

DETERMINANTS OF BUYING BRANDED PRODUCTS, FAKE LUXURY CLOTHY INDUSTRY (CASE STUDY: ISFAHAN CITY)

SAID MAHDI VISAH¹, EHSAN NAMDAR JOYAMI²,
PARVIN GHAZAL³ AND ALI NEJAT PARHIZKAR⁴

¹ Assistant Professor of Management Department, University of Ilam,
^{2,3,4} Master in Business Management University of Ilam

Abstract

Objective: In this study, we identified the desire and intention to purchase counterfeit luxury brands in the apparel industry leading products are identified and the impact of these factors on intention to purchase the products we tested. Methods: The aim of the study and application of methods and techniques for data collection and survey, is described., for data analysis, was used software Spss 19. Society desired, all clients are in the city for clothing stores., Totaling 384 samples have been taken. (Bach Crohn's alpha for the total amount of relationship equal to is 0/912). Results: The main purpose of the research was eleven hypothesize that the impact of personal satisfaction, customer awareness, perceived value, social influence, prestige, customer loyalty, ethics, risk aversion, normal, oily, perceived risk and knowing they are buying fake luxury brand was formed that all hypotheses were confirmed. Conclusions: satisfaction, customer awareness, customer loyalty, prestige and luxury brands have the greatest impact on Buying fake products and other variables moderate impact on purchasing luxury brand products are fake. In the meantime, and the production of luxury goods have managers careful attention to issues that have a large impact on Buying fake goods, luxury brands have tended to focus on the action to reduce the minimum.

Keywords: tendency towards fake products, going shopping, apparel, luxury brand