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HOW TO CHARACTERIZE AND INFLUENCE THE CUSTOMER JOURNEY:

The case of the purchase of counterfeit luxury
products

Tatiana Soares Castilho

Dissertation presented as partial requirement for obtaining
the Master's degree in Statistics and Information
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ABSTRACT

Counterfeiting of famous luxury brands with high visibility is an ever-growing global industry. Customers who purchase counterfeit luxury products seek social status or social approval. The seek for social status, or social approval creates the need to purchase a product from a brand that is easy to recognize when exposed to others (i.e. brand prominence). Moreover, with the growth of the counterfeiting phenomenon through social media platforms, customers can obtain information about the product in a fast and accessible way, and new buying behaviors emerge. Thus, this research's main objective is to comprehend how to characterize and influence a counterfeit luxury product's purchase customer journey. It intends to understand the impact of individual and interpersonal factors on customer attitudes towards counterfeiting and comprehend if a counterfeit luxury product's purchase increases brand attachment and customer satisfaction. The findings, obtained through exploratory research, underline that counterfeit luxury products are linked to easy and rapid brand recognition for female customers. The research shows that individual and interpersonal types of factors influence this type of product's purchase intention. Also, and although there is no influence of customer-brand attachment on customer satisfaction, it was found that personal motivations (as an individual factor) positively influence the customer-brand attachment.

KEYWORDS

Attitudes toward Counterfeiting; Customer Journey; Counterfeit Luxury Product; Personal Motivations; Brand Prominence; Customer-brand Attachment.

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LIST OF ABBREVIATIONS AND ACRONYMS

AVE	Average Variance Extracted
CR	Composite Reliability
MICOM	Measurement Invariance of Composite Models
PLS-SEM	Partial Least Squares Structural Equation Modelling
SEM	Structural Equation Modelling
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
UGC	User-Generated Content
VIF	Variance Inflation Factor
WOM	Word-of-Mouth

1. INTRODUCTION

Counterfeiting famous luxury brands with high visibility is an ever-growing global industry, especially fashion brands, such as Chanel, Louis Vuitton, Prada, Fendi, Gucci, and Dior, according to the Global Brand Counterfeiting Report (2018), quoted by Seufer & Ciecieląg (2020). They are mostly low-price as far as their production concerns and are therefore easily counterfeited and purchased anywhere in the world. This industry reached a total of \$1.2 trillion in 2017, and it is expected to expand to \$1.82 trillion by 2020. In fact, with the effect of globalization and the growth rate of internet penetration, the current volume of production and, as a consequence, ease of purchase of counterfeit products is an unprecedented phenomenon (Seufer & Ciecieląg, 2020). This growth enables counterfeiting sellers to approach their customers all over the world, especially millennials. Millennials are, in current times, a major representation in the growth of the counterfeit phenomenon. They use daily online tools to manage their daily routines and represent a significant market for counterfeit products due to their low income (Boston Consulting Group & Fondazione Altagamma, 2017; Morra et al., 2018).

Grossman and Shapiro (1988) identified two types of counterfeiting: deceptive counterfeiting and nondeceptive counterfeiting. Deceptive counterfeiting occurs when the customers believe that in the time of purchase, they are buying the original version of the product, i.e. they are not aware of the fact that the product purchased is a counterfeit one. On the other hand, nondeceptive counterfeiting occurs when the customer recognizes that the product is not genuine. The focus of the proposed study will be on nondeceptive counterfeiting. This customer, who is aware that he is purchasing a counterfeit luxury product, seeks for social status or social approval and at the same time intending to increase their self-esteem associated with the usage of a luxury brand (Pinto & Gadekar, 2019).

The present dissertation adopts the Lemon & Verhoef (2016) definition of the customer journey. According to these authors, a customer journey can be analyzed considering three stages: (1) pre-purchase stage - represents the customer's experience before his/her purchase of a product, considering aspects such as recognizing a need and searching for alternatives to obtain satisfaction; (2) purchase stage - includes the interactions between the customer and the brand during the moment of purchase; (3) and lastly, the post-purchase stage - represents the interactions between the customer and the brand after the product is acquired. It is worth emphasizing that the customer experience post-purchase may conquer the customer's loyalty, customer's-brand attachment, and recommendation. The current study, in the pre-purchase stage, aims to explore the impact of the individual (which includes the attitudes that the individual has towards a given situation) and interpersonal (which includes the influences that can be received from reference groups or entities) factors that lead a customer to purchase a counterfeit luxury product. Also, in the purchase stage, this

study aims to understand the impact of brand prominence on attitudes toward counterfeiting. Finally, in the post-purchase stage, it aims to understand how customer satisfaction can increase by purchase a counterfeit luxury product. Also, the majority of researches examined satisfaction on a product level. Research in other areas such as brand, store and sales personnel is less developed conceptually and empirically (Curtis, 2009). In this sense, the brand attachment concept stands out for its relevance in interpreting customer satisfaction.

1.1. BACKGROUND AND PROBLEM IDENTIFICATION

There are countless challenges regarding the interpretation of the counterfeiting phenomenon in the luxury market. There are two types of counterfeiting: (i) deceptive counterfeiting – when the customers are not aware of the fact that the product purchased is a counterfeit one and (ii) nondeceptive counterfeiting – when the customer recognizes that the product is not genuine. This second type is the one involved in the counterfeiting luxury market (Grossman & Shapiro, 1988).

A luxury product is normally bought for what it means, not exactly for what it is (Brochado et al., 2019; Grossman & Shapiro, 1988; Romão et al., 2019). Following this logic, customers who purchase counterfeit luxury products seek social status or social approval, and at the same time, they pretend to increase their self-esteem associated with the usage of a luxury brand (Pinto & Gaddekar, 2019). One of the main reasons that lead a customer to choose to purchase a luxury (or counterfeit luxury) product is the need to obtain social status and, consequently, to redefine or adjust his/her self-image. Therefore, the brand prominence concept stands out. This concept describes a conspicuous (loud) or inconspicuous (quiet) mark on the specific product – for example, the brand shape. In fact, most of the existing studies focus on describing the functional aspects that lead a customer to purchase a counterfeit luxury product. There is a gap regarding the influence that brand prominence can have along with the purchase of a counterfeit luxury product.

Moreover, there are different motivations regarding the purchase of a counterfeit luxury product, as is the case of the pricing. The present dissertation divides the different factors in the pre-purchase stage that lead a customer to purchase a counterfeit luxury product into two: individual factors and interpersonal factors.

Individual factors include attitudes that the individual has towards a given situation. According to Shavitt (1989), customer intentions to buy counterfeited products are dependent on the attitudes they have toward counterfeits. There are two types of attitudes: (i) social-adjustive attitude (when the customer is motivated to consume a product to promote relationships with others) and (ii) value-

expressive attitude (when the customer is motivated by personal values). Prior research mentions that limited attention has been given regarding the interpretation and identification of the causal relationship between personal association and intention to purchase counterfeit products. In this follow-up, the novelty-seeking factor is equally relevant during the process of purchasing a counterfeit luxury product. In fact, in fashion markets, products get quickly outdated, so customers tend to quickly forget about a specific product and search for the one that currently represents the novelty. Finally, as an individual factor, the price-quality inference also emerges. Counterfeit products are typically lower-priced, which justifies the difference and naturally lower expectations in the quality of the product concerns compared to the original version of the product. However, this type of customer is willing to pay only for the attributes that visually stand out and therefore do not mind obtaining a lower quality product (Phau & Teah, 2009).

With the growth of the counterfeiting phenomenon through the use of social media platforms, which is a consequence of the growth and popularity of online shopping, the customer can obtain information about the product in a fast and accessible way. This information no longer needs to be obtained only by their social circle. Instead, it can be gained from any customer who is willing to share their experience with the purchased product with other potential customers (Hazari et al., 2016). In this follow-up, the concept of User-Generated Content (UGC) or Word-of-Mouth (WOM) (Langaro et al., 2019) stands out as an interpersonal factor. The interpersonal factor can be described as a type of influence that can be received from reference groups or entities.

Additionally, the brand image factor stands out. Brand image is “customers’ perception of the brand”. A customer who finds similarities between his ideal self and the brand personality develops a strong relationship with the specific brand. In addition, there is a greater intention to purchase a counterfeit product if it is attached to a famous brand and therefore presents a significant product image (Ha & Tam, 2015; Sorresse, 2018).

The interpretation of the customer satisfaction with the purchase of a counterfeit luxury product is complex. According to Anderson et al (2004), customer satisfaction should positively influence customer retention, which means the development of attachment between the customer who purchased a counterfeit luxury product and the luxury brand. Actually, customers become increasingly attached to the real brand, even if the only contact made has been through a counterfeit product version of the brand (Gosline, 2009). Therefore, the present dissertation aims to examine if the purchase of a counterfeit luxury product influences customer-brand attachment and, consequently the satisfaction with the chosen product.

1.2. STUDY OBJECTIVES

The main objective of this research is to understand how to characterize and influence the customer journey in the particular case of the purchase of a counterfeit luxury product. In order to achieve the main objective in question, the following specific objectives have been defined:

- 1.** Determine which factor/attitude is more influential in the pre-purchase phase of the customer journey that influences the purchase intention of a counterfeit luxury product. This objective aims to understand the differences between individual (i.e. personal motivations, novelty seeking and price-quality inference) and interpersonal (i.e. brand image and social influence) factors towards the purchase intention of this type of product;
 - a.** Understand which kind of individual factor is more influential on intention to purchase a counterfeit luxury product;
 - b.** Understand which kind of interpersonal factor is more influential on intention to purchase a counterfeit luxury product;
 - c.** Understand the effect of brand prominence on the relationship between purchase intention and the purchase of the customer;
 - d.** Understand the effect of willingness-to-pay on the relationship between brand prominence and purchase of a counterfeit luxury product;
- 2.** Determine the effect of brand attachment on the relationship between customers' satisfaction and purchase of the counterfeit luxury product. This objective aims to understand whether the purchase of a counterfeit luxury product increases the attach with the original brand and, as a result, if there is an increase in customers' satisfaction. In addition, it is intended to determine whether there is an influence of personal motivation (i.e. individual factor) on Customer-brand attachment.

1.3. STUDY RELEVANCE AND IMPORTANCE

The accelerated growth of the luxury market has been followed by the presence of counterfeit luxury markets. This parallel growth, justified by the overwhelming demand for this type of popular products, highlights the importance of conducting research that provides a deeper understanding of the perspective of this specific type of customer (Hennigs et al., 2015). In this sense, the present study

aims to investigate and, consequently, provide different perspectives about the customer journey of counterfeit luxury products.

According to the Marketing Science Institute (2018), one of the research priorities until the end of the present year 2020 is the necessity to describe the customer journey along the purchase funnel and, consequently, the development of strategies to influence this journey. This study contributes to this priority by providing a deeper understanding of the customer journey of a specific market, the counterfeiting of luxury products. Moreover, this study is a pioneer since, so far, no research has been carried out that considers the analysis of the entire customer journey of this type of product.

Most of the studies that have been done occur mainly in Asian Countries. Nevertheless, the selection of different countries for the analysis of this specific phenomenon allows the understating of different perspectives of interests by the customer of a counterfeit luxury product since it considers different sociocultural contexts. In this case, the study provided additional insights regarding the purchase of luxury counterfeit products by the Portuguese population.

While most of the previous studies have focused on the supply dimension of the counterfeiting phenomenon, few studies have investigated the demand side and, consequently, about the factors that lead a customer to purchase a counterfeit version of a product (Yoo & Lee, 2009). However, research on the demand side of this type of product focuses mainly on describing the functional aspects that lead a consumer to purchase a counterfeit luxury product - for example, the pricing (Morra et al., 2018). Therefore, the present dissertation considers two distinct types of factors that lead to the purchase of this type of product. The factors are of the individual (motivated by the personal aspects) and interpersonal level (influence from reference groups or entities).

Nowadays, with the growth of the counterfeiting phenomenon through the use of social media platforms, there is a clear necessity to investigate the principal reasons that lead a customer to purchase a counterfeit luxury product via online platforms. However, few relevances has yet been given in the literature about this type of influence (Thaichon & Quach, 2016). The use of social media platforms makes it easy to obtain information about counterfeit luxury products. In this follow-up, the role of WOM stands out. In fact, the role of WOM has been studied for many years for a brand or well-known products; however, limited attention has been given to explore its role in counterfeiting (Lan et al., 2012; Morra et al., 2018).

Finally, given the fact that the customer of this type of product seeks for social status or social approval when using a luxury brand, the need arises to understand the reasons that may lead a customer to purchase a particular brand. In fact, the reasons that lead a customer to choose, for example, the

design of a brand (quiet vs. loud) have not been fully explored by researchers (Purwanto et al., 2019). In this sense, the importance of analyzing the impact of brand prominence can have on the purchase of a counterfeit luxury product stands out.

2. LITERATURE REVIEW

2.1. COUNTERFEIT LUXURY MARKET

Lai and Zaichkowsky (1999) define counterfeits as “illegally made products that resemble the genuine goods but are typically of lower quality in terms of performance, reliability or durability”. This type of product is designed to be exactly like the original version but at a lower price and helps those who cannot have the genuine version to fulfill their need. A luxury product is normally bought for what it means and not exactly for what it is (Grossman & Shapiro, 1988). Following this logic, customers who purchase counterfeit luxury products seek for social status or social approval and at the same time they pretend to increase their own self-esteem associated with the usage of a luxury brand (Pinto & Gaddekar, 2019).

Grossman and Shapiro (1988) identified two types of counterfeiting: Deceptive counterfeiting and Nondeceptive counterfeiting. Deceptive counterfeiting occurs when the customers believe that in the time of purchase they are buying the original version of the product, i.e. they are not aware of the fact that the product purchased is a counterfeit one. This type of counterfeiting appears mainly in markets for automotive parts, computers, stereo equipment and pharmaceuticals devices. On the other hand, Nondeceptive counterfeiting is the one involved in the luxury brand market. In this context, the customer recognizes that the product is not genuine. This recognition might be related to the pricing, purchase location and material quality. However, and considering this last aspect, over the past years, the quality of counterfeits has been increased which has become increasingly difficult to distinguish between a counterfeit product and an original one (Eisend & Schuchert-Güler, 2006).

