

Exploring Customer Perceived Values Between Luxury Goods and Counterfeits Products

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REAL or fake? Luxury

Background

The global market for luxury goods has witnessed a significant surge in demand, driven by rising affluence and the aspirations of consumers seeking status, exclusivity, and superior quality. However, the surge in popularity has also resulted in the emergence of a thriving market for counterfeit goods, creating challenges for luxury industry policymakers and managers. Proper comprehension of consumers' incentives to purchase genuine luxury goods and counterfeit products is imperative to effectively address this issue.



Research Objectives

1. To explore and analyze the underlying motivations driving consumers to purchase luxury goods.
2. To explore the motivations for buying counterfeit products to replace authentic luxury goods.
3. To examine the effect of influence on the luxury fashion industry.

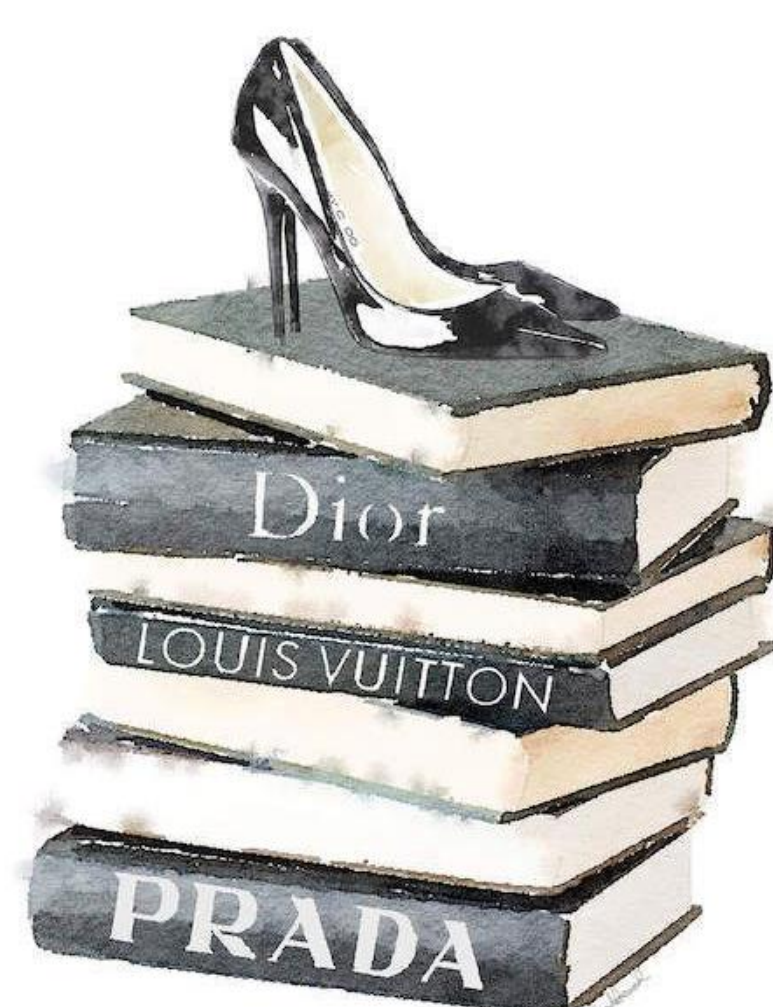
Methodology

The research employed qualitative methods, using interviews, to gather insights on consumer behaviour towards luxury goods and counterfeit products. Data analysis using NVivo software will unveil trends and patterns, providing valuable insights into the complex dynamics between luxury consumption and counterfeiting.



Expected Findings

The expected findings of the research include uncovering motivations that drive consumers to purchase genuine luxury goods and counterfeit products, understanding the distinguishing characteristics between luxury and counterfeit consumption, exploring consumers' perceptions of the ethical implications of counterfeit purchases, and examining the impact of counterfeit products on the reputation and market share of luxury brands.



Conclusion

This research will offer valuable insights into consumer motivations for luxury goods and counterfeits, emphasizing the need for luxury brands to differentiate themselves and strengthen consumer connections. Policymakers can use these findings to combat counterfeiting, while marketers can promote authentic luxury goods. Future research should explore cross-cultural comparisons, digital platforms, and longitudinal studies.