EUROPEAN MASTER IN BUSINESS STUDIES

THE EXPOSÉ

An investigation into the factors influencing buying decisions

The case of
Counterfeit Luxury Goods in
Italy, China, Turkey and Vietnam

By
Khoi LE TAM

EMBS9

Supervisor
Prof. Dr. Ralf Wagner

October 2016
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ABSTRACT

**Keyword:** counterfeit, luxury branded, luxury, brand, classy, fake, expensive, chic, Italian design, made in China.

**Background:** One of the greatest problems of luxury goods firms facing in a globalizing market is that of counterfeiting. With the growth of rich people in Asia today, Asians play a primary role in luxury market, particularly is China and emerging countries. Beside that fact, China is recently well known as a counterfeit paradise of the world, and particularly Turkey is well known in Europe as a hot spot of counterfeit.

Interestingly, counterfeit products in these countries are getting popular with high technology, and at some point, there are no different between two products, even has a better quality at some product lines, it also takes over the place of genuine products in the market at some time.

**Purposes:** This study would discuss deeply the counterfeit market today, where is the reason of the growth of this industry, while the living standard as well as the global income has been increasing recently. Which factors are really affecting and controlling the buying decision of consumer in the market.

To deliver the understanding and also to prove the counterfeit products flow, such as from Italy where the authentic product was designed and sold, and China plays a role of producer, take the new design concept from Italy and start producing, then distribute to the consuming market, likely to emerging countries, for instance is Vietnam.

**Methodology:** This study will apply both quantitative and qualitative research to reach the highest precision in possible. The questionnaire will be designed and spread via social network and personal contacts in those four countries, to reach the ideal numbers of respondents.

And the interviews will be scheduled, aims to increase the validity of the research in general and in specific to have a deeper view from the point of view of professional, who have really knowledge about the market as well as the experiences, such as Brand Manager from LVMH (Moët Hennessy Louis Vuitton), Account Director from Hakuhodo, Financial Analyst from Thomson Reuters, Ext.
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INTRODUCTION

BACKGROUND

Since 1970s, the counterfeit market, particularly in the luxury branded segment has been raised (Phau et al., 2009). In 2013, according to the data from OECD, the imports of counterfeit and pirated goods are worth nearly half a trillion dollars a year, or around 2.5% of global imports, they estimated up to 5% of goods imported to Europe are fake, and most of them are originated from emerging countries, top of the list is China. And also in this year the market volume of this market reached 600 billion USD, (Elings et al., 2013), and more than 750,000 jobs in the USA are lost because of counterfeiting by the information from Anti-Counterfeiting Coalition. The question for author is if the counterfeiting has really significant effect to the economy, also direct and indirect to final consumers, so why this market keeps rising recently and also what is driving the market? And Which factors do influence buyer decisions here?

Europe is well known with luxurious products, and also because of this fact, Europe has the worst effects from counterfeiting today by the data from OECD, Italy and France are on the top of the list. From this point makes author concern about the flow of counterfeit production and distribution, the designs of counterfeit products are from Europe, where the genuine products are designed. When the design idea ready, the production process goes into the factory, and start producing, this step today is well known in China, with the product labelled “made in China”, by OECD data, in 2013, 63.2% counterfeit products worldwide are originated from China and follow up is Hong Kong with 21.3%, and right after the third position is Turkey. And from China the products will be distributed to consuming markets, almost to emerging countries, Turkey also produces counterfeit products, but also take the products from China and distribute to the region needs, for instance like Europe and Russia. This is the reason why author choses Italy, China, Turkey and Vietnam to analysis. The chart below will illustrate better the idea of choosing those four countries.
RESEARCH PROBLEM AND QUESTIONS

Counterfeit has been no longer a new topic for researchers, there are many previous similar studies have been published and well known for everyone. But as the background was provided in the last section, personally author feel that this topic could be developed more in depth and broad. In particular, this research would discuss more into the factors which influences the buying decision of consumer, the loyalty of counterfeit luxury branded owner drives the future purchase decision, and obviously the perception of consumer toward the genuine luxury products would be discussed here in detail. As mentioned in the background part, the flow of counterfeit luxury branded products also will be analysed in this research.

