

**THE YOUTH'S PURCHASE INTENTION TO FASHION COUNTERFEITERS FROM  
FAMOUS BRANDS IN HO CHI MINH CITY**

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**ABSTRACT**

Nowadays, thanks to the economic development and international integration, more and more famous and luxury brands are penetrating into Vietnamese market. It has created a new trend for Vietnamese fashion as well as an increase in shopping demands.

At present, counterfeit goods in Vietnam is increasingly widespread. Vietnamese purchase decision is based on the price factor- the lower the price, the higher the priority. Thus, counterfeit goods have the opportunity to exist in the market not only in Vietnam but in the world. According to many surveys and articles, fashion products such as clothing, footwear, accessories from luxury and famous brands are the most common counterfeited objects in Vietnam Therefore, the paper was conducted to clarify this phenomenon in Vietnam in general and Ho Chi Minh City in particular. The purpose of this study is to explore and discover the factors that make the youth in Ho Chi Minh city intend to buy fake fashion products from famous brands instead of real products. In this paper, first, the qualitative method is used through literature review to find information and concepts related to the purpose set. Second, the quantitative method is used to create reliability and validity for the variables that have been proposed. Based on the results found through the SPSS software, Price consciousness has the strongest effect due to the highest mean score. Besides, all independent variables have a positive relationship with the dependent variable. On the other hand, Personality variables are accepted because Sig coefficients are suitable with the proposed criteria.

**Keyword:** Attitude, Counterfeit, Fashion, Personality, Pric.

**1. INTRODUCTION**

**1.1 Introduction**

The chapter consists of eight parts: background of the research issue, research purpose, research objective, research question, research methodology, justification of research, structure of the study and conclusion.

**1.2. Background of the research issue**

Fashion has existed in human life for a long time and became important and necessary items in everyday life. Fashion is constantly innovating in stages and creating new trends for people and has become a measure of the progress of civilized society.

In the period from 2015 to 2016, the Vietnamese economy continues to make progress, which leads to a sharp increase in shopping demand of consumer for garments and related products

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(cafebiz.vn, 2017). This explosion makes the shopping demand of Vietnamese consumers to switch to a new standard and needs. According to a previous survey, up to 56 percent of Vietnamese consumers are willing to spend money to use fashion products from well-known and high-end brands (vietnambiz.vn,2017).

Counterfeit products have gradually become familiar with human life to copy something in term of the design. It can be seen that counterfeit factories or counterfeit shops are rapidly increasing everywhere in Ho Chi Minh city. According to many sources, the most popular counterfeit products are fashion related products (cafef.vn,2018; [www.felixvn.com](http://www.felixvn.com)). It can be seen that Vietnamese people think that fake goods have poor quality, but give them a goo favor when deciding to buy fashion counterfeiters.

There are a lot of debates that "Why do consumers know products are fake but still buy and continue to use?"

Therefore, this research **“The youth’s purchase intention to fashion counterfeiters from famous brands in Ho Chi Minh City”** will investigate and analyze why counterfeit fashion products get the good attention of young people in Vietnam by identifying factors affecting purchase intention for fashion counterfeiters.

### **1.3. Research purpose**

The main purpose of this research is to illustrate why young people in Ho Chi Minh city are increasing their popularity and favors for fake fashion items. It will focus on the factors that influence the intention to buy counterfeit fashion products.

### **1.4. Research objective**

The purpose will relate to two objectives:

- To indicate factors affecting purchase intention to fashion counterfeiters from famous brands of the youth in Ho Chi Minh city.
- To take a survey to determine and test the factors that influence the purchase intention to fake fashion products.

### **1.5. Research question**

In order to reach the purpose set, this study has to focus on questions:

- What are factors affecting purchase intention for fashion counterfeiters from famous brands of the youth in Ho Chi Minh city?

### **1.6. Scope and research target**

- Study topic focus on counterfeiters in terms of fashion sectors from famous brands.
- The survey objectives are limited to young people in Ho Chi Minh City area.

### **1.7. Research methodology**

For this paper, both qualitative and quantitative examination are employed.

### **1.8. Justification of the research**

The spread and development of counterfeit products is a concern for the government and

the people of Vietnam. Because of profitability, people are more likely to produce counterfeit goods at lower cost and in poor quality. As a result, this study will seek reasons why consumers have a big favor on fashion counterfeiters and explain to people who have negative comments about fake fashion products.