Counterfeiting of famous luxury brands with a high visibility is an ever-growing global industry, especially fashion brands, such as Chanel, Louis Vuitton, Prada, Fendi, Gucci, and Dior, according to the Global Brand Counterfeiting Report (2018), quoted by Seuffer & Ciecieląg (2020). They are mostly low-price as far as their production concerns and are therefore easily counterfeited and purchased anywhere in the world. This industry reached a total of \$1.2 trillion in 2017, and it is expected to expand to \$1.82 trillion by 2020. In fact, with the effect of globalization and the growth rate of internet penetration, the current volume of production and, as a consequence, ease of purchase of counterfeit products is an unprecedented phenomenon (Seuffer & Ciecieląg, 2020).

The practice of counterfeiting has boomed with the possibility of selling products all over the internet. This growth enables the counterfeiting sellers to approach their customers in all parts of the world, especially millennials (Thaichon & Quach, 2016). But, why especially the millennials? The millennials represent those who were born from 1980 to 1999 and appeared in a period of strong emergence of social media. This generation uses daily online tools to manage its daily routines (Lissitsa & Kol, 2016), and it represents a significant market for counterfeit products due their limited income (Boston Consulting Group & Fondazione Altagamma, 2017; Morra et al., 2018). Also, it is important to consider that this generation are targeted by luxury fashion brands (Romão et al., 2019). Thus, counterfeit sellers deal with their current and potential customers through social media platforms. The Instagram platform is one of the vital tools for communication between the buyer and seller of counterfeit products. Indeed, there are more than 50.000 accounts promoting and selling counterfeits products, representing a growth of 171% compared to the year 2016 . Another study conducted by Stroppa, Stefano and Parrella (2016) found that 1 in 30 comments posted in a luxury brand account are posted by a counterfeit seller.

However, this does not mean that counterfeiters are abandoning ecommerce platforms (e.g. AliExpress, Amazon, and eBay) as a sales channel. Instead, e-commerce and social media platforms work as complementary tools – where sellers use social media platforms to advertise and promote their products and drive the potential customers to e-commerce platforms (Thaichon & Quach, 2016). This merge allows access to opinions and recommendations about products or services, and at the same time, customers can report their experience to millions of people in only seconds (Severi et al., 2014).

According to the Global Brand Counterfeiting Report (2018), Luxury Fashion market loses about \$30.3 billion worth of sales to the online counterfeit luxury market. As a matter of fact, every sale of a counterfeit luxury product results in a revenue loss of the genuine version of the luxury product, which consequently results in the distortion of reputation and brand equity – i.e. additional value that is assigned to some product or service – and results in revenue losses of the real brand. This occurs mainly because the customers are the same (Grossman & Shapiro, 1988), and the increase in demand for luxury goods is the driver of the demand for counterfeits.

2.2. CUSTOMER JOURNEY

Every brand provides a customer experience through a customer journey. A customer experience “is the sum-totality of how customers engage with your company and brand, not just in a snapshot in

time, but throughout the entire arc of being a customer” (Richardson, 2010). According to Lemon & Verhoef (2016), a customer journey can be analyzed considering three stages: Pre-purchase stage, Purchase stage, and Post-purchase stage. The Pre-purchase stage represents the customer’s experience before his/her purchase of a product and/or service. In this sense, it is considered that in this stage, aspects such as recognizing a need, searching the alternatives for the satisfaction of that same necessity and the thought regarding the satisfaction of said necessity stands out. The purchase stage includes the interactions between the customer and the brand during the moment of purchase. This moment normally includes the choice of the product, the order, and finally, the payment. At last, the Post-purchase stage represents the last phase of the process and considers the interactions between the customer and the brand after purchasing the product. This is a stage that considers aspects such as the utility and experience of the usage of the product as well as the customer support post-sale. It is worth emphasizing that the customer experience post-sale is key and may conquer the customer’s loyalty, attachment to the brand as well as recommendation. The present dissertation adopted Lemon & Verhoef (2016) concept of the customer journey.

However, according to Vázquez et al. (2014), modern versions of the customer journey should consider the influence of the internet and social media platforms in the customer's decision-making. Relating to the counterfeit luxury market, in fact, currently, most purchases of counterfeit luxury products are made online. This mainly occurs when the customer is fully aware that the product he/she is looking for is a counterfeit one. At the time of purchase, the product's presentation positively affects the behavior of the potential buyer and allows him to feel safe when buying the product and willing to pay for it (Pinto & Gaddekar, 2019).

2.3. ATTITUDES TOWARD COUNTERFEITING

An attitude refers to the degree to which, in psychological terms, the individual can behave favorably in a given situation. In the present dissertation, where the behavior is the purchase intention of a counterfeit luxury product, it can be said that the attitudes act as indicators that intend to predict the behavior of the individual, which in this case is the purchase of the counterfeit luxury product (Yoo & Lee, 2009).

Considering the Theory of Reasoned Action (TRA), the attitudes that an individual may have, i.e. their behavior, can be influenced by two types of factors: **i. Factors at the individual level or Inside factors** – which includes the attitudes that the individual has towards a given situation – and **ii. Factors at the interpersonal level or Outside factors** – which includes the influences that can be received from

reference groups or entities (De Matos et al., 2007). The present dissertation aims to understand the impact of these two types of factors. Thus, the Inside factors are: Personal Motivations, Novelty Seeking, and Price quality Inference, and the Outside factors are: Brand Image and Social Influence. The following sections will describe the factors.

2.3.1. Factors at the Interpersonal Level

This section includes: Brand Image and Social Influence.

2.3.1.1. Brand Image

The concept of Brand Image is based on the assumption that its image depends on the customers' perception and can be stated by the way a brand exists and remains in the memory of the customer. Furthermore, a customer who finds similarities between his ideal self and the brand personality develops a strong relationship with the specific brand. The study conducted by Ha & Tam (2015) proved that there is a positive impact of the brand image on the counterfeiting of luxury goods. Besides this, it has been established that there is a greater intention to purchase a counterfeit product if it is attached to a famous brand and therefore presents a significant product image. In fact, only those brands that are recognized and famous are targeted to increase the counterfeiting of the brands in question (Phau & Teah, 2009). For this reason, it is expected that:

H₁: Brand image has a positive influence on purchase intention of a counterfeit luxury product.

2.3.1.2. Social Influence

In the pre-purchase stage i.e. during the information search phase, when customers browse through brands and products to determine their favorite, the assurance of opinions of others plays an important role as a point of reference, especially when customers have little knowledge about the product category in question (Phau & Teah, 2009). Nowadays, with the growth of the counterfeiting phenomenon through the use of social media platforms, which is a consequence of the growth and popularity of online shopping, the customer can obtain information about the product in a fast and accessible way. This information no longer needs to be obtained only by their social circle. Instead, can be gained from the experience of any customer who is willing to share their experience with the purchased product with other potential customers (Hazari et al., 2016). In this follow-up, the concept of User-Generated Content (UCG) or Word-of-Mouth (WOM) stands out.

WOM has the potential to impact change in attitude toward a specific product and the ability to conduct an opinion about the product, which may affect the final purchase decision about the product (Hazari et al., 2016). According to Arndt (1967), WOM is defined as "oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as non-

commercial, regarding a brand, product or service". WOM can be either positive or negative. Positive WOM arises when a customer expresses a positive opinion about a product/company. Negative WOM is the opposite – it occurs when a customer expresses a negative thought about a product/company. However, it can be crucial from a customer perspective (Buttle, 1998).

Based on a study made by Nielsen (2007), 78% of the customers depend on the recommendations from the online WOM (i.e. reviews and ratings, for example) to make their decisions. This happens mainly because of its non-commercial nature i.e. completely unfiltered source (Vázquez et al., 2014). Additionally, a study done by Mir (2012) found that WOM has a direct and positive impact on customers' intention to buy the nondeceptive counterfeits. In fact, "word-of-mouth is a persuasive, inexpensive and effective mode of marketing communication which can be more important than advertising in raising awareness of an innovation and in securing the decision to try the product" (Sheth, 1971).

The present dissertation will assume the WOM concept when describing the social influence outside factor – justified by the current research gap regarding the influence that word-of-mouth can have during the purchase of a counterfeit luxury product.

Therefore, the hypothesis H_2 is proposed:

H₂: Social influence has a positive influence on the purchase intention of a counterfeit luxury product.

2.3.2. Factors at the Individual Level

This section includes: Novelty Seeking, Price quality Inference and Personal Motivations.

2.3.2.1. Novelty Seeking

Novelty seeking is the curiosity of individuals to seek variety and difference – i.e. try to use new goods - when purchasing a new product (Wang et al., 2005). The study conducted by Wang et al. (2005) found that this is the strongest influence factor after the price in the purchase intention of a counterfeit product.

In fashion markets, the necessity to keep up with trends and market changes is a reality. In this market, products get quickly outdated, so customers tend to quickly forget about a specific product and search for the one that currently represents the novelty. Thus, the purchase of a counterfeit product appears as an advantage – it allows quick access to the product with a more affordable associated price. The above statement has been tested and consequently validated by the study conducted by Ha & Tam

(2015). Furthermore, previous studies suggest that a customer who is inclined to try a new product and who is more interested in keeping updated with new trends in the fashion market, also presents greater support for counterfeit products (Nordin, 2009). Therefore, it is expected that:

H₃: Novelty seeking has a positive influence on purchase intention of a counterfeit luxury product.

2.3.2.2. Price quality Inference

Price is an important factor in the decision of purchasing a product, and in particular when choosing a counterfeit product. According to Bloch et al. (1988), in order to infer the price-quality ratio, the customer needs to consider the price as “light” and then perceive that a higher price will reflect better materials and skills, i.e. better quality. Hence, as mentioned by Huang et al. (2004), customers who tend to understand the theory that “high/low price means high/low quality”, will have a lower quality perception in relation to the counterfeit products. Counterfeit products are typically priced lower, which therefore justifies the difference and naturally lower expectation in what the quality of the product concerns, when compared to the original version of the product. However, this type of customer is willing to pay only for the attributes that visually stand out and therefore do not mind obtaining a product with lower quality (Phau & Teah, 2009).

Consistent with the studies mentioned above, the study conducted by Ha & Tam (2015) has proven once again that the Price quality Inference has a negative impact on the Purchase Intention of Counterfeit luxury products. Therefore, customers are expected to be aware that high-quality products naturally have a higher price and, in the case of lower price products, lower quality. This is a very important factor when, in the customer’s purchase process, the choice is the counterfeit product instead of the genuine version. For this reason, it is expected that:

H₄: Price-quality inference has a negative influence on purchase intention of a counterfeit product – i.e. when the customers surveyed are more concerned about price over quality.

2.3.2.3. Personal Motivations

According to the functional attitude theory (Shavitt, 1989), customers may develop two types of attitudes: **i. Social-adjustive attitude or Self-presentation** and **ii. Value-expressive attitude or Self-expression**. Firstly, the Social-adjustive attitude or Self-presentation appears when the customer is motivated to consume some type of product to gain approval in social situations and to promote or preserve relationships with others. In this case, the customer will invest in products based on image-related reasons (Lan et al., 2012). Although, in this context, some authors mention the concept of status consumption as a form of social-adjustive attitude. Status is related to the power of obtaining respect by others. Status consumption refers to the individuals who tend to search for self-satisfaction

by promoting their status and prestige through visible evidence, for example, bearing brands that exude brand symbols that reflect their self-identity (Phau & Teah, 2009).

Secondly, the Value-expressive attitude or Self-expression appears when the customer is motivated by personal values. In this context, the customer will invest in products based on product function or quality-related reasons (Hullett & Boster, 2001). Taking into account the counterfeiting phenomenon, Wilcox, Kim, and Sen (2009) mention that Social-adjustive attitude should be more associated with purchase intention of counterfeit products because this type of product is designed to look like the genuine version and, at the same time, they help people to gain approval in social circumstances. Therefore, it is expected that:

H_{5a}: Social-adjustive attitude (or Self-presentation) has a positive influence on purchase intention of a counterfeit luxury product.

H_{5b}: Value-expressive attitude (or Self-expression) has a negative influence on purchase intention of a counterfeit luxury product.

2.4. INTENTION TO PURCHASE AND PURCHASE OF A COUNTERFEIT LUXURY PRODUCT

Purchase intention can be defined as the act or psychological status represented by the individual's awareness in relation to specific behavior - in this case, in relation to a counterfeit luxury product. According to the Theory of Planned Behavior (TPB), the purchasing behavior of a customer is measured by his/her intent to purchase a product. In turn, the intent to purchase is measured by the customers' attitudes towards a specific type of product. In fact, the Theory of Reasoned Action (TRA) mentions that the attitudes towards counterfeiting are positively correlated with the purchase intention behavior (De Matos et al., 2007; Ha & Tam, 2015). Additionally, the more favorable a customers' attitudes towards counterfeiting, the higher the probability of purchase counterfeit brands. Conversely, the more unfavorable a customers' attitude towards counterfeiting, the lower the probability of purchase counterfeit brands (Phau & Teah, 2009).

A study conducted by Hennigs et al. (2015) demonstrates the importance of risk perception in the context of the purchase of a counterfeit product. This perception must be understood by the uncertainty and adverse consequence of purchasing the counterfeit product in question. However, it is proposed that although there is a risk associated with the purchase of a counterfeit luxury product when the customer presents a positive attitude towards counterfeiting, there will be a positive and relevant impact on the purchase of this type of product. For this reason, it is expected:

H₆: Purchase intention of a counterfeit luxury product has a positive influence on the purchase of a counterfeit luxury product.

