Canguende-Valentim, C. F., & Moreira, A. C. (2025). "Purchase intention of counterfeit luxury goods. Perspectives on the Portuguese market". In Canguende-Valentim, C. F., Moreira, A. C. & Vale, V. (Eds.), Counterfeit Luxury and Consumption (pp. 175–190), London, Routledge. DOI: 10.4324/9781003507925-12

Chapter 8

Purchase intention of counterfeit luxury goods. Perspectives on the Portuguese market

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ABSTRACT

The aim of this study is to examine the intention to buy counterfeit luxury goods using the framework of the theory of planned behaviour in the Portuguese market. Data was collected through a questionnaire applied to 96 consumers and analysed using structural equation modelling. The findings highlight that positive attitudes towards counterfeit luxury products increase the likelihood of counterfeit consumption. On the other hand, subjective norms influence individuals' attitudes towards buying counterfeit luxury products. Perceived behavioural control also influences the intention to buy counterfeit luxury goods. The contributions of this study have significant implications for policymakers, luxury brand managers and consumer protection agencies.

INTRODUCTION

The consumption of counterfeit luxury products is a common practice around the world, where people buy fake luxury brand products at lower prices than the originals. This practice is fuelled by the search for status and prestige associated with luxury brands, but not everyone has the financial resources to buy the genuine products.

There are various types of counterfeit luxury products, including handbags, clothes, shoes, watches and accessories. They are often manufactured in countries where production costs are lower, such as China, India and Taiwan, and are sold in street markets, online shops and even in physical shops that appear to be legitimate.

However, the consumption of counterfeit luxury can have negative consequences for both consumers and legitimate brands. On the one hand, consumers can be duped by inferior products and lose money. In addition, the purchase of counterfeit products can finance illegal activities such as organised crime (Verma, 2014) and the exploitation of labour. On the other hand, legitimate luxury brands lose revenue and reputation due to unfair competition from counterfeit products. The counterfeit luxury market not only harms legitimate brands, causing significant financial losses (Amankwah-Amoah, 2022), but it can also pose a risk to consumers' health and safety.

Applying the theory of planned behaviour to the study of counterfeit luxury consumption can provide a deeper understanding of the factors that influence consumer decisions when purchasing counterfeit luxury goods. The theory of planned behaviour, formulated by Ajzen (1991), is a social psychology theory that proposes that human behaviour is determined by a person's intention to perform an action. This theory provides an in-depth understanding of personal and social factors when applied to various consumer behaviour studies (Ajzen, 1991; Canguende-Valentim & Vale, 2022; Jain et al., 2017; Loureiro & Araújo, 2014). The central factor for this theory is the individual's intention to carry out a certain behaviour, so it is assumed that intentions capture the motivational factors that influence a behaviour (Ajzen, 1991; Salem & Salem, 2018). This theory is widely used in different areas, such as psychology, health, marketing and education, to understand and change behaviour.

The Theory of Planned Behaviour highlights three independent variables for behavioural intention, namely: attitude; subjective norms; and perceived behavioural control (Ajzen, 1991). Thus, the more favourable the attitude and subjective norm towards the behaviour, and the greater the perceived behavioural control, the stronger an individual's intention to perform a certain behaviour should be.

Recently, a growing body of research has investigated the factors that influence intentions to buy counterfeit luxury products. Several studies have highlighted significant predictors of consumers' purchase intentions towards counterfeit luxury products (Canguende-Valentim, 2022; Koay, 2018; Phau et al., 2009). Previous studies have considered the theory of planned behaviour to understand the factors that influence the consumption of counterfeit luxury goods (Mai & Linh, 2017). However, this theory has proved to be an effective tool in understanding the factors that affect consumers' purchase intentions in different countries (Canguende-Valentim, 2022; Jain & Khan, 2017).

Despite these abundant studies, many researchers agree that the reasons for consumers' intention to buy counterfeit products are still not fully covered (Li et al., 2018; Qin et al., 2018; Wu & Zhao,

2021). However, one of the main research gaps in relation to intentions to buy counterfeit products, as highlighted by (Phau & Teah, 2009) are the differences between cultures, socio-economic groups and countries.