The factors influence buying decision in this type of products are not fully discovered and understood, there are still many limitations make authors concern about, and currently there is no official research about this topic in Vietnam, where is the battle between counterfeit vs genuine getting intense, when recently almost of European luxurious branded all arrived this emerging country. Moreover, the study will discuss about the interesting of the link of Italy, China and Vietnam, and also the different in perceive about counterfeit luxury branded of Italian, Chinese and Vietnamese. According to these problems, this research states the overall research problem of:

**What influences consumers to make decision on buying counterfeit luxury goods and how counterfeit owners perceive toward the counterfeit and genuine products?**  
**In Italy, China, and Vietnam**

There are three research questions will be discussed to answer the research problem in this study.

**Research question 1:** Is the decision of buying counterfeit luxury goods of Italian, Chinese, Turkish and Vietnamese driven by the price consciousness, brand equity dimensions or the theory of planned behaviour?

As was mentioned earlier, the influencing factors to purchase counterfeit luxury goods are not fully understood and discovered, this research question aim to find out new factors or go deeper to have a better angle of existing factors, which are discovered by previous studies. To explore these factors, author will consider different aspects, dimensions and point of view from varieties of theory such as the theory of planned behaviour, consumer-based brand equity, and also price consciousness.

**Research question 2:** Does counterfeit loyalty of Italian, Chinese, Turkish and Vietnamese counterfeit buyer is increased by the counterfeit ownership?

This question regards to the purchase frequency of counterfeit owners, the attitude toward counterfeit luxury goods, the purchasing willingness regards to a high price for this type of product. Also to analysis the consuming behaviour of consumer, after purchase and use counterfeit, would they go back for that again, does it work in the same way of luxury alcoholic?
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Research question 3: Is the value of genuine brands affected by the counterfeit luxury goods ownership?

Last research question aims to make the comparisons between counterfeit owner and non-owner toward the perception of genuine goods. To understand the perception of counterfeit luxury product owner toward counterfeiting and genuine.
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## LITERATURE REVIEW

<table>
<thead>
<tr>
<th>Author</th>
<th>Year</th>
<th>Title</th>
<th>Published</th>
<th>Content</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td><strong>COUNTERFEIT MARKET</strong></td>
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<tr>
<td>Mathumita Mukherjee Basu, Sumit Basu &amp; Jung Kook Lee</td>
<td>2015</td>
<td>Factors Influencing Consumer’s Intention to Buy Counterfeit Products</td>
<td>Global Journal of Management and Business Research: B Economics and Commerce Volume 15 Issue 6 Version 1.0</td>
<td>• The present study reviews existing literature on counterfeit products, identifies potential improvements, and provides further insight into consumer motives behind the purchase of counterfeits. • Six primary factors that influence counterfeit purchase have been identified and applied to investigate the impact of these factors on consumer behavioral patterns. The factors are (1) social motivation, (2) personal gratification, (3) perception, (4) value, (5) brand loyalty, and (6) ethics</td>
</tr>
<tr>
<td>Jurgita Stravinskiene, Aiste Dovaliene, Ruta Ambrazeviciute</td>
<td>2013</td>
<td>Factors influencing intent to buy counterfeits of luxury goods</td>
<td>Economics and Management: 2013, 18 (4) Kaunas University of Technology, Lithuania</td>
<td>• Consumers attitude towards luxury goods and their counterfeit copies</td>
</tr>
</tbody>
</table>
| **Vertica Bhardwaj** | 2010 | The effects of consumer orientations on the consumption of counterfeit luxury brands | University of Tennessee, Knoxville | • Habits and causes of counterfeit copies purchasing  
• Impact of counterfeit copies on luxury brands from the consumer's point of view  
• Impact of luxury items counterfeit copies consumption on consumer's identity  
• Factors, causing demand for counterfeit copies. |
| --- | --- | --- | --- | --- |
| **Daniel C. Fleming** | 2014 | Counterfeiting in China | University of Pennsylvania East Asia Law Review Vol. 10 | • The overview of counterfeit market in China, 65% of counterfeit goods in the world are originated from China.  
• The Western conception of intellectual property: original creative work that can be protected by law  
• China's conception of intellectual property: have not
**Exposé: The factors influencing the buying decision of counterfeit luxury goods**