2.4.1. Willingness to Pay and the Brand Prominence Impact

One of the main reasons that lead a customer to choose to purchase a luxury (or counterfeit luxury) product is the need to obtain social status and, consequently, to redefine or adjust his/her self-image. Indeed, counterfeiters serve customers who aspire to own luxury goods but are unable or unwilling to pay for the real version of the product (Young et al., 2010). Hence, the purchase of a quiet or loud brand is a crucial factor for this type of customer, and because of that, the brand prominence concept stands out. Brand prominence reflects the salience of the cognitive and affective bond - i.e. positive feelings and memories, which often appear in the mind of the customer - that can be measured through the strength of the bond connecting the brand with the self - i.e. the customer (Purwanto et al., 2019).

This concept describes a conspicuous (loud) or inconspicuous (quiet) mark – for example, brand shape, design, symbol or logo - on a product that helps ensure observers to recognize the specific brand (Butcher et al., 2016; Young et al., 2010). The loud or quiet mark on the product constitutes a customer motive to purchase a counterfeit luxury product. Using the Gucci brand as an example is easy to recognize the brand by the “G” of Gucci or through a thick red and green striped signature on a bag (Purwanto et al., 2019).

Additionally, the study conducted by Young et al. (2010) found that customers with a lower need to show their status are willing to pay more for a product with a quiet brand mark, rather than customers with a higher need to show their status. In the latter case, there are two types of customers: firstly, customers who have a higher need to show their status and are therefore willing to pay a higher price to distance themselves from the rest of the people; and secondly, customers who, although they have a higher need to show their status, do not have enough financial resources to purchase the (original) luxury product and therefore choose to purchase the counterfeit version of the product. Therefore, it is proposed that:

H₇: The positive effect of attitudes toward counterfeiting (i.e. purchase intention) in the purchase of a counterfeit luxury product is moderated by brand prominence so that this effect will be stronger when brand prominence is considered at least satisfactory.

H₈: Purchase intention of a counterfeit luxury product positively influences willingness to pay, which in turn positively influences the purchase of a counterfeit luxury product.

Given that there is a clear concern on the part of the customer who purchases this type of product with social visibility, it is imperative to incorporate and consider the perception and respective willingness to pay for a specific product. In fact, a study conducted by Cheah et al. (2015) shows that brand prominence is positive correlated with the willingness to pay for a luxury brand. Following this logic, it is also expected that brand prominence is positive correlated with the willingness to pay for a counterfeit luxury product. This happens because the type of customer is the same (whether purchase a counterfeit or genuine version) since he wants status and social recognition (Bagheri, 2014). Therefore, it is expected:

H₉: Brand prominence positively influences willingness to pay, which in turn positively influences the purchase of a counterfeit luxury product.

2.5. PURCHASE AND CUSTOMER SATISFACTION WITH THE COUNTERFEIT LUXURY PRODUCT

After purchases are made, customers will often make comparisons between their expectations and the product performance they experience. This comparison between the expectations and the product performance can be named as customer satisfaction.

Satisfaction is a multidimensional concept and can be perceived at different levels: satisfaction with the product itself, including the assessment of product performance by customers; satisfaction with the sales process; and satisfaction with the quality of the product and the experience with it (Curtis, 2009). Also, and according to Oliver (1980), customer satisfaction can be described based on the expectation-disconfirmation paradigm (E-D-paradigm). In this paradigm, where satisfaction is the notion of customer comparison between expectation and performance, the levels of customer satisfaction is directly related to: **confirmation**, which occurs when product performance exceeds customer expectations. In this case, cognitive evaluations of the product's utility result in customer satisfaction; and **disconfirmation**, which occurs when product performance falls short of customer expectations. In this case, cognitive evaluations of product utility result in customer dissatisfaction. In this follow-up, when purchase a counterfeit product to ensure customer satisfaction, it is expected that at least the minimum requirements intended by the customer a priori will be met with the performance of the product. Thus, it is expected that:

H₁₀: Purchase of a counterfeit luxury product has a positive influence on customers' satisfaction.

2.6. THE BRAND ATTACHMENT IMPACT

The concept of satisfaction has been viewed and defined differently by researchers. The majority of research examined satisfaction on a product level. Research in other areas such as brand, store, and sales personnel is less developed conceptually and empirically (Curtis, 2009). In this sense, the brand attachment concept stands out for its relevance in interpreting customer satisfaction.

Brand attachment is defined as “the strength of the bond connecting the brand with the self” – i.e. the customers can be associated with a brand because it represents who they are, and it is meaningful considering their personal goals. This bond involves thoughts and feelings – which includes, for example, affection, love, passion, sadness and happiness - about the brand and the brand’s relationship with the self (Park et al., 2010). There are two types of brand attachment: firstly, **Customer-product attachment** – when there is an emotional relationship developed between the customer and the specific product. In this case, the customer builds a special meaning by using the purchased product; and secondly, **Customer-brand attachment** – when there is an emotional relationship developed between the customer and the acquired brand (Mugge et al., 2010). The present dissertation considers the latter type when referring to the concept of brand attachment.

According to Anderson et al. (2004), customer satisfaction should positively influence customer retention, which means the development of attachment between the customer who purchases a counterfeit luxury product and the luxury brand. Actually, customers become increasingly attached to the real brand, even if the only contact made has been through a counterfeit product version of the brand. This contact allows customers to develop a relationship with the original/genuine brand (Gosline, 2009). Therefore, the present dissertation aims to examine if the purchase of a counterfeit luxury product influences customer-brand attachment and, consequently, the satisfaction with the chosen product. For this reason, it is expected that:

H₁₁: Purchase of a counterfeit luxury product positively influences brand attachment, which in turn positively influences the customer satisfaction with the chosen product.

Previous studies suggest that self-congruence may be a key factor in improving the customers’ affective, attitudinal and behavioral responses to a specific brand. Self-congruence is the adjustment between the customer’s self and the personality/image of the brand. This adjustment plays a crucial role in creating an emotional brand attachment (Malär et al., 2011).

People use products and consequently brands to create and represent their ideal self-image and to present that image to others. In fact, the use of a particular brand can be useful as a tool for potential social integration. For example, customers are more likely to purchase a particular brand when there is a strong association between the group to which he already belongs or between the group to which he would like to be part of. In this follow-up, the personal motivation of the customer about self-presentation gains relevance. Customers increasingly value psychological and symbolic aspects of brands they have acquired. These aspects help to create a personal identity and improve its presence in a social context (Carnevale et al., 2014). In addition, it is expected that the extent to which there is a greater adjustment between self-presentation and brand identity will also increase customer attachment to the brand. Thus, it is expected that:

H_{12a}: Social-adjustive attitude (or Self-presentation) has a positive influence on brand attachment.

In addition, some studies claim that brand attachment depends on the degree to which the customer sees the brand as being part of him or herself and therefore reflecting his or her self. In this case, the personal motivation of the customer about self-expression gains relevance (Malär et al., 2011). In fact, and according to a study conducted by Carnevale et al. (2014), the personal goals of each customer can impact their self-congruence and, therefore, their attachment to a specific brand. Therefore, the greater the customers' personal connection to the brand – i.e. self-congruence – the stronger their connection becomes and their attachment to the brand. Furthermore, studies suggest that customers with identical aspirations to the entity of a brand – i.e. ideal self-congruence – become emotionally attached to it. People have aspirations to increase their self-esteem and, therefore, a brand that presents the personality aspired by the customer will tend to convert into a sense of closeness and, consequently, attachment to the brand (Malär et al., 2011). For this reason, it is expected that:

H_{12b}: Value-expressive attitude (or Self-expression) has a positive influence on brand attachment.

The present dissertation considers the following model:

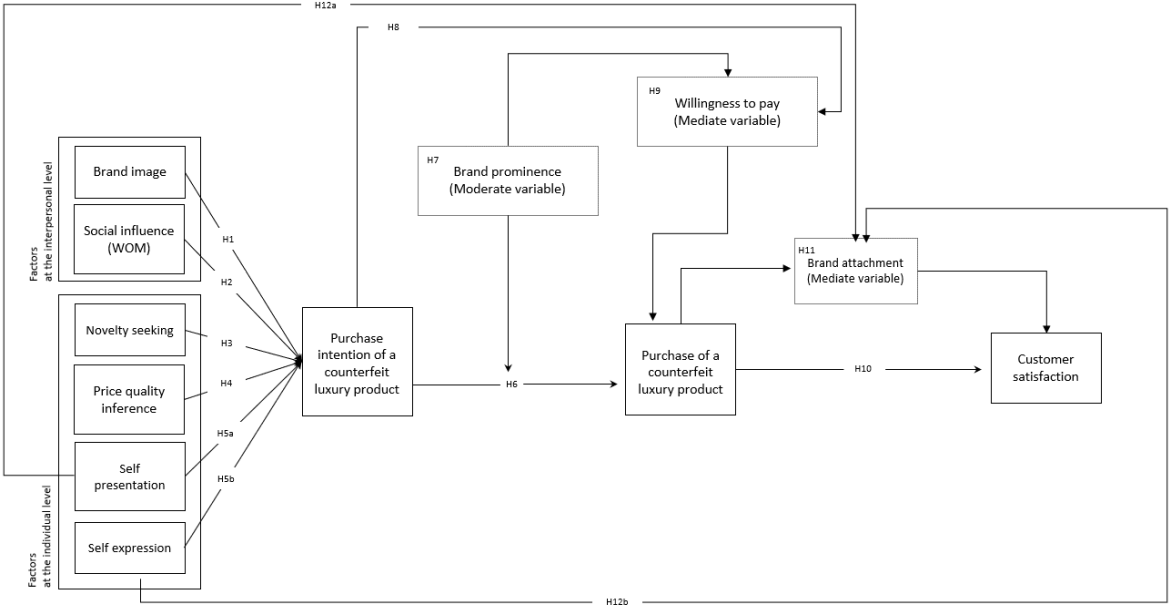


Figure 1 - Research Model

3. METHODOLOGY

3.1. RESEARCH METHOD AND RESEARCH DESIGN

Considering that there are limitations of studies regarding the main objective of the present dissertation, it was considered that the most appropriate would be to conduct exploratory research. Following this logic, the survey was done with a quantitative design and conducted through an online questionnaire. In this sense, the data obtained are quantitative and the method used for the analysis of the proposed model was the Structural Equation Modelling (SEM). The typology used was the Partial Least Squares (PLS-SEM), justified by the fact that the analysis presents an exploratory design. This method was used to:

1. Determine the main preference factors (interpersonal or individual) that lead a customer to purchase a counterfeit luxury product;
2. Test and compare the effect of brand prominence on the relationship between purchase intention and the purchase of a counterfeit luxury product. In the following, the impact of willingness to pay (WTP) on the relationship between the brand prominence and purchase of a counterfeit luxury product was also tested;

3. Test the effect of brand attachment on the relationship between customer satisfaction and the purchase of counterfeit luxury product. Additionally, personal motivations were also analyzed with the brand attachment phenomenon.

3.2. RESEARCH INSTRUMENTS

The online questionnaire was the instrument used to collect the quantitative data of the present dissertation. The tool used for its elaboration was the online Qualtrics software. The instrument was written in English and Portuguese. Both versions can be found in Appendix A.

Since the purpose of this research study is to understand and comprehend the customer journey along the purchase of a counterfeit luxury product, the respondent was asked to recall his most recent purchase of a counterfeit luxury product when participating in the online questionnaire.

The questionnaire is organized in 4 sections. Firstly, the introduction section, which included the contextualization of the theme and the main objective of the respective questionnaire. The second section considers qualification questions – i.e. questions used to understand if the respondent is part of the target population of the research in question. In this specific case, the target population are people who have already bought at least 1 counterfeited luxury product.

The third section includes the items used to measure the perception of the respondent in relation to each variable of the present research model. Therefore, the variables are considered in the following specific order: i - purchase of a counterfeit luxury product, ii - novelty seeking, iii - price-quality inference, iv - brand image, v - self-presentation, vi – self-expression, vii – social influence, viii – brand prominence, ix – brand attachment, x – willingness to pay, xi – purchase intention of a counterfeit luxury product and, xii – customer satisfaction.

Lastly, the fourth section considers the classification questions – i.e. questions used to complement the characterization of the different types of respondents, such as age, gender, nationality, education level, current professional situation, and consumption capacity.

3.3. MEASUREMENT ITEMS AND PROCEDURE

The research model includes 12 variables, and each variable was evaluated through multiple items. All items were measured on a seven-point scale, in which 1 means “Strongly disagree” and 7 “Strongly agree”.

The following table presents all items and their correspondence to a specific variable. Additionally, the items used in each variable were adapted from previous literature reviews and are also mentioned in table 1.