It is therefore necessary to carry out a study on Portuguese consumers' intention to buy counterfeit luxury goods, from the perspective of the theory of planned behaviour, in order to fill this gap in the literature. The choice of Portugal as the study location seems appropriate, considering that, firstly, Portugal is one of the countries affected by the damage caused by counterfeiting, ranking 15th out of the 28 countries in the European Union (Varela et al., 2021). In addition, in the Portuguese market, counterfeiting activities have also diversified mainly into luxury goods, but now also include medical equipment, electronics, cosmetics, car accessories, food or toys (Varela et al., 2021). Secondly, the development of this study will be in line with Eisend et al. (2017), who noted that companies' efforts to restrict consumer demand for counterfeit luxury goods may be futile unless the specific perceptions and motives of consumers in various markets are thoroughly examined.

At the end of this chapter, we hope to contribute to a broader dialogue on the role of the theory of planned behaviour in studies on counterfeit luxury goods.

BACKGROUND

Theoretical Framework and Research Hypothesis

The Theory of Planned Behaviour is a psychosocial theory dedicated to understanding how attitudes, subjective norms and perceived control over a behaviour influence a person's intention to perform that behaviour.

According to this theory, a person's intention to perform a behaviour is the main predictor of that behaviour. Intention is determined by attitude towards the behaviour (i.e. whether the person has a favourable or unfavourable opinion of the behaviour), subjective norms (what the person perceives important others think about the behaviour) and perceived control over the behaviour (the person's perception of their ability to carry out the behaviour).

Thus, according to the Theory of Planned Behaviour, attitude refers to the degree to which a person has a favourable or unfavourable evaluation or assessment of the behaviour in question (Ajzen, 1991). If a person has a favourable attitude towards a behaviour, believes that important people approve of it and feels they have control over it, they are more likely to intend to carry it out and actually do it. However, consumers are more willing to buy counterfeit luxury products if their attitudes towards buying the products are positive (Jiang & Miao, 2019; Phau et al., 2009). Counterfeit luxury goods refer to products that are branded identically to a registered trade mark,

thus infringing the rights of the trade mark owner (Bian & Moutinho, 2009). The positive relationship between attitude and intention to buy counterfeit luxury products was established from the literature (Canguende-Valentim, 2022; Jiang & Miao, 2019; Mai & Linh, 2017; Singh et al., 2021).

If the consumer's attitude towards buying counterfeit luxury goods is favourable, they are more likely to buy counterfeit luxury goods (Mai & Linh, 2017).

In addition, the subjective norm is one of the factors that influence a person's intention to carry out a particular action. It refers to the individual's perception of the social pressure or influence of others in relation to carrying out the specific action. In other words, the subjective norm is related to the individual's perception of what people who are important to them think or expect them to do. Thus, the subjective norm can be an important factor in shaping a person's intention to carry out an action, since the perception of social expectations in relation to that action can influence the individual's decision. Antecedents such as subjective norms influence intentions to buy counterfeit products directly and without prior attitude formation, it would not make sense for companies to spend money on advertising campaigns trying to change consumer attitudes towards counterfeit products (Singh et al., 2021). Given that subjective norms are the social norms that mould consumer attitudes (Xi & Cheng, 2017).

Therefore, subjective norms are an important predictor of counterfeit buying behaviour (Matos et al., 2007; Singh et al., 2021).

In addition, perceived behavioural control is another factor that influences a person's intention to carry out a certain action. Perceived behavioural control is a person's perception of their ability to perform a certain behaviour. In other words, it is the belief that the person has control over the situation and can carry out the desired action. When a person perceives that they have control over the situation and can carry out the intended behaviour, they are more likely to have the intention to carry out the action and, consequently, to act on that intention. Thus, when a person has the perception that they have control over the situation and can act in accordance with their intention, they are more likely to carry out the desired action.

