim vardır.					
SCON4- Bir ürünün statüsü beni alakadar etmez.					
SCON5- Eğer bir miktar züppe cazibesi varsa o ürün benim için daha değerlidir.					
RIA1- Bir şey satın alırken risk almamayı tercih ederim.					
RIA2- Satın almadan önce bir ürünün iyi olduğundan emin olmak isterim.					
RIA3- Bir şey satın alırken kararsız hissetmek istemem.					
INTG1- Dürüstlüğü, kişinin karakteri için önemli bir nitelik olarak görüyorum.					
INTG2- İnsanların kibar olmasının çok önemli olduğunu düşünüyorum.					
INTG3- Sorumluluk sahibi insanlara hayranlık duyarım.					
INTG4- İrade sahibi insanları severim.					

10. Medeni Durumunuz	
Evli	
Bekar	

11. Yaşınız	
18-24	
25-34	
35-44	
45-54	
55-64	
65 veya üzeri	

12. Aylık Kişisel Geliriniz	
3000 TRL'den az	
3000- 5999 TRL	
6000- 8999 TRL	
9000- 11999 TRL	
12000-14999 TRL	
15000 TRL veya Üzeri	

13. Çalışma Durumunuz	
Kamuda Ücretli Çalışıyor	
Özel Sektörde Ücretli Çalışıyor	
Kendi İşinde Çalışıyor	
İşsiz/ İş Arıyor	
Ev Hanımı	
Emekli	
Öğrenci	
Yaşlılık veya Engeli Sebebiyle Çalışmıyor	
Diğer	

14. En Son Bitirdiğiniz Okul	
İlkokul	
Ortaöğretim	
Lise	
Üniversite	
Yüksek Lisans	
Doktora	

## Appendix B. The Questionnaire in English

Dear Respondent,

This questionnaire study is carried out within the scope of the master thesis titled above. The answers you give to this questionnaire will be of great scientific value. However, it is very important that you answer all the questions thoroughly for the efficiency of this work. It will never be known who the answers belong to, including the researcher, so that the survey will be answered anonymously. All information you share will be kept confidential, will never be shared with third parties and will only be used for academic purposes.

Thank you for your participation and contribution.

Nur Tuçe Dikdoğmuş

Istanbul Bilgi University

Masters of Marketing Student

NOTE: In this study, “HANDBAG” refers to the bags which women put them in their arms and carry wallets, mobile phones, keys, etc.

“WRIST WATCH” refers to the watch which men wear their wrists with straps or cord.

“COUNTERFEIT PRODUCT” is defined as products which are imitated ones of original product in terms of appearance, packaging, label, logo, and brand.

"LUXURY BRAND" is defined as a non-essential product with high product quality, very high price compared to other products in its product groups, unprecedented, unique and aesthetic items with aesthetic items.

1. Gender	
Woman	
Man	

In this section, respondents who selected “Woman” are directed to the questions which are about “handbag” products (sections 2, 3, 4). On the other hand, respondents who selected “Man” are directed to the questions which are about “watch” products (sections; 5, 6, 7).

2. Considering that there are no financial barriers, would you like to buy a luxury brand bag according to the above definition of luxury brand?				
1	2	3	4	5

3. Which brand of bag do you want to buy?					
Louis Vuitton	Gucci	Chanel	Hermes	Fendi	Other

4. You will buy a luxury brand bag if you indicated in the previous section. It is also possible to find an imitation of this bag in the market other than the original one. Below, there are various expressions about original and counterfeit products. Please indicate to what extent you are participating in these statements. (1-Strongly Disagree 2-Disagree 3- Neither Agree Nor Disagree 4- Agree 5-Strongly Agree)

	1	2	3	4	5
EBC1- I buy counterfeit products if I think original designer products are too expensive.					
EBC2- I buy counterfeit products if I cannot afford to buy designer products.					
EBC3- I buy counterfeit products without hesitation if I have a chance to buy the counterfeits.					
EBC4- I buy counterfeit products, instead of the designer products, if I prefer specific brands.					
EBC5- I boast about counterfeit products as if they are the original brand products.					
EBC6- I usually purchase counterfeits when it is difficult to distinguish between the counterfeits and the original products.					
HBC1- I buy counterfeit products because counterfeiters are "little guys" who fight big business.					
HBC2- Buying counterfeit products demonstrates that I am a wise shopper.					

HBC3- I like buying counterfeit products because it is like playing a practical joke on the manufacturer of the non-counterfeit.					
HBC4- I would buy counterfeit products even if I could easily afford to buy non-counterfeit products.					
INTBC1- I have the intention on purchasing counterfeits bags/watches in the future.					
INTBC2- If I would purchase a bag/watch now, I would buy one counterfeited.					
INTBC3- I intend to purchase counterfeits bags/watches when I need this product.					
INTBC4- Purchasing a counterfeit bag/watch is my first choice.					
INTBO1- I intend to purchase original bags/watches in the future.					
INTBO2- If I would purchase a bag/watch now, I would buy one original.					
INTBO3- I intend to purchase original bags/watches when I need this product.					
INTBO4- Purchasing original bags/watches is my first choice.					