Variable	Items	Information Source
Purchase of a counterfeit luxury product	<p>P1: I have already bought counterfeit luxury products several times.</p> <p>P2: I consider buying counterfeit luxury products in the future.</p>	(Hennigs et al., 2015)
Novelty Seeking	<p>NS1: I am always one of the first to try new counterfeit luxury products.</p> <p>NS2: I am excited about purchase counterfeit luxury products.</p> <p>NS3: I own a lot of popular counterfeit luxury products.</p> <p>NS4: I am always up to date on new counterfeit luxury products.</p>	(Ha & Tam, 2015)
Price quality inference	<p>PQ1: The price of the product is a good indicator of its quality.</p> <p>PQ2: You have to pay a higher price for a better-quality product.</p> <p>PQ3: In general, the higher the price of a product, the higher its quality.</p>	(Ha & Tam, 2015)
Brand image	<p>BI1: I feel confident when I use the brand of the product I have chosen.</p> <p>BI2: The brand of the chosen product can bring me prestige.</p> <p>BI3: The brand of the chosen product may attract other people's attention.</p> <p>BI4: I am especially concerned about the impression that I make on others.</p>	(Ha & Tam, 2015)
Social-adjustive attitude or self-presentation	<p>SA1: The chosen product reflects a symbol of a social status.</p> <p>SA2: The chosen product helps me to feel integrated in important social situations.</p> <p>SA3: I think it's important to be seen using the product I chose.</p> <p>SA4: I think it's important for people to know that I'm using a luxury product.</p>	(Wilcox et al., 2009)

Value-expressive attitude or self-expression	<p>VE1: The product chosen reflects the kind of person I idealize to be.</p> <p>VE2: The chosen product helps me communicate my self-identity.</p> <p>VE3: The chosen product helps me express myself.</p> <p>VE4: The chosen product helps me define myself.</p>	(Grewal et al., 2004; Wilcox et al., 2009)
Social influence or Word-of-Mouth	<p>WOM1: Comments/reviews from users of counterfeit luxury products were important in making the decision to purchase this product.</p> <p>WOM2: I trust comments/reviews from people who have already purchased a product similar/equal to the one I chose.</p> <p>WOM3: I believe user reviews about the counterfeit luxury are more manufacturer provided information.</p> <p>WOM4: I trust comments/reviews from friends or people I follow on social networks.</p>	(Hazari et al., 2016)
Brand prominence	<p>BP1: It is easy to recognize the brand's distinctive design.</p> <p>BP2: It is easy to recognize the brand's distinctive logo/symbol.</p> <p>BP3: It is easy to recognize the brand's signature colours.</p> <p>BP4: It is easy to recognize the brand's distinctive shape.</p> <p>BP5: The brand has a distinctive packaging that is recognized by others.</p>	(Butcher et al., 2016)
Brand attachment	<p>BA1: Is part of me and who I am.</p> <p>BA2: Is personally connected to me.</p> <p>BA3: Is emotionally connected to me.</p> <p>BA4: Reflects to other people something about who I am.</p>	(Park et al., 2010)
Willingness to pay (WTP)	<p>WTP1: I will take advantage of a lower price in order to purchase a counterfeit luxury version instead of the original version of the product.</p>	(Jones et al., 2008; Wakefield & Inman, 2003)

	WTP2: I am likely to pay less for the purchase of a counterfeit luxury product.	
Purchase intention of a counterfeit luxury product	<p>PI1: I say favorable things about counterfeited luxurious products.</p> <p>PI2: I think about a counterfeit luxury product as a choice when purchasing a luxury brand.</p> <p>PI3: I intend to purchase a counterfeit product when I need a specific luxury product.</p> <p>PI4: When purchasing luxurious products, I will choose counterfeited products.</p>	(De Matos et al., 2007; Ha & Tam, 2015)
Customer satisfaction	<p>CS1: It is exactly what I needed.</p> <p>CS2: It is one of the best products I could have bought.</p> <p>CS3: My choice turned out to be better than I expected.</p> <p>CS4: Overall, I am satisfied with my decision.</p>	(Curtis, 2009)

Table 1 - Variables and Measurement Items

Firstly, this research model was developed based on the definition of customer journey proposed by Lemon and Verhoef's. In this sense, the model considered 3 variables – “Purchase intention of a counterfeit luxury product”, “Purchase of a counterfeit luxury product” and “Customer satisfaction” - that correspond to the different stages of the customer's purchase journey and, for each stage, different measurement indicators were identified. The item scales for “Purchase intention of a counterfeit luxury product” were adapted by studies conducted by De Matos et al. (2007) and Ha & Tam (2015). The items used for the variable “Purchase of a counterfeit luxury product” were adapted by a study that focuses on understanding customer perception and demand for counterfeit luxury goods in Germany and South Korea. This study was conducted by Hennigs et al. (2015). “Customer satisfaction” items were adapted by the author's study Curtis (2009).

Secondly, several variables were used to interpret and predict the behavior of the individual in what his intention to purchase counterfeit luxury products concerns. The items-scale for “Novelty seeking”, “Price quality inference” and “Brand image” were based on a study conducted by Ha & Tam (2015). This study addresses attitudes and purchases intentions toward counterfeiting luxurious products in

Vietnam. “Social-adjustive attitudes or Self-presentation” and “Value-expressive attitude or Self-expression” were based on Wilcox et al. (2009) and Grewal et al. (2004) studies. Also, the item scales for “Social influence” were adapted based on a study regarding the user-generated content impact on online shopping websites developed by Hazari et al. (2016).

Furthermore, the items used for the variable “Brand prominence” were adapted from Butcher et al. (2016) study about prominence measures which include branding elements of style, design, colors, logos, and shapes. The study focused mainly on 3 luxury items – shoes, handbags, and belts. “Willingness to pay” appears as a mediator of the relation between brand prominence and purchase, and its items are adapted from Jones et al. (2008) and Wakefield & Inman (2003).

Finally, the item scales used for the variable “Brand attachment” – which mediates the relationship between purchase and customer satisfaction with the usage of a counterfeit luxury product – were adapted from Park et al. (2010) study.

3.4. DATA AND PARTICIPANTS: PILOT STUDY

A pilot study with 30 participants was conducted before the main questionnaire was released online. This questionnaire was conducted to confirm if it was well constructed and perceptible for all the respondents. In addition, it served to identify the maximum time needed to complete it. The respondents mentioned that the average time was 10 minutes.

Most of the participants were aged between 21 and 40 years old – 25 (83%). From this majority, there are more female respondents – 17 (68%), and their current professional situation is mostly “working” – 14 (56%). These participants also mention that it is possible to live with the current income available - 12 (48%).

3.5. DATA AND PARTICIPANTS: MAIN STUDY

The final questionnaire was published online, and the data was collected between 2nd May 2020 and 29th July 2020. 964 responses were collected, of which only 441 (46%) are eligible for the present study – i.e., respondents who have already bought counterfeit luxury products. However, of these 441 respondents, only 235 (53%) provided complete answers, and, for that reason, this number of respondents was the one considered for the analysis of the results. In addition, 2 extreme outliers

were detected and therefore removed from the sample, resulting in a final number of 233 qualified and complete answers.

Of the 233 qualified participants, 224 (96%) were participants of Portuguese nationality. 125 were female (54%), and 108 were male (46%). 198 (85%) of the participants were aged between 21 and 40 years old. From this majority, there are more respondents with a current professional situation “worker” (40%) and with the possibility to live with the current income available (48%). However, these are respondents who cannot live comfortably with their current income available. This demographic characteristic is consistent with previous studies conducted by Boston Consulting Group & Fondazione Altagamma (2017) and Morra et al (2018) by mentioning that the Millennials - people aged between 21 and 40 years old - represent a significant market for counterfeit products due to their limited income.

Finally, in relation to the higher and completed level of education of the participants, the majority had a higher level of education and represented 80% (187) of the sample.

The distribution of the demographic characteristics of the sample can be consulted in table 2.

Variable	Items	N = 233	%
Age Range	< 21	5	2%
	21-40	198	85%
	41-60	25	11%
	> 60	5	2%
Gender	Female	125	54%
	Male	108	46%
Nationality	Portuguese	224	96%
	Other	8	4%
Education Level	Basic education – 1 st cycle	1	0%
	High school	45	19%
	Bachelor’s degree	130	56%
	Master’s degree	55	24%
	Doctorate degree	2	1%
Current professional situation	Student	61	26%
	Worker	103	44%
	Student worker	56	24%
	Unemployed	10	4%
	Reformed	3	1%

Consumption capacity (income)	It is very difficult to live with available income	11	5%
	It is difficult to live with available income	49	21%
	You can live with available income	113	48%
	You can live comfortably with available income	60	26%

Table 2 – Distribution of the demographic characteristics

4. RESULTS

The research model was analyzed through the Structural Equation Modeling (SEM) approach, more specifically through the Partial Least Squares SEM (PLS-SEM) typology. This choice is justified by the presence of qualitative data and the fact that this research model is exploratory in its nature. This is an approach that aims to predict dependent constructs and/or identify the main independent construct (“drivers”) to explain a certain phenomenon (Hair et al., 2017). In this particular case, the phenomenon of the purchase process of a counterfeit luxury product is analyzed. It is a complex model and therefore presents several constructs and indicators. Additionally, this analysis technique presents as a requirement, for the minimum sample size, a sample 10 times the maximum number of structural paths directed to a particular construct in the PLS path model. In this case, the construct of purchase intention of a counterfeit luxury product is the one with the largest number of structural paths (6). Thus, in this case, the minimum value for the sample is 60 respondents. The sample had 235 participants ($235 > 60$). However, two extreme outliers were removed.

Subsequently, considering the identification of missing data, this model has included, in the social influence (WOM) variable, the “Not applicable” response option. The observations that considered the “Not applicable” option are therefore considered as missing values and were inserted into the analysis using the mean replacement technique. This technique should only be used if, per indicator, there are less than 5% of missing values (Hair et al., 2017). In this case, all indicators meet this requirement, with the exception of one indicator that exceeds one observation against the recommended one. However, it was considered in the analysis for its theoretical relevance.

Finally, regarding the data distribution of each variable, it is known that values of skewness and/or kurtosis greater than 1 are indicative of nonnormal distribution. In fact, some of the variables were found to have skewness and/or kurtosis values above 1. Nevertheless, they were considered for the analysis since PLS-SEM is a non-parametric model and therefore does not require the presence of normal distributions (Hair et al., 2017).

4.1. MEASUREMENT MODEL

The measurement models represent the relationships between the constructs – i.e. the variable – and their respective indicators. There are two measurement models:

- Formative, when the indicators form the construct. In this case, each indicator captures a specific aspect of the construct. For this reason, it is not necessary for the indicators to be correlated and can therefore be independent of one another (Hair et al., 2017);
- Reflective, when the indicators represent the effects of a construct and therefore the causal effect is seen from the construct to the indicators. Consequently, the indicators must be highly correlated with each other (Hair et al., 2017).

The present research model contains only reflective measurement models, which will be presented in the next section in more detail.

4.1.1. Evaluation of Measurement Models – Reflective Models

The correct use of reflective models depends on the evaluation of the following criteria: indicator reliability, internal consistency, convergent validity, and discriminant validity (Hair et al., 2017).

First, the indicator's reliability is validated through the analysis of the values of the outer loading. These values represent the relationship between the indicators and the reflective constructs and should be greater than 0.7 to be used in the analysis. However, values between 0.4 and 0.7 should be considered for removal when deleting it leads to an increase in composite reliability and the average variance extracted (AVE) (Hair et al., 2017). In this particular case, all indicators recorded outer loadings above 0.7, except N1 (0.623), N4 (0.644), and BI1 (0.596) – Appendix B. The N1 and BI1 indicators when removed from the analysis improved the composite reliability and AVE results and were therefore excluded from the present research model. On the other hand, when removing the N4 indicator, the composite reliability decreases, and the AVE increases. For this reason, the N4 indicator has remained in the research model.

Secondly, to verify the reliability of internal consistency, it was necessary to apply the criteria of composite reliability. This criterion considers the different outer loadings values for each construct. Their values must be higher than 0.7 (Hair et al., 2017), which was possible to verify with this model.

Third, for convergent validity – i.e., the validation that indicators of the same reflective construct are treated as alternative measures of the construct in question and, therefore, should share a high proportion of the variance – the average variance extracted (AVE) is used. This indicative should be

equal or greater than 0.5 so that it can be stated that, on average, the latent variable (construct) explains more than half of the variance of its indicators (Hair et al., 2017). It was found that all the constructs had AVE values above 0.5.

Detailed information, by variable/construct, regarding the composite reliability (CR) and the average variance extracted (AVE) can be consulted in Table 3.

Construct	CR	AVE
Brand Attach (BA)	0.933	0.776
Brand Image (BI)	0.881	0.715
Brand Prominence (BP)	0.928	0.721
Novelty Seeking (NS)	0.831	0.626
Price quality Inference (PQ)	0.838	0.634
Purchase of a counterfeit luxury product (P)	0.875	0.779
Purchase intention of a counterfeit luxury product (PI)	0.919	0.740
Customer Satisfaction (CS)	0.928	0.763
Value-expressive attitude or Self-expression (VE)	0.928	0.763
Social-adjustive attitude or Self-presentation (SA)	0.921	0.747
Social Influence or World-of-Mouth (WOM)	0.891	0.672
Willingness to Pay (WTP)	0.863	0.759

Table 3 - Composite Reliability (CR) and the Average Variance Extracted (AVE)

Finally, to assess discriminant validity – i.e. the validation that the construct is unique and that it captures an equally unique phenomenon – two criteria must be used: cross-loadings values and the Fornell-Larcker criterion.

Regarding the cross-loadings values – which represent the outer loadings of the indicator of a certain construct with the other constructs of the analysis – it is necessary that the outer loading value of the indicator in the construct is always higher than its cross-loadings (Hair et al., 2017). In fact, it has been found that the present model validates this assumption – Appendix B.

The Fornell-Larcker criterion compares the square root of the AVE values with the correlations of the latent variables. Thus, the square root of the AVE of each construct must be higher than its highest correlation with any other construct in the model.

Table 4 provides evidence that this criterion has also been achieved with the proposed research model.

Construct	BA	BI	BP	NS	PQ	P	PI	CS	VE	SA	WOM	WTP
BA	0.881											
BI	0.379	0.846										
BP	0.226	0.301	0.849									
NS	0.212	0.149	0.035	0.791								
PQ	0.115	0.236	0.087	0.038	0.796							
P	0.128	0.112	0.082	0.654	-0.003	0.882						
PI	0.133	0.099	0.071	0.507	-0.118	0.550	0.860					
CS	0.096	0.032	0.079	0.347	-0.049	0.440	0.606	0.874				
VE	0.589	0.495	0.266	0.117	0.162	0.137	0.093	0.116	0.873			
SA	0.513	0.693	0.322	0.124	0.206	0.105	0.130	-0.001	0.563	0.864		
WOM	0.188	0.248	0.256	0.310	0.206	0.259	0.286	0.205	0.226	0.238	0.820	
WTP	0.063	0.241	0.209	0.288	0.038	0.382	0.509	0.397	0.259	0.266	0.354	0.871

Table 4 - Fornell-Larcker criterion

Notes: The AVE values are on the diagonal of table 4.