## **2. LITERATURE REVIEW**

### **2.1. Introduction**

The purpose of the literature review is to present the concept of counterfeit products from famous brands and the factors that influence the decision to buy fake fashion items among the youth in Ho Chi Minh city based on the previous study

### **2.2. Backgrounds of definitions**

#### **2.2.1. Fashion**

Fashion is defined as a cultural construction of identity embodiment (Fashion Theory: The Journal of Dress, Body & Culture, 1997. Fashion does not simply exist in the form of material but it also brings spiritual and artistic value to human.

In Vietnam, especially in Ho Chi Minh City, according to surveys, the living standards of young people are increasing, and they like to shop at big shopping malls because there are well-known and high-end brands.

#### **2.2.2. Counterfeiters**

Counterfeit is defined as an identical copy of the original product (Lai and Zaichowsky, 1999). Counterfeit goods is also considered to be a lower quality and lower price choice while the original products with higher quality and price (Gentry et al., 2006; Prendergast et al., 2002).

#### **2.2.3. The youth**

For statistical purposes from the United Nations, youth is defined as those between the ages of 15 and 24 and this does not affect other definitions of member countries.

### **2.3. Literature review**

#### **2.3.1. Purchase intention**

Purchasing intention is viewed as the willingness of the consumer to buy a certain product or services. According to Shar et al. (2012), purchase intention is a kind of decision to research the reason for buying a product from a particular brand of consumers.

#### **2.3.2. Theory of planned behavior – TPB (Ajzen, 1991)**

Proposed behavioral theory (TPB) (Ajzen, 1991), developed from rational action theory (TRA; Ajzen & Fishbein, 1975), assumes that a behavior can be predicted or explained by behavioral trends to perform that behavior.

#### **2.3.3. Attitude towards counterfeiters**

Ajzen (1991) and Ang et al. (2001) show that according to the planned behavioral theory,

purchase behavior is determined by the intention to purchase, which in turn determined by attitudes. In brief, attitude towards counterfeiters has a positive impact on purchase intention to fashion counterfeiters from famous brands.

**2.3.4. Price consciousness**

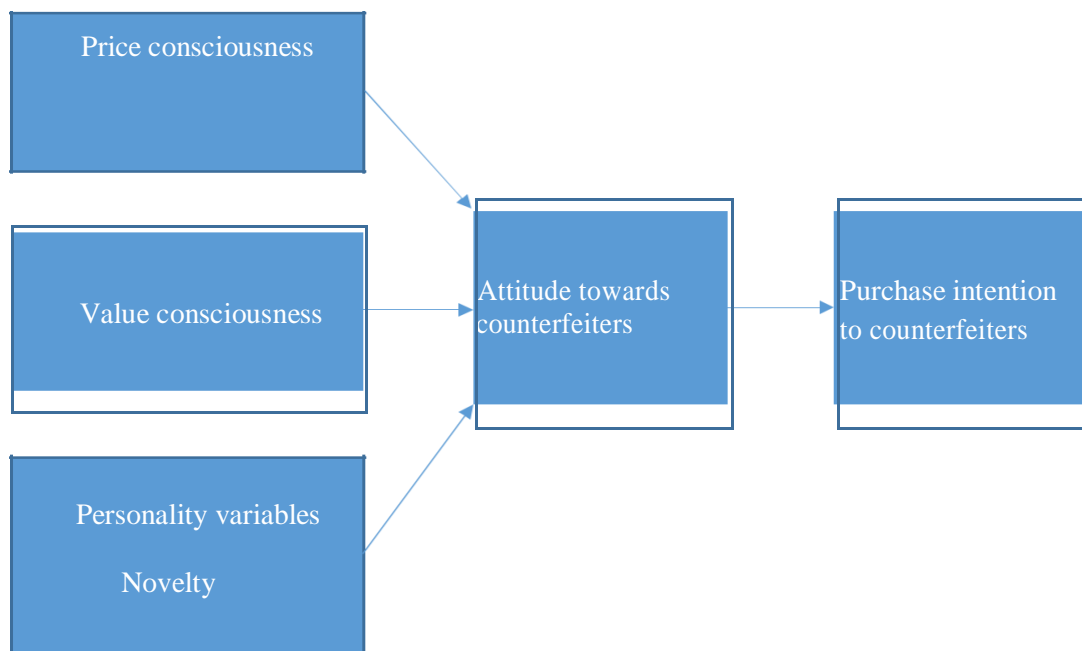
Price consciousness means avoiding buying expensive products while knowing exactly the price of these products. According to Lichtenstein et al., 1988, consumers view prices as truths, they are aware that high prices will be associated with good materials and better skills, so prices will play an important role in their intention to buy products. In short, price has a positive impact on attitude towards counterfeiters (Eisend and Schuchert-Guler, 2006), hence it also affects the intention to buy fake fashion items from well-known brands.