If a consumer perceives that their ability to buy counterfeit luxury goods is high, this can lead to a higher level of purchase intention (Mai & Linh, 2017). The positive relationship between perceived behavioural control and the intention to buy counterfeit products has generally received empirical support from previous research.

In addition, the literature has explored the role of materialism in predicting the intention to buy counterfeits (Engizek & Sekerkaya, 2015; Mai & Linh, 2017; Singh et al., 2021).

Richins and Dawson (1992) defined materialism as a 'set of core beliefs about the importance of possessions in one's life. They identified three important belief domains of materialism: a) success: the extent to which one uses possessions as indicators of success and fulfilment in life; b) centrality: the extent to which one places the acquisition of possessions at the centre of one's life; and c) happiness: the belief that possessions are essential for satisfaction and well-being in life.

Previous research has found that materialistic values positively influence attitudes towards counterfeits (Eisend et al., 2017; Mai & Linh, 2017).

Therefore, the subjective norm plays an important role in the theory of planned behaviour, as it influences a person's intention to perform a certain action, along with their attitude towards the action and perceived behavioural control.

Thus, based on the above discussions, we have formulated the following hypotheses:

- Hypothesis 1. Attitude has a positive effect on Portuguese consumers' purchase intentions towards counterfeit luxury goods.
- Hypothesis 2. Subjective norm has a positive effect on Portuguese consumers' attitudes towards counterfeit luxury goods.
- Hypothesis 3. Subjective norm has a positive effect on Portuguese consumers' purchase intentions towards counterfeit luxury goods.
- Hypothesis 4: Perceived behavioural control has a positive effect on Portuguese consumers' purchase intentions towards counterfeit luxury goods.
- Hypothesis 5: Materialism has a positive effect on Portuguese consumers' attitudes towards counterfeit luxury goods.
- Hypothesis 6: Materialism has a positive effect on Portuguese consumers' purchase intentions towards counterfeit luxury goods.

The conceptual model is shown in Figure 1.

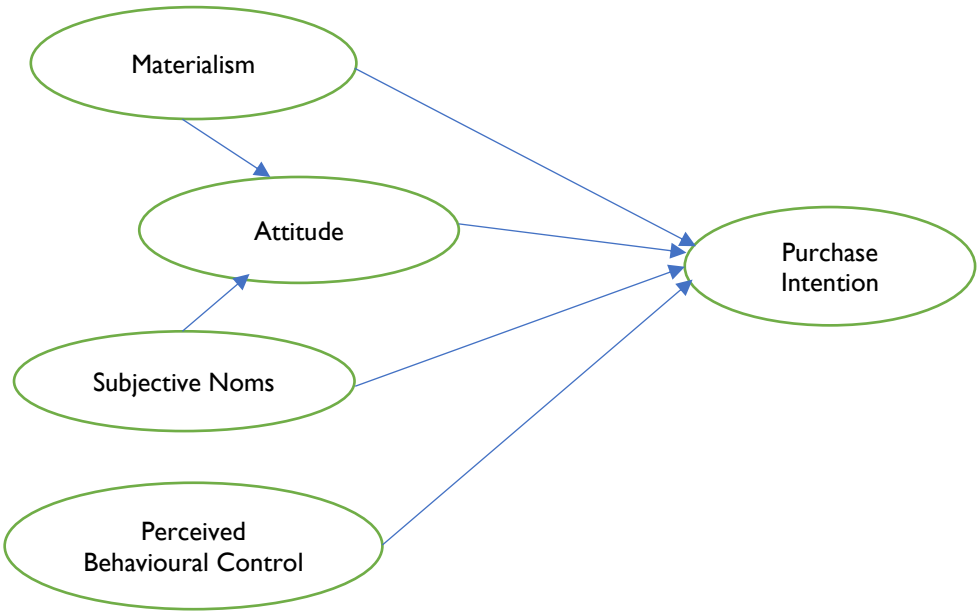

Figure 1 – Proposed model and hypotheses.

