

FACTORS INFLUENCING PURCHASE INTENTION OF COUNTERFEIT LUXURY CLOTHING BRANDS AMONG GENERATION Z CONSUMERS IN COLOMBO DISTRICT

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1. Introduction

Production, distribution, and consumption of counterfeit goods of credible and luxury brands has become a severe and growing issue even in developing countries. Although there are legal frameworks and government institutions responsible, counterfeiting is rapidly happening in the Sri Lankan context, especially concerning luxury clothing brands. However, academic research on counterfeit product consumption is still scant in the Sri Lankan context. Building on the above backdrop, this study addresses this void by examining the factors influencing the purchase intention of counterfeit luxury clothing brands, referring to Generation Z consumers in the Colombo district.

2. Research Methodology

A conceptual framework is proposed based on the theory of planned behaviour and prior literature on counterfeit product consumption. Following the positivist research philosophy and deductive research approach, a sample of 384 Generation Z consumers was selected using purposive sampling to collect data via an online survey. Multiple linear regression analysis was used to empirically validate the causal relationships proposed in the conceptual framework.

3. Findings and Discussion

Findings reveal that fashion consciousness, subjective norms, value consciousness, and self-ambiguity positively impact consumers' intention to purchase counterfeit luxury clothing brands. In contrast, the most influential factor, ethical judgment, has a negative influence.

4. Conclusion and Implications

The study findings emphasize that fashion and value-conscious, self-ambiguous consumers tend to purchase counterfeit luxury clothing brands with the support of their social circles. Eventually, these findings will guide marketers and policymakers in formulating effective marketing strategies to encourage customers to purchase genuine luxury clothing brands instead of their counterfeit counterparts.

Keywords: Counterfeit luxury clothing brands, Generation Z, Purchase intention.