**2.3.5. Value consciousness**

Value consciousness is defined by Alilawadi et al. (2001) as a concern for paying at low price and the same time getting some limitation of the quality. Value consciousness is also defined as the consumer's interest in the price paid compared to the quality received (Lichtenstein et al., 1993).

**2.4. Research model and hypotheses.**

Based on the above literature review, the research model is as follows



There are four hypotheses base on this research model.

*H1: Attitude towards counterfeit goods has positive relationship with purchase intention to fashion counterfeiter products from famous brands.*

*H2.1: Price consciousness has significant relationship with attitude towards counterfeit products.*

*H2.2: Price consciousness has positive relationship with purchase intention to fake fashion products from famous brands.*

*H3.1: Value consciousness has significant relationship with attitude toward counterfeit goods.*

*H3.2: Value consciousness has positive relationship with purchase intention to fake fashion products from famous brands.*

*H4: Personality variables has positive relationship with purchase intention to fake fashion products from famous brands.*

### **3. RESEARCH METHODOLOGY**

#### **3.1. Research design**

Kerlinger stated that research design was defined as a strategy, structure and plan of investigative purposes to get answers to the research questions and control variances.

#### **3.2. Research approach**

Moreover, David J. Luck and Ronald S. Rubin stated that the research design was conducted and identified the research approach and research strategy. There are two research approaches will be mentioned which are deductive and inductive.

#### **3.3. Data collection**

Data collection is a necessary part in a research paper. It is seen as the process of collecting and analyzing data through established questions and then bringing back answers from a hundred respondents to evaluate. The process of collecting answers takes place in five days with twenty-five questions surveyed through the social media and practice. Next, SPSS software was used to analyze and evaluate the collected data. Measuring and evaluating will go through factors such as Cronbach Alpha, EFA and Regression.

#### **3.4. Sample of population.**

This study also focuses on studying individuals aged 16 and older because they may or may not have high income to pay for genuine products from famous brands. Therefore, they are the ones who will give the most appropriate answer to obtain reliable information. For this paper, the sample will be a group of the youth who are living, working and studying in Ho Chi Minh City.

### **4. FINDINGS AND DISCUSSION**

#### **4.1. Descriptive analysis**

Twenty-five survey questions will target consumers who have used them and are interested in fake fashion products from famous brands among the youth in Ho Chi Minh City. After obtaining six hundred answers, the data will be analyzed via SPSS software to check the reliability and validity of the variables.

Demographic data focuses on information including gender, age, occupation and income.

- Gender: label 1 is equivalent to Female and label 2 is equivalent to Male (1 = Female, 2 = Male) are used.

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- Age: labels 1, 2, 3, 4 are equivalent in order with under 18, from 18 to 23, from 24 to 35 and over 35 years old ( 1= under 18 years old, 2= from 18 to 23, 3=, from 24 to 35, 4= over 35 years old) are used.
  - Occupation: labels 1,2,3,4,5 correspond in order with value students, civil servants, office workers, business sectors and other jobs ( 1= students, 2= civil servants, 3= office workers, 4= business sectors, 5= other jobs) are used.
  - Income: labels 1,2,3,4 and 5 correspond in order with value under 2 million, from 2 to 5, from 5 to 7, from 7 to 10 and over 10 million ( 1= under 2 million, 2= from 2 to 5, 3= from 5 to 7, 4= from 7 to 10, 5= over 10 million) are used.

## **4.2. Reliability test**

### **4.2.1. Attitude towards counterfeiters**

Cronbach's Alpha index of attitude towards counterfeiters reaches 0.861 compared to the standard table, this factor is accepted and has good reliability. According to the results, this questionnaire is reliable and suitable for determining factors affecting the purchase intention to purchase fake fashion products from well-known brands of young people in Ho Chi Minh City.