METHODOLOGY

This study seeks to examine the intention to buy counterfeit luxury goods using the framework of the theory of planned behaviour in the Portuguese market. The convenience sampling method was adopted. Data was collected between May and October 2024 using an online questionnaire.

Several items were used to measure how the Portuguese associate the intention to buy counterfeit luxury goods with the variables of the theory of planned behaviour, namely attitude, subjective norm and perceived behavioural control. For attitude, items were adapted from Matos et al. (2007) and Ting et al. (2016), namely: 'Considering the price, I prefer counterfeit luxury goods' (ATT1); 'I like buying counterfeit luxury goods' (ATT2); 'Buying counterfeit luxury goods generally benefits the consumer' (ATT3); 'There is nothing wrong with buying counterfeit luxury goods' (ATT4); 'In general, buying counterfeit luxury goods is a better choice' (ATT5). For the subjective norm, items were adapted from Ajzen and Fishbein (1980) and Ling (2009), namely: 'Most people who are important to me think I should buy counterfeit luxury goods' (SN1); 'Many people around me have counterfeit luxury goods' (SN2); 'I feel social pressure to buy counterfeit luxury goods' (SN3); 'People I care about can influence me to buy counterfeit luxury goods' (SN4). For perceived behavioural control, the following items were adapted Loureiro and Araújo (2014) and Suntornpithug and Khamalah (2010), namely: 'I feel confident when choosing counterfeit luxury products' (PBC1); 'I clearly know the right things to do (not to be confused) during the process of buying counterfeit luxury products' (PBC2); 'I feel comfortable during the process of buying a counterfeit luxury product' (PBC3) and 'I feel I have full control over the information I have during the purchase of counterfeit luxury products' (PBC4). For purchase intention, items were adapted from Matos et al. (2007), namely: 'I intend to buy counterfeit luxury products' (PI1); 'I recommend friends and family to buy a counterfeit product' (PI2); 'I say favourable things about counterfeit products' (PI3). For materialism, items were adapted from Phau et al. (2009), namely: 'I'd like to be rich enough to buy whatever I want' (MAT1); 'Sometimes it bothers me that I can't buy all the things I'd like' (MAT2); 'People put too much emphasis on material things' (MAT3); 'It's true that money can buy happiness' (MAT4). Finally, the authors collected demographic data. All the constructs were measured using 5-point Likert scales, where '1' denotes 'strongly disagree' and '5' denotes 'strongly agree'.

Table 1 describes the sample distribution of the 96 respondents. Of those interviewed, 29.2 per cent (n=28) were male and 70.8 per cent (n=68) female. As for the age distribution of the respondents, 84.4 per cent (n=81) of the sample were aged between 18-35, and the remainder, 15.6 per cent (n=15), were over 35 years old. 63.5% (n=61) of the sample were undergraduates and 36.5% (n=35) were postgraduates.

Table 1 – Sample distribution.

Gender	Number	Percentage	Age Interval	Number	Percentage
Male	28	29.2	18 – 35 years	81	84.4
Female	68	70.8	36 – 45 years	7	7.3
Educational Level	**Number**	**Percentage**	46 – 60 years	7	7.3
Bachelor's Degree	61	63.5	> 60 years	1	1
Post-graduate	35	36.5			

RESULTS

Table 2 presents the results of the analysis, including the mean values, standard deviations, kurtosis, and skewness for all items employed within the constructs of the theoretical model. Consistent with the guidelines provided by Curran et al. (1996), the observed kurtosis and skewness values generally remain below the thresholds of 7 and 2, respectively. An exception is observed in the case of Materialism (MAT1), where the kurtosis value exceeds the threshold of 7. Additionally, the goodness of fit for the cumulative distribution function of the items was evaluated using the Cramér–von Mises criterion (Cramér, 1928).

Table 2 – Items' descriptive statistics and Cramér-von Mises goodness of fit.