4.2. STRUCTURAL MODEL

Once the validation and verification of the reliability of the measurement models were done, the evaluation of the results of the structural model was followed. In this section, the structural relationships between constructs have been examined and validated, and therefore the key factor for assessing this validation is the significance of the path coefficients (i.e. structural model relationships), the level of the coefficients of determination (R^2) values (i.e. amount of variance in endogenous construct – dependent variable – explained by all exogenous constructs – independent variables – connected to it) and the predictive relevance Q^2 (Hair et al., 2017).

The first two criteria used for the validation of the structural model – path coefficients and R^2 – are present in figure 2.

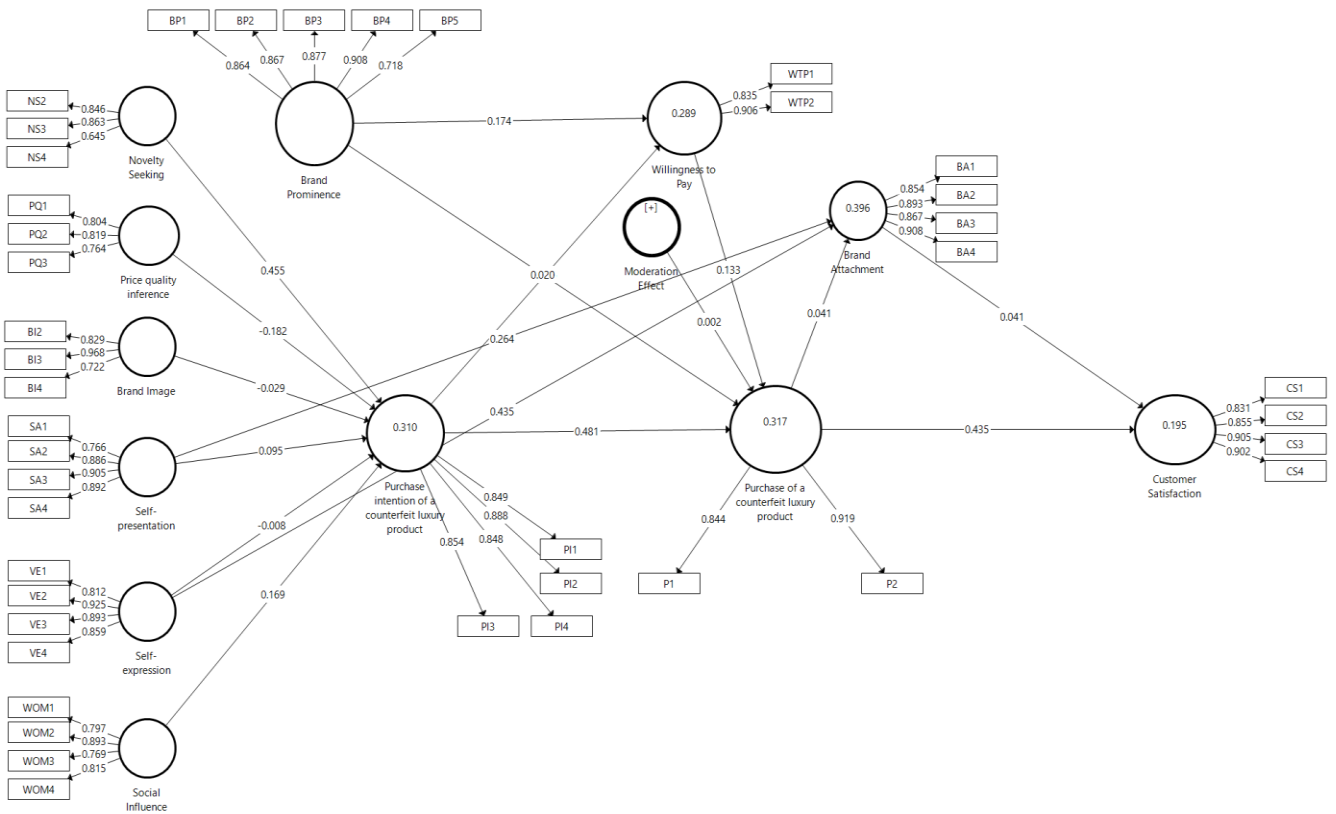


Figure 2 - Path Coefficients and R²

However, before the significance of the path coefficients (β) and the levels of the coefficients of determination (R^2) were analyzed, it was necessary to examine possible issues of multicollinearity between the sets of predictors present in the structural model. For this analysis it was necessary to consider the predictor construct's tolerance (VIF). The VIF value should be higher than 0.2 and lower than 5 (Hair et al., 2017). The VIF values for this research model are within the recommended range and are present in table 5.

Construct	PI	P	CS	WTP	BA
BA			1.017		
BI	2.038				
BP		1.121		1.005	
NS	1.116				
PQ	1.091				
P			1.017		1.020
PI		1.375		1.005	
CS					
VE	1.526				1.477

SA	2.205	1.466
WOM	1.208	
WTP	1.409	

Table 5 - Predictor construct's tolerance (VIF)

In order to estimate the statistical significance of the path coefficients, the bootstrapping procedure with 5000 resamples was used. This procedure allows to verify, through p values and confidence intervals, the path significance levels. This research model assumed a 5% significance level and therefore, to assess the existence of statistical significance, the p values should be lower than 0.05 and the confidence interval should not contain the value of 0 (Hair et al., 2017).

Regarding the interpersonal factors that were considered in the research model as predictors of the purchase intention variable, it was found that only the Social Influence (WOM) is statistically significant ($\hat{\beta} = 0.169$, $p < 0.05$), which resulted in the validation of hypothesis H₂. Brand Image is not statistically significant ($\hat{\beta} = -0.029$, $p > 0.05$), when explaining purchase intention and so hypothesis H₁ was rejected. Concerning the individual factors considered as predictors of purchase intention, it was found that Novelty Seeking ($\hat{\beta} = 0.455$, $p < 0.05$) and Price quality Inference ($\hat{\beta} = -0.182$, $p < 0.05$) are statistically significant, which lead to the validation of the hypotheses H₃ and H₄ respectively. These two variables have statistically relevant relationships with intention to purchase, but in opposite directions: Novelty Seeking has a positive effect on purchase intention, as opposed to the negative effect verified with the Price quality Inference variable. Additionally, it was found that the two types of personal motivations – i.e. Self-presentation ($\hat{\beta} = 0.095$, $p > 0.05$) and Self-expression ($\hat{\beta} = -0.008$, $p > 0.05$) – are not statistically relevant as predictor variables of the purchase intention of counterfeited luxury products, thus leading to the rejections of hypotheses H_{5a} and H_{5b} respectively. It was therefore found that in relative terms, the exogenous construct that best contributes to the purchase intention is the Novelty Seeking construct, thus highlighting that the individual factors are the main drivers of purchasing a counterfeit luxury product.

The purchase intention of counterfeit luxury products ($\hat{\beta} = 0.481$, $p < 0.05$) has a statistically significant relationship with the purchase of counterfeit luxury products, which supports hypothesis H₆. Furthermore, the Purchase of a counterfeit luxury product ($\hat{\beta} = 0.435$, $p < 0.05$) has a positive and statistical relevance influence on Customers' satisfaction, hence leading to the validation of hypothesis H₁₀.

Finally, and considering the last stage of the customer journey – i.e. post-purchase/customer satisfaction – it was found that the two types of personal motivations, Self-presentation ($\hat{\beta} = 0.264$, $p < 0.05$) and Self-expression ($\hat{\beta} = 0.435$, $p < 0.05$), are statistically significant as predictors of Brand Attachment, supporting hypotheses H_{12a} and H_{12b}.

In conclusion, for a total of 14 hypotheses, 8 are supported and the other 6 are not supported. The following table provides detailed information on each hypothesis.

Hypotheses	Independent Variable	Dependent Variable	Path Coefficient	P value	Results
H ₁	Brand Image	Purchase Intention	-0.029	0.791	Not Supported
H ₂	Social Influence	Purchase Intention	0.169	0.003	Supported
H ₃	Novelty Seeking	Purchase Intention	0.455	0.000	Supported
H ₄	Price quality Inference	Purchase Intention	-0.182	0.027	Supported
H _{5a}	Self-presentation	Purchase Intention	0.095	0.302	Not Supported
H _{5b}	Self-expression	Purchase Intention	-0.008	0.907	Not Supported
H ₆	Purchase Intention	Purchase	0.481	0.000	Supported
H ₁₀	Purchase	Customer Satisfaction	0.435	0.000	Supported
H _{12a}	Self-presentation	Brand Attachment	0.264	0.001	Supported
H _{12b}	Self-expression	Brand Attachment	0.435	0.000	Supported

Table 6 - Hypotheses Summary

Notes: Hypotheses H₇, H₈, H₉ and H₁₁ are analyzed in the following sections 4.2.1. and 4.2.2. once they refer to mediation and moderation effects and, therefore, to different interpretations of those described above.

The measure used to evaluate the predictive accuracy of the structural model under analysis was the coefficient of determination (R^2), which represents the amount of variance in the endogenous constructs explained by all the exogenous constructs connected to it (Hair et al., 2017). This coefficient

varies between 0 and 1, which considers values of 0.67, 0.33, and 0.19 as substantial, moderate or weak R^2 respectively (Henseler et al., 2009). Also, Sanchez (2013) considered R^2 values of >0.60 as high, between 0.30 and 0.60 as moderate, and below 0.30 as low. The present research model adopted the latter author's definition and considers 5 endogenous variables: 3 related to the customer journey – Purchase Intention ($R^2 = 0.310$ or 31%), Purchase ($R^2 = 0.317$ or 31.7%) and Customer Satisfaction ($R^2 = 0.195$ or 19.5%) – and the others are constructs used for analysis of mediation effects, which includes Willingness to Pay ($R^2 = 0.289$ or 28.9%) and Brand Attachment ($R^2 = 0.396$ or 39.6%). All the constructs in the analysis have moderate values of R^2 , except the Customer Satisfaction and Willingness to Pay constructs which presented weak R^2 values. Thus, the present research model, which contemplates the customer journey of a counterfeit luxury product explains 31% of the variation in Purchase Intention of this specific type of product, 31.7% on the Purchase of the counterfeit product and 19.5% on Customer satisfaction.

Lastly, the indicator Q^2 was considered to determine the predictive relevance of the proposed structural model. Q^2 values greater than 0 indicate that the model has predictive relevance for the endogenous constructs considered in the analysis (Hair et al., 2017). Purchase Intention, Purchase, and Customer Satisfaction with the usage of a counterfeit luxury product considers Q^2 values of 0.213, 0.225, and 0.141 respectively. Willingness to Pay and Brand Attachment constructs consider values of 0.210 and 0.291. It was therefore confirmed that all values of Q^2 are greater than 0, which means that there is predictive relevance in the proposed research model.

4.2.1. Moderation

The moderation effect occurs when the strength and/or direction of a relationship between 2 constructs depend on a third variable (Hair et al., 2017). In this research model, Brand Prominence's impact was analyzed between the relationship of the Purchase Intention and the Purchase of a Counterfeit luxury product. As the objective of this moderation is to identify the statistical significance of the respective moderator Brand Prominence, the two-stage approach was used in PLS-SEM.

The moderation effect ($\hat{\beta} = 0.002$, $p = 0.978 > 0.05$) is not statistically significant. Also, the confidence interval [-0.105;0.121] considers the value 0 and for this reason, the hypothesis H_7 was rejected.

4.2.2. Mediation

The mediation effect occurs when a third variable intervenes in the direct relationship between two constructs. In this case, it is expected that a change in the exogenous construct will result in a change in the mediation variable and, consequently, that a change in this mediation variable will also cause a change in the endogenous construct. For this reason, the mediation analysis requires the validation of

the statistical significance of the indirect effects - i.e. with the presence of the mediate variable- and the direct effects - i.e. the direct relationship between the exogenous and endogenous constructs (Hair et al., 2017).

It is already known that there is a significant and direct effect of the variable Purchase Intention on the Purchase of a Counterfeit luxury product (supported by hypothesis H₆). In addition, it was found that there is also statistical relevance when the Willingness to Pay variable is considered as a mediator between these two variables and is therefore considered as an indirect effect ($p = 0.043 < 0.05$), which supporting the hypothesis H₈. The two effects present the same direction (because they are both positive) and, for this reason, this is a complementary mediation.

In relation to the Brand Prominence mediation effect between Willingness to Pay and Purchase of a Counterfeit luxury product, it was found that neither direct effect ($p = 0.737 > 0.05$) – i.e. direct relation between Brand Prominence and Purchase – nor indirect effect ($p = 0.098 > 0.05$) have statistical relevance, which led to the rejection of the hypothesis H₉. However, Brand Prominence has been found to have a direct and positive effect on the Willingness to Pay variable ($\hat{\beta} = 0.174, p = 0.003 < 0.05$). In the same way, Willingness to pay also has a positive and direct effect on the Purchase of Counterfeit luxury products ($\hat{\beta} = 0.133, p = 0.033 < 0.05$).

Lastly, the possible effect of Brand Attachment between the Purchase of a Counterfeit luxury product and Customer Satisfaction was examined. In fact, it has already been validated that there is a direct and positive effect of the variable Purchase on the Customer Satisfaction (supported by hypothesis H₁₀). However, there is no significant effect of the variable Brand Attachment ($p = 0.747 > 0.05$) between the above-mentioned variables, and therefore hypothesis H₁₁ was rejected. In this specific case, this is a direct-only nonmediation.