### **4.2.2. Price consciousness**

Cronbach's Alpha of price consciousness reached 0.866. It means this factor is accepted and has good reliability. Through the results found, this questionnaire is reliable and suitable for determining factors affecting the youth's purchase intention on fashion counterfeiters from famous brands of in Ho Chi Minh City

### **4.2.3. Value consciousness**

From the reliability statistics, Cronbach's Alpha index of personality variables is 0.872. That means this element is accepted and has good reliability.

### **4.2.4. Personal variables**

Cronbach's Alpha index of value consciousness gets 0.796 compared to the standard table, this variable is acceptable. Through the results found, this questionnaire is reliable and suitable for evaluating factors affecting purchase intention on fake fashion products from famous brands of the youth in Ho Chi Minh area.

### **4.2.5. Purchase intention on fashion counterfeiters from famous brands.**

Cronbach's Alpha index of purchase intention is 0.790 compared to the standard table, which is accepted and has great reliability. Through the results found, this questionnaire is reliable and suitable for determining factors affecting the intention to buy fake fashion products from famous brand of the youth in Ho Chi Minh City.

## **4.3. Validity through EFA**

### **4.3.1. EFA of independent variables.**

According to the result table, the KMO coefficient is greater than one with the value of 0.971 and the Sig coefficient is less than 0.05 with the value of 0.000. It can be seen that both coefficients meet the criteria for EFA evaluation from which the researcher concludes that the observed variables are correlated in each factor group.

In the total variance explained table, the criterion for accepting the total variance explained is greater than 50 percent. From the above analysis table, the total variance extracted from component line number 5 and Cumulative column (%) has incremental variance values of 75.478 percent > 50 percent, meeting the standard. In conclusion, 75,478 percent change of factors is explained by observed variables.

#### **4.3.2.EFA of dependent variable.**

The validity of the dependent variable is appreciated. As can be seen that KMO point of dependent variables is greater than 0.5 and Sig. point also less than 0.05. In short, the results are acceptable..

As seen from the result tables, the Initial Eigenvalue of this variable is 2.464 being more than 1 and the cumulative percentage accounts 61,597 percent. The items loading illustrates in component matrix has achieved high values and greater than 5.00. However, it is because there is only one dependent variable with four items therefore there are no result on table of rotated component matrix. In brief, the four hypotheses showed in the chapter 2 are kept.

#### **4.4. Hypothesis test.**

##### **4.4.1. Key finding one – attitude towards counterfeiters.**

Based on the results of the regression analysis, the attitude factor for counterfeit products is eliminated due to the Sig coefficient being greater than 0.05. On the other hand, through Beta coefficient, the attitude factor for counterfeit goods has a positive relationship for the dependent variable, which means that if the consumer attitude towards counterfeit goods is better, then they will increase the intention to buy fake fashion products from famous brands.

##### **4.4.2. Key finding two – price consciousness.**

Based on the results of the regression analysis, the factor of price awareness is also removed because the Sig coefficient is greater than 0.05. On the other hand, through the Beta coefficient, the price-conscious factor has a positive relationship to the dependent variable, which means that the lower the price of fake fashion products from the high brand, the more consumers will increase their intention to buy fake fashion products from famous brands.

##### **4.4.3. Key finding three – value consciousness.**

Based on the results of the regression analysis, the factor of value consciousness is also removed because the Sig coefficient is less than 0.05. On the other hand, through Beta, the value-conscious factor has a positive relationship with the dependent variable, which means that if consumers are aware of high value, they will increase their intention to buy Imitation fashion products from famous brands.

##### **4.4.4. Key finding four – personality variables.**

Based on the results in regression analysis, personality factor is retained due to the Sig coefficient is less than 0.05. Based on Beta, the personality element has a positive relationship to the dependent variable, it means that if the consumer has the elements personality mentioned



(notely seeking, shopping enjoyment, awareness to the price) will increase the intention to buy fake fashion products from famous brands

#### **4.4.5. Key finding five – product’s quality.**

Based on the results of the regression analysis, the factor of product’s quality is also removed because the Sig coefficient is greater than 0.05. Thus, the variable X5 is rated as non-standard and invalid to continue other evaluation steps. In fact, the quality of the product, despite being upgraded and improved, is still not comparable to the quality of the genuine product. Therefore, product's quality factor will negatively affect the intention to buy fake fashion products from famous brands.