Name	Mean	Standard deviation	Kurtosis	Skewness	Cramér-von Mises p value
ATT1	2.677	1.212	-1.031	0.148	0.000
ATT2	2.031	1.122	0.121	0.926	0.000
ATT3	2.646	1.155	-0.840	0.112	0.000
ATT4	2.615	1.054	-0.366	0.396	0.000
ATT5	2.312	0.939	0.009	0.406	0.000
MAT1	4.656	0.839	10.269	-3.136	0.000
MAT2	4.010	1.150	0.529	-1.148	0.000
PBC1	2.031	0.940	0.014	0.700	0.000
PBC3	2.281	0.997	-0.682	0.303	0.000
PBC4	2.344	0.966	-0.932	0.172	0.000
PI1	2.135	1.047	-0.279	0.664	0.000
PI2	2.000	1.041	-0.215	0.845	0.000
PI3	2.188	1.064	-0.818	0.460	0.000
SN1	1.885	0.888	-1.201	0.410	0.000
SN2	2.719	1.134	-0.881	0.140	0.000
SN4	2.188	1.121	-0.449	0.658	0.000

Note: The acronyms stand for the following meanings: ATT-Attitude; MAT-Materialism; PBC-Perceived behavioural control; PI-Purchase intention; SN-Social norms.

Table 3 illustrates the reliability analysis of the five constructs used in the study, assessed through Cronbach's alpha. With the exception of Social Norms, the reliability coefficients surpass the suggested minimum threshold of 0.70, in accordance with the recommendations of Hair et al.

(2018). Despite the lower-than-expected reliability score for Social Norms, the construct was retained, as its average variance extracted (AVE) exceeds the critical value of 0.5.

Table 3 – Construct reliability and convergent validity.

	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
ATT	0.788	0.856	0.547
MAT	0.748	0.870	0.771
PBC	0.803	0.883	0.717
PI	0.911	0.944	0.849
SN	0.571	0.778	0.539

Table 4 provides the factor loadings for the items, determined through bootstrapping with 10,000 iterations. During the analysis, the items SN3, PBC2, MAT3, and MAT4 were excluded due to their factor loadings falling below the acceptable threshold of 0.4. Additionally, Table 3 presents the composite reliability (CR) scores, the Average Variance Extracted (AVE), and the correlations associated with each latent variable in relation to the constructs of the model. The CR values far exceed the prescribed minimum threshold of 0.6 (Götz et al., 2010), confirming a strong level of internal consistency across all constructs. Similarly, the AVE scores for each construct are well above the recommended threshold of 0.5 (Götz et al., 2010), supporting their convergent validity.

Table 4 – Outer loading of items analysed.

Item	Outer Loading	Item	Outer Loading
ATT1 <—ATT	0.795	**PBC1 <— PBC**	0.851
ATT2 <— ATT	0.820	**PBC3 <— PBC**	0.916
ATT3 <— ATT	0.742	**PBC4 <— PBC**	0.769
ATT4 <— ATT	0.581	**MAT1 <— MAT**	0.778
ATT5 <— ATT	0.738	**MAT2 <— MAT**	0.969
PI1 <— PI	0.921	**SN1 <— SN**	0.787
PI2 <— PI	0.932	**SN2 <— SN**	0.695
PI3 <— PI	0.910	**SN4 <— SN**	0.719

Note: SRMR=0.080

Discriminant validity was evaluated using two complementary approaches: the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio. According to the Fornell-Larcker criterion, discriminant validity is confirmed when the square root of the AVE for each construct exceeds the absolute value of its correlations with other constructs, as detailed in Table 5 (Hair et al., 2016). The HTMT criterion, on the other hand, assesses discriminant validity by comparing the HTMT value for each construct to a threshold of 0.9 (Henseler et al., 2015). Apart from a single value of 0.935, which suggests a high correlation between purchase intention and attitudes, the

HTMT analysis strongly supports the presence of discriminant validity among the constructs (Henseler et al., 2015), as illustrated in Table 5. The collinearity statistics presented in Table 6 indicate that all VIF scores associated with the outer loadings fall within the anticipated range (Hair et al., 2018).

