

**STUDY ON CONSUMER MOTIVES TO PURCHASE COUNTERFEIT
LUXURY BRANDED FASHION PRODUCTS AMONG PROFESSIONALS IN
MATALE DISTRICT**

By



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ABSTRACT

The study aims to investigate consumer motives to purchase Counterfeit Luxury Branded Fashion Products (CLBFPs) with special reference to Matale district. Motives can be define as the acts by which the needs and desires of a person, to move him towards some action. Purchase intention means the willingness of a customer to become involved in transactions. But we cannot directly identify the motives which affects to the professional's purchase intention. According to the Phau & Teah (2009), they identified social factors and personality factors that affects to the consumer motives to purchase counterfeits. Through this study it is analyze the personality motives such as Personal Gratification, Integrity, Novelty Seeking, Status Consumption and Value Consciousness.

The objective of this study is to find out the levels of consumer motives & purchase intention, to find out the relationship between consumer motives & purchase intention and to explore the impact of consumer motives on purchase intention of CLBFPs among professionals in Matale district. Primary data were collected from 200 professional consumers in Matale district by using questionnaires. The data were analysed by using descriptive analysis, correlation analysis and simple regression analysis.

According to the findings of the research, it shows that the levels of variables are different from one to another. Personal gratification, integrity and Status consumptions have lower levels of contribution, novelty seeking has a moderate level and Value consciousness & purchase intention have higher levels of contribution to the study. When considering the relationship between the independent variables and the dependent variable, personal gratification has a negative influence towards purchase intention and value consciousness has a positive influence toward purchase intention of CLBFPs. Further it has found that Integrity, Novelty Seeking and Status Consumption has no any relationship towards purchase intention of CLBFPs among professionals in Matale district. From the simple regression analysis it was found that personal gratification has a low negative impact and value consciousness has a strong positive impact towards purchase intention. Other variables are insignificant and have no impact to the dependent variable.

So the manufacturers and marketers of the genuine brand products can make better marketing strategies by using the "price" of the products.

Keywords: *Personal Gratification, Integrity, Novelty Seeking, Status Consumption and Value Consciousness, Counterfeit Luxury Branded Fashion Products, Purchase intention.*

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