### **5.CONCLUSION AND RECOMMENDATION**

#### **5.1. Summary of the research ( key finding and meaning).**

The purpose of this paper is to discover what factors influence the intention to buy fake fashion products from famous brands among the youth. Next, it looks for suitable research methods to conduct data collection. After that, the analysis and evaluation of the data will be done by SPSS software to check the reliability by the Cronbach’s Alpha coefficient. After designing the final draft scale, the researcher needs to evaluate its reliability and value. Then, through EFA coefficients, the researchers analyze and explore the validity of variables.

#### **5.2. Recommendation.**

This study was conducted with the aim of finding and pointing out factors that influence the intention to buy fake fashion products of young people in Ho Chi Minh City and compare them with reality to give a more specific look about consumers' attitude towards and purchase intention for counterfeit goods. Then, through SPSS software, all data is analyzed and gives accurate and reasonable results from which to make recommendations for issue of interest.

The results show that if the customer has a positive attitude towards fake products, the intention to buy fake fashion products from the famous brand will also increase. Then, value consciousness factors have a strong impact on attitudes and intentions for fake fashion products from well-known brands. Customers choose to buy fake fashion products because it gives them the same value and meaning as genuine products. At the same time, customers also realize the value of money when buying fake products. Therefore, individuals or organizations that distribute counterfeit goods should focus on creating value for customers when they buy counterfeit products from well-known brands by creating a professional customer service or guarantee for products that make customers feel the money they spend is worth it. In addition, the second factor causes customers to have a positive attitude and increase the intention to buy fake fashion products from a well-known brand is personality variables. It can be seen that customers intend to buy fake products because they want to satisfy their shopping habit and personal desires, not because of the products they buy. Therefore, fake fashion products from famous brands need to be upgraded with different designs, styles and colors than genuine products to attract and meet consumer needs. Finally, price factor is a concern of most consumers in Ho Chi Minh City in particular and in Vietnam in general. The fact shows that the target customers of fake fashion products from famous brands is students who are less likely to make too money to by genuine goods from famous brands. Besides, this fake fashion



product is also aimed at low-income consumers but still has the desire to own famous brand name, particularly young people. It can be seen that fashion counterfeit products from high-end brands exist to meet the shopping needs but are suitable for the affordability of a consumer segment and not bring the serious consequences like fake food or fake medicine. However, there are still some negative doubts and thoughts for fake fashion products from well-known brands and users. Therefore, in order to change the negative perception of fake fashion products from well-known brands, businesses need to come up with wise and specific strategies to target consumer psychology.

Vietnam is a developing country with low per capita income so it can be seen that cheap products will get more concerned for consumers. First, businesses should set a price suitable for fake fashion products from famous brands. Moreover, they should try to improve the quality and produce products in different quality levels but still ensure the cheaper price that will make consumers more interested. The goal of this strategy is to make customers happy that fake fashion products provide them with basic functions like genuine goods but the price is very low like providing the good customer service. Secondly, businesses when selling fake fashion products from high-end brands should be public and provide product's information in a clear, detailed and accurate way so that consumers can know about the product they are buying is a fake product with cheap and comparable quality that create customer trust and not to do reduce the reputation of genuine brands.

### **5.3. Limitation of research.**

There are some limitations when conducting this research. First, this paper only focuses on Ho Chi Minh City, not all Vietnam, so it will lead to low accuracy.

Second, this paper also focuses on quantitative methods to collect data so the reliability can be low. Thirdly, this paper only focuses on young people, so the results will be limited, meaning that it is only true for one customer segment. Finally, due to the time being too short, collecting only six hundred answers is not enough to reflect the intention to buy fake fashion products from famous brands of Vietnamese consumers.

### **5.4. Future research.**

In the future, drawing from the limitations, the research papers should spend time so that more answers can be collected. Besides, researchers can learn more about customer satisfaction with fake fashion products from well-known brands to help businesses maintain business as well as rely on it to improve quality of fake products. Finally, future researches that can research other types of counterfeit products are not only fashion products to create a variety of research areas.

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