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Year</th>
<th>Title</th>
<th>Journal/Source</th>
<th>Key Points</th>
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</table>
| Bian, X. and Moutinho, L.  | 2011 | The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits | European Journal of Marketing, Vol. 45 No. 1/2, pp. 191-216. | - The research seeks to focus on the impact of perceived brand image, direct and indirect effects (mediator and moderator effects) of product involvement and product knowledge on consumer purchase intention of counterfeits in the context of non-deceptive counterfeiting.  
- The proof of the perceived brand personality plays a more dominant role in explaining consumers’ purchase intention of counterfeit luxury products than other influential factors. |

**LUXURY GOODS**

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<tr>
<th>Author(s)</th>
<th>Year</th>
<th>Title</th>
<th>Source</th>
<th>Key Points</th>
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</table>
| Vickers, J.S., & Remand, F. | 2003 | The Marketing of luxury goods                                       | The Marketing Review, No.3, 459-478        | - Luxury goods can be differentiated from normal or “non” luxury goods, which would be distinct by these dimensions: functionalism, experientialism, and symbolic.  
- The symbols of luxury goods can play an important role in purchasing |
- To see the consumer-based brand equity dimensions of Chinese (perceived quality, brand loyalty, brand awareness, brand association).  
- The overview of luxury goods demand in China, to understand motives of China to become the giant in counterfeit producing, as well as the luxury goods consumption. |
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<td>2016 Global power of luxury goods 2016 Discipline innovation</td>
<td>2016</td>
<td>Deloitte</td>
<td>The report indicated and lists the 100 largest luxury goods companies globally. It also provides an outlook on the global economy; an analysis of merger and acquisition activity in the industry and discusses the key forces shaping the luxury market.</td>
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The European luxury goods market has bounced back since the difficult days of 2012-2014 but national economies are recovering at different rates. Overall, market growth is slow but steady, with both domestic shoppers and wealthy tourists cautious about spending.

Both mainland China and Hong Kong continue to experience a slowdown in luxury goods spending, with economic uncertainty dampening consumer confidence.

### LOYALTY TO COUNTERFEIT OR LUXURY GOODS

|--------------------------------|------|-------------------------------------------------|--------------------------------------------------|

**Explore the perceptions and attitudes of original luxury brand owners towards counterfeit luxury goods.**

The results indicated that all respondents found luxury products fun and worth the price they paid for them, whether they were original or counterfeit.

These survey participants
believed that counterfeits were inferior products and believed that ownership of original luxury products was more prestigious compared to counterfeit luxury goods.

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<tr>
<th>Author</th>
<th>Year</th>
<th>Title</th>
<th>Institution</th>
<th>Citation</th>
<th>Details</th>
</tr>
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</table>
| Mourad Siham    | 2012 | The effects of counterfeit on luxury brand buying behaviour, in terms of consumption experience | Pierre Mendes France University (UPMF Grenoble) | • Point out the factor influence consumer buying decision from the purchase of a genuine product in terms of their personal and social consumption experience.  
  • Determine attitudes of luxury goods consumers in the presence of counterfeit goods. |
| Icek Ajzen      | 1991 | The Theory of Planned Behavior                                        | Organisational behaviour and human decision processes 50, 179-211 | • The basic of the Planned behaviour model.  
  • The research dealing with various aspects of the theory of planned behaviour |
| 2               | 2013 | The Moderating Role of Perceived Behavioral Control: The Literature Criticism and Methodological Considerations | International journal of business and social science, vol. 4, No. 10 (special issue) | • to understand conceptual and methodological ambiguities of perceived behavioural control.  
  • Beside the well-known of the theory of planned behaviour, the independent construct theory of |
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- The research discusses recent theoretical developments which attempt to explain the role which brand awareness plays and then presents empirical findings.
  - Make clear the concept of:
  - The role of brand awareness
  - Brand awareness in decision making.
  - The important of brand awareness
The brand equity elements include the loyalty of brand, perceived quality and brand awareness/brand association. Regarding to the fact that the brand equity aspects can explain the consumption of genuine luxury brand products, it can be predicted that these factors can explain counterfeit luxury goods consumption. Notably, there exists an inverse proportional relationship between consumer based brand equity and counterfeit luxury goods consumption. For instance, in 1972 Chance and French, and 2011 Sahin and Atilgan, they stated that with the loyal customers of authentic goods, purchasing and using counterfeits can be seen as an act of doing harm to genuine brands, and hence the intention to purchase counterfeit products are less likely to be happened. Difference in perceived quality between authentic products and fake ones also decrease the eagerness to buy counterfeit luxury goods by Jenner and Artun (2005). these arguments, 3 hypotheses (H) of brand equity are presented as follows:

**Hypothesis 1.1a:** The loyalty of authentic goods has a negative impact on the counterfeit luxury goods consumption in Italy.

**Hypothesis 1.1b:** The loyalty of authentic goods has a negative impact on the counterfeit luxury goods consumption in China.

**Hypothesis 1.1c:** The loyalty of authentic goods has a negative impact on the counterfeit luxury goods consumption in Turkey.

**Hypothesis 1.1d:** The loyalty of authentic goods has a negative impact on the counterfeit luxury goods consumption in Vietnam.

**Hypothesis 1.2a:** The perceive quality of authentic goods has a negative impact on the counterfeit luxury goods consumption in Italy.

**Hypothesis 1.2b:** The perceive quality of authentic goods has a negative impact on the counterfeit luxury goods consumption in China.

**Hypothesis 1.2c:** The perceive quality of authentic goods has a negative impact on the counterfeit luxury goods consumption in Turkey.
Hypothesis 1.2d: The perceive quality of authentic goods has a negative impact on the counterfeit luxury goods consumption in Vietnam.

Hypothesis 1.3a: The brand awareness of authentic goods has a negative impact on counterfeit luxury goods consumption in Italy.

Hypothesis 1.3b: The brand awareness of authentic goods has a negative impact on counterfeit luxury goods consumption in China.

Hypothesis 1.3c: The brand awareness of authentic goods has a negative impact on counterfeit luxury goods consumption in Turkey.

Hypothesis 1.3d: The brand awareness of authentic goods has a negative impact on counterfeit luxury goods consumption in Vietnam.

---------------------------------------------------------------------------------------------------------------------

PRICE AWARENESS

Genuine luxury brand product consumers share the same intention when buying the exclusive items: to polish their personal image and benefit from the prestige associated with owning a high-end product. However, in 1993, Bloch et al., and in 2009 Phau and Tech said that not all consumers are able, or want to spend a large amount of money for ownership of genuine products. From these points of view, counterfeits inarguably excel thanks to their price advantage: sometimes the price gap between a counterfeit luxury brand product and a genuine one is significant. Under the manipulation of Price Awareness, those who want to possess values and benefits bound with genuine brands but are unable to pay the amount they are worth will turn to counterfeit product as a possible alternative choice. Their perceived value of counterfeit luxury goods, hence, is high (Ang et al., 2001). On that basis, the following hypothesis is set up:

Hypothesis 1.4a: The price awareness plays a crucial role and has a positive impact on the counterfeit luxury goods consumers in Italy.

Hypothesis 1.4b: The price awareness plays a crucial role and has a positive impact on the counterfeit luxury goods consumers in China.

Hypothesis 1.4c: The price awareness plays a crucial role and has a positive impact on the counterfeit luxury goods consumers in Turkey.
Hypothesis 1.4d: The price awareness plays a crucial role and has a positive impact on the counterfeit luxury goods consumers in Vietnam.