5. Considering that there are no financial barriers, would you like to buy a luxury brand watch according to the above definition of luxury brand?				
1	2	3	4	5

6. Which brand of watch do you want to buy?						
Rolex	IWC Pilot	Officine Panerai	Cartier	Omega	Tag Heuer	Other

7. You will buy a luxury brand watch of you indicated in the previous section. It is also possible to find an imitation of this watch in the market other than the original one. Below, there are various expressions about original and counterfeit products. Please indicate to what extent you are participating in these statements. (1-Strongly Disagree 2-Disagree 3- Neither Agree Nor Disagree 4- Agree 5-Strongly Agree)					
	1	2	3	4	5
EBC1- I buy counterfeit products if I think original designer products are too expensive.					
EBC2- I buy counterfeit products if I cannot afford to buy designer products.					
EBC3- I buy counterfeit products without hesitation if I have a chance to buy the counterfeits.					
EBC4- I buy counterfeit products, instead of the designer products, if I prefer specific brands.					
EBC5- I boast about counterfeit products as if they are the original brand products.					
EBC6- I usually purchase counterfeits when it is difficult to distinguish between the counterfeits and the original products.					
HBC1- I buy counterfeit products because counterfeiters are "little guys" who fight big business.					

HBC2- Buying counterfeit products demonstrates that I am a wise shopper.					
HBC3- I like buying counterfeit products because it is like playing a practical joke on the manufacturer of the non-counterfeit.					
HBC4- I would buy counterfeit products even if I could easily afford to buy non-counterfeit products.					
INTBC1- I have the intention on purchasing counterfeits watches in the future.					
INTBC2- If I would purchase a watch now, I would buy one counterfeited.					
INTBC3- I intend to purchase counterfeits watches when I need this product.					
INTBC4- Purchasing a counterfeit watch is my first choice.					
INTBO1- I intend to purchase original watches in the future.					
INTBO2- If I would purchase a watch now, I would buy one original.					
INTBO3- I intend to purchase original watches when I need this product.					
INTBO4- Purchasing original watches is my first choice.					

After these sections, women and men answered the questions in the same sections.

8. There are some expressions about the brand you mentioned in the previous section below. Please indicate to what extent you are participating in these statements.					
	1	2	3	4	5
BA_BSC1- To what extent this brand is part of you and who you are?					
BA_BSC2- To what extent do you feel personally connected to this brand?					
BA_BSC3- To what extent do you feel emotionally bonded to this brand?					
BA_BSC4- To what extent this brand is a part of you?					
BA_BSC5- To what extent does this brand say something to other people about who you are?					
BA_P1- To what extent are your thoughts and feelings toward this brand often automatic, coming to mind seemingly on their own?					
BA_P2- To what extent do your thoughts and feelings toward this brand come to your mind naturally and instantly?					
BA_P3- To what extent do your thoughts and feelings toward this brand come to mind so naturally and instantly that you don't have much control over them?					

BA_P4- To what extent does the word of this brand automatically evoke many good thoughts about the past, present, and future?					
BA_P5- To what extent do you have many thoughts about this brand?					
ASC1- The personality of brand is consistent with how I see myself.					
ASC2- The personality of brand is a mirror image of me.					
ISC1- The personality of brand is consistent with how I would like to be.					
ISC2- The personality of brand is a mirror image of the person I would like to be.					

9. The following questions are about your personality and your values. Please indicate the ones that suit you. (1-Strongly Disagree 2-Disagree 3- Neither Agree Nor Disagree 4- Agree 5-Strongly Agree)					
	1	2	3	4	5
MAT1- I like a lot luxury in my life					
MAT2- I put less emphasis on material thing than most people I know					
MAT3- I have all the things I really need to enjoy life					
MAT4- My life would be better if I owned certain things I do not have.					
MAT5- I wouldn't be happy if I would not					

have interesting things					
MAT6- I would not be any happier if I owned nicer things.					
MAT7- It sometimes bothers me quite a bit that I cannot afford to buy all the things I would like.					
MAT8- I admire people who own expensive homes, cars, and clothes.					
MAT9- Some of the most important achievements in life include acquiring material possessions.					
MAT10- I do not place much emphasis on the amount of material objects people own as a sign of success.					
MAT11- The things I own say a lot about how well I am doing in life.					
MAT12- I like to own things that impress people.					
MAT13- I do not pay much attention to the material objects other people own.					
MAT14- I usually buy only the things I need.					
MAT15- I try to keep my life simple, as far as possessions are concerned.					
MAT16- I enjoy spending money on things that are not practical.					

MAT17- I would be happier if I could afford to buy more things.					
MAT18- Buying things gives me a lot of pleasure.					
PUSC1- I am concerned about the way I present myself.					
PUSC2- I usually worry about making a good impression.					
PUSC3- One of the last things I do before I leave my room is to look in the mirror.					
PUSC4- I am usually aware of my appearance.					
PGRA1- A comfortable life is important to me.					
PGRA2- An exciting life is important to me.					
PGRA3- A sense of accomplishment is important to me.					
PGRA4- I value pleasure.					
PGRA5- I value social recognition.					
SCON1- I would pay more for a product if it had status.					
SCON2- I would buy a product just because it has status.					
SCON3- I am interested in new products with status.					
SCON4- The status of a product is irrelevant to me.					

SCON5- A product is more valuable to me if it has some snob appeal.					
RIA1- When I buy something, I prefer not taking risks.					
RIA2- I like to be sure the product is good one before buying it.					
RIA3- I don't like to feel uncertainty when I buy something.					
INTG1- I consider honesty as an important quality for one's character.					
INTG2- I consider very important that people to be polite.					
INTG3- I admire responsible people.					
INTG4- I like people that have self control.					

10. Marital Status	
Married	
Single	

11. Age	
18-24	
25-34	
35-44	
45-54	
55-64	
65 and above	

12. Income Level	
Less Than 3000TRY	
3000- 5999 TRY	
6000- 8999 TRY	
9000- 11999 TRY	
12000-14999 TRY	
15000TRY and above	

13. Working Status	
Public Sector	
Private Sector	
Own Business	
Unemployed/ Looking for a Job	
Housewife	
Retired	
Student	
Others	

14. Education	
Primary School	
Middle School	
High School	
Bachelor	
Master/MBA	
PhD	