Table 5 – Discriminant validity of the model.

	ATT	MAT	PBC	PI	SN
ATT	**0.740**	*0.165*	*0.895*	*0.935*	*0.855*
MAT	0.046	**0.878**	*0.095*	*0.084*	*0.167*
PBC	0.724	0.042	**0.847**	*0.899*	*0.880*
PI	0.794	0.074	0.782	**0.921**	*0.863*
SN	0.574	0.103	0.606	0.624	**0.734**

Note: Diagonal elements (bold) are the square root of AVE. All values below the diagonal are simple bivariate correlations between constructs. Values above the diagonal are the HTMT scores (italic).

Table 6 – Collinearity statistics (VIF) of the items.

Items	VIF
ATT1	1.779
ATT2	2.162
ATT3	1.608
ATT4	1.245
ATT5	1.746
MAT1	1.554
MAT2	1.554
PBC1	1.815
PBC3	2.328
PBC4	1.609
PI1	3.023
PI2	3.457
PI3	2.871
SN1	1.262
SN2	1.134
SN4	1.178

Table 7 displays the results derived from the complete sample comprising 96 individuals. The regression coefficients of the structural model (Figure 2 and Table 7) were examined to evaluate hypotheses H1, H2, H3, H4, H5, and H6. As indicated in Table 4, the standardised root mean squared residual (SRMR) values for the tested models fall below the threshold of 0.100, which is the recommended cut-off for samples with fewer than 100 respondents. Therefore, the model's fit is deemed satisfactory (Cho et al., 2022).

The analysis revealed that an individual's attitude has a significant positive impact on purchase intention for luxury goods ($\beta = 0.439$; $p < 0.000$), thereby supporting Hypothesis H1. These findings align with the results of earlier research (Cangende-Valentim, 2022; May & Linh, 2017).