THE THEORY OF PLANNED BEHAVIOR ELEMENTS

The subjective norm and perceived behavior are explained in this theory, which illustrate how attitude towards counterfeiting. It controls the intention to purchase and consume counterfeits. Prior researches by Wee et al. (1995) if a consumer favors counterfeits, he/she will buy them; and if not, no purchase decision is made. By Kim and Karpova (2010), the subjective norm reflects the willingness to buy counterfeit luxury goods to please a group, to feel accepted or to receive admiration. On the other hand, perceived behavior control demonstrate its influence through a simple deduction: if it’s easy to buy counterfeits, then it must be easy to consume them. Here, three more hypotheses are suggested:

Hypothesis 1.5a: The counterfeit luxury goods consumption of Italian has the positive impact driven by the attitude.

Hypothesis 1.5b: The counterfeit luxury goods consumption of Chinese has the positive impact driven by the attitude.

Hypothesis 1.5c: The counterfeit luxury goods consumption of Turkish has the positive impact driven by the attitude.

Hypothesis 1.5d: The counterfeit luxury goods consumption of Vietnamese has the positive impact driven by the attitude.

Hypothesis 1.6a: The counterfeit luxury goods consumption of Italian has the positive impact driven by the subjective norm.

Hypothesis 1.6b: The counterfeit luxury goods consumption of Chinese has the positive impact driven by the subjective norm.

Hypothesis 1.6c: The counterfeit luxury goods consumption of Turkish has the positive impact driven by the subjective norm.

Hypothesis 1.6d: The counterfeit luxury goods consumption of Vietnamese has the positive impact driven by the subjective norm.
Hypothesis 1.7a: The counterfeit luxury goods consumptions of Italian has the positive impact driven by the perceived behavioral control.

Hypothesis 1.7b: The counterfeit luxury goods consumptions of Chinese has the positive impact driven by the perceived behavioral control.

Hypothesis 1.7c: The counterfeit luxury goods consumptions of Turkish has the positive impact driven by the perceived behavioral control.

Hypothesis 1.7d: The counterfeit luxury goods consumptions of Vietnamese has the positive impact driven by the perceived behavioral control.

THE LOYALTY OF COUNTERFEIT OWNER VS NON-OWNERS

From previous studies, it can be seen that the attitudes and behaviors of counterfeit luxury goods between owners and non-owners are clearly different. For example, Nia and Zaichkowsky (2000) suggested that counterfeits owners show a more favorable attitude towards them and do not see them as lesser items. They are also more likely to continue purchasing CLBP than others, which means they are satisfied with counterfeit’s quality, price and efficiency (Ang et al., 2001). These two manifestations will eventually drive consumers to buy counterfeit luxury goods as a routine (Kim and Karpova, 2010). In a broader sense, loyalty to counterfeit luxury goods will be generated from differences in attitudes and behaviors between counterfeit luxury goods owners and non-owners (Tom et al., 1998), the mean of counterfeit luxury goods consumers will show characteristics of customer loyalty such as preference, constant purchase decision and consumption, and readiness to pay more to own counterfeit luxury goods (Quester and Neal, 2007). To better investigate counterfeit luxury goods consumer loyalty, the following hypotheses are delivered:

Hypothesis 2.1a: Counterfeit luxury goods owners in Italy have the stronger buying intention towards counterfeit luxury goods.

Hypothesis 2.1b: Counterfeit luxury goods owners in China have the stronger buying intention towards counterfeit luxury goods.

Hypothesis 2.1c: Counterfeit luxury goods owners in Turkey have the stronger buying intention towards counterfeit luxury goods.

Hypothesis 2.1d: Counterfeit luxury goods owners in Vietnam have the stronger
buying intention towards counterfeit luxury goods.

**Hypothesis 2.2a:** Counterfeit luxury goods owners in Italy have the stronger willingness to purchase counterfeit luxury goods than non-owners.

**Hypothesis 2.2b:** Counterfeit luxury goods owners in China have the stronger willingness to purchase counterfeit luxury goods than non-owners.

**Hypothesis 2.2c:** Counterfeit luxury goods owners in Turkey have the stronger willingness to purchase counterfeit luxury goods than non-owners.

**Hypothesis 2.2d:** Counterfeit luxury goods owners in Vietnam have the stronger willingness to purchase counterfeit luxury goods than non-owners.