Hypotheses	Direct Effect	P value	Indirect Effect	P value	Results
H ₈	PI → P (0.481)	0.000	PI → WTP → P (0.066)	0.043	Supported – Complementary Mediation
H ₉	BP → P (0.020)	0.737	BP → WTP → P (0.023)	0.098	Not Supported
H ₁₁	P → CS (0.435)	0.000	P → BA → CS (0.002)	0.747	Not Supported

Table 7 - Mediation Hypothesis Summary

4.3. MULTIGROUP ANALYSIS

Many investigations report their findings based on a unique population (i.e. unique dataset). However, if categorical moderating variables are available in the dataset, these variables may serve as a grouping variable that divides the data into subsamples (Latan & Noonan, 2017). Thus, for the same structural model it was possible to examine and test differences between groups of respondents. In this follow-up, Multiple Group Analysis emerges. This type of analysis allows a more complete picture of the possible influence of these moderating variables on the results of the structural model (Hair et al., 2017). Their correct application and interpretation require three distinct stages: i. generate the data groups based on the selected categorical variable, ii. analyze the measurement invariance of the composite model and, iii. analyze and interpret the results of the statistical tests for multigroup comparisons (Latan & Noonan, 2017).

In this research, the categorical variable “Gender” was selected to conduct this type of analysis.

4.3.1. Construction of the Subsamples

The subsamples were created based when the choice of the categorical variable was made. Once the sample has been subdivided, it is important to confirm that the new specific groups are large enough to conduct the analysis. According to Hair et al. (2017), the number of observations should be chosen on the basis of the maximum number of structural paths directed to a particular construct. Also, for a significance level of 5% and considering that, in the present research, the construct of purchase intention of a counterfeit luxury product is the one with the largest number of structural paths (6), the following alternatives appear for the number of observations recommended for a statistical power of 80%:

Minimum R ²	Number of Observations
0.10	157
0.25	75
0.50	48
0.75	39

Table 8 - Sample size recommendation in PLS-SEM

Considering the variable “Gender” which allowed the subdivision of the sample into two groups: Group A (Female) and Group B (Male) with dimensions of 125 and 108, respectively, it was possible to verify that both groups present a higher number of observations than the minimum recommended.

4.3.2. Measurement Model Invariance

Measurement invariance or equivalence is a means of determining whether measurement models specify measures of the same attribute under different conditions, i.e. in different groups (Latan & Noonan, 2017). The present research has adopted the Measurement Invariance of Composite Models (MICOM) procedure developed by Henseler et al. (2016), which involves three stages: i. configural invariance, ii. compositional invariance and, iii. equality of composite mean values and variances.

4.3.2.1. Configural Invariance

At this stage, and for all the groups under analysis, in order to establish the configural invariance, it is required to validate the following characteristics: identical indicators per measurement model, identical data treatment, and identical algorithm settings or optimization criteria (Latan & Noonan, 2017). In this research, all requirements were fulfilled.

4.3.2.2. Compositional Invariance

In this stage, the compositional invariance was examined. This invariance occurs when composite scores are created equally across groups that divide the sample. In this context, Permutation tests were used as a statistical instrument for the validation of this analysis component. These tests were performed with a value of 5000 interactions, as suggested by Latan & Noonan (2017), and, through the comparison of the composite scores of the 2 groups, determines whether the original correlation is different from the empirical distribution (named 5% quantile). It is expected that the values of the original correlation should be equal or greater than the values presented in the column "5% quantile".

The following table demonstrates that the requirements were fulfilled.

Construct	Original Correlation	5.0% quantile	Permutation p-Values
BA	1.000	0.998	0.547
BI	0.503	0.082	0.174
BP	0.997	0.854	0.901
CS	0.998	0.995	0.406
NS	0.990	0.977	0.243
PQ	0.673	0.176	0.287
PI	1.000	0.998	0.571
P	1.000	0.990	0.887
VE	1.000	0.998	0.989
SA	0.999	0.995	0.557

WOM	0.988	0.964	0.364
WTP	1.000	0.990	0.660

Table 9 - Compositional Invariance (Step 2 – MICOM)

4.3.2.3. Equality of Composite Mean values and Variances

Finally, at this stage, the evaluation of the composites' equality of mean values and variances across the groups is conducted. Therefore, for the invariance to be established it is necessary that the value of mean/variance original difference must fall within the 95% confidence interval. To obtain the full invariance, the 2 values (mean and variance) must fall with the 95% confidence interval. If only one of the values falls within the interval, it is a partial invariance (Latan & Noonan, 2017).

The following table presents the type of invariance for each construct.

Construct	Mean original difference	2.5%	97.5%	Permutation p-values	Variance original difference	2.5%	97.5%	Permutation p-values	Type of Invariance
BA	-0.278	-0.263	0.258	0.036	-0.290	-0.358	0.380	0.126	Partial
BI	-0.252	-0.256	0.262	0.057	-0.001	-0.277	0.288	0.998	Full
BP	0.159	-0.268	0.257	0.233	0.006	-0.388	0.403	0.978	Full
CS	0.128	-0.252	0.254	0.330	0.412	-0.320	0.337	0.015	Partial
NS	0.033	-0.253	0.260	0.794	0.309	-0.430	0.429	0.165	Full
PQ	-0.300	-0.253	0.263	0.025	0.026	-0.338	0.357	0.883	Partial
PI	0.169	-0.257	0.255	0.203	0.265	-0.328	0.319	0.110	Full
P	0.310	-0.259	0.254	0.016	0.235	-0.332	0.346	0.168	Partial
VE	0.074	-0.260	0.261	0.561	-0.010	-0.283	0.292	0.946	Full
SA	-0.138	-0.253	0.257	0.296	-0.205	-0.306	0.306	0.192	Full
WOM	0.141	-0.261	0.259	0.287	0.104	-0.292	0.311	0.503	Full
WTP	0.252	-0.258	0.258	0.056	-0.082	-0.269	0.282	0.571	Full

Table 10 - Mean/Variance Original Difference (Step 3 - MICOM)

According to Henseler et al. (2016), if the results of MICOM's steps 1 and 2 indicate that there is no lack of measurement invariance, it is possible to compare the standardized path coefficients across the groups conducting a PLS-SEM multigroup analysis with the Permutation approach. In fact, for the structural model, the PLS-SEM method estimates the standardized path coefficients (Hair et al., 2017).

4.3.3. Results of the Statistical Tests for Multigroup comparisons

Consistent with the non-parametric analysis approach of the present structural model, the PLS-SEM multigroup analysis with the Permutation approach was adopted. (Hair et al., 2017; Latan & Noonan, 2017). Firstly, an analysis of the structural model was conducted, through the bootstrapping approach, for the two groups separately (Group A – Female and Group B – Male), assuming a 5% significance level. Therefore, it is expected that, for a specific relationship between specific constructs, the p-values should fall below 0.05 for the two groups under analysis. The following table provides the results of the research hypotheses of the present structural model, separated by Group A and Group B.

Hypotheses	Independent Variable	Dependent Variable	Path Coefficient – Group A	P value – Group A	Path Coefficient – Group B	P value – Group B
H ₁	Brand Image	Purchase Intention	0.179	0.015	-0.012	0.926
H ₂	Social Influence	Purchase Intention	0.072	0.416	0.219	0.079
H ₃	Novelty Seeking	Purchase Intention	0.541	0.000	0.373	0.000
H ₄	Price quality Inference	Purchase Intention	-0.195	0.240	-0.221	0.029
H _{5a}	Self-presentation	Purchase Intention	0.007	0.955	0.154	0.322
H _{5b}	Self-expression	Purchase Intention	-0.038	0.717	-0.032	0.784
H ₆	Purchase Intention	Purchase	0.535	0.000	0.369	0.001
H ₁₀	Purchase	Customer Satisfaction	0.532	0.000	0.266	0.012
H _{12a}	Self-presentation	Brand Attachment	0.180	0.056	0.314	0.014
H _{12b}	Self-expression	Brand Attachment	0.503	0.000	0.401	0.002

Table 11 - Hypotheses Summary (Group A and Group B)

In addition, with regard to the moderation effect proposed by H₇, the results remain statistically non-significant (Group A: p-value = 0.764 > 0.05; Group B: p-value = 0.821 > 0.05). Finally, and in relation to mediation effects proposed by H₈, H₉, and H₁₁, the following tables summarizes the results for the two groups under analysis.

Hypotheses	Direct Effect	P value	Indirect Effect	P value	Results
H ₈	PI → P (0.535)	0.000	PI → WTP → P (0.059)	0.180	Direct only – no mediation
H ₉	BP → P (0.175)	0.015	BP → WTP → P (0.012)	0.438	Direct only – no mediation
H ₁₁	P → CS (0.532)	0.000	P → BA → CS (0.000)	0.946	Direct only – no mediation

Table 12 - Mediation Hypothesis Summary (Group A - Females)

Hypotheses	Direct Effect	P value	Indirect Effect	P value	Results
H ₈	PI → P (0.369)	0.001	PI → WTP → P (0.088)	0.087	Direct only – no mediation
H ₉	BP → P (-0.233)	0.021	BP → WTP → P (0.044)	0.144	Direct only – no mediation
H ₁₁	P → CS (0.266)	0.012	P → BA → CS (0.010)	0.688	Direct only – no mediation

Table 13 - Mediation Hypothesis Summary (Group B - Males)

Consistent across groups, the hypotheses H₃, H₆, H₁₀, H_{12b} present statistically significant results. In addition, and in relation to the mediation hypotheses, the direct effect corresponding to each mediation hypothesis presents statistically significant results in both groups. It is important to highlight, however, that the relationship between Brand Prominence and the Purchase of a Counterfeit luxury product is statistically relevant for both groups, but in opposite directions: Group A presents a positive and direct effect and Group B a negative direct effect.

To complement the analysis of the specific groups, it is necessary to determine if the differences between the 2 groups are significant. In this sense, and through the use of the Permutation approach, it is possible to verify, when the permutation p-value is below 0.10, the existence of significant differences between these 2 groups, according to Latan & Noonan (2017). The following tables provide information regarding the permutation p-values.

Hypotheses	Permutation p-value
H₁	0.321
H₂	0.211
H₃	0.163
H₄	0.815
H_{5a}	0.412
H_{5b}	0.964
H₆	0.229
H₁₀	0.020
H_{12a}	0.430
H_{12b}	0.514

Table 14 - Permutation test

Hypotheses	Direct Effect - Permutation p-value	Indirect Effect – Permutation p-value
H₈	0.229	0.658
H₉	0.000	0.242
H₁₁	0.020	0.189

Table 15 - Permutation test (Mediation effects)

Using the group-specific bootstrapping results, as well as the permutation test, it is possible to state that there is a significant difference between the 2 groups – Male and Female – as it relates to: Brand prominence and the Purchase of a counterfeit luxury product and, this specific type of purchase and Customer satisfaction.

5. CONCLUSIONS

5.1. THEORETICAL IMPLICATIONS

From a theoretical perspective, the present study provided a richer and deeper understanding of customers' purchase journey who choose the counterfeit versions of the luxury product.

The current dissertation attempted to characterize and research how to influence the customer journey in the counterfeit luxury products market. This work is considered a pioneering study as far as

its research objective is concerned. So far, no research has been carried out that considers the analysis of the entire customer journey (i.e. Pre-Purchase stage, Purchase stage, and Post-Purchase/Customer Satisfaction stage) of counterfeit luxury products. Hence, this study contributes to a richer and deeper understanding of customer behavior regarding purchasing this specific product type.

The majority of the 14 proposed hypotheses were supported, leading to a validation rate of 57.1%. Findings reveal that Novelty Seeking has a positive effect on a counterfeit luxury product's purchase intention among the individual factors considered in this research. Hence, customers who show the propensity to try a new product and are more interested in keeping updated with new trends in the fashion market tend to purchase this specific product. This finding is consistent with previous studies conducted by Nordin (2009) and Wang et al. (2005). In the opposite direction, and consistent with previous studies (Ha & Tam, 2015; Phau & Teah, 2009), the Price Quality Inference has a negative effect on this type of product's purchase intention. Nevertheless, Personal Motivations, which include Self-presentation and Self-expression, does not have a statistically significant influence on customers' purchasing behavior.

Regarding interpersonal factors, our findings indicate that social influences (i.e. WOM) have a positive and direct effect on this type of product's purchase intention. Knowing that participants in this research were aware that when searching for information about this type of product, the product was not the genuine version (i.e. non-deceptive counterfeiting), this outcome is consistent with preceding studies (Mir, 2012). However, our research revealed that Brand Image does not significantly impact purchase intention of counterfeit luxury products.

At the stage of purchasing the counterfeit luxury product, results show that higher purchase intention results in a higher willingness to pay, which in turn results in a higher purchase of this kind of product. Note that this willingness to pay for a counterfeit luxury product is directly linked to the fact that customers who choose to purchase the counterfeit version aspire to own the genuine version but are unable or unwilling to pay more for it. Therefore, their willingness to pay for the counterfeit version increases as the capacity to consume the genuine version decreases. This outcome is consistent with a previous study conducted by Young et al. (2010), which highlights that willingness to pay positively affects a counterfeit luxury product's purchase.

The purchase of a quiet or loud brand is a crucial factor for a customer who chooses a counterfeit luxury product. This factor was analyzed in this research through the concept of Brand Prominence, which describes a conspicuous (loud) or inconspicuous (quiet) mark on a product that helps ensure observers recognize the specific brand (Butcher et al., 2016; Purwanto et al., 2019; Young et al., 2010). The results suggest that brand prominence causes two opposite effects when it relates to the purchase

of counterfeit luxury products, taking into account the impact of gender. For females, brand prominence has a positive effect, but for males, a negative one on the purchase of this type of product. Thus, these findings underline that for a female buyer, the purchase of a counterfeit luxury product is linked to the easy and rapid brand recognition (through the design, logo, color, symbol, size, and packaging) of the potential product chosen by the buyer. However, the easy and quick brand recognition of the counterfeit luxury product makes a male buyer less interested in purchasing it.