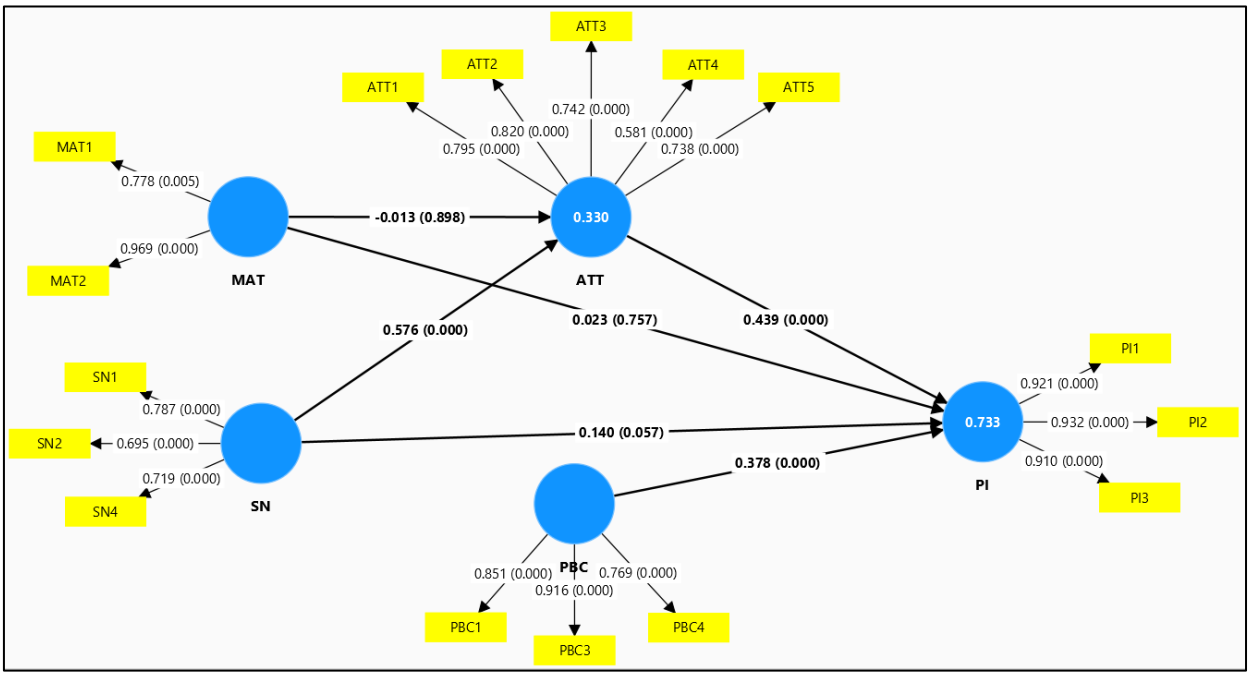

Figure 2 – Output of the structural model.

Source: own elaboration from Smart PLS.

Additionally, subjective norms were found to strongly and positively influence individuals' attitudes towards purchasing counterfeit products ($\beta = 0.576$; $p < 0.000$), confirming Hypothesis H2. This result is consistent with the findings of May and Linh (2017). However, the relationship between subjective norms and consumers' purchase intentions was not statistically significant at the 5% significance level ($\beta = 0.140$; $p = 0.057$), leading to the rejection of Hypothesis H3. This outcome diverges from prior studies (Singh et al., 2021), suggesting that social expectations may discourage consumers from purchasing counterfeit goods.

Consistent with previous studies on the impact of perceived behavioural control (May & Linh, 2017), the results provide support for Hypothesis H4 ($\beta = 0.378$; $p = 0.057$). This indicates that consumers believe they possess the ability to purchase counterfeit products, perceiving themselves as in control and not anticipating significant negative consequences from their actions.

Finally, the analysis shows that materialism exerts an almost negligible influence on both consumers' attitudes ($\beta = -0.013$; $p = 0.898$) and purchase intentions ($\beta = 0.023$; $p = 0.757$), leading to the rejection of Hypotheses H5 and H6. These findings contradict earlier research (e.g., Eisend et al., 2017). One possible explanation for this discrepancy is that for many consumers, authenticity is fundamental when purchasing luxury products.

Table 7 – Results of the structural model.

	β Coefficient	95% interval of β Coefficient		p values
		2.5%	97.5%	
ATT → PI	0.439	0.270	0.685	0.000
MAT → ATT	-0.013	-0.190	0.205	0.898
MAT → PI	0.023	-0.160	0.135	0.757
PBC → PI	0.378	0.148	0.568	0.000
SN → ATT	0.576	0.447	0.714	0.000
SN → PI	0.140	-0.011	0.278	0.057

It is important to highlight that the coefficient of determination (R^2) for purchase intention (R^2 = 0.733) and attitude (R^2 = 0.330) are relatively high. These values indicate that the theory of planned behaviour is highly effective in explaining both consumers' attitudes and their purchase intentions. Conversely, materialism appears to have minimal influence on the purchase of counterfeit luxury goods.

Table 8 provides an overview of the direct, indirect, and total effects of the variables under examination. Given the results for materialism, only the indirect effect of attitude will be further explored.

Table 8 – Results of the structural model

	β Coefficient	p values	β Coefficient	p values	β Coefficient	p values
ATT → PI	0.439	0.000			0.439	0.000
MAT → ATT	-0.013	0.898			-0.013	0.898
MAT → PI	0.023	0.757	-0.006	0.906	0.018	0.811
PBC → PI	0.378	0.000			0.378	0.000
SN → ATT	0.576	0.000			0.576	0.000
SN → PI	0.140	0.057	0.253	0.001	0.393	0.000

To evaluate the extent of the mediating effects of consumers' attitudes on the relationship between social norms and purchase intention, the framework proposed by Zhao et al. (2010) was utilised. This method facilitates an understanding of the proportion of the indirect effect that is accounted for by the direct effect. The Variance Accounted For (VAF) measure was applied to assess mediation effects, in accordance with the guidelines of Hair et al. (2018) and Zhao et al. (2010), as outlined below:

- If $0 < VAF < 0.20$, no mediation is present.
- If $0.20 < VAF < 0.80$, partial mediation is identified.
- If $VAF > 0.80$, full mediation occurs.