**Hypothesis 2.3a:** Counterfeit luxury goods owners in Italy have the stronger willingness to pay a higher price to own a counterfeit luxury goods.

**Hypothesis 2.3b:** Counterfeit luxury goods owners in China have the stronger willingness to pay a higher price to own a counterfeit luxury goods.

**Hypothesis 2.3c:** Counterfeit luxury goods owners in Turkey have the stronger willingness to pay a higher price to own a counterfeit luxury goods.

**Hypothesis 2.3d:** Counterfeit luxury goods owners in Vietnam have the stronger willingness to pay a higher price to own a counterfeit luxury goods.

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**GENUINE LUXURY BRAND PERCEPTION OF COUNTERFEIT LUXURY GOODS OWNER VS NON-OWNER**

The non-deceptive situation of purchasing counterfeits happens more frequently than the deceptive one, i.e. consumers purchase counterfeits knowing that they are not authentic products already. Although choosing counterfeits based on their advantages in price and attributes, counterfeit luxury goods consumers still remain a clear distinguished between counterfeits and authentic (Hieke, 2010; Penz and Stöttinger, 2008). Which means, the disappointment when using counterfeits will not be transferred to the genuine luxury brands, but instead, counterfeits' failure to satisfy consumers’ needs will further strengthen reputation and position of genuine luxury brand products as the superior (Eisend and Schuchert-Güler, 2006). For a more detail point of view on the non-harmful effects of counterfeit on genuine luxury brands, the following hypothesis will be
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examined:

**Hypothesis 3a:** From the point of view of Italian counterfeit owners there are no different between genuine and counterfeit goods.

**Hypothesis 3b:** From the point of view of Chinese counterfeit owners there are no different between genuine and counterfeit goods.

**Hypothesis 3c:** From the point of view of Turkish counterfeit owners there are no different between genuine and counterfeit goods.

**Hypothesis 3d:** From the point of view of Vietnamese counterfeit owners there are no different between genuine and counterfeit goods.
METHODOLOGY

This study focuses on researching the behaviour of young adult shoppers with age ranges of 18-35 years old. Among them, young students are more preferable to have intentions to purchase counterfeit luxury goods due to their tight budget but stronger desire to possess luxury products and express themselves through that ownership. Hence, this study also will focus on this group as sample for research.

Due to limitation in time and resources, as well as no access to sampling frame, the random sampling method is deemed inappropriate for this study. Therefore, the researcher decided to use non-random sampling to collect sample. This method is defined as selecting sample elements based on researcher’s own reasoning rather than by randomly choosing (de Vaus, 2002; Malhotra, 2010).

In non-random sampling, the sample is identified by using convenience sampling. This is a technique of choosing sample that is convenient for the researcher (Malhotra, 2010) and proves to be more economical and time-saving. In the context of time and resources restraints to conduct this research, the technique is deemed appropriate. From all above explanations, the questionnaires after be designed, will be spread and distribute through the online social network, with the connections from friends of friends, and also from the personal contact of author to reach the number of required respondents.

Regarding to the questionnaire designed, in general the questionnaire will be addressed to the hypotheses, aims to prove and test the validity of those hypotheses. The questionnaire will be simply in four parts:

1. The intention to purchase counterfeit luxury branded product
2. The perceive toward luxury product
3. The general thoughts about counterfeit luxury branded
4. Demographic

One-way ANOVA method will be also applied in this research, aims to answer the Research Question No. 2 and No. 3. For Research Question No. 2, it is used to figure out possible differences in attitudes towards counterfeit luxury goods, intention to purchase counterfeit luxury goods, and acceptable price level (H2a to H2c) of owners and non-owners counterfeit. For Research Question No. 3, it is used to clarify the perception of authentic products (brand loyalty, perceived quality, and brand awareness/association) between counterfeit luxury goods owners and non owners. In additional, the statistic software Sphinx will also be used in this research, aims to create, distribute the questionnaires, then collect the responds from respondents and finally analyses the result.
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Beside the questionnaire will be designed to collect data, author also decided to set up the interviews, aim to decrease the limitation of the study as well as to reach higher precise results. Interviewees are professional in luxury industry, financial world, also there is one professional marketer, who stands in the middle of “distribution channel” of the market, which can see and understand the final consumer needs, the intention toward the counterfeit, and would be the strategy how to raise the brand awareness as well as the brand loyalty in consumers. The interviewees will be:

1. **Mr. Ton That Bao Thien**  
   *Account Director at Hakuhodo, Ho Chi Minh City*

2. **Mr. Nguyen Van Phuc**  
   *Brand Manager at MHLV, Ho Chi Minh City*

3. **Mr. Yang Du**  
   *Managing Director at Yaozhi Asset Management, Shanghai*  
   *Former Financial Analyst at Thomson Reuters, London*

4. **Ms. Federica Nosari**  
   *Sale assistant at Prada, Milan*

5. **Mr. Hakan Göl**  
   *Digital Director at Deloitte Consultancy, Istanbul*

From the point of view from professionals, author believes that the accuracy will be higher, and also the different angles will be discovered. The author focuses on the quality of the interview rather than the quantity. So that’s why there are only five interviewees are enough for this research.
OVERVIEW OF CHAPTER

The structure of this research will be followed this order

1. **Introduction**
   1.1. Introduction
   1.2. Research problem and questions
   1.3. Justification for the research
   1.4. Methodology
   1.5. Thesis structure
   1.6. Conclusion

2. **Literature review**
   2.1. Introduction
   2.2. Branding
   2.3. Counterfeit luxury goods
   2.4. Consumption of counterfeit luxury goods
   2.5. Research questions and hypotheses
   2.6. Conclusion

3. **Methodology**
   3.1. Introduction
   3.2. Justification for methodology
   3.3. Method
   3.4. Data analysis
   3.5. Ethical considerations
   3.6. Conclusion

4. **Results**
   4.1. Introduction
   4.2. Background analyses
   4.3. Research question
   4.4. Summary of result
   4.5. Conclusion

5. **Discussion and conclusion**
   5.1. Introduction
   5.2. Conclusions from the research
   5.3. Implications
   5.4. Limitation and further research
   5.5. Conclusion
### TIMELINE

<table>
<thead>
<tr>
<th>Date</th>
<th>To Do</th>
<th>Description</th>
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<tbody>
<tr>
<td>15th Aug – 25th Sept</td>
<td>General research</td>
<td>• Look for the articles, researches are relevant to the topic</td>
</tr>
<tr>
<td>26th Sept – 16th Oct</td>
<td>Complete the Exposé</td>
<td>• Working on and complete the exposé as soon as possible</td>
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<tr>
<td>17th Sept – 30th Oct</td>
<td>Continue and complete the Literature review and Methodology</td>
<td>• Combine all the found literatures and write the official chapter</td>
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<td></td>
<td>• Work on the methodology</td>
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<tr>
<td>31st Oct – 10th Oct</td>
<td>Design the questionnaire and interview scripts</td>
<td>• Design the questionnaire to start gathering data</td>
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<tr>
<td>11th Oct – 30th Oct</td>
<td>Launch the questionnaire and three first interviews</td>
<td>• Launch the questionnaire via Facebook and personal contact</td>
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<td>• Have two first interviews via Skype (Italy, Turkey and China)</td>
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<td>31st Oct – 30th Nov</td>
<td>Tracking and push the survey and two last interviews</td>
<td>• Keep tracking the survey to reach the number of respondents</td>
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<td>• Finish the two last interviews in Vietnam.</td>
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<td>1st Dec – 31st Dec</td>
<td>Data analyse</td>
<td>• Summarise and start analysing the data from the survey</td>
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<td>• Generate all the interviews, make official video</td>
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<td>1st Jan 17 – 15th Jan 17</td>
<td>Implication, conclusion, finalise work</td>
<td>• Finalise all the result</td>
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<td>• Prepare the PowerPoint slide for the defend.</td>
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<tr>
<td>16th Jan 17 – 17th Jan 17</td>
<td>Final presentation</td>
<td>• Defend the thesis with the jury</td>
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References

Exposé: The factors influencing the buying decision counterfeit luxury goods

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