The purchase of a counterfeit luxury product has a positive effect on customer satisfaction. Results suggest that a female buyer is more satisfied with her purchase than a male customer. Furthermore, although rejected as a driver of customer satisfaction, brand attachment appears to have a positive relevance on the personal motivations of customers of these products. Regarding personal motivations, the results suggest that both self-presentation and self-expression positively affect brand attachment. These outcomes are an extension of what has been mentioned in previous studies (Carnevale et al., 2014; Malär et al., 2011). Complementarily to the study conducted by Carnevale et al. (2014), which mentions that customers who increasingly value psychological and symbolic aspects of a brand also intend to improve their self-presentation in a social context, the results of the present research revealed that this type of customer presents an attachment with the brand of the chosen product. Also and coherent with previous studies conducted by Carnevale et al. (2014) and Malär et al. (2011), self-expression positively impacts brand attachment. Therefore, the more the brand fits in with the customers' ideal social environment, the stronger their attachment to the brand. Furthermore, a brand that presents the aspired personality by the customer will convert into a sense of closeness and, consequently, attachment to the brand.

5.2. MANAGERIAL IMPLICATIONS

This research provides insights that can be used for future marketing strategies of luxury goods companies to prevent the purchase of counterfeit versions of their products.

The results show that novelty seeking is one of the most motivational factors when the customer considers the purchase of a given counterfeit luxury product. In this sense and given the overwhelming penetration of the counterfeiting market on social media platforms, and for prevention of luxury companies, it is suggested that the investment of marketing strategies should rely on digital, and, in particular, on social networks. It is possible for the luxury company to regularly share information about new product launches through social media platforms. Moreover, even if the potential customer's main goal is to purchase the luxury product's counterfeit version, (s)he might follow the

genuine version on the luxury brand's social networks. This may lead to a close relationship between the potential customer and the brand and not with the supplier of the counterfeit version. For example, considering the social network Instagram, where practically all the luxury companies' accounts are verified, potential customers may feel more secure and consider the genuine version's purchase instead of the counterfeited ones. In addition, results demonstrate that social influence is a powerful tool in the pre-purchase stage on the customer's journey who chooses this type of product. The assurance of others' opinions plays an essential role as a reference point, especially when customers have limited knowledge and trust about counterfeit luxury product. In this context, the importance of luxury companies focusing on the credibility of their products emerges. The brand itself already demonstrates credibility and, consequently, transmits confidence to the potential customer. Notwithstanding, and given the positive impact of WOM in this context, the challenge of sharing information about the products through influencers of the brand's products should also be part of luxury companies' marketing strategies.

Finally, this research also showed that brand prominence has different relevance about the gender of the potential customer. Therefore, luxury companies' marketing strategies should take this into account whenever possible, highlighting aspects that refer to the immediate identification of the brand in female cases. In contrast, in men's case, the focus should rely on the most functional aspects of the product, keeping aside the brand promotion/recognition.

5.3. LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

Some limitations to this research should be noted and should serve as future research pathways into the luxury market's counterfeiting phenomenon.

The first limitation is the reduced sample size considered for analyzing the structural model of the present research. This limitation suggests that there may be a limited generalization of results. Furthermore, the sample's limited size has not allowed the execution of complementary analyses to the Structural Equation Modelling (SEM), for example, the Multigroup Analysis for different categorical/moderating variables such as the respondent's consumption capacity. If possible to apply, this approach would provide a more accurate and complete picture of these categorical variables' possible influence on the structural model's results (Hair et al., 2017). Also related to the sample size, its characterization can also be considered as a limitation. In this research, 96% of the respondents are of Portuguese nationality, limiting the observed results' generalization since different cultures indeed

lead to different outcomes. Therefore, for future research, the current framework should be analyzed in different cultural contexts.

Secondly, the model explains 31% of the motives that lead the customer to consider purchasing a counterfeit luxury product, 31.7% of the purchase of the product – that is, the moment of purchase – and 19.5% of the satisfaction with the selected counterfeit product. The present investigation's focus was on the 1st stage (Pre-Purchase stage) and the 3rd and last stage of the customer journey. Therefore, given the growth of the counterfeiting phenomenon through social media platforms, in the 1st stage of the journey, aspects related to social networks can be considered and analyzed, such as the impact and influence of different types of luxury influencers (micro e macro). Also, and since it was found that brand attachment does not appear to be significant for customer satisfaction, future research should examine the different levels of customer satisfaction for this specific context. To address this gap, at the 3rd stage of the journey, the different validation levels towards the respondent's purchase choice can also be considered for future research. For example, through sharing the purchased product on social networks and the respective interaction – i.e. likes and comments in an eventual post. Also, it might be relevant to consider functional aspects of the product (for example, durability and quality).

Lastly, the present research did not consider the frequency of purchase of the respondents. This data may be relevant to understand what is the regularity of purchase of a customer who chooses the counterfeit version of a luxury product and, consequently, allows the understanding of the type of loyalty that the customer has with this type of purchase. Complementarily, the lack of information about the purchase intention of the genuine version of the luxury product was not taken into account in the present research and should be considered in future studies. Indeed, it is important to understand whether there will be any difference in the present or similar model results when splitting the sample into, for example, two types of customer segments: i. customers who only purchase counterfeit luxury products and ii. customers who purchase both original and counterfeit versions of luxury products. Following the division and respective segmentation of the sample, it is suggested that future studies should be limited to a typology of counterfeited luxury products, such as fashion accessories (watches, jewelry, bags and others).

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APPENDICES

APPENDIX A – Online Questionnaire

Portuguese Version:

Olá,

O meu nome é Tatiana e encontro-me atualmente a realizar a minha dissertação para completar o mestrado em Estatística e Gestão de Informação com especialização em Marketing Research e CRM na universidade NOVA IMS. O principal objetivo deste estudo é compreender a importância de uma marca na jornada do consumidor na compra de produtos contrafeitos de luxo.

Este questionário *online* tem uma duração estimada de 10 minutos e toda a informação recolhida será anónima e confidencial. Para a correta realização deste estudo, peço que, por favor responda ao questionário de forma honesta e sincera.

A sua colaboração será fundamental para o sucesso do mesmo. Ao prosseguir com o estudo declara ter mais que 18 anos.

Para alguma questão relacionada com o mesmo, não hesite em contactar-me (através de *e-mail*) – **m20180855@novaims.unl.pt**.

Muito obrigada,

Tatiana Soares Castilho.

Q1. Alguma vez comprou um produto contrafeito de luxo?

- Sim
- Não

Avançar para: Fim do inquérito se “Alguma vez comprou um produto contrafeito de luxo? = Não”

Q2. Considerando uma escala de 1 a 7, onde 1 representa "Discordo Totalmente" e 7 "Concordo Totalmente", indique o seu nível de concordância com as seguintes afirmações relativamente à sua compra deste tipo de produto:

	1 - Discordo Totalmente	2	3	4	5	6	7 - Concordo Totalmente
Eu já comprei várias vezes produtos contrafeitos de luxo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu considero a compra de produtos contrafeitos de luxo no futuro.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3. Considerando a sua experiência antes da compra de um produto contrafeito de luxo, indique, numa escala de 1 a 7, onde 1 representa "Discordo Totalmente" e 7 "Concordo Totalmente", o seu nível de concordância com as seguintes afirmações relativamente à pesquisa por produtos mais atuais:

	1 - Discordo Totalmente	2	3	4	5	6	7 - Concordo Totalmente
Sou sempre um dos primeiros a experimentar novos produtos contrafeitos de luxo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fico entusiasmado com a compra de produtos contrafeitos de luxo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Eu compro diversos produtos contrafeitos populares de luxo.

Estou sempre atualizado sobre novos produtos contrafeitos de luxo.

Q4. Considerando a sua experiência antes da compra de um produto contrafeito de luxo, indique, numa escala de 1 a 7, onde 1 representa “Discordo Totalmente” e 7 “Concordo Totalmente”, o seu nível de concordância com as seguintes afirmações relativamente à importância da relação qualidade-preço deste tipo de produto que podem ter influenciado a sua escolha:

	1 - Discordo Totalmente	2	3	4	5	6	7 - Concordo Totalmente
O preço do produto é um bom indicador da sua qualidade.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tem de se pagar um valor mais elevado por um produto de melhor qualidade.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Em geral, quanto mais elevado for o preço de um produto, mais elevada é a sua qualidade.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5. Relembre-se da compra mais recente que fez de um produto contrafeito de luxo. Indique, numa escala de 1 a 7, onde 1 representa “Discordo Totalmente” e 7 “Concordo Totalmente”,

o seu nível de concordância com as seguintes afirmações relativamente à importância da imagem da marca do produto que comprou:

	1 - Discordo Totalmente	2	3	4	5	6	7 - Concordo Totalmente
Sinto-me confiante quando utilizo a marca do produto que escolhi.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A marca do produto escolhido pode trazer-me prestígio.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A marca do produto escolhido pode atrair a atenção de outras pessoas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fico especialmente preocupado com a impressão que causo aos outros.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6. Relembre-se da compra mais recente que fez de um produto contrafeito de luxo.

Indique, numa escala de 1 a 7, onde 1 representa “Discordo Totalmente” e 7 “Concordo Totalmente”, o seu nível de concordância com as seguintes afirmações relativamente à importância da sua apresentação pessoal que podem ter influenciado a sua escolha:

	1 - Discordo Totalmente	2	3	4	5	6	7 - Concordo Totalmente
O produto escolhido é reflexo de um símbolo de estatuto social.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O produto escolhido ajuda-me a sentir integrado em situações sociais importantes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu acho importante ser visto a utilizar o produto que escolhi.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu acho importante que as pessoas saibam que estou a utilizar um produto de luxo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7. Relembre-se da compra mais recente que fez de um produto contrafeito de luxo.

Indique, numa escala de 1 a 7, onde 1 representa “Discordo Totalmente” e 7 “Concordo Totalmente”, o seu nível de concordância com as seguintes afirmações relativamente à importância da sua identidade pessoal que podem ter influenciado a sua escolha:

	1 - Discordo Totalmente	2	3	4	5	6	7 - Concordo Totalmente
O produto escolhido reflete o tipo de pessoa que idealizo ser.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O produto escolhido ajuda-me a comunicar a minha identidade.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O produto escolhido ajuda-me a expressar quem eu sou.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
O produto escolhido ajuda-me a definir quem sou.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8. Relembre-se da compra mais recente que fez de um produto contrafeito de luxo.

Indique, numa escala de 1 a 7, onde 1 representa “Discordo Totalmente” e 7 “Concordo Totalmente”, o seu nível de concordância com as seguintes afirmações relativamente à importância da informação gerada por utilizadores de produtos contrafeitos de luxo que podem ter influenciado a sua escolha:

	1 - Discordo Totalmente	2	3	4	5	6	7 - Concordo Totalmente	Não aplicável
Os comentários/reviews dos utilizadores de produtos contrafeitos de luxo foram importantes para a tomada de decisão da compra deste produto.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Confio nos comentários/reviews de pessoas que já tenham adquirido um produto semelhante/igual ao que eu escolhi.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Acredito que as opiniões dos utilizadores sobre o produto contrafeito de luxo são mais benéficas do que a informação fornecida pelo próprio vendedor/marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Confio nos comentários/reviews de amigos ou pessoas que acompanho em redes sociais.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9. Relembre-se agora do momento em que escolheu a marca do produto.

Indique, numa escala de 1 a 7, onde 1 representa “Discordo Totalmente” e 7 “Concordo Totalmente”, o seu nível de concordância com as seguintes afirmações relativamente à notoriedade da marca que escolheu:

	1 – Discordo Totalmente	2	3	4	5	6	7 – Concordo Totalmente
É fácil reconhecer o design distintivo da marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
É fácil reconhecer o logótipo/símbolo o distintivo da marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
É fácil reconhecer as cores da assinatura da marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
É fácil reconhecer a forma distintiva da marca.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A marca apresenta uma embalagem distinta e que é reconhecida pelos outros.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10. Indique, numa escala de 1 a 7, onde 1 representa “Discordo Totalmente” e 7 “Concordo Totalmente”, em que medida é que a marca do produto:

	1 - Discordo Totalmente	2	3	4	5	6	7 - Concordo Totalmente
Faz parte de mim e de quem sou.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Está pessoalmente ligada a mim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Está emocionalmente ligada a mim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reflete para as outras pessoas algo sobre quem eu sou.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11. Relembre-se agora do momento em que escolheu optar pela versão contrafeita do produto de luxo. Indique, numa escala de 1 a 7, onde 1 representa “Discordo Totalmente” e 7 “Concordo Totalmente”, o seu nível de concordância com as seguintes afirmações relativamente à sua disposição para pagar pelo produto contrafeito:

	1 – Discordo Totalmente	2	3	4	5	6	7 – Concordo Totalmente
Aproveitei o facto de o preço praticado pela versão contrafeita do produto de luxo ser mais baixo para comprar o produto ao invés de comprar a versão original a um preço mais elevado.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Para mim, é mais provável pagar menos pela compra de um produto contrafeito de luxo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12. Considerando uma escala de 1 a 7, onde 1 representa “Discordo Totalmente” e 7 “Concordo Totalmente”, indique o seu nível de concordância com as seguintes afirmações relativamente à intenção de compra deste tipo de produto no futuro:

	1 – Discordo Totalmente	2	3	4	5	6	7 – Concordo Totalmente
Eu refiro-me aos produtos contrafeitos de luxo de forma favorável.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu penso nos produtos contrafeitos de luxo como opção ao comprar uma marca de luxo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eu pretendo comprar um produto contrafeito quando precisar de comprar um produto de luxo específico.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quando comprar produtos de luxo, vou escolher produtos contrafeitos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13. Por fim, lembre-se agora, de forma global, da sua experiência com a compra do produto contrafeito de luxo.

Considerando uma escala de 1 a 7, onde 1 representa “Discordo Totalmente” e 7 “Concordo Totalmente”, indique o seu nível de concordância com as seguintes afirmações relativamente à sua satisfação com o produto contrafeito que comprou:

	1 - Discordo Totalmente	2	3	4	5	6	7 - Concordo Totalmente
É exatamente o que eu precisava.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
É um dos melhores produtos que eu poderia ter comprado.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A minha escolha revelou-se melhor do que eu esperava.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De modo geral, estou satisfeito com a minha decisão.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14. Seleccione a que intervalo de idades pertence:

- Menos de 21 anos;
- Entre os 21 e os 40 anos;
- Entre os 41 e os 60 anos;
- Mais de 60 anos.

Q15. Seleccione o seu género:

- Feminino;
- Masculino;
- Outro.

Q16. Seleccione a sua nacionalidade:

- Portuguesa;
- Outra _____

Avançar para: Q17 “ Seleccione a sua nacionalidade: = Portuguesa;”

Avançar para: Q18 se Condição: “Outra” não estiver vazia.

Q17. Seleccione o seu concelho de residência:

▼ Abrantes (1) ... 310 (310)

Q18. Seleccione o seu nível de ensino mais avançado (completo):

- Ensino básico – 1º ciclo;
- Ensino básico – 2º ciclo;
- Ensino básico – 3º ciclo;
- Ensino Secundário;
- Licenciatura;
- Mestrado;
- Doutoramento.

Q19. Selecione a sua situação profissional atual:

- Estudante;
- Trabalhador;
- Trabalhador/Estudante;
- Desempregado;
- Reformado.

Q20. Selecione, entre as opções, aquela que considera que reflete melhor a sua capacidade de consumo:

- É muito difícil viver com o rendimento disponível;
 - É difícil viver com o rendimento disponível;
 - Dá para viver com o rendimento disponível;
 - Dá para viver confortavelmente com o rendimento disponível.
-

English Version:

Hello,

My name is Tatiana and I am currently doing my dissertation to complete my master's degree in Statistics and Information Management with a specialization in Marketing Research and CRM at NOVA IMS University. The main objective of this research is to understand the importance of a brand in the customer's journey when purchasing counterfeit luxury products.

This online questionnaire has an estimated duration of 10 minutes and all information collected will be anonymous and confidential. For the correct conduct of this research, I ask that you please answer

the questionnaire honestly and sincerely. Your collaboration will be fundamental to its success. For any question related to it, do not hesitate to contact me (via email) - m20180855@novaims.unl.pt.

Thank you,

Tatiana Soares Castilho.

Q1. Have you ever bought a counterfeit luxury product?

- Yes
- No

Skip To: End of Survey If "Have you ever bought a counterfeit luxury product? = No"

Q2. Considering a scale from 1 to 7, where 1 represents "Strongly Disagree" and 7 "Strongly Agree", indicate your level of agreement with the following statements regarding your purchase of this type of product:

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
I have already bought counterfeit luxury products several times.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider buying counterfeit luxury products in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q3. Considering your experience before purchasing the product, indicate, on a scale from 1 to 7, where 1 represents “Strongly Disagree” and 7 “Strongly Agree”, your level of agreement with the following statements regarding the search for latest products:

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
I am always one of the first to try new counterfeit luxury products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am excited about purchase counterfeit luxury products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I own a lot of popular counterfeit luxury products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am always up to date on new luxury counterfeit products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q4. Considering your experience before purchasing the product, indicate, on a scale from 1 to 7, where 1 represents “Strongly Disagree” and 7 “Strongly Agree”, your level of agreement with the following statements regarding the importance of the quality-price ratio of this type of product:

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
The price of the product is a good indicator of its quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
You have to pay a higher price for a better-quality product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, the higher the price of a product, the higher its quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q5. Remember your most recent purchase of a counterfeit luxury product.

Indicate, on a scale from 1 to 7, where 1 represents “Strongly Disagree” and 7 “Strongly Agree”, your level of agreement with the following statements regarding the importance of the brand's image product that you have purchased:

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
I feel confident when I use the brand of the product I have chosen.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand of the chosen product can bring me prestige.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The brand of the chosen product may attract other people's attention.

I am especially concerned about the impression that I make on others.

Q6. Remember your most recent purchase of a counterfeit luxury product.

Indicate, on a scale from 1 to 7, where 1 represents “Strongly Disagree” and 7 “Strongly Agree”, your level of agreement with the following statements regarding the importance of your self-presentation that may have influenced your choice:

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
The chosen product reflects a symbol of social status.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The chosen product helps me to feel integrated in important social situations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think it's important to be seen using the product I chose.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think it's important for people to know	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

that I'm using a luxury product.

Q7. Remember your most recent purchase of a counterfeit luxury product.

Indicate, on a scale from 1 to 7, where 1 represents “Strongly Disagree” and 7 “Strongly Agree”, your level of agreement with the following statements regarding the importance of your self-expression that may have influenced your choice:

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
The product chosen reflects the kind of person I idealize to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The chosen product helps me communicate my self-identity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The chosen product helps me express myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The chosen product helps me define myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8. Remember your most recent purchase of a counterfeit luxury product.

Indicate, on a scale from 1 to 7, where 1 represents “Strongly Disagree” and 7 “Strongly Agree”, your level of agreement with the following statements regarding the importance of the information

generated by users of counterfeit luxury products that may have influenced your choice:

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree	Not applicable
Comments/reviews from users of luxury counterfeit products were important in making the decision to purchase this product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust comments/reviews from people who have already purchased a product similar/equal to the one I chose.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe user reviews about the counterfeit luxury product are more beneficial than manufacturer provided information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust comments/reviews from friends or people I follow on social networks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9. Now, remember the moment you chose the product brand.

Indicate, on a scale from 1 to 7, where 1 represents “Strongly Disagree” and 7 “Strongly Agree”, your level of agreement with the following statements regarding the reputation of the brand you have chosen:

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
It is easy to recognize the brand's distinctive design.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is easy to recognize the brand's distinctive logo/symbol.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is easy to recognize the brand's signature colours.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is easy to recognize the brand's distinctive shape.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand has a distinctive packaging that is recognized by others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10. On a scale from 1 to 7, where 1 represents “Strongly Disagree” and 7 “Strongly Agree”, state to what extent the product brand:

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
Is part of me and who I am.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is personally connected to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is emotionally connected to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reflects to other people something about who I am.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11. Now, remember the moment when you chose to purchase the counterfeit version of the luxury product.

Considering that moment, indicate, on a scale from 1 to 7, where 1 represents “Strongly Disagree” and 7 “Strongly Agree”, your level of agreement with the following statements regarding your willingness to pay for the counterfeit product:

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
I will take advantage of a lower price in order to purchase a	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

counterfeit luxury version instead of the original version of the product.

I am likely to pay less for the purchase of a counterfeit luxury product.

Q12. Considering a scale from 1 to 7, where 1 represents “Strongly Disagree” and 7 “Strongly Agree”, indicate your level of agreement with the following statements regarding the intention to purchase this type of product in the future:

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
I say favorable things about counterfeited luxurious products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think about a counterfeit luxury product as a choice when purchasing a luxury brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I intend to purchase a counterfeit product when I need a specific luxury product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When purchasing luxurious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

products, I will choose counterfeited products.

Q13. Finally, remember now, globally, your experience with the purchase of the counterfeit luxury product.

Considering a scale from 1 to 7, where 1 represents “Strongly Disagree” and 7 “Strongly Agree”, indicate your level of agreement with the following statements regarding your satisfaction with the counterfeit product you purchased:

	1 - Strongly Disagree	2	3	4	5	6	7 - Strongly Agree
It is exactly what I needed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is one of the best products I could have bought.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My choice turned out to be better than I expected.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, I am satisfied with my decision.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14. Select your age range:

- Less than 21 years;
- Between 21 and 40 years old;
- Between 41 and 60 years old;
- Over 60 years.

Q15. Select your gender:

- Female;
- Male;
- Other.

Q16. Select your nationality:

- Portuguese
- Another _____

Skip To: Q17 If Select your nationality: = Portuguesa;

Skip To: Q18 If Condition: Another Is Not Empty.

Q17. Select your municipality of residence:

▼ Abrantes (1) ... 310 (310)

Q18. Select your most advanced level of education (complete):

- Basic education - 1st cycle;
- Basic education - 2nd cycle;
- Basic education - 3rd cycle;
- High school;
- Bachelor's degree;
- Master's degree;
- Doctorate degree.

Q19. Select your current professional situation:

- Student;
- Worker;
- Student worker;
- Unemployed;
- Reformed.

Q20. Select, among the options, the one that you think best reflects your consumption capacity:

- It is very difficult to live with available income;
- It is difficult to live with available income;
- You can live with available income;
- You can live comfortably with available income.

APPENDIX B – Outer Loadings and Cross Loadings

Item/ Construct	BA	BI	BP	NS	PQ	P	PI	CS	VE	SA	WOM	WTP
BA1	0.854	0.325	0.245	0.150	0.021	0.058	0.113	0.098	0.482	0.460	0.136	0.047
BA2	0.893	0.264	0.194	0.197	0.042	0.103	0.118	0.082	0.460	0.403	0.137	-0.025
BA3	0.867	0.284	0.128	0.188	0.122	0.119	0.075	0.072	0.430	0.402	0.113	-0.023
BA4	0.908	0.429	0.218	0.208	0.193	0.159	0.149	0.086	0.655	0.518	0.247	0.177
BI2	0.393	0.829	0.280	0.093	0.214	0.138	0.039	0.048	0.452	0.621	0.206	0.193
BI3	0.319	0.968	0.274	0.147	0.216	0.117	0.121	0.042	0.452	0.611	0.239	0.236
BI4	0.362	0.722	0.248	0.138	0.196	-0.011	0.032	-0.048	0.411	0.672	0.180	0.172
BP1	0.223	0.335	0.864	-0.002	0.124	0.058	0.054	0.061	0.266	0.296	0.250	0.189
BP2	0.160	0.286	0.867	0.032	0.075	0.116	0.098	0.114	0.225	0.299	0.232	0.214
BP3	0.181	0.216	0.877	0.077	0.036	0.085	0.070	0.067	0.171	0.256	0.172	0.167
BP4	0.230	0.219	0.908	0.021	0.058	0.036	0.060	0.044	0.268	0.268	0.225	0.181
BP5	0.192	0.190	0.718	0.022	0.084	0.000	-0.072	-0.005	0.206	0.250	0.223	0.073
NS2	0.200	0.189	0.051	0.846	0.145	0.551	0.445	0.286	0.110	0.112	0.327	0.324
NS3	0.147	0.121	0.062	0.863	-0.052	0.645	0.473	0.319	0.087	0.118	0.203	0.264
NS4	0.172	-0.012	-0.086	0.645	-0.020	0.254	0.223	0.197	0.086	0.044	0.210	-0.006
PQ1	0.115	0.117	0.109	0.086	0.804	-0.008	-0.102	-0.020	0.159	0.144	0.166	0.004
PQ2	0.087	0.256	0.062	0.021	0.819	0.021	-0.109	-0.053	0.114	0.173	0.170	0.025
PQ3	0.055	0.194	0.005	-0.061	0.764	-0.044	-0.050	-0.048	0.103	0.192	0.154	0.097
P1	0.107	0.027	0.048	0.496	-0.008	0.844	0.438	0.281	0.119	0.078	0.192	0.288
P2	0.118	0.152	0.090	0.642	0.001	0.919	0.525	0.471	0.123	0.105	0.258	0.376
PI1	0.053	0.051	0.052	0.422	-0.132	0.517	0.849	0.593	0.054	0.070	0.278	0.472
PI2	0.073	0.148	0.096	0.479	-0.073	0.547	0.888	0.520	0.109	0.182	0.298	0.532
PI3	0.191	0.084	0.071	0.416	-0.113	0.395	0.854	0.457	0.087	0.096	0.211	0.347
PI4	0.167	0.047	0.016	0.420	-0.094	0.401	0.848	0.504	0.067	0.084	0.176	0.362
CS1	0.043	0.014	0.066	0.237	-0.025	0.316	0.481	0.831	0.096	0.013	0.169	0.365
CS2	0.185	0.031	0.059	0.294	-0.056	0.374	0.554	0.855	0.177	0.045	0.129	0.303
CS3	0.098	0.034	0.048	0.362	-0.071	0.421	0.541	0.905	0.064	-0.013	0.250	0.353
CS4	0.007	0.029	0.103	0.305	-0.014	0.413	0.539	0.902	0.073	-0.042	0.162	0.373
VE1	0.516	0.464	0.203	0.092	0.157	0.093	0.037	0.102	0.812	0.518	0.214	0.195
VE2	0.516	0.490	0.300	0.086	0.124	0.125	0.075	0.113	0.925	0.514	0.247	0.271
VE3	0.444	0.439	0.252	0.088	0.146	0.119	0.074	0.132	0.893	0.442	0.178	0.240
VE4	0.562	0.344	0.181	0.138	0.136	0.137	0.132	0.064	0.859	0.484	0.150	0.201
SA1	0.347	0.628	0.316	0.073	0.239	0.115	0.103	0.076	0.437	0.766	0.249	0.237
SA2	0.414	0.639	0.367	0.123	0.181	0.142	0.123	0.025	0.531	0.886	0.281	0.326
SA3	0.491	0.576	0.244	0.082	0.229	0.037	0.071	-0.056	0.499	0.905	0.147	0.168

SA4	0.497	0.578	0.217	0.145	0.087	0.086	0.150	-0.022	0.482	0.892	0.174	0.208
WOM1	0.098	0.111	0.140	0.267	0.164	0.233	0.221	0.173	0.117	0.113	0.797	0.226
WOM2	0.186	0.221	0.229	0.317	0.171	0.292	0.304	0.190	0.219	0.241	0.893	0.312
WOM3	0.139	0.220	0.181	0.175	0.194	0.136	0.163	0.159	0.180	0.152	0.769	0.254
WOM4	0.185	0.269	0.284	0.224	0.161	0.147	0.215	0.146	0.219	0.257	0.815	0.366
WTP1	0.035	0.232	0.214	0.182	0.036	0.289	0.357	0.289	0.199	0.283	0.319	0.835
WTP2	0.071	0.194	0.158	0.306	0.032	0.369	0.513	0.392	0.248	0.194	0.302	0.906

Notes: The Cross loadings values are on the diagonal of the table.