Based on the calculated VAF value — (0.253) / (0.253 + 0.140) = 0.64—it can be concluded that consumers' attitudes towards counterfeiting have a significant partial mediating effect on the relationship between social norms and purchase intention.

DISCUSSION

This chapter focuses on examining the intention to buy counterfeit luxury goods, based on the theory of planned behaviour, in the Portuguese market. The study was based on the variables of the theory of planned behaviour, namely attitude, subjective norms and perceived behavioural control, adding materialism, a very important variable in the study of consumer behaviour. Six hypotheses were developed and tested, three of which were supported by the data. Specifically, the results share some similarities compared to the results of previous studies on materialism. Empirical evidence indicates that consumers' intention to buy counterfeit luxury products is influenced by their attitudes. The likelihood of buying counterfeit luxury items is increased as a result of a more favourable attitude towards them, which is the result of a greater appreciation for their value (Xu & Sutunyarak, 2024).

In addition, it was found that subjective norms influence individuals' attitudes towards the purchase of counterfeit luxury goods. It was also found that perceived behavioural control influences the intention to buy counterfeit luxury goods. This is a clear indication that Portuguese consumers find that, generically, *vis-à-vis* real luxury products, they can obtain counterfeit products because they feel that they are benefited by the lower prices and is culturally acceptable. Moreover, they also feel they are in control of the counterfeit activity, and that they can get away with it.

On the other hand, it was found that although subjective norms had a positive impact on consumers' purchase intentions for counterfeit luxury goods, it was not statistically significant, nor did materialism exert an influence on either consumers' attitudes or purchase intentions for counterfeit luxury goods. This may be related to the fact that consumers may associate counterfeit luxury goods with a lack of prestige and an inferior experience, regardless of their materialistic beliefs. In addition, some consumers are increasingly aware of the ethical and social implications of buying counterfeit products, which may lead to a rejection of counterfeit luxury goods, even though materialism may suggest that status is the most important thing.

In addition, the study found that consumer attitudes towards counterfeiting have a significant partial mediating effect on the relationship between social norms and purchase intention. This might be explained by the fact that consumers may get involved in counterfeit activities, driven

by the relaxed attitude they have as they know they can get away with it, despite counterfeit's negative effects.

CONCLUSIONS

This chapter contributes to a comprehensive understanding of the factors that influence consumer intentions to buy counterfeit luxury goods, with a particular focus on the impact of variables from the Theory of Planned Behaviour and materialism. This chapter provides empirical evidence for the distinct roles played by these constructs in shaping intentions to purchase counterfeit luxury goods.

The findings highlight that positive attitudes towards counterfeit luxury products increase the likelihood of counterfeit consumption. On the other hand, consumer attitudes towards counterfeiting have a significant partial mediating effect on the relationship between social norms and purchase intention. By revealing these mediating pathways, the study offers insights into potential intervention strategies targeting consumer attitudes as a means of influencing social norms and purchase intention.

In addition, the findings highlight that subjective norms influence individuals' attitudes towards the purchase of counterfeit luxury goods. In addition, perceived behavioural control was found to influence the intention to purchase counterfeit luxury goods.

The contributions of this study have significant implications for policymakers, luxury brand managers and consumer protection agencies. By understanding the specific dimensions of the factors that drive the consumption of counterfeit luxury goods, as well as the mediating role of consumer attitudes, targeted interventions can be developed.

While this study provides valuable contributions, it is important to recognise its limitations. The sample size and focus on Portugal may limit the generalisability of the findings to other contexts. Similarly, specific types of products may have different results when compared to the general perception of counterfeiting. Future research could explore cross-cultural differences as well as longitudinal studies to assess how the change of attitudes and social norms can affect purchase